

New Hooper*—New High—New Orleans



Still Rocketing!

WTIX	26.2%
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.

the new
WTIX

New Orleans 16, La.



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 Reps, Inc.

WHB, Kansas City
 Represented by
 John Blair & Co.

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

WQAM,* Miami
 Represented by
 John Blair & Co.

*Transfer Subject to FCC Approval