



There's unanimity in Kansas City:

No matter how you count the audience

the no. 1 station is

WHB

10,000 WATTS, 710 KC

HERE IS THE WHB LEADERSHIP LINE-UP:
FIRST PLACE—HOOPER
 Average share of audience 7 a.m.-6 p.m., Mon.-Fri.,
 May-June, 1955
FIRST PLACE—PULSE
 Average share of audience, 6 a.m.-6 p.m., Mon.-Sat.,
 March-April, 1955
FIRST PLACE—TRENDEX
 Average share of audience, 8 a.m.-6 p.m., Mon.-Fri.,
 Jan.-Feb., 1955

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 all-day average ratings as high as 45.7% (Hooper). So no matter what 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

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

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

WHB, Kansas City
 Represented by
 John Blair & Co.