



**"By golly—every
time you turn
around WTIX
jumps further
out in front!"**

Photograph by John Burwell

**New New Orleans Pulse spotlights the trend:
WTIX is first every daytime quarter-hour . . .
and first in 462 of all 504 quarters.***

Storz Station audience-centered programming goes from strength to strength in 11-station New Orleans. Day after day more people switch to WTIX and are held there by warm, friendly, enthusiastic *professional* air personalities. Hooper proves it, too. WTIX is first, with

nearly one-third of the New Orleans audience. The dominance of WTIX can mean your dominance, too. Spend a quarter-hour or so with Adam Young, or talk to WTIX General Manager, Fred Berthelson.

*Jan.-Feb., 6 A.M.-midnight

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.