



"Nice looking case  
you have there.  
What's in it for us?"

"Plenty—if you're  
buying New Orleans.  
I've got a brand-new Pulse that  
puts WTIX further ahead."

The very latest Pulse\* shows WTIX with an even bigger lead over the next station in 11-station New Orleans—first in the morning (19.0%), first in the afternoon (19.0%) and first all day. Hooper continues to give WTIX top audience share in every time period, with a first place 20.3% all-day average.

Storz Station programming ideas and excitement have created a new New Orleans listening habit, which in turn is producing a new New Orleans time-buying habit. Next time the Young man calls, make him tell you the WTIX story. Better still, give him a call—or talk to WTIX General Manager Fred Berthelson.

\* 7 a.m.-6 p.m., Mon.-Fri.

# WTIX

New Orleans

**The Storz Stations**  
*Today's Radio for Today's Selling*

TODD STORZ,  
*President*

**WDGY**  
Minneapolis-St. Paul

**WHB**  
Kansas City

**WQAM**  
Miami

**KOWH**  
Omaha

**WTIX**  
New Orleans

*Represented by John Blair & Co.*

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