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

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

WDGY  
Minneapolis-St. Paul

Represented by John Blair & Co.

WHB  
Kansas City

KOWH  
Omaha

Represented by Adam Young Inc.

WQAM  
Miami

WTIX  
New Orleans

TODD STORZ,  
President

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%.