



**"Hasn't anything happened in Miami since March, 1956?"\***

\* Date of NCS #2

**Just this:**

- August, 1956** . . . . . WQAM became a Storz Station.
- October, 1956** . . . . . WQAM went independent.
- November, 1956** . . . . . WQAM leaped to first place all day (28.4% Hooper) without a give-away.
- February, 1957** . . . . . WQAM rocketed to first place all day on Trendex (34.1%).
- Feb.-Mar., 1957** . . . . . WQAM jumped to first place all day on Pulse.
- Mar.-Apr., 1957** . . . . . WQAM now has more than twice the audience of the runner-up station.
- Apr.-May, 1957** . . . . . WQAM now has more than 2½ times the audience of the runner-up station.

Next time somebody quotes NCS #2 about Miami, yell for a Blair man, or get in touch with WQAM General Manager Jack Sandler.

**WQAM**

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

**MIAMI**

**The Storz Stations**

*Today's Radio for Today's Selling*

TODD STORZ,  
*President*

**WDGY**  
Minneapolis-St. Paul

**WHB**  
Kansas City

**WQAM**  
Miami

**WTIX**  
New Orleans

*Represented by John Blair & Co.*

*Represented by Adam Young Inc.*