



what do you
buy by?

HOOPER? ¹
NIELSEN? ²
PULSE? ³
TRENDIX? ⁴

all have
WHB FIRST!

WHB has run away with
Kansas City's radio day!

10,000 watts—710 kc

- ¹ All day average Hooper: 46.4%—First place!
- ² All day average area Nielsen: 39.2%—First place!
- ³ Pulse—every daytime ¼ hour—First place!
- ⁴ All day average Trendix: 42.8%—First place!

Call 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.