

*This week:*  
**FIRST  
 ANNIVERSARY  
 AS A  
 STORZ STATION  
 FINDS WQAM'S  
 RUNAWAY  
 COMPLETE!**

Hooper's greeting: 42.1% all day average, 7 a.m.-6 p.m., Monday through Saturday.

And from Pulse—2 happy birthday cards:

*Metro* Pulse gives WQAM decisive first place

So does a brand new Southern Florida *area* Pulse, that accounts for the listening preferences of 31.5% of the people of Florida.

Many happy returns from Trendex, too, with a strong first for WQAM.

And many thanks to you who buy time—for your quick recognition of the change in Miami radio listening . . . and for your confidence in the personalities and programmings of the new . . . .

**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.