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.