



**"Prime time's
a must for me!"**

"Then so is WHB!"

From 6 to 9 a. m. . . . from 9 to noon . . . as all day . . .

It's a WHB world

Ask to see the WHB area dominance story—packed with convincing documentation!

Latest *AREA* NIELSEN: WHB first with 48.5%, 6 a.m.-6 p.m.

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

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

Whether it's prime . . . or any time . . . talk to Blair or
WHB GM George W. Armstrong.

54.1%

area Nielsen—
(6 a.m.-noon) more
than all other
Kansas City radio
stations combined.

**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.