

Rival methods to compete

Experts see TV struggle

United Press International
NEW YORK — The current

decade may see a struggle for the television viewing market

rivaling the battle in the late 1940s between radio and infant television.

TV won that battle. The coming struggle will be among the existing television networks, the cable television systems in which billions are being invested and the K-band direct transmission of programs into homes via space satellite.

The K-band has been used only experimentally in Canada and Japan up to now. But in the last few months several large American firms have formed new corporations to exploit the K-band by leasing transponder channels on Canada's Anik-C satellite, which is to be launched later this year.

The latest company to do so is Oak Industries Inc., of San Diego, which is leasing four channels and says it will offer the same programs directly that it now is delivering to 600,000 cable subscribers.

The programs will be delivered in scrambled form to keep non-subscribers from tapping them via small, portable dish-shaped antennas mounted on rooftops. The home viewer will

have an unscrambling device. Estimates of the cost of this equipment range from \$300 to \$700.

The great advantage of the K-band, thus, is that programs can be delivered without expensive earth stations from which they must be rebroadcast or delivered to homes by cable. The K-band operates on a much higher frequency than the C-band used in conventional satellite communications.

Bob Klein of Los Angeles, a widely known on-air promotion expert, said he believes dish antennas for K-band reception soon will be sprouting on rooftops all over America.

"We have assumed for the past decade that the United States will become a nation totally wired for cable TV," he said. "Now, suddenly, stringing wires begins to look old-fashioned, an unnecessary expenditure of billions of dollars."

Klein did say cable still has one big advantage: two-way interaction.

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Falklands crisis could help farmers
United Press International
CORPUS CHRISTI — The dispute over the Falkland Islands could result in Argentina — one of the world leaders in grain sorghum exports — losing some of the market and a larger share going to Texas and other U.S. farmers, agricultural experts say.
"If the conflict between England and Argentina was to hold out for some time, other countries might not want their grain in that potential war zone," Norman Vestal, Nueces County agricultural extension agent said.
"They would not want to take that risk and they might want to come to the U.S. We (Texas) would possibly stand to pick up all the countries that might be doing business with Argentina. It all depends on what develops."
Lloyd Klaevemann, manager of Producers Grain Terminal in Corpus Christi, said the conflict probably will result in an increase in U.S. grain prices and has the potential of being "very good for south Texas farmers."
Grain broker Frank Vaccaro of New York said the Argentine grain sorghum harvest begins this month, while the U.S. harvest doesn't start until late May. He said Argentina consistently undercuts U.S. grain prices.

FALL '82 MEAL PLAN INFORMATION FOR OFF CAMPUS STUDENTS
Food Services will validate off campus students desiring a contract board plan, to dine at the facility of their choice, limited only by the capacity of each facility. There will be no quota or waiting list. Validation will begin at the Sbis Office on August 9, 1982, with personal presentation of paid fee slip.

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United Press International
JERSEY CITY — On the eighth floor of a crowded Hudson County Jail, seven prisoners...
Wednesday, a police department said the blaze on the eighth floor of the jail, near the entrance, was controlled...
County...
Rakowski identified...
dead men as inmates...
Their names were...
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More than 70...
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