

SURE-FIRE



says John Guider, Pres. & Gen. Mgr.

WMTW-TV

POLAND SPRINGS, ME.

The Warner Bros. library is sure-fire. These are films you can program dozens of different ways, and come up with a top rating every time. According to Mr. John Guider:

"Last year we bought half the Warner Bros. library. The results were completely satisfactory—both as to ratings and to sponsor reactions. So we just came back and bought the remaining half despite the fact that we already had the three other complete major packages. Those Warner Bros. features have certainly proved a real good buy."

Warner Bros. features offer big name stars, great pictures. Many stations run these films in several time slots, morning, afternoon and night. It's a smart way to put the whammy on competition, and profitable, too.

U.A.C.I.

UNITED ARTISTS ASSOCIATED, INC.

NEW YORK, 345 Madison Ave., MUrray Hill 6-2323
 CHICAGO, 75 E. Wacker Dr., DEarborn 2-2030
 DALLAS, 1511 Bryan St., RIVERSIDE 7-8553
 LOS ANGELES, 9110 Sunset Blvd., CRestview 6-5886

Tv and radio NEWSMAKERS



John H. Willmarth, executive v.p. and creative director of Earle Ludgin & Co., Chicago, has been elected president of the agency. He has been with Ludgin for 30 of its 32 years, and has been executive v.p. since 1954. Other agency changes: George Rink, v.p. and director, was named general manager of the agency, and Ralph Whiting, a v.p. and director, will head the newly formed executive committee. This policy-making group will also include Willmarth, Rink and Earle Ludgin, board chairman.

Thomas C. Harrison has been elected a v.p. of John Blair & Co. and head of the rep firm's Chicago office. He succeeds Clifford Barborka, Jr., who moves to New York to manage the newly formed creative and marketing services division of Blair. (See "Newsmaker of the Week," 23 May.) Harrison began his broadcasting career at WSM, Nashville. He joined Blair in 1954, and was head of their St. Louis office when he left, in 1957, to join ABC as v.p. He returned to Blair's New York office early this year.



Adolf N. Hult, former MBS v.p. and board member, rejoins Mutual as v.p. in charge of the newly created special projects department. Its purpose: to develop projects for the network's sales department. Hult entered broadcasting in 1930 as a sales executive with WGN, Chicago. Four years later, when the station was purchased to form MBS, he joined the web's sales staff, and from 1945-55 he was v.p. heading up sales. Hult left MBS in 1955 to become tv consultant for Screen Gems and RKO Teleradio.

C. B. "Pete" Clarke, Jr. has been named manager of Storz' Minneapolis-St. Paul station, WDGY. He is a veteran of Twin Cities radio, having spent eight years at various key posts in the area, three of them with the Scott Paper Co. He then joined WTCN, Minneapolis, as account executive, and in March, 1956, when Storz purchased WDGY, he became a salesman. Clarke was named sales manager in November, 1958. He is a graduate of Bowdoin College in Brunswick, Me., married and a father of five children.

