

**A Time-Buyer
doesn't have to dig
very far to
learn what's what
in Miami.**

**One station (WQAM)
has 42.6%* of the audience.**

That's what the newest Hooper says, continuing a dramatic runaway for WQAM since the start of Storz Station programming less than a year ago. Now WQAM has 4 times the audience of the next station. The latest Pulse and Trendex also show WQAM in first place by convincing margins. Makes time-buying in Miami rather simple, doesn't it? Don't complicate your life by leaning on 1956 data for support. Get the new figures from John Blair . . . or talk to WQAM General Manager Jack Sandler.

*Hooper, 7 a.m. - 6 p.m., Mon-Sat.,
June-July, 1957

WQAM

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

MIAMI



**STORZ
STATIONS**
TODAY'S RADIO FOR TODAY'S SELLING

WDGY Minneapolis St. Paul
WHB Kansas City
WQAM Miami
REPRESENTED BY JOHN BLAIR & CO.
TODD STORZ, PRESIDENT
WTIX New Orleans
REPRESENTED BY ADAM YOUNG INC.