

**A time-buyer (you?)  
can relax in Miami**

*... where one station—WQAM—  
is first 240 of 240 quarter-hours\*  
on latest South & Central Florida Area Pulse*

And that's not all! Other WQAM firsts include:  
**HOOPER:** 40.5% average—more than next 4 stations combined. First 264 of 264 daytime ¼ hours.  
**PULSE:** (Metro) 280 first place daytime ¼ hours out of 280.  
**TRENDEX:** First a.m., afternoon, all day.  
 How first can you get? Talk to Blair or WQAM General Manager Jack Sandler and find out.  
*\*6 a.m.-6 p.m., Mon.-Fri.*

**The new WQAM**

*Serving all of Southern Florida with  
5,000 watts on 560 kc.*

**MIAMI**



**STORZ  
STATIONS**

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

WDGY  
 WHB  
 KOMA  
 WTIX  
 WQAM  
 W...  
 WQAM  
 WT...