



*"Check the Pulse
before you buy
New Orleans"*

*"Already have . . .
So I've already
bought WTIX"*

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 *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

Represented by John Blair & Co.

Represented by Adam Young Inc.