

**THANKS, VARIETY-
AGENCIES AND AUDIENCE THINK
HERSON IS FIRST TOO!**



Bill Herson's

**"COFFEE
WITH
CONGRESS"**

**"FIRST REALLY DIFFERENT
PROGRAM WITH A CAPITOL
HILL FLAVOR TO COME OUT
OF WASHINGTON"**

so says **VARIETY**

A completely new idea in morning programming is Bill Herson's "COFFEE WITH CONGRESS" broadcast every Saturday morning, 8:15-9:00 a.m. — It's another "First" for WRC...

First time members of Congress have been informally interviewed in their homes—over the breakfast table. Herson presents "little-known" facts about "well-known" law-makers in an ad-lib friendly chat with Congressmen and their families.

Another reason why Herson is Washington's No. 1 morning personality. For spot availabilities see NBC Spot Sales.

FIRST in WASHINGTON

WRC

Represented by NBC SPOT SALES

Respects

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by the score. He learned the characteristics of every player. When he broadcast out-of-town games from Western Union reports, Red carried on a rapid-fire description of the players.

In Cincinnati he was sponsored first by Ford dealers, later by Wheaties. General Manager Larry MacPhail of the Reds took a liking to the red-headed Southern boy who was making good. When Larry left the Reds to become head of the Brooklyn Dodgers, he sent for Red Barber. In 1939 Red went to New York and did the Dodgers games over WOR. In 1942 to switched to WHN.

Obviously, the "old red head" quickly endeared himself to the citizens of Brooklyn. One year after his arrival, the Brooklyn Chamber of Commerce gave him its annual award for being "that young man who has made the largest civic contributions to the betterment of Brooklyn".

Red's Old Gold Dodger-Cincinnati broadcast from Ebbetts Field, Brooklyn, over WHN on Sunday, Sept. 13, 1942, topped all previous War Bond promotions with sales of over \$325,000.

Co-worker on his WHN broadcasts the last four years, Connie Desmond, calls him one of the "most honest" reporters in the baseball broadcasting business.

Baseball is not Red's only stint. During the fall he broadcasts the New York Giants' professional football games over WHN. When he was with Crosley he did the Ohio State and Notre Dame games for WLW. He also does a sports commentary for newsreels and makes records for the OWI overseas division.

For eight consecutive years, 1935-43, Red did the World Series. His Southern accent comes natural. Red having been born Feb. 17, 1908, in Columbus, Miss.

During his college days he was seriously hurt in an automobile accident. When stretcher-bearers were taking him into a hospital he saw a beautiful young woman in white. "I thought for a minute I was in heaven," said Red. She was his nurse. Now she is Mrs. Barber. Red and his wife live in Scarsdale, N. Y., with their 7-year-old daughter, Sarah.

What he considers his greatest honor came early this year when the Sports Broadcasters Assn. chose him as the sports broadcaster "who has done most to bring credit and dignity to his profession in 1944". The only reported criticism of the red-head came from a Brooklyn fan who once denounced him as being "too fair".

NBC "Congressional Medal of Honor" program has been commended by Vivian D. Corby, national adjutant of the Disabled American Veterans, in an interview in current issue of What's New in Veteran News.

ALLIED ARTS



JAMES L. WOLCOTT, former production manager of "The March of Time", has been appointed vice-president, general manager and a member of the board of directors of Audience Research Inc., New York.

IRVING FRISCH, recently with Bell Telephone Labs., technical staff, has rejoined Radio Wire Television Inc., New York, as advertising director.

CHARLES MICHELSON Inc., New York, distributor of "The Shadow", is releasing a companion radio series of half-hour open end transcriptions titled "The Avenger", now available to stations for local sponsors. Series includes 52 programs.

FRANK V. GOODMAN, former sales manager of Sonora Phonograph Co., Chicago, and associated with other companies in phonograph, radio and refrigeration industries, has joined Andrea Radio Corp., Long Island City, N. Y., as general sales and advertising manager.

JACK CAVANAUGH has returned to All-Canada Radio Facilities, Calgary, program division, after discharge from the RCAF Atlantic Coastal Command.

CHARLES GARLAND, former associate radio director of Berg-Allenberg, Beverly Hills, Cal., artist service, has opened his own talent agency at 9169 Sunset Blvd., Beverly Hills, Cal.

MAURICE C. DREICER, head of Maurice C. Dreicer Programs, Forum Service Inc., and Voice Analysis Service, New York, has started the Idea Counselor for new ideas, check-ups and analysis services on radio, television, public relations, politics, sales, promotion, or business. Address: 998 Fifth Ave., New York.

MORTIMER S. PALITZ, released from the Army, has been named vice-president of Cosmopolitan Records Inc., New York. Prior to his Army career Palitz was with Columbia Records.

PAUL GARDNER, former magazine editor of American Broadcasting Co., has been appointed editor of Tune In magazine.

BOB THIELE concluded his WHN New York disc program Oct. 13 to devote more time to his post as music director of Signature Record Co., New York, which has expanded activities.

E. W. EISENHOWER, with Westinghouse Electric Supply Co. for 11 years and district merchandise manager for Arizona, California, Idaho and Utah for eight years, has been appointed manager of southern California district of Westinghouse Home Radio Division, in charge of merchandising Westinghouse home radio and television receivers in that territory and Oregon, Washington, and Hawaii.

JEAN McCORMICK, formerly of the radio department of Crossley Inc., and research statistician with the U. of Chicago, has joined Cooperative Analysis of Broadcasting, New York, as assistant to **JAY STANWYCK**, editor of CBS reports.

SIMON J. SHALTZ, night city editor of the Philadelphia Record, has left the newspaper to set up a publicity and radio promotion agency, Adelphia Assoc., with offices in the Real Estate Trust Bldg. Associated with him in the agency are **GERTRUDE GOLDEN** and **ISABELLE BOBROW**.

THOMAS A. McAVITY, freelance producer and former vice-president in charge of radio for Lord & Thomas, Hollywood, has joined Famous Artists Corp., Beverly Hills, Cal., talent service, as vice-president in charge of radio.

BILL LIVINGSTON, former New York producer of Warwick & Legler, has joined REO Radio Pictures as Hollywood radio contact.

HARRY JACOBS PRODUCTIONS, New York producer of transcribed programs, has established West Coast offices at 8820 Sunset Blvd., Los Angeles. Telephone is Crestview 5-2871. **BERENICE LAWRENCE**, formerly of Free & Peters, Hollywood, is office manager and in charge of sales promotion.

CRITERION RADIO FEATURES, Chicago, has placed the "Jimmy Evans Football Forecast" program on the following stations: WHK WPAW WTGM WCOA WBAF KTS WFCI WINN WAYS KTKN KINY KVPD.

DECCA RECORDS has installed two presses at its new West Coast plant at 960 N. La Brea Ave., Hollywood, and has started its own pressing. Company also has installed all new recording equipment at that plant.

W H N

LOUISVILLE

Home of the
Kentucky Derby

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**AMERICAN
WINN
BROADCASTING COMPANY**

Represented by
BROADCAST SALES COMPANY
New York and Chicago

HOMER GRIFFITH COMPANY
Hollywood & San Francisco

★

HARRY McTIGUE
General Manager