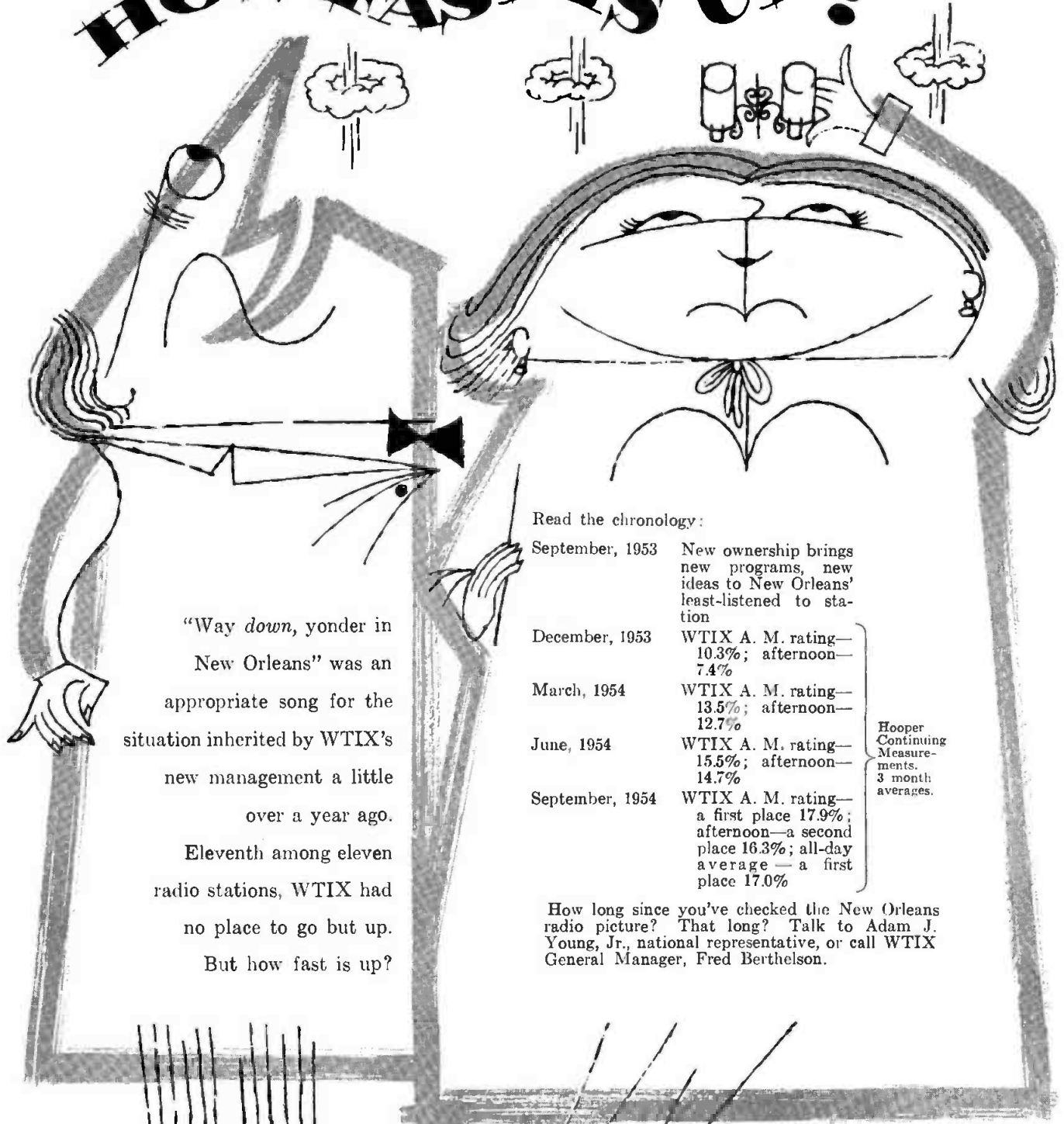


HOW FAST IS UP?



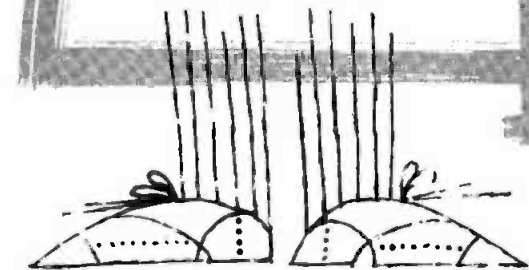
“Way down, yonder in New Orleans” was an appropriate song for the situation inherited by WTIK’s new management a little over a year ago. Eleventh among eleven radio stations, WTIK had no place to go but up. But how fast is up?

Read the chronology:

September, 1953	New ownership brings new programs, new ideas to New Orleans’ least-listened to station
December, 1953	WTIK A. M. rating—10.3%; afternoon—7.4%
March, 1954	WTIK A. M. rating—13.5%; afternoon—12.7%
June, 1954	WTIK A. M. rating—15.5%; afternoon—14.7%
September, 1954	WTIK A. M. rating—a first place 17.9%; afternoon—a second place 16.3%; all-day average—a first place 17.0%

Hooper Continuing Measurements, 3 month averages.

How long since you’ve checked the New Orleans radio picture? That long? Talk to Adam J. Young, Jr., national representative, or call WTIK General Manager, Fred Berthelson.



MID-CONTINENT BROADCASTING COMPANY
 President: Todd Storz

KOWH, Omaha
 Represented by
 H-R Reps., Inc.

WHB, Kansas City
 Represented by
 John Blair & Co.

WTIX, New Orleans
 Represented by
 Adam J. Young, Jr.