



There's unanimity in Kansas City:

*No matter how you count the audience
the no. 1 station is*

WHIB

**HERE IS THE WHB
LEADERSHIP LINE-UP:**

FIRST PLACE—HOOPER

Average share of audience, 7 a.m.-6 p.m.
Mon.-Sat., Jan.-Feb., 1955

FIRST PLACE—TRENDEX

Average share of audience, 8 a.m.-6 p.m.
Mon.-Fri., Jan.-Feb., 1955

FIRST PLACE—PULSE

Average share of audience, 6 a.m.-6 p.m.
Mon.-Sat., Jan.-Feb., 1955

10,000 WATTS, 710 KC

This is what Mid-Continent programming, ideas and excitement have achieved for WHB! All three national surveys—PULSE, HOOPER, TRENDEX—give WHB the top daytime spot with ratings as high as 48.9% (Hooper). So no matter which ratings you buy by, your best Kansas City buy is WHB. Talk to the man from Blair or WHB General Manager, George W. Armstrong.



MID-CONTINENT BROADCASTING COMPANY

President: Todd Storz

KOWH, Omaha
Represented by
H-R Reps, Inc.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

WHB, Kansas City
Represented by
John Blair & Co.