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## 5 GUYS YOU OUGHT TO KNOW

(your Miami  
customers  
already do)

They're the fellows who have made WQAM far and  
away the most-listened-to radio station in Southern Florida.

1. **BOBBY LYONS** has a place in the sun. Would rather swim and sun than anything else, except entertain Miami housewives on the air. His audience shares run as high as 57.4%. 9 to 12 noon, Monday through Saturday.

2. **CHARLIE MURDOCK** is local! Here he stands outside the very Miami house in which he was born. Tourist agents haven't yet gotten around to showing visitors where "Charlie Murdock was born," but home folks (as much as 47% at a time) know him as a cheery, smooth, friendly fellow who makes 12 to 3 p.m. a Monday-Saturday pleasure time.

3. **GENE WEED** has the highest-rated show in Miami, as he (and you) can tell when pursuing the latest 3-month Hooper. Sometimes he talks to 57.7% of

the available audience, and never less than 38%! He maintains a steady fast clip from the instant he comes on at 4 until his 7 p.m. close. (Monday-Saturday)

4. **JERRY WICHNER** is one reason why night-time WQAM is such a good buy. Working at a slow, easy pace, and at times doing benevolent violence to commercials, he exudes a consuming interest in people—in the orphaned, the distressed, the sick, the needy. And almost as consuming an interest in his ham radio set-up 7-10 p.m., Monday through Saturday.

5. **ALAN COURTNEY** goes where controversy is. On "The Alan Courtney Program" personalities may squirm; and voices may grow shrill; but guests, Courtney and audience get a good feeling that important issues are being met head-on. So Alan has Miami's highest-rated (by-far) night-time program.

## WQAM

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

Miami

You ought to know WQAM General  
Manager Jack Sandler, too. Or, talk to  
The John Blair man.

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STATIONS**  
TODAY'S RADIO FOR TODAY'S SELLING  
TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY Minneapolis St. Paul  
REPRESENTED BY JOHN BLAIR & CO.  
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WTIX New Orleans  
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WQAM Miami  
REPRESENTED BY JOHN BLAIR & CO.