

# NEWSMAKER STATION of the WEEK

## **WTIX** appoints **EASTMAN**

In 1803 Thomas Jefferson made history  
with the "LOUISIANA PURCHASE" ...

Now YOU can make sales history with the  
modern "LOUISIANA PURCHASE"

# WTIX

## NEW ORLEANS, LA.

**POWER: 5000 WATTS ON 690 KC**

**PULSE: #1 IN 39 OF 48-1/4 HOURS**

[M-F, 6 AM-6 PM  
APRIL '60]

**PROVEN SALES RESULTS**

See your **EAST/man**  
for details



WTIX—THE STORZ STATION



**robert e. eastman & CO., inc.**  
representing major radio stations

**NEW YORK:**  
527 Madison Avenue  
New York 22, N. Y.  
PLaza 9-7760

**CHICAGO:**  
333 N. Michigan Ave.  
Chicago, Illinois  
Financial 6-7640

**SAN FRANCISCO:**  
Russ Bldg.  
San Francisco, Cal.  
YUkon 2-9760

**DALLAS:**  
211 North Ervay Bldg.  
Dallas, Texas  
Riverside 7-2417

**ST. LOUIS:**  
Syndicate Trust Bldg.  
915 Olive St.  
St. Louis, Missouri  
CEntral 1-6055

**LOS ANGELES:**  
Taft Building  
1680 N. Vine St.  
Hollywood, Cal.  
HOLlywood 4-7276

**DETROIT:**  
Book Building  
Detroit, Mich.  
WOODward 5-5457