



The feeling of **THE PULSE** is:
WHB is running away
 with the Kansas City radio day

**Every daytime quarter
 hour, Monday-Friday,
 PULSE finds WHB in
 first place.**

**So does Hooper,
 so it's unanimous.***

PULSE and Hooper have WHB first in every daytime quarter hour. WHB has more than twice the audience of the second station. (All-day average Hooper: 44.9%) Mid-Continent programming, ideas and excitement have achieved this dominance for WHB! The same programming, ideas and excitement can achieve dominance for you! Run over the Kansas City situation with the man from Blair, or WHB General Manager George W. Armstrong.

**Pulse—July—August, Hooper—July—August*

WHB

10,000 Watts, 710 kc



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.