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
MIAMI