



BASEBALL CONCLAVE was held in Des Moines May 1 to outline the details of General Mills (Wheaties) games broadcast on KRNT to WMT, Cedar Rapids; KMA, Shenandoah; WNAX, Yankton, and KFAB, Lincoln, Neb. Gene Shumate, Iowa Network sportscaster, handles all games except those originating at KFAB where Harry Johnson will be at the mike. Front row (1 to r) are Lloyd Griffin, Knox Reeves Adv. Agency (in charge of the Wheaties account); Bruce Wallace, Central States Broadcasting System; W. B. Quarton, WMT; Don Searle, president CBS; Renny Daly, KSO-KRNT; Gene Shumate, sportscaster; W. O. Carmichael, General Mills; Cliff Samuelson, General Mills. Back row (1 to r) are Gladys Greenburg, KSO-KRNT; E. G. Johnson, General Mills; Haakon Groseth, Knox Reeves; Craig Lawrence, KSO-KRNT; Cy Rapp, KMA; Lowell Jackson, Katz Agency; Luther Hill, KSO-KRNT. Plans for the season were covered in detail.

Koerper, Ringlep Given KMBC Posts

Former Named Vice-President; Latter Heads Sales Service

APPOINTMENT of Karl R. Koerper, of the Greiner-Fifield Lithographing Co. of Kansas City, as vice-president of KMBC, was announced May 7 by Arthur B. Church, president of Midland Broadcasting Co. operating the station. Mr. Church also announced advancement of Carter Ringlep, manager of regional sales of KMBC, to manager of sales service.



Mr. Koerper

Mr. Koerper, who has had wide executive experience in the Midwest, is 37 years old. He entered the advertising field in Kansas City as advertising manager of the Ash Grove Lime and Portland Cement Co., and later joined Greiner-Fifield. He was twice president of the Advertising Club of Kansas City and is a member of its board of directors. He taught advertising for several years at Kansas City College of Commerce and is at present a member of the College Advisory Council. He is well known in the direct mail advertising field, being vice-president and member of the board of Direct Mail Advertising Association. He is also a member of the Speaker's Bureau of the Advertising Federation of America.

Active in Civic Affairs

Active in committee and civic projects, Mr. Koerper is a member of the Kansas City Chamber of Commerce and serves as vice-chairman of its publicity committee. He has served on the directorate of the Kansas City Better Business Bureau, the Provident Association, the Minute Circle Friendly House, and the Safety Council. He is a member of the Executive Committee of the Kansas City Boy Scout Council.



Mr. Ringlep, the new KMBC sales manager, is a former newspaperman. He entered radio as commercial manager of WADC, Akron, in 1928, after having worked on the display staff of the *Akron Times Press*. He left WADC to join WIBW, then in Oil City, Pa. He joined the Iowa Network on Jan. 15, 1935, and came to KMBC in August, 1936.

More From Hollywood

TRANSCONTINENTAL commercial organizations from Hollywood will be increased this summer with transfer of two cigarette programs to the West Coast. Tommy Dorsey and his orchestra, sponsored by Brown & Williamson Tobacco Corp. (Raleigh & Kool) on NBC-Red network and the CBS *Your Hit Parade* with Mark Warnow, under sponsorship of American Tobacco Co. (Lucky Strike) are scheduled to emanate from Hollywood the first week in July. Dorsey will precede Warnow to the Coast.

AFL Takes Active Part In Management of WCFL

WITH the election of Matthew Woll, vice-president of the American Federation of Labor, to the board of trustees of WCFL, Chicago, a more active participation in WCFL activities is planned by the AFL. Already under consideration is a direct wire (Class E lines of the AT&T) between AFL headquarters in Washington and WCFL. First evidence of the more active cooperation is the participation of Maynard Marquardt, WCFL manager, in the management of the broadcasting activities of the American Federation Label & Industrial Exhibition in Cincinnati, May 16-21.

Active participation in WCFL affairs was decided upon in Washington, April 27-29 at a conference attended by Mr. Woll; John Fitzpatrick, president of the Chicago Federation of Labor; Maurice Lynch, CFL financial secretary; Joseph Keenan, CFL secretary; Mr. Marquardt; former Senator C. C. Dill and D. D. Carmell, Washington attorneys.

Mr. Woll was made a member of WCFL's board of trustees as well as of the board of directors. The other two members of the board of trustees are Mr. Fitzpatrick, and Victor A. Olander, secretary of the Illinois Federation of Labor.

Three to Suspend

CAMPBELL SOUP Co., Camden (soup), will discontinue its weekly CBS *Hollywood Hotel* program for nine weeks after the June 24 broadcast, the first time in four years that the program has taken a summer lay-off. It returns Sept. 2. General Foods Corp., New York (Postum), after the July 1 broadcast will suspend its thrice weekly CBS *Lum & Abner* program for nine weeks. The series will return Sept. 5. The CBS *Lux Radio Theatre*, sponsored by Lever Bros. Co. (Lux soap), from Hollywood, is scheduled to discontinue for eight weeks after the July 11 broadcast. Program took a similar leave last year.

EATON PAPER Co., Pittsfield, Mass., has contracted with WOR, Newark, to sponsor the May 19 official ceremony crowning National Air Mail Week from 1:15 to 1:30 p. m., EDT. It is the first special events feature WOR has ever had sponsored commercially.

A PAUCITY OF FUN FOR KIDS

Injection of Humor Into Juvenile Programs Urged

By Writers as Opportunity for Sponsors

Mr. Dixon injects a new thought into programming for juveniles when he insists the young idea likes humor most. As author and male lead in the famed 'Raising Junior' series of a few years back, quite aside from his own paternal observations, he speaks with authority. Formerly with NBC and former radio director of Kenyon & Eckhardt, Mr. Dixon now resides in Hollywood where he writes for radio and the films.

By PETE DIXON
FOR THE past four months this writer, in company with his two sons, who are 11 and six years old respectively, has listened to almost every juvenile program on the air.

And during this four months of listening, I never once heard my boys really laugh at a line in any of the juvenile melodramas. Humor just doesn't exist in the programs for the kiddies.

On the other hand, my boys look forward all week to Sunday night. On the Pacific Coast, it is possible to get the big comics early in the evening. The boys think Joe Penner has the best show on the air. Jack Benny runs him a close second. They love Charlie McCarthy and they think Phil Baker is pretty swell, too. Also, they are more conscious of the products advertised by the comics than they are of the brands plugged in the gasp-and-groan kid melodramas.

I don't think that these blood-and-thunder yarns do any serious harm to my boys. They go to sleep without any trouble. There has been no evidence of any of the shows making them potential bandits or tramps. Instead they're getting a little bit bored with the whole business, just as boys of an earlier generation eventually realized that all Alger stories followed the same formula, so today's youngsters realize that the radio hero will always come out on top.

As a parent, and selfishly as a writer of radio material, I wonder why there is no market for humor

in juvenile programs. I remember that the outstanding juvenile classics have been rich with humor. There is humor in Robin Hood, Tom Sawyer and Huck Finn were full of laughs. In such perennial favorites as the Rover Boys, Tom Swift and other juvenile best-sellers there is always the leavening of laughter. But not on the air.

My own experience as a radio writer has convinced me that humor in a radio series is well worth the time and trouble it takes to inject it into a story script. *Bobby Benson & the H-Bar-O Rangers* was just another juvenile western until Erwin, Wasey & Co. decided to do things with it. Comedy characters were introduced in the script. Comedy situations were alternated with melodrama. Within a year the Bobby Benson show jumped from tenth place among juvenile favorites to first place. Comedy accounted for the climb.

In *Robinson Crusoe Junior*, which was sponsored by the New York State Milk Fund one year, comedy was used to take the curse off melodrama. The now famous Mauch Twins made their professional debut in that series and carried the burden of the laughs. The Twins were adored by listeners because they were funny. That it paid them to be funny is evidenced in their subsequent Hollywood stardom.

Humor isn't a difficult problem. Any conscientious and capable writer can put chuckles into his material as easily as a good cook seasons a ragout. Children don't demand the subtleties of a Noel Coward. A crazy couplet, a riddle, a laughable limerick or a joke as old as "Why does a chicken cross the road" will amuse them. They like crazy characters. A hillbilly, a fat man with an insatiable appetite or a conventional absent-minded professor will delight them.

The sponsors that go after those laughs will reap a rich reward in listener loyalty. Suspense, excitement and serial interest will be intensified rather than dampened by the use of humor in radio strips.

Mirth is better than murder; belly laughs will sell more breakfast foods than blood. And parents will welcome shows that make their youngsters laugh heartily. Some sponsor ought to try it!



Mr. Dixon