

# New Hooper\* – New High – New Orleans



## Still Rocketing!

WTIX .....	26.2%
Station "A" .....	17.1%
Station "B" .....	8.3%
Station "C" .....	8.1%
Station "D" .....	7.8%
Station "E" .....	7.1%
Station "F" .....	6.5%
Station "G" .....	5.5%
Station "H" .....	5.1%
Station "I" .....	3.8%
Station "J" .....	3.7%

New Orleans' new radio leader is still *rocketing*. New Hooper\* for New Orleans shows a new high in audience for WTIX:

**29.0%**                      **24.1%**                      **26.2%**  
**morning**                      **afternoon**                      **all-day**

WTIX is first in 150 out of 220 weekly quarter hours, second in 70, third or lower in NONE.\*\* WTIX is demonstrating vigorous ability to attract listeners . . . to *keep* them attracted . . . and (here's where *you* come in) to *sell*. Get the New Orleans story from Adam Young, or WTIX General Manager, Fred Berthelson.

\* Hooper Radio Index, 7 a.m.-6 p.m., Mon.-Fri., April-May, 1956.

\*\* Hooper Continuing Measurement of Broadcast Audience, Jan.-March, 1956.



**MID-CONTINENT BROADCASTING COMPANY**

"The STORZ Stations"—Todd Storz, President

*the new*  
**WTIX**

New Orleans 16, La.

WDGY, Minneapolis-St. Paul  
 Represented by  
 Avery-Knodel, Inc.

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.

COMING SOON: WQAM, Miami, Florida—Transfer subject to FCC approval.