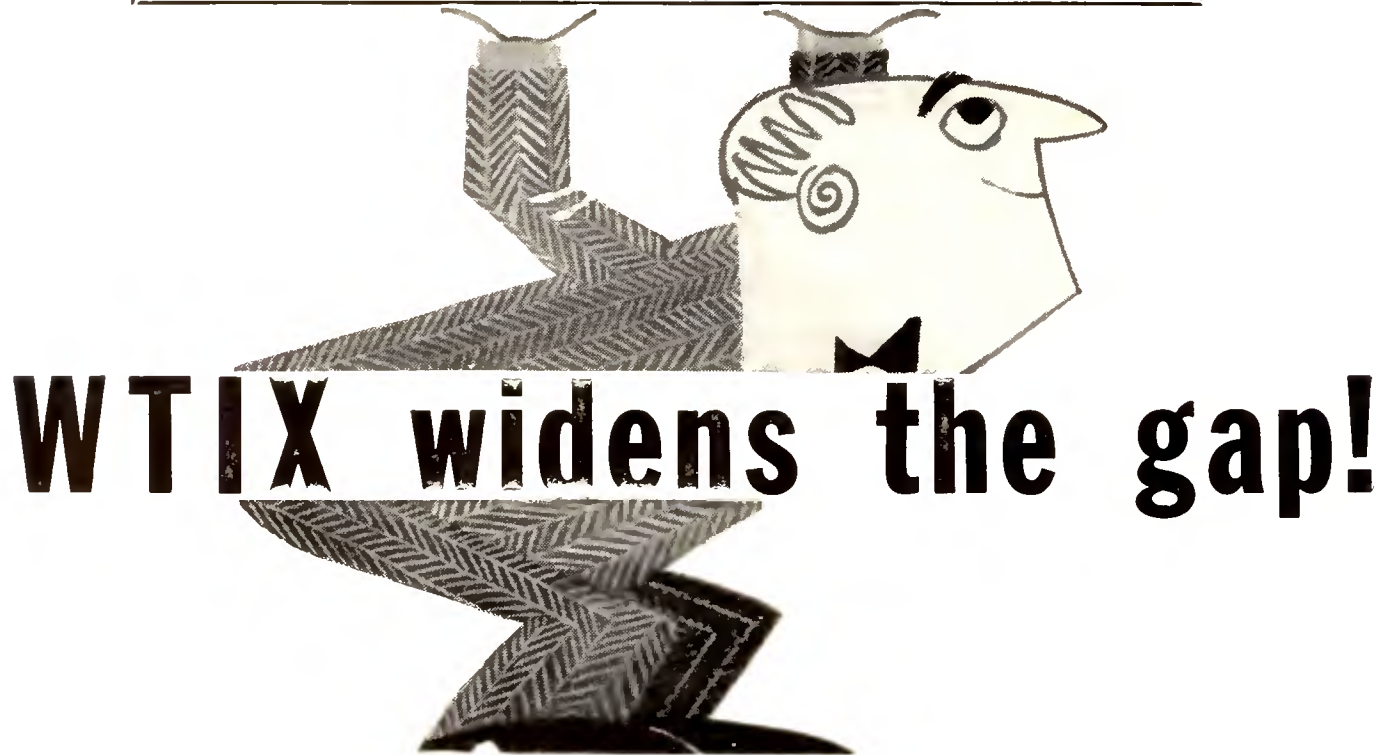


New quarterly Hooper* documents
WTIX's increasing leadership in New Orleans
Out of 44 quarters in the average radio day

WTIX has	23 firsts	19 seconds	2 thirds
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Station "A" has <small>(50,000 watt net)</small>	15 firsts	3 seconds	11 thirds
Station "B" has	6 firsts	3 seconds	7 thirds

In fact WTIX is the only station with nothing but win, place and show in all quarter hours.

Current first place Hooper share of audience: 21.2%**. Second Station: 18.0%. Third station, 11.3%. My, how listening habits of a lifetime have been overturned in New Orleans. And how buying habits are keeping pace. Talk to Adam Young, or WTIX General Manager Fred Berthelson.

*Hooper Continuing Measurement of Broadcast Audience, Oct.-Dec., 1955
 **Hooper average share of audience, 7 a.m.-6 p.m. Mon.-Fri. Dec. 1955-Jan. 1956

the new
WTIX



MID-CONTINENT BROADCASTING COMPANY

President: Todd Storz

New Orleans 16, La.

WHB, Kansas City
 Represented by
 John Blair & Co.

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

WDGY, Minneapolis-St. Paul
 Represented by
 Avery Knodel

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