

3. Reference is made to the above mentioned three time segments in each day; namely 8 a.m.-1 p.m., 1 p.m.-6 p.m. and 6 p.m.-12 midnight, all local station time. Mutual may add on any day or days, on the same terms and conditions as set forth in Paragraph 1 hereof, participating programs of not more than 30 minutes in length in Mutual option time within any such time segment in which it then has participation programming pursuant to this agreement, provided, however, that no existing participation program in that time segment then has not sold 50% or more of all the participating announcements available for sale in such programs as designated by Mutual.

MERCHANDISING

1. Broadcaster will participate in and support the Mutual plus-value merchandising plan (hereinafter called "the plan") and broadcaster will in connection therewith, do the following:

(A) Broadcaster will make personal contact calls on important manufacturers representatives (including chain jobbers and wholesalers) and retail outlets designated by Mutual, utilizing in connection with these calls the "Plus Value Marketer" book of broadcasting special promotion to be furnished by Mutual. Broadcasters will make during each successive monthly period, not less than one such personal contact call for each two dollars (\$2) of station rate as set forth in the affiliation contract; provided, however, that in no event will any station, regardless of its station rate, be obligated to make less than 10 nor more than 85 such personal contact calls during each such monthly period. Bonus stations will be obligated to make not less than 10 such personal contact calls during each monthly period.

(B) Broadcaster will broadcast on the station each day, at times deemed appropriate by the broadcaster, one 60-second spot announcement employing "Plus-Value" copy supplied by Mutual setting forth the various Mutual advertiser "special promotions" schedule that week on a nationwide basis.

(C) Mutual will broadcast from 5:45-6 p.m. New York City time on Saturday of each week or during some other weekly 15-minute period cleared in advance with broadcaster, its "Plus-Value Report" program which will be in effect a "headquarters show" on the plan of interest to listeners and local dealers. Broadcaster will carry this program either at the network release time or on a delayed basis at another time deemed appropriate by broadcaster.

(D) Broadcaster will prepare and submit to Mutual's promotion department on or before

the 15th day of each month an affidavit report in a form designated by Mutual, and which will set forth, with respect to the immediately preceding month, information as to the personal contact calls made by broadcaster as provided in Paragraph (A) hereof, as to the scheduling of the daily 60-second spot announcement referred to in Paragraph (B) hereof, as to contacts with the wholesale trade and with Mutual advertiser, field sales representatives and as to the other items set forth in the report form.

Victor C. Diehm, WAZL Hazleton, chairman of MAAC, was in charge of last week's meeting. Other MAAC members on hand were Carter Peterson, WCCP Savannah, Ga.; Jack Younts, WEEB Southern Pines, N. C.; Mort Watters, WCPO Cincinnati; Hugh Potter, WOMI Owensboro, Ky.; Don Campbell, WILD Birmingham; Bob McRaney, WCBI Columbus, Miss.; John Walter, WJPG Green Bay, Wis.; Nick McKeller, KVOX Moorhead, Minn.; Boyd Kelly, KTRN Wichita Falls, Tex.; Wendell Mays, KBWD Brownwood, Tex.; Col. Lowder, KFEL Denver; Rex Howell, KFXJ Grand Junction, Colo. Absent was Roy Thompson. WRTA Altoona, Pa.

New Affiliates Raise ABC-TV Total to 196

SEVEN more stations have joined ABC-TV as affiliates, raising total number of affiliates to 196, Alfred R. Beckman, national director of the ABC station relations department, announced last week. New affiliates are:

WAPA-TV San Juan, P. R., (ch. 4), owned and operated by WAPA-TV Inc. with Jose R. Quinones as general manager; WALB-TV Albany, Ga. (ch. 10), owned and operated by the Herald Pub. Co., with Tom Stillwagon as general manager; WGAN-TV Portland, Me.

'Home' at Gimbel's

IN WHAT was described as "the first major promotional tie-up between a national tv program and a leading department store," NBC-TV's *Home* series (Mon.-Fri., 11-12 noon, EDT) will present a special shopping tour of Gimbel's Dept. Store in Philadelphia this Thursday. The major portion of *Home* will originate from Gimbel's and all merchandise seen on the various segments of the show—fashions, home furnishings, shopping news items and sponsors' products—will come from the store's stock. It is said to be the first in a series of similar promotions being planned by the *Home* unit and the NBC Merchandising Dept. with various department stores throughout the country.

(ch. 13), owned and operated by Guy Gannett Broadcasting Services Inc., with C. E. Gatchell as general manager.

KGEO-TV Enid, Okla. (ch. 5), owned and operated by Streets Electronics Inc., with George Streets as general manager, effective June 1; WMAZ-TV Macon, Ga. (ch. 13), owned and operated by Southeastern Broadcasting Co. with Wilton E. Cobb as general manager, effective June 13; WKST-TV Newcastle, Pa. (ch. 45), owned and operated by WKST Inc., with S. W. Townsend as general manager, effective Sept. 1, and WTIK-TV Durham, N. C. (ch. 11), owned and operated by Durham Broadcasting Enterprises, with Harmon Duncan as general manager.

Now for the first time— a Magnecorder under \$300

the new M30 professional tape recorder

Now broadcast stations can buy extra Magnecorders at an unheard-of low price! Using the same tape drive system as the famous PT6 and PT63 Magnecorders, the M30 is precision built to the professional standards that have made Magnecorder the 3-to-1 choice of radio engineers.

Also available with built-in speaker

The M30 is equipped with monitor jack and high and low level output for external amplifier. Model M33 at slightly higher cost includes power output stage and integral PM speaker in addition to high fidelity output. See your dealer, listed under "recorders" in the classified telephone directory.



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DEPT. B-5

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