



**"See where  
WTIX is getting  
firster!"**

**"Right!  
More than  
twice the  
audience of  
the next  
two stations  
combined."**

**New word from New Orleans:**

WTIX now enjoys 29.2% of the daytime radio audience. (7 a.m.-6 p.m., Mon.-Fri., November-December Hooper.)

**And then, there's Pulse:**

WTIX is first in 433 quarter-hours, tied for first in 22, second in only 48 and third in only 1 . . . of a total of 504 quarter hours.

So whether you go by Hooper or Pulse . . . you've got yourself the dominant New Orleans station . . . when you buy WTIX.

Chat with Adam Young . . . or WTIX General Manager Fred Berthel-son.

**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.