

SP D 12-56 92  
 MR WILLIAM S HEDGES  
 NBC RM 604  
 30 ROCKEFELLER PLAZA  
 NEW YORK 20 N Y

RECEIVED  
 AUG 1956  
 SCOTT

# SPONSOR

magazine radio and tv advertisers use

6 AUGUST 1956

50¢ per copy • \$8 per year

## Which Kansas City radio station is getting the lion's share of national business?



# WHB

The same station which is getting the lion's share of listeners!—WHB

The buying action of these and other national advertisers, and their advertising agencies, is the most graphic kind of confirmation of the power and the dominance indicated by WHB's audience-share superiority. Talk to WHB General Manager, George W. Armstrong, or the man from Blair.

ANACIN • ANSCO FILM • ALLSTATE INSURANCE COMPANY • B. C. HEADACHE POWDERS • BAYER  
 SPIRIN • BAKER'S HAIR TONIC • BUDWEISER BEER • BUSCH BAVARIAN BEER • DR. CALDWELL •  
 AMEL CIGARETTES • CARLING'S RED CAP ALE • CHESTERFIELDS • CLARK CANDY COMPANY • CLARK  
 UPPER GASOLINE • CONTINENTAL AIRLINES • CONTINENTAL TRAILWAYS • COPPERTONE LOTION •  
 AFFODIL FARM BREAD • DODGE TRUCKS • DRANO • EX LAX • FORD MOTOR COMPANY • GRIESE-  
 BECK BROTHERS BEER • GENERAL MOTORS ACCEPTANCE CORP. • GOLD MEDAL FLOUR • GOETZ  
 BEER • HOUSEHOLD FINANCE CORP. • IMPERIAL MARGARINE • INSTANT MAXWELL HOUSE COFFEE •  
 INSTANT SANKA • JELLO • KOOL-AID • KRAZY KORN • KROGER STORES • L & M CIGARETTES •  
 LIFE MAGAZINE • LIPTON TEA • M.G.M. PICTURES • MAPLE DEL SYRUP • MILLER BEER • MILNOT  
 NASH CARS • NUMBER SEVEN POLISH • OCEAN SPRAY • OLD SPICE • PACKARD CARS • PALL  
 MALL • PEPSODENT TOOTHPASTE • PRINCE ALBERT TOBACCO • RAINDROPS • READER'S DIGEST •  
 HEEMAIRE • RYBUTOL • SALEM CIGARETTES • SANTA FE RAILROAD • SARAKA • SATURDAY EVENING  
 POST • SEITZ PACKING COMPANY • SIMMONS MATTRESS • SIMONIZ (BODY SHEEN AND KLEENER) •  
 INCLAIR GASOLINE • SLENDERELLA • SLUMBERON MATTRESS • SUNKIST FRUITS • SWIFT FROZEN  
 FOODS • HERBERT TAREYTON CIGARETTES • TOP VALUE STAMPS • TURTLE WAX • UNITED AIRLINES •  
 EL SOAP • VICEROY CIGARETTES • WESTINGHOUSE • WINDEX • WISK DETERGENT

Latest!

### METRO PULSE

WHB first all day and  
 night. WHB first 360  
 out of 360 1/4 hours. In  
 and out of home, Mon.-  
 Fri. 6 a.m.-midnight.

Latest!

### AREA PULSE

WHB 1st all day. WHB  
 1st 263 out of 288 1/4  
 hours. 25 second place  
 1/4's, none lower, Mon.-  
 Sat. 6 a.m.-midnight.

Latest!

### AREA NIELSEN

WHB first all day and  
 night with 42.7% share  
 of audience. WHB First  
 every time period. Mon.-  
 Sat. 6 a.m.-6 p.m.

Latest!

### HOOPER

WHB 1st all day with  
 45.6% share of audi-  
 ence Mon.-Fri. 7 a.m.-  
 6 p.m., Sat. 8 a.m.-6  
 p.m.

● ● ● "The Storz Stations"—Todd Storz: President

WDGY, Minneapolis-St. Paul  
 Represented by  
 Avery-Knodel, Inc.

KOWH, Omaha  
 Represented by  
 H-R Reps, Inc.

WHB, Kansas City  
 Represented by  
 John Blair & Co.

WTIX, New Orleans  
 Represented by  
 Adam J. Young, Jr.

WQAM, Miami\*  
 Represented by  
 John Blair & Co.

\*Transfer subject to FCC approval

## THE LONG LOOK AT 15%

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Has the ARF solved  
 the tv set  
 count problem?

page 30

Flav-R Straws, brand  
 new product, rides  
 a television tiger

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Daytime tv picture:  
 shows firm, takers lag

page 36

Tv taps the toy market  
 for Darling Stores

page 40

Woolworth: network  
 radio's radical

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Is the DST hassle  
 behind us?

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