What are WHB’s first place audiences made of?
Exactly what sales are made of—adults!

AUTOMOTIVE ADVERTISERS KNOW IT . . . So WHB carries schedules for every major national automobile advertiser . . . and local car dealers buy more time on WHB than on all other local radio stations combined.

New audience composition analysis reveals that 51.8% 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.) In every 1 1/2 hour, WHB talks to more adults than any other station.

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