



Picture of a time-buyer getting a line on how **WQAM** has captured **34.1%** of Miami's daytime audience (latest Trendex)

**First Hooper, Now Trendex!**

<b>WQAM</b> . . . . .	<b>34.1%</b>
Station "A" . . . . .	15.0%
Station "B" . . . . .	8.8%
Station "C" . . . . .	8.5%
Station "D" . . . . .	5.6%
Station "E" . . . . .	5.3%
Station "F" . . . . .	4.6%
Station "G" . . . . .	3.5%
Station "H" . . . . .	3.5%
Others . . . . .	10.8%

(Latest Trendex)

7 a.m. to 6 p.m. Monday-Saturday

Each month, each report adds proof upon proof of WQAM's rapid take-over of Miami listening. First it was Hooper showing WQAM way out front with 30.1% of the audience\*. Now the newest Trendex gives WQAM 35.4% share of audience in the morning, 33.1% in the afternoon—for an all-day average of 34.1%!

All this has been accomplished without so much as a single give-away and without a single contest which required participants to be tuned in in order to win.

Observing these developments, time-buyers, both on the scene, and out-of-town, are fishing in WQAM waters for sales—and landing them. Get your own line on Southern Florida from a BLAIR man . . . or WQAM General Manager JACK SANDLER.

\*Hooper, Jan.-Feb., 1957—7 a.m. to 6 p.m., Mon. Fr.

**WQAM**

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

**MIAMI**

**The Storz Stations**

Today's Radio for Today's Selling

TODD STORZ,  
President

**WDGY**  
Minneapolis-St. Paul

**WHB**  
Kansas City

**WQAM**  
Miami

**KOWH**  
Omaha

**WTIX**  
New Orleans

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