

We Pay Our Respects to—



WILLIAM S. HEDGES

WHEN "BILL" HEDGES cut short his college days at the University of Chicago in 1917 to enlist in the aviation branch of the Army Signal Corps, he had no realization that he was launching forth upon a career that was to distinguish him, like many another of those youths with whom the radio ranks are honeycombed, as one of the outstanding leaders in broadcasting.

He was earning his way through school as campus correspondent for the CHICAGO DAILY NEWS when the call to the colors came. Returning from the service with a second lieutenant's commission and a smattering of radio learned in the Signal Corps, he went back to the reportorial staff of the CHICAGO DAILY NEWS to resume the ordinary routine of a newspaperman handling political assignments.

Radio was furthest from his mind when his managing editor called him in one day, pointed to a copy of the NEW YORK GLOBE, then pioneering the field of radio news with its radio section, and asked him whether the CHICAGO DAILY NEWS should start a similar section. Bill's reply was in the negative. Whereupon the m.e. declared:

"Fine. Now that I have you on record, you are the radio editor and in charge of the radio activities of the DAILY NEWS." He was chosen, said the boss, because he was the only member of the staff with previous experience in radio, it having been his job during the war to control artillery fire from the air by radio!

Soon after this incident, the owners of The Fair, large department store, approached Walter Strong, then business manager of THE NEWS, with the idea of establishing a radio station under their joint auspices. Mr. Strong saw the possibilities of radio as an adjunct of the newspaper, as did Publisher Victor Lawson. The store's old 250-watt Hartley circuit transmitter was whipped into shape. Call letters WGU were obtained, and the station went on the air just 10 years ago, or on April 13, 1922. Bill Hedges was manager, continuing also as radio editor, and Miss Judith Waller was placed in charge of programs, a position she retains.

It was only a matter of a year or so after the CHICAGO DAILY NEWS went into radio that The Fair withdrew from the partnership, leaving the station, now with the call letters WMAQ and with a new Western Electric transmitter, entirely in the hands of the newspaper. The station's rise was steady, always boosted—as were other competing radio stations—by Hedges' columns in his radio page.

In 1928 Hedges was elected president of the National Association of Broadcasters. He was reelected in 1929. In 1931 he was made chairman of the NAB executive committee and in 1931 was appointed to its executive committee.

WMAQ was separately incorporated in 1929, with Mr. Strong as chairman of the board, Bill Hedges as president and Judith Waller as vice-president. Hedges continued to serve as radio editor until Sept. 1, 1931, when Col. Frank Knox, succeeding Mr. Strong as publisher of THE NEWS a few months after Mr. Strong's sudden death, concluded an arrangement with NBC whereby the network took over the management of the station and 50 per cent of its stock. Hedges remained as manager, a post he holds today, as Miss Waller was retained as assistant manager.

Bill Hedges was born in Elmwood, Ill., June 21, 1885, the son of a country doctor. He lived in various small communities until he was graduated from the Colorado Springs (Col.) high school in 1913. Following graduation, he went to Chicago to spend a year building refrigerator cars and serving as a department foreman for the Armour Car Lines. Then he entered the university, obtaining also a job as reporter with THE NEWS.

He is married and has two children, Helen, who will be 11 in August, and Margaret Ann, who is 7 this month. He lives at 1768 Washington Ave., Wilmette, Ill. He is a member of Sigma Nu, the Sojourners Club of Masonic Army and Navy officers, American Legion, Medina Athletic Club, Shawnee Country Club and various civic organizations. He is a Republican and a Congregationalist.

PERSONAL NOTES

WESLEY W. KNORPP, publisher of the Phoenix (Ariz.) REPUBLIC AND GAZETTE, which owns KTAR, was a Washington visitor in mid-April in the interests of the station. Later in the month he visited New York to attend the American Newspaper Publishers Association convention.

MISS JEAN GERARD, formerly secretary to John F. Royal, vice-president of NBC in charge of programs, has been transferred to the Chicago offices of the network.

H. A. LAFOUNT, commissioner, and Andrew D. Ring, senior engineer, of the Radio Commission, were guests of honor at a luncheon meeting of the National Press Club, April 20, which was addressed by Floyd Gibbons, newspaper correspondent and radio speaker.

LOUIS G. CALDWELL, attorney for WGN, Chicago, and various other stations, was one of the committee of trustees of Amherst College, headed by former President Calvin Coolidge, who participated in the ceremonies attending the transfer of the new Folger Shakespearean Memorial Library in Washington to the Amherst board of trustees April 23.

GEORGE TURNER, until recently in charge of publicity for KHJ, Los Angeles, has joined the Earnshaw-Young agency in the same city. He will write the Black and Blue detective episodes heard nightly over KHJ and written by the agency for Folger's coffee.

NORBERT CLANCY, formerly with WOOD and WASH, Grand Rapids, Mich., has joined WJKS, Gary, Ind., as manager, succeeding Meryl Friedel, who has joined the program department of WBBM, Chicago.

JACK STEWART, sales director of WFBR, Baltimore, has been elected a governor of the Baltimore Advertising Club, succeeding R. V. O. Swartout, who recently left the management staff of the station.

OLIVER MORTON, formerly manager of WBZ-WBZA, Boston-Springfield, has been named manager of KDKA, Pittsburgh, and F. E. Spencer, formerly of the KDKA commercial staff, has been promoted to sales manager. It is expected that Lloyd C. Thomas, general commercial manager of KDKA, will join the New York staff of NBC.

RICHARD HALLER, radio advertising man and transcription producer, has been employed by KGMB, Honolulu, as assistant to General Manager A. Henley. He will act in an advisory capacity in the enlargement of the station's activities.

LINUS TRAVERS, production manager of WNAC, Boston, who with Mrs. Travers has been enjoying several weeks rest in Havana, was guest at a reception tendered Henry W. Catlin, president of the Cuban Electrical Co., April 9.

ALFRED J. McCOSKER, director of WOR, Newark, returned April 16 after a 21-day cruise on the Caribbean with Mrs. McCosker.

M. R. RUNYON has been appointed comptroller of CBS in New York.

BORN to I. E. Showerman, sales manager of the NBC Chicago division, and Mrs. Showerman, a son, James Peter, March 13.

L. L. MENNE, formerly president of the North American Institute, Chicago, and for the last 20 years identified with educational activities, is now director of the Floyd Gibbons School of Broadcasting, Washington, D. C.

C. R. THOMPSON and C. C. Harris, formerly with WCAO, Baltimore, as program manager and chief engineering respectively, are now actively engaged in operating WTBO, Cumberland, Md., which on April 1 went under new management.

FREDERIC WILLIAM WILE, Jr., son of the Washington newspaper correspondent and CBS radio commentator, who after being graduated from Princeton went abroad in the diplomatic service and later joined the New York staff of CBS, will be married this summer to Miss Rita Halle, of Poundridge, N. Y.

ANDREW KRAUSS, a former commercial manager of KOL, Seattle, has been added to the staff of Pearce-Knowles, Seattle advertising agency.

BEHIND THE MICROPHONE

JAN KRUPA, organist and composer, formerly with WWVA, Wheeling, W. Va., has joined WKJC, Lancaster, Pa., as musical director.

EDWARD K. (Ted) JEWETT, with NBC since early in 1930, has been appointed night program representative of NBC in New York, combining the duties of supervisor of announcers with general evening program operations.

ALISON KYGER, of WOFL, Chicago, has been elected to membership in the Women's Advertising Club of Chicago.

WALTER WINCHELL, who has been radio columnist of the Lucky Strike Hour over NBC since Nov. 3, has been ordered by his physician to take a prolonged rest following a collapse attributed to overwork. Louis Sobel, another Broadway columnist, has taken his place.

FRED SHAWN, formerly a drama student at Pomona College (Cal.), and recently with the cast of Ziegfeld Follies, has joined the announcing staff of WLW, Cincinnati.

TEDDY BERGMAN, CBS actor, was married to Finnette Walker, CBS television actress, in New York this month. Bergman has the leading role in the "Joe Palooka" series sponsored by Heinz Rice Flakes.

CLARENCE CRARY, announcer at KGER, Long Beach, Cal., has published "More Precious Thoughts" as a 64-page booklet. They were written by Nellie Lorraine Gunter and had been read on Crary's "Family Circle" inspirational program.

BOB STEPHENSON, formerly with KMPC, Beverly Hills, Cal., has joined the staff of WBBM, Chicago, as an announcer. He also carries a commercial aviator's license.

ARTHUR LINDSAY, onetime with KOMO, Seattle, and NBC in San Francisco, has been added to the announcing staff of KHJ, Los Angeles. His wife, the former Miss Helen Hoover, has also joined the station as a writer in the production department.

IVAN STREED, formerly with KFH, Wichita, has joined WMBD, Peoria, Ill., as program director, succeeding Steve Cisler, who has returned to WGAR, Cleveland. WMBD has also added Miss Florence Pearson, former Chicago newspaper woman, to its commercial staff. In addition to her commercial duties, she conducts the Homemakers' period every morning.

TED ROY, who was a finalist in the Atwater Kent auditions a few years ago, has gone back to radio with a series of programs over KPO, San Francisco, and some of the NBC coast stations once a week. A blacksmith before entering Oregon Agricultural College, Roy is billed as "The Singing Blacksmith."

"WALKING Side by Side," a composition by Roy Harlow, assistant to William Shepard, III, president of the Yankee Network, its air premiere, April 19 when it was sung in special arrangement by the Yankee Singers over WNAC, Boston. The lyrics were written by Arthur R. Harper.