

In a few minutes the Adam Young man will be telling somebody that WTX is first in 499 of 504 Pulse quarter hours . . .

. . . and that WTX is first in every daytime quarter . . . and that June Hooper shows WTX firster than before . . . with 32.8% all-day average . . .

. . . and that 1,000,000 new people are hearing a sound they never heard before . . .

. . . now that WTX has 5,000 watts on 690 kc.

Now from Texas to Florida . . . there are over 2,500,000 listeners for WTX's 24-hour

creative programming service. Now, more than ever, the big New Orleans buy is WTX.

Talk 5,000 watts, 690 kc., 499 quarter hours and 32.8% to Adam Young . . . or WTX General Manager Fred Berthelson.

The NEW WTX NEW ORLEANS

First . . . and getting 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
REPRESENTED BY JOHN BLAIR & CO.
WTX New Orleans
REPRESENTED BY ADAM YOUNG INC.
WQAM Miami
REPRESENTED BY JOHN BLAIR & CO.