



**WHAT MAKES WXYZ-TV AND WXYZ RADIO
DETROIT'S MOST POPULAR STATIONS? ***

Talent and production staffs with original ideas . . . the kind of original ideas that put WXYZ-TV's "Lunch with Soupy Sales" on ABC network and brought the nation J. L. Hudson's Thanksgiving Day Parade.

This originality made WXYZ Radio's mobile studios one of America's most imitated broadcasting techniques . . . the same WXYZ Radio that originated The Lone Ranger and Green Hornet.

Michigan's "young at heart" audiences expect this originality from Broadcast House. We call it *WXYZing!* In this big car buying year, there'll be more money around Southeast Michigan than ever, so put *WXYZing* in your plans!

*See for yourself. Check the rating books.

THE STATIONS WITH **WXYZing**

WXYZ-TV CHANNEL 7 • WXYZ RADIO 1270 • ABC-DETROIT

Represented nationally by Blair-TV and John Blair & Co.

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