

COVERAGE ?

Yes . . . but who's listening ?

In WHB's **96-county** world

situated in Missouri, Kansas and Iowa

IT'S A WHB PULSE!

WHB is first

in 432 of 432 ¼-hours

6 a.m. to midnight

*(Pulse, Kansas City 96-county area . . .
6 a.m. to midnight, Monday through Saturday, Sept., 1957)*

Whether it be Metro Pulse, Nielsen,
Trendex or Hooper . . . whether it be Area Nielsen
or Pulse . . . WHB is the dominant first
throughout . . . with audience shares
consistently in the 40% bracket. And,
WHB is the dominant first among
every important audience-type!

For WHB's unique combination of coverage *and*
audience . . . talk to a Blair man . . . or
WHB General Manager George W. Armstrong.

WHB

Kansas City

10,000 watts

710 kc.

STORZ
STATIONS
TODAY'S RADIO FOR TODAY'S SELLING
TODD STORZ, PRESIDENT • HOME OFFICE, OMAHA, NEBRASKA

WDGY Minneapolis St. Paul
REPRESENTED BY JOHN BLAIR & CO.

WHB Kansas City
REPRESENTED BY JOHN BLAIR & CO.

WTIX New Orleans
REPRESENTED BY ADAM YOUNG INC.

WQAM Miami
REPRESENTED BY JOHN BLAIR & CO.