

On All Accounts

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gone to 50 kw and was in the market for a sales manager. Joe took the job for over four years, until he launched the agency of Hiddleston, Evans and Merrill on May 1, 1946.

Among the HEM accounts currently using or planning to use radio are Frederick and Nelson, a division of Marshall Field and Company; Smith-Gandy Ford dealer; Clark's Restaurant Enterprises, and Speed-Tatoes Products Co.

On the basis of the Frederick and Nelson experience in recent months, Joe observes: "Television

is going to be a major medium for department stores—and a very powerful one." As the audience and the industry grow, he predicts, Frederick's will be using substantial amounts. The store was one of the first in Seattle on KRSC-TV, sponsoring the daily *INS Newsreel*.

Smith-Gandy recently finished a long and large spot campaign, extending over five months; Clark's uses radio from time to time both in Seattle and Olympia, and a fall schedule is now in preparation; Speed-Tatoes is currently testing market reactions with Portland radio, and will later go into California and eventually the eastern markets.

"When we build an advertising budget," Joe Hiddleston summarizes, "radio is considered of major importance."

But his interest in radio does not stop with his past experience at KOMO KJR and KIRO, nor with his present accounts using air time. KJR is one of the Hiddleston accounts; KJR now relies principally on ads in the trade press.

When Fisher's Blend Station opened the new KOMO studios last year, KOMO engaged the agency on a one-shot basis, to promote the studio launching. Joe and his staff built an unprecedented—for Seattle radio—ten-page section in the *Seattle Times*, including a full-page message from all the local stations, blazoning the theme: "Radio Belongs to You . . . and more people listen to radio in this area than in any comparable one."

Mr. and Mrs. Hiddleston live in Mt. Baker Park, a residential district of Seattle, and most of their interests center around his business and the home.

There's one exception, though. Joe speaks casually of his community service, but takes it seriously nevertheless. He has been active in virtually every major Seattle enterprise of the past decade, including the Community Chest, the Mass X-Ray Campaign, the War Bond drives, etc. He is vice-president of the 101 Club, member of the Washington Athletic Club, and recently completed three years as a board member of the Washington State Press Club.

Production



BILL GAY has been named producer of CBS *Hallmark Playhouse* for coming season starting Sept. 8. He replaces **DEE ENGELBACH**.

BOB GENTRY, formerly of KOMO Seattle announcing staff, has joined KFVD Los Angeles as summer relief announcer.

RICHARD SANVILLE has been named director of NBC *Richard Diamond, Private Detective* replacing **WILLIAM P. ROUSSEAU**.

L. J. RONDER Jr., former production chief at Radio Institute of Chicago, joins WCFL Chicago as assistant program director in charge of production.

J. GORDON WRIGHT, production supervisor of KTLA (TV) Los Angeles, has been named production coordinator of station. In new capacity Mr. Wright will be in charge of production personnel assignments and scheduling. Prior to joining KTLA in 1945 he was with Paramount Pictures' commercial film division, New York. **GORDON MINTNER**, director for station, has been appointed senior director to replace **PHILIP BOOTH**, resigned.

ED COOPER has left announcing staff at WGN Chicago, where he worked five and one-half years, to freelance in same city. Now on vacation, Mr. Cooper returns Sept. 5 to continue with station's *Telephone Quiz*.

THELMA BENNINGTON, recently with NBC Hollywood traffic department, and before that with KCRA Sacramento, joins traffic department of KFVB Los Angeles.

YUL BRYNNER has joined CBS-TV as producer-director in network's program department. Mr. Brynner entered TV in 1944 as m.c. and star on network shows. Recently he has written, produced and starred in TV "Mr. and Mrs." series with his wife, **VIRGINIA GILMORE**.

JOHN HARLAND, former KYNO Fresno, Calif., announcer, has joined announcing staff of KGO San Francisco. **LORAIN BAKER**, formerly with Capitol Records, has joined KGO as music librarian. She replaces **BOB ADAIR**, who has been transferred to KGO-TV.

EDWIN HINKLE, formerly with WIBC Indianapolis and most recently with WTOM Bloomington, Ind., has joined KBOL Boulder, Col., as program director.

DICK CUTTING has rejoined announcing and production staff of KCBQ San Diego. Mr. Cutting was formerly with CBS Hollywood and KFAC Los Angeles.

AL MANN has been appointed program director for KVER Albuquerque, N. M. Mr. Mann formerly was with KRRV Sherman-Denison, KTXL San Angelo and KIXL Dallas, Tex.

IRENE POTVIN has joined production staff of KXOB Stockton, Calif., succeeding **BETH WINTER** who recently married Hugh Gallagher.

MURIEL ABRAMS, of script and continuity departments at WHLI and WHLI-FM Hempstead, L. I., and Lawrence L. Washer have announced their engagement.

CHARLES HENSON, chief announcer-program director for KTAT Frederick, Okla., is the father of a boy.

GEORGE LORENZ, m.c. for WXRA Kenmore, N. Y., is the father of twin sons, Franklin and Frederick.

GEORGE SANDERS, m.c. of KFVD Los Angeles *Spade Cooley Time*, and Helen Doolittle have announced their marriage.

GEORGE WATSON, star of *Gold Coast* on WBBM Chicago, is the father of a boy, William G. Watson 2d.

ROBERT M. HOFFMAN, research director of WOR New York, is the father of a girl, Steffi Wyn.

BEN GAGE, announcer, is the father of a boy, Benjamin Stanton. Mother is actress **ESTHER WILLIAMS**.

KTED STAFF

Laguna Beach Outlet Plans

STAFF thus far named for KTED Laguna Beach, Calif., scheduled to go on air in near future, is announced by Owner-General Manager Tom E. Danson, as follows:

Alyse Ayres, executive secretary; James M. Matheny, sales manager; Dick Morgan, chief announcer; Ted Owen and Don Mayer, announcers; Late Williams, news and sports editor; Judy Herrick, director of women's activities; A. L. Campbell, chief engineer; Gaye Stone and Bob Hayes, engineers.

KTED will operate 1 kw daytime and 250 w night on 1520 kc.

KIDO STUDIOS

Expected Ready Sept. 15

KIDO, NBC affiliate in Boise, Idaho, and KIDO-FM, expected to be operating from new studios on or about Sept. 15, according to General Manager Walter E. Wagstaff. Construction of studios and offices in Boise Chamber of Commerce Bldg. is almost completed.

Boise's oldest station, KIDO will have three modern studios of the latest acoustical design and office space to accommodate a large staff.

Now operating on 660 kc with power of 2.5 kw-D, 1kw-N, KIDO also has an application pending before the FCC for increased power to 5 kw, on a new frequency, 630 kc.

DUE TO REQUESTS for additional service on FM in area, WBBM-FM Buffalo is now on air from 1 p.m. to midnight every day. This represents addition of four hours to station's former schedule.

Employment Service

18 jobs filled this week. May we place you next? Need 3 managers, 12 announcers, 9 engineers, 18 salesmen, 15 women copywriters, 27 announcer/technicians. RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

Help Wanted

Salesmen

SALESMAN: Man we want has outstanding sales record. He wants greater sales opportunities than present job affords. He sales producer and expects to be paid commensurate with increased earnings. Must be of caliber and capable of earning \$7500-\$10,000 yearly. Old established midwest 250 watt station. If you can prove these qualifications, we'll pay top money for them. Married man with responsibility desired. Full details first letter. Box 302 BROADCASTING.

School

Looking for WELL TRAINED MEN?

Tell us your needs! Our graduates have thorough . . . full time technical training in one of the nation's finest Radio-Electronic-Television training laboratories. These men are high grade . . . have F.C.C. Licenses and are well qualified to operate and maintain Radio-Broadcast and Television equipment. Write, phone or wire:

EMPLOYMENT SERVICE,
DEFOREST'S TRAINING, INC
2333 N. Ashland Ave. Chicago 14, Ill.
Phone Lincoln 9-7260

Controlling Interest in Midwest Regional

This attractive large market station needs capable management and the owners are willing to pay a sizable premium in order to attract the right man. They will sell 51% of the common stock for \$35,000.00. Investment in the property exceeds \$100,000.00 and includes valuable real estate. Equipment and technical position is excellent. Station is well established and the present situation offers an unusual opportunity to a good operator who can act quickly.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES
BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO
Harold R. Murphy
333 N. Mich. Ave.
Randolph 6-4550

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672