



There's unanimity in Kansas City

No matter how you count the audience . . . the No. 1 station is

WHB Leadership Line-up

FIRST PLACE—HOOPER

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

FIRST PLACE—PULSE

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

WHB

10,000 WATTS, 710 KC

Buying radio in Kansas City is practically child's play today, because Hooper and Pulse are unanimous in their rating of WHB as the station with the biggest audience. (All-day averages as high as 45.1%). This is what Mid-Continent programming, ideas and excitement have achieved for WHB! The same programming, ideas and excitement can achieve leadership for you. 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 Reps., Inc.

WHB, Kansas City
Represented by
John Blair & Co.