

A Time-Buyer
 doesn't have to dig
 very far to
 learn what's what
 in Miami.

(One station (WQAM) has
 42.1%* of the audience.)

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 more than 3 1/2 times the audience of the next station. The latest Metro Pulse, 9-county area Pulse and Trendex also show WQAM in first place. 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., July-August, 1957.

WQAM

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

MIAMI



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.

STORZ