



**"See where
WTIX is getting
firster!"**

**"Right!
More than
twice the
audience of
the next
two stations
combined."**

New Word from New Orleans!

WTIX now enjoys 29.2% of the daytime radio audience. (7 a.m.-6 p.m., Mon.-Fri., November-December Hooper.)

And then, there's Pulse:

WTIX is first in 433 quarter-hours, tied for first in 22, second in only 48 and third in only 1 . . . of a total of 504 quarter hours.

So whether you go by Hooper or Pulse . . . you've got yourself the dominant New Orleans station . . . when you buy WTIX.

Chat with 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*
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WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.