

In Kansas City . . . WHB reaches more men & women . . . than the next 3 radio stations combined



It's a Don Loughnane Noon, Too!

Noon to 2 . . . Don talks to 53% of all the men and women who listen to the top 4 Kansas City stations. This remarkable record may be attributed to Don's deep, resonant, easy-going air voice and the professional air approach which characterizes everything WHB does.

Sure, WHB is consistently and dominantly first in total audience every hour of the day.* But you want to know men and women? Great!

Of all the men and women who listen to the top 4 Kansas City radio stations . . . 51.7% listen to first place WHB. (Nielsen, Nov.-Dec., audience composition analysis, 6 a.m.-6 p.m. average.) And every hour of the day more men and women listen to WHB than to any other station.

Talk to a Blair man . . . or WHB General Manager George W. Armstrong about WHB's tremendous 96-county coverage plus fantastic audience appeal.

*Whether you're talking about Metro Pulse, Nielsen, Trendex or Hooper . . . Area Nielsen or Pulse.

W H B

10,000 watts • 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.