

# Radio Advertisers

GROVE LABS., St. Louis (Bromo-quinine), has taken over the sponsorship of Capt. Robin Flynn, British flying hero of World War I, for a series of news commentations on WCAU, Philadelphia. Started Nov. 20, the program is scheduled Mondays, Wednesdays and Fridays 6-6:10 p.m. Until recently, Capt. Flynn did a nightly news broadcast for KHQ, Spokane, and previously with KGW, Portland, Ore. Agency is Russell M. Seeds Co., Chicago.

BEVERLY HILLS Transfer & Storage Co., Beverly Hills, Cal. (moving, storage), has started sponsoring a weekly quarter hour program, *Human Side of Sports*, on KECA, Los Angeles. Hal Cowan is commentator. Contract is for 13 weeks ending Feb. 3. Placed through Ted Factor Adv., Los Angeles.

OMEGA SHOE POLISH Co., Los Angeles, out of radio for the past year, in a seven-week campaign which started Nov. 23 is using 12 spot announcements weekly on KECA, that city. Agency is John H. Riordan Co., Los Angeles.

LOS ANGELES NUT HOUSE, Los Angeles (peanut butter), in a 13-week winter campaign which started Nov. 20, is sponsoring locally the transcribed repeat broadcast of the weekly BLUE program, *Scramble*, on KECA, that city, Friday 7:30-8 p.m. (PWT). Western Adv. Agency, Los Angeles, has the account.

ABBOTTS DAIRIES, Philadelphia (Abbott's Milk), starts a new radio series on WFIL, Philadelphia, Nov. 30, for its dairy products, in taking over local sponsorship of Baukhage, BLUE commentator. Richard A. Foley, Philadelphia, is agency.

POTTER DRUG & CHEMICAL Corp., Malden, Mass., as part of its spot schedule on approximately 40 stations throughout the country, has renewed its contract with NBC's National Spot and Local Sales Division for announcements in behalf of Cuticura Soap on nine stations. Plan calls for six five-minute programs each week on WEAJ, New York, and 12 one-minute announcements weekly on WMAQ KPO WTAM WRC KOA WGY WBZ-WBZA KDKA. Agency is Atherton & Currier.

THE *Aircraft Times*, Los Angeles publication, placing direct, currently sponsors a weekly quarter-hour program *Fashion Communique*, on KIJ, Hollywood. Velma Cloward is commentator.

## Wm. L. Lawrence (Continued from page 31)

signed to finish out the season, Bill was transferred to New York to produce the weekly substitute shows.

He bought a return ticket to Hollywood five months later when Dinah Shore was signed by Bristol-Myers Co. to star on that firm's weekly quarter hour BLUE program, *In Person—Dinah Shore*. Concurrently, the CBS *Freddy Martin* program was transferred to the West Coast for origination, with Lawrence continuing as producer of that show until Oct. 19, 1942. Expanding its radio activities at that time, Lady Esther Co. replaced the musical program with CBS *Screen Guild Players*. Production assignment on that half-hour dramatic show fell on Bill's broad shoulders.

In addition to current production duties, he also carries the varied executive responsibilities of Pedlar & Ryan on the West Coast.

His twinkling hazel eyes and wide grin are good evidence that Bill as a person is not lost in the man-sized job he is doing. Popular with agency and radio men alike, he has sincere cooperation from talent as well. They like to work with him despite the fact that he demands real labor—a recommendation of high order. Lawrence finds relaxation in bridge and poker. He's never played golf, but went in for football and basketball in college.

Bill will, upon urging, display his collection of magic and sleight-of-hand tricks. Though it is not generally known, he is a member of the American Society of Magicians. Howard Thurston, well-known professional magician, sponsored his membership some years ago. Among other hobbies he includes a midget racer which averages about 50 miles per gallon. But that, according to Bill, is about to pass out of the luxury classification of "hobby".

Married to Helen Davis, Hollywood actress, on March 16, 1938, following a whirlwind courtship of exactly five days, Bill and his wife make their home in San Fernando Valley.

**DON'T BE OFFENDED**  
Best Program We Could Find,  
—Piel Tells Audience—

PIEL BROS., Brooklyn, on Nov. 23 took over sponsorship of the quiz show "in reverse" titled *It Pays to Be Ignorant* on WOR, New York, at the same time shifting it from Thursdays 8:30-9 p.m. to Monday evenings at 7:30. Show, featuring Tom Howard, George Shelton, Lulu McConnell and Harry McNaughton, is being promoted by Piel salesmen this month, who are making their calls wearing large paper dunce caps.

In the spirit of the show also, the brewing company's commercials are based on the "apologetic theme", stating that the program "is the best the company could find" and Piel's "hopes its listeners won't be offended", etc. Agency in charge is Sherman K. Ellis & Co., New York.

### J & J Names Cosgrove

F. A. COSGROVE, treasurer of Johnson & Johnson, New Brunswick, N. J., radio advertisers, has been elected acting president, assuming the duties of Arthur R. Clapham, who is joining the Navy as a lieutenant commander, assigned to the office of the Secretary of the Navy. P. D. L'Hommedieu, general counsel and newly-named vice-president, becomes executive assistant to Cosgrove, as does Kenneth Perry, who relinquishes the position of secretary to John J. Gibson Jr. Johnson & Johnson, makers of surgical dressings, sponsors Edwin C. Hill on CBS, and a spot campaign for Band-Aid.

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# In the Salt Lake Market

*retail sales are up 21% over last year!*

# NBC's

*Parade of stars keeps 'em listening to*

# K D Y L

★ ★ ★ ★

The POPULAR Station  
Salt Lake City

JOHN BLAIR & COMPANY  
National Radio Station Representatives

UTAH'S ONLY NBC STATION

★ ★ ★ ★

**WDDO**  
CHATTANOOGA, TENNESSEE  
**5000 WATTS NIGHT and DAY**

REPRESENTATIVE: PAUL H. RAYMER CO.

IT PAYS TO ADVERTISE ON THE SPOT

...with SPOTS!

**JOHN BLAIR & COMPANY**  
NATIONAL RADIO STATION REPRESENTATIVES

CHICAGO  
NEW YORK  
ST. LOUIS  
SAN FRANCISCO  
LOS ANGELES