



NOWHERE was rock bottom.

YOU is a radio station. **WTIX**.

WHAT it came to be was a big factor in New Orleans radio.

19 months ago WTIX was *eleventh* among *eleven* stations. (Is that nowhere, or isn't it?) About that time Mid-Continent took over, with new programming, ideas, excitement.

In ten months WTIX hit the top in audience, and has been first or second consistently ever since. Current first-place all-day rating: 16.3%*.

When was your impression of New Orleans radio formed? That long ago? Talk to national rep Adam J. Young, Jr. (who comes to you out of *somewhere*) or WTIX General Manager Fred Berthelson.

*Hooper Radio Index, 7 a.m.-6 p.m., Mon.-Fri., March, 1955



MID-CONTINENT BROADCASTING COMPANY

President: Todd Storz

KOWH, Omaha
Represented by
H-R Reps, Inc.

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

the new

WTIX

New Orleans 16, La.