

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.

NEW HOMES . . .

Kansas City home builders put more new-home advertising on WHB than any other Kansas City radio station.



. . . and **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

**STORZ
STATIONS**

TODAY'S RADIO FOR TODAY'S SELLING

WDGY *Minneapolis St. Paul*
WHB *Kansas City*
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

TODD STORZ, PRESIDENT

WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.