

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

Sure, WHB is consistently and dominantly first in total audience every hour of the day.\* But how about men and women? Never mind what they figure to do. What do they do?

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 am—7 pm 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 powerful and mature audience appeal.

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



**IT'S A WAYNE STITT AFTER-NOON, TOO!** From 4 to 7 pm every day, Wayne reaches not only top audiences . . . but audiences rich in men and women. In fact . . . From 3 to 6, WHB reaches 60.5% of all men and women who listen to the top 4 Kansas City Stations. K.C. knows Wayne Stitt and he knows K.C., because he's been on the air in Kansas City since the age of 13. Wayne holds the Richard Widmark citation for outstanding success and leadership in broadcasting.

**WHB**

10,000 watts—710 kc.

KANSAS CITY, Missouri



**WHB 50.2%**

**Station "A" 20.0%**

**Station "B" 16.3%**

**Station "C" 13.5%**

**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.