



HEADED FOR MIAMI? DIAL WQAM (560) AND HEAR FOR YOURSELF WHY THERE'S BEEN A RUNAWAY WITHOUT A GIVE-A-WAY.

HOOPER SAYS: OVER 30!

WQAM	30.1%
Station "A"	15.3%
Station "B"	14.8%
Station "C"	7.7%
Station "D"	7.3%
Station "E"	6.8%
Station "F"	4.9%
Station "G"	4.6%
Station "H"	4.3%
Station "I"	2.6%
Others	2.0%

* Hooper, Jan.-Feb., 1957
7 a.m.-6 p.m., Mon.-Fri.

Now WQAM has jumped over the 30% mark in share of audience all day. That's what the newest Hooper says, continuing a dramatic, drastic, fantastic change in Southern Florida listening since the start of Storz Station programming at WQAM. But that's not all. Latest Trendex gives WQAM first place morning and afternoon, with a 34.1% share of audience all day.

All this has been accomplished without so much as a single give-away, and without a single contest which required participants to be tuned in in order to win.

And . . . all this has quickly caught the eyes, ears and budgets of advertisers, who are buying WQAM, and profiting therefrom. Lend an ear yourself to the Blair man . . . or WQAM General Manager **JACK SANDLER.**

WQAM

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

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.