



**Among Kansas City adults**

**It's a WHB world**

What are WHB's first place audiences made of?

Exactly what *sales* are made of—*adults!*

New audience composition analysis reveals that in every ¼ hour, WHB talks to more adults than any other station.

**54.8%** of all the adults who listen to the top four Kansas City radio stations . . . listen to WHB . . . more than to the other three put together. (Nielsen, June, 1957 All-day average.)

Whether it be Metro Pulse, Nielsen, Trendex or Hooper—whether it be Area Nielsen or Pulse—WHB is the dominant first among very important audience-type. And the dominant first throughout—with audience shares consistently in the 40 per cent bracket.

Naturally, advertisers of all product groups have responded with bigger schedules on WHB than all other local radio stations combined.

Make no mistake about it. People who like our kind of programming have money to spend . . . and, vice versa. Let John Blair or General Manager George W. Armstrong lead you to K. C. sales now.

**WHB** . . . 100,000 watts on 710 kc., **Kansas City, Missouri**

**STORZ  
STATIONS**

TODAY'S RADIO FOR TODAY'S SELLING  
TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

*WDGY Minneapolis St. Paul*  
REPRESENTED BY JOHN BLAIR & CO.  
*WHB Kansas City*  
REPRESENTED BY JOHN BLAIR & CO.  
*WTIX New Orleans*  
REPRESENTED BY ADAM YOUNG INC.  
*WQAM Miami*  
REPRESENTED BY JOHN BLAIR & CO.