

... HE ...
... DOH ...
... HOCHEFELLER ...
... NEW YORK ...

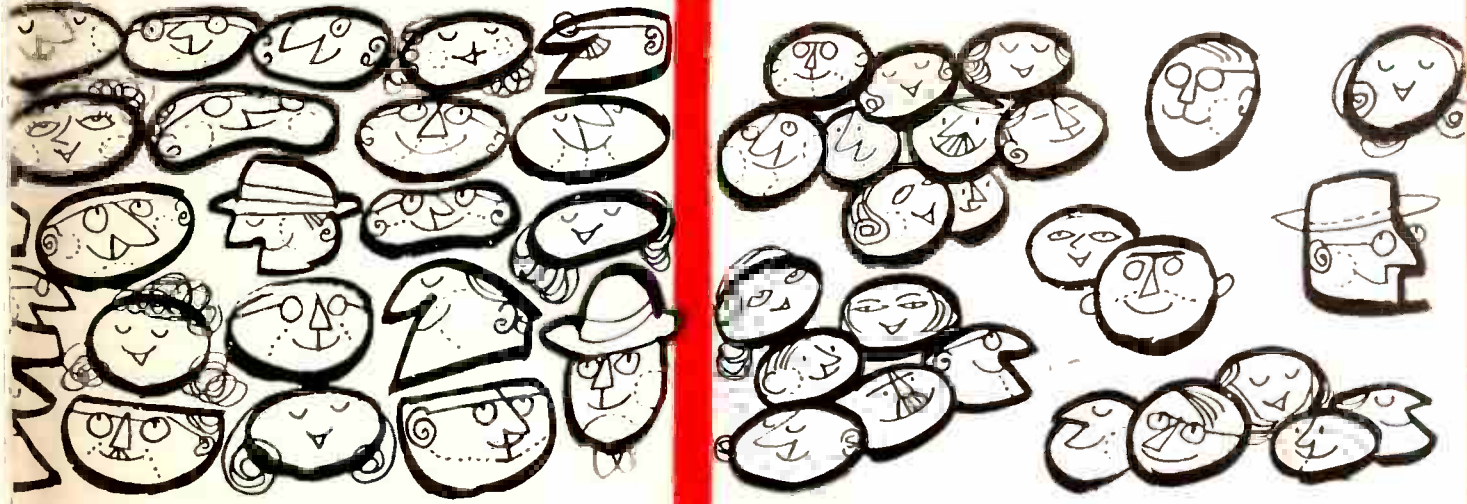
SPONSOR

the magazine radio and tv advertisers use

21 MARCH 1955

50¢ per copy • \$8 per year

Nearly half of Kansas City



s yours on WHB

90% (Hooper) to be exact. The other half is shared by ten other radio stations, in amounts descending from 17.1% to 1.7%. Note that WHB's share of audience is nearly 3 times that of the second station.

This did not happen by chance. It is the Mid-Continent formula at work. Listeners have been drawn to WHB by the music and news they like, purveyed by the kind of personalities they like and respond to.

Advertisers, too, are responding. In February, WHB served 162 separate advertisers—double the number on hand when Mid-Continent took over just 9 months ago.

Half a loaf is better than 17.1%. Talk to the Blair man, or WHB General Manager George W. Armstrong.

HERE'S THE WHB—KANSAS CITY LEADERSHIP LINEUP

HOOPER, FIRST PLACE, 48.9%
Mon.-Sat.
Average share of audience, 7 a.m.-6 p.m.
Mon.-Fri., Jan.-Feb., 1955

TRENDEX, FIRST PLACE, 42.8%
Average share of audience, 8 a.m.-6 p.m.
Mon.-Fri., Jan.-Feb., 1955

PULSE, IN HOME, FIRST PLACE
6 a.m.-9 a.m., Mon.-Sat.; 3 p.m.-6 p.m.
Mon.-Sat., Nov.-Dec., 1954

PULSE, OUT OF HOME, FIRST PLACE
Total average audience, 6 a.m.-midnight,
Mon.-Sun., Winter, 1955

WHB

10,000 Watts on 710 K.C. Kansas City, Missouri



MID-CONTINENT BROADCASTING COMPANY

President: Todd Storz

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

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

WHB, Kansas City
Represented by
John Blair & Co.

TOP MEDIA MEN VIEW AIR VALUES

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Schweppes brings the famous beard to spot radio

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The two Toigos: part II of profile on admen-cousins

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Station-in-window promotion wins Boston store to radio

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Nighttime radio: CBS Spot, Quality Radio take new sales tacks

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Video tape: programming revolution on the horizon

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TV TEST:
WEEK NO. 5

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