

Station "B" 16.3%

Station "A" 20.0%

Station "C" 13.5%

WHB 50.2%

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



It's a Bob Robin Afternoon, Too!

Bob holds sway from 2 to 4 p.m. every afternoon, and look what happens: From 3 to 6, WHB reaches 60.5% of all men and women who listen to the top 4 Kansas City stations.

Bob is a young, eager and soft-spoken air personality who is known as the "Sentimental Gentleman from the South" (He calls Memphis home). He's firmly established as the "housewife's friend."

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

Of all the men and women who listen to the top 4 Kansas City radio stations . . . 50.2% listen to first place WHB. (Nielsen, April audience composition analysis, 6 a.m.-7 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

WHB

10,000 watts • 710 kc.
KANSAS CITY, Missouri

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.

STORZ STATIONS

TODAY'S RADIO FOR TODAY'S SELLING

TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA