First Hooper, Now Trendex!

WQAM . . . . 34.1%
Station "A" . . . 15.0%
Station "B" . . . 8.8%
Station "C" . . . 8.5%
Station "D" . . . 5.6%
Station "E" . . . 5.3%
Station "F" . . . 4.6%
Station "G" . . . 3.5%
Station "H" . . . 3.5%
Others . . . . 10.8%
(Latest Trendex)

Each month, each report adds proof upon proof of WQAM's rapid take-over of Miami listening. First it was Hooper—showing WQAM way out front with 30.1% of the audience*. Now the newest Trendex gives WQAM 35.4% share of audience in the morning, 33.1% in the afternoon—for an all-day average of 34.1!%

All this has been accomplished without so much as a single give-away and without a single contest which required participants to be tuned in in order to win.

Observing these developments, time-buyers, both on the scene, and out-of-town, are fishing in WQAM waters for sales—and landing them. Get your own line on Southern Florida from a BLAIR man . . . or WQAM General Manager JACK SANDLER.

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

MIAMI