

Burch, Wells Get White House Nod . . .p7  
Pacific Northwest New Officers . . . . .p8  
NCTA Cablecast Poll Results . . . . .p10  
NAB Comments On Breakdown . . .p11

# CATV

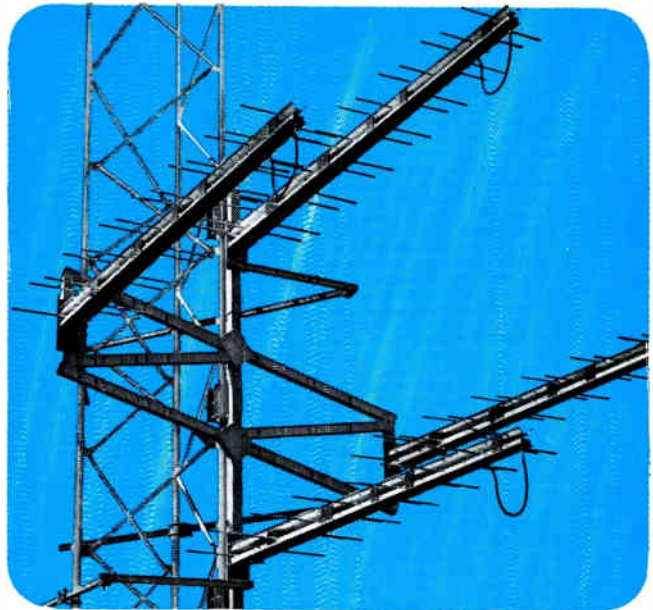
September 22, 1969

***Authoritative Newsweekly of Cable Television***

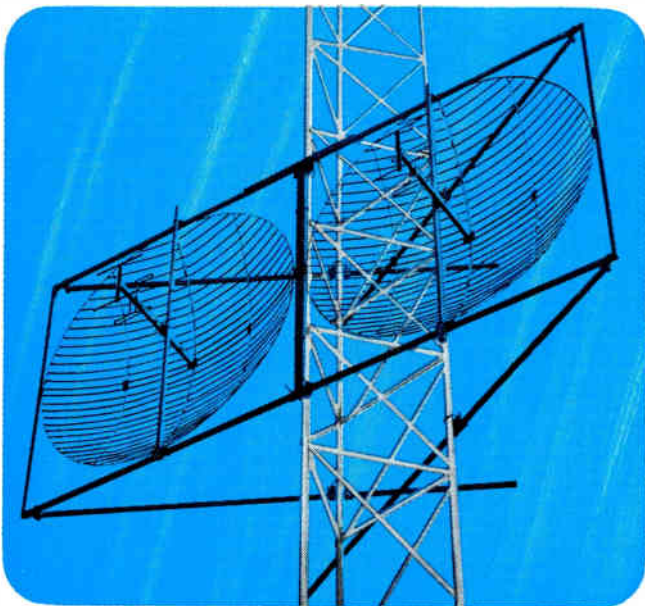


# Foul weather friends for every CATV need

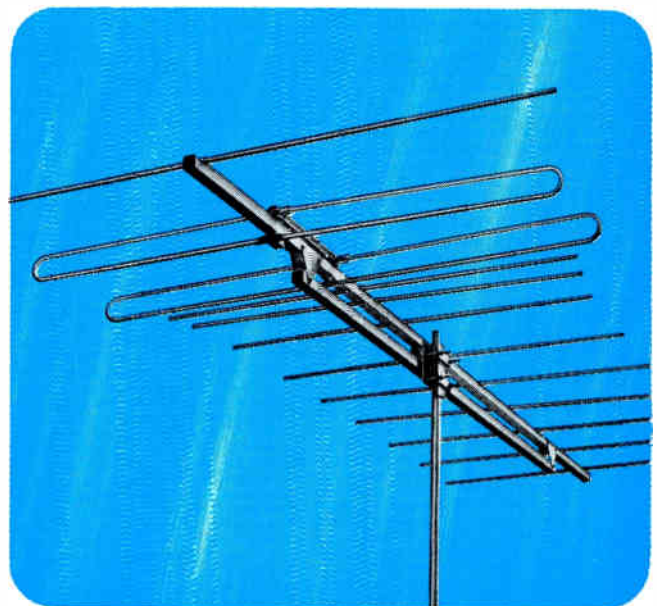
**Jerrold CATV Antennas** provide exceptionally high gain, flat response and low return loss . . . fair weather or foul . . . year after year . . . for one major reason. Jerrold Antennas are prepared for the worst kind of weather. Years of experience—and extensive environmental testing—prove it.



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**OUR COVER**

*Technicians of Jerrold-operated CATV systems recently completed a week-long seminar at the firm's headquarters. The group represented 23 systems operating in 11 states. The live 12-channel system, visible in the background, was used by the technicians for practice in operating, testing and maintenance.*

# CATV

**Authoritative Newsweekly of Cable Television**

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## Conspectus

page 7

Burch, Wells appointed to Hyde, Wadsworth FCC seats by White House. CATV reactions are uncertain—tending toward the brighter side.

page 8

Geller is grilled at the Pacific Northwest Cable Association meeting. NCTA's Ford speaks on cable regulation; directs comments at Geller.

page 11

NAB president Wasilewski expresses "deep regret" over negotiation breakdown; says no likelihood of an agreement.

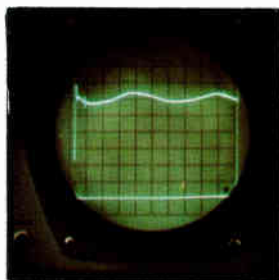
page 19

Movie producer, Warner Brothers, top market franchise try possible. Denver bid count now five with addition of application rumored to be W. B.

## Contents

Viewpoint . . . . .	5	Financial . . . . .	16
Meeting Calendar . . . . .	8	Construction . . . . .	17
Capitol Hill . . . . .	12	Products . . . . .	17
Franchises . . . . .	14	Classifieds . . . . .	21
Moving Up . . . . .	15	Profile . . . . .	22

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### RESPONSE

Here's the response of the PII-LE Line Extender as it comes from the factory, checked with 14 dB of cable and 7 dB flat loss. Note that it is well within  $\pm 0.5$  dB between the 50 and 260 MHz markers.



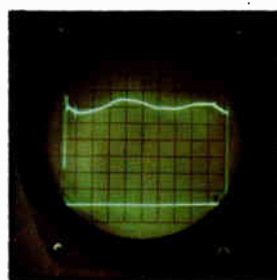
### CROSS-MOD

Cross-modulation distortion is specified at  $-72$  dB for a  $+38$  dBmV output. The readout shows cross-mod down more than 73 dB (60 dB range, 13+ on the meter).



### NOISE FIGURE

This particular PII-LE beats the noise figure specification by almost half a dB. Specs call for 10 dB at Channel 13. This one checks out at 9.6 dB.



### MAX. CABLE

Here's what you can do by field-adjusting the gain and slope controls. Set for maximum cable and minimum flat loss compensation, it is now handling 18 dB of cable and 3 dB of flat loss.



### FLAT LOSS

Twist the gain and slope controls the other way, again without any re-alignment, and the PII-LE will now handle 9 dB of cable and full 12 dB of flat loss. Try it yourself!

# proof of performance

The fishey-eyed view of our San Francisco display is to remind you that we're so button-popping proud of our new Pacesetter II amplifiers that we made performance testing the focal point of the entire exhibit.

In case you missed the demonstration, graphic evidence of the performance of the PII-LE Line Extender is reproduced above.

We sincerely believe that the PII-LE is the finest line extender ever made. Your Amecomán has one that you can check on your own test setup. Compare it with anything you have on hand. Please.





Robert A. Searle  
Editor

## Viewpoint

### The Right (And Wrong) Of Taxation

CATV is in a class all by itself when it comes to dealing with city governments. It's certainly not a utility. . . but on the other hand it is not "just another business" either, since it uses the public rights-of-way which are under municipal control. The standard operating procedure, which has grown up over the years and which is followed in most cases, is for one or more interested CATV operators to apply to the city council for a "franchise"—that is, an agreement (usually non-exclusive and for a limited time such as 20 years) to provide cable television service to city residents. One clause of the agreement stipulates the amount, the "franchise fee," to be paid to the city, nominally in return for the use of rights of way. While ordinary businesses purchase a license at a flat fee, say \$25, most CATV operators must purchase their license to do business at a percent of their annual gross revenues. . . every year.

Cable operators themselves certainly cannot claim clean hands when it comes to a discussion of bidding unreasonably high franchise fees. . . and we have condemned such practices more than once in these pages. Nevertheless, the franchise-granting governmental bodies must shoulder their share of the responsibility.

It is at once the obligation and the right of the city to obtain for their residents the best cable television service available at the most reasonable subscriber rates and with the *best* return to the city. The key word is *best*, not *highest*.

One of the most notable abuses of a city's franchising power is the encouragement of bids from interested CATVers which promise the city an unrealistically high percent of gross. No reasonable city official should expect *any* businessman—whatever the nature of his enterprise—to take a loss simply for the privilege of operating. The fact that there are operators who *will* offer a fee which is out of line with any reasonable profit expectations does not diminish the irresponsibility of a city which encourages such offers.

Another abuse is the extension of gross receipts tax over areas of the operation where the city has no business being. Under this heading comes the "taxation" of an operator's receipts for sale of advertising on cablecasting channels. Precedent for such a rake-off is nonexistent, and the only conceivable justification for it is the fact that a few cities have already been successful in imposing such a tax.

Still another abuse, bluntly speaking, is blackmail of an already-operating system. It seems that some cities, newly educated by the amount of publicity CATV has been getting, see in the industry a virtual gold mine of municipal revenue. Almost all cable franchises are subject to review by the city from time to time—and it is a temptation for elected officials, who may be reluctant to raise voters' taxes directly, to seize the opportunity to raise the CATV operator's cost of doing business. And the operator who has a substantial investment in his system is hardly likely to close down the plant, no matter how outrageous the city's demands.

What some municipal officials are overlooking is that any abuse of power ultimately harms the abuser. Insofar as impossible demands are made on cable television operators, the effectiveness of those operators in their communities must suffer. Every effort should be brought to bear *now* by you the system operator to educate and motivate municipal officials toward responsible policies on CATV permit taxes.

# We just widened the generation gap. (again)

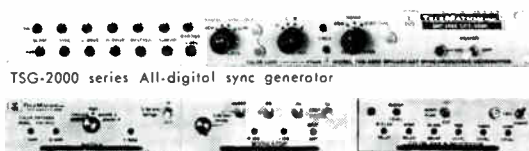
It's the significant lag between "our own things" and the also rans.

The first time we did it (a couple of years ago) we came up with the first all-digital sync generator with a near perfect time base stability (4 nsec typical) and pulse jitter spec. Nobody else can touch it.

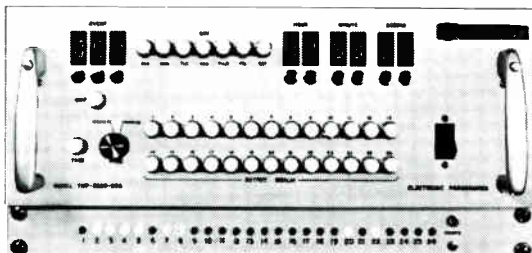
Now we've added a color encoder with all plug-in boards and built-in color bars. It has balanced modulators using linear IC's. Provisions for contours out of green. The works.

And still another first. A television programmer with magnetic disc memory. Whether used for CATV non-duplication or station automation, it gives maximum capacity and flexibility at minimum cost. Like 200 events on 26 output channels with one second resolution. Repeats to 7 days. (So you could say 1400 event capability.) Greatest reliability. Simplest operation.

Then we have a broadcast electronic character generator. Format is 14 lines of 40 characters each. Raster (not dot) generation assures maximum readability even on poorest home receivers.



TCE-1600 video color encoder



TMP-2500 programmer

And EIA video test generators. Multiburst. Stair-step.  $\text{Sin}^2$  - Window. Modulated 20T pulse. Color bar. All EIA/NTSC/VIT compatible. Can be used singly or with new electronic sequential switcher to provide single continuously switched output. Has it all.

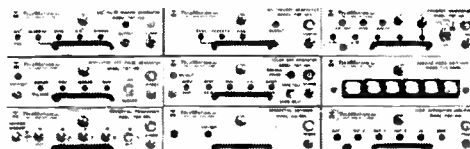
Now for the sleeper. A Vertical Interval Data Transmission system. Transmits data from news wires or character generator over existing video channels. Provides VIT keying pulse and adds test signals. Works with any video, local or remote. Encodes. Decodes. Erases. 8 line selection. So many applications it boggles the mind.

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# Burch, Wells Certain For FCC: Nixon Nominations Made Official

Soft sell announcement of Burch to fill Hyde chair and Wells to take place of Wadsworth lacks only Senate confirmation; CATV future looking better.

The FCC chairmanship award—first “leaked” then formally announced last week—has gone to Dean Burch, 41-year-old Tucson attorney. Chairman of the Republican National Committee during the presidential campaign of Sen. Barry Goldwater (R-Ariz.), was named last week as chairman by President Nixon.

The soft-sell announcement of the Burch appointment by the White House contained another bit of expected news: Broadcaster Robert Wells, president of KIUL in Garden City, Kan., and a member of the Radio Code Board of the National Association of Broadcasters, will succeed James J. Wadsworth who has resigned.

## To Intelsat

Burch, of course, is following the venerable Rosel H. Hyde, finally entering retirement. Wadsworth's new post wasn't made official last week, but he had long been expected to return to the sphere of diplomacy as aide to Intelsat Ambassador William Scranton.

Both Hyde and Wadsworth will serve, presidential press secretary Ronald Ziegler said, until their successors are confirmed by the Senate.

That confirmation is expected, though there may be a few loud noises about the conservative background of Burch and the broadcast background of Wells. As of *CATV Magazine* press time, no date had been set for the confirmation hearing by the busy Senate Communications Subcommittee.

The Burch-Wells appointments were unveiled in a fashion that is relatively typical of the Nixon administration. Their names were first leaked and reactions noted. Influential politicians apparently didn't fight, though the *New York Times* editorialized against Burch because of his Goldwater connections. There must have been a few smiles at the White House, however, a few days later when a letter to the *Times* defended Burch as a reasonable and lucid man. The letter was signed by former FCC chairman Newton Minow, whose liberal credentials are as vast as the wasteland he once condemned.



Photo by Tucson Daily Citizen



Only a Senate confirmation remains to complete the appointment of FCC chairman position to Dean Burch (left) and commissionership to Robert Wells (right).

The question for cable operators, of course, is just what these two will do about CATV. Such appointments are notoriously difficult to predict, but one thing can be said with some confidence: things are not likely to get much worse. There have been signs lately that some thinking on the FCC may be swinging slightly away from the deep-freeze philosophy practiced with such icy efficiency, and Burch and even broadcaster Wells might be inclined to give CATV a little breathing room. Hyde, of course, has given CATV a hard time; and Wadsworth, not inclined to be dynamically original in his pursuit of the philosophy and practice of communications, has generally gone along with Hyde.

The appointments were made official last Tuesday at the regular 4 p.m. briefing Ziegler holds in his White House office. Other important matters were also announced, and the widely discussed FCC nominees were rapidly passed over with little probing by the newsmen. Ziegler did say that President Nixon and Burch had not discussed communications philosophy.

The fact that the nominations were in the offing was plain. Sen. Goldwater, *(Continued on page 19)*

## New Pacific Northwest Association Officers

The Pacific Northwest Cable Television Association's annual convention, last week, (see separate story) was highlighted by election of officers.

The new president of the association is Ian Elliot of Bozeman, Montana, who was management vice-president last year. Wallace D. Miller, Lewiston, Idaho, has been elected to management vice-president. Technical vice-president is William D. Elkins of Eugene, Oregon, and Carl F. Spaulding of Heppner, Oregon, has been re-elected for another term as secretary-treasurer.

Association directors for the new term are J.B. Dyer, Tillamook, Montana, Ed Hewson, Seattle, Washington, and Everett A. Faber, Medford, Oregon.

# Cablemen Challenge FCC's Geller At Pacific Northwest CATV Meeting

FCC general counsel Henry Geller faces Pacific Northwest cablemen at conference; NCTA president Ford, also on speaker's platform, terms FCC actions a "mercy killing."

Cablemen from throughout the Pacific Northwest met in Seattle last week for a two-day conference on management, technical, and political topics. On hand for the fall meeting of the Pacific Northwest Cable Television Association meeting were over 120 cablemen and manufacturers' representatives.

Monday morning's session began with a routine business session under the gavel of PNCTA President Everett Faber. The group then heard a report from NCTA Director Sam Haddock, followed by sessions on PUC Relations, Marketing and Pricing, and System Insurance. After hearing featured luncheon speaker, FCC general counsel Henry Geller, attention was focused on technical topics with presentations on System Sweep Techniques, Feedback Circuitry, Undergrounding with a Local Improvement District, and the ABC's of Buried Plant. Completing the day's program was a reception sponsored by PNCTA associate members.

## Technical Topics

Tuesday morning, the group again took up technical topics, hearing talks on Progressive Derating of Amplifiers, Parabolic Antennas, and Closed Circuit Studio Techniques. Luncheon speaker was NCTA president Frederick W. Ford, and the remainder of the day was devoted to a closed business session highlighted by the election of new officers for the group.

Closing out the program Tuesday evening were a reception and banquet featuring professional entertainment.

Addressing Monday's luncheon audience of over 100, the FCC's Henry Geller touched many aspects of the CATV regulatory picture—with very few new approaches to a list of problems which are entirely familiar to cable operators.

Geller emphasized the readiness of the Commission to accept guidelines

from Congress on CATV legislation. Moreover, he stressed that the FCC has repeatedly sought such legislative structuring for CATV rules.

Turning to a point much less popular with cablemen, Geller dwelt on the "unfair competition" which he says CATV forces upon local telecasters. Building on the premise of such "unfair competition" Geller went on to construct the rationale behind the Commission's involvement in copyright enforcement through retransmission consent requirements.

## Commission Retreat

And on another aspect of the Commission's December 13 rule-making, Geller outlined the FCC's intent to take advantage of "the two unique features of local programming by CATV systems." These unique features, Geller stated, are the fact that cable systems operate where there is no television station to provide an outlet for local expression, and the ability of CATV to carry multiple channels simultaneously. Geller explained that while the FCC has retreated on its original proposal to require origination on all systems, the Commission continues to examine the possibilities of requiring cablecasting on at least larger systems. The question, Geller said, is where to draw the line on such requirements, as to the size of the systems which would be exempted, and the time schedule for systems to begin such required operations.

On the related subject of ad sales on cablecasting channels, Geller stayed squarely in the middle of the road, but did advance as one possibility his formula for grouping spots at "natural breaks" in CATV programming. This formula, he said, is only at the idea stage at this time.

Geller went on to rehash other regulatory problems currently facing the Commission, such as CATV/broadcast cross-

*(Continued on page 19)*

## MEETING CALENDAR

### SEPTEMBER

22-24—"Workshop for Antenna Site Engineering." National Cable Television Center, J. Orvis Keller Bldg., Pennsylvania State University, University Park, Pa.

23-25—Pennsylvania Community Antenna Television Association annual fall meeting. The David Mead, Meadville, Pa.

26-27—Tennessee Cable Television Association annual meeting. Howard Johnson's Motor Inn, Gatlinburg, Tenn.

### OCTOBER

20-21—North Central CATV Association fall meeting. Playboy Club Lake Geneva, Wisc.

13-15—"Seminar for Antenna Site Design and Maintenance." National Cable Television Center.

20-21—Mississippi CATV Association Annual Meeting. Broadwater Beach Hotel, Biloxi, Miss.

30-31—Mid-America CATV Association. Prom-Sheraton Motor Hotel, Kansas City, Mo.

### NOVEMBER

6-8—NCTA Cablecasting Seminar. National Cable TV Center, Pennsylvania State University, University Park, Pa.

9-12—"California Community Television Association Western Cable Television Show."—annual meeting. Hotel Del Coronado, Coronado, Calif.

### DECEMBER

3-5—Eighteenth International Wire and Cable Symposium—theme: "Wideband Cable Transmission Systems" Shelburne Hotel, Atlantic City, N.J.



## Southern Systems Net Distant Signal Approval

Two systems have been allowed to import distant signals, one by virtue of the FCC's new proposed rules and one by a hearing waiver. The Commission allowed All-Channel CATV Antenna Service Inc. to carry distant signals on its system in Bayou Vista and Patterson, Louisiana, in the Baton Rouge market and allowed Halifax Cable TV Inc. of Daytona Beach, Florida to import three distant educational television signals.

Although Baton Rouge is ranked 84th nationally and therefore under the

old FCC rules All-Channel would require a hearing before distant signals could be imported, Bayou Vista and Patterson are more than 35 miles away from an operating television station and therefore, under the proposed and interim rules, are eligible to carry distant signals without a hearing.

WAFB-TV in Baton Rouge opposed the carriage of distant signals by All-Channel Antenna Service, but the Commission noted that the proposed CATV service is consistent with the new rules and that the distant signals are from the closest stations to the communities served. It also noted that carriage of the

independent UHF station WRBT in Baton Rouge when it goes on the air will make the station more competitive and aid the development of UHF service.

Although the system operated by Halifax Cable TV Inc. is in the 65th market, Orlando-Daytona Beach, the FCC's hearing requirement was waived so that educational programs could be brought into a market that the Commission considers underserved by ETV outlets. There was no opposition to the importation.

The new Baton Rouge cable operation will carry the local signals of

### CATV Insiders' Market Activity

Ten of the 26 CATV-related publicly owned firms listed each issue by CATV Weekly in its "industry stocks" feature were carried in the "official summary" of the Securities and Exchange Commission for August as having had "inside trading" during the period between July 11 and August 10.

Inside trading is the term given to stock purchases, or sales by officers or directors of a publicly traded firm or purchases or sales by an individual or organization with more than 10 percent ownership. All such transactions must be reported to the SEC.

The CATV firms and their transactions:

**Avnet Inc.**—Edward Stime, an officer of the firm, exercised an option on 1,074 common shares and now holds 1,581.

**Cox Cable Communications**—Marcus Barlett, an officer, sold 100 common shares and retained ownership of 400.

**Cypress Communications**—David Graham, a director of the firm who individually owns 1,193 common shares, through a trading account was shown as indirectly acquiring 16,192 shares, disposing of 8,743 shares, and ending with an ownership of 57,372 shares.

**Entron Inc.**—The Boston Herald-Traveler Corp., a major owner of the firm, exercised a right to exchange 9,187 warrants for the same number

of common shares. After the transaction, the Newspaper company holds 287,189 common shares and still has 18,593 warrants.

**General Instruments**—In a transaction involving 5 percent convertible debentures, Armand G. Erpf, a director of the company, disposed of \$9,000 on the debentures and retained \$291,000. In addition, through his wife he indirectly controls \$15,000 worth.

**Gulf and Western Industries**—Roy T. Abbott Jr., in what the SEC termed an inconsistent report, sold 300 shares and retained 5,200 common shares. Philip J. Levin, a director, and his wife each acquired 5,000 shares of common stock, with the former subsequently holding 284,949 shares and the latter having 310,052. In transactions involving 5½ percent convertible subordinate debentures, O. V. Carmichael Jr. indirectly through his wife disposed of \$130,000 and kept \$3,883,700 and indirectly through a trust disposed of \$942,300 and retained \$10,112,100. Individually, he holds \$376,700, and through a foundation indirectly controls another \$1,595,300. In transactions involving warrants for Gulf and Western common shares, Roy T. Abbott Jr. added 5,625 and subsequently held 13,125, while in a report called inconsistent by the SEC, Gerald I. Ritthaler, an officer of the firm, added 3,750 warrants for a new total of 8,750. The following officers and/or directors added warrants through a restricted warrant plan: C.G. Bluhorn added 37,500, now has 87,500; Martin

S. Davis added 11,250, now has 26,250; Joel Dolkart picked up 7,500 and now has 17,500; William M. Flatley acquired 3,375 for a new total of 8,750; Norman R. Forson added 3,750 and now has 8,750; Don F. Gaston acquired 18,750, for a new total of 43,750; A.S. Greenhut picked up 3,750, now has 8,750; Robert L. Jones's figures are the same as Greenhut's; D.N. Judelson acquired 37,500 and now has 87,500; and Matthew J. Lawlor acquired his first 5,000 warrants.

**Lamb Communications**—J. Edward Goff, an officer of the company, acquired his first 1,000 Class A common shares.

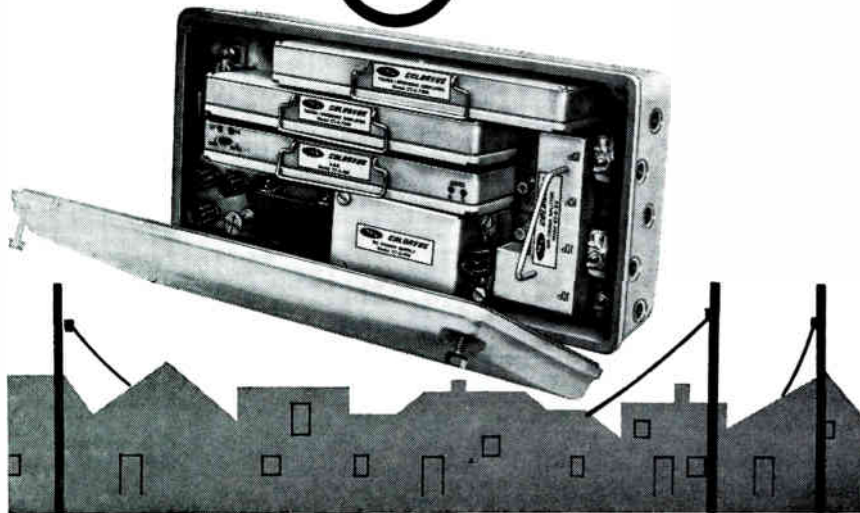
**Reeves Telecom Corp.**—In common stock transactions, E.L. Glockner, director, sold a total of 1,300 shares and retained ownership of 102,352, while another officer, Morris Schechter, sold out his 1,500 shares.

**TelePrompTer Corp.**—Jay Gartenlaub, an officer of the firm, exercised an option to acquire his initial 400 shares of common stock. Eugene Weinrich, an officer, exercised separate options on 200 and 500 shares, and now holds 1,800.

**Vikoa Inc.**—In a private transaction, Elliot B. Paley, a director, purchased 2,000 common shares from Robert Baum, who in turn purchased 2,000 from R.H. Baum and individually sold 1,000 shares, retained 192,876. Paley now owns 2,977 shares. In another private transaction, A.L. Danzig, an officer, acquired 2,000 shares and now holds 2,552.

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WAFB-TV and WBRZ in Baton Rouge and KATC in Lafayette, La., all of which are VHF network affiliates. When it goes on the air, the VHF independent station KHMA in Houma, La., will be added.

The distant signals carried will be KLFY-TV and KLNI-TV in Lafayette and WDSU-TV and WWL-TV in New Orleans.

Commissioner Kenneth A. Cox, known for his strong stance against CATV, was the only dissenter to the FCC action.

The signals to be imported by the Florida System are from WJCT in Jacksonville, WEDU in Tampa-St. Petersburg, and WUFT in Gainesville. The Commission again noted that they are the three ETV stations closest to the cable system—a factor which carries considerable weight with the FCC when it decides on distant signals importation.

### **Canadians Hear CATVer On Theme Of The Future**

Irving B. Kahn, president and board chairman of TelePrompTer spoke last Friday to the Annual Conference of the Institute of Canadian Advertisers in Montebello, Quebec. Kahn's discussion of the "new communication medium—CATV" related to the Institute's overall theme of "The Next 10 Years."

A number of leading advertising executives, including many from the United States, heard Kahn call for "a thorough modernization and overhaul of the FCC." He applauded the Justice Department's support of CATV and called cable television "typical of other technological advancements in communications" which will develop over the next decade.

Kahn challenged his audience to take a leading role in the "sweeping changes" and development of new communications capabilities of the coming years.

### **Cablecast Poll Shows Ad Pickup, Program Slow**

NCTA's poll of CATV system cablecasting is complete, with 1,048 questionnaires returned, and the rate of growth of cablecasting was termed a "slowdown"

by NCTA. The association blamed the reluctance to originate on the FCC's "freeze on the CATV industry which restricts industry growth in major markets, creating a state of uncertainty in the CATV industry and leaving system operators hesitant to make major new investments in equipment and facilities."

The survey shows that only 329 of the 1,048 respondents originate programs by other than purely mechanical operations, such as weathercasts. NCTA also found that 586 of the systems do provide that kind of mechanical origination, and of those 578 provide a weather channel. The study shows that 82 systems have a news ticker service.

The real news of the survey, however, is the growth in advertising and public service announcements. NCTA said: "Commercial advertising is accepted by 138 systems on their weather channel; 18 accept advertising on news ticker display; 10 accept advertising on wire service displays; and 98 accept advertising in conjunction with cablecasts. (Since some systems cablecast and carry advertising by more than one programming technique, individual totals do not match overall totals.)"

According to NCTA, "The average cost for advertising display cards is \$14.00 per week, compared to an average weekly cost of \$38.66 for news ticker displays. The average per-program cost, according to the NCTA poll, is \$36.44 and the average per-minute advertising cost is \$6.00."

Of the 329 systems that cablecast by other than mechanical means, NCTA said, "201 cablecast live using other than a weather scan camera, 195 use videotape, 162 use slides, 139 cablecast with film, and 120 systems cablecast live using a weather scan camera."

## NAB Head Doubts Future NCTA Agreement

As might be expected, the version of the breaking-off of negotiations between NCTA and the National Association of Broadcasters, as reported by NAB president Vincent T. Wasilewski, differs substantially from that related by NCTA president Frederick W. Ford. The latter's letter to Senate Copyright Subcommittee Chairman John

McClellan (D-Ark.) was reported in last week's CATV.

Wasilewski told McClellan of his "deep regret" that negotiations have broken off, but noted that "our discussions with representatives of the copyright owners are proceeding amicably."

Wasilewski included in the letter a report from the negotiating subcommittee which discussed the first NAB-NCTA meeting: "To the surprise of the NAB negotiators," the report said, "we found ourselves confronting only a three-man NCTA staff delegation with authority only to listen."

Later, the report said, NCTA representatives demanded details from the NAB and refused to negotiate outside the bounds of the earlier NAB-NCTA staff agreement.

"It was our hope," the letter said, "that we could reach an agreement which would permit each industry to continue to grow and live in harmony with the other. The NCTA, on the other hand, has cut off negotiations, taking the position that the staff proposal was really an agreement which could be modified only to the extent that NCTA

concluded it was to its advantage. Apparently, NCTA has even refused to discuss with us proposals which, we think, would have been most desirable for the small businessman in both industries. In light of this, I must agree with Mr. Ford's statement in his recent letter to you that there is no likelihood of an agreement between our two organizations in the foreseeable future."

## Chairman Named For New NCTA Committee

NCTA national chairman M. William Adler has appointed NCTA treasurer W. Randolph Tucker, who is chairman of the board of Cypress Communications, as chairman of the NCTA's Regulatory Research Council, a new committee principally charged with the study of state public utility regulations as it affects the CATV industry. Tucker's new appointment is subject to routine approval by the NCTA board of directors. The new post was recommended by the NCTA Utility Relations Committee at the last board meeting.



Examining amplifier for new system are E. O. Carter and Lee Wallenhaupt of Triangle Broadcasting Corp., and Charles Auer of Vikoa, Inc. Vikoa Construction Co. has been awarded a contract to construct the Winston-Salem, N. C. system.



## On Capitol Hill

### Broadcast Time No Bargain: CATV Has Place In Political Picture

*CATV Washington Bureau*—The effectiveness of channeling political platforms directly to constituents is certainly not in the back of our congressional friends' minds. Always wanting to reach the voters the closest possible to home, new outlets with the aforementioned characteristics would offer a comfortable atmosphere with the convenience of back-porch politics.

For several years NCTA has been vigorously encouraging system operators to impress on legislators the practical application of cable TV. Though political-casting can be a tricky field, there are new opportunities for operators to gain political favor by allowing candidates to appear on local cable channels.

Interestingly enough, more than 30 Senators and Representatives have introduced legislation that would require a certain amount of cut-rate time for political commercials during campaigns. Lawmakers often acknowledge the overwhelming impact and prime campaign importance of television, but the medium usually causes them more frowns than smiles—the reason being the cost of political advertising campaigns. The prime House sponsor of the new discount legislation, which applies only to television, is Rep. Torbert Macdonald (D-Mass.), chairman of the House Communications Subcommittee. Since Macdonald also plans soon to resume hearings on CATV legislation and regulation, he can be assumed to have considerable knowledge of CATV's potential as well as its problems.

#### Politics in Prime Time

The biggest drawback to exposing candidates on CATV is, frankly, the fact that most television viewers do not consider political presentations to be first-rate entertainment. The reason a politician wants on TV is so that his campaign spot will be inserted into a popular show where the greatest number of people will see it. Currently, most entertainment programming carried by cable systems comes by the carriage of regular television signals, which cannot be tampered with under FCC rules. It is therefore impossible to insert political advertising into these programs. It is possible—and, according to most cable experts, desirable—for CATV systems to carry political spots and programs on local community service channels where originated programming is carried. In such cases, NCTA strongly recommends that the equal time law be observed—that each candidate for a given office be afforded an equal opportunity to appear. The FCC contemplates putting

this requirement into the regular CATV rules, and chances are more than likely it will do so.

CATV systems, of course, can do more than just carry “debates” or political presentations. With the right machinery, tapes of all local candidates could be alternated through the day, and word would rapidly spread through the community that citizens could, when they have a free moment, simply switch to the cablecasting channel to see their prospective legislators in action.

#### Discounts for Congressmen

The bill introduced by Macdonald and some 70 other lawmakers, deals only with candidates for the House and Senate. Candidates for the House could, in the general election, run up to 70 one-minute spots or the equivalent in other lengths at a 70 percent discount from the station's top rates. The responsibility for providing the spot time would be divided equally between stations covering the Congressional Districts involved. At the same time, 30 minutes of program-length time would be given to each house candidate by each station at 80 percent off the top rates.

For Senate elections, each candidate could buy 120 of the reduced-rate one-minute spots, equally distributed among the stations covering the state, with each candidate allowed an hour of discount time on each station. These discounts would all take effect in the five weeks preceding the general elections. The proposed legislation would not affect the equal time law, Macdonald pointed out, because “under the discounts the time would still not be free. This represents a basic policy decision to avoid equal time complications and the associated problems with publicity-seeking nonserious candidates.” Out-of-state or out-of-district stations would have to participate in the discount plans if they reach one-third of a House district or one-fifth of a state.

There are problems with the proposed legislation. One objection is that major market stations would have an impossible task giving away all that time. In New York City, for an outstanding example, there are more than 20 Congressmen alone, and New York television stations reach into vast, densely populated areas outside the city and state. Some reasonable formula may be reached, however, for legislators are eager to find a way to mount TV campaigns. As Macdonald pointed out, “the financial facts of political life demand new attention to the problem of containing runaway costs. The bill is seen first and foremost as a practical measure that is in accord with the political and economic realities with which every member of this body has to deal.”

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## Franchise Activity

**CALIFORNIA:** Clear Lake: The board of supervisors has granted Silver King Television Cable Co. franchises to serve all communities except Nice. . . . Inglewood: Cablecom-General, Inc. has submitted its application for a non-exclusive franchise. The city has already stated that there will be a 5% franchise fee for any successful franchise bidder.

**DELAWARE:** Fenwick Island: Eastern Shores CATV which serves Ocean City, Md. has been granted a 10-year, non-exclusive franchise for this resort community with a summer population of 5,000.

**FLORIDA:** Daytona Beach: The city commission has amended the franchise of Halifax Cable TV, Inc. to permit the firm to carry local origination programming with advertising. . . . Orlando: Action Center Cablevision has submitted its franchise bid to the city council. Five other firms have already submitted their bids.

**ILLINOIS:** Herrin: The city council has awarded a 25-year franchise to John Kirby and William G. Patterson. Franchise fee has been set at \$500 a year. . . . Joliet: Joliet Cable TV Co., Community Electronics Systems, Inc. and Consolidated Cable Utilities, Inc. have been granted franchises by the city council.

**IOWA:** Centerville: City residents have voted to award a franchise to Centerville Cablevision. Voters previously had rejected five franchise bids in as many years.

**KANSAS:** Winfield: The city commission has passed a CATV enabling ordinance.

**MAINE:** Brewer: The city council has granted a 10-year franchise to the Community Antennae Television System.

**MISSOURI:** Sikeston: The city is holding a special election this month in which voters will decide if See-Mor of Topeka should be awarded a 20-year franchise. According to terms of the agreement the

firm will pay the city a franchise fee of 5% of the gross revenue.

**NEW YORK:** Carmel: Mid-County Cable TV Corp. and Putnam County Cable TV Corp. have joined forces in asking for a non-exclusive franchise. . . .

**Rye:** Westmore News, Inc. has submitted its franchise bid to the town council. . . . **Saratoga Springs:** Champlain Cable Television has submitted its franchise bid for a non-exclusive franchise to city council. Saratoga Cable TV presently holds a non-exclusive franchise for the area.

**OHIO:** Bellevue: Continental Cablevision of Ohio, Inc. has been granted a 20-year franchise by the city council. Franchise fee has been set at \$1,000 per year.

**PENNSYLVANIA:** Dawson: The borough council has granted a franchise to Ross Brothers. . . . New Eagle: The borough council has awarded a franchise to Tex-Video Co. . . . Rimersburg: The borough council is undertaking a CATV feasibility study.

**SOUTH CAROLINA:** Seneca: The city council is accepting franchise bids and has set Oct. 16 as the date that it will award a franchise.

**TEXAS:** Kermit: The city council has given Communicable of Texas, Inc. a six-month extension of its franchise to begin construction of its system. . . . **Robert Lee:** Western Communications has asked the city council for a franchise.

**VIRGINIA:** Danville: The city council has awarded a non-exclusive franchise to Danville Cablevision Corp. Franchise fee has been set at 5½% on the first \$100,000 gross receipts and 6½% on any excess. . . . **Onancock and Onley:** The town councils have granted a franchise to Bayshore CATV.

**WISCONSIN:** Wisconsin Rapids: The common council has awarded a 10-year franchise to Community Video, Inc.

## Moving Up

Bob Magness, president of Tele-Communications, Inc. has announced the appointment of *W.R. (Bill) Brazeal* as executive vice-president of a wholly owned subsidiary, Community Tele-Communications, Inc. Brazeal previously served as general manager of the firm and will continue to direct the CATV operations and be responsible for expansion through systems and franchises acquisitions.

Vikoa, Inc. has announced that *Karl Gutman* has been appointed executive vice president of Continental CATV, the firm's systems operating division. Prior to joining Vikoa in 1968 as director of operations for Continental CATV, Gutman was vice president and general manager of Comtel, Inc.

V. G. Duval, general manager of Utility Tower Co., has announced that *R. G. (Ron) Nelson* has been selected to

be the new manager of the Western sales and erection division. Nelson, who was formerly assistant division manager, will be responsible for all sales, installations and co-ordination of the contract jobs for the Western division.



*Mr. Wittlief*

*Mr. Baraff*

*Robert C. Rhodes* has been appointed director of marketing for United Transmission, Inc., a subsidiary of United Utilities, Inc. Rhodes joined United Transmission, Inc. in January of 1967 as regional manager of the firm's Pennsylvania systems.

James B. Tharpe, president of Visual Electronics Corp., has announced the appointment of *Joseph M. Trachtenberg* as an assistant vice-president. Trachtenberg has also been elected assistant treasurer and assistant secretary for the corporation. He joined the firm in 1966 as the comptroller.

*W. E. (Gene) Wampler* has been appointed to represent Ameco, Inc. in North Carolina, Virginia, West Virginia, Kentucky and Tennessee. He is now operating from headquarters located in Kingsport, Tenn.

*Ray Wittlief* has joined Kaiser CATV as applications engineer. He will be responsible for over-all functioning of the system design department & evaluation of CATV products and services. Wittlief was formerly with Nationwide Cablevision.

*B. Jay Baraff*, formerly of the law firm of Cole, Zylstra & Raywid and of the FCC's Satellite Communications staff has become associated with the Arthur Stambler law firm, effective September 2, 1969.

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# Digest of Earnings

## AMERICAN TEL & TEL CO.

Quar. Aug. 31: 1969	1968
Share earns \$ .97	\$ .93
Oper revenue 3,927,422,000	3,517,294,000
Net income 533,780,000	511,140,000
Avg. shares 549,264,000	548,357,000
12 month share 3.96	3.78
Oper rev 15,142,132,000	13,671,294,000
Net income 2,175,576,000	2,058,477,000
Avg. shares 549,264,000	543,946,000

## BURNUP & SIMS INC.

Quar. July 31: 1969	1968
Share earns \$ .15	\$ .09
Revenues 5,521,000	3,920,600
In. bf. taxes 178,000	65,600
Net income 77,300	42,000

The firm and its subsidiaries increased revenues 34% and had an 83% gain in net income.

## NEW ENGLAND TEL. & TEL.

3 month Aug. 31: 1969	1968
Share earns \$ .63	\$ .76
Oper revenue 183,686,000	161,969,000
Net income 19,144,000	23,214,000
12 month share 2.69	2.92
Oper revenue 710,728,000	644,923,000
Net income 81,472,000	89,549,000

# Industry Stocks

Stock	Stock Exchange	This Week	Last Week	Year High	Year Low	Shares Outstanding
Amer. TV & Comm.		14 1/8	14	14 7/8	7 1/2	1,392,773
Ameco	AM	8 3/8	8 3/4	19 1/2	7 1/2	1,200,000
AM Elec. Labs	OTC	7 1/8	7 5/8	29	7 1/2	1,516,432
Avnet		13 1/8	13 3/8	20 1/2	13	9,909,054
Cable Info Systems	OTC	2 3/4	3 1/2	5 3/4	3 1/2	955,000
Cablecom General	AM	10 1/2	10 5/8	12 3/4	9 1/2	—
Citizens Fin. Corp.	AM	16 5/8	17 1/8	28 3/4	16	994,689
Columbia Cable	OTC	10 1/4	10 1/4	14 1/2	9	876,000
Cornelia Corp.	OTC	1 1/4	1 1/4	8 3/8	1 1/4	—
Cox Cable Comm.	OTC	13 1/4	13 3/4	23 7/8	13 1/2	2,550,000
Cypress Comm.	OTC	10 3/4	11	20 1/2	10 1/2	839,000
Entron	OTC	3 1/4	3 1/4	11 1/4	3 5/8	600,700
Famous Players Ltd.	C	13 3/4	13	19 1/4	13 1/4	—
General Inst.	NY	36	36 1/2	57	18 7/8	—
Gulf & Western	NY	21 1/2	22 1/2	60	20 5/8	15,120,860
H&B Am	AM	15	15	27 3/8	10	4,972,589
Kaufman & Broad Inc.		42	39 7/8	42 3/4	33 1/2	3,900,909
Lamb Comm., Inc.	OTC	10 1/4	4 1/4	10	4 1/8	2,468,284
Livingston Oil	NY	8 3/4	9	15	8	5,692,078
Maclean-Hunter	C	17 1/2	—	18 1/4	11 1/2	2,000,000
Reeves	AM	12 7/8	14 3/4	39 5/8	15 5/8	—
Scientific-Atlanta		7 3/4	7 5/8	19	8 5/8	903,442
SKL	OTC	4	4	11 1/2	3 1/2	—
Sterling Comm.	OTC	6 1/2	6 1/2	13 5/8	5 3/4	—
TeleMation Inc.	OTC	24 3/4	23	25 1/4	14 1/2	1,860,735
TelePrompTer	AM	57 1/2	56	78 1/2	32 1/2	—
TeleVision Comm.	OTC	10 3/4	11 1/4	21	11 3/4	2,645,046
Vikoa	AM	24	23 1/2	39 1/4	12 5/8	1,719,345

These are Wednesday closing prices supplied by Oempsey-Tegeler. AM = American Exchange; NY = New York Exchange; OTC = Over the Counter; C = Canadian Exchange.

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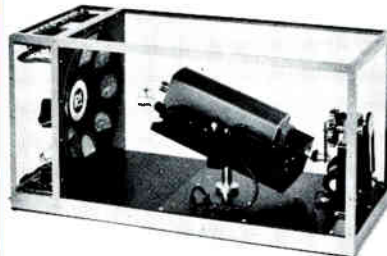


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Extra-large Texas Instrument gauges for special applications. This versatile unit is sized right for public display of your weather channel. It's the best-selling original RHT unit, and it's priced at just \$4,575.



## System Construction

**ALABAMA:** Sampson Cable TV has announced for October the start of construction for its system in Sampson.

**CALIFORNIA:** Installation and monthly service of cable television was donated to the Boy's Club of Banning by Storer TV Cable, Inc.

The head-end and antenna having been completed by the Benicia system Cable Com-General, Inc., pole attachments are ready to begin.

Richmond's system, Bay Cablevision, will begin construction next month.

**GEORGIA:** Savannah TV Cable Co. has proceeded with work in the unincorporated areas of the county after approval by the superior court.

Barrow Cablevision, Inc. of Winder has completed construction and has now begun cabling 14 off-the-air channels

along with a local origination channel for public interest programming.

**INDIANA:** Total Communications Cable Co., Inc. of Monticello has completed installation of its system and listed 500 subscribers at present. The system cables eleven off-the-air channels.

**NEW MEXICO:** Santa Fe Cablevision is undergrounding cable as well as using existing poles for the firm's system in Santa Fe.

**NEW YORK:** Pacific Coast Stock Exchange quotations have been added to Manhattan Cable Television's programming. The system, cabling 12 off-the-air channels, will carry the stock quotes on a 15 minute delay basis.

**NORTH CAROLINA:** Cablevision of Hendersonville has signed a turnkey

contract with Jerrold Electronics Corp. for construction of its system.

**NORTH CAROLINA:** Operation of the Armstrong Utilities Inc. Ashland system has begun with 14 off the air channels and one local origination channel. The system has 12 miles of cable presently installed.

New Concord system, Quality Cable TV, is scheduled to begin operation in October. The system will carry 10 channels which include a time-temperature channel and a FM channel.

**ONTARIO:** Georgetown Cable TV has recently completed wiring its service area. Noram Cable Construction Ltd. has installed cable on public utility poles to finish the Georgetown system.

Mississauga, Ontario system under construction. Terra Communications, will serve approximately 10,000 homes. Both aerial and underground plant will be installed.

Richmond Hill Cable TV has begun installation of plant in Vaughan and Markham Townships. The system is owned and operated by CFGM Radio.

## Product Progress

### NEW PIPE PIPER



Sod-Master, 3456 N. Washington Ave., Minneapolis, Minn. 55412, has introduced the Pipe Piper model 180, larger version of the firm's wire, cable, and pipe burial machine. The unit is powered with an 18 horsepower gasoline engine and has a hydraulic mechanism to raise and lower the tunneling element. It is designed to

lay at depths up to 16 inches in normal soil conditions. The increased horsepower and weight of the model are said to make it possible to pull greater lengths. As with the other three models, it is designed to remove no turf or earth in the process of cable burial.

### VIKOA CO-CHANNEL FILTER

Vikoa Engineering, 400 Ninth St., Hoboken, N.J. 07030, has produced a co-channel filter designed to be used at base-band (video) and has particular application following the demodulator commonly used in microwave systems or in a de-modulator/re-modulator application. The firm has specified use of ferrite materials, to eliminate distortion of video information and/or synchronizing signal at 10 or 20 kilohertz. The reject band is said to be narrow, but stable, with a minimum rejection capability of 30db for a 20 kilohertz interference signal. Re-

jection is said to improve to 35db for a 10 kilohertz co-channel signal. A by-pass switch is specified to allow removal of the filter circuitry from the video line when not required, or to determine relative effectiveness. The co-channel filter is said to eliminate problems without re-designing or replacing antenna arrays. Vikoa, also has developed a new waterproof dual grip connector. Called the Dual Grip Series, it features one-inch engagement of center conductor. It is said to grip on both the center conductor and the aluminum to prohibit pull-outs.

### NEW VIDEOGRAPHIC KIT

A Videographic Kit for production of visual aids has been developed by Sony Corporation of America, 47-47 Van Dam Street, Long Island City, N.Y. 11101. The kit features six sheets of lettering, four sheets of illustrations, 12 reuseable visual boards, a lettering level, letter removal tape, a burnishing tool with crafting point, a felt tip pen, a desk top easel and an instruction book. The kit is designed to put together effective visuals for closed circuit productions and sells for \$39.95.

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**PROBLEM:** *Design a spectrum analyzer for CATV. Include all of the features that excite engineers, but eliminate all un-necessary operating controls so that un-skilled technicians will be proficient in spectrum analyzer use in less than an hour's time. Give it sensitivity to rival the best FSM's. Give it selectivity to display color sub-carriers and even FM SCA channels. And price it so low that it will become an everyday CATV tool — The FSM of the '70s!*

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*Covers 50 to 220 MHz continuous tuning, including mid-band. Continuously variable dispersion (display) from 20 MHz down to 500 kHz. Full range operational control from inputs as low as minus 35 dbmv to plus 62 dbmv. Input sensitivity - 35 dbmv low band, - 30 dbmv high band, for 6 db signal-plus-noise to noise display. Color sub-carriers, FM SCA channels clearly displayed. Built in markers every 20 MHz throughout spectrum, plus, spot markers at 54,108,162 and 216 MHz for band edge indication. Display height virtually independent of dispersion (go from 20 MHz sweep to 500 kHz sweep and maintain display height!). Linear and (30 db) log displays . . . and much, much more!*

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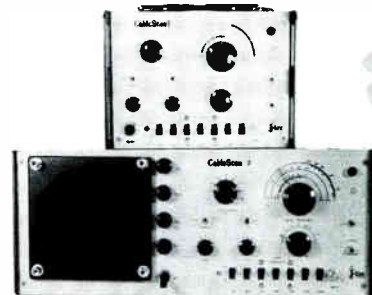
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## **Burch-Wells Appointment**

*(Continued from page 7)*

now back in the Senate, sponsored the Burch appointment, and the week before it was announced made a Senate speech attacking the *Times* and praising Burch, who he said was sure to be named to the Commission. Goldwater is not noted for cautious remarks, but it would be indeed unusual for a politician to reveal this information if a President of his own party didn't intend to make the appointment. On the morning of the announcements, the Kansas Capitol Hill delegation made known its happiness that Wells was being named. It remained only for Ziegler to make it official.

Burch received his law degree from the University of Arizona in 1953, then served as assistant attorney general of Arizona from 1953-54. He then hired on as administrative assistant to Goldwater, for whom he served until 1959. Since then, he has been a partner in the Tucson law firm of Dunseath, Stubbs and Burch. He remained as a principal advisor to Goldwater, and after the Senator's nomination as GOP Presidential candidate in July, 1964, Burch was named head of the Republican National Committee. After the Arizona conservative's overwhelming defeat, Burch was replaced in the political post. He is married to the former Patricia Meeks and they have three children.

Wells, also a loyal Republican campaigner, is not a lawyer, as he ended his education after graduating from Garden City Junior College, but his broadcast experience marks him as one of the few well-grounded industryites ever to come to the FCC. Whether his background limits his views on other communications possibilities, such as CATV, remains to be seen.

Age 50, Wells has been the general manager of the Harris Radio Group with stations in Kansas, Iowa, Illinois and Colorado since 1961. According to the White House announcement, "Wells started in the broadcasting business in 1936. In 1940 he was inducted into the army with the 35th National Guard unit. He was released in 1945 with the rank of Captain. Following World War II, he was employed by KVGB radio in Great Bend, Kan. In 1948, he became general manager of KIUL Radio in

Garden City. Wells then became publisher of the Garden City Telegram in 1957, while retaining his position at KIUL.

"Wells is married to the former Katherine Jane Lovett and they have two children."

## **Geller Grilled At PNCTA**

*(Continued from page 8)*

ownership and concentration of cable system ownership, and telephone company involvement in the CATV industry. Summing up his address, Geller stated that cablemen and the Commission should work toward a common goal of serving the public interest.

In a press conference following his speech, Geller came under heavy fire from NCTA President Ford and several system operators on a variety of subjects. As would be expected, little ground for agreement was found and no apparent progress was made in the hour-long exchange. A news team from Channel 4 Seattle was on hand to record a brief interview with Geller—about one minute of which was used on the station's evening news.

Addressing PNCTA members at Tuesday's luncheon, NCTA president Ford directed most of his remarks at Geller's statements and the Commission actions and attitudes which have often paralleled Geller's viewpoint. "Beware of Mr. Geller's premise," Ford warned operators. For example, once you accept the FCC General Counsel's basic rationale, Ford said, it follows that "the FCC's December 13 mercy killing is not really so painful after all."

Ford went on to cite conflicts between Geller's positions on various aspects of CATV regulation at various times. He also stressed that, unlike the situation in the broadcasting industry, the FCC does not have a well-defined set of legislative guideposts on which they can base CATV regulations. Moreover, Ford said, the FCC has not taken pains to hold meaningful hearings on CATV by which they might have become familiar with the complexities of the industry. He contrasted the FCC's two days of hearings last spring in which they heard 150 witnesses with the lengthy hearings which Congress has held on more than one occasion. "What

it comes down to," Ford said, "is that the Commission has disregarded the experts and has gone on a frolic of its own."

## **Movie Firm CATV Bid Rumored In Denver Race**

Warner Brothers is apparently camping on the CATV doorstep in Denver, Colorado. The firm is rumored to be eyeing top markets to grab a franchise. Recently the Mile High City has received a franchise application from just-resigned city councilman Robert Keating who has been said to represent the nationally known motion picture producer.

Franchise applications have been reopened by the council although the deadline to receive bids terminated over a year ago. The new deadline for applications is November 1, and the council has promised to make a decision by January 5, 1970.

The four applications already received were from:


1. Mountain States Video Inc., headed by Bill Daniels, president of Daniels and Associates.
2. Time-Life Broadcasting Co.
3. Cosmopolitan Denver TV Inc., with the major stockholder being Foote, Cone & Belding Inc. one of the world's largest advertising agencies and a CATV firm as well.
4. Lawrence C. Phipps III, representing Storer Broadcasting Co.

A Denver area newspaper has reported that until the resignation of Keating, Cosmopolitan was the favored applicant. However the addition of Keating's bid—which has been questioned as to whether it is an actual Warner Brothers' move into the industry—may have shifted the balance to the new contender, according to *Cervi's Journal*.

## **Distant Signal Grant For Mt. Vernon System**

The FCC last week granted permission to Mt. Vernon Cablevision Inc. in Mt. Vernon, Ohio, to carry the distant signals of WKYC-TV, WEWS-TV, WJW-TV and WKBF-TV in Cleveland,

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plus WJAN-TV in Canton, WSWO-TV in Springfield, and WAKR-TV in Akron.

In addition, the cable system will be carrying the local signals of WLWC, WTVN-TV, WBNS-TV, and WNCI-TV in Columbus.

Although Mt. Vernon is within the grade A contour of stations in the Columbus market, which is ranked 28, the cable system is more than 35 miles from the main post offices of communities with a TV station, which under the new and proposed rules means that distant signals can be imported.

The system's plan was opposed by WNCI-TV, but after a charge of "leap-frogging" had been resolved, the FCC, noting its notice of new rules, said that the "opposition does not raise any substantial public interest questions sufficient to overcome the presumption

in favor of service consistent with the proposed rules and policy considerations set forth in the notice.

## N.Y. Cable Hearings Set For October 7, 15

New York State cable operators will get a chance to voice their opinions on CATV present and future and also get a chance to defend the industry from an onslaught of representatives from telcos, broadcasters and theater owners.

CATV hearings by the New York standing committee on Corporations, Authorities, and Commissions, will be held October 7, in Albany and October 15 in New York City.

The purpose of the hearings is to survey the industry for potential devel-

opment, nature and extent, determining the need (if any) for state regulation, local franchise practices, performance standards, rates and quality regulation at state level, and FCC regulation significance.

Movie theater owners have been the most obvious if not the most effective opposition to New York CATV.

## Color Film On CATV

NCTA has a new color film on CATV's present and future available to members at \$125 per print.

"Cable Television: The Communicator" illustrates everything that CATV can do now and potentially, if allowed to develop, and outlines the strengths of cable. The film was made for NCTA by Bill Daniels & Associates in Denver.

## Classified Advertising

Rate for classifieds is 25 cents per word for advertising obviously of a non-commercial nature. Add \$1.00 for Box Number and reply service, per issue. Advance payment is required; minimum order is \$10.00. Deadline for all classifieds is two weeks before publication.

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### NOTICE

Sealed applications addressed to the City of Tyler, Texas will be received in the office of the City Clerk, City Hall, Tyler, Texas until 5:00 p.m. November 27, 1969 for a franchise to construct, operate and maintain a CATV system within the corporate limits of the City of Tyler, Texas. Applications will be opened at 10:00 a.m. November 28, 1969 at the City Commission Chamber, City Hall, Tyler, Texas.

Each proposal shall be submitted in a sealed envelope which shall be marked on the outside "CATV Proposal".

Instructions for making application for franchise may be obtained from City Clerk, City of Tyler, P. O. Box 2039, Tyler, Texas.

The right is reserved as the interest of the city may require to reject any and all proposals received.

City of Tyler, Texas by R. H. Hayes, City Manager.

## profile of a leader



### CLAUDE ROSARIO BOUCHER

*Born in LaSalle, Manitoba, Canada, August 12, 1929. He attended school at St. Paul's in Winnipeg, had extensive specialized training in radio-physics. From radio repair work, he went into appliance retailing, later re-entered electronics as an apostle of the then-new television. He became a supplier to CATV industry during its early days in Canada; established his own system in Fort William and Port Arthur, Ontario, in 1958. Several years later, he established another system farther west, in his home province of Manitoba, to serve the Winnipeg area. An activist in the Canadian Cable Television Association, he has served as vice president and this year is president of that organization.*

Congratulations couldn't have been more sincere or wishes for good luck more warm than those which greeted Claude Boucher on his election as president of the Canadian Cable Television Association last May. The dapper, likable operator from central Canada could hardly have taken office at a more crucial time. The Canadian Radio-Television Commission had chosen the CCTA Annual Convention as the time and place to make its first public policy statement on CATV. Claude handled the barrage of questions and requests for statements from newsmen and others in attendance at the Convention with the diplomatic aplomb of one who had been president and official spokesman for months rather than just hours.

Handling challenges is nothing new for Claude Boucher, of course. As a teen-ager he was interested in electronics and worked in radio repair, and when television first came to Canada, he was eager to give up his work in selling appliances to get back into electronic communications. As a distributor, he traveled throughout central Canada selling television equipment—and, at the same time, training radio technicians to be TV technicians. Cable television, when it appeared on the scene, was a natural extension of his activities. And again he found himself not merely selling the equipment but counseling new operators in how to use it.

In 1958, Claude participated in establishing his own system—Lakehead Videon serving Port Arthur and Fort William, Ontario. Several years later, he built a system to serve Pinawa in the province of Manitoba, and that system—Metro Videon—now serves the capital city of Winnipeg as well. The fact that he has been able to successfully divide his time between the two systems, and carry on a myriad of other activities as well, is as much a tribute to the cheerful help of his wife Joan as well as to his own energy and ability.

Besides the day-to-day details of system operations, Claude has been working in an advisory capacity with educational TV interests, has been involved in civic affairs—and still finds time to get away from the pressures either behind the controls of a plane or out on the ski slopes. One of the most significant contributions he has made to the Canadian CATV industry has been through the national trade association. Before his election as president, he served as director, as a committee member, and as vice president. Particularly in the last few years, when Canadian cablemen have been working with other communicators and a new governmental regulatory agency, the leadership of Claude Boucher, and others like him, has been invaluable to the growth of the industry in that country.



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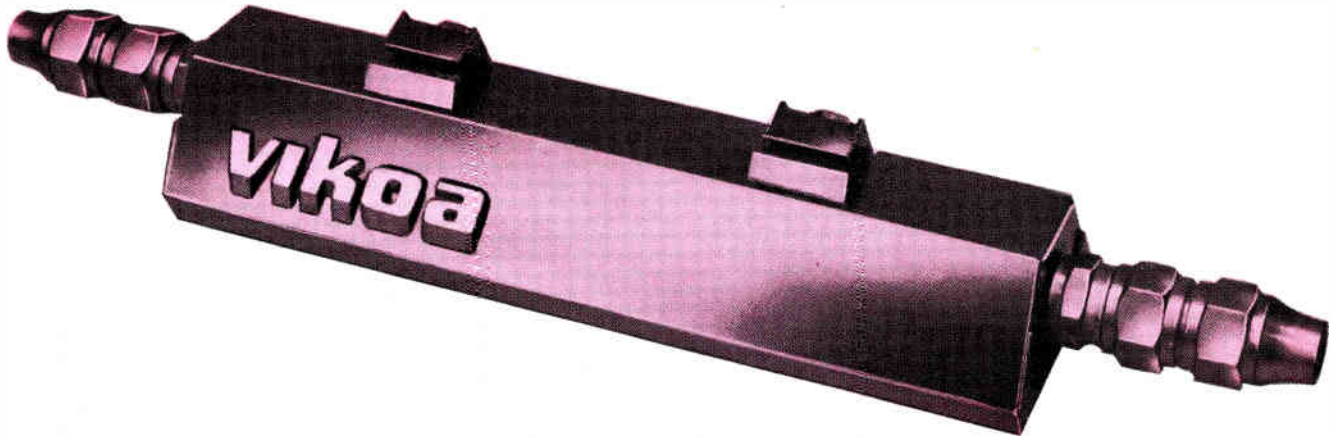
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