

**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-buy? 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 Don't let those old, outdated figures divert you.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 p.m., Monday-Saturday, July-August, 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.