

Fans Honor WINS

BASEBALL fans have honored many ball players with a "Day" in the past, but New York Yankee fans have come up with a twist—a tribute to WINS New York in appreciation of home-and-away broadcasts of their favorite team. Saturday has been designated "WINS Day" by the fans and they will meet and talk with station personalities, including Jack Lacy, Martin Starr, Josephine Halpin, Charlie Stark and Jack Lightcap in pre-game ceremonies. A feature of "WINS Day" will be the awarding of gifts, including a European-type sports car and a trip to Bermuda, to the most popular Yankee player selected in a station poll of its listeners.

NBC RADIO STARS

Program, Column to Promote

NBC RADIO is promoting its programs and personalities on a new weekly series, *Radio City Previews* (Fri., 10:35-10:45 p.m. EDT) and in a twice-weekly paid column of the same title to run in newspapers across the country. Debut of the radio show was set for last Friday and the column for tomorrow (Tuesday).

A newly-created NBC personality, Bob MacKenzie (not an actual person), will headline the radio program and write the newspaper column. He is described by NBC radio officials as "the man who knows all about NBC radio programs and stars" and as "the embodiment of the network's new concept of radio promotion—the NBC salesman who will give listeners inside information and interviews with the stars of those programs."

Plans for the MacKenzie promotion were formulated by Jacob A. Evans, NBC director of advertising and promotion, and Clyde L. Clem, supervisor of radio audience promotion. They noted that the value of the plan lies in its timeliness and close integration between the radio series and newspaper columns.

To back up the weekly show and the columns, which will be rotated so as to cover every day of the week and every show on the network, NBC radio will schedule MacKenzie spot announcements several times daily.

Credits on *Radio City Previews* include: Bob Haag in the role of MacKenzie; Parker Gibbs as director, and Jack C. Wilson as writer.

BROCHURE outlining methods of increasing company prestige and adding advertising impact through effective check design has been prepared for radio-TV industry by Todd Co., Rochester, N. Y., check manufacturer.

BROADCASTING • Telecasting

BAB MEMBER MEET

Set for Mid-November

ANNUAL MEMBERSHIP meeting of the BAB probably will be held about mid-November in New York, President William B. Ryan reported last week after meetings of the executive and finance committees.

The date was placed tentatively at Nov. 10 or 11, but is subject to change if it proves conflicting with other major meetings of broadcasters. This is the annual meeting required by BAB's constitution and by-laws, and is not to be confused with the convention traditionally held during NARTB's.

The committee meetings, held Monday, were attended by President Ryan, BAB Board Chairman Charles C. Caley of WMBD Peoria, and the following committeemen:

Finance Committee—John Patt of the Goodwill stations, chairman; Kenyon Brown, KWFT Wichita Falls, Tex.; Joseph Baudino, Westinghouse stations; H. Preston Peters, Free & Peters, and Adrian Murphy, CBS Radio. Executive Committee—Edgar Kobak, chairman; William B. Quarton, WMT Cedar Rapids; Robert D. Swezey, WDSU New Orleans; William Finshreiber, Mutual; and Hugh M. Beville, NBC (representing John Herbert, NBC).

LUCKY STRIKE

Sets College Campaign

AMERICAN Tobacco Co., New York (Lucky Strike cigarettes), will sponsor a daily newscast and a sports and music show (Mon.-Fri.) on 50 college radio stations during the school year, with scripts by station staffs.

United Press news teletype machines will be installed in each station. The Lucky Strike schedule is the first large scale venture by a cigarette firm into college radio and is in addition to the company's extensive campaign in college newspapers and sports programs. BBDO, New York, is the agency.

Alert Equipment

ELECTRONIC signalling equipment for automatic control of civil air raid warning instruments will be supplied to police radio stations throughout Delaware by General Electric Co., the firm has announced. Equipment produces tones which are useful to special civil defense radio receivers connected to air raid warning devices. Receivers activate the devices to produce standard warning signals prescribed by the Federal Civil Defense Administration. Twenty radio receivers already have been ordered, with prospect of more than 200 throughout the state.

CBS Radio *December Bride*, created-produced-directed by Parke Levy, is scheduled for fall season, starting Sun., Oct. 5, 6-6:30 p.m. (EST). Program, preceding *Our Miss Brooks*, stars Spring Byington, Hal March and Doris Singleton. TV version is in preparation.



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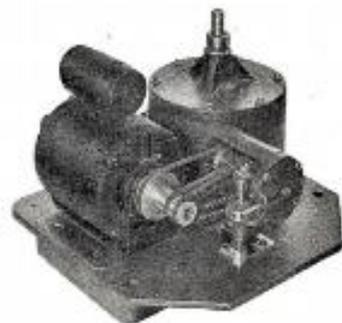
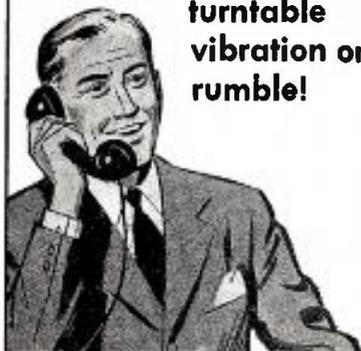
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...and costs less than
other professional
turntables!



Operates quietly...no
turntable
vibration or
rumble!



Geared belts and geared pulleys insure accurate timing for all 3 speeds.

It's a Fairchild exclusive! The new Model 530 Turntable has the *only* synchronous drive integrally designed and built for three speeds. No attachments, no kits are necessary. It reaches *stable speed*—less than 1/2 revolution at 33 1/3 without overshooting. Offers *guaranteed accurate timing* within limits of AC line frequency. Turntable rumble and vibration are practically non-existent.

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