



*There's unanimity in Kansas City:
No matter how you count the audience
the no. 1 station is*

WHB

**HERE IS THE WHB
LEADERSHIP LINE-UP:**

FIRST PLACE—HOOPER

Average share of audience, 7 a.m. 6 p.m.
Mon. Sat., Jan. Feb., 1955

FIRST PLACE—TRENDEX

Average share of audience, 8 a.m. 6 p.m.
Mon. Fri., Jan. Feb., 1955

FIRST PLACE—PULSE

Average share of audience, 6 a.m. 6 p.m.
Mon. Sat., Jan. Feb., 1955

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 averages 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.



MID-CONTINENT BROADCASTING COMPANY

President: Todd Storz

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

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

WHB, Kansas City
Represented by
John Blair & Co.