The kids have left for school...

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—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

WDGY
Minneapolis-St. Paul

WQAM
Miami

KOWH
Omaha

WTIX
New Orleans

Represented by John Blair & Co.

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