



**5 GUYS  
YOU  
OUGHT  
TO  
KNOW**

*(your Miami  
customers  
already do)*

**They're the fellows who have made WQAM far and away the most-listened-to radio station in Southern Florida.**

1. BOBBY LYONS has a place in the sun. Would rather swim and sun than anything else, except entertain Miami housewives on the air. His audience shares run as high as 57.4%. 9 to 12 noon, Monday through Saturday.

2. CHARLIE MURDOCK is local! Here he stands outside the very Miami house in which he was born. Tourist agents haven't yet gotten around to showing visitors where "Charlie Murdock was born;" but home folks (as much as 47% at a time) know him as a cheery, smooth, friendly fellow who makes 12 to 3 p.m. a Monday-Saturday pleasure time.

3. GENE WEED has the highest-rated show in Miami, as he (and you) can tell when pursuing the latest 3-month Hooper. Sometimes he talks to 57.7% of the available audience, and never less than 38%! He maintains a steady fast clip from the instant he comes on at 4 until his 7 p.m. close. (Mon.-Sat.)

4. JERRY WICHNER is one reason why night-time WQAM is such a good buy. Working at a slow, easy pace, and at times doing

benevolent violence to commercials, he exudes a consuming interest in people—in the orphaned, the distressed, the sick, the needy. And almost as consuming an interest in his ham radio set-up 7-10 p.m., Mon. through Sat.

5. ALAN COURTNEY goes where controversy is. On "The Alan Courtney Program" personalities may squirm; and voices may grow shrill; but guests, Courtney and audience get a good feeling that important issues are being met head-on. So Alan has Miami's highest-rated (by-far) night-time program.

You ought to know WQAM General Manager Jack Sandler, too. Or, talk to The John Blair man.

**WQAM**

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

**Miami**

**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.

**STORZ STATIONS**  
TODAY'S RADIO FOR TODAY'S SELLING  
TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA