



WHB's 96-County area . . . is a WHB world . . . *and it revolves around . . .*

1. Eddie Clarke "Morning Mayor of Kansas City." (6-9 a.m., daily) 20 year veteran of Kansas City radio. Outstanding civic leader. Sought-after speaker. Deep, cheerful wake-up voice. Kansas City's most listened-to air personality.

2. Don Loughnane born in County Meath, Ireland and raised in Canada, is an easy-going gentleman, with a deep, resonant, believable air voice. Once used tiny recorder and wrist watch mike to expose after hours liquor and gambling in Omaha. This won him awards . . . and threats. Daily, noon to 2 p.m.

3. Bob Robin young, eager, soft-spoken air personality. "Sentimental Gentleman from the South" (calls Memphis home). Established as the "housewife's friend" by virtue of his smoothly-handled 2-4 p.m. stanza, daily.

4. Wayne Stitt has been on the air in Kansas City since the age of 13. K.C. knows him and he knows K.C., which helps account for his high ratings 4 to 7 p.m., daily. Wayne holds the Richard Widmark citation for outstanding success and leadership in broadcasting.

5. Gregg Jordan extremely bright and bubbly air star. Tall, handsome, glib . . . fast-paced. Highest-rated evening show in Kansas City. 7-10 p.m. nightly. Has seen radio from many points-of-view: Salesman, programming, news, sports, management.

6. Hugh Bader hard-hitting, aggressive, quick-acting news director, with 20 years of radio behind him. Voice of authority in Kansas City news. Delivers the facts—straight and crisp. Accustomed to scooping the area. Recent examples: Blizzard; Starkweather capture.

Square miles don't buy your product. People do—the people who are daily entranced and captivated by the six personalities you see here. You need the coverage of WHB. You need the audience of WHB, dominant first in every significant metro or area survey. Talk to Blair, or WHB general manager George W. Armstrong.

WHB

10,000 watts on 710 kc.

KANSAS CITY

**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.