



4 looks at the way Kansas City listens

All agree: It's WHB

March-April, 1956
 Metro Pulse: WHB 1st
 360 out of 360
 ¼ hours in and out of
 home, Mon.-Fri. 6 a.m.-
 midnight



Latest available
 Area Pulse: WHB 1st
 263 out of 288
 ¼ hrs. . . with 25-2nd
 place ¼ hrs., Mon.-
 Sat., 6 a.m.-6 p.m.



March, 1956
 Area Nielsen: WHB 1st
 every time period,
 1st all day and night
 42% share of audience
 Mon.-Sat. 6 a.m.-
 midnight

Feb.-May, 1956
 K. C. Hooper: WHB 1st
 248 out 260 ¼ hrs.
 1st all day with
 43.5% share of audience
 Mon.-Fri. 7 a.m.-6 p.m.
 Sat. 8 a.m.-6 p.m.



Dominate? And how! Listen to the way Kansas City looks the way Blair tells it—or talk to WHB General Manager George W. Armstrong.

WHB

10,000 watts—710 kc
 Kansas City



MID-CONTINENT BROADCASTING COMPANY

"The Storz Stations"—President: Todd Storz

WDGY, Minneapolis-St. Paul
 Represented by
 Avery-Knodel, Inc.

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

WHB, Kansas City
 Represented by
 John Blair & Co.

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

WQAM,* Miami
 Represented by
 John Blair & Co.

* Transfer subject to FCC approval.