

Clear Channel

(Continued from page 16)

resulting from 50 kw operation would be \$79,580 a year including \$41,600 in depreciation. Operating revenue with 250 w, he said, was \$69,346 in 1944 and \$102,794 in 1945.

Figuring on a network rate of \$160 per nighttime hour for a 50 w Cheyenne station (comparable to KOB Albuquerque's rate, he said), Mr. Grove anticipated a network revenue of about \$80,000 a year. "This is a net gain," he said, "since WABC is now a bonus station on the ABC network."

National spot revenue in 1945 was \$11,743, he reported.

"Assuming no change in local and national spot revenue from the 1945 level, and adding the network revenue, the total revenue for 50 kw operation would be approximately \$182,749 or approximately \$19,543 more than estimated operating costs," Mr. Grove declared. However, he added, the station could expect national spot revenues to equal network revenues, adding about \$68,000 a year and producing, on the basis of 1945 revenue, a total revenue of \$251,050 or \$87,799 more than operating costs.

"My company has sufficient confidence that the estimates I have just given are conservative, that we are willing to invest in excess of \$200,000 in constructing a 50 kw station," he said.

O'Mahoney Testimony

Senator O'Mahoney told the Commission that the Government and all its services were designed for the people and that there is no reason why some channels should be "frozen."

"It must be made possible," he said, "for those who want to, to use these channels."

"To reach the people of Wyoming," he declared, "I have to go outside the state." He said he went to Denver to broadcast to one group in Wyoming; to Salt Lake City to address another group, and to Billings, Mont. to reach another.

Royal V. Howard, KXLA director



NEW WRINKLE in commercial programs is this two-ply mike setup—NBC at left, CBS at right. Event occurred in NBC studios, Radio City, in presentation of "Edgars" for best radio mystery program to the winners, *Ellery Queen* (CBS) and *Mr. & Mrs. North* (NBC). Photo by CBS. Left to right: Joe Curtin (Mr. North); Alice Frost (Mrs. North); Ellery Queen (face lost in embrace); Howard Haycraft; Santos Ortega (Inspector Queen). "Edgars" are awarded by Mystery Writers of America, the name honoring Edgar Allan Poe.

of engineering, director of Universal Research Labs., and vice president in charge of engineering of Associated Broadcasters and Universal Broadcasting Co., San Francisco, said that "while the Los Angeles metropolitan district is the second largest in the country in land area and third in population, it ranks last among the five largest metropolitan districts in broadcast facilities."

Mr. Howard said that of the five largest metropolitan districts, New York's position in relation to the growth of the U. S. has remained constant, those of Chicago, Philadelphia and Boston have trended downward, and Los Angeles has trended upward.

"As the situation now stands, the lack of an equitable distribution of broadcast facilities to the Los Angeles metropolitan area will be intensified as these population trends continue," he said. "The problem faced by the residents of the Los Angeles area in receiving satisfactory service from the stations now assigned to serve the area promises to grow more acute."

Mr. Howard submitted a chart of comparative channel values prepared on the basis of 50 kw on 640 kc as "100%."

Channel Value

When Chairman Denny noted that, in Mr. Howard's calculations, one station might serve a greater area but have a lower channel value than another, Mr. Howard said the channel value assigned to a station represented the channel potentiality rather than actual channel use.

Chairman Denny pointed out that the channel value given to WEAFF New York was "almost twice as high" as that given for WABC New York, although both are 50 kw stations, the former on 660 kc and the latter on 880. He questioned whether the assignment

of WEAFF is "actually almost twice as good as WABC's."

In response to Mr. Denny's request, FCC Chief Engineer George P. Adair computed that, under identical broadcasting conditions, 50 kw operation would serve a 59-mile radius on 660 kc and a 42½-mile radius on 880 kc.

Mr. Howard testified that only two Los Angeles stations, KFI

and KNX both 50 kw outlets, serve the metropolitan district 100%. KXLA, he said, serves 54.3% of the area.

Asked by Mr. Caldwell whether he meant that KXLA should have more power and/or a different frequency from its present assignment (1110 kc with 10 kw), Mr. Howard responded that "in comparison with the four other large metropolitan districts, Los Angeles is underserved" and that "the area should have more high-powered stations."

He said that apparently a 50 kw station is needed to cover a large area, that Los Angeles should have more, and that perhaps the problem could be solved by "readjustment of stations in other areas."

Caldwell Query

When he said eight or ten stations can be heard satisfactorily in the Los Angeles area, Chairman Denny asked whether that wasn't a sufficient choice of signals. Mr. Howard agreed generally that it was, but said some sections have no such latitude of choice.

In response to questions by Mr. Caldwell, he said he did not know whether Los Angeles has more stations per capita than any other city. He did not specifically answer Mr. Caldwell's query as to whether it was more important for the Los Angeles area to have more service

(Continued on page 92)

ALL SQUAWS LIKE and LISTEN to
CLEVELAND'S



Gather around and let WJW, Cleveland's CHIEF Station, guide you to Northern Ohio's billion dollar market. WJW delivers more daytime dialers per dollar in the Cleveland Area, than any other regional station.

BASIC ABC Network CLEVELAND, O. **WJW** 830 KC 5000 Watts DAY AND NIGHT REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

5000 WATTS DAY AND NIGHT

KGER'S FEATURE FOLKS
Clarence Cray

For Availabilities, see
Jos. H. McGillvra, Inc.
Long Beach-Los Angeles

KGER
OWNED BY MERWIN DOBYS