



higher higher higher

**WTIX continues to increase its audience
... still in first place all day long, by a big margin in
New Orleans, a city with 11 radio stations.**

With each passing day WTIX upward growth goes on. 22.7%
of the average morning audience dials WTIX.

Of 220 weekly quarter hours, 170 (a new high) belong to
WTIX, which also has 40 2nd place quarters, 10 thirds . . . and not a
single one lower!* WTIX is the only New Orleans radio station show-
ing consistent share gains. This continuing trend in listening is
accompanied by a growing trend in time-buying as more and
more advertisers discover the pulling power of *The Storz Stations'*
news, music, and ideas. Every moment's a good moment on WTIX.
Spend a moment with Adam Young, or WTIX General Manager,
Fred Berthelson.

*Hooper Continuing Measurement of Broadcast Audience,
April-June, 1956.

"The Storz Stations"

President: Todd Storz

the new
WTIX

New Orleans 16, La.

WDGY
Minneapolis-St. Paul

WHB
Kansas City

WQAM
Miami

KOWH
Omaha

WTIX
New Orleans

Represented by John Blair & Co.

Represented by Adam Young, Inc.