



**Do I know New Orleans Radio? Bought Some Time
just the other day . . . in September, 1953**

Sound like anybody you know? Buy *him* some time to give him a chance to freshen up a bit. Two years have made a big difference in New Orleans radio. That difference is spelled W-T-I-X.

Eleventh in audience among eleven stations then . . .
 . . . *first* in audience among eleven stations now.
 All-day average share: 20.2%. Second station: 11.9%.*

Primary reason: Mid-Continent management, effective 9/53, which meant new programming, ideas, excitement. It took ten months. That would place us in July, 1954. Your New Orleans radio orientation earlier than then? Get a refill . . . from National Rep Adam J. Young, Jr., or, WTIX General Manager Fred Berthelson.

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



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.