



THE FEELING OF **THE PULSE** IS:  
**WHB** IS RUNNING AWAY WITH  
 KANSAS CITY'S RADIO DAY

*Every daytime quarter hour,  
 Monday-Friday, PULSE finds  
 WHB in first place. So does  
 Hooper, so it's unanimous.\**

*\* PULSE—July-August Hooper—July-August*

PULSE and Hooper have WHB first in every daytime quarter hour. WHB has more than twice the audience of the second station. (All-day average Hooper: 44.9%.) Mid-Continent programming, ideas and excitement have achieved this dominance for WHB! The same programming, ideas and excitement can achieve dominance for you! Run over the Kansas City situation with the man from Blair, or WHB General Manager George W. Armstrong.

**WHB**

10,000 WATTS, 710 K.C.



**MID-CONTINENT BROADCASTING COMPANY**

President: Todd Storz

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

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

WHB, Kansas City  
 Represented by  
 John Blair & Co.