

***In Miami...WQAM
has made even more of a runaway...
without a give-away!***



WQAM	29.8%
Station "A"	19.5%
Station "B"	16.3%
Station "C"	9.5%
Station "D"	6.4%
Station "E"	5.9%
Station "F"	4.7%
Station "G"	4.6%
Station "H"	1.5%
Station "I"	1.5%
Others	1.0%

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

**Newest Hooper* puts WQAM even further
out front with 26.6% morning . . .
32.6% afternoon . . . 29.8% all day!**

The force of Storz programming is dramatized by the swift, convincing change in Miami radio listening. WQAM leaped to first place after less than 3 months of Storz programming. Latest Hooper finds WQAM even further ahead. This has been accomplished without a single give-away, and without a single contest requiring participants to be tuned in . . . in order to win. Already a fine buy to begin with—WQAM is now *the* buy in Miami. Talk to the Blair man—or WQAM General Manager JACK SANDLER.

The Storz Stations
Today's Radio for Today's Selling

TODD STORZ,
President

108205