

Stan Kaplan tries to get Larry Glick to change his name, originally in Chapter 5:

Sales Director Stan Kaplan had a concern when Larry Glick was hired.

WMEX had Arnie Ginsberg, obviously Jewish. Everyone knew Jerry was Jewish. Stan himself was Jewish. Hell, the rumor was that even **Mac** was Jewish. If we put another obvious Jew on the air, we might as well call ourselves the Jew Station.

So he took Larry aside. Larry, it really would be better if you adopted another name, something less Jewish.

Stan didn't know how touchy this issue was. Many years ago, when Larry was just Irving Glick, a student at Emerson, he won a contest to be the (unpaid, of course) "veterans' news" reporter for WCOP. Irving Glick told his dad to listen to his debut, and he did the veterans' news as "Larry Shepherd." When he asked his father, a Russian immigrant proud of his heritage, what he thought of his boychik on the air, Mr. Glick remarked with a disapproving frown, "I didn't hear you. They had a Larry Someone-else on there."

"Dad, it was me. They don't want me to have a Jewish name."

"I didn't hear you. Larry Someone-else I heard. Not my son."

So there was a compromise. "Irving" went away, but "Glick" was there to stay. And that was a non-negotiable promise he'd made to his father, a man he respected far more than Stan Kaplan.

Returning to 1963, Stan's insisting on a name change. Larry says no. Stan says, "You gotta." Larry says, "Can't do it." Larry, who never raises his voice, is saying, "The hell with it. Find someone else."

But Mac is walking by, hears the ruckus, says to Stan, "Aw, let him keep the name."

So Larry and Stan didn't do so well from day one.

This story was provided to us by Larry Glick himself in an interview on 3/29/06.