

In Kansas City
WHB reaches more
men and women
than the next 3
radio stations
combined

Sure, WHB is consistently and dominantly first in total audience every hour of the day.* But how about men and women? Never mind what they *figure* to do. What *do* they do?

Of *all* the men and women who listen to the top 4 Kansas City radio stations . . . 50.2% listen to first place WHB. (Nielsen, April audience composition analysis, 6 a.m.-7 p.m. average.) And every hour of the day more men and women listen to WHB than to *any* other station.

Talk to a Blair man . . . or WHB General Manager George W. Armstrong about WHB's tremendous 96-county coverage plus powerful and mature audience appeal.

**Whether you're talking about Metro Pulse, Nielsen Trendex or Hooper . . . Area Nielsen or Pulse*



IT'S A WAYNE STITT AFTERNOON, TOO!

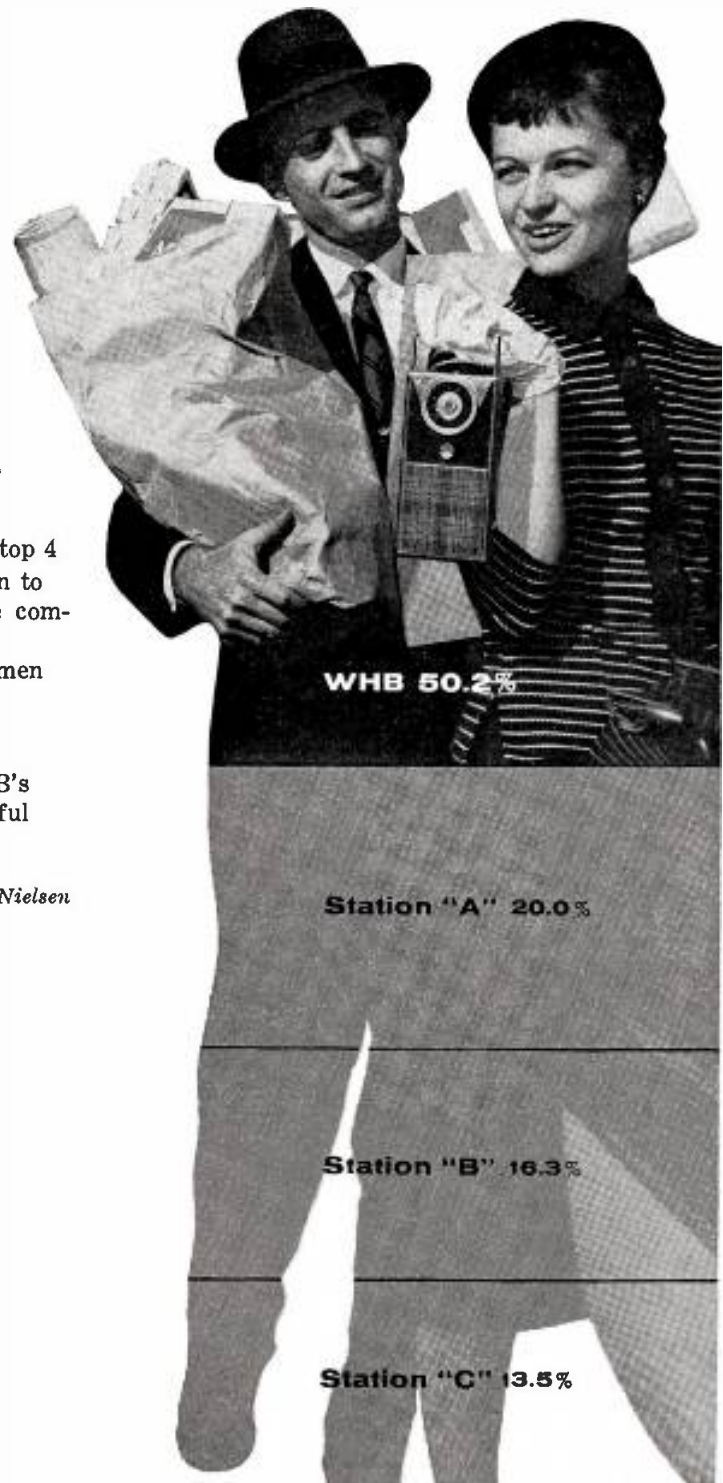
From 4 to 7 pm every day, Wayne reaches not only top audiences . . . but audiences rich in men and women. In fact . . . from 3 to 6, WHB reaches 60.5% of all men and women who listen to the top 4 Kansas City Stations. K.C. knows Wayne Stitt and he knows K.C., because he's been on the air in Kansas City since the age of 13.

Wayne holds the Richard Widmark citation for outstanding success and leadership in broadcasting.

WHB

10,000 watts • 710 kc.

KANSAS CITY, Missouri



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.