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.

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 Metromix, Nielsen, Trendex or Hooper, whether it be AreNielsen 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 WHF GM George W. Armstrong.

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

STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING