



"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

**STORZ
STATIONS**
TODAY'S RADIO FOR TODAY'S SELLING
TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.
WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.
WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.