WHB... stronger than ever!

The new surveys all give new evidence of leadership as WHB enters its 3rd year of complete and utter dominance of the Kansas City market!

When you see the brand new figures at the right, you see:
1. New substantiation of WHB's continuing dominance of Kansas City radio.
2. Ample reason why WHB has been able to compile its enviable results record of 87% renewal among its largest billing accounts.

WHB is unmistakably Kansas City's results station, as well as top audience station. Talk to the man from Blair, or get the new data from WHB General Manager GEORGE W. ARMSTRONG.

WHB 10,000 watts — 750 kes.
Kansas City, Missouri

Latest
AREA NIELSEN—Dec., 1956
WHB is first in every time period, Monday-Friday, 6 a.m.-6 p.m., with 45% share of "Total Station Audience."

Latest
PULSE—Nov.-Dec., 1956
WHB is first all day and night. WHB is first in 360 out of 360 quarter-hours. In and out of home, Monday-Friday, 6 a.m. to midnight.

Latest
HOOPER
WHB is first in 261 out of 261 quarter-hours, 7 a.m.-6 p.m., Monday thru Saturday, October, 1956-January, 1957. WHB is first in share of audience with 40% all-day average, 7 a.m.-6 p.m. Saturday, Jan.-Feb., 1957.

Latest
TRENDEX—Jan., 1957
WHB is first all day, with 42.1% average share of audience, 8 a.m.-6 p.m., Monday through Saturday, January, 1957.