

WBFB card lists three types of rates, the 10 a.m.-3 p.m. daytime plan, (with flat rates for 6-10 a.m. and 3-7 p.m.), evening plan and separate news rates for five-minute news shows and news headlines, all with frequency discounts.

### WITH Adds Audit Service As Food Merchandising Aid

Food store audits every two weeks now are part of the WITH Baltimore food merchandising program, it has been announced by R. C. Embry, vice president of the station. The audits measure the retail volume of sales for any item or brand.

Sidney Hollander Assoc., independent Baltimore marketing research organization, will supervise the program and prepare detailed reports. The cost will be shared by a number of clients, offering participants a convenient and economical means of determining a brand's share of the market, Mr. Embry said. Special rates are available to WITH sponsors.

Brand reports will cover unit volume, unit brand share, dollar sales and dollar brand share.

Details are available from WITH or Sidney Hollander Assoc. The service will begin this month.

### WNPS on Air; WTIK Moves to 690

Todd Storz, president of Mid-Continent Broadcasting Co., last month formally presented the Orleans Parish school board with WNPS, the city's new educational station that uses the facilities of Mid-Continent's WTIK [PROGRAMS & PROMOTIONS, May 12; EDUCATION, Feb. 10]. WNPS operates on WTIK' old 1450 kc, while the latter transfers to 690 kc. The educational station commenced operating at 6 p.m. at a dedication ceremony that included the mayor of New Orleans, Dr. James F. Redmond, president of the Orleans Parish school board and Mr. Storz.

### KBIQ (FM) Gearing for Stereo

New highpower transmitting equipment now is being installed at Mount Wilson for KBIQ (FM) Los Angeles, new call of station formerly designated KPLA (FM). When installation is complete, late this summer, KBIQ will start daily stereophonic broadcasts in conjunction with its am affiliate KBIG Avalon (Catalina), John H. Poole, president of both stations, announced. Otherwise, Mr. Poole said, KBIG and KBIQ will be programmed independently. The stations will offer time at a combined package rate, however.

### New John Blair Calculator Out

A third edition of John Blair & Co.'s saturation calculator (first issued nearly two years ago) is being made available to agencies and advertisers. The firm's theme is that in spot radio, it is saturation and circulation which make up what it terms "satureach." The calculator permits the user to see at a glance the cost of 12, 24, 48 or 96 announcements weekly for five markets or more (grouped by fives) up to 150. Also included are the costs under premium time plans.

### GE Realigns Executives At Schenectady Stations

General Electric's broadcast operation (WGY-WGFM (FM)-WRGB (TV) Schenectady, N. Y.) has a new alignment.

In the new plan announced last week by J. Milton Lang, general manager of broadcasting station operations, Robert F. Reid, manager of WGY, becomes manager of marketing, and Merl L. Galusha, manager of WRGB, becomes manager of operations. Mr. Reid in his new post will direct sales, traffic and promotion, and Mr. Galusha will be responsible for all programming and technical operations for all stations.

Mr. Lang noted that the new alignment would permit a fluid organization and maximum use of talent in both media. He also said that Frank A. Pasley, Caleb Paine and Willard J. Purcell continue in their respective posts of manager of accounting, director of public service and head of advanced technical planning and research for all of the stations.

### Berkmans Named to Top Offices In Chicago Greeting Card Firm

Louis and Jack N. Berkman, president and vice president, respectively, of the Friendly Group stations, have taken top offices in a reorganization of United Printers and Publishers Inc., Chicago greeting card and calendar producer.

Louis Berkman, also president of the Follansbee Steel Corp., Follansbee, W. Va.,

was elected chairman of the board of United Printers. Jack Berman was elected chairman. Friendly Group stations are WSTV-AM-TV Steubenville, Ohio; KODE-AM-TV Joplin, Mo.; WBOY-AM-TV Clarksburg, W. Va.; WPAR Parkersburg, W. Va.; WPIT Pittsburgh, and KMLB Monroe, La.

### REPRESENTATIVES APPOINTMENTS

**KAKE Wichita, Kan.**, has appointed Venard Rintoul & McConnell, N. Y.

**KDAN Eureka, Calif.**, has named McGavren-Quinn Corp.

**WWCO Waterbury, Conn.**, has appointed Jack Masla Assoc.

### STATIONS SHORTS

**WRCA-TV New York** reports its most successful April in station's history—13% increase in total billings over that month last year.

**WABD (TV) New York** has reduced its station personnel effective June 6 by three employees—all assigned to *Nightbeat* interview program which is slated to go off air for summer. Affected are Norman Gelb, Morton Silverstein and Ellen Schapiro.

**WPOW New York** reports increase in overall monthly billing since December 1957 amounts to 250%.

**KMMJ Grand Island, Neb.**, announces it has increased power from 1 kw to 10 kw.

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