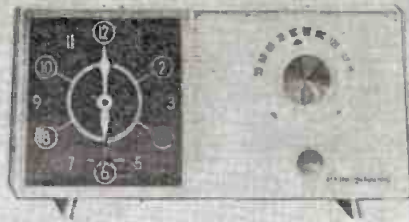
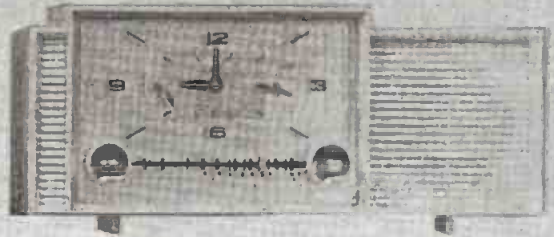


## WHB: Prime Factor in the Prime Time

from



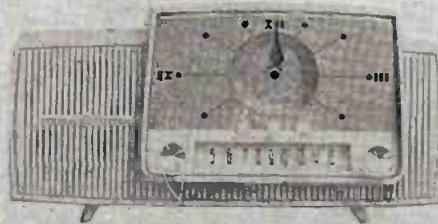
to



and from



to



**WHB talks to 54.1% of the Kansas City audience (Nielsen)**

*Prime...*

*or anytime...*

# It's a WHB world

Ask to see the WHB area dominance story—packed with convincing documentation!

Latest AREA NIELSEN: WHB first with 48.5%, 6 a.m.-6p.m.

Latest PULSE: WHB first every quarter hour.

Latest HOOPER: WHB first with 42.4% all-day average.

Latest TRENDEX: WHB first with 42.1% all-day average.

**WHB** 10,000 watts on 710 kc

**Kansas City, Missouri**

Talk to Blair . . . or WHB General Manager George W. Armstrong

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