



All play and no work . . .
(almost)

photograph by John Burwell

That's a pretty fair description of time-buying in Miami where one station — **WQAM**—has more than 3 times the audience of the next one

New (March-April) Hooper shows WQAM first with 38.6% of the Miami audience! And WQAM is way out front on Pulse, as well. 432 out of 432 first place quarter hours! (Monday-Saturday, 6 a.m.-midnight.) So it's impossible for a time-buyer to get anything *but* a good time on WQAM.

And that's not all. Trendex repeats the

dominance story. And WQAM is first on the latest Southern Florida Area Pulse which measures the listening habits of 31.5% of the state's population. The reason? Locally-centered, idea-packed Storz Station programming.

Get the details from the Blair man, or WQAM General Manager Jack Sandler.

WQAM covering 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
TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY Minneapolis St. Paul
REPRESENTED BY JOHN BLAIR & CO.
WHB Kansas City
REPRESENTED BY JOHN BLAIR & CO.
WTIX New Orleans
REPRESENTED BY ADAM YOUNG INC.
WQAM Miami
REPRESENTED BY JOHN BLAIR & CO.