

## SPACE RELAYS UNVEIL NEW ERA

New concept in long-range communications—space relaying—is established fact following successful reception Friday of President Eisenhower's "peace on earth, goodwill to men" message received from orbiting Atlas missile 115-930 miles above earth.

Primitive as baby's first words is way military communications-electronics experts termed first "Signal Communications by Orbiting Relay Equipment" project. But, Robert Brady, chief, communications section, Signal Corps Research & Development division, asserted, in 10 years when satellites remain up for long periods, when equipment has greater capacity and reliability, orbiting active radio relays will mean accomplishment of major breakthrough in spectrum utilization. When that time comes, Defense Dept. said, many more circuits for telegram and telephone communications and even television signals for intercontinental service may be greatly expanded.

As explained by Defense Dept. specialists, long-range radio communications up to now have had to use high frequencies (hf). This band is completely saturated. Through use of space relay stations defense communications officials see possibility of use of vhf, uhf and super-high (shf) frequencies. In these areas there is more space.

U.S. put its 4½-ton radio relay missile into space Thursday night. It is calculated missile will remain in orbit 20 days before plunging back into earth's atmosphere and

burning up. Use of inertial guidance system to put Atlas into orbit considered significant first; other satellites have been "thrown" into orbit.

Missile is 85 x 10 ft., contains two communications packages (each 34 x 12 x 10 in.) in addition to tracking transmitter. Each package comprises single endless loop tape recorder (size, 7 x 5-in.; capacity, 4 minutes); fully transistorized receiver (3½ x 4½ x 1-in.); miniaturized 8 w transmitter (6¼ x 4½ x 4½-in.); control unit; zinc-silver oxide batteries (life, 4-6 weeks). Each package weighs about 35 pounds. Total communications gear aboard Atlas totals 150 pounds, including antennas and Minitrack equipment.

This is how it works: When satellite is in line-of-sight of one of four ground stations message from ground is recorded in airborne tape recorder and stored. When satellite appears over another station, ground installation triggers recorder with command signal, and message on tape is transmitted earthward. Satellite also can be used as direct relay.

As of Friday night experiments in this technique were underway, but results were not made public.

Frequencies used for communications are 132.435 mc. and 132.905 mc. Frequencies used for tracking are 107.94 mc. and 107.97 mc.

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## BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see **ADVERTISERS & AGENCIES**, page 20.

**GREYHOUND SPECIALS** • Greyhound Corp., Chicago, will sponsor two hour-long special programs featuring Jack Benny on CBS-TV March 8 and May 23 in prime evening time and will announce other network programming plans later. Company made no mention of current sponsorship of NBC-TV *Steve Allen Show*, but association is expected to terminate March 1. Agency: Grey Adv., N. Y.

**L&M TO RETURN** • After considerable hiatus from spot radio, Liggett & Myers' L&M brand returns to medium next month, understood to be ordering 40-60 spots a week for 10 weeks in over 100 markets. Agency: Dancer-Fitzgerald-Sample, N. Y.

**BORDEN RADIO SPOTS** • Borden Co. (instant coffee), N. Y., reported to be preparing spot radio campaign in major markets throughout country to break beginning of 1959. Agency: Doherty, Clifford, Steers & Shenfield, N. Y.

**MCCORMICK PLACING** • McCormick & Co. (instant mashed potatoes), Baltimore, understood to be lining up spot radio campaign in undetermined number of markets. Agency: Doherty, Clifford, Steers & Shenfield, N. Y.

## Providence Stations Sold

Sale of WPRO-AM-FM-TV Providence to Capital Cities Television Corp. for estimated \$6.5 million [CLOSED CIRCUIT, Dec. 15] announced by William S. Cherry, president of Cherry & Webb, owner of WPRO stations. Sale is subject to customary FCC consent. WPRO-TV is on ch. 12, WPRO on 630 kc with 5 kw. Capital Cities owns WROW and WTEN (TV) Albany, N. Y., WCDC (TV) Adams, Mass., and WTVD (TV) Durham, N. C., and is owned by newscaster Lowell Thomas and associates, including Frank M. Smith, president of corporation.

## Z-Bar Files CATV Suit

New approach to tv property rights taken by Z-Bar Network in suit filed in Montana state court against Helena Tv Inc., community antenna operator. Z-Bar, headed by Ed Craney, asks court for declaratory judgment restraining CATV firm from re-broadcasting network signals carried by KFBB-TV, Z-Bar affiliate in Great Falls. Suit is based on common law statutory infringement.

## Colgate Acquires Wildroot; Agency Assignment Uncertain

Colgate-Palmolive Co., N. Y., will enter hair tonic field with acquisition of Buffalo's Wildroot Co. Agreement in principle to acquire Wildroot as C-P subsidiary was reached in New York late last week. Acquisition will be effected through exchange of stock, ratio to be determined. Wildroot's annual business is in excess of \$10 million. Colgate's world-wide earnings for first nine months of 1958 were \$403,540,000 (up from 1957 first nine months of \$388,220,000), with net income \$14,780,000 (up from \$14,460,000). Colgate's total ad budget is estimated at \$41 million, with about \$20 million in network tv, \$8 million in spot tv.

Though Wildroot is publicly-held firm, not much is known about its financial history. Founded in 1911, it maintains headquarters and plants in Buffalo, Canadian operations in Fort Erie, Ont. Wall St. guesses are that stock value exchange should be worth about \$10 million.

C-P officials said no decision had been made as to agency assignments. Wildroot is

serviced by BBDO but that agency handles products of competing Lever Bros. It would seem that account will be reassigned to one of several C-P agencies which include McCann-Erickson, Street & Finney, Ted Bates & Co., Lennen & Newell, D'Arcy, John W. Shaw Adv., Norman Craig & Kummel, Cunningham & Walsh and Charles W. Hoyt Co.

## Estabrook-Valdes Buy WCUE

WCUE Akron, Ohio, sold Friday (Dec. 19) by Edwin T. Elliot for \$600,000 to Ted Estabrook, former owner of WERI Westerly, R. I., and WHOO Orlando, Fla., and Jack Valdes, former account executive with BBDO and at one time in CBS-TV production department. Blackburn & Co. negotiated. Mr. Elliot plans to move to Providence, R. I., where he owns WICE.

## WZFM (FM) Sold for \$110,000

Sale of WZFM (FM) Jacksonville, Fla., by Carmen Macri to Irving Glick, general manager of station and of sister WZOK Jacksonville, for \$110,000 filed at FCC Friday. WZFM is on 96.9 mc with 9.7 kw.