May 1964

TV & Communications

IN THIS ISSUE

- VISIT TO AMECO
- TESTING TV TRANSMISSION
- CATV IN AUSTIN

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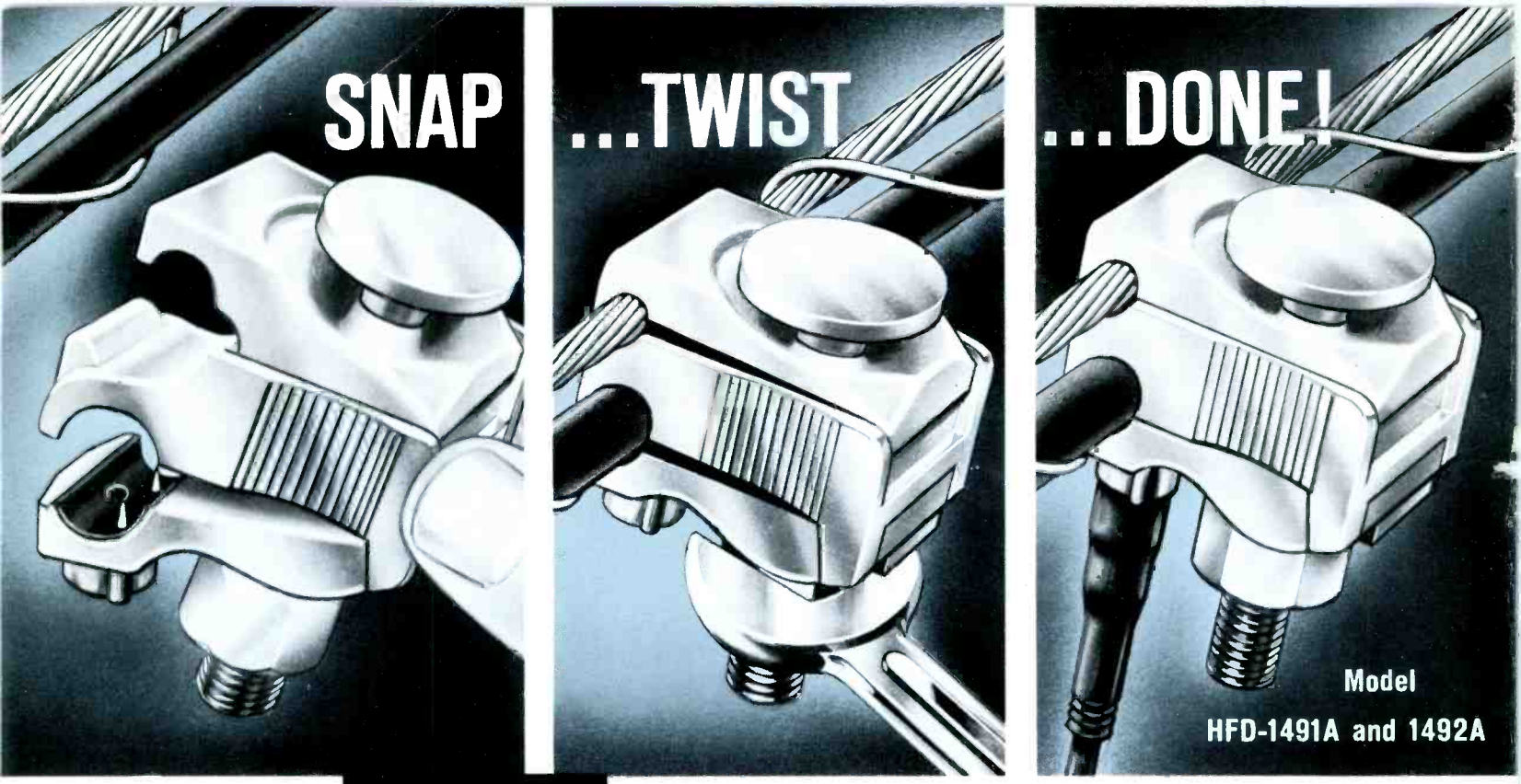

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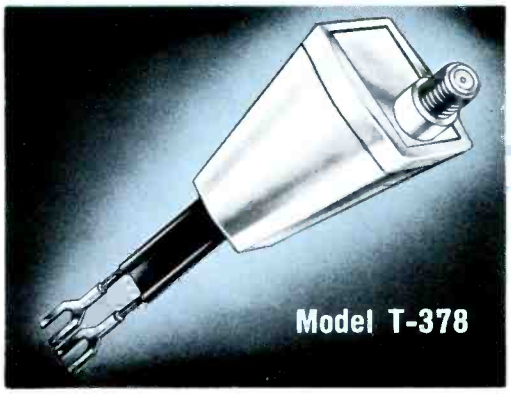

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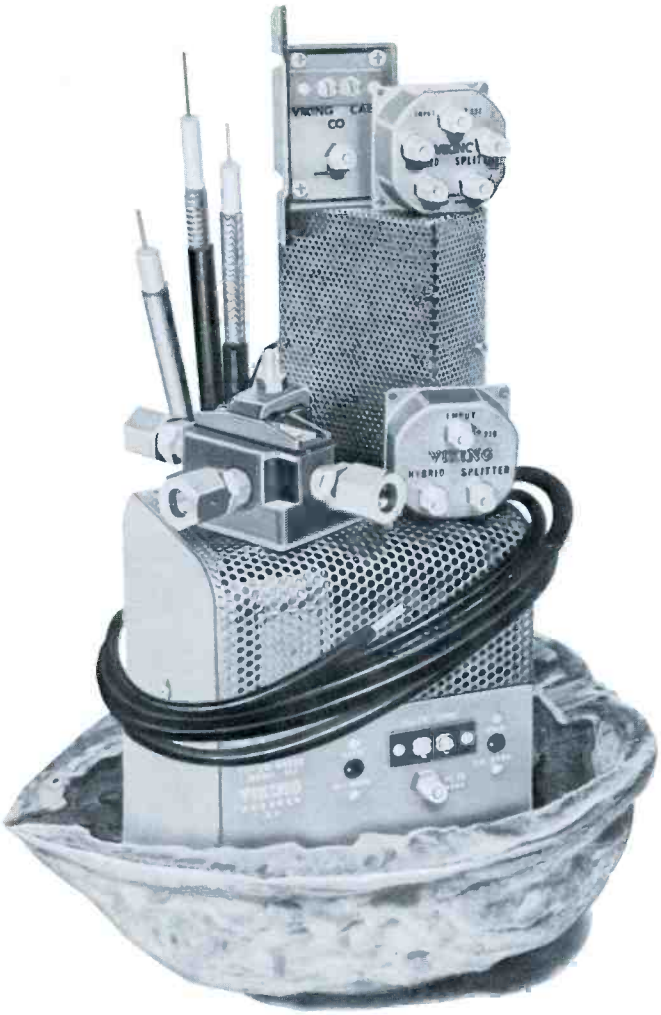

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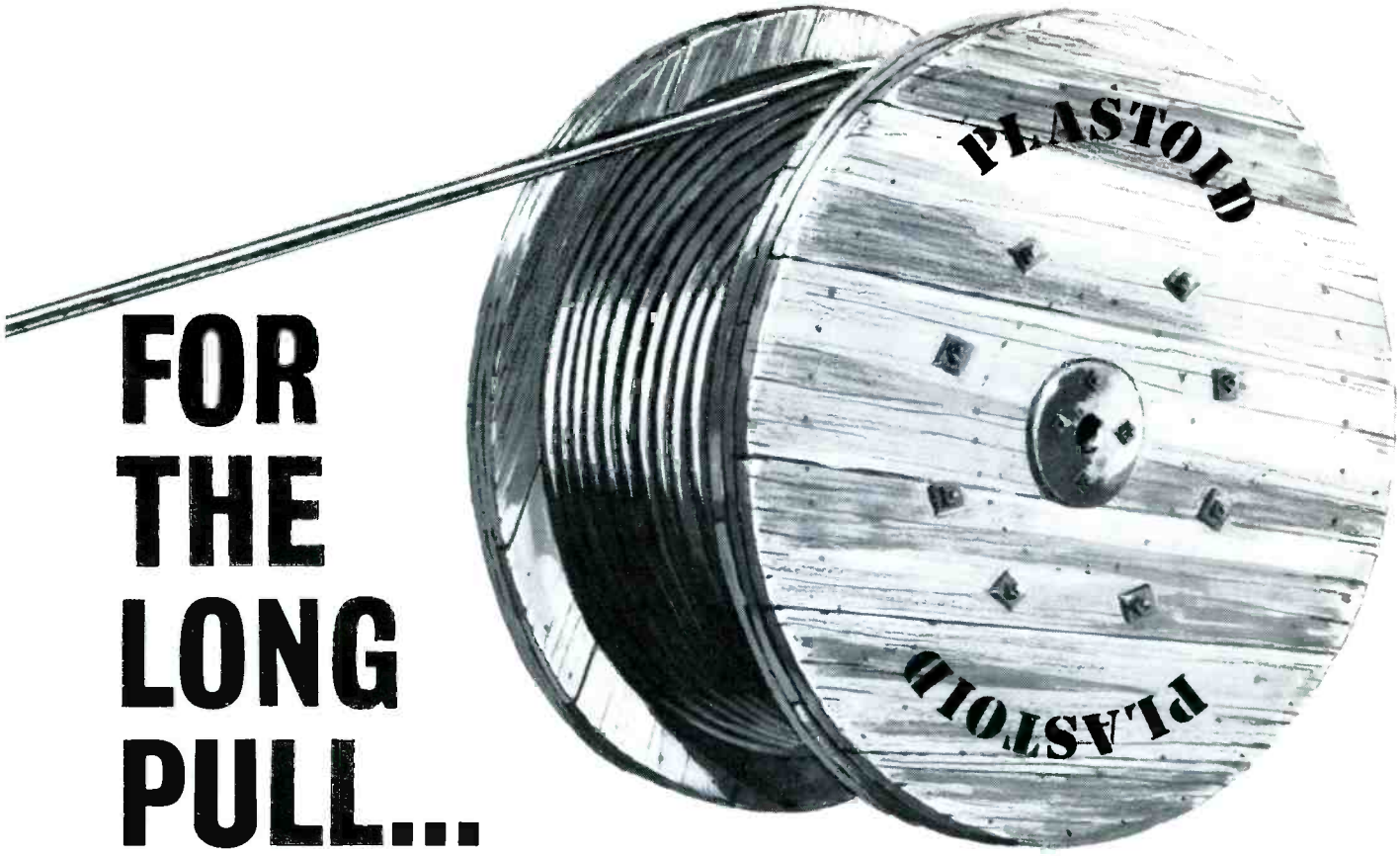
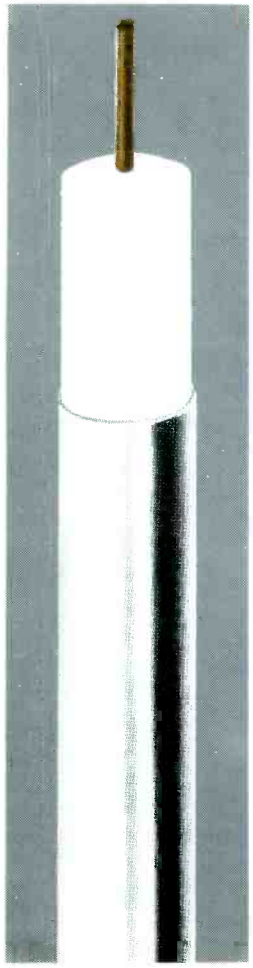


FOR THE LONG PULL...



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TA4	.0752	.362	.412	—	.96	1.60	66
TA4J	.0752	.362	.412	.480	.96	1.60	90
TA5	.0980	.450	.500	—	.78	1.26	102
TA5J	.0980	.450	.500	.580	.78	1.26	132

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TV & COMMUNICATIONS

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EDITORIAL

Two sobering facts have finally tempered the broadcasters' enthusiasm for restrictive controls on community antenna systems. First, CATV systems have been very important to many stations because of the greatly increased audiences which the cable systems have created. Secondly, the broadcasters, fearlessly led by the NAB, have long been opposed to increased government regulation of stations; now they find themselves in the position of proposing increased regulation for a related industry.

The interest stirred at the Commission level has already turned to the subject of CATV ownership by broadcasters. And the impact could strike even closer to home for the broadcasters. Proposed regulation of CATV and pay-TV could easily suggest additional governmental controls over TV stations.

An interesting facet of NAB's moderating position is the apparent turn-about indicated by Mr. LeRoy Collins' recent disavowal of the NAB anti-pay-TV legislation stand. NAB President Collins now says that pay-TV doesn't need government regulation—and CBS vice president Richard S. Salant, meanwhile, says that CATV doesn't need controls any more than pay-TV does.

This discordant symphony is played against a background of dissatisfaction with NAB policy statements on CATV being voiced by some of the giant organization's members.

We hope that the broadcasters will have the good judgment to exercise considerable restraint in pushing for restrictive CATV legislation which could easily backfire with more controls for broadcast television. And then there is the strong possibility that many of the CATV and pay-TV restriction advocates will find themselves "on the other side of the fence" before long. A number of big broadcasters are trying to buy CATV's now, and CBS already has an option on a big Vancouver, B.C. CATV operation.

We will be quite interested to learn how the NAB will proceed under these circumstances.

Stanley M. Searle

IN THIS ISSUE:

TV&C Visits Ameco
Photo story of staff visit to CATV manufacturing plant 13

The Not So Quiet Growth of Cable Television
Charles Wigutow, Telesystems Corporation 18

Performance Testing of TV Channels
Maurice E. Cookson, Lenkurt Electric Co., Inc. 22

CATV Equipment Directory Addendum
Additions to Annual Directory Issue 29

Editorial 4
News Spectrum 8
Focus on Progress 11
Product Review 28

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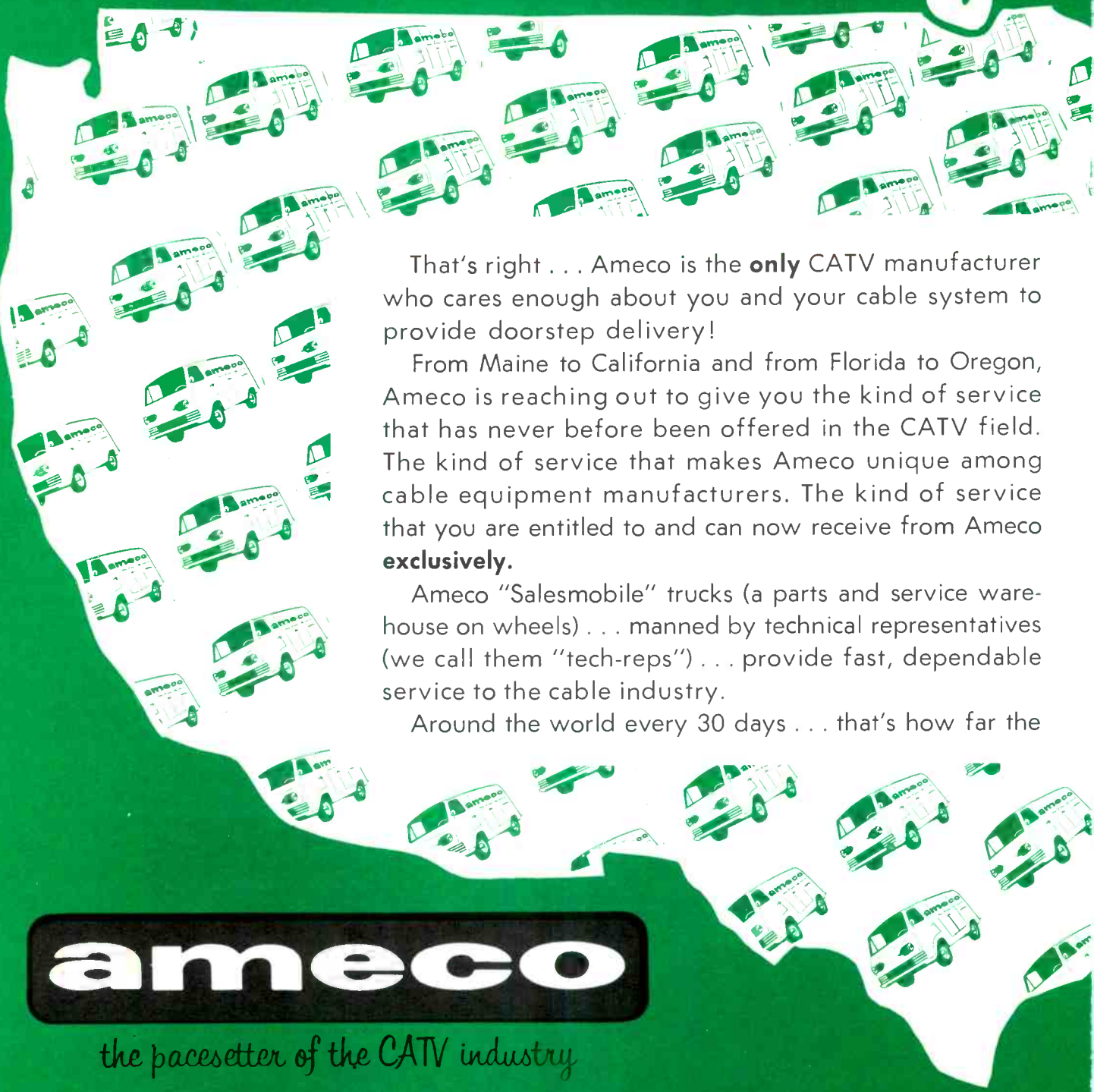

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News SPECTRUM

SOUTH-CENTRAL CATV ASSOCIATION MEETS, ELECTS JERNIGAN PRESIDENT

The annual meeting of the *South-Central CATV Association* was held in Jackson, Mississippi May 13th and 14th. At the First General Assembly a motion was approved to change the name of the association to *Southern CATV Association*. The association now includes the following states: Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, Missouri, North Carolina, South Carolina and Tennessee.

These attractive young ladies are shown browsing through the big Davco catalog at the South Central meeting. Left, Martha Crosser of the Davco staff, right is Dorothy Mugford of Cox Broadcasting. One of the highlights of the convention was Dorothy's talk.

Featured speakers were Dorothy Mugford of Cox Broadcasting Company; Fred Webber of Telesystems, Inc., Fred Stevenson, President of NCTA, Frank Nowaczek, Chairman of Research and Development - NCTA, Washington, D. C., and Jack Crosby, member of NCTA Board of Directors.

Jim Davidson, left, and Kim Sanford, seated, demonstrate their Functional Design Head-end to Laural Thompson, center, and Robert Neathery of West Plains, Missouri. Photo was taken in Davco suite at the convention, which was attended by more than 50 CATV operators.

Robert F. Jernigan, Southern Division Manager for Southern CATV Systems, Inc., was elected president of the Southern CATV Association. Mr. Jernigan has been active in all phases of the CATV industry for eleven years. He now resides in Hattiesburg, Mississippi. Mrs. Polly Dunn of Columbus TV Cable, was elected secretary-treasurer of the Association. Mrs. Dunn has been active in CATV approximately eight years and resides in Columbus, Mississippi. CATV equipment was displayed by Ameco, Entron, SKL, Reptronics, Inc., Davco, Lenkurt Electric, Viking Cable Company, Superior Cable Company, Electronix, Telco and TeleSystems, Inc.

Attending the South Central CATV Association convention, May 13-14, at the Sun N' Sands in Jackson, Mississippi were left to right: Frank Nowaczek of the NCTA Staff, Washington, D. C., Fred Stevenson, Rogers, Arkansas, NCTA Board Chairman; Jim Davidson, President, South Central CATV Association, Batesville, Arkansas and Robert Jernigan, Hattiesburg, Mississippi, Secretary-Treasurer of the South Central Association.

FCC EXTENDS DEADLINE FOR REPLY COMMENTS IN 14895, 15233

In response to a request from the National Association of Broadcasters the date for submitting reply comments in Docket Nos. 14895 and 15233, proposed rules to regulate microwave-served CATV's has been further extended to June 18.

NCTA MEETING TO FEATURE COMMISSIONERS

Featured speakers at the 13th Annual Convention of the *National Community Television Association* will include Federal Communications Commissioners *Kenneth A. Cox*, *Frederick W. Ford* and *Robert E. Lee*. The NCTA convention will be held in the Bellevue-Stratford Hotel, June 14-19, 1964.

Commissioner Cox will be the featured speaker at the Tuesday, June 16 luncheon. Mr. Ford will address the group as luncheon speaker on Thursday, June 18. Mr. Lee will participate in a special panel discussion on UHF television. Appearing on the same panel will be *Mr. Robert G. Weston*, engineering assistant to Commissioner Lee.

According to the NCTA, other guest speakers will include: *Mr. T. Rex Rhodes*, vice president, The Bank of New York, New York City, who will speak on CATV financing; *Dr. John C. Schwartzwalder*, general manager of ETV station KTCA-TV, St. Paul, Minn., *Mr. Donald V. Taverner*, general manager of ETV stations WQED and WQEX, Pittsburgh, Pa., and *Miss Martha A. Gable*, director of Radio and Television Education, School District of Philadelphia, Pa., who will take part in a special panel discussion of CATV's role in educational television on June 16.

Mr. J. R. Evans, managing director of Teleng, Ltd., Romford, England, will speak on "The Advance of CATV techniques in Europe" on Thursday, June 18. A legal panel dealing with matters of concern to the CATV industry will include *Mr. George D. Webster*, nationally known tax expert from Washington, D. C., and *Mr. Joseph M. Stone*, an expert on wage and hour laws, also from Washington, D. C.

Theme of the NCTA 13th Annual Convention will be "More in '64." The Association staff anticipates a large attendance by CATV operators and interested parties due to the well rounded program and the site of this

and we grew and grew and grev

So much so that we believe it's time to change our name . . . to better identify our business activity in the CATV industry.

Since 1953, when TELCO was founded, we have played a major role in supplying CATV equipment and in building CATV systems throughout the United States.

We have outgrown the name TELCO. Since we are essentially a TV cable supply company, it makes good sense to us to be known as TV CABLE SUPPLY COMPANY . . . you may call us "TVC" for short.

Now, more than ever, our overall program includes all phases of CATV service . . . from procurement of franchise and "turn key" construction of the system where desired, to management of the system for maximum return, while fulfilling responsibility. In recent years, with the advent of reasonably priced, high-band equipment, rebuilding of systems has also become an important phase of TVC's operation.

TVC's projected goal for the future is to continue to assume its position as one of the major forces in the building and supplying of services and equipment to the vital CATV industry. The efforts of our conscientious sales and technical staff are reinforced by our many major product lines.

Write for TVC's new, "more-complete-than-ever" catalog NOW. Or, drop us a line relative to any special requirements you may have. We're here to serve you with everything for CATV.

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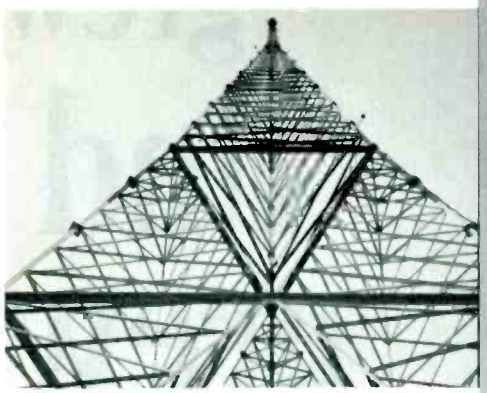

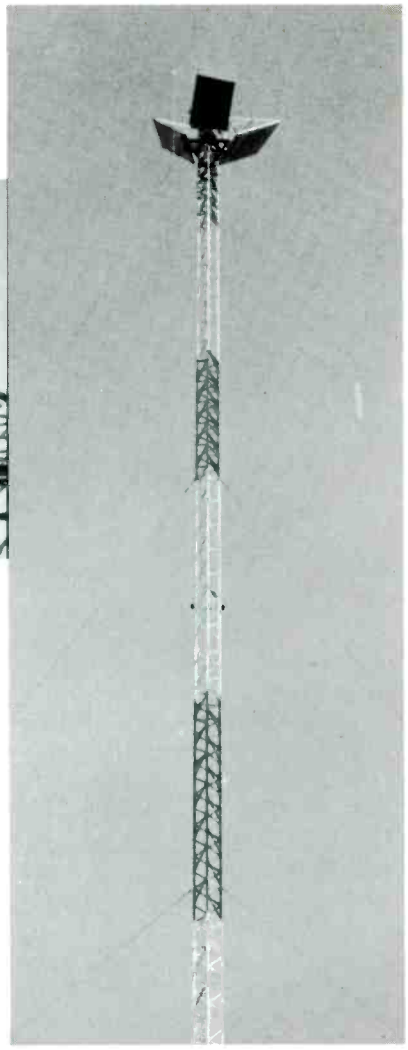

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year's meeting. The convenient location near New York and the World's Fair is expected to boost attendance by wives and families of CATV men.

Co-chairmen of the NCTA Convention Committee are *George J. Barco,* NCTA Board Member and president of Meadville Master Antenna, Inc., Meadville, Pa.; and *Robert J. Tarlton,* NCTA Board Member and president of Panther Valley Television Co., Inc., Lansford, Pa.

TEXANS HOST CONVENTION

The Texas CATV Association met in Laredo on April 22 and 23. An election of officers was held with Mr. Frank Dowd of Dallas being selected as president. Outgoing president was Mr. Seibert Worley of Shamrock. Convention host Johnny Mankin was re-elected Executive Secretary. First-hand reports indicate that an excellent time was enjoyed by all, with many of the 150 attendees taking advantage of the opportunity for excursions into Mexico.

Shown relaxing in a hospitality suite are L. to R. Wayne McKinney and Bob Rogers of Texas Community Antennas and Ed Shafer, vice president of Entron, Inc.

OKLAHOMA-KANSAS CATV ASSOCIATION ELECTS OFFICERS

Meeting May 8 at the Allis Hotel in Wichita, Kansas, the Oklahoma-Kansas CATV Association named Bob Story, Durant, Okla. as its president. Elected as vice president was Bob Weary, Junction City, Kans., and I.A. Patterson of Elk City, Okla., was elected

George Milner, left, of Vumore, Oklahoma City, Okla., visited the Davco Electronics suite with some of his key personnel. (L. to R.) Jim Monroe, Don Turley, Kim Sanford of Davco, Jack Shrouf and Willie Wilkins.

secretary-treasurer. The group named the following members as board members: C. J. Hammack, Hooker, Okla., G. H. Dodson, Sayre, Okla., and Jim Monroe, Manhattan, Kansas. About 50 members attended the meeting.

FOCUS
...On Progress

ENTRON ELECTS HEINZ BLUM

Newly elected vice president of Entron, Inc. is *Mr. Heinz Blum*, according to *Mr. Robert J. McGeehan*, President.

Mr. Blum headed Entron's engineering and research and development departments since 1953. Prior to joining the company, he was employed with J. Wernard Company in Sydney, Australia, as a production development engineer. He also operated his own engineering office in Berlin, Germany, for four years.

Blum is a graduate of "Gauss" Engineering School also in Berlin. He is a member of the Institute of Electronic and Electrical Engineers, and the Institute of Motion Picture and Television Engineers.

SANFORD GETS DAVCO POST

Mr. Kim Sanford was recently appointed sales manager at Davco Electronics, Batesville, Ark. In the new position Sanford will be in charge of purchasing, sales and shipping departments. His experience has been in the field, having been associated with Telco, Lewistown, Pa., for the past eight years.

Kim is originally from Alabama, where he attended Auburn University. He and his wife Nell, are making their home in Batesville.

NCTA NOMINATES

A slate of officers and directors will be presented to NCTA membership at the June convention, according to nominating committee chairman *Glenn Flinn*, Past National Chairman. Nominees for office are: for Chairman, *Bruce Merrill*, Antennavision, Inc., Phoenix, Ariz., vice Chairman, *Frank Thompson*, Rochester Video, Rochester, Minn., treasurer, *R. L. Stoner*, Eastern Oregon TV, LaGrande, Ore., and secretary, *Charles E. Clements, Clements TV*, Waterville, Wash.

Nominated for directors of NCTA are: *Harry Butcher* Cable TV of Santa Barbara, Santa Barbara, Calif., *Charles W. Fribley*, Corning Community TV Corp., Corning, N.Y., *Jack Crosby*, Westex Cable Corp., Del Rio, Texas, *Jim Davidson*, Community Antenna Co., Batesville, Ark., *Bob Magness*, Community Television System, Bozeman, Mont., *Al Ricci*, Better TV of Bennington, Vt., *Al Stern*, Tele-Vision Communications Corp., New York City, and *Archer Taylor*, Northwest Video, Kalispell, Mont.

Members of the nominating committee, in addition to Flinn, are *George Barco*, Meadville, Pa., *Gordon Fuqua*, Bluefield, W. Va., and *Robert Regan*, Mankato, Minn.

TELEGLOBE PATENTS RATING DEVICE

A U.S. patent for an instantaneous electronic rating and opinion gathering system in combination with basic centralized metering developments was granted recently to *Teleglobe Pay-TV System, Inc., 400 Madison Ave., New York, N.Y.*

Teleglobe considers this rating and opinion gathering system, invented by *Ira Kamen*, Teleglobe's Technical Director, an important breakthrough because it senses and catalogs what the home respondent is viewing without any physical connection to the sub-

KEY PERSONNEL APPOINTMENTS ANNOUNCED BY AMECO, INC.

Crediting a nationwide expansion program as the reason, *Ameco* has undergone a number of personnel promotions and additions within the past several weeks.

Mr. John Buchanan has been elevated from director of marketing to vice president in charge of marketing and sales, and *Mr. Jim Connor* has moved up from director of purchasing to director of technical sales and marketing development. Buchanan joined

Two additions to the Phoenix home office are *Mr. Robert H. Huston*, who has been named director of public relations and advertising, and *Mr. William Lastinger*, new assistant manager of *Antennavision Service Company*, Ameco's microwave division.

Sales personnel have been added to the following district offices: *Mr. George Henderson* and *Mr. Paul Clark*, Dallas, Texas office; *Mr. Clifford Beyersdoerfer* to the Cincinnati, Ohio office; *Mr. Bruce Frazier* to Minneapolis, Minn.; *Mr. Bill Bryant* and *Mr. George James* to Decatur, Ala.; *Mr. Robert Vandergrift* and *Mr. Lloyd Tate* to Harrisburg, Pa.; *Mr. Bill Dietderich* to Portland, Ore., and *Mr. John Bryant* to the San Francisco, Calif. office. These men will serve as technical representatives for the company's expanding "salesmobile" program.

John Buchanan

Robert H. Huston

Jim Connor

scriber's TV set. All other automated rating systems involve complicated internal modification in the home respondents' TV set in order to compute their viewing habits. This Teleglobe development makes it easier to change respondents and to solicit them on a probability sample format.

As the Teleglobe System may allow the viewer to function as a respondent, it will not record unless the viewer is actually watching the set. The Teleglobe System can, by virtue of the respondent's unit, actually function as an "interviewer" and report on viewer reaction to commercials, public issues, and permit the viewer to report back electronically his reaction to any entertainment and public service programs as well as for the collation of data which could be vital to all types of pre-election poll taking.

The Teleglobe rating and opinion gathering system is a by-product of the Teleglobe proprietary Centralized Metering Systems for Pay-TV and has all the economic benefits of Teleglobe's Pay-TV Systems and, according to the manufacturer, can be manufactured and operated at a much lower cost than any other automated TV rating system.

Solomon Sagall, left, President of Teleglobe, inspecting the tape readout device of the newly patented automated rating and opinion gathering system invented by Ira Kamen, right, Executive Vice President and Technical Director of the firm.

CATV MANUFACTURERS TO DISPLAY

According to NCTA thirty CATV equipment manufacturers will have displays in the Exhibit Hall at the Bellevue-Stratford Hotel during the June 14-19 convention.

Exhibitors are: Aberdeen Co., Los Angeles, Calif.; Adler Associates, Wash., D. C.; AMECO, Inc., Phoenix, Ariz.; Ampex Corp., Abington, Pa.; Blonder-Tongue Laboratories, Inc., Newark, N.J.; CAS Manufacturing Co., Mineral Wells, Tex.; Collins Radio Co., Dallas, Tex.; Craftsman Electronic Products, Inc., Manlius, N.Y.; Delta Electronics, Inc., Clarkson, Ontario; Entron, Inc., Silver Springs, Md.; Ft. Worth Tower Co., Ft. Worth, Tex.; Holt Electronics, Mahanoy City, Pa., Jerrold Electronics Corp., Philadelphia, Pa.; Lenkurt Electric Co., San Carlos, Calif.; National Theatre Supply Co., Terrytown, N.Y.; Phelps-Dodge Electronic Products Corp., North Haven, Conn.; The Plastoid Corp., Long Island City, N.Y.; Raytheon Co., Norwood, Mass.; Rohn Systems, Inc., Peoria, Ill.; Spencer-Kennedy Laboratories, Inc., Boston, Mass.; Sony Corp. of America, New York, N.Y.; Superior Cable Corp., Hickory, N.C.; Sylvania Home & Commercial Electronics, New York, N.Y.; Tape-Athon, Inc., Inglewood, Calif.; TELCO, Lewistown, Pa.; Telemation, Inc., Salt Lake City, Utah; TeleSystems Corp., Glenside, Pa.; Times Wire & Cable Co., Wallingford, Conn.; Viking Cable Co., Hoboken, N.J.; and Westbury CATV Co., Mt. Vernon, N.Y.

NOTICE

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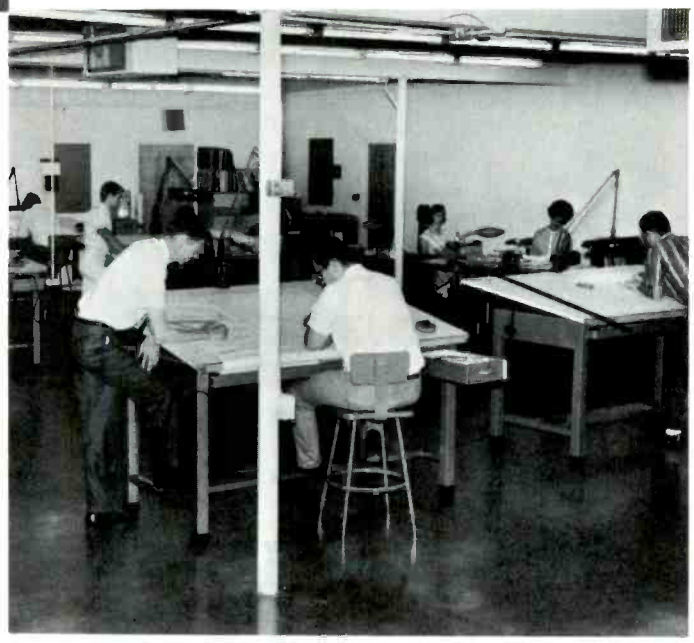

In Ameco's Contracting and Construction Department turn-key jobs are plotted and cost figures are compiled.

Again it is our pleasure to take you on a visit to one of the leading cable television equipment manufacturing companies. In the months that follow, we hope to cover all of the major companies in the CATV industry. This month, your reporter called on Ameco, Inc.

It is perhaps uniquely apropos that Ameco is based in Phoenix . . . both the company and the city have enjoyed spectacular growth during the past few years.

In 1940, the population of Phoenix was a mere 65,000. A short two decades later, the size of this city was in excess of 650,000, leading all of the major cities of the nation in an astounding population climb. Acceleration in Phoenix is so dynamic and sweeping that what is true of the city this month is not always the same next month.

So it is with Ameco. Caught up in a staggering spiral of growth, it is a long way from a small store building factory in Safford, Arizona to a vast, bustling, new production plant in Phoenix . . . but Ameco has made that giant step in just ten years.

Solid-state amplifiers are being assembled by highly trained women in this section of the new Production Department.

Our recent visit to this new plant impresses the writer with the thought that the cable equipment company in the "Valley of the Sun" is indeed a bright spot in the CATV industry.

Taking the "cook's tour" through Ameco with Director of Public Relations Bob Huston, was an enlightening trip beginning in the department that gives birth to new products, the research laboratory. A maze of projects and projections by Chief Engineer of Product Development Bill Rheinfelder, was enough to convince us that this department is thinking many, many years ahead.

Moving on to the large new production plant that is headed up by Director of Production Bruce Walters, it was plain to see that most of Ameco's products are transistorized. Row after row of pretty girls work in two shifts to turn out the solid-state equipment that has become Ameco's mark of recognition in the CATV field. As fast as new personnel can be trained, a third shift of workers will be added to turn out equipment around the clock. There is one word that can best describe Ameco's production department . . . "busy."

One of the reasons behind all of this "busyness" became quite apparent after a visit with Director of Contracting and Construction Louie Coggins who is working a crew overtime to keep up with Ameco turn-key jobs. A battery of engineers and draftsmen keep several blueprint machines running hot in this department with over 30 turn-key projects "in the fire" and more coming up soon according to Coggins.

Another phase of Ameco's operations that was contributing to the humming production line became evident after spending a short time with Vice President in charge of Marketing and Sales John Buchanan, and National Sales Manager Ed Whitney. A very simple two word sign on John Buchanan's desk points up the resolutions of this