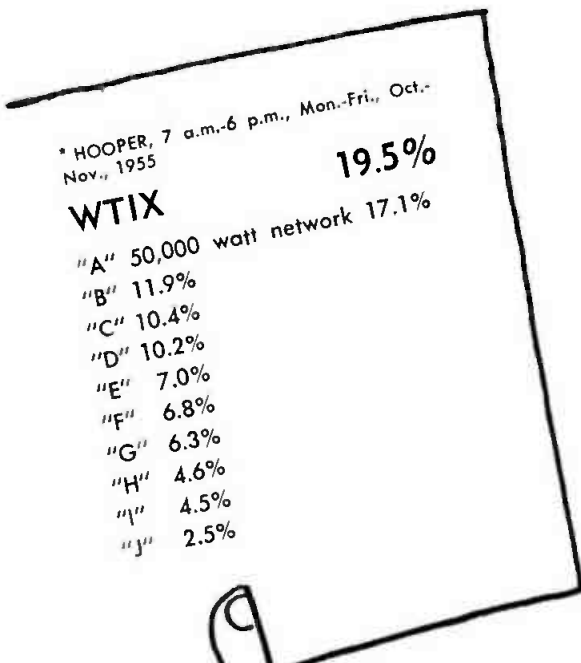


This is radio, New Orleans style:



WTIX is New Orleans' favorite daytime dish*



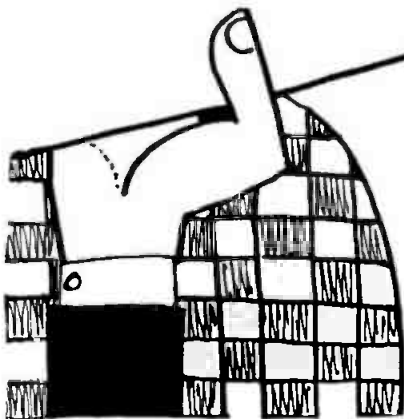
New Orleans—where the station which was 11th of 11 in audience in 1953, is on top today—per Hooper*—with 19.5% average daytime share of audience.

New Orleans—where listening tastes of a lifetime have *changed*. It's the Mid-Continent recipe that does it, with new programming, ideas and excitement.

Signal for Adam J. Young, Jr., or talk to WTIX General Manager Fred Berthelson.

the new
WTIX

New Orleans 16, La.



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WTIX, New Orleans
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Adam J. Young, Jr.