

Philco drops off of ch. 3 merry-go-round

Philco Corp. Friday (Oct. 16) gave up on Philadelphia channel 3, announcing it planned to take no further action. Only party still undecided whether to continue battle is RKO General.

In statement Philco said that although it was still certain of justice of its cause "further appeals will serve no useful purpose in face of the commission's attitude."

FCC ordered NBC to reswap Philadelphia stations with Westinghouse's Cleveland outlets—to bring about status before original exchange took place in 1956.

Battle over Philadelphia TV channel was initiated when Philco filed for facility after NBC was ordered to divest itself of Philadelphia properties following consent judgment in government anti-trust case. Government charged NBC coerced Westinghouse into making swap.

NBC made deal with RKO General to exchange Philadelphia stations for RKO General's Boston stations. After FCC decision, NBC canceled agreement with RKO General and filed, with Westinghouse, applications in line with FCC order (BROADCASTING, Oct. 5).

Pay TV's in South anticipate success

Despite "unfortunate turn of events involving Subscription Television Inc. in Los Angeles and San Francisco," spokesman for Atlanta Telemeter Inc. said Friday (Oct. 16) that Telemeter groups in Atlanta, Houston, Dallas and Miami "are completely optimistic as to the ultimate success" of their wired pay TV ventures.

W. Robert McKinsey, executive vice president of Atlanta firm, said he expects to sign contract with Southern Bell Telephone company early this week for construction of plant to serve 15,000 subscribers. Houston, he said, already has signed with Southwestern Bell. Bell companies are also trying to sell CATV service (see page 28).

Atlanta firm sees itself on air in 1966, in black by late 1967 after investment of \$4 million if it has 15,000 subscribers by that date. Installation by phone company will cost about \$600,000 and will

run \$200,000 for annual rental.

This contrasts with more than \$20 million already invested by STV, which uses complicated circuitry to keep track of who watches what and when (BROADCASTING, Sept. 28).

Bell system driving for CATV business

Bell Telephone System companies are setting out in earnest to attract customers for installation and rental of community antenna TV service, company spokesman said Friday (Oct. 16).

News followed earlier reports that Bell companies had filed tariffs in many states within past month offering lower rates than in past when prices were considerably higher (see page 30).

Spokesman claimed decision to exploit swiftly growing CATV market was made after installation of wired pay-TV system for Subscription Television Inc. in California year ago which, he said, generated requests to phone company for wired CATV service from many parts of country—at lower rates than Bell has been offering.

Bell companies now will build systems for less than \$4,000 per mile, he said, and definitely will compete with terms of private CATV equipment manufacturer. One said last week that \$4,000 per mile is industry "ballpark" figure for what it costs to build modern 12-channel CATV, but he said Bell rates would exceed that.

Bell source said phone company is likely to conclude first sale of CATV service within few weeks, probably in South. It's been offering service for many years.

Source said phone company offers superior quality feeder cables at lower cost than manufacturers, which can't get it (Bell's comes from Western Electric, sister company) and would service better equipment than anyone else.

Belk switches AM's in Charlotte

Three station sales were announced Friday (Oct. 16), all subject to FCC approval:

▪ **WAYS** Charlotte, N. C.: Sold by Harold H. Thoms and group to Hen-

Up & down, up & down

Double communications satellite bounce was used Thursday and Friday (Oct. 15-16) to relay Olympics television coverage to Europe, Communications Satellite Corp. said Friday.

European Broadcast Union feeds have been coming into Point Magu, Calif., via Syncom III, being microwaved to Montreal where tapes are jetted across Atlantic to Hamburg, West Germany. On Thursday and Friday, coverage was microwaved to Andover, Me., where it was beamed to Relay satellite for reception in England and France. Pictures, Comsat sources said, were fine.

person Belk for \$500,000. Mr. Belk already owns **WIST-AM-FM** Charlotte and is selling **WIST** to Don Burden (see below). **WAYS** is fulltimer on 610 kc with 5 kw day, 1 kw night.

▪ **WIST** Charlotte, N. C.: Sold by Henderson Belk to Don Burden for \$225,000. Mr. Burden also owns **WIFE** Indianapolis, **KOIL** Omaha and **KISN** Portland, Ore. **WIST** is fulltimer on 1240 kc with 1 kw day and 250 w night.

▪ **KUDL** Fairway (Kansas City), Kan.: Sold by Tele-Broadcasters Inc. (H. Scott Killgore) to author Eugene Burdick and wife (80%) and station manager William Zimmerman (20%) for \$550,000. **KUDL** is fulltime on 1380 kc with 5 kw day and 500 w night.

Revision nearing on radio program form

FCC appeared last week to be nearing end of long road toward revision of radio program reporting form.

It was learned Friday (Oct. 16) that commission staff members met with broadcasters and representatives of National Association of Broadcasters and Federal Communications Bar Association in final touch-up job on form and on accompanying proposed logging rules.

Changes made during all-day session were suggested in light of experience of five AM broadcasters who had filled out form to help determine what practical problems it would pose for sta-