building a new part of the industry as well as an individual station since so much of our ultimate success depends on acceptance of uhf as a whole. The smart station operator will be sure that releases on set count can be authenticated and will avoid exaggerated claims. In many cases, servicemen have not taken the trouble to learn much about installation and service. Some of these have asked excessive prices for converter and antenna installations, but yesterday's errors are today's opportunities, and I am confident that these problems are being worked out successfully.

Among the first uhf grants was a construction permit for WKNB-TV in New Britain, Conn., to operate on Ch. 30. In this case, the station was somewhat unique in that the market served comprised the rich Hartford County area which had no local TV service and relied solely on outside vhf coverage from New Haven, Conn. With this in mind, a popular area ap-approximately 100,000 in the city proper and surrounding towns, the Hartford County area covers 562,000 people and the service contours for the new license under full power included 2,368,000 people. Even under the interim power operation, the total population served is 1,200,586.

Among the stations licensed was WKNB-TV, which, after erecting a thousand foot tower, was given a 19,000 watt power allotment. The tower, which is looked upon by some as a civic asset of the area, was founded to provide a service to the public which had little hope of getting any other.