Next time you're in Miami... dial WQAM (560) and hear why...

there's been a runaway... without a give-away

WQAM . . . . 29.9%
Station "A" . . . . 17.3%
Station "B" . . . . 16.1%
Station "C" . . . . 8.0%
Station "D" . . . . 7.4%
Station "E" . . . . 5.6%
Station "F" . . . . 5.1%
Station "G" . . . . 4.8%
Station "H" . . . . 3.3%
Station "I" . . . . 0.9%
Others . . . . . 2.3%

Newest Hooper* puts WQAM even further out front with 25.5% morning... 33.6% afternoon... 29.9% 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
Represented by John Blair & Co.

WHB
Kansas City

WQAM
Miami

KOWH
Omaha
Represented by Adam Young Inc.

WTIX
New Orleans

MIAMI

Serving all of Southern Florida with 5,000 watts on 560 kc.

TODD STORZ,
President