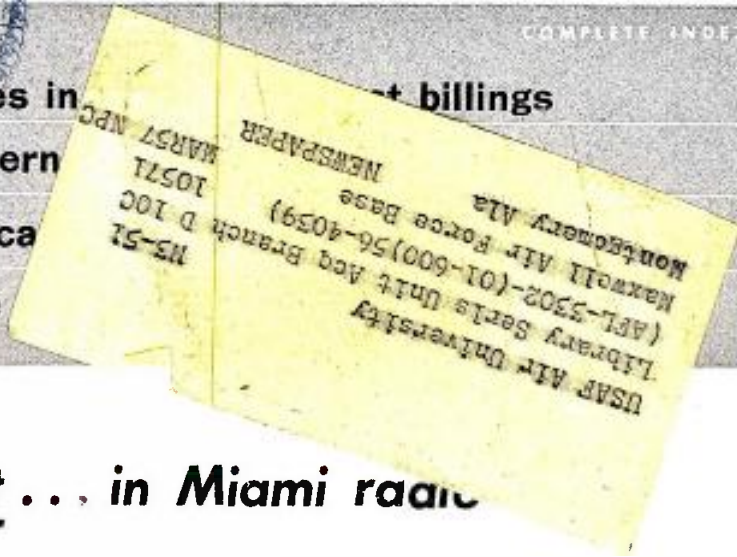




# BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION DECEMBER 3, 1956 35¢ PER COPY

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It happened ... and fast ... in Miami radio

## WQAM leaps to 1st Place in audience after less than 3 months of Storz programming

HOOPER* SAYS: A DECISIVE FIRST, ALL DAY:	
<b>WQAM . . 28.4%</b>	Station "F" . . . 5.0%
Station "A" 18.3%	Station "G" . . . 3.4%
Station "B" 16.2%	Station "H" . . . 2.6%
Station "C" 11.1%	Station "I" . . . 1.6%
Station "D" 6.0%	Others . . . . . 2.4%
Station "E" 5.2%	

\*Hooper, Oct.-Nov., 1956  
7 a.m.-6 p.m., Mon.-Sat.

That's how fast listening habits have changed in Miami as a result of less than 3 months of "Storz Station" programming. And it's a *decisive* first place with a pace-setting 24.3% in the morning and a convincing 31.8% in the afternoon. Already a fine buy to begin with —WQAM is now *the* buy in Miami. Talk to the BLAIR man—or WQAM GM JACK SANDLER.

# WQAM

## MIAMI

Covering all of  
Southern Florida with  
5,000 watts on 560 kcs.

<h3>The Storz Stations</h3> <p>Today's Radio for Today's Selling</p>			<p>TODD STORZ, President</p>	
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**WDGY**  
Minneapolis-St. Paul

**WHB**  
Kansas City

**WQAM**  
Miami

**KOWH**  
Omaha

**WTIX**  
New Orleans

Represented by John Blair & Co.

Represented by Adam Young Inc.