

Two for your money: Area and people



96-county coverage 96-county Area Pulse shows WHB first in every quarter hour. WHB is first by far on the latest Area Nielsen.

40% bracket audiences WHB is first in Metro Pulse, Nielsen, Trendex, Hooper—with all-day average as high as 48.5% (Nielsen).

Men and women: 50.2% WHB reaches 50.2% of the men and women who listen to the top 4 Kansas City radio stations . . . or more than the next 3 stations combined. (Nielsen Audience Composition analysis, 6a.m.-7 p.m. average.)

Aren't these what you want: A *lot* of square miles . . . the ability to reach a *lot* of people . . . and finally, to attract a *mature* audience.

Talk to Blair . . . or WHB General Manager George W. Armstrong.

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