

Which Kansas City radio station
is getting the lion's share of
national business?



W H B

10,000 WATTS, 710 K.C.



The same station which is getting the lion's share of listeners!—WHB

The buying action of these and other national advertisers, and their advertising agencies, is the most graphic kind of confirmation of the power and the dominance indicated by WHB's audience-share superiority. Talk to WHB General Manager, George W. Armstrong, or the man from Blair.

ANACIN • ANSCO FILM • ALLSTATE INSURANCE COMPANY • B. C. HEADACHE POWDERS • BAYER
ASPIRIN • BAKER'S HAIR TONIC • BUDWEISER BEER • BUSCH BAVARIAN BEER • DR. CALDWELL
CAMEL CIGARETTES • CARLING'S RED CAP ALE • CHESTERFIELDS • CLARK CANDY COMPANY
CLARK SUPER GASOLINE • CONTINENTAL AIRLINES • CONTINENTAL TRAILWAYS • COPPERTONE
LOTION • DAFFODIL FARM BREAD • DODGE TRUCKS • DRANO • EX LAX • FORD MOTOR COM-
PANY • GRIESEDECK BROTHERS BEER • GENERAL MOTORS ACCEPTANCE CORP. • GOLD MEDAL
FLOUR • GOETZ BEER • HOUSEHOLD FINANCE CORP. • IMPERIAL MARGARINE • INSTANT MAX-
WELL HOUSE COFFEE • INSTANT SANKA • JELLO • KOOL-AID • KRAZY KORN • KROGER STORES
L & M CIGARETTES • LIFE MAGAZINE • LIPTON TEA • M.G.M. PICTURES • MAPLE DEL SYRUP
MILLER BEER • MILNOT • NASH CARS • NUMBER SEVEN POLISH • OCEAN SPRAY • OLD SPICE
PACKARD CARS • PALL MALL • PEPSODENT TOOTHPASTE • PRINCE ALBERT TOBACCO • RAINDROPS
READER'S DIGEST • RHEEMAIRE • RYBUTOL • SALEM CIGARETTES • SANTA FE RAILROAD • SARAKA
SATURDAY EVENING POST • SEITZ PACKING COMPANY • SIMMONS MATTRESS • SIMONIZ (BODY
SHEEN AND KLEENER) • SINCLAIR GASOLINE • SLENDERELLA • SLUMBERON MATTRESS • SUNKIST
FRUITS • SWIFT FROZEN FOODS • HERBERT TAREYTON CIGARETTES • TOP VALUE STAMPS • TURTLE
WAX • UNITED AIRLINES • VEL SOAP • VICEROY CIGARETTES • WESTINGHOUSE • WINDEX
WISK DETERGENT.

Latest!

Metro Pulse

WHB first all day and night. WHB first 360 out of 360 1/4 hours. In and out of home, Mon.-Fri., 6 a.m.-midnight.

Latest!

Area Pulse

WHB 1st all day. WHB 1st 263 out of 288 1/4 hours. 25 second place 1/4's, none lower, Mon.-Sat., 6 a.m.-midnight.

Latest!

Area Nielsen

WHB first all day and night with 42.7% share of audience. WHB first every time period. Mon.-Sat., 6 a.m.-6 p.m.

Latest!

Hooper

WHB 1st all day with 45.6% share of audience. Mon.-Fri., 7 a.m.-6 p.m., Sat., 8 a.m.-6 p.m.



"THE STORZ STATIONS" Todd Storz—President

WDGY
Minneapolis-St. Paul
Represented by
Avery-Knodel, Inc.

KOWH
Omaha
Represented by
H-R Repts, Inc.

WHB
Kansas City
Represented by
John Blair & Co.

WTIX
New Orleans
Represented by
Adam J. Young, Jr.

WQAM*
Miami
Represented by
John Blair & Co.

*Transfer Subject to FCC Approval