



*The man from Blair has  
4 surveys to state his case:*

# WHIB has run away with Kansas City's Radio Day!

10,000 watts—710 kc.

All Day Average **HOOPER**—47.7%—FIRST PLACE!

All Day Average **AREA NIELSEN**—39.2%—FIRST PLACE!

**PULSE**—every daytime quarter hour—FIRST PLACE!

All Day Average **TRENDX**—42.8%—FIRST PLACE!

Call the man from Blair or WHB General Manager George W. Armstrong



**MID-CONTINENT BROADCASTING COMPANY**

President: Todd Storz

WHB, Kansas City  
Represented by  
John Blair & Co.

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

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