

# New Hooper\*—New High—New Orleans



## Still Rocketing!

<b>WTIX</b>	<b>26.2%</b>
Station "A"	17.1%
Station "B"	8.3%
Station "C"	8.1%
Station "D"	7.8%
Station "E"	7.1%
Station "F"	6.5%
Station "G"	5.5%
Station "H"	5.1%
Station "I"	3.8%
Station "J"	3.7%

New Orleans' new radio leader is still *rocketing*. New Hooper\* for New Orleans shows a new high in audience for WTIX:

**29.0%**      **24.1%**      **26.2%**  
**morning**      **afternoon**      **all-day**

WTIX is first in 150 out of 220 weekly quarter hours, second in 70, third or lower in NONE.\*\* WTIX is demonstrating vigorous ability to attract listeners . . . to *keep* them attracted . . . and (here's where *you* come in) to *sell*. Get the New Orleans story from Adam Young, or WTIX General Manager, Fred Berthelson.

\* Hooper Radio Index, 7 a.m.-6 p.m., Mon.-Fri., April-May, 1956.

\*\* Hooper Continuing Measurement of Broadcast Audiences, Jan.-March, 1956.



**MID-CONTINENT BROADCASTING COMPANY**

"The Storz Stations"—President: Todd Storz

WDGY, Minneapolis-St. Paul  
 Represented by  
 Avery-Knodel, Inc.

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

WHB, Kansas City  
 Represented by  
 John Blair & Co.

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

Coming Soon—WQAM, Miami—Transfer Subject to FCC Approval

*the new*  
**WTIX**

New Orleans 16, La.