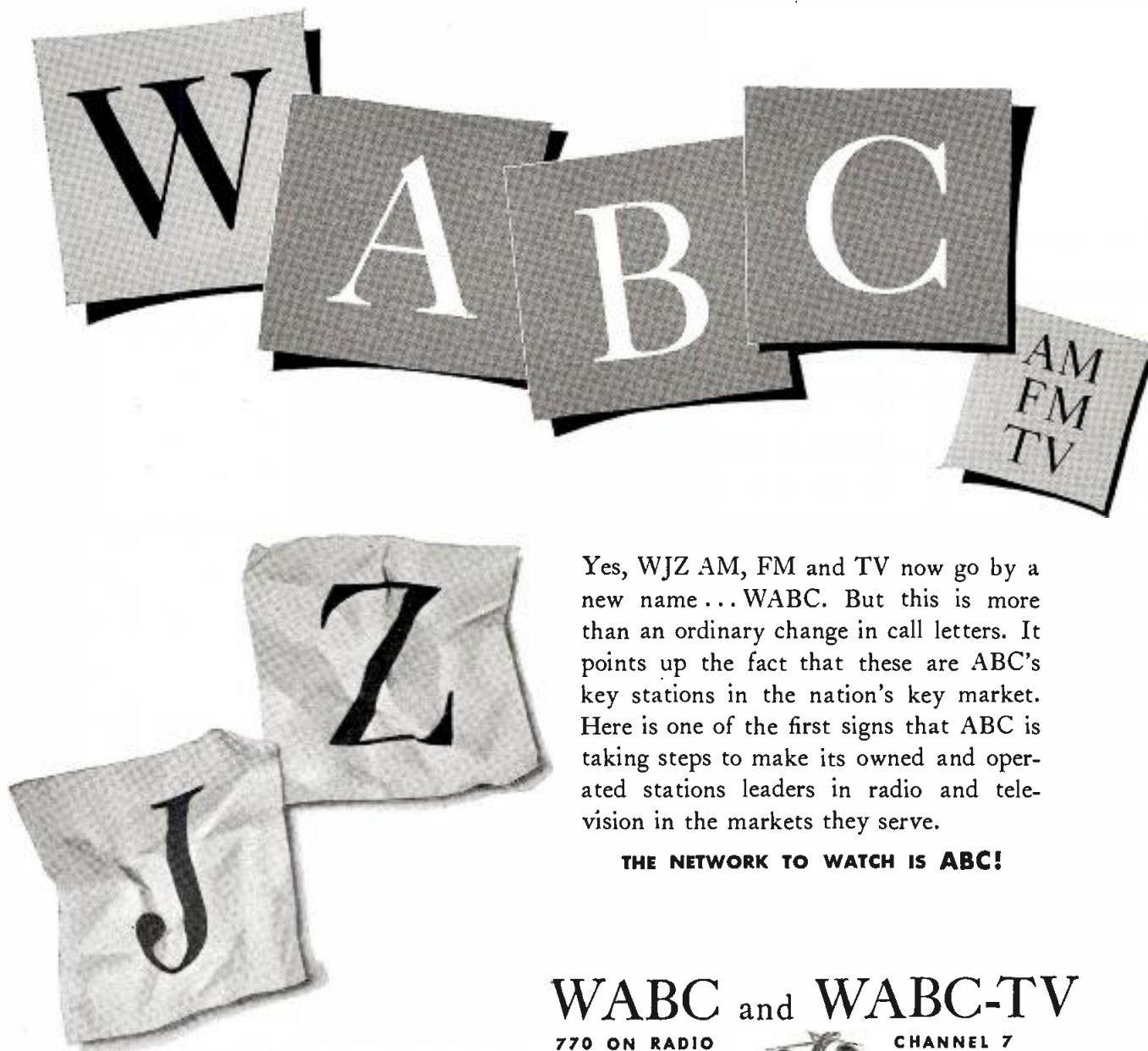


ABC has a new name in New York...



Yes, WJZ AM, FM and TV now go by a new name... WABC. But this is more than an ordinary change in call letters. It points up the fact that these are ABC's key stations in the nation's key market. Here is one of the first signs that ABC is taking steps to make its owned and operated stations leaders in radio and television in the markets they serve.

THE NETWORK TO WATCH IS ABC!

WABC and WABC-TV
770 ON RADIO CHANNEL 7

THE KEY STATIONS IN NEW YORK OF



AMERICAN BROADCASTING COMPANY

Represented by Edward Petry & Company