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 Fyle, 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. Fyle; a party at Williams Field near Phoenix and a 38-mile flight which gave him a view of his old Port Grant home, which he hadn’t seen in 50 years. Mr. Fyle, the first civilian broadcasters to land on the station, was re-presented.

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

Sellers of Sales

D YNAMIC, 38-year-old Erwin E. (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)