

# SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE



In November 1954  
WHB had its first #1  
rating report. In  
the last 7 years . . .

by every measure . . . by  
every standard . . . there has been

no interruption

in **WHB's** dominance

. . . because there's been no interrup-  
tion in WHB production ingenuity  
. . . precision . . . creativity . . .  
news coverage . . . concepts  
of community service.

To make WHB's position  
in the market *your*  
position, call Blair, or  
George W. Armstrong,  
Executive V. P.

10,000 watts  
710 kc.

**Kansas City, Missouri**

one of the news-making **STORZ** stations

<b>WDGY</b>	<b>WHB</b>	<b>WTIX</b>	<b>KOMA</b>	<b>KXOK</b>	<b>WQAM</b>
Minneapolis St. Paul	Kansas City	New Orleans	Oklahoma City	St. Louis	Miami

WDGY, WHB, KOMA, KXOK, WQAM represented by Blair.

WTIX represented by Features

## RADIO SAYS: 'LOOK AT ALL FOUR'

Broadcasters suspect  
that am medium is not  
accorded equal status  
with tv, mags. dailies

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## Alcoa remolds its ad profile via television

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## How to kill 'vampire video' in commercials

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## A food broker sounds off on ad agencies

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