more than its share of the increased advertising revenues in the year ahead."

Al Johnson, manager of KOY Phoenix, finds prospects for new highs in holiday retail sales and expects dollar volume of retail sales and general business to be higher in 1951.

Marshall Rosene, general manager of WSAZ-AM-TV Huntington, W. Va., believes local and national spot for both radio and TV will continue to increase during the defense preparation period, provided there is no serious upset in the coal industry.

Charles G. Burke, general manager of KFGO Fargo, N. D., said: "With early TV experimenting now over in many markets, there is a noticeable return to the sanity of broadcasting." He predicts "increased broadcast activity."

J. Frank Jarman, vice president and general manager of WDNC-AM-FM Durham, N. C., contends merchants and dealers "will have to use more advertising to get sales back to the normal level." He sees prospects of a banner year for radio.

E. J. Paxton Jr., manager of WKYB Paducah, Ky., said: "Outlook here for all types of business is for such a volume it will be difficult to cope with."

Higher Radio Budget

Lester W. Lindow, general manager of WFDF Flint, Mich., anticipates higher radio budgets due to newsprint shortage and the tax situation. He feels 1951 "should be a very good year for both the radio business and business in general."

H. B. Hook, manager of KGLO Mason City, Iowa, said banks, brick and tile, and feed companies are planning increased use of radio, with garages and implement companies getting set to promote service departments when new units become scarce. Food, jewelry and other retailers will buy more time, though "it all depends on how good a selling job we do."

James M. LeGate, general manager of WIOD Miami, suggests "radio competition is probably one of the toughest in the nation and can get no worse." He feels the TV situation probably won't change because of wartime restrictions. "We hope to keep our operation flexible enough to meet changing conditions," he said.

Frank V. Webb, general manager of KFH-AM-FM Wichita, expects "business to continue to advance and broadcast advertising revenues for Wichita to show a substantial gain for 1951, assuming the world situation doesn't fall apart."

Walter J. Damm, vice president and general manager of radio, WTMJ Milwaukee: "Milwaukee because of its varied industries which are largely devoted to heavy machinery and allied products will not feel any negative reactions as a result of the war crisis until long after other communities. . . .

WTMJ expects some curtailment of nighttime sales but expects to see morning and afternoon business increase."

Mr. Esau

John Esau, vice president and general manager of KTUL Tulsa, said "1951 should be bigger and better so long as we sell radio—the greatest mass medium of all—and believe in it."

H. R. Krelstein, vice president of WMPS Memphis, looks at prospects of price and wage controls, raw material shortages and higher taxes as big question marks affecting general business.

Joe L. Smith Jr., president of WJLS Beckley, W. Va., said a war boom will aid the bituminous area, with radio billings reflecting such a boom. "Personally, we prefer less business," he commented.

Jerry Geehan, manager of KMO Tacoma, Wash., expects a banner year as the Northwest continues to expand, with 1951 to exceed the record gross of 1950.

1951 Keeps Pace

Gayle V. Grubb, general manager of KGO San Francisco, finds every indication that 1951 will keep pace with the increased net in 1950. "We are beginning to do the selling job we should long ago have done," he said.

John E. Fetzer, president of WKZO-AM-TV Kalamazoo, Mich., said: "We are profoundly impressed with the ability of television to make advertisers AM conscious. It is our feeling that TV may yet prove to be the greatest advance salesman for radio yet devised."

M. C. Watters, vice president of WCPO-AM-FM-TV Cincinnati, expects expansion of morning and afternoon TV, with TV billing continuing upward. "Radio in TV markets will suffer even more than it did in 1950 with the invasion of TV into radio's last stronghold, morning time," he said. "In non-TV markets radio may expect a good year."

S. Fantle Jr., president of KELO Sioux Falls, S. D., said any increase in business would come from competitive fields such as chain stores, clothing and appliance shops, along with automotive and farm machinery lines. Mr. Fantle added: "It does not seem possible, at least at this time, that we will ever return to normalcy at least within the foreseeable future."

James E. Gordon, president of WNOE New Orleans, said, "radio's position will improve and it will again render the greatest service to the public."

Bob Venn, general manager of WMIE Miami, figures 1951 will be a banner year as radio is "gradually convincing newspaper advertisers of the lower cost advantages of the medium. TV here has so far developed new revenue."

F. E. Fitzsimonds, vice president of KFYR Bismarck, N. D., suggests the high tempo of the national economy should be reflected in this farm area with spending dependent on crop conditions.

Eugene T. Flaherty, manager of KSJ Sioux City, Iowa, said livestock population is largest in history and grain production was better than expected so business generally should be good.

Rex Howell, president of KFXJ Grand Junction, Col., recalled that broadcasting "assumed its full stature as an industry of great importance during World War II." He said defense preparations will stimulate industrial development in the Rocky Mountains.

Will Enjoy Increase

G. David Gentling, general manager of KROC Rochester, Minn., said that "because Rochester is mainly a service town I expect business to enjoy an increase up to 15%."

Todd Storz, vice president and general manager of KOWH Omaha, thinks both radio and general business prospects are "extremely favorable." Radio listening is up because of the war crisis, he said, "ultimately attracting more advertisers and larger expenditures."

Walter Wagstaff, general manager of KIDO Boise, Idaho, predicts high business levels because of demand for lumber and pulp, farm products, metals, wool and livestock. Value of the dollar has increased in terms of radio circulation cost, he said.

Charles E. Denny, general manager of WERC Erie, Pa., says new customers, anxious to get their names before the public, will replace clients lost by shortages.

Bevo Whitmire, manager of WFBC Greenville, S. C., figures excess profits taxes will bring more business to the industry. As to FM, he said: "Oh, brother!"

C. B. Locke, general manager of KFDM Beaumont, Tex., thinks network business will show some improvement with perhaps little change in local and national spot.

Phil Hoffman, manager of KOB Albuquerque, is confident radio "will more than hold its own in 1951, with population and general activity constantly increasing in the Southwest." He looks for a 25% increase in national billings.

A. J. Mosby, president and manager of KGVO Missoula, Mont., concedes a clamp down on manufacturing civilian goods and change to a war economy "will hit us hard in 1951" but suggests "a possible recovery in 1952." He predicts a drop in 1951 for the first time in KGVO's history.

C. J. Lanphier, president and general manager of WFOX Milwaukee, predicts "a bigger year for AM if the AM operator carefully watches the changing times and points his sales activities accordingly. TV will not be a competitive factor for either local or national business in Milwaukee as there will probably be a constant SRO sign on the only TV outlet."

Confusion May Hurt Radio

Bill Weaver, station manager of KLIF Dallas, fears present Korean confusion will hurt radio but a full-fledged war would bring an increase, especially if newsprint is short.

Daniel C. Park, general sales manager of WIRE Indianapolis, expects another good year though automotive and appliance lines may be affected. "Television has not hurt AM in this market as yet," he said, "and in some cases has helped make some advertisers more radio (AM) conscious."

Hugh Boice, general manager of WEMP Milwaukee, said the station's sales volume hit an all time high one year after return to non-network operation, in competition with four new licensees. Increasing national spot is in sight, he said,

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