

## Cable TV comes to town

By CRAIG PIECHURA

Cable television and pay TV are coming from the boonies to the city to sell their hard and soft wares.

Subscription TV no longer means putting a community antenna in outlying areas where people are plagued by poor reception. Nor does it mean charging people for a clearer picture of network broadcasts.

With offers like first-run movies and the capability of two-way communication with police and fire stations, as well as with game show hosts, consumers are willingly paying \$15 to \$25 monthly for expanded home entertainment and communication.

Communities all around metropolitan Detroit are presently being besieged by cable salesmen trying to secure exclusive franchises to string up cable in those cities.

All that competition for franchise rights is paying off for both the consumers and the municipalities involved.

"TEN YEARS ago you could say 'Here's our package,'" explains Weston Croft, regional manager of Cox Cable Communications, which is installing cable service to St. Clair Shores, Grosse Pointe Shores and Fraser.

"Right now communities are sitting back and waiting for the offers to get better. It's outright vicious competition. But it's best for the city because people that way."

Canton Township granted a cable franchise in 1972, said Clerk John Flodin, but the firm never got off the ground and its exclusive 15-year franchise was rescinded by voters. He says business activity in cable has skyrocketed recently.

"The longer you hold out, the better the offers get," says John Flodin, clerk of Canton Township. "It's just like the last lawyer has the best chance. What happened here is somebody would offer us something and everybody else would one-up the other (firm)."

One example, Flodin said, is that three competing cable firms all offered to pay the township 3 percent of the monthly service fee paid by cable subscribers three years in advance, an estimated sum of at least \$20,000.

The firm that won the bid, Maclean-Hunter of Rexdale, Ontario, promised also to pay Canton Township 5 percent of the monthly Home Box Office (HBO) fee paid by cable subscribers. HBO is the most popular option among cable subscribers, according to industry spokesmen.

Cable TV franchises must be approved by municipalities because the firms have to secure public right-of-ways to install cables on utility poles or underground.

Maclean-Hunter was granted a "non-exclusive" franchise with Canton, meaning other companies can install cable in Canton if they agree to pay the service fee to the township.

But Clerk Flodin doubts if there is enough business in Canton Township to support another firm.

WHILE NO CITY in metropolitan Detroit is viewing cable programs yet, St. Clair Shores is farthest along. Cox (Continued on page 7A)

## Seniors pack seminar

(Continued from page 1A)

a problem on whether or not the senior keeps the property or gives it to the children," he said.

"KEEP the deed not registered and the senior doesn't lose his tax credit.

He doesn't need permission from the kids to sell the property," Winnie said.

Making out a will depends on correct form. Winnie frowns upon form wills because they don't conform to the person's needs.

The validity of the will depends on how it's executed. All three parties, the signer and two witnesses must see each other sign the will in order for it to be valid.

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10 oz. Old Fashioned Tumblers (set of 4)	5.00	3.00	1.00	FREE	6.25
12 oz. Tumblers (set of 4)	5.00	3.00	1.00	FREE	6.25
12 oz. Giant Mugs (set of 4)	7.50	5.50	3.50	FREE	8.50
16 oz. Steins (set of 4)	8.50	6.00	4.00	FREE	9.50
55 oz. Beverage Server	9.00	7.00	5.00	FREE	10.00
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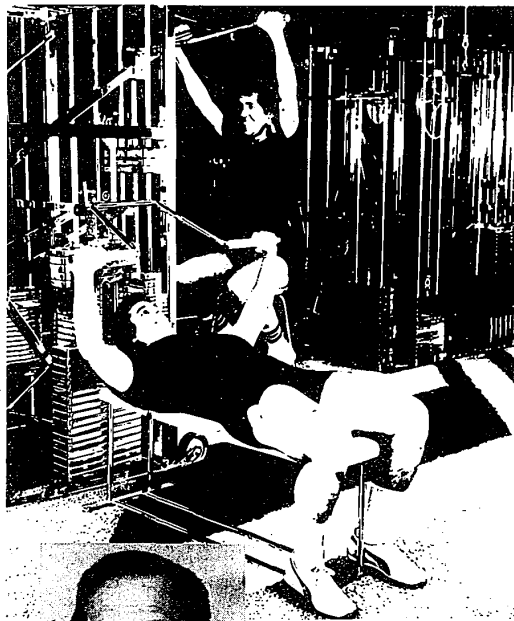


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