

In a few minutes the Adam Young man will be telling somebody that WTIK has more than twice the audience of the #2 station

This morning from 3 E. 54th St. . . . and from offices in Chicago, St. Louis, Boston, Los Angeles and San Francisco, the Adam Young men are out with new data on New Orleans radio.

They have a new Hooper which shows WTIK even further ahead with 24.2% all-day average share of audience. (Second station: 11.0%).

They have a new Pulse which shows WTIK with an even bigger lead over the next station in 11-station New Orleans — first in the morn-

ing (19.0%), first in the afternoon (19.0%) and first all day.

Storz Station programming ideas and excitement have created a new New Orleans listening habit, with new time buying habits to match. If the Adam Young man doesn't call you to tell you more, you call him. Or get in touch with WTIK General Manager Fred Berthelson.

WTIX

first in 11-station

NEW ORLEANS



STORZ STATIONS

TODAY'S RADIO FOR TODAY'S SELLING

TODD STORZ, PRESIDENT

WDGY *Minneapolis St. Paul*
 WHB *Kansas City*
 WQAM *Miami*

REPRESENTED BY JOHN BLAIR & CO.

WTIX *New Orleans*

REPRESENTED BY ADAM YOUNG INC.