

Only 22  
quarter hours  
don't  
belong to WTIX.  
The  
other 266 do.

The brand new Pulse gives WTIX a virtual clean sweep of the New Orleans radio day. Of 288 quarter hours from Monday through Saturday . . . WTIX is first in 266.

Thus a new dimension of dominance is added to WTIX's continuing and widening leadership among New Orleans' 11 radio stations.

The most recent (June-July) Hooper shows WTIX with a decisive lead—claiming slightly over twice the audience of the runner-up station. WTIX's share, 23.2%; next station's share: 11.5%.

Storz Station round the clock excitement and ideas have created a new New Orleans listening habit, with new time buying habits to match. Spare the Adam Young man a little time out of your day to tell you why you get nothing but good times out of WTIX's day. Or, talk to WTIX general manager Fred Berthelson.

**WTIX**  
*first in 11-station*  
**NEW ORLEANS**



**STORZ  
STATIONS**

TODAY'S RADIO FOR TODAY'S SELLING

WDGY Minneapolis St. Paul  
WHB Kansas City  
WQAM Miami  
REPRESENTED BY JOHN BLAIR & CO.

**TODD STORZ, PRESIDENT**

WTIX New Orleans  
REPRESENTED BY ADAM YOUNG INC.