

All play and no work . . .
(almost)



photograph by John Burwell

**That's time-buying in Miami . . . when one station—WQAM
is first in 432 out of 432 Pulse quarter hours**

You really can't get anything but a good time on WQAM. Take Pulse: WQAM is first 432 out of 432 hours! (Mon.-Sat., 6 a.m.-midnight). Hooper? WQAM is first with 40.1% of the audience—three times the next station's listenership. And 264 of 264 daytime Hooper quarters belong to WQAM.

Trendex? Practically a carbon copy of the Hooper. And, finally, WQAM is first on the latest Southern Florida Area Pulse which measures the listening habits of 31.5% of the state's population. Get the details from those good time charlies at 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.