The runaway races on! WQAM’s previous ad talked of an audience more than 2½ times that of the runner-up station. Now WQAM with 37.9%—enjoys 3-3/4 times the second station’s audience. That’s what the newest Hooper says, continuing a dramatic, fantastic change in Southern Florida radio listening—and time-buying—since the start of Storz Station programming at WQAM, less than a year ago.

The latest Pulse and Trendex have WQAM in first place. So it’s unanimous. So don’t let 1956 data throw sand in your eyes. Send for a Blair man, or talk to WQAM General Manager Jack Sandler.

**WQAM**

Serving all of Southern Florida with 5,000 watts on 560 kc. . . . and radio #1 in MIAMI

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**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.

TODD STORZ, PRESIDENT

REPRESENTED BY ADAM YOUNG INC.