

MACHLETT ML-5736



a
New
5736
electron
tube
for . . .

Broadcast Transmitters:

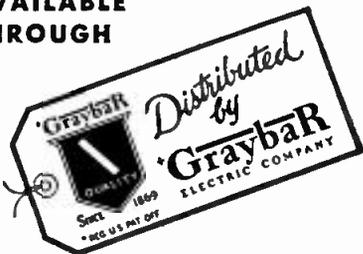
**Final 5 KW FM
Drivers 5 & 50 KW AM
Driver & Final H. F.
Communications**

**The ML-5736 —
A new standard of reliability**

- **Precise and stable alignment of electrodes:**
for uniform operation, and to prevent cathode-grid shorts
- **Brazed radiator construction:**
to eliminate hot-spotting and its effects
- **The Machlett quick final "seal-in":**
(The final "seal-in" of the tube is made in seconds by R-F heat, rather than in minutes by conventional flame heat.)
to assure contaminant-free, stress-free tube; and to assure non-poisoned cathode

MAKE YOUR NEXT REPLACEMENT ML-5736

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THROUGH**



the GRAYBAR ELECTRIC COMPANY...
Offices and Warehouses in over
120 Principal Cities



MACHLETT LABORATORIES, INC.
Springdale, Connecticut

STATIONS

NBC, WBC OUTLETS CHANGE CALLS TODAY

Celebrations, simulcasts and special promotions mark move of call letters from Philadelphia to Cleveland and switch of Philadelphia designations to WRCA-AM-TV. Changes are result of station swap.

FIREWORKS, balloons, a wide-scale advertising campaign, heavy on-the-air promotion and special simulcast ceremonies are slated to mark the official installation of Westinghouse Broadcasting Co.'s 34-year-old KYW call letters in Cleveland today (Monday).

WTAM and WNBK (TV) Cleveland stations, which WBC received along with \$3 million from NBC in exchange for KYW and WPTZ (TV) Philadelphia, change their call letters to KYW-AM-TV at noon today. In Philadelphia, meanwhile, NBC changes the KYW-WPTZ calls to WRCV-AM-TV after simulcast ceremonies at 7:50 this morning. There, too, a widespread promotion campaign is in progress to herald the new call letters.

Slated to participate in the five-minute changeover ceremonies on the new KYW-AM-TV are Donald H. McGannon, WBC president; Rolland V. Tooke, WBC Cleveland vice president and general manager of KYW-TV; KYW General Manager Gordon Davis, and Cleveland Mayor Anthony J. Celebrizze. The ceremonies will be preceded by a 10-minute radio-tv program tracing the history of KYW, which Westinghouse identifies as the ninth oldest call letters in the nation. Westinghouse launched the call letters in Chicago in 1921 and moved them to Philadelphia in 1934.

New KYW-AM-TV Fete

Approximately 1,000 Cleveland civic and business leaders, agency personnel, advertisers, newspaper editors and columnists will be guests of the new KYW-AM-TV at a buffet dinner tonight, and afterward the stations will stage a fireworks display. Coincident with the changeover, 10,000 balloons carrying the new call letters will be released, some of them carrying three-dollar and eleven-dollar certificates (redeemable from the stations) pointing up that KYW remains on 1100 kc and KYW-TV on ch. 3. Recorded and filmed salutes from Ohio and Cleveland dignitaries will be broadcast throughout the week.

The KYW studios and offices have been remodeled and refurbished, and both stations plan to initiate programming changes this week, KYW launching 13 new programs.

NBC's promotion plans for the changeover in Philadelphia include a three-day salute to (and two days of originations from) the Quaker

Future Assignment

PHIL ALAMPI, garden and farm director, WRCA-AM-TV New York, last week was named New Jersey Secretary of Agriculture, effective in July. The appointment was made by the New Jersey State Board of Agriculture with the approval of Gov. Robert Meyner.

Mr. Alampi, who will remain with the station until his contract terminates in July, began a farm news program in New York in 1946 with WJZ (now WABC). He joined WRCA-AM-TV last July. He has been president, vice president and secretary-treasurer of the National Assn. of Television & Radio Farm Directors.

City by NBC-TV's *Today*; full-page ads in local dailies and several weeklies in the area; extensive on-the-air promotion with films and tapes by NBC stars; a parade; skywriting, and salutes to WRCV-AM-TV by six local business firms.

The ceremony marking the call letter change is slated at 7:50 a.m., with NBC's Frank Blair, on *Today*, introducing NBC President Robert W. Sarnoff, Lloyd E. Yoder, NBC vice president and general manager of WRCV-AM-TV, and Philadelphia Mayor Richardson Dilworth at the old KYW building, which has been renamed the NBC Building. Mr. Yoder will take down the KYW call letters for shipment to WBC in Cleveland and put finishing touches on the new WRCA-AM-TV calls.

WBC EXPANDS RESEARCH, APPOINTS GOLDBERG HEAD

New director will act in that capacity for each of Westinghouse's radio and tv stations. Research program expanded to follow 'constantly changing' audience tastes.

A MAJOR research program for its tv and radio stations is being announced today (Monday) by Westinghouse Broadcasting Co., coincident with the naming of Melvin A. Goldberg as WBC's director of research.

Donald H. McGannon, WBC president, said Mr. Goldberg will act as research advisor for each of the company's tv and radio stations. The emphasis on "sound" research, he said, "can be a tremendous asset in programming."

A lecturer on radio and tv research at City College of New York, Mr. Goldberg for the past two years has advised a number of companies on research, communications and management problems. He was director of research of DuMont Television Network at one time and has been with the government's U. S. Information Agency as deputy director of its office of research and evaluation.

Mr. McGannon, noting that "audience tastes, both in radio and television, are constantly changing," said, however, that a change in one city did not necessarily mean that viewing and listening habits of people in other cities would follow a similar trend. "Nor is it true," he continued, "that the so-called national audience, in either radio or television, holds a universal preference for the same kind of entertainment. It will be the objective of the WBC research program to assist the stations to determine the preferences of each of its audiences."

Mr. McGannon said that the research program would strengthen as well as stimulate the "creativity of programmers and producers by furnishing them with a kind of analytical material and studies which can aid them in both their immediate and long-range problems."

The "basic product" in broadcasting, he said, is programming, which when "imaginative and creative . . . [and] backed by the findings of first-rate research, means a better product."



MR. GOLDBERG