All-new surveys show it again!

When the kids go 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, every one 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

WDGY
Minneapolis-St. Paul

WHB
Kansas City

WQAM
Miami

Represents by John Blair & Co.

KOWH
Omaha

WTIX
New Orleans

Represented by Adam Young Inc.

TODD STORZ,
President

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