

This Wednesday at 6 p.m.
 The New Orleans radio station with
 32.2% of the audience will become

20 TIMES MORE POWERFUL



The change-over story is being brought forcefully to New Orleans' attention by powerful promotion, including posters like this one at high-traffic Canal & Royal Streets.

May 7, WTIX goes to 5,000 watts—and takes over the 690 spot on the dial. Result? Over 1,000,000 new listeners added. Now WTIX's 24-hour service extends over the entire Gulf area—from Texas to Florida. Now, more than ever, the New Orleans buy is WTIX—the station which even before the change had more audience than the next 3 stations combined. (Current Hooper.) See the Adam Young man, or WTIX General Manager Fred Berthelson.

WTIX

first . . . and getting first . . . and now 20 times more powerful . . . with
5,000 watts . . . at 690 kc
NEW ORLEANS

STORZ STATIONS
 TODAY'S RADIO FOR TODAY'S SELLING
 TODD STORZ, PRESIDENT • HOME OFF. CO. 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.