

for complete flexibility in meeting the advancing art of television. The Commission said it found that the study made by an engineering committee of the National Community Television Assn. was in general accord with the facts its own laboratories had determined about equipment used in repeaters and boosters.

It said that recommendations by the NCTA committee that regulations governing uhf translator operations might be relaxed seemed to be sound and that a study would be made toward this end.

It repeated that generally speaking, the uhf translators could accomplish exactly what the vhf boosters were accomplishing at almost the same cost.

The Senate hearings were on legislation which would put all television distribution systems under FCC authority. The hearings heard western broadcasters call for a law which would require the FCC to find that a catv system would not have an adverse effect on a local tv station—later modified to remove the affirmative requirement, but stated as policy. Also requested were provisions which would force community systems to seek permission from the station whose signals they were using, and to carry the local tv station on request.

Community antenna spokesmen opposed these recommendations and called for simple legislation putting them under FCC jurisdiction through

the broadcast sections of the Communications Act.

The hearings also heard a host of spokesmen for boosters call for an end to the FCC's opposition and the simplest means of licensing such operations.

Philco vs. NBC Oct. 1

The FCC has set for oral argument Oct. 1 Philco's protest against license renewals of NBC stations in Philadelphia (WRCV-AM-FM-TV). Issues will be whether if facts alleged are true Commission should set aside 1957 renewals and if evidentiary hearing is necessary what its scope should be. The stations had their licenses renewed in 1957 conditioned on the outcome of the U.S. antitrust suit against RCA-NBC involving swap of broadcast properties with Westinghouse. This is still in litigation. Philco filed protest claiming the RCA subsidiary's ownership in Philadelphia was unfair competition. The FCC denied the protest on ground Philco had no standing, but in June 1958 an appeals court reversed the Commission. NBC asked the U.S. Supreme Court to review this ruling, but the Supreme Court refused (BROADCASTING, Feb. 2).

• Government notes

• Precise offset isn't very precise yet, the Assn. of Maximum Service Telecasters said in filing an objection with the FCC last week to the proposal by

ch. 40 WINR-TV Binghamton, N.Y., to drop in ch. 4 or ch. 9 to that city at transmitter-to-transmitter separations below the established 170-mile minimums. The Binghamton station suggested the use of precise carrier offset to overcome potential interference with New York's ch. 4 and ch. 9 stations and Buffalo's ch. 4 station. AMST said that available data does not support this assumption. It stressed that information on precise carrier offset is mostly based on laboratory tests. AMST also maintained its long-standing opposition to any changes in present mileage separations.

• KSWO-TV Lawton, Okla. (ch. 7), has received FCC permission to change its transmitter location and to increase its power from 9.12 kw to 316 kw. Presently located about four miles from Lawton and 49 miles from Wichita Falls, Tex., the antenna may now be moved to about 32 miles from Lawton and 24 miles from Wichita Falls. Height will be increased from 540 to 1,050 feet.

• The FCC has reaffirmed its decision of August 1957 to grant the application of West Georgia Broadcasting Co. for a new am station (WWCC) at Bremen, Ga., on 1440 kc with 500 w, day. The grant had been remanded to the Commission by the U.S. Court of Appeals, on a protest by WLBB Carrollton, Ga., for findings on the "economic injury" issue.

PROGRAMMING

CARTOONS ENDURE FOR UAA

Stations rush to renew at same rates

It's peak sales all over again for tv cartoons.

The uniqueness of the cartoon market in a business that runs hot and cold on much of the film product made available was pointed up last week in an interview with United Artists Associated's Robert Rich, vice president and general manager.

Reports Mr. Rich: not one tv station playing UAA-distributed cartoons has failed to renew its contract. This after 2½ years in the business for UAA.

Some stations are committing themselves for renewals (usual contract periods are two or three years) well in advance of the expiration date with instances of stations renewing a full-year ahead.

Prices Steady • But this is only part of the story. There is the fact—not generally known—that UAA's customers, which include the major

markets of the U.S., are renewing for the cartoon libraries on the same conditions and prices they accepted and paid a few years ago.

This is a significant development for it's operating procedure in the film industry to expect perhaps a maximum 50% of the original (first run) price on subsequent reruns. Cartoons are contracted for unlimited play.

UAA owns two cartoon libraries: the Popeye cartoons, about 234, produced by Paramount Pictures, and 337 Looney Tunes (Bugs Bunny, Porky Pig, etc.) which were acquired from Warner Bros. along with the Warner feature library by the company in July 1956 when it was Associated Artists Productions. AAP now is UAA, subsidiary of United Artists Corp.). The distributor paid a total of \$21 million for the Warner features including the cartoons, and \$2,250,000 for the tv rights to

Popeye from Paramount and co-owners King Features.

These 571 cartoons represent about \$17 million-plus worth of product (it's estimated that it took \$30,000 to produce each cartoon in full animation, which in today's higher-cost production scale would be closer to \$60,000). The Warner cartoons if played uninterrupted would total about 56 hours, the Popeyes about 39 hours, or a total of 95 hours.

Market Totals • The Popeyes are in approximately 150 markets. (A year ago it was near 150 and before that the market total bunched up quickly from the zero mark of pre-1956 to 100 shortly after the cartoons' appearance on tv). Looney Tunes (Bugs Bunny is the chief character) is in 120 markets.

If a station has the entire library and runs the average of 15 cartoons per week, arithmetic brings the time one cartoon is repeated during a full year to only 2.4.

At this rate, UAA's Mr. Rich sees unlimited use of the cartoons as new audiences spring up with the passing years (most stations program the car-