

ONE RADIO STATION . . . **WQAM** . . . LEAPS FAR

ABOVE THE REST IN GREATER MIAMI

First in 432 of 432 *Pulse* quarter-hours.

First on Hooper with 40.1% all-day average . . . more than the next 4 stations *combined*.

First in 264 of 264 Hooper quarter-hours. First morning, afternoon, all-day on Trendex.

First on Southern Florida Area Pulse which accounts for 31.5% of the state's population.

Next time you're in Miami (via vacation-buy or time-buy) dial WQAM and *hear* the reasons for such overwhelming leadership.

Talk to a man from Blair . . . or WQAM General Manager Jack Sandler.

WQAM

Serving 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.