

**WHEN KANSAS CITY GOES SHOPPING . . .**

# It's a WHB world

## **FOOD . . .**

More national food product advertising is placed on WHB than on all other local radio stations combined. And locally, virtually all major food chains advertise consistently on WHB.

## **DRUGS . . .**

National drug advertisers and local drug stores spend more money on WHB than on all other local radio stations combined.

## **AUTOMOTIVE . . .**

WHB carries schedules for every major national automobile advertiser. Local car dealers buy more time on WHB than on all other local radio stations combined.

## **CIGARETTES . . .**

Every cigarette brand buying spot radio in Kansas City in 1956 bought WHB.



. . . because **IT'S A WHB AUDIENCE . . .**

Whether it be *Metro Pulse*, Nielsen, Trendex or Hooper—whether it be *Area Nielsen* or *Pulse*—WHB is the dominant first among every important audience-type. That statement embraces the housewife, her husband, their teenagers—as well as the farm family. *Every* survey agrees. Whether it's *audience* or *advertising* it's a WHB world! Talk to Blair or WHB GM George W. Armstrong.

## **WHB**

10,000 watts on 710 kc. Kansas City, Missouri

**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

*Represented by John Blair & Co.*

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