



WXYZ

and only WXYZ offers you a complete merchandising service in the great Detroit market . . .

Here's how it works: A noted citrus packer wanted to introduce his line in the Detroit market. Because WXYZ has a reputation for *complete* merchandising, WXYZ landed the *complete* assignment: jobbers, distribution, etc. In the FIRST year, sales zoomed from

66th place to 12th place!

If you have a product to sell in Detroit, remember: 1) WXYZ has tremendous sales power . . . 2) only WXYZ in Detroit offers a complete merchandising service . . . 3) at WXYZ the emphasis is on *sales efficiency!*

At present, WXYZ has available . . .

Abbott & Costello, 9:00 pm, Wednesdays. This popular network show, starring Hollywood's top comedy team, is available *locally* over WXYZ.

Baukhage Talking, 1:00 pm, Tuesdays and Thursdays. A prestige news program from the nation's capital, in an ideal noon time spot.

America's Town Meeting of the Air, 8:30 pm, Tuesdays. Famous personalities, vital issues, exciting debate on America's favorite radio forum.

Mr. President, 2:30 pm, Sundays. Starring Edward Arnold. The program that has *everything*: history, patriotism, drama, thrills, suspense!

... your best bet—both ends of the alphabet

1270 KC—5,000 WATTS



Call the ABC spot sales office nearest you for information about any or all of these stations:

WJZ—New York 50,000 watts 770 kc

KECA—Los Angeles 5,000 watts 790 kc

WENR—Chicago 50,000 watts 890 kc

WXYZ—Detroit 5,000 watts 1270 kc

KGO—San Francisco 50,000 watts 810 kc

WMAL—Washington 5,000 watts 630 kc

ABC Pacific Network

ABC

American Broadcasting Company