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.

WHEN KANSAS CITY GOES SHOPPING

It's a WHB world

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.

NEW HOMES

Kansas City home builders put more new home advertising on WHB than any other Kansas City radio station.

Because 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 ke
Kansas City, Missouri

WDGY Minneapolis St. Paul
WHB Kansas City
WQAM Miami

REPRESENTED BY JOHN BLAIR & CO.

TODD STORZ, PRESIDENT

WTIX New Orleans

REPRESENTED BY ADAM YOUNG INC.