"Outdated data!"

You’d think by now that all radio stations in Miami would have accepted the fact that NCS = 2 can have No Current Significance. Not because the figures weren’t valid—but because things have changed since the spring of 1956. It wasn’t ‘til October 1956 that WQAM became a Storz Station—and made a quick runaway without a give-away. Current Hooper: WQAM first with 42.1%* all-day average. Metro Pulse gives WQAM decisive first position. So does a brand new Southern Florida Area Pulse which accounts for the listening preference of 31.5% of the State’s population. So does Trendex.

Let G.M. Jack Sandler, or the Blair man show you why it takes new data to buy Miami radio with assurance.

**WQAM**

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

*7 a.m. 6 p.m., Monday-Saturday MIAMI*