

**Only 22
quarter hours
don't
belong
to WTIK.
The
other 266 do.**



The latest Pulse gives WTIK a virtual clean-sweep of the New Orleans radio day. Of 288 quarter hours from Monday through Saturday... WTIK is first in 266.

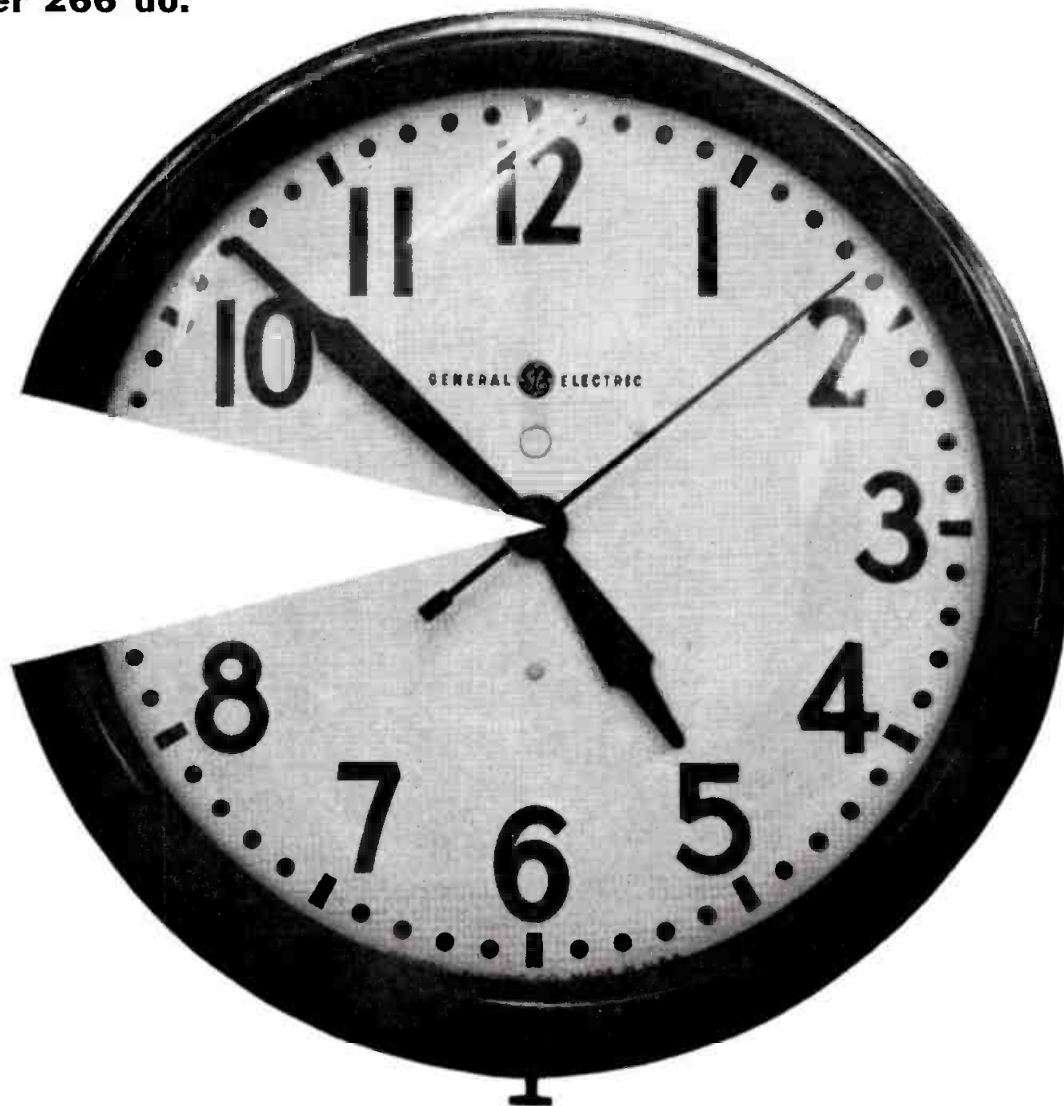
Thus a new dimension of dominance is added to

WTIK's continuing—and widening leadership among New Orleans' 11 radio stations.

The most recent (July-August) Hooper shows WTIK in first place with 23.3%—over twice the runner-up station's 11.1%.

Storz Station round-the-clock excitement and ideas have created a new New Orleans listening habit, with new time-buying habits to match. Spare the Adam Young man a little time out of your day to tell you why you get nothing but good times out of WTIK's day. Or, talk to WTIK general manager Fred Berthelson.

WTIK first in 11-station NEW ORLEANS



STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING

WDGY Minneapolis St. Paul
WHB Kansas City
WQAM Miami
REPRESENTED BY JOHN BLAIR & CO.
TODD STORZ, PRESIDENT
WTIK New Orleans
REPRESENTED BY ADAM YOUNG INC.