



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

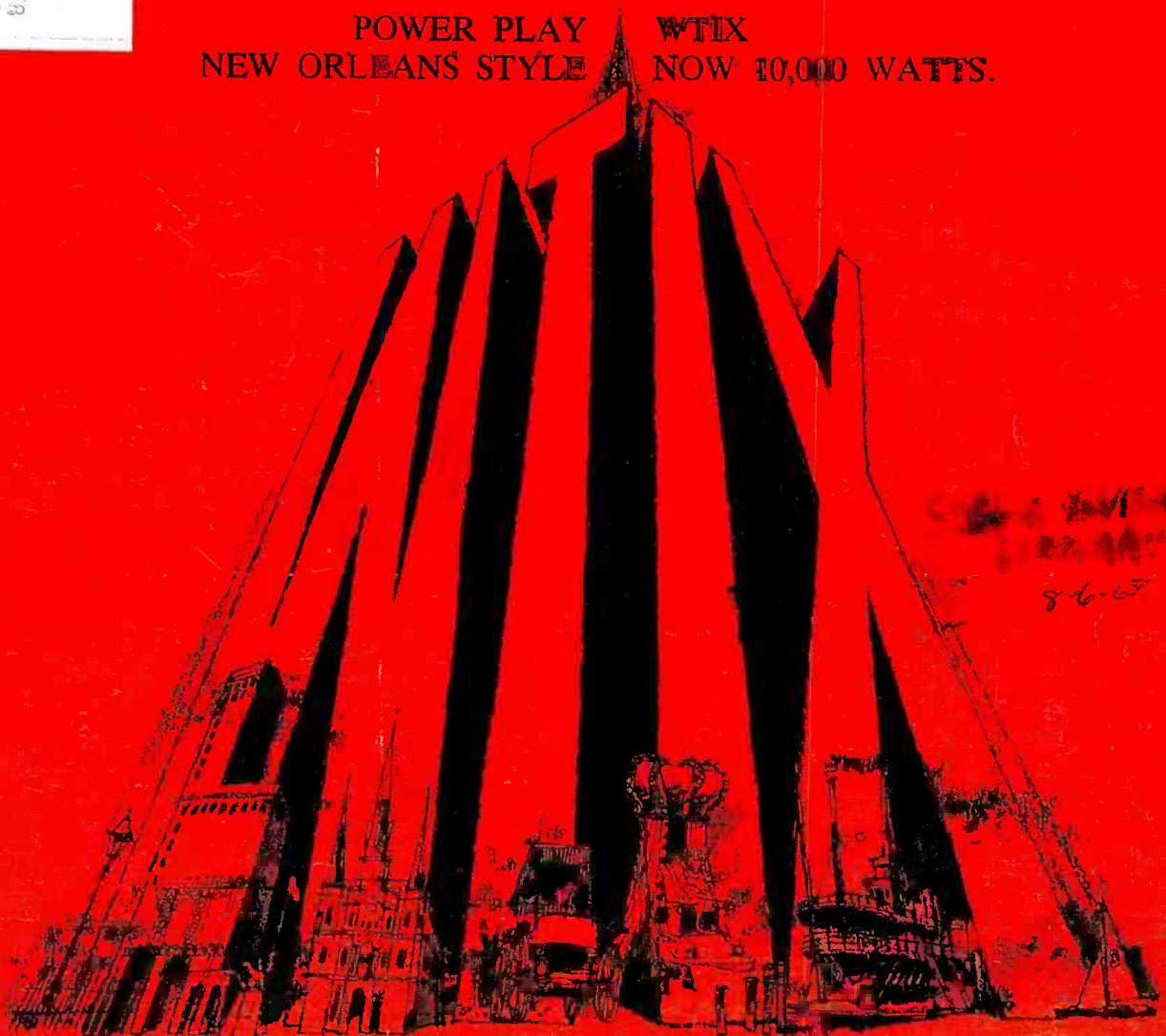
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CALIFORNIA COLLEGE
C. P. YLVIKAKKO LIB
STOCKHEAD WA
56560
TO EXP 12 / 8

POWER PLAY
NEW ORLEANS STYLE

WTIX
NOW 10,000 WATTS.



8-6-66

Thursday morning, August 1, New Orleans virtually annexed 4,500 square miles of good Southern soil. With it came a quarter of a million available new listeners as New Orleans' number one radio sound, WTIX 690, doubled its daytime broadcast power to 10,000 watts. That's broadcast power — New Orleans style. To you it means even more buying power. Lots more. New Orleans' number one radio buy "just keeps getting better."

WTIX 690 New Orleans/Storz Broadcasting Company

Represented nationally by Robert L. Eastman Co., Inc.