



***"These figures don't leave any doubt about New Orleans listening, do they?"***

**WTIX FIRST  
IN AUDIENCE BY  
WIDE MARGIN\***

<b>WTIX</b> . . . . .	<b>22.6%</b>
Station "A" . . . . .	12.2%
Station "B" . . . . .	10.6%
Station "C" . . . . .	10.3%
Station "D" . . . . .	9.6%
Station "E" . . . . .	9.4%
Station "F" . . . . .	9.2%
Station "G" . . . . .	6.1%
Station "H" . . . . .	5.6%
Station "I" . . . . .	4.8%

\*Hooper, 7 a.m.-6 p.m.  
Mon. Fri., Nov.-Dec. 1956.

Month after month after month WTIX maintains or widens its convincing number one audience position in this 11-station market. This leadership extends to a quarter-hour count, too. Of 220 weekly quarter hours, 170 belong to WTIX, which also has 40 second-place quarters, 10 thirds . . . and not a single one lower!

And wait, just wait until you see the latest Pulse—and you'll see the tremendous effect of Storz Station programming quality on New Orleans radio listening. Get the detailed "figures that leave no doubt" from Adam Young, or WTIX General Manager **FRED BERTHELSON**.

**WTIX** *first in audience in* **NEW ORLEANS**

<p><b>The Storz Stations</b> <i>Today's Radio for Today's Selling</i></p>	<p><b>TODD STORZ,</b> <i>President</i></p>
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**WDGY**  
Minneapolis-St. Paul

**WHB**  
Kansas City

**WQAM**  
Miami

**KOWH**  
Omaha

**WTIX**  
New Orleans

*Represented by John Blair & Co.*

*Represented by Adam Young Inc.*