In Miami... WQAM
has made even more of a runaway...
without a give-away!

WQAM...... 29.8%
Station "A"...... 19.5%
Station "B"...... 16.3%
Station "C"...... 9.5%
Station "D"...... 6.4%
Station "E"...... 5.9%
Station "F"...... 4.7%
Station "G"...... 4.6%
Station "H"...... 1.5%
Station "I"...... 1.5%
Others........... 1.0%

Newest Hooper* puts WQAM even further out front with 26.6% morning . . . 32.6% afternoon . . . 29.8% all day!

The force of Storz programming is dramatized by the swift, convincing change in Miami radio listening. WQAM leaped to first place after less than 3 months of Storz programming.

Latest Hooper finds WQAM even further ahead. This has been accomplished without a single give-away, and without a single contest requiring participants to be tuned in . . . in order to win.

Already a fine buy to begin with—WQAM is now the buy in Miami.

Talk to the Blair man—or WQAM General Manager JACK SANDLER.

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

WDGY
Minneapolis-St. Paul

WHB
Kansas City

WQAM
Miami

KOWH
Omaha

WTIX
New Orleans

Represented by John Blair & Co.

Represented by Adam Young Inc.

TODD STORZ,
President

SPONSOR • 19 JANUARY 1957