



Another Hooper* Run-Away Report From Miami:

WQAM nets more than twice the daytime audience of the runner-up station

All 3 Agree: First it was Hooper . . . then Trendex . . .

Now PULSE shows WQAM in FIRST PLACE

Mon.-Fri. 6 a.m. to midnight, Feb.-March, 1957.

Send for a Blair man . . . or call WQAM General Manager Jack Sandler

*7 a.m.-6 p.m. Mon.-Sat., March-April, 1957.

WQAM

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

MIAMI

The Storz Stations

Today's Radio for Today's Selling

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