



# UNANIMOUS UNANIMOUS 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

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

**FIRST PLACE—HOOPER**

Average share of audience 7 a.m.-6 p.m., Mon.-Fri.,  
May-June, 1955

**FIRST PLACE—PULSE**

Average share of audience, 6 a.m.-6 p.m., Mon.-Sat.,  
March-April, 1955

**FIRST PLACE—TRENDEX**

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

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 all-day average ratings as high as 45.7% (Hooper). So no matter what 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

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

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

John Blair & Co.  
Represented by  
WHB, Kansas City