WHEN KANSAS CITY GOES SHOPPING . . .

It’s a WHB world

FOOD . . .
More national food product advertising is placed on WHB than on all other local radio stations combined. And locally, virtually all major food chains advertise consistently on WHB.

DRUGS . . .
National drug advertisers and local drug stores spend more money on WHB than on all other local radio stations combined.

AUTOMOTIVE . . .
WHB carries schedules for every major national automobile advertiser. Local car dealers buy more time on WHB than on all other local radio stations combined.

CIGARETTES . . .
Every cigarette brand buying spot radio in Kansas City in 1956 bought WHB.

... and IT’S A WHB AUDIENCE . . .

Whether it be Metro Pulse, Nielsen, Trendex or Hooper—whether it be Area Nielsen or Pulse—WHB is the dominant first among every important audience-type. That statement embraces the housewife, her husband, their teenagers—as well as the farm family. Every survey agrees. Whether it’s audience or advertising it’s a WHB world! Talk to Blair or WHB GM George W. Armstrong.

WHB
10,000 watts on 710 kc. Kansas City, Missouri

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

WDGY
Minneapolis-St. Paul

WHB
Kansas City

WQAM
Miami

KOWH
Omaha

WTIX
New Orleans

Represented by John Blair & Co.

Represented by Adam Young Inc.

TODD STORZ,
President

Sponsor • 25 May 1957