



You may remember reading in this space last month that WTIX controlled all but 22 Pulse quarter hours.

Now WTIX is first in *all* but 7 of New Orleans' 288 daytime Pulse quarter hours, Monday through Saturday.

So you can see there's been a great improvement.

Other changes for the better: WTIX first place Hooper now up to 24.3% (August-September).

WTIX first place Hooper quarter hours: 200 out of 220 (June-September).

WTIX first place Pulse: 21.1% (July-August, Monday through Saturday).

But enough of our figures. Let's talk about you and how Storz Station programming excitement can help you in New Orleans.

Ask Adam Young . . . or WTIX General Manager Fred Berthelson.

WTIX

*first and getting firster in
11 station*

NEW ORLEANS

STORZ STATIONS

TODAY'S RADIO FOR TODAY'S SELLING

TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.

WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.

WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.