



**"Yes, but how's  
WTIX doing  
on Pulse?"**

**"First place,  
that's how."**

WTIX is first in latest New Orleans Pulse with 19.5% average share of daytime audience.\*

And here's something else Pulse reveals: WTIX has more Pulse points than any other New Orleans radio station from 6 a.m. to 12 midnight, Sunday through Saturday. Hooper, too, shows WTIX to be first all day in this 11-station market. This is what Storz Station programming, ideas and excitement have done to New Orleans radio listening, and continue to do month after month. This audience pulling power has been bringing satisfying results to more and more national and local Advertisers. How about you? Get the details from Adam Young or WTIX General Manager FRED BERTHELSON.

\*6 a.m.-6 p.m., Monday-Friday, Nov.-Dec., 1956.

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

**The Storz Stations**  
*Today's Radio for Today's Selling*

**TODD STORZ,**  
*President*

**WDGY**  
Minneapolis-St. Paul

**WHB**  
Kansas City

**WQAM**  
Miami

**KOWH**  
Omaha

**WTIX**  
New Orleans

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