A time Buyer is fortified against distraction in Miami.

One station (WQAM) has 42.1% of the radio audience.

The coming of fall suggests the time may not be far off when you'll be in Miami. In person? Fine. Then you can hear for yourself without distraction why WQAM has made a dramatic runaway since the start of Storz Station programming nearly a year ago. Coming via a time-honored Hooper says it clearly: WQAM has more than 3½ times the daytime audience of the next station. Latest Pulse, 9-county area Pulse and Trendex show WQAM on top.

Don't let those old, outdated figures divert you. Talk to Blair... or WQAM General Manager Jack Sandler.

Hooper, 7 am.-6 pm., Monday-Saturday, July-August, 1957.

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

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.