



*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" 3.5%
Station "I" 0.9%
Others 2.3%

Hooper, Dec. '56-Jan. '57
7 a.m.-6 p.m., Mon.-Fri.

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.

WQAM

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

MIAMI

The Storz Stations <i>Today's Radio for Today's Selling</i>			TODD STORZ, <i>President</i>	
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WDGY
Minneapolis-St. Paul

WHB
Kansas City

WQAM
Miami

KOWH
Omaha

WTIX
New Orleans

Represented by John Blair & Co.

Represented by Adam Young Inc.