

## A Time-Buyer can relax in Miami

One station (WQAM) has  
42.6%\* of the audience.

## WQAM

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

MIAMI

That's what the newest Hooper says, continuing a dramatic runaway for WQAM since the start of Storz Station programming less than a year ago. Now WQAM has 4 times the audience of the next station. The latest Pulse and Trendex also show WQAM in first place by convincing margins. Makes time-buying in Miami rather simple, doesn't it? Don't complicate your life by leaning on 1956 data for support. Get the new figures from John Blair ... or talk to WQAM General Manager Jack Sandler.

\*Hooper, 7 a.m.-6 p.m., Mon.-Sat., June-July, 1957



## 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**

WTIX New Orleans  
REPRESENTED BY ADAM YOUNG INC.