



**1,000,000 new
listeners?**

**Sure . . .
20 times the
power**

**WTIX — ALREADY DOMINANT FIRST —
NOW WITH 5,000 WATTS, ON 690 KC.**

Result? Over 1,000,000 new listeners added! Now WTIX's 24-hour creative programming extends over the entire Gulf area — from Texas to Florida. Now, more than ever, the big New Orleans buy is WTIX — the station which even before the change was more popular than the next 3 stations combined, (32.2% all-day average, current Hooper) . . . *and*, first in

every daytime Pulse quarter-hour . . . *and* first in 46% of all 504 Pulse quarters.* Talk 5,000 watts and 690 kc. to Adam Young . . . or WTIX General Manager, Fred Berthelson.

*Jan.-Feb., 6 a.m.-midnight

THE NEW WTIX NEW ORLEANS

first . . . and getter firster . . .

5,000 watts • 690 kc.

**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.