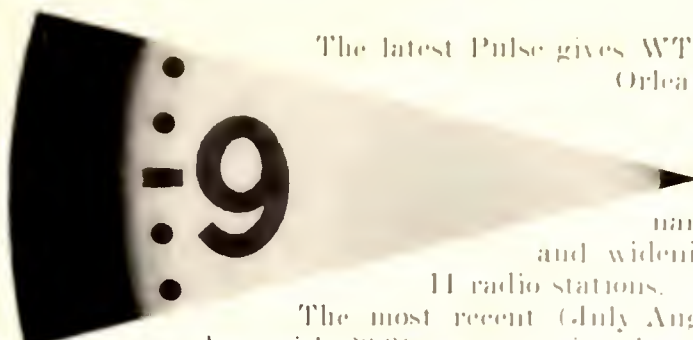


Only 22
quarter hours
don't
belong
to
WTIX.
The
other 266 do.



The latest 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 (July-August) Hooper shows WTIX in first place with 23.3%—over twice the runner-up station's 11.1%.

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.