



WQAM 37.9% *	
Station "A"	10.1%
Station "B"	9.8%
Station "C"	7.3%
Station "D"	6.8%
Station "E"	6.3%
Station "F"	5.6%
Station "G"	5.4%
Station "H"	4.8%
Station "I"	2.7%
Station "J"	1.6%
Others	1.3%
*Hooper—May-June 1957, 7 a.m. 6 p.m., Mon.-Sat.	

The runaway races on! WQAM's previous ad talked of an audience more than 2½ times that of the runner-up station. *Now* WQAM with 37.9%—enjoys 3¾ times the second station's audience. That's what the newest Hooper says, continuing a dramatic, fantastic change in Southern Florida radio listening—and time-buying—since the start of Storz Station programming at WQAM, less than a year ago.

The *latest* Pulse and Trendex have WQAM in first place. So it's unanimous. So don't let 1956 data throw sand in your eyes. Send for a Blair man, or talk to WQAM General Manager Jack Sandler.

WQAM

Serving all of Southern Florida with 5,000 watts on 560 kc . . . and radio #1 in **MIAMI**

STORZ STATIONS

TODAY'S RADIO FOR TODAY'S SELLING

WDGY Minneapolis St. Paul
 WHB Kansas City
 WQAM Miami
 REPRESENTED BY JOHN BLAIR & CO.
TODD STORZ, PRESIDENT
 WTIK New Orleans
 REPRESENTED BY ADAM YOUNG INC.