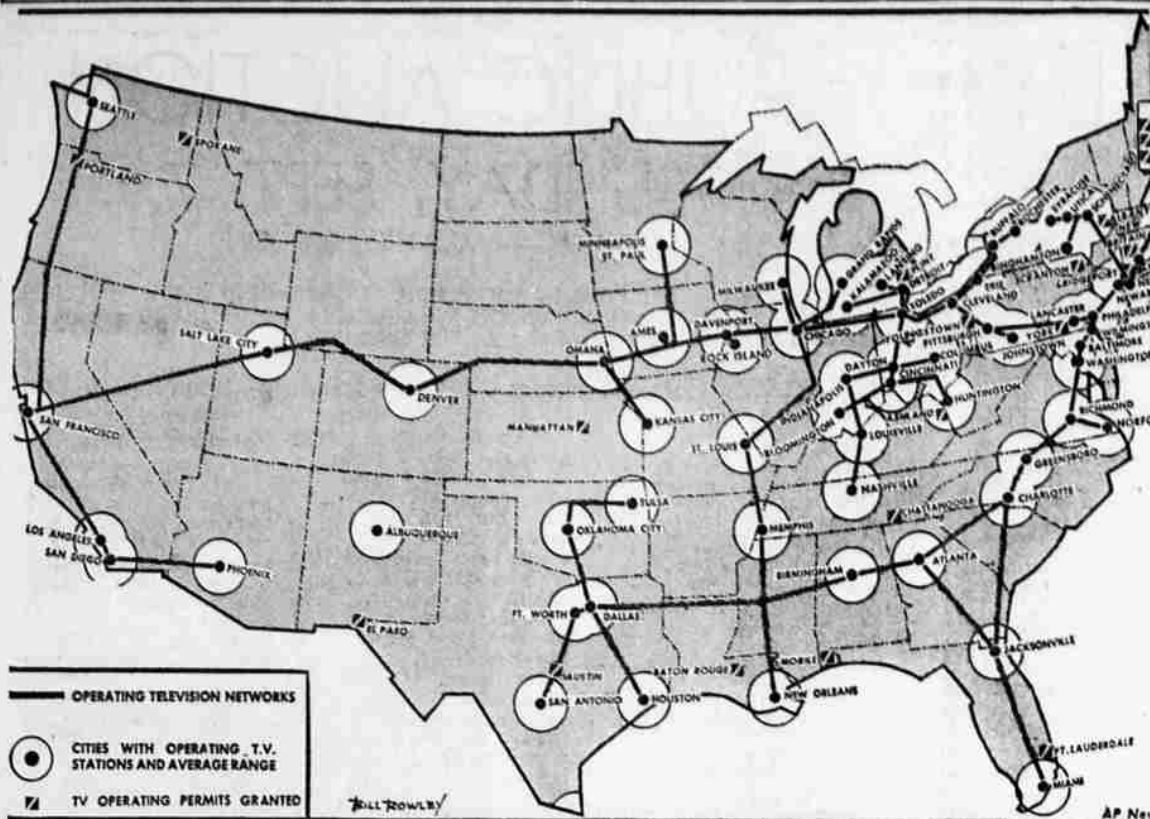




Nation's TV Stations Will Double By Next Year

By WAYNE OLIVER

The number of television stations in the United States—now 109—is expected to double by the end of next year.

Within four years, or by the 1956 Presidential campaign, the total probably will rise to 200 or 300. With its freeze of nearly three and one-half years on permits finally lifted, the Federal Communications Commission is issuing licenses for new stations at a rate even faster than the industry had anticipated.

In the first eight weeks of post-freeze processing, the commission issued permits for 40 new stations—most of them for communities now without television.

The first permits issued July 10 included three for TV-less Denver. Within 10 days, Station KFEL-TV went on the air there with temporary equipment and touched off a set-buying scramble that rages unabated. A second Denver station expects to go on the air in late September and a third by Thanksgiving.

Few other communities can expect stations that fast, however, and probably no more than a dozen additional new stations will start telecasting by year-end. The pace will increase steadily, with industry spokesmen estimating from 75 to as many as 150 next year. Then, as one of them put it, "things will explode" with new stations coming on the air by the dozen.

Other cities with fair to good chances of having new stations by year-end include Mobile, Ala.; Portland, Ore.; Spokane, Wash.; Austin, Tex.; Flint, Mich.; York and Scranton, Pa.; and New Britain, Conn.

The first 40 permits also provided

for commercial stations in the following cities: Bridgeport, Conn.; Fort Lauderdale, Fla.; Ashland, Ky.; Baton Rouge, La.; Holyoke, New Bedford and Springfield, Mass.; Chattanooga, Tenn.; Youngstown, O.; El Paso, Tex.; as well as Honolulu, Hawaii, and San Juan, Puerto Rico.

Those first 40 permits included seven for educational stations—at Manhattan, Kan.; Houston, Tex.; and Albany, Buffalo, New York City, Rochester and Binghamton, N.Y.

One factor that will tend to slow the parade of new stations is that many permits are being issued for the 70 ultra high frequency (UHF) channels just opened to TV by the FCC and hitherto unused for commercial stations. Transmitting equipment is fairly plentiful for the 12 very high frequency (VHF) channels already in use but scarce for UHF.

The first 33 commercial permits consisted of 24 for UHF stations and only nine for VHF stations, with these including Honolulu and San Juan. Five of the first seven educational permits were for UHF, but in any event most educational stations are expected to be slow in getting on the air.

The commission is granting permits simultaneously from two priority lists—the first for cities, in order of population, 40 or more miles from any existing station, and the second for cities less than 40 miles from an existing station and to which only UHF channels have been assigned.

The first is the one affecting most large TV-less cities. When the com-

mission completes its first 40 new station grants, it had progressed 20 cities down that list. But because of contests among applicants, it had to pass over eight of those cities pending hearings. It is issuing permits in rapid-fire order for channels which there is only one applicant, it may get a station much faster than another city higher up on the priority list but with contests over all its channels.

Although television is pretty much old hat in sections reached by the stations already on the air, it creates tremendous excitement in areas that have not had TV. Manufacturers are looking eagerly to the opening of new TV cities as red hot markets for their sets.

There are now a little over 18 million sets in use in the United States with the existing 109 stations putting good signals within reach of 60 per cent of the population.

Most of the new stations for the next couple of years are expected to go to places where they can serve the remaining 40 per cent of the population still out of TV's range.

Workmen Nearly Done With Strange-Looking UN Building

UNITED NATIONS, N. Y. (AP)—Workmen are putting final touches on an odd-looking building which soon will become one of New York's leading show places.

This is the General Assembly Hall, third and last unit of the glittering U. N. Headquarters along the city's East River. The other two are the 39-story glass and marble skyscraper which houses the Secretariat, and the plush Conference Building.

From the outside, the Assembly Hall is chiefly notable for its unusual shape: it has a sloping double convex roof topped by a shallow dome. The inside? Well, one visitor described it as a cross between a cathedral and Radio City Music Hall.

The spacious, high-ceilinged lobby, with its subdued lighting, creates the cathedral effect, while the modern blue and gold decor of the auditorium itself is more like the latest thing in theatrical splendor.

Perhaps the most impressive spot in the entire headquarters is the public entrance where the U. N. expects to admit visitors by the thousands both to attend meetings and for sight-seeing.

This is where the ceiling is highest—supported on slender pillars—and where the specially designed

glass panels—painted to look like marble from the outside—contribute a cathedral-like lighting.

The auditorium is 380 feet long and 160 feet wide. It has 636 seats for delegations at tables on the main floor and its galleries will accommodate 800 visitors and 234 newsmen. There also are glass-enclosed booths built into the dome for the press, radio and television.

In addition to the main auditorium, the new building has a large conference room where the assembly's 60-nation Political Committee will hold its debates. This also has elaborate facilities for the public and the press.

Although the hall will be ready

when the Assembly meets Oct. 14, there still is much to do before the 18-acre headquarters site is finally in its permanent state. Much of the landscaping remains to be done; construction work still is in progress both on the approaches to the site and on the plaza which flanks the area from 42nd to 48th Streets; and eventually there may be another skyscraper at the northern end of the U. N. plot. This building would provide offices for delegations, if the U. N. finally

decides to erect it. The headquarters buildings cost 69 million dollars exclusive of the land. The land cost approximately 10 million, with John D. Rockefeller Jr. contributing 8 1/2 and New York City the remainder. The city also has spent about 27 millions in altering and improving the approaches.

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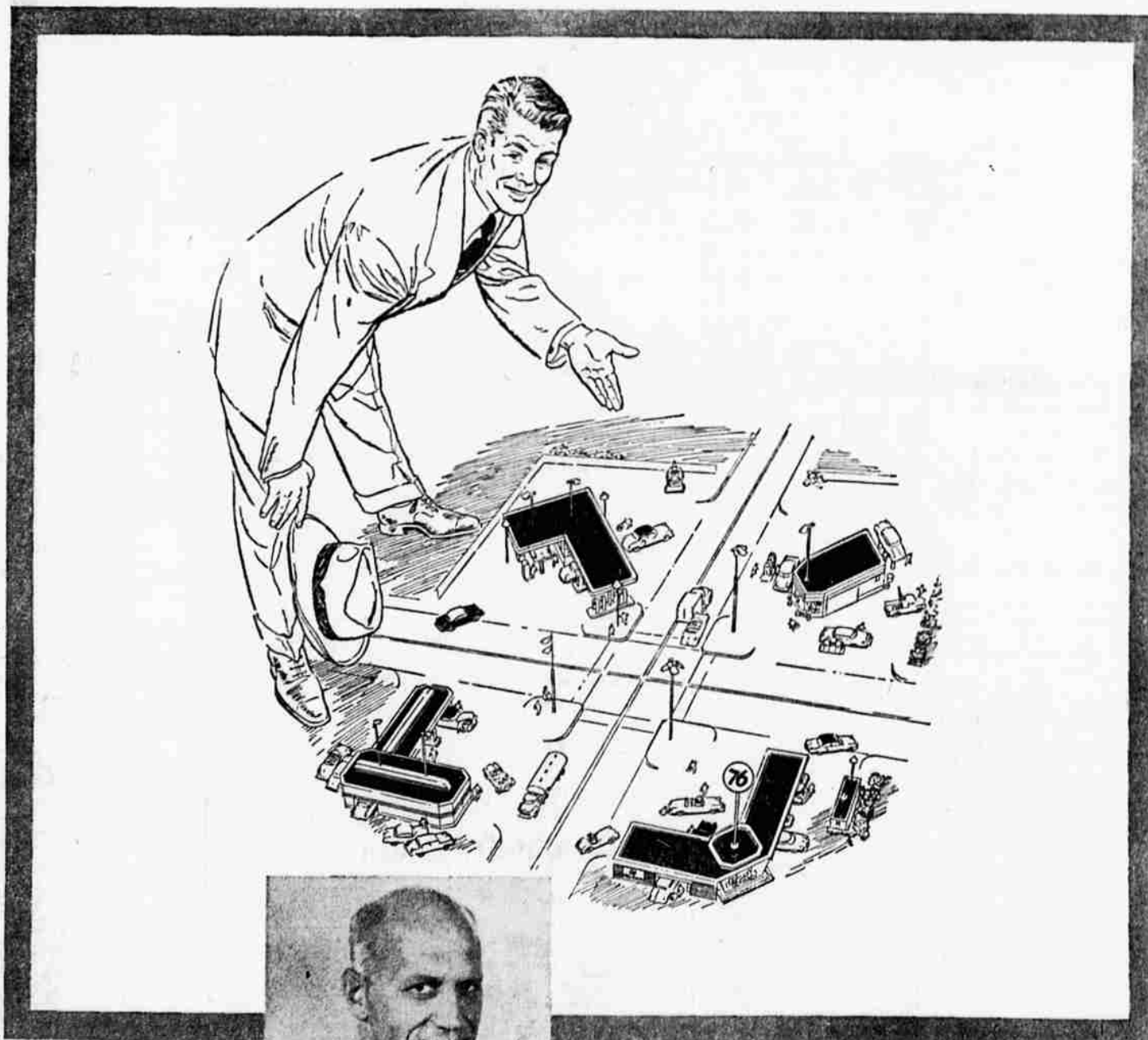
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