

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



WHB

10,000 WATTS, 710 K.C.



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 ASPIRIN • BAKER'S HAIR TONIC • BUDWEISER BEER • BUSCH BAVARIAN BEER • DR. CALDWELL CAMEL CIGARETTES • CARLING'S RED CAP ALE • CHESTERFIELDS • CLARK CANDY COMPANY CLARK SUPER GASOLINE • CONTINENTAL AIRLINES • CONTINENTAL TRAILWAYS • COPPERTONE LOTION • DAFFODIL FARM BREAD • DODGE TRUCKS • DRANO • EX LAX • FORD MOTOR COMPANY • GRIESEDECK 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 • RHEEMAIRE • RYBUTOL • SALEM CIGARETTES • SANTA FE RAILROAD • SARAKA SATURDAY EVENING POST • SEITZ PACKING COMPANY • SIMMONS MATTRESS • SIMONIZ (BODY SHEEN AND KLEENER) • SINCLAIR GASOLINE • SLENDERELLA • SLUMBERON MATTRESS • SUNKIST FRUITS • SWIFT FROZEN FOODS • HERBERT TAREYTON CIGARETTES • TOP VALUE STAMPS • TURTLE WAX • UNITED AIRLINES • VEL 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 audience. 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