

How to mix pleasure<sup>1</sup> with pleasure<sup>2</sup>



<sup>1</sup>THE PLEASURES OF MIAMI

<sup>2</sup>THE PLEASURE OF BUYING TIME ON FIRST PLACE WQAM

Photograph by John Burwell

The front office may think he's working — and technically, he is. He's here to hear for himself why WQAM is first 95% of the time. (410 of 432 quarter hours belong to WQAM, 6 a.m.-midnight, Monday-Saturday Pulse.)

Of course, while he's here, he'd be foolish not to take in some of the fabulous fun Miami offers. That's one pleasure. Then, too, there's the pleasurable ease of buying time in a market where one station is so definitely dominant.

In addition to the Pulse quarter-hour story, WQAM continues to lead decisively on Hooper. (Latest all-day average: 36.7%). The story's just about the same on Trendex.

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.

It will be a pleasure for somebody from Blair to tell you all. Or, talk to WQAM General Manager Jack Sandler.

**WQAM** covering all of Southern Florida with 5,000 watts on 560 kc . . . and radio #1 in **MIAMI**

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