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

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.

MEMBERSHIP LINE-UP:

PACE—HOOPER

Share of audience, 7 a.m.-6 p.m.,
June-July, 1955

PACE—PULSE

Share of audience, 6 a.m.-6 p.m.,
March-April, 1955

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

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

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

WHB, Kansas City
Represented by
John Blair & Co.

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your jingle jangles?

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conducted by boy scouts

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