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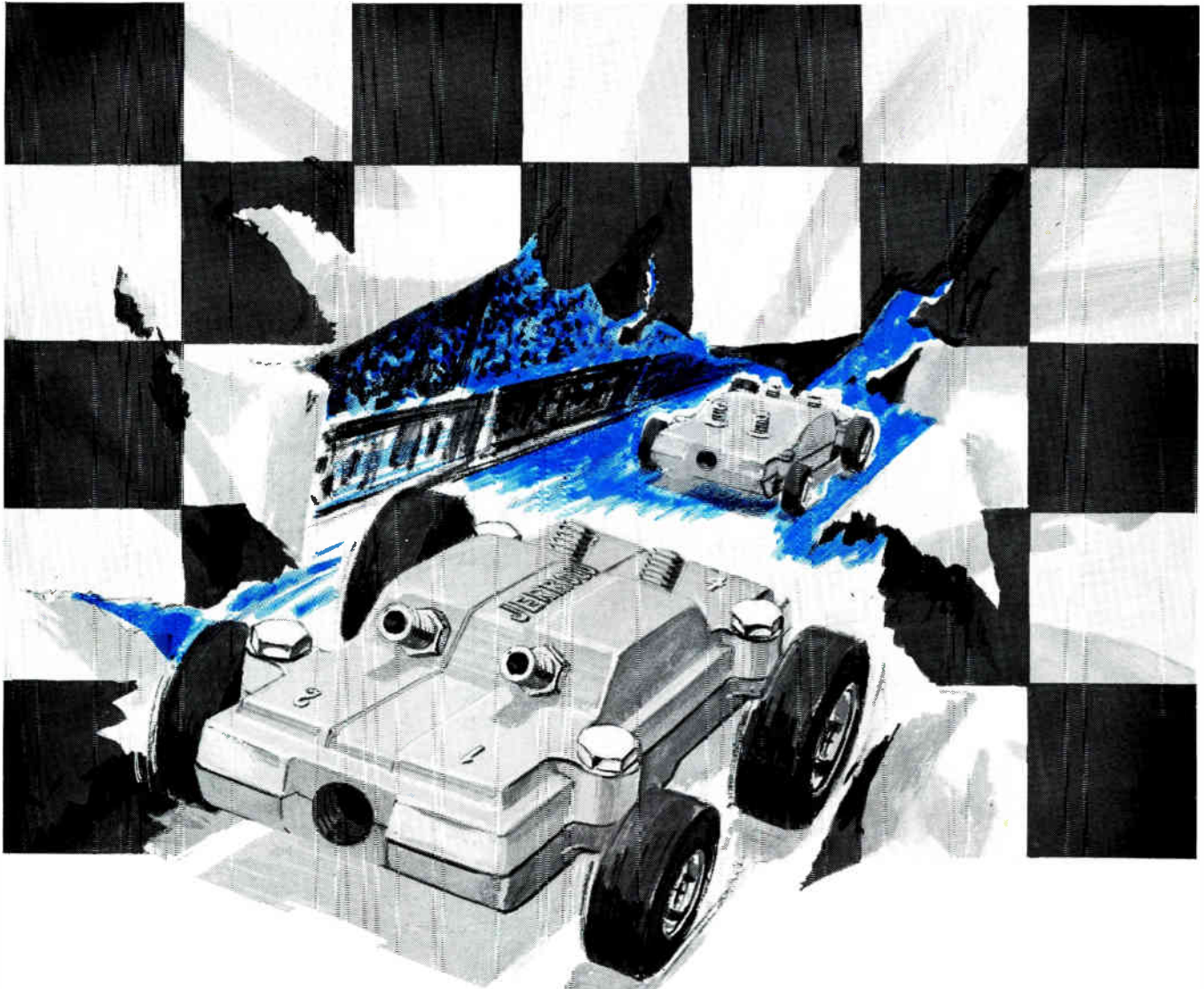
December 1, 1969

# CATV

**Authoritative Newsweekly of Cable Television**



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### OUR COVER

*Victory shows on the faces of the new Colorado Cable Television Association officers Tom Worster, president (left) and Fred McElroy, vice president (right). Bill Brazeal (center) will serve out the second leg of his two-year secretary-treasurer term. The smiling cablemen were elected at the state associations fall meeting (see story inside.)*

# CATV

**Authoritative Newsweekly of Cable Television**

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## Conspectus

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Colorado Cablemen convene in Denver for election of officers to hear honored guests, and to discuss business and PUC bill proposal.

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Dec. 1 is date cablecasters must start observing FCC rules as to Fairness, Equal Time and Sponsorship Identification; new ball game for many operators.

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TPT's Kahn charges Comtel's opposition to H&B/TPT merger is "blackmail." Says merger will achieve greater program origination capacity.

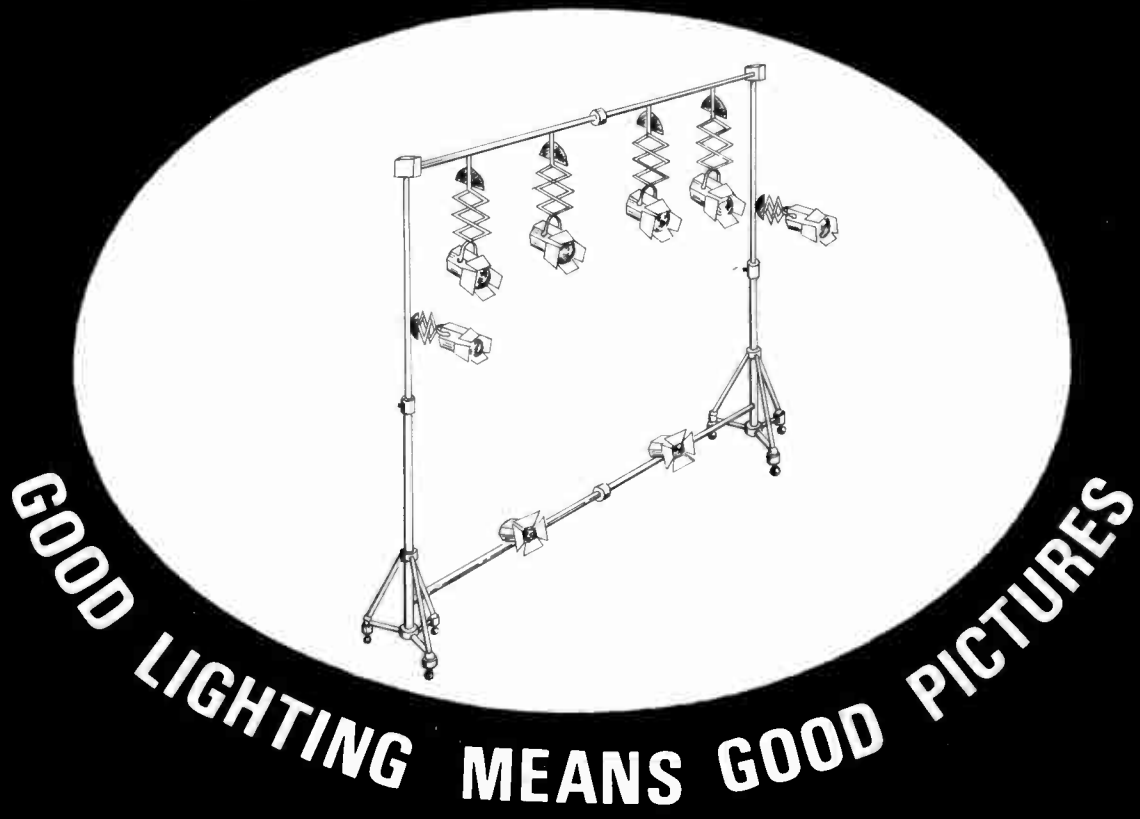
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FCC preempts local franchising authorities' power over origination and advertising in local markets—new rules clarification so states.

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Robert A. Searle  
Editor

## Viewpoint

### Beware of Broadcaster Bandwagons

The trouble with bandwagons is that those who ride them seldom are in control of either the speed or the direction. Bandwagons are colorful . . . they capture the imagination . . . fire the spirit . . . and foster a feeling of unity. But they also tend to veer in unexpected directions and to take their riders where at least some of them would rather not go . . . and the ride usually doesn't last long.

Minority groups—whether business, social or religious—are good candidates for bandwagon-ism, although not by any means the *only* candidates. Reaction to a powerful and entrenched opponent easily leads to taking extreme positions—and retreat is not nearly as easy. For years, cable television people have been put in the unsought position of opposition to broadcasters—and the broadcast community has wielded a most effective club at the FCC and on the Hill. Such a situation has inevitably led to a polarization of attitudes—and now that CATV is beginning to wield some power of its own, that polarization could become even more serious.


Thus, it is easy for CATVers, who have indeed suffered from broadcast power, to applaud when the broadcast industry comes under fire as it did a few weeks ago from Vice President Spiro Agnew. There are some glaring weaknesses in the broadcast system and broadcast journalism—and those weaknesses make that industry a popular target for criticism today. All of which makes it especially tempting for cable people to jump on this particular bandwagon of accusation. But as responsible members of the communications community, can we afford this bandwagon? Loudly decrying what broadcasters are doing wrong is no way to capitalize on their errors. Quietly proposing a *better* way to communicate is the way.

If cablemen turn down the “Down with Broadcast” bandwagon, there is still another awaiting. It's the “Boost Broadcasters All the Way” bandwagon—and its premise is that CATV will some day be in much the same position as broadcasters are today, so we ought to support such measures as the Pastore bill which would protect re-licensing.

In both of these cases, support or rejection of broadcasters' positions ought to be based on close analysis of the issues, not on an emotional reaction of either hostility or fear. Cablemen and broadcasters are neither natural enemies nor members of a brotherhood; they are professionals whose business is communications.

The stature and recognition being accorded to CATV today is largely a result of this industry's real contribution to the viewing public. CATV's power flows directly from community-level demand and support. It would be most unfortunate at this point to shift focus away from community service. If cablemen are to join in any bandwagon rides, let it be those which have “public good or bust” as their motto. That's the one direction which is always right . . . and, although sometimes slow, it's seldom disappointing.

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# CATV Future, PUC Top Meeting Slate At Colorado Association Convention

Election of officers, notable speakers and a number of pertinent CATV topics on Colorado Association fall meeting agenda; operators enthusiastic about future of the industry.

The state of the industry, PUC regulation, election of officers, and an equipment and services review were on the agenda at the Colorado Cable Television Association fall meeting at the Cherry Creek Inn in Denver last week.

The meeting was called to order by President John Morrissey of Durango who welcomed the cablemen and proceeded with a business session and then called for committee reports.

Luncheon speaker Stanley M. Searle, publisher of *CATV Magazine* and *TV Communications*, directed his remarks to the state of the CATV industry with respect to future prospects.

## "Wave of Renewed Confidence"

Searle spoke of the new leadership in NCTA with president Donald V. Taverner and his staff. "The association will be able to take advantage of a wave of renewed confidence," said Searle, "There will be an opportunity for the reuniting of dissident members and a strengthening of our industry's defenses through a greater degree of participation in our national trade association."

The publisher said that the industry can also expect to improve relations in Washington and with some of CATV's adversaries. He said that the new NCTA president can create dramatic results through uniting the men of this medium.

Searle said that new technology will hold tremendous promise for CATV and the American television viewer. He cited new developments of color cameras marketed at less than \$10,000 and amplifiers that will be small enough to fit inside the coax connector and which may be capable of as many as 80 channels.

"Of the three basic resources necessary to CATV operation, technological, human and financial," said Searle, "two are in critically short supply." He said that a shortage of people and a shortage of finances create perils for the 70's.

He said that the shortage of skilled people for CATV work could only be alleviated by the cable operator by paying higher wages and expanding fringe benefits. Searle said that on the positive side the industry has begun to provide the needed technical training with such educational efforts as the correspondence school, National Cable Television Institute.

The other shortage, money, can't be solved as easily by the cable operator. With interest rates at such a high scale and the tremendous backlog of loan applicants, said Searle, manufacturers are being hurt because operators will not borrow needed money for rebuilds, expansion or new construction.

Searle cautioned the cablemen to be ready for anything legislative-wise, and challenged cablemen to be especially active during the next several months in contacts with federal and state legislators.

The Colorado cablemen heard speaker Representative C. M. (Bud) Edmonds, sponsor of the proposed

*(Continued on Page 10)*

## Cablecast Rules Effective December 1

This Monday, December 1, is the date on which cablecasters must start complying with the FCC's Fairness Doctrine, Equal Time and Sponsorship Identification requirements. These rules, under which broadcasters have been operating for some time, were extended to CATV by the FCC's First Report and Order on Origination. The requirements apply to *all* cablecasting.

The substance of the provisions is as follows:

**Fairness Doctrine.** "A CATV system engaging in cablecasting shall afford reasonable opportunity for the discussion of conflicting views on issues of public importance," said the First Report and Order. The rule applies to *all* controversial topics of public importance—not only to political cablecasts. Under the rule, the operator cannot allow only one side of an issue to be presented. If one side is aired, he must seek out opposing viewpoints and give that side the opportunity to present a case to the viewers.

Personal attack and political editorials are covered, along with Fairness in Section 75.1115 of the rules. In brief they stipulate that (1) if a person or group is personally attacked during a cablecast, the operator must take certain steps to provide the opportunity for the other party or group to respond, and

(2) where a CATV system endorses or opposes a legally qualified candidate for political office, it must provide an opportunity for the other candidate(s) to respond.

**Equal Time.** Section 74.1113 of the Rules provides that "If a CATV system shall permit any legally qualified candidate for public office to use its cablecasting facilities, it shall afford equal opportunities to all other such candidates for that office to use such facilities." In essence the regulation ensures that no candidate will receive preferential treatment as to rates, service, facilities, etc. It should be noted that records as to political cablecasts (requests for time, rates charged, and so on) must be kept for two years.

**Sponsorship Identification.** According to Section 74.1119 of the rules, "When a CATV system engaged in cablecasting presents any matter for which money, services, or other valuable consideration is either directly or indirectly paid or promised to, or charged or received by, such system, the system shall make an announcement that such matter is sponsored, paid for, or furnished, either in whole or in part, and by whom or on whose behalf such consideration was supplied."

Cable operators are urged to contact their own attorneys or NCTA for guidance on the rules.

# Charges and Counter-Charges Feed Feud Between TPT and Comtel Systems in NYC

TelePrompTer/H&B merger plans get knife at FCC from Comtel; TPT's Irving Kahn and Comtel's Mort David exchange bitter charges of antitrust and coercion in hassle.

Charges of "antitrust" and counter-charges of "blackmail" have sparked a feud between two New York City cable firms. Fundamental differences between TelePrompTer Inc., a franchised city system, and Comtel Inc., an unfranchised city system, have been heightened by events of the past couple of weeks.

Comtel filed an objection with the FCC to the proposed TPT/H&B merger, charging that the corporate marriage would lessen competition in CATV and violate antitrust laws.

## Offer Not To Oppose

Answering affidavits were filed by Irving Kahn, TPT president, and Sheldon Camhy, attorney. Comtel's objection to the merger, they said, was largely self-seeking. They claimed that Comtel president Morton David offered not to oppose the merger if TelePrompTer would withdraw its opposition to the Section 214 proceeding in which Comtel is lumped with New York Telephone Co. in a bid for FCC certification of New York City service.

The affidavits said David, after the merger complaint had been filed, offered to withdraw if TPT would help Comtel sell its New York City system to Sterling Communications, another Manhattan operator, and help Comtel get the CATV franchise for Queens, N.Y.

The Kahn affidavit said that he refused to "succumb to blackmail from David." Kahn said that the Comtel complaint was without base and raised no public interest or factual issues.

The merger needs FCC approval because of the microwave transmission involved. And post-merger plans call for extensive use of microwave for syndicated program origination. TelePrompTer said that the merge is necessary to the "successful implementation" of the plan because of the need for "increased capital and local outfits to be made available by the merger."

TelePrompTer said that it would allot 10 percent of subscriber income to program originations and offer 54 hours weekly on each of its systems by the end of five years. The firm said that with additional operating base from the merger—in terms of cash flow and subscribers—it will contribute to the goal of "programming diversity."

The proposed plan said TelePrompTer pushes for "development of meaningful local program capacity at the system level" and "creation and production of new types of programming designed to reach CATV audiences." Also included in the plan are the "acquisition of programming from independent sources outside the network category and a distribution system of CATV-type programs to other independent CATV operators."



*Mort David: Opposes Merger*

Systems not affiliated with TelePrompTer would be offered the program package for \$.50 per subscriber per month, or 10 percent of the system's average revenue from subscribers. The firm said it expects 100 systems to buy the package by the end of five years which would bring in about \$900,000.

Kahn said that it would take at least 10 years to obtain the desired program diversity "without resources and a ready

market for experimentation." He said, "This period of delay would not only deprive the public of an immediate source of additional, different programming, but would allow the present controllers of program sources to extend their control over the news medium."

The first year after the merger is completed, the firm said it would double present originations and will steadily increase that volume over a five-year period until a full channel of originated programming has been reached. TelePrompTer said that the

*(Continued on Page 20)*

## MEETING CALENDAR

### DECEMBER

**1-5—Jerrold Technical Training Cable Television Basic School.** Jerrold Electronics Corp., 401 Walnut St., Philadelphia, Pa. For further information contact J. Lerman, Jerrold.

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

**9-10—Jerrold Technical Training Cable Television Seminar.** Holiday Inn, Marion, Ohio. For further information contact J. Lerman, Jerrold Electronics.

### JANUARY

**8-10—Rocky Mountain Cable Television Association Annual Meeting.** Safari Motel, Phoenix, Ariz.

**16-17—Georgia Cable Television Association Annual Meeting.** Gordon Hotel, Albany, Ga.

**26-30—Seminar on Supervisory Development.** National Cable Television Center, J. Orvis Keller Building, Pennsylvania State University, University Park, Pa.

### FEBRUARY

**2-4—Workshop for Middle Management Personnel.** National Cable Television Center, Pennsylvania State University, J. Orvis Keller Building, University Park, Pa.



# NAB and MST Take on EIA and Justice In Commission Filings on Cable TV

**NAB says FCC should "fit cable into existing system." MST takes on Justice Department saying CATV industry should not be allowed to "destroy free broadcasting."**

Filings on the future use of CATV systems and technology were due at the FCC last week, and broadcast interests took the opportunity to slap back at any but the most rudimentary CATV operation.

NCTA didn't even file, as it largely rests its case on projections and arguments of the Electronic Industries Association, which not only urges a "wired nation" but tacitly expects over-the-air broadcasting to sharply decline in the years to come.

## Afford Classic Example

For a look at the other side of the coin, however, and an insight into the arguments broadcasters use to frankly defend their interests in the sincere belief that their business is best for the American public, the filings of the National Association of Broadcasters and the Association of Maximum Service Telecasters afford a classic example.

The NAB opposed the use of CATV channels for leasing to program distributors of various kinds, arguing that the FCC's job "is to fit cable television into the existing system of national television in a fashion which will permit that industry to perform a role of service to the public, but to do so without damaging or destroying free television service."

In another approach to its hope of putting a damper on long-range cable development, NAB said that "It would be premature for the Commission to devise a long-range master plan for the cable industry now, and that it should wait until after the Commission and Congress have evolved plans and policies for the role of cable television in our national communication system, and have developed a workable and equitable scheme of regulation of that industry."

The NAB's imagination delighted in the lurid when discussing the prospect of unlicensed users of CATV channel

facilities, saying that even "borderline pornography" and "subversive propaganda" could be brought into the home by that method.

It would also be possible that unlicensed users, NAB said, could transmit "deceptive and irresponsible advertising . . . the outpourings of the lunatic fringe, and the appeals of countless others whose appearances have thus far been minimized by the broadcaster's responsibility to program within the public interest standards of the Communications Act and the NAB's codes of good practices."

The NAB said that "anyone who can afford the price of a leased channel would be free to use it to bring into the home virtually any programming he sees fit to offer."

## Takes on Justice Department

The Association of Maximum Service Telecasters not only took on the EIA filing, it tried to cope with the pro-CATV arguments of the Justice Department, and concluded that the benefits and values of a free television system "would be lost because a universal wired system would destroy the local broadcast stations by a combination of a loss of network, syndicated and other non-local program services and extensive audience fragmentation, which would destroy the economic base for irreplaceable local program services, especially local news and public service programs."

MST said that the comments of EIA "speculated at the most rarified and abstract level rather than providing the Commission with answers or even suggested approaches to the serious problems raised by the wired nation concept. It is not too uncharitable to suggest that perhaps there are no answers—at least not at this time."

MST summed up its position by saying that "for the foreseeable future, the public must continue to rely upon free broadcast television services and the

Commission should take no steps to jeopardize the continued provision of that service to the American people by free, locally oriented television broadcast stations."

The organization of large television stations disputed every major contention to Justice Department advances in favor of allowing cable television to develop into a vigorous competitive position. MST said: "The question the Commission must face is not the simplistic one of how competition may be fostered. The question is, how may a system of competition be fostered which will serve the public interest. The answer to that question is not to be found in rules, or the absence of rules, which would permit CATV, an industry that exists today only because free broadcasting has made it possible, to operate in a manner which will destroy free broadcasting."

## FCC Clarifies Rules To Preempt Franchises

The FCC last week clarified its CATV origination rules to specify that cable systems may engage in local origination and advertising even if a local franchise clause against such activities is in effect. The Commission said its rules amount to "federal preemption" of the local franchises.

When the FCC said that all systems with more than 3,500 subscribers had to originate programs and all smaller systems could originate, several lawyers at once saw a possible conflict with local franchise stipulations, so the question was put to the FCC. It was also asked how soon those local prohibitions would be void, and the Commission said today, December 1—the effective date of the first Report and Order on origination and advertising.

The Commission pointed out, however, that "local franchising authorities would, in our opinion, remain free to impose additional affirmative obligations which are not inconsistent with the federal regulatory policies."

Interestingly, new Chairman Dean Burch did not participate in the otherwise-unanimous decision, though new Commissioner Robert Wells again voted along with the majority.

**Colorado Association**  
(Continued from page 7)

Colorado PUC bill, who told members of the association that they should prefer regulation by the state rather than by the federal government.

"Local government (city and county) is too subject to change," said Edmonds, "so state regulation is the solution." He said that his proposed bill would create a clearing house for subscriber complaints and provide for a full time technician to test systems' performance.

Edmonds said that he doesn't believe that CATV should be regulated by the state with regard to programming, and that the proposed bill said nothing about rates. He said that the PUC would be a judge only when local government and systems have difficulties.

Cablemen challenged Edmonds' statement that state regulation is better than local. Using that logic, why isn't federal better than state, they asked. The cablemen told Edmonds that the industry itself is best prepared to attend to subscriber complaints and that the

possibility of losing subscribers is incentive enough for quality performance.

After hearing NCTA assistant general counsel Gary L. Christensen speak on "the Washington Scene and NCTA" and answer questions from the audience, the association proceeded with business sessions and elections of new officers.

The association's new officers are: Tom Worster, of Grand Junction, president; Fred McElroy, of Colorado Springs, vice president; and Bill Brazeal, of Denver, who remains as secretary-treasurer. New directors are John Morrissey, Durango, who becomes a director as immediate past president; Richard McDonald, Sterling; Ronald Tigue, Scotts Bluff; and Pete Ruiz, Trinidad.

The state of the industry in Colorado was reported on by Sherril Dunn, coordinator for the convention. He reported the state has 29 systems with 25,000 subscribers and 22 of the systems carry ETV signals. He said that installation charges run from \$5 to \$125 and monthly rates are from \$4 to \$9. Pole rates, said Dunn, average from \$.50 to \$4.00 per year per pole. He said that the total capital investment is \$6,550,000 for CATV in the state.

The convention was capped with a reception honoring Communications Publishing Corporation which recently moved to Englewood, a suburb of Denver.



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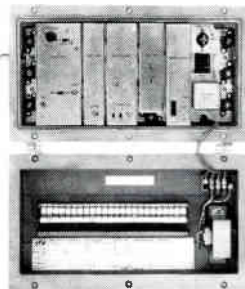
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### Wells Votes with Majority On 'Show Cause Why' Order

The FCC recently ordered a Carmel Valley, California, CATV operator to show cause why it should not be ordered to cease and desist from further violation of the program exclusivity rules of the FCC regarding the signals of KSBW-TV in Salinas, California.

Vic's TV Cable Service has a 12-channel system with some 570 subscribers. In addition to KSBW-TV, it carries KMST in Monterey, KNTV in San Jose, KTVU in Oakland, and San Francisco stations KGO-TV, KRON-TV, KBHK-TV and KQED.

The CATV action was the first voted on by new Commissioner Robert Wells, who voted with the majority.



## On Capitol Hill

### Chance for Copyright Bill Soon: May Create Distant Signal Solution

*CATV Washington Bureau*—Within the next couple of weeks, Sen. John L. McClellan (D-Ark.) and his Senate Copyright Subcommittee are going to report out a copyright revision bill that will attempt to deal with many of the difficult areas of CATV policy that have been so bitterly fought by the cable industry, broadcasters and copyright holders. There is every indication that the bill will be along the lines suggested by the staff agreement drawn up by NCTA and the National Association of Broadcasters—which might be good news for cable operators, despite the fact that many broadcasters are now sorry that the NAB board rejected the compromise after NCTA approved it.

#### 'Working Position' for Federal Rules

McClellan has promised to report some bill out of the subcommittee before this session ends, and he will. No full Senate action will be possible until next year, of course, but the proposed legislation will be hotly contested by any who think it runs contrary to their interests. The legislative proposals, however, will also be strongly influential, as they will constitute a sort of "working position" for federal rules for CATV on copyright matters. As long as legislation is under active consideration by Congress, it tends to be regarded as a kind of "temporary" law, with all concerned waiting to see how the bill fares before deciding how to act. By keeping anti-pay television legislation active for a long time, those who oppose subscription service have effectively blocked it for years, despite the fact that it seems likely to get a chance eventually. But the FCC time and again has held off, waiting for Congressional action. Once a legislative proposal takes shape, it tends to have considerable influence as long as it still has a chance of passage.


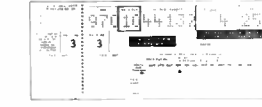
Most cable operators have become used to the idea that in return for some kind of fair guarantee of carriage rights, they are going to have to pay. The hope, of course, is that payment will be equitable—a small gross percentage paid to a central source in return for the unimpeded rights to carry local (and a certain number of distant) signals. It is in the area of the distant signals that the Senate Copyright Subcommittee bill is most important. The FCC has already decreed that CATV systems can originate an unlimited amount of programming, including advertising—it is this ruling that makes many broadcasters wish they had accepted the NAB-NCTA compromise agreement, which restricted originations to one channel and forbade interconnection. Such interconnection is specifically encouraged by the FCC, which joined the Justice Department in saying that it would oppose any efforts to forbid interconnection.

The NCTA-NAB compromise agreement stated, however, basically that all CATV systems should have the right to carry three networks television signals and three independent commercial TV signals. This means that the copyright fee paid by a system owner would entitle him to that number of signals, to guarantee full TV service to subscribers. If embodied in the subcommittee's bill, that "three-plus-three" formula could become something of an accepted compromise, and broadcasters would be hard pressed to shake the idea out of the minds of legislators—despite the fact that the NAB staff agreed to the six-station formula only as part of a compromise package that included a ban on interconnection.

#### Distant Signals: Critical Concern

The distant signal controversy, of course, is one of the crucial concerns of the cable industry right now. The FCC has already resolved the origination-advertising issue, and seems likely in the not-too-distant future to adopt cross-ownership standards—prohibiting common ownership of a television station and a CATV system in the same market, for example. Thus several of the most overwhelming of cable controversies seems to be resolved or near resolution.

Currently, the FCC has the problem solved—with virtually no distant signals at all. It seems like yesterday, but it was almost a year ago that the Commission imposed its proposed and interim rules on the cable industry. In most areas near a television station, those rules say in effect that no distant signals can be carried. The FCC rationalized this regulatory tyranny by allowing programs to be carried from any distance as long as program-by-program copyright clearance was obtained—a virtual insistence on complete copyright liability, which is no help at all. Something has to be done about the distant signal question—and it looks like John McClellan and the Senate Copyright Subcommittee are going to be the ones to do it.



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TMM-300 Message Channel

Then there's PORTA-STUDIO™, an easy way to carry a complete EIA studio control package. The case is durable molded

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A PORTA-STUDIO™ equipped with a MULTICASTER™ Video Control Center accepts up to six cameras, video tape recorders



Porta-Studio

or other video sources, and permits synchronous switching. MULTICASTER™ can also provide a common EIA sync generator, three outputs at full EIA/FCC broadcast standards, intercom and tally light switching, and master pedestal and gain controls. A

TSE-100A Screen Splitter gives you split screen and corner inserts and the TMV-529 Waveform Sampler lets you set-up your video sources without expensive waveform monitors.

Our line is the most complete. The furthest ahead. As for what's on the board now, we'll tell you in the next few months. **TALK TO TELEMATION. (The Propheteers)**

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## Good Hearing From You

### TELCO RELATIONS IN ARIZONA

I have found over the years that CATV versus the telephone company to be a very interesting situation. It seems to have more problems each year. I have always felt we could sleep in the same bed and still be on the same poles or underground. I feel we have proved it here in Arizona with our telephone relationship. I have always felt that the relationship between cable television and the telephone company is a matter of good public relations and understanding of each others' problems. I have found over the years that Mountain Bell of Arizona has been very understanding of our problems as we have of theirs.

I cannot agree with Mr. Paul Henson of United Utilities on his statement he made in the October 1 issue of *Telephone Engineer and Management* where he is quoted as saying, "CATV is only a small part of the video market. We have every intention of penetrating broadband whenever it is profitable." I can remember the time when United Utilities thought that CATV had the fullest of potential and was a very profitable industry.

CATV is a very fast-moving and growing industry today as we all know who have been in it over the years. We still have a good many small independent system owners who need the

information furnished to them by such publications as yours.

Robert E. Cowley  
Vice President & General Manager  
Flagstaff Television and Cable Co.  
Flagstaff, Arizona

### EXTRAORDINARY SYSTEM EXPANSION

In your October 6, 1969 issue of *CATV*, your Profile of a Leader reflected the efforts of Joseph S. Gans. In the last paragraph you mention that Mr. Gans now operates four systems in Pennsylvania, serving approximately 400,000 subscribers.

According to the *CATV System Directory and Map Service*, 1969 edition, the total population of all four of the cities is only 19,711. I am wondering if the 400,000 subscribers is maybe a little too high considering 400,000 is roughly 20 times the number of total population.

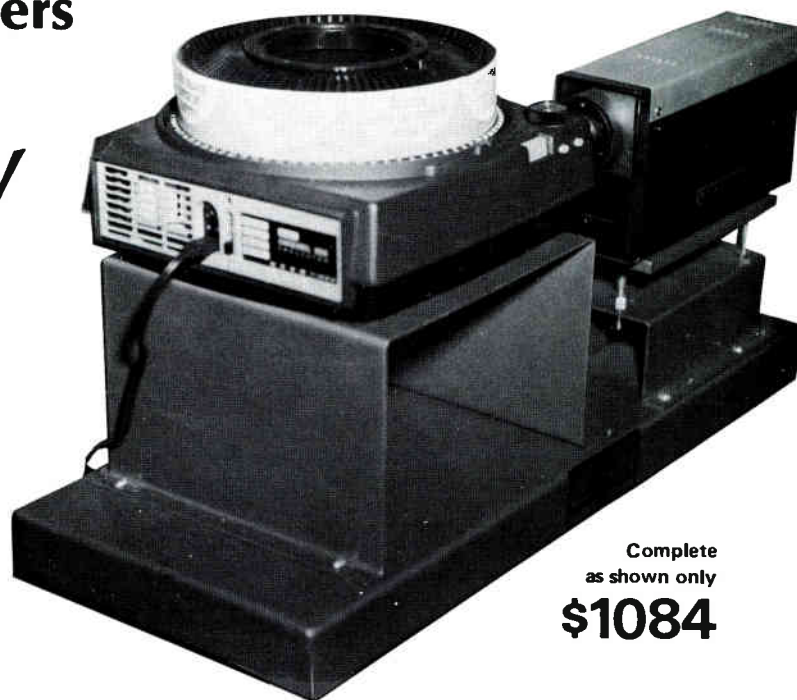
Bill H. Williams, General Manager  
Lubbock Television Cable Co., Inc.  
Lubbock, Texas

*You—and the CATV Systems Directory—are correct. The subscriber figure should have been 4,000.*

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COMPANY**

## Moving Up

Thomas S. Moe has been named vice president of the Silver King Companies, Englewood cable television system operators, and The Jones Group, Inc., management firm for Silver King. Moe was formerly Chief of Biomedical Operations for the Apollo Applications program for Martin Marietta, Denver. Prior to that he was project manager for development of a computerized information system for General Electric Company under contract to the National Aeronautics and Space Administration (NASA).



Mr. Courtnier



Mr. Goodall



Mr. Moe

R. Pat Brown, general sales manager for Cascade Electronics Ltd., Port Moody, B.C., has announced the appointment of Tom Goodall as national sales manager. Goodall moves up to this position from western regional sales manager. The vacancy created by the move will be filled by Carroll Courtnier who will operate from his present location in the Los Angeles area.

Robert A. Searle, president of Communications Publishing Corp., has announced the appointments of James A. Lambros Jr. to circulation manager and Richard W. Ruhl, managing editor of *CATV Systems Directory and Map Service* and *CATV Equipment and Services Directory*. Lambros is responsible for analyzing, promoting and developing circulation of all CPC publications. He was graduated with a B.A. from Eastern Washington State College and has had a broad media background in television and radio management and sales. Most recently he was manager of B&B Personnel, Denver. Ruhl, besides his duties as managing editor, will be handling other duties as assistant editor on the firm's other CATV publications, *TV Communications* and *CATV Magazine*. Graduated with a B.A. from Rockmont College, Denver, he was most recently a field representative for the Campus Crusade for Christ. He has been editor of *Solution in Arkansas*, a bi-monthly Crusade-sponsored newspaper, and before that he was in the Baptist ministry in eastern Colorado.

J. H. Bowman, president of Comm/Scope Corporation, Hickory, N.C., a Superior Continental Company, has announced the appointment of Don W. Hoffman as general sales manager. Hoffman has a broad background in sales and marketing of wire, cable and communications equipment and products to many segments of the communications industry. He joined the Superior Continental organization in April, 1956



Mr. Hoffman



Mr. Lambros



Mr. Ruhl

as a field representative in cable sales. Later he was named industrial sales manager responsible for marketing of signal and control cable products to railroad and industrial users and coaxial cable products to community antenna and educational television systems. Most recently he has served as manager, special projects. In his new position with Comm/Scope Corporation, Mr. Hoffman will be in charge of domestic and foreign sales of coaxial cable and associated products to the CATV industry, and others. In addition, his responsibilities will include continued emphasis upon marketing of turnkey cable television systems and communication systems for Comm/Scope.

## FREE \*IQ TEST

**QUESTION:** When it comes to upgrading your CATV \*IQ, why is the National Cable Television Institute at the head of the class, among all the schools in the U.S.?

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\*IQ (Internal Quality) of a progressive system depends on the progress of its men. Many men depend on NCTI. Its unique CATV curriculum makes them more than just dependable. They become more valuable in more ways, today. Indispensable tomorrow.

NCTI gives your men more of what they need so you won't need more men. Invest now in their future & your profits. A smart way to keep from losing good men & money. Send for facts on how your men can shoulder more responsibility through NCTI training.

Gentlemen:

Go ahead & send me facts about how my men can get ahead with the NCTI courses I have checked below:

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## Franchise Activity

**CALIFORNIA:** Brisbane: Brisbane Television Co., Community Television, Inc., Nationwide Cablevision, Inc., a subsidiary of Kaufman and Broad, and Western TV Cable have each submitted franchise bids to the city council. . . Clearlake Highlands, Lower Lake and Park: Konocti TV, Inc. has been awarded non-exclusive franchises for these communities. . . Clearlake Oaks, Glenhaven, Kelseyville, Lucerne and Soda Bay: Silver King Video, Inc. has been granted non-exclusive franchises for these areas.

**IDAHO:** Pocatello: The city council has taken under advisement the request of Bannock Cable Television Co. for a 15-year renewal of its franchise which expires on December 31.

**ILLINOIS:** Bettendorf, Davenport, East Moline, Milan, Rock Island and Silvis: Quint Cities Cablevision has submitted franchise bids to these communities. . . Marion: The city council has tentatively agreed to grant a 25-year franchise to Cable Television Information Service of New York. Rates for the proposed 12 video channel system would be no more than \$10 installation; \$5 monthly.

**MAINE:** Bangor: Penobscab, Inc. has been granted an exclusive franchise by the city council. . . Lincoln: The town council has granted an exclusive, 10-year franchise to council chairman Frank Delle.

**MASSACHUSETTS:** Auburn: Auburn Antenna Co. has submitted its franchise bid to the board of selectmen. Parker Industries has already submitted its bid.

**MICHIGAN:** Paw Paw: Community Cable TV has submitted its franchise bid to the village council. . . Saline: The city council has given final reading to an ordinance granting a franchise to Michigan Communications Group, Inc.

**NORTH CAROLINA:** Black Mountain: The town board has awarded a franchise to Triangle Cable Co. Rates have been set at \$15 installation; \$5 monthly.

**OREGON:** Lowell: The city council has given first reading to an ordinance granting a 20-year franchise to Tele-Video Corp. Franchise fee has been set at 3% of the gross revenue.

**SOUTH CAROLINA:** Seneca: The city council has awarded a 15-year franchise to Keowee Kablevision. Franchise fee has been set on a graduated scale ranging from 4% to 10%, with a \$2,000 minimum.

**WASHINGTON:** Gig Harbor: Northwest Cablevision, Inc. and Tacoma Cable Co. have each submitted franchise bids to the city council.

**WEST VIRGINIA:** St. Marys: The city council has voted to renew the franchise of Ohio Valley Cable Corp. Franchise fee for the 10 video channel system is 2% of the gross revenue.

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**CATV PUBLICATIONS, INCORPORATED**

1900 W. Yale/Englewood, Colorado 80110



## System Construction

**CALIFORNIA:** H B Cable TV has announced that construction is under way in Arcata.

**FLORIDA:** Micanopy Cable TV has announced that construction is continuing in Lake Placid. January 1, 1970, is the firm's scheduled completion date.

**ILLINOIS:** Cass TV has announced that construction is presently under way on its proposed 12 video channel system which will serve Onarga. The system's 500-foot tower has already been installed.

**IOWA:** Centerville Cablevision has located a tower site for a 500-foot tower to serve its proposed Centerville system.

**KENTUCKY:** Construction is continuing in Somerset according to Commonwealth Cable Co.

**NEW YORK:** General Electric Cablevision Corp. has raised the monthly rates of its 5 video channel system which serves Watertown to \$5. Previously the rates were \$4 monthly in most areas. An exception to this will be the Watertown Housing Authority project where rates will be raised to \$3.50 from the previous \$2.00 monthly.

**TEXAS:** TV Cable Service of Abilene has begun telecasting complete meetings of the Abilene city council on its 12 video channel system which serves Abilene.

Continental Transmission Corp. has announced plans to rebuild its 6-channel capacity system which serves Pecos.

The Sulphur Springs city council has given its approval for Texas Community Antennas, Inc. to raise its monthly rates by \$.50 after completion of the firm's

expansion program. The firm presently offers subscribers 5 video channels at a monthly rate of \$5 but is intending to offer at least 10 channels after the rebuild has been completed.

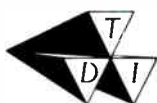
**VIRGINIA:** Reston Transmission Co., a subsidiary of the National Communication Service Corp., has announced plans to rebuild its system which serves Reston. When the program is completed, the system will offer subscribers 12 video channels.

**WASHINGTON:** Okanogan Valley TV Cable, a subsidiary of Columbia Television Co., Inc., has announced plans to rebuild its system which serves Okanogan, Omak, and Tonasket. When the \$200,000 project is completed, subscribers will receive 7 video channels.

Columbia Television Co., Inc. has announced that construction of its system to serve Oroville is approximately 30 percent completed. The system, which is costing \$250,000 to build according to representatives of the firm, will offer subscribers 6 video channels.

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## Digest of Earnings

### AMPEX CORP.

	1969	1968
Quar. Nov 1:		
Share earns	\$ .40	\$ .36
Sales	80,711,000	73,900,000
Net income	4,333,000	3,501,000
Shares	10,825,293	9,658,227
6 month share	.69	.62
Sales	149,269,000	132,876,000
Net income	7,426,000	5,986,000

### ANIXTER BROS. INC.

	1969	1968
Quar. Oct 31:		
Share earns	\$ .30	\$ .28
Sales	23,379,164	17,395,494
Net income	864,592	787,709

### HEWLETT-PACKARD CO.

	1969	1968
Year Oct 31:		
Share earns	\$2.01	\$1.66
Sales	324,000,000	268,849,000
Net income	25,400,000	20,825,000

### FAMOUS PLAYERS CANADIAN

	1969	1968
Quar. Sept 30:		
Share earns	\$ .25	\$ .21
Revenue	14,710,883	13,001,766
Net income	1,777,778	1,445,344
9 month share	.58	.51
Revenue	39,966,529	36,648,747
Net income	4,150,653	3,528,193

## Industry Stocks

Stock	Stock Exchange	This Week	Last Week	Year High	Year Low	Shares Outstanding
Ameco	AM	12 3/4	11 1/2	19 1/2	7 1/2	1,200,000
Amer. Elec. Labs	OTC	7 1/4	7 3/4	16 1/4	5 5/8	1,516,432
Amer. TV & Comm.		18 5/8	19 1/4	19 1/2	11 7/8	1,775,101
Avnet		12 7/8	13	36 1/2	12	9,909,054
Cable Info. Systems	OTC	2 3/4	3	4 5/8	2 1/2	955,000
Cablecom General	AM	18 1/4	16 1/4	19 1/4	8 3/8	1,605,000
Citizens Fin. Corp.	AM	15	15 7/8	28 3/4	13 1/8	994,689
Columbia Cable	OTC	13 1/2	13 3/4	14 1/2	9	876,000
Comm. Properties	OTC	7 3/8	7 1/4	10	4 1/2	644,621
Cornelia Corp.	OTC	7/8	1	7 1/8	7/8	
Cox Cable Comm.	OTC	16 1/4	18 1/4	24 3/4	13	3,550,000
Cypress Comm.	OTC	11 1/2	14	20 1/4	10	839,000
Entron	OTC	5 3/8	5 1/8	11 1/4	3 1/8	600,900
Famous Players Ltd.	C	14 3/4	14	19 1/4	13	6,948,000
General Inst.	NY	34 3/4	35 1/8	50 1/4	27 5/8	6,026,000
Gulf + Western	NY	20 5/8	20 7/8	60	20	15,120,860
H&B American	AM	25 1/8	20 3/4	27 3/8	13 5/8	4,972,589
Kaufman & Broad, Inc.		49 1/4	49 1/8	49 7/8	29 1/2	3,900,909
Lamb Comm., Inc.	OTC	5 3/8	5 3/4	10 1/2	3 1/4	2,468,284
LVO Corp.	NY	9	9 1/8	15	7 3/4	5,692,078
Maclean-Hunter	C	17 5/8	18	18 7/8	12 7/8	2,000,000
Reeves	AM	15 1/4	18 3/4	36	12 7/8	2,163,000
Scientific-Atlanta	AM	8	9	19	6 1/2	903,442
SKL	OTC	5 1/2	6	8 1/4	3 1/2	550,000
Sterling Comm.	OTC	7 1/8	7 1/4	13 5/8	5 1/4	
TeleMation Inc.	OTC	30 1/2	29 1/2	30 1/2	14 1/2	1,086,735
TelePrompTer	AM	99 1/4	87 1/4	99 1/4	42 1/8	1,006,000
TeleVision Comm.	OTC	18 1/4	17 3/4	21	10 3/4	2,645,046
Vikoa	AM	31 1/2	32	38 1/2	21 5/8	2,183,382

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

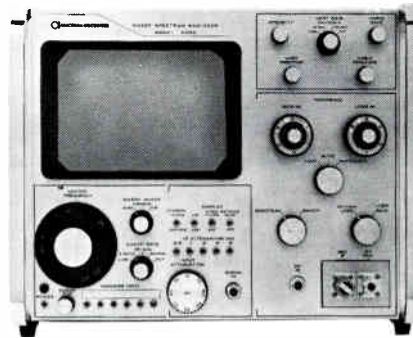
## Product Progress

### CASCADE STATUS MONITOR

Cascade has introduced, to operate with their new Unicom equipment, a monitoring system which is said to enable the output levels of individual trunk amplifiers to be monitored at the head end (or other convenient points). With it, the firm says, faults are detected and located the instant they occur. Provision is made for adding a "level monitor" module to each individual Unicom amplifier with no additional housing or power supply being required. The status monitor, situated at the monitoring point, is said to constantly scan the incoming signals from the individual amplifiers. If their signal levels vary from pre-set limits, audio and visual alarms indicate the fault and its position.

For further information on this product contact Cascade Electronics, Electronic Avenue, Port Moody, B. C.

### ANACONDA S&S ANALYZER



Anaconda Electronics has introduced the Model 9300 sweep and spectrum analyzer which is said to be simple in operation, compact, and have light-weight low power consumption. The unit is designed to analyze head-ends, sweep systems, and characterize RF components. The unit makes measure-

ments of RF level, gain, loss, return loss distortion, percent modulation and spectral purity. Manufacturer says unit combines seven instruments into one portable unit.

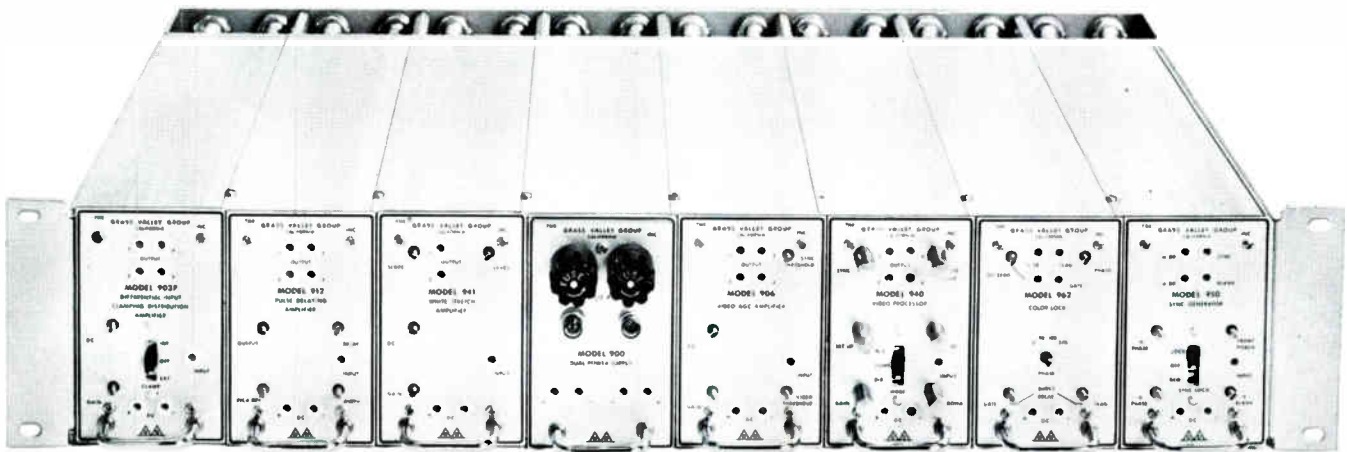
For further information on this new product contact Anaconda Electronics Company, 1430 S. Anaheim Blvd., Anaheim, Calif. 92803.

### NEW VIKOA CALIBRATOR

Vikoa, Inc., in cooperation with a well known test equipment manufacturer, has introduced a professional calibrator designed to be stable, accurate and priced within the means of any system operator. The unit is available with or without an internal attenuator to facilitate use of an available bench attenuator. Precision is said to be obtained by a stable, hand calibrated master oscillator with output sampled by a bolometer bridge, which supplies level information to an integrated circuit automatic leveling control.

For further information on this product contact Vikoa, Inc., 400 Ninth Street, Hoboken, N. J. 07030.

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## Comtel-TPT Feud

(Continued from page 8)

programming will aim at providing quality subject material, produced with professional skill. The firm plans programming major city symphony, repertory theater, university drama and a variety of talent not now seen on TV.

The first year, TPT said it would syndicate ten hours per week, eight hours being produced by the firm; in addition, it is planned that each TPT system will originate six hours locally. In five years the firm projects 28 hours weekly with ten hours from outside and each system will originate 16 hours—totaling 54 hours per week for programming on each system.

Subscribers will contribute the bulk of financial support for the programming but advertising revenue and sales to other systems will make substantial contributions.

The \$90 million merger will combine TPT's 19 systems, 126,403 subscribers and H&B's 62 systems, 231,385 subscribers.

## FCC Renews WFIL License Despite Shapp's Objection

The FCC last week turned down Milton Shapp's bid to force a denial of license renewal for Triangle Publication's WFIL-TV in Philadelphia.



Shapp: Challenge Turn-Down

Shapp, CATV owner who is former head of Jerrold Corp. and an unsuccessful Democratic candidate for governor of Pennsylvania, had charged that

Triangle and its principal owner, Walter Annenberg, have a concentration of control of mass media and have engaged in distorted news. Annenberg is currently President Nixon's ambassador to Great Britain.

The FCC noted Triangle's expressed desire to sell all its CATV holdings, and its plan to sell its Philadelphia newspapers, the *Inquirer* and the *News*, to Knight Newspapers.

As to charges of news distortion, the FCC said only one specific complaint had been made and that was disposed of by the Commission long ago. The Commission said that "We believe that we are warranted in concluding that a grant of WFIL-TV's renewal, with Mr. Annenberg as the principal stockholder of the broadcast licensee, is fully consistent with the public interest."

## ACTS Slams Origination At Subcommittee Hearing

The House Communications Subcommittee has yet to resume its hearings on CATV, but last week's session on the FCC's proposal to authorize nationwide over-the-air subscription television at times took on the aspect of a cable television hearing as UHF television proponents slammed the Commission's program origination and advertising rules.

"We believe that the Commission's present authorization of over-the-air subscription television constitutes a well-considered, well-reasoned and full-measured regulatory approach to over-the-air subscription television," All-Channel Television Society general counsel Martin Firestone told Rep. Torbert Macdonald (D-Mass.) and his subcommittee, "But its actions with respect to CATV program originations and its portents for the development of wired subscription television constitute a classic example of the half-hearted regulatory approach which must be the concern of this committee.

"I hope that you will forgive me, gentlemen, but as I have sat here listening to the discussion of the Commission's authorization of over-the-air subscription television, I could not shake the feeling that we are dealing with a sideshow and that the main

parade, the march to a wired, CATV subscription television service, is marching down another street, unnoticed."

Macdonald told Firestone that his subcommittee was keeping a close eye on cable developments and would not let rules against the public interest take effect.

"ACTS further submits to the committee that the Commission's authorization of CATV program origination has created, in fact and not in future, a wired subscription television service. We

## FCC Approves Translator Despite Concentration Charge

Over the objections of a local CATV operator, the FCC has granted an application by Texas Key Broadcasters Inc. for a new 100-watt UHF television broadcast translator to serve Brownwood, Texas, by rebroadcasting KTXS-TV in Sweetwater.

Brownwood TV Cable Service Inc. complained that the translator would only further concentrate media control in West Texas in Grayson Enterprises Inc., Texas Key's parent firm and the owner of KLBK-AM-FM-TV in Lubbock, KWAB-TV in Big Spring and KMOM-TV in Monahans.

The Commission said that it has already reviewed Grayson's media holdings when it bought KMOM-TV, and Grayson was then found to have no concentration of control.

The Brownwood cable firm carries KTXS-TV, KRBC-TV in Abilene, and three Dallas-Fort Worth stations,

## Court Decision Outlaws CATV Off-the-Air Taping

According to a ruling by a Federal Court in Seattle, it is illegal for a CATV firm to make videotape recordings of off-the-air television signals, and then use the tapes for subsequent carriage to cable subscribers.

Seattle Judge William N. Goodwin made the ruling on a case brought by Walt Disney Productions against Alaska Television Network Inc.

The defendant argued that showing the tapes was no different than the legal relay of off-the-air signals, but the judge

said that taping and later scheduling the programs on CATV amounted to a kind of program origination and is therefore fully liable for copyright infringement. The judge issued a permanent injunction against such activities in the future.

## Taverner To Be Honored At Cable Week Reception

The National Cable Television Association's president-elect, Donald V. Taverner, will be honored at a Congressional reception Wednesday, February 4, during National Cable Television Week (Feb. 1-7).

Organized by NCTA's Legislative and Public Relations Committees, "the reception is being held to provide industry leaders and top elected and appointed federal officials with an oppor-

tunity to greet NCTA's new president," said NCTA.

State and regional CATV associations will be invited to participate in the reception as co-hosts with NCTA. NCTA's Legislative Committee will work closely with these associations and individual cable operators to assist and encourage them to invite their Senators and Congressmen to the affair.

According to NCTA Legislative Counsel Chuck Walsh, state and regional associations and individual cable operators will soon be contacted to enlist their support in assuring that as many Capitol Hill leaders as possible are invited to and attend the reception.

The reception will be held at the Mayflower Hotel. Entertainment for the event will be a brief audio/visual presentation produced by NCTA's Public Relations Committee.

## Suburban Propane Buys South Carolina System

Sale of Bennettsville Cablevision, Inc., serving the communities of Bennettsville and McColl, South Carolina, has been announced by Blackburn & Company, Inc., national media brokers who handled the negotiations. The price was not disclosed.

Buyer of the system was the Suburban Propane Company of Whippany, New Jersey, which currently operates one other system in Lowville, New York. Bennettsville Cablevision, Inc. is being sold by Reeves Telecom Corporation, which makes its headquarters in New York City. Reeves Telecom, a division of Reeves Broadcasting Corporation, also operates systems in Alabama, Kentucky, New Jersey, New York, Ohio, Virginia and Washington.

### 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.

#### UNDERGROUND

Construction Division of multiple system owner (8 underground) has spare capacity for Turnkey Projects.

Address inquiries to D. J. McGillicuddy  
Vice President  
P. O. Box 14038  
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#### SYSTEM MANAGER FOR LONG ISLAND

Experienced manager wanted by large MSO for large Long Island system. Require strong administrative background. Self-starter. Salary open. Send resume and brief letter to CATV Weekly, Dept. W109-4. All replies held in confidence.

#### CHIEF TECHNICIAN

New system under construction in medium sized southern Alabama resort town needs chief technician to supervise construction and work into manager's position. Excellent growth opportunity for aggressive young man, including eventual ownership interest. Reply to CATV Weekly, Dept. W109-3.

## REPRINTS...

... of articles and advertisements can be an effective method of promoting your services and products.

Write: CATV Weekly 1900 W. Yale  
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#### CATV FRANCHISE

The city of Winfield, Kansas, is accepting proposals for a CATV franchise until 8:00 a.m. December 15, 1969, at which time all proposals will be opened publicly by the Mayor. Additional information may be obtained by writing to the Office of the City Manager, P.O. Box 646, Winfield, Kansas 67156.

#### GROW WITH US!

Help us to wire San Jose and other California cities with the country's most sophisticated 41-CHANNEL CABLE TV system! Ask about our new system concepts!

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Great career opportunities! Act now! Call Area Code 408, 265-4100, or write SAN JOSE CABLE TV, 999 Blossom Hill Rd., San Jose 95123. All inquiries held in strictest confidence.

#### EUROPE

#### TV CABLE INSTALLATION

Established firm in Europe in the business of TV cable installation seeks technical and financial partnership. Reply to CATV Weekly, Dept. W119-1.

#### ELECTRICAL ENGINEERING EXPANSION—WITH A FUTURE CIRCUIT DESIGNERS (Senior)

Perform detailed circuit analysis and design solid-state circuits for broad band equipment in the VHF and UHF region. Experience required.

#### CATV FIELD ENGINEERS

Challenging opportunities to be the technical representative of one of the leading CATV manufacturers. Position requires individuals with technical communications background and ability to "get the job done" with minimum supervision. Extensive travel required.

Positions immediately available with one of the fastest growing divisions of the famous Kaiser affiliated firms—KAISER CATV, Division of Kaiser Aerospace & Electronics Corporation.

For more information call collect (602) 943-3431 or mail your inquiry to:

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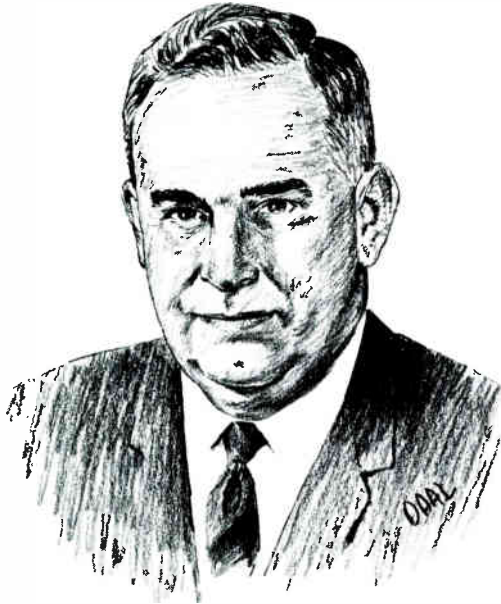
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Atten: Personnel Manager

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## profile of a leader



### JOHN R. WOODS

*Born in Malone, New York, July 16, 1920. He received his degree in Electrical Engineering from State University of New York, 1940. Served in the ETO as Commanding Officer, Artillery Battalion. For nearly 30 years, has been involved in the wire and cable industry. He was Sales Manager for Rome Cable Corp. until 1966, when he assumed responsibility for Ameco Cable Corp. a newly formed subsidiary of Ameco, Inc. Earlier this year, he founded Systems Wire & Cable, Inc., the firm of which he is now president. A member of NCTA, a former member of the Rome (N. Y.) Board of Education, he is married and the father of three children.*

"We will wire the world—and the world will be better for it." This conviction of John R. Woods reflects the fascination which CATV has always held for him. When Jack was Sales Manager for Rome Cable, the CATV market accounted for only 5 percent of his sales—but he found himself spending a good quarter of his time and effort on cable television. "That was a clear message to me that I should get completely involved in the industry," he says.

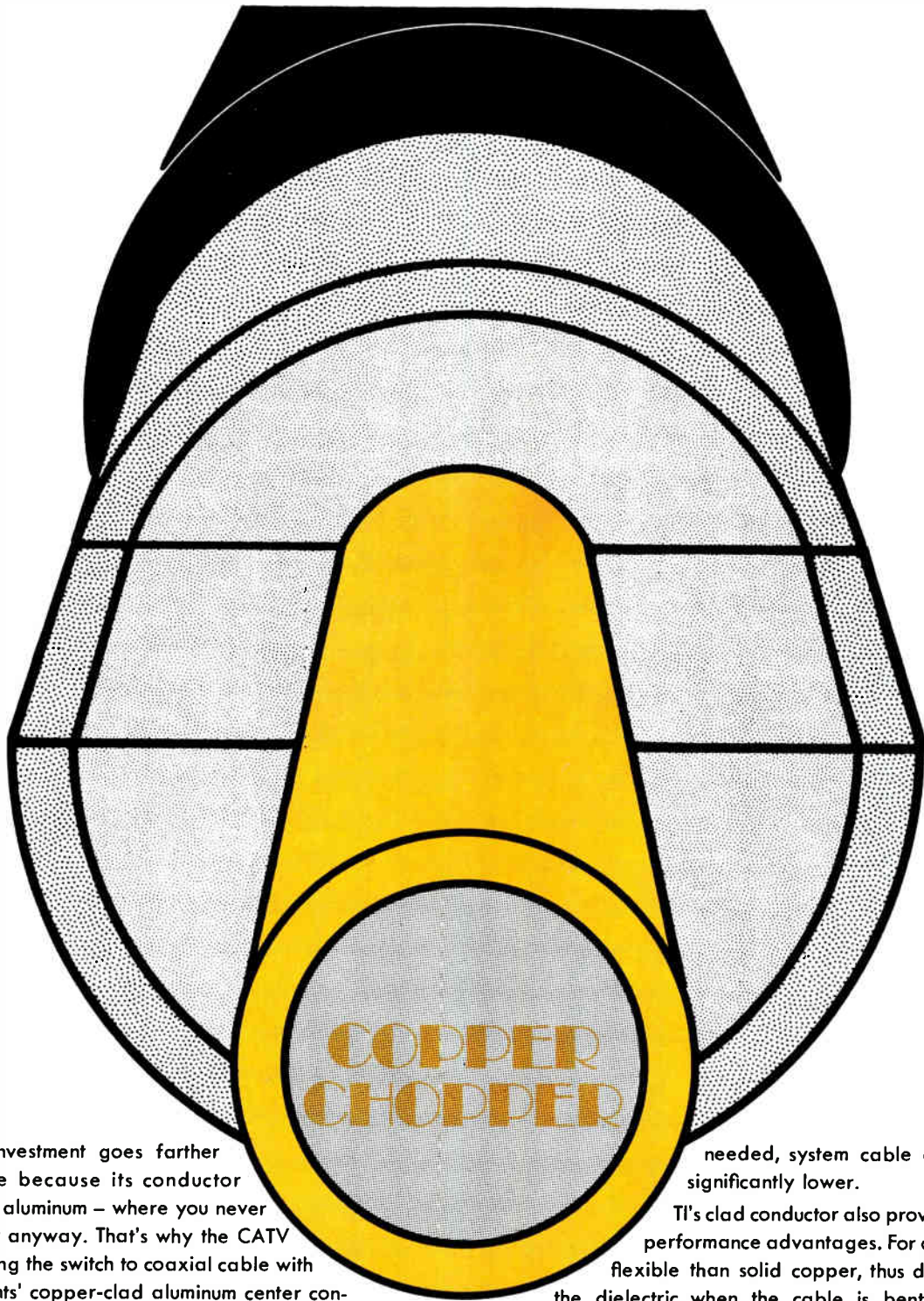
In 1966, Jack agreed with Bruce Merrill, head of Ameco, Inc., to form and operate a cable manufacturing subsidiary to be called Ameco Cable. Jack headed up this operation for the next couple of years—then launched his own wire and cable company. Looking back on its founding from the vantage point of just about a year, Jack recalls the curious coincidence that led him into the venture.

He was taking a short-cut home on a desert road near Phoenix and spotted a car bearing Franklin County, New York license plates parked in the driveway. Since this was his old home, he gave in to his curiosity (or intuition), stopped and rang the doorbell. A former high school acquaintance, Nat Marshall greeted him at the door!

Jack and Nat had more than high school days in common. Nat was a vice president for Ampex and had been in broadcast and closed circuit for about as long as Jack had been in cable. Systems Wire & Cable was the outcome of that accidental meeting. The two former New Yorkers pooled their talents, rang in three long-time cable experts and formed a company to produce coaxial cable for the communications industry.

With a force of five, counting himself, Jack got the necessary manufacturing equipment. Not yet having a plant to house the machinery, he locked it in place on a cement slab out in the desert sun . . . and then proceeded to build his \$150,000, 15,000-square-foot plant around it and over it.

Jack is understandably proud of his business's success. The corporation was formed in January, 1969; it passed the 500 miles of cable sales mark in its first three months of operation; the first addition of production space has already been made; the payroll has passed 25, and he hopes it will reach 50 by January, 1970. At the base of Systems Wire philosophy—and accounting for much of its success—are Jack's own convictions and personality. His attitude, unusual in these days of diversification and merger, is expressed in one of the firm's advertising lines: "All we make is cable . . . That's why we make it better." Jack Woods believes his own advertising and believes in his own product with a single-minded dedication which never fails to impress the people he meets and the customers with whom he does business.



Your copper investment goes farther with this cable because its conductor has a center of aluminum – where you never needed copper anyway. That's why the CATV industry is making the switch to coaxial cable with Texas Instruments' copper-clad aluminum center conductor. This clad conductor is a product of TI's intensive research and development program aimed at providing new materials that will reduce CATV system costs and improve system performance. We developed it specifically to free this fast-growing industry from the spiraling cost and uncertain supply of solid copper.

Our clad conductor is a "materials system" consisting of a solid core of aluminum metallurgically clad with a "skin" of copper. The copper skin comprises only 15% of the cross-sectional area of the conductor. But that's deep enough to transmit the full range of signals. And since copper is used only where

needed, system cable costs can be significantly lower.

TI's clad conductor also provides superior performance advantages. For one, it is more flexible than solid copper, thus doesn't distort the dielectric when the cable is bent; impedance remains stable and uniform. It's 40% lighter than solid copper cable, so it's easier to handle, safer in aerial installations. And, because its thermal expansion matches that of the aluminum outer sheath, pull out problems are minimized.

Don't let the high cost of copper stunt the growth of your system. You can switch to cable with TI's clad center conductor simply by specifying it on your next cable order to your favorite cable supplier. For full details on this material write: Texas Instruments Incorporated  
Metallurgical Materials Division, 34 Forest St.,  
Attleboro, Massachusetts 02703.

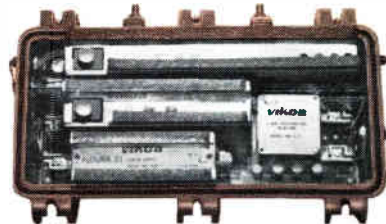


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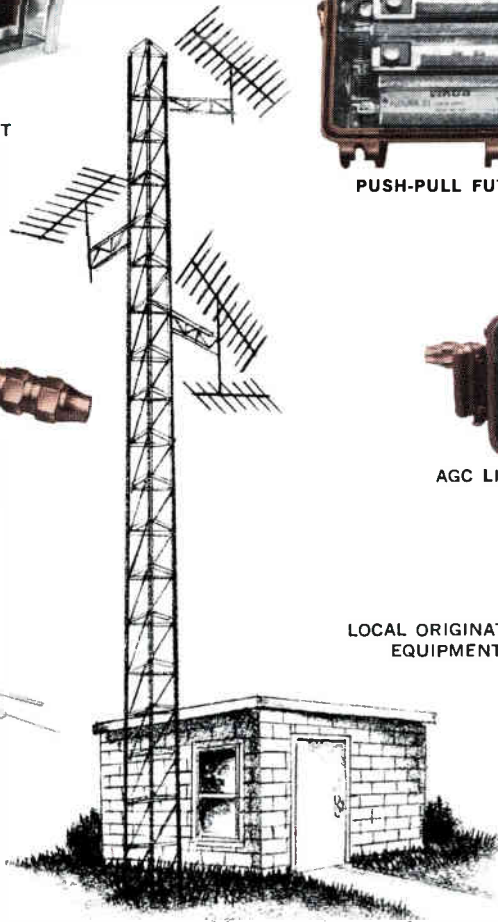
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□ Available in Canada from Vikoa of Canada Limited • 8360 Mayrand Street, Montreal 308, Quebec • (514) 739-4477