



**"By golly—every  
time you turn  
around **WTIX**  
jumps further  
out in front!"**

Photograph by John Burwell

**New Orleans Pulse spotlights the trend: WTIX is first every daytime quarter-hour . . . and first in 462 of all 504 quarters.\***

Storz Station audience-centered programming goes from strength to strength in 11-station New Orleans. Day after day more people switch to WTIX and are held there by warm, friendly, enthusiastic *professional* air personalities. Hooper proves it, too. WTIX is first, with nearly one-third

of the New Orleans audience. The dominance of WTIX can mean your dominance, too. Spend a quarter-hour or so with Adam Young, or talk to WTIX General Manager, Fred Berthelson.

\*Jan.-Feb., 6 A.M.-midnight

**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.