



RADIO STATION

WFLA

Serving the Tampa-St. Petersburg area, in Florida

Announces the appointment of

Charles G. Baskerville

as manager.



Feature of the Week

A WAR-END friendship was renewed early this month when Gen. Jonathan M. Wainwright, hero of Corregidor, made good his promise to visit Arizona, where he lived as a boy.

He made the promise to Howard Pyle, program director of KTAR Phoenix, who represented NBC, KTAR and the Arizona Broadcasting System as a war correspondent, as they were flying home after witnessing the Japanese surrender ceremonies on the U.S.S. *Missouri* and the surrender of Lt. Gen. Yamashita, Jap commander in the Philippines, in northern Luzon.

Gen. Wainwright's Arizona visit included an appearance on Mr. Pyle's *Report to the People of Arizona*, a state network feature; a meeting with Gov. Sidney P. Osborn, accompanied by Mr. Pyle; a party at Williams Field near Phoenix; and a 325-mile flight which gave him a view of his old Fort Grant home, which he hadn't seen in 50 years. Mr. Pyle, the first civilian broadcasters to land on the



FANCY western riding crop was presented Gen. Jonathan M. Wainwright by Howard Pyle, program director of KTAR Phoenix, during a radio interview when the general made a visit to Arizona.

Atsugi airstrip near Tokyo, was the only radio man aboard the plane bringing Gen. Wainwright from the Pacific to the U. S.

"3 Little Words"

on

WWDC



"Three Little Words" (that will do a lot for your sales) is on Sundays at 4:15 P.M., EST, on WWDC and the entire Associated Network.

"Three Little Words" is a live show featuring Ted Alexander, a singer, who has long been a Washington favorite through his appearances at the Hotel Mayflower. He was formerly a Kay Kyser soloist. He is backed by the unique organ style of Len Friendly, with poetic interludes by Willis Conover. The result is a fifteen-minute show that has both bobby-soxers and matrons swooning.

For sale as a package on the entire network, or locally on a co-operative basis. Write or wire Ben Strouse, WWDC, Washington 6, D. C., or Weed & Company in your city.

WWDC

the big sales result station in Washington, D. C.

Represented nationally by **WEED & COMPANY**

Sellers of Sales

DYNAMIC, 38-year-old Erwin H. (Ernie) Shomo, sales manager of WBBM Chicago, has been telling the boys along Michigan Avenue ever since 1941 that the most important job a salesman can do is a good job of public relations.

No prophet, but now enjoying the fruits of his pre-war prediction, Ernie is prepared for the future with a long list of satisfied clients now on the air with WBBM and an almost equally long list of accounts to whom he had to regretfully say "No" when they begged for time.

"It has always seemed to me that there is no such thing as a lost account. For this reason, even when we weren't able to satisfy local advertisers' requests for time, that we continued to contact them and keep them interested in radio. Today, as some of the institutional accounts drop off, these people are still anxious to get on the air."

"The radio salesman's big job today and I speak only for the men on our sales staff, is to offer the proper solution to the radio problems a great many accounts will face as they move from wartime to peacetime production.

The secret of a successful sales force is the ability to coordinate

all departments of a radio station to produce results for an advertiser while improving the station's prestige with its audience, Ernie believes.

"We put fully as much effort into producing and servicing a local show or a local spot campaign as we would if it were a network production. The salesman is the advertiser's chief contact with the station and the talent. If he has let the "easy money" of wartime accounts interfere with his maintenance of the respect and good will of advertisers hard hit by wartime restrictions, he has lost himself a friend and a future customer."

"It may be of interest to know that our own sales staff has actually spent more time and money in keeping our advertisers satisfied during the war when we had little time to sell, than before Pearl Harbor when the shoe was on the other foot," he declared.

A native Chicagoan, born July 3, 1907, and educated in Chicago public schools, Ernie has been an advertising salesman from the day he walked out of Senn High School with a diploma in 1925. He started with the *Chicago Tribune* as a classified adman, and moved to New York to join the advertising staff of the *Tribune's* famed *Ocean* (Continued on page 82)



ERNIE