

How High Is UP?

UP is 2,049 feet above sea level
1,010 feet above average terrain

UP goes our NEW TOWER Starting July 24, 1957

C. D. "Duke" Tully Gen Mgr

UP is \$894,880,000 Buying Power in the "New Metal Empire"

WDSM-TV

NBC-ABC — Channel 6
Duluth — Superior
National Representatives
PETTERS, GRIFFIN, WOODWARD



PARTICIPATING in the transfer of WAAM (TV) Baltimore to Westinghouse Broadcasting Co. were these executives of WBC and WAAM Inc.: (seated l to r) Ben Cohen, president of WAAM Inc., and Donald H. McGannon, president of WBC; (standing, l to r) Henry Fischer, counsel for WAAM; Norman Kal, executive vice president of WAAM; Herman Cohen, vice president of WAAM, and John Steen, attorney for WBC. The station will change its call letters to WJZ-TV, derived from the identification of Westinghouse's pioneer radio station formerly in Newark.

Advertisement

Sponsors Learn C.C.A. Packs Wallop

"CCA grossed \$40,950 with 25 new commercial accounts which were established during the campaign," writes Del Lesson, manager of KDYL in Salt Lake City.



Del Lesson

In his letter to John C. Gilmore, Vice President of Community Club Awards, Lesson continues, "CCA unquestionably has been the largest undertaking ever sponsored by a Utah station in helping women's charitable, civic, religious, fraternal and social clubs earn money for their treasuries."

"CCA has given Salt Lake City a vital new awareness of the power of radio. Sponsors have learned that CCA carries a tremendous wallop!"

COMMUNITY CLUB AWARDS



Box 11296
NORFOLK, VA.
Phone: MA 2-4842

WRC-TV Offers Advertisers New Special Effects System

WRC-TV Washington last week unveiled for local agency people a new special effects system developed by the station's engineering department for local advertisers.

Developed over two years by Keith Price of the WRC-TV engineering staff, and labeled "Magic Lens" for presentation purposes, the device is a video effects generator, using a system of movable baffles and a flying spot scanner. Effects offered include vertical, horizontal and diagonal wipes as well as the notch wipe, which inserts one live picture into another on any portion of the screen, iris spotlight, moving neon-like designs for pointing out portions of the picture, moving-pattern backgrounds for cut-out designs and random insert shapes, which offer sharper, more mobile images than superimposition.

The system is controlled from the studio board, and so far, 35 effects combinations have been worked out, using studio or remote cameras, film chain, slides or telopticon. Potentialities of the video effects generator still are being explored. Up to now, the system has been used to silhouette product logotype shapes on live pictures, other special commercial effects and for programs.

Advertisers and agencies are being assisted in use of the video effects generator by the WRC-TV commercial production service, directed by William E. Coyle, director of public relations, promotion and advertising.

WPST-TV Miami Now on Air

MIAMI's third commercial vhf station, WPST-TV, began telecasting with 316 kw on ch. 10 Aug. 2. The new station, operated by Public Service Television Inc., subsidiary of National Airlines, is in temporary quarters at N.E. 21st St. and Biscayne Blvd.,

while a permanent plant is under construction at that site. Target date for completion of the new building is Nov. 15. Miami's other commercial v's are ch. 4 WTVJ (TV) and ch. 7 WCKT (TV). One other commercial station, WITV (TV), is on uhf ch. 17, and an educational outlet, WTHS-TV, is on ch. 2.

WDSM-TV Constructs New Tower

A NEW "tower of towers" is being built by WDSM-TV Duluth, Minn., which will be one of the highest structures in its viewing area, according to an announcement by C. D. (Duke) Tully, general manager. The tower is expected to be in operation by Sept. 15 of this year, and will be 805 feet above ground and 1,010 feet above average terrain.

Crennan Pays \$60,000 for KHUB

KHUB Watsonville, Calif., was sold Thursday to F. T. Crennan of San Francisco. The price was \$60,000. Hamilton, Stubblefield, Twining & Assoc. handled the transaction. Sellers were William and Dorothy Morgan, co-owners. KHUB operates 250 w fulltime on 1340 kc.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS

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