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

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

WDGY
Minneapolis-St. Paul

WHB
Kansas City

WQAM
Miami

WTIX
New Orleans

Represented by John Blair & Co.

Represented by Adam Young Inc.

TODD STORZ, President