



**"Hasn't anything
happened in Miami
since March, 1956?"***

* Date of NCS #2

Just this:

- August, 1956 WQAM became a Storz Station.
- October, 1956 WQAM went independent.
- November, 1956 WQAM leaped to first place all day (28.4%, Hooper) without a give-away.
- February, 1957 WQAM rocketed to first place all day on Trendex (34.1%).
- Feb.-Mar., 1957 WQAM jumped to first place all day on Pulse.
- Mar.-Apr., 1957 WQAM now has more than twice the audience of the runner-up station.
- Apr.-May, 1957 WQAM now has more than 2½ times the audience of the runner-up station.

Next time somebody quotes NCS #2 about Miami, yell for a Blair man, or get in touch with WQAM General Manager Jack Sandler.

WQAM

*covering 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.