

*Square miles don't buy
your product . . .*

People do



You need coverage AND audience.

In WHB's 96-county* world IT'S A WHB PULSE

WHB is first in 432 of 432 quarter hours 6 a.m. to midnight
(Pulse, Kansas City 96-county area . . . 6 a.m. to midnight,
Monday through Saturday, Sept., 1957)

Whether it be Metro Pulse, Nielsen, Trendex or Hooper . . . whether
it be Area Nielsen or Pulse . . . WHB is the dominant first
throughout . . . with audience shares consistently in the
40% bracket. And, WHB is the dominant first
among every important audience-type!

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

** situated in Missouri, Kansas and Iowa*

WHB
Kansas City
10,000 watts
710 kc.

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STATIONS**
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WDGY Minneapolis St. Paul
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