



*Among Kansas City men and women
it's a WHB world*

photograph by John Burwell

...because WHB talks to more men and women than
the next three Kansas City stations combined

IT'S AN EDDIE CLARKE MORNING, TOO! A fine example of WHB's dominance among men and women is Kansas City's "Morning Mayor," (see picture on wall) who attracts 47% of all the men and women who listen to the top four Kansas City radio stations. Eddie is a 20-year veteran of Kansas City radio; an outstanding civic leader, and a sought-after speaker. His deep, cheerful voice is the most listened-to in town.

New audience composition analysis reveals: 51.7% of all the men and women who listen to the top four Kansas City radio stations . . . listen to first place WHB. (Nielsen, Dec., 1957), 6 a.m.-6 p.m.). In every quarter hour not only is WHB first in total audience . . . but in addition, reaches more adults than any other station.

So to reach Kansas City housewives . . . and the men in their lives . . . WHB is the buy any hour of the day. 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 tremendous 96-county coverage. Talk to a Blair man . . . or WHB General Manager George W. Armstrong.

WHB 10,000 watts . . . 710 kc. Kansas City

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

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