

New TV Vistas Ahead as More Local Channels Planned

When educational and commercial ultra-high frequency television stations begin telecasting in the greater Detroit area in the months and years to come, it can be assured that many thousands of listeners will be tuned in. Suburban stores report that brisk sales of all-channel sets is building up a great potential audience. This was not true in the past when only a small minority of the people had television receivers which could tune in the large number of channels available in the UHF band.

Most sets owned by people in the Detroit area are now considered old-fashioned since they can be tuned in only to the very high frequency stations broadcasting on bands 2 through 13.

Although Channel 55, the educational station operated by Wayne State University, The University of Detroit, the Detroit Board of Education, and a score of other Detroit cultural institutions has been on the air for almost a decade, the sponsors of this non-profit broadcasting institution admit freely that perhaps less than 100,000 sets were engineered to receive the fine cultural and educational programs telecast by UHF Channel 55.

One of the first commercial UHF channels to be broadcast in Detroit is the Waiser Broadcasting Corporation's station WKBD-TV which is scheduled to go on the air in January.

This station will specialize in telecasting sports and it has already arranged to cover the Detroit Red Wing hockey games, Detroit Pistons basketball, and a great many other athletic events.

Proof that Detroiters are eager to bring into their homes the fine offerings which will be available over UHF educational and commercial stations is reflected in current sales of UHF-VHF television sets in the suburban area.

A check-up of television stores in the western Wayne County area reveals that many tens of thousands of UHF-VHF sets have been sold during the summer and fall months.

Mrs. Thomas Hayes manager of the television department at Wards says, "Many suburbanites seem to know that these new sets will be able to get a great many more stations than the old sets and they are rushing in to buy. When the new all-sports station goes on the air we can expect an avalanche of sales."

"I guess the story is the same all over," Mr. Hayes went on, "even though some stores still have a number of the old VHF set available at very attractive prices, in Livonia we are selling four all-

channel sets to every VHF set." David Thrapp, manager of the Good Housekeeping Store in the Wonderland Center said, "All sets sold in the last two months are UHF. Most stores have just about wiped out their supplies of the old VHF television receivers."

At the Federal department store, Milton Lebenow, who is in charge of the television department said, "Line out of teen buying customers are asking for any buying ultra-high frequency sets. Receivers of all sizes and prices are selling well, but the biggest action is in the sale of small portable sets which can be transported easily from place to place."

Joseph Logan, television salesman at Sears, points out

that the public is already well educated in the promise of UHF broadcasting.

"A great many people who like to travel already know that there are many UHF commercial and educational stations now broadcasting from coast to coast," Logan said. "Experienced travellers know that a small UHF-VHF set operating in a hotel or motel can provide many happy hours of entertainment and education. I believe this is the reason why our sales of light, small screen portables have this summer. The fall football season also helps sales and when folks realize that they can get the Red Wings and Pistons only on UHF, sales should boom."

"If more cultural stations go on the air in Detroit, I'm sure

that more and more people will invest money in fine UHF-VHF console sets for home listening purposes."


Recently the Southfield city council approved a Kaiser request for their site which is presently being built. One unusual feature of the stainless steel tower is it will have a candelabra unit that could eventually hold three antennas which could be utilized by other UHF stations.

It is conceivable that the Schoolcraft broadcasting group could use this facility for its telecasting purposes and thus save the high cost of building its own tower. The new Kaiser station estimates 320,000 homes will be able to tune in their station by January, and that within 2 years a million sets will be able to tune in. Older VHF sets can also pick up the new stations but converter units rarely give as satisfactory service as do the new all-channel sets.

Alex Baskin, Director of Educational Television in Livonia, believes that these are all hopeful signs and that if and when the cooperative suburban educational station is built, the listening audience will already

have been established with the as contrasted with closed circuit telecast educational television, cut TV, parents as well as children will be able to get the which will be available live or on video tape and film.

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Hare Says Massachusetts Ballot Is 'Unworkable' Here

LANSING—To add to voter confusion which currently exists relative to the so-called "Massachusetts Ballot" proposal in the upcoming general election, the Michigan State Board of Elections has dropped up which has been causing elections' officials some consternation . . . that of how the proposal is numbered.

Officially, according to Secretary of State James M. Hare, the proposal has no state number at all.

"It is simply the first proposal on the machine and the only state referendum which will appear. Possibly the closest thing to a designation of the proposal is that the start-off corner on paper ballots contains the letter "C."

On machines, Hare noted, the proposal appears on the top left of the Automatic type machine, and on the upper right on the Shoup type machines.

Hare said a "yes" vote by the majority of the voters would mean that Michigan would use a "Massachusetts type" ballot in the next and subsequent general elections, while a "no" vote would mean that the present voting system would be continued.

Hare said he opposed the "Massachusetts-type" (office ballot) ballot on the grounds that it was "presently unworkable under Michigan's voting laws and would create problems of disenfranchisement of voters as well as be a costly innovation."

"Proponents of the measure maintain that it makes for more intelligent and more enlightened voting," he asserted, "but I disagree. First of all, it doesn't prevent a voter from voting a straight party ticket. Just makes it harder and more time-consuming because he has to vote each office individually. And our present system doesn't preclude voting 'the man' rather than the party either," Hare said. "As proof of this, all that last few general elections where there are more and more split tickets being voted all the time."

As the state's chief elections official, Hare said he had two major objections to the "Massachusetts Ballot" proposition. "My primary concern is with the voter himself . . . and the fact that voting a 'Massachusetts Ballot' here in Michigan would be so time-consuming that many voters would not be able to wait in long lines and therefore would become disen-

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