



*This could go on all day . . . and into the night
(and it does)*

Miami folks make WQAM first 95% of the time . . . because they prefer WQAM's unique showmanship-and-precision blend.

410 of 432 Pulse quarter hours belong to this dominant Storz Station. (Monday-Saturday, 6 a.m.-midnight.) Not only is WQAM a dominant first per Pulse, but it con-

tinues to lead decisively on Hooper. (Latest all-day average: 36.1%.)

And WQAM is first on the latest Southern Florida area Pulse which accounts for the listening habits of 31.5% of the state's population.

Spend some time with Blair or WQAM general manager Jack Sandler.

WQAM covering 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
TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY Minneapolis St. Paul
REPRESENTED BY JOHN BLAIR & CO.
WHB Kansas City
REPRESENTED BY JOHN BLAIR & CO.
WTIX New Orleans
REPRESENTED BY ADAM YOUNG INC.
WQAM Miami
REPRESENTED BY JOHN BLAIR & CO.