



Living dangerously . . . in New Orleans

You can do a lot of living in New Orleans' lot of past . . . but in radio it's dangerous. Not *could* be. *Is*

Because until as recently as two years ago the heretofore showed a radio station named WTIX smack on the bottom of an eleven station market.

Then Mid-Continent took over and ten months later WTIX was New Orleans' number 1-rated station.

It's been at or near the top ever since.

A drastic upset in time-buying habits has followed this upheaval in the New Orleans listening habit. How old is your New Orleans story? That old? Call Adam J. Young, Jr., or WTIX General Manager Fred Berthelson.



MID-CONTINENT BROADCASTING COMPANY

President: Todd Storz

KOWH, Omaha
Represented by
H-R Reps. Inc.

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

the new
WTIX

New Orleans 16, La.