



If prime time is a must, then so is WHB.

From 6 to 9 a.m. . . . from 9 to noon . . .

It's a WHB world

54.1% Nielsen—(6 a.m.-noon) more than all other Kansas City radio stations combined.

It's a WHB world all day, too!

Latest NIELSEN: WHB first with 47.0%, 6 a.m.-midnight.

Latest PULSE: WHB first every quarter hour.

Latest HOOPER: WHB first with 42.4% all-day average.

Latest TRENDX: WHB first with 42.1% all-day average.

Whether it's prime . . . or any time . . . talk to Blair or WHB GM George W. Armstrong

WHB

10,000 watts on 710 kc
**KANSAS CITY,
MISSOURI**

**STORZ
STATIONS**

TODAY'S RADIO FOR TODAY'S SELLING

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.