



**1,000,000 new
listeners?**

**Sure . . .
20 times the
power**

**WTIX — *already dominant first* —
now with 5,000 watts, on 690 kc.**

Result? Over 1,000,000 new listeners added! Now WTIX's 24-hour creative programming 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, (32.2% all-day average, current

Hooper) . . . *and first in every daytime Pulse quarter-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*

THE NEW WTIX NEW ORLEANS

first . . . and getting first . . .

5,000 watts • 690 kc.

**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.