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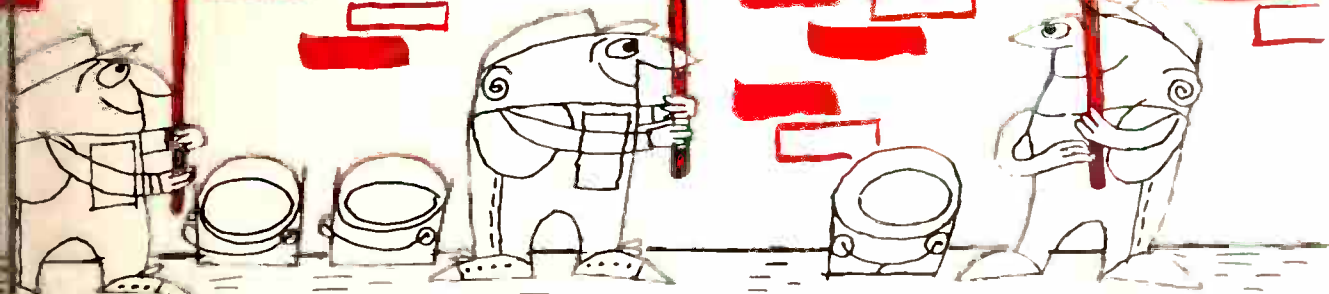
50¢ per copy • \$8 per year

HOOPER

PULSE

TRENDEX

UNANIMOUS



There's unanimity in Kansas City:

NO MATTER HOW YOU COUNT THE AUDIENCE THE NO. 1 STATION IS

WHB

10,000 WATTS, 710 KC

This is what Mid-Continent programming, ideas and excitement have achieved for WHB! All three national surveys—PULSE, HOOPER, TRENDEX—give WHB the top daytime spot with ratings as high as 48.9% (Hooper). So no matter which ratings you buy by, your best Kansas City buy is WHB. Talk to the man from Blair or WHB General Manager, GEORGE W. ARMSTRONG.

THE WHB LEADERSHIP LINE-UP:
HOOPER—Average share of audience, 6 p.m. Mon.-Sat., Jan.-Feb., 1955
TRENDEX—Average share of audience, 6 p.m. Mon.-Fri., Jan.-Feb., 1955
PULSE—Average share of audience, 6 p.m. Mon.-Sat., Jan.-Feb., 1955

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 TIMEBUYERS GIVE BUYING TIPS

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Johnson & Johnson:
big-time tv on a budget
of only \$600,000

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Woolworth moves into
network radio with
Sunday extravaganza

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Tv tests in week no. 9
beans and brown bread
sales are accelerating

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Can tv soap opera
be put on film?

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NSI: CAN IT MEASURE RADIO?

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Autorama: commercial
use of telethon idea

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