



**"Prime time's
a must for me."**

"Then so is WHB."

From 6 to 9 a.m. . . . from 9 to noon . . . as all day . . .

It's a WHB world

Ask to see the WHB area dominance story—
packed with convincing documentation!

Latest AREA NIELSEN: WHB first with 48.5%, 6 a.m.-6 p.m.

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

Latest TRENDEN: 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

54.1%

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

**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.