

## Johnson Charges Bias In FCC Booster Stand

STILL PURSUING his campaign to win FCC approval of "booster" tv stations, Colorado's Gov. Edwin C. Johnson has now shifted the onus for the Commission's attacks on unlicensed booster outlets to eastern bias.

In a letter to Comr. T. A. M. Craven, acting as FCC chairman at the time, the Coloradan declared that the translator system was "splendid for the Atlantic Seaboard, but it is not necessary in the Rocky Mountains." He said stations in the west were "thousands of miles apart" and separated by mountains.

"What is wrong with two systems in this big United States?" the former chairman of the Senate Commerce Committee asked. "Just because you have found something that fits the area with which you are familiar, please don't force it down our throats arbitrarily."

Gov. Johnson said he could not "refrain" from observing that the FCC has taken no action against the 400 community television operations. "... the FCC goes out of its way to clap the booster system down, but was quiet as a little mouse when the Community Antenna System was being installed everywhere. Why are you picking on us mountain folks? We are people, too."

Gov. Johnson has become the champion of booster systems in the far western mountain states. Last month he "authorized" a Steamboat Springs, Colo., booster to continue operating and since then there is understood to be more than half-dozen operating under his blessing.

The FCC has moved against boosters (which are usually established cooperatively in remote areas of the west to pick up, amplify and rebroadcast on low power tv signals from big city stations) for operating without authorizations. A test case of the Commission's jurisdiction is awaiting decision in the federal appellate court in Washington. Involved is a booster which operates in Bridgeport, Wash.

In a move to ameliorate this problem, the Commission has established a "translator" system, which permits the establishment of low-power, low cost repeaters—where the tv signal is received, amplified, and rebroadcast on the higher uhf channels. The FCC authorized the first translators earlier this month [B•T, Sept. 10].

## FCC Receives Applications For Five New Tv Stations

A SUDDEN BURST of activity by aspirants for new tv stations saw applications for five outlets filed at the FCC last week. Proposed were facilities for ch. 7 in Amarillo, Tex.; ch. 3 in Bryan-College Station, Tex.; ch. 10 in Augusta, Me.; ch. 10 in Elko, Nev., and ch. 21 in White Heath, Ill.

Amarillo, Tex.—Application for ch. 7 was filed by Southwest States Inc. The group plans 46 kw power with an antenna 806 ft. above average terrain. Construction cost was estimated at \$167,500 and first year operating cost at \$388,029. Principals are equal owners Robert D. Houck, general manager-47% owner of KAMQ Amarillo; his brother Hoyt Houck, president-47% owner of KAMQ; Murry Worner, commercial manager-2.66% owner of KAMQ, and George A. Oliver, sales manager-1.33% owner of KAMQ.

Bryan-College Station, Tex.—Application for ch. 3 was filed by Brazos Broadcasting Co. The proposed outlet would operate with 60.3 kw power while using an antenna 414 ft. above

average terrain. Construction cost was estimated at \$192,956, first year operating cost at \$184,000. Principals include Pres. W. C. Mitchell (10%) and KWTX Broadcasting Co. (50%). licensee of KWTX-AM-TV Waco, Tex. KWTX-TV plans to make programs available to the proposed station, if needed.

Augusta, Me.—Application for ch. 10 was filed by Pine Tree Broadcasting Co. Sole owner Richard S. Robie holds business interests and also owns .59% of Massachusetts Bay Telecasters Inc., applicant for Boston ch. 5. The proposed Augusta station would operate with 158 kw power and use an antenna 770 ft. above average terrain. Construction cost was estimated at \$440,764, first year operating cost \$376,730.

Elko, Nev.—Application for ch. 10 was filed by Elko Broadcasting Co., licensee of KELK Elko. The group plans .451 kw power with an antenna 335 ft. below average terrain. Construction cost was estimated at \$50,000, first year operating cost at \$84,000.

White Heath, Ill.—Application for ch. 21 was filed by The Plains Television Corp., licensee of ch. 20 WICS (TV) Springfield, Ill. Proposed outlet, which would operate as a satellite of WICS, would use 200 kw power and an antenna 646 ft. above average terrain. Construction cost was estimated at \$175,000, first year operating cost at \$75,000.

## FCC Initial Decisions Favor Hal Gade, Saline Bcstg. Co.

RECOMMENDATIONS that the FCC grant two applications for new am stations in Eatontown, N. J., and Saline, Mich., were made last week by FCC hearing examiners J. D. Bond and Thomas H. Donahue. Mr. Bond recommended Harold M. Gade for an Eatontown daytime outlet (1410 kc, 500 w) and urged that Monmouth County Broadcasters, which sought the same facilities in Long Branch, N. J., be held in default. Mr. Donahue proposed a daytime grant at Saline (1290 kc, 500 w) to Saline Broadcasting Co., the lone applicant.

The reasoning was similar behind both initial decisions: both localities would receive a first local station and although some interference would result (WNJR Newark, N. J., from the Eatontown grant; WKMJ Dearborn and WXYZ Detroit, both Mich., from the Saline grant), the examiners decided that the need for the new services outweighed the need for the service which would be lost to the existing stations.

## New Britain Hearing Ends

HEARING on the proposed \$600,000 purchase of ch. 30 WKNB-TV New Britain, Conn., was completed last week before FCC Hearing Examiners James D. Cunningham and Herbert Sharfman. The hearing, ordered on the Commission's own motion following now-dismissed protests by WNHC-AM-FM-TV New Haven, Conn., and WATR-TV Waterbury, Conn., began Sept. 7. Issues involve purported concentration and overlap.

Presenting the case for NBC last week were Charles R. Denny, executive vice president in charge of operation, and Hugh M. Beville Jr., vice president in charge of planning and development. The two executives held that there are multiple competing facilities in the area, and that NBC's operation of the outlet would aid development of uhf there. Exhibits pointing up NBC's ch. 17 WBUF (TV) Buffalo uhf promotional activities were submitted. Date for filing proposed findings on the case was set for Oct. 7, and date for filing replies to proposed findings was set for Oct. 13.

## WMAM-WMBV-TV Purchase By Guild Films Co. Stayed

THE \$600,000-plus purchase of WMAM-WMBV-TV Marinette, Wis., by Guild Films Co., approved July 18 without hearing and, protested by WFRV-TV Green Bay, Wis. [B•T, July 16], was designated for "further proceeding" by the FCC last week. Presumably, the action means that the Commission will at some later date either order oral argument or a full evidentiary hearing on the transaction.

Guild purchased WMAM and ch. 11 WMBV-TV last June from M&M Broadcasting Co. WFRV-TV filed a protest against the transfer criticizing the past operation of WMBV-TV and questioning the entry of a film syndication firm into tv station ownership.

In last week's order, the Commission found that WFRV-TV was a party in interest. The FCC also ordered that the grant be stayed pending final determination of the protest, and, in the event the transfer has already taken place, gave Guild until Oct. 19 to return control to M&M.

## FTC Chairman Is Praised In War on 'Bait' Advertising

FTC CHAIRMAN John W. Gwynne was commended last week by the National Appliance & Radio-Tv Dealers Assn. for his work in helping "to curb misuse of radio and television by bait advertisers" and asked to turn his attention to other abuses in the appliance industry.

In a letter to Comr. Gwynne, NARDA's managing director, A. W. Bernsohn, said industry will "benefit" from the probe of bait advertising—"both from the deletion of some of the unsavory competition in it and from the improvement in the programming level that should result."

Mr. Bernsohn also called for a probe into builder sales practices and abuses in the appliance industry, which he claimed have placed many dealers at a "serious competitive disadvantage." He alluded to the practice whereby one classification of appliance purchaser (the builder) is singled out for prices appreciably lower than those charged other groups (dealers) for the same merchandise.

## Ch. 19 to Bishop, Calif.; 3 Allocation Changes Asked

ACTING on another of its notices of proposed rule-making issued last July, the FCC last week took final action and assigned ch. 19 to Bishop, Calif., giving that city its first tv channel. The rule-making proposed allocating either ch. 3, 8, 17, 19 or 25 to Bishop.

Three new requests for changes in allocations have been filed with the FCC. WBRE-TV Wilkes-Barre, Pa., asked the Commission to delete ch. 56 from Cortland, N. Y., and assign it to Binghamton, N. Y., substituting ch. 72 at Cortland. This would give Binghamton chs. 12, 40, 46 (educational) and 56. WBRE-TV indicated it would file an application for ch. 56 in Binghamton if the change should be authorized.

WLAC-TV Old Hickory, Tenn. (ch. 5), asked the FCC to reassign ch. 5 from Old Hickory to Nashville. WLAC-TV also requested issuance of an order to show cause why WLAC-TV's license shouldn't specify Nashville instead of Old Hickory.

Gregg Tv Inc., Longview, Tex., a newly formed group, asked the Commission to delete educational ch. 2 from Denton, Tex., assign it to Longview as a commercial channel and allocate educational ch. 71 to Denton.