

THE SUN

A. S. ABELL COMPANY

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BALTIMORE 3, MD.

WMAR TV & FM -the stations with the prestige

From the first hour that The Sunpapers' stations were on the air, they carried the prestige of a great Maryland institution. WMAR-TV, Maryland's pioneer television station—is on the air every day (Channel 2), with programming *in* the public interest and *to* the people's taste.

FLASH!

Station WMAR-TV, now affiliated with CBS, is the only station in Maryland carrying the CBS television programs.

WMAR-FM is catching on fast, and operates daily on Channel 250 (97.9 Mc.).

Together, these are the stations with the prestige—an extra ingredient that gives extra pull to your advertising.

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