

10 New Orleans radio stations look up to WTIX

*(They have to. WTIX leads
them all, by a big margin
in all-day share-of-audience)*

Among New Orleans' 11 radio stations, WTIX has been a commanding first for some time now, and with each passing day grows upward and onward. Of 220 weekly quarter hours, 170 (new high) belong to WTIX, which also has 40 2nd place quarters, 10 thirds . . . and not a single one lower!*

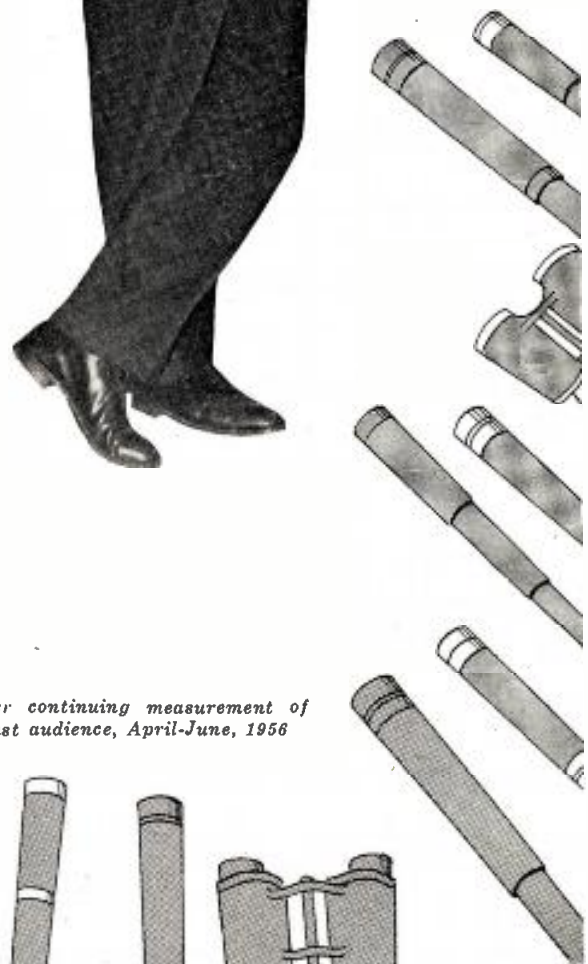
Another look at new data shows WTIX with *double* the audience of the nearest network competitor! 'Nuff said. It's Storz Stations news, music, ideas at work. Put Adam Young to work, or look up WTIX General Manager, Fred Berthelson.



the new
WTIX

New Orleans 16, La.

* Hooper continuing measurement of
broadcast audience, April-June, 1956



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