



*Next time you're
in Miami...
dial WQAM (560)
and hear why...*

**there's
been 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"	1.0%
Others	1.5%

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

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.

WQAM

*Serving all of Southern
Florida with 5,000 watts
on 560 kc.*

MIAMI

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

TODD STORZ
President

WDGY
Minneapolis-St. Paul

WHB
Kansas City

WQAM
Miami

KOWH
Omaha

WTIX
New Orleans

Represented by John Blair & Co.

Represented by Adam Young Inc.