



Picture of a time-buyer getting a line on how **WQAM has captured 34.1%** of Miami's daytime audience (latest Trendex)

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)

7 a.m.-6 p.m.-Monday-Saturday

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.

*Hooper, Jan.-Feb., 1957—7 a.m.-6 p.m., Mon.-Fri.

WQAM

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

MIAMI

<p>The Storz Stations <i>Today's Radio for Today's Selling</i></p>	<p>TODD STORZ, <i>President</i></p>
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<p>WDGY Minneapolis-St. Paul</p>	<p>WHB Kansas City</p>	<p>WQAM Miami</p>	<p>KOWH Omaha</p>	<p>WTIX New Orleans</p>
<p><i>Represented by John Blair & Co.</i></p>			<p><i>Represented by Adam Young Inc.</i></p>	