

*In Miami—a runaway—without a give-away!*



## WQAM leaps to 1st place in audience after less than 3 months of Storz programming

That's how fast listening habits have changed in Miami as a result of less than 3 months of "Storz Station" programming. And it's a *decisive* first place with a pace-setting 24.3% in the morning and a convincing 31.8% in the afternoon. Already a fine buy to begin with—WQAM is now *the* buy in Miami. Talk to the BLAIR man—or WQAM GM, Jack Sandler.

**WQAM**  
MIAMI

*Covering all of Southern Florida with 5,000 watts on 560 kes.*

**HOOPER\* SAYS:**

**A DECISIVE FIRST, ALL DAY:**

<b>WQAM</b>	<b>28.4%</b>
Station "A"	18.3%
Station "B"	16.2%
Station "C"	11.1%
Station "D"	6.0%
Station "E"	5.2%
Station "F"	5.0%
Station "G"	3.4%
Station "H"	2.6%
Station "I"	1.6%
Others	2.4%

\*Hooper, Oct.-Nov., 1955, 7 a.m.-6 p.m., Mon.-Sat.

**The Storz Stations**  
*Today's Radio for Today's Selling*

**TODD STORZ,**  
*President*

**WDGY**  
Minneapolis-St. Paul

**WHB**  
Kansas City

**WQAM**  
Miami

**KOWH**  
Omaha

**WTIX**  
New Orleans

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