



**If prime time is a must, then so is WHB.**

**From 6 to 9 a.m. . . . from 9 to noon . . .**

**It's a WHB world**

**54.1%** Nielsen (6 a.m.-noon) more  
than all other Kansas City radio stations combined.

**It's a WHB world all day, too!**

Latest Area NIELSEN: WHB first with 47.0%, 6 a.m.-midnight.

Latest PULSE: WHB first every quarter hour.

Latest HOOPER: WHB first with 42.4% all-day average.

Latest TRENDEX: WHB first with 42.1% all-day average.

*Whether it's prime . . . or any time . . . 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.