"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, first in the afternoon, and first all day with 21.1%. Hooper continues to give WTIX top audience share in every time period, with a first place 24.1% all-day average.

First place Hooper quarter hours: 200 out of 220.

First place Pulse quarter hours: 281 out of 288.

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.

**WTIX**

_first and getting firster in 11 station_

NEW ORLEANS

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**STORZ STATIONS**

TODAY'S RADIO FOR TODAY'S SELLING

TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

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