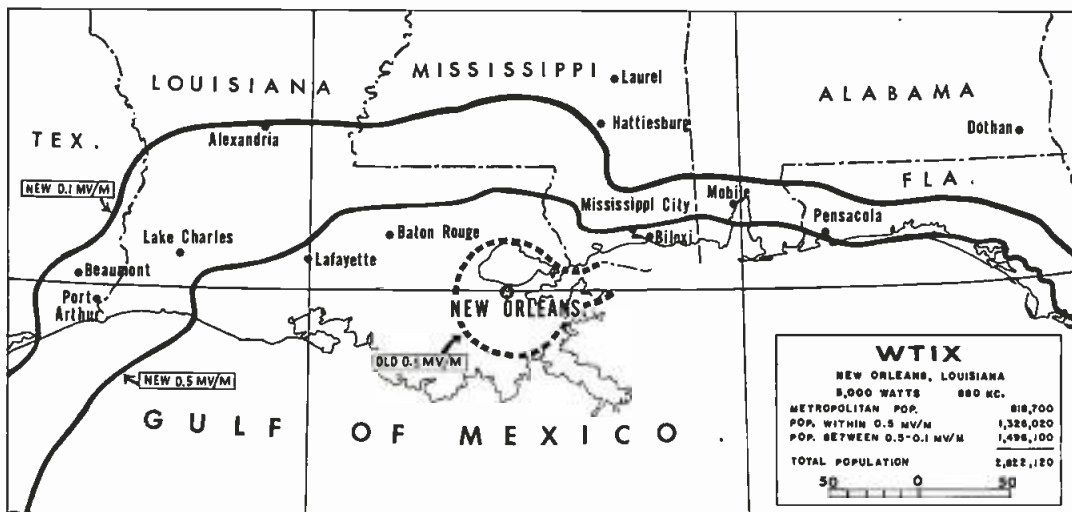


NOW! *The New Orleans radio Station with 32.2% of the audience—***WTIX***—is*
20 times more powerful
with 5,000 watts
on 690 k.c.



It happened May 7th, at 6 p.m. WTIX took over the 690 spot on the dial, and increased its power 20 times—to 5,000 watts. 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 *big* New Orleans buy is WTIX—the station which even before the change was more popular

than the next 3 stations combined (Hooper), *and*—first in every daytime Pulse $\frac{1}{4}$ hour, *and*—first in 462 of all 504 Pulse quarters.* Talk 5,000 watts and 690 kc. to Adam Young . . . or WTIX General Manager Fred Berthelson.

* Jan-Feb., 6 a.m.-midnight

WTIX

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