



You may remember reading in this space last month that WTIK controlled all but 22 Pulse quarter hours.

Now WTIK is first in *all* but 7 of New Orleans' 288 daytime Pulse quarter hours, Monday through Saturday.

So you can see there's been a great improvement.

Other changes for the better: WTIK first place Hooper now up to 24.3% (August-September).

WTIK first place Hooper quarter hours: 200 out of 220 (June-September).

WTIK first place Pulse: 21.1% (July-August, Monday through Saturday).

But enough of our figures. Let's talk about you and how Storz Station programming excitement can help you in New Orleans.

Ask Adam Young . . . or WTIK General Manager Fred Berthelson.

## WTIK

*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.

**WTIK New Orleans**  
REPRESENTED BY ADAM YOUNG INC.

**WQAM Miami**  
REPRESENTED BY JOHN BLAIR & CO.