



The kids have left
for school
Now
what station
will she listen to?

All-new surveys show again:

When the youngsters are away . . . Kansas City radios stay . . . with WHB

Let's look between 9 a.m. and 4 p.m. Monday through Friday—and see what happens to Kansas City radio listening when “all those teen-agers” are at school. WHB continues its domination! According to every major survey, everyone of the 140 quarter hours from 9 to 4 belongs overwhelmingly to WHB. This, mind you, when there are *no* teen-agers available. No wonder WHB carries regular schedules for virtually every major Kansas City food chain—including A & P, Milgram's, Thriftway, A & G, Wolferman's and Kroger. Let the Blair man tell you WHB's dramatic 9 to 4 story. Or, talk to General Manager George W. Armstrong. And while you're at it, get the *whole* day and night picture!

WHB 10,000 watts, 710 kc.
KANSAS CITY

**WHB—FIRST 140 OUT OF 140
1/4 HOURS BETWEEN 9 and 4!**

AREA NIELSEN. WHB in first place 140 out of 140 quarter-hours.

HOOPER. WHB in first place 140 out of 140 quarter-hours.

PULSE. WHB in first place 140 out of 140 quarter-hours.

WHB's share of Area Nielsen Total Station Audience: 46%.

The Storz Stations
Today's Radio for Today's Selling

TODD STORZ,
President

WDGY
Minneapolis-St. Paul

WHB
Kansas City

WQAM
Miami

KOWH
Omaha

WTIX
New Orleans

Represented by John Blair & Co.

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