

## New Warner Subsidiary For Drugs and Toiletries

WILLIAM R. WARNER & Co., New York, is setting up a new organization, to be known as Standard Labs. Inc., New York, to handle its proprietary drugs and toiletries (Dr. Sloan's Liniment, Non-Spi, a deodorant, Waterbury Compound, Hobson Products). Erwin Fauser, formerly president, Frederick Stearns & Co., is president and general manager.

Wesley Assoc., New York, has been named to handle Non-Spi advertising, as well as Sloan's, as previously reported. New radio plans are under consideration for latter product, formerly promoted on *Gangbusters* on the Blue Network, with indication that radio promotion will be confined to spot schedules, according to the agency. There are no agency or advertising plans at present for Waterbury and Hobson products, with emphasis continuing on merchandising.



VIEWING FOR FIRST TIME "the other half" of their station's operation, these feminine staff members of WPTF Raleigh, N. C., inspect transmitter facilities located at Carey, N. C. L to r: Mary Susan Woodal, continuity; Betty Lou Hamilton, transcribed continuity; Fay E. Biggs, publicity; Betty Rose Thomas, traffic, and Eleanor Royster, receptionist. Henry Hulick Jr., chief engineer of the station, conducted the tour.

### American Dairy Renews

AMERICAN Dairy Assoc., Chicago, effective Jan. 28 will renew *The Voice of the Dairy Farmer*, featuring Everett Mitchell and Clifton Utley on NBC originating in Chicago. Contract, for 13 weeks, was placed by Campbell-Mithun Inc., Chicago.

ARCH McDONALD, conductor of the *Moondial* program on WTOP Washington 11:15-11:45 p.m., is confined to the hospital with a stomach ailment. During his absence, Arthur Godfrey has taken over the *Moondial show*, a program which he originated in 1933 and conducted for two years. Godfrey will continue his early morning, 7-9:15 program, despite the late hour of the *Moondial* show.

## BUYING POWER on the HOOF

KWKH serves the Ark-La-Tex area of Northern Louisiana, Northeast Texas and Southern Arkansas, one of the fast-developing purebred stock raising sections of the South. Here more than half a million head of beef animals, and some 400,000 hogs and pigs, including many of the finest grades, are growing for ultimate delivery to the three big Shreveport stockyards. This stock culture, war-expanded in point of quality as well as quantity, represents millions of dollars' buying power on the hoof for advertisers who choose 50,000 watt KWKH, the No. 1 medium for this prosperous market.



**KWKH**  
CBS ★ 50,000 WATTS

*The Shreveport Times Station*  
**SHREVEPORT, LOUISIANA**  
Represented by The Branham Co.

## NEWSPAPER SUBSIDY BILL REINTRODUCED

REVIVING the newspaper subsidy measures from the last Congress, Rept. Dirksen (R-Ill.) has introduced a bill (H. R. 403) to authorize the Treasury to spend 12½ and 15 million dollars each fiscal year beginning July 1 for War Bond advertising in newspapers.

Identical with the Cannon Bill of the 78th Congress, which died in the Rules Committee after the Senate passed the Bankhead Bill (S-1457) for a similar subsidy, the Dirksen measure calls for the purchase of space in "daily, weekly, semi-weekly and tri-weekly newspapers" published in communities of less than 25,000 population and in "weekly, semi-weekly and tri-weekly newspapers" published in cities of more than 25,000. It was referred to the Ways & Means Committee.

When hearings were held on the Bankhead Bill, C. E. Arney Jr., secretary-treasurer of the NAB, appeared on behalf of radio in opposition to the subsidy. The NAB took the position, however, that if Congress deemed it advisable to buy advertising for War Bonds, then all media should be included. The original Cannon Bill was defeated in the House Ways & Means Committee but quietly resurrected and reported out by a one-vote margin.

### GE Names Hendon

CLAUDE J. HENDON, with General Electric since 1927, has been appointed manager of sales in the tube division of the GE Electronics Dept., according to George W. Nevin, division manager. His headquarters will be in Schenectady. Mr. Hendon was formerly manager of the Southeastern District of the department with headquarters in Atlanta. He was made Electronics Dept. district manager for the southeast early last year.



### New GE Managers

FOUR new district managers have been appointed by the electronics department of the General Electric Co. R. L. Hanks has been named manager of the New England district with headquarters at Boston; T. B. Jacocks, manager of the Atlantic district with Philadelphia headquarters; H. J. Mandernach, manager of the New York district with headquarters in that city and R. J. Meigs, manager of the West Central district with Kansas City headquarters.

### KTUL, KOMA Transfers

TRANSFERS of control of KTUL Tulsa and KOMA Oklahoma City from J. T. Griffin, deceased, to John Toole Griffin and Marjorie Griffin Leake, executors under the will of the late Mr. Griffin, are requested in applications filed with the FCC. Both stations, CBS affiliates, operate unlimited time with 5,000 w, KTUL on 1430 kc and KOMA on 1520 kc.