

Only 22 weekly
quarter hours
don't
belong to WTIX.

The
other 266 do!

The brand new Pulse gives WTIX a virtual clean-sweep of the New Orleans radio day. Of 288 quarter hours from Monday through Saturday . . . WTIX is first in 266.

Thus a new dimension of dominance is added to WTIX's continuing—and widening leadership among New Orleans' 11 radio stations.

The most recent (June-July) Hooper shows WTIX with a decisive lead—claiming slightly over twice the audience of the runner-up station. WTIX's share: 23.2%; next station's share: 11.5%.

Storz Station round-the-clock excitement and ideas have created a new New Orleans listening habit, with new time-buying habits to match. Spare the Adam Young man a little time out of your day to tell you why you get nothing but good times out of WTIX's day. Or, talk to WTIX general manager Fred Berthelson.

WTIX *first in 11-station* **NEW ORLEANS**



**STORZ
STATIONS**

TODAY'S RADIO FOR TODAY'S SELLING

WDGY Minneapolis St. Paul

WHB Kansas City

WQAM Miami

REPRESENTED BY JOHN BLAIR & CO.

TODD STORZ, PRESIDENT

WTIX New Orleans

REPRESENTED BY ADAM YOUNG INC.