

HOOPER\* says it.  
 NIELSEN\* says it.  
 PULSE\* says it.  
 TRENDX\* says it.

# WHB

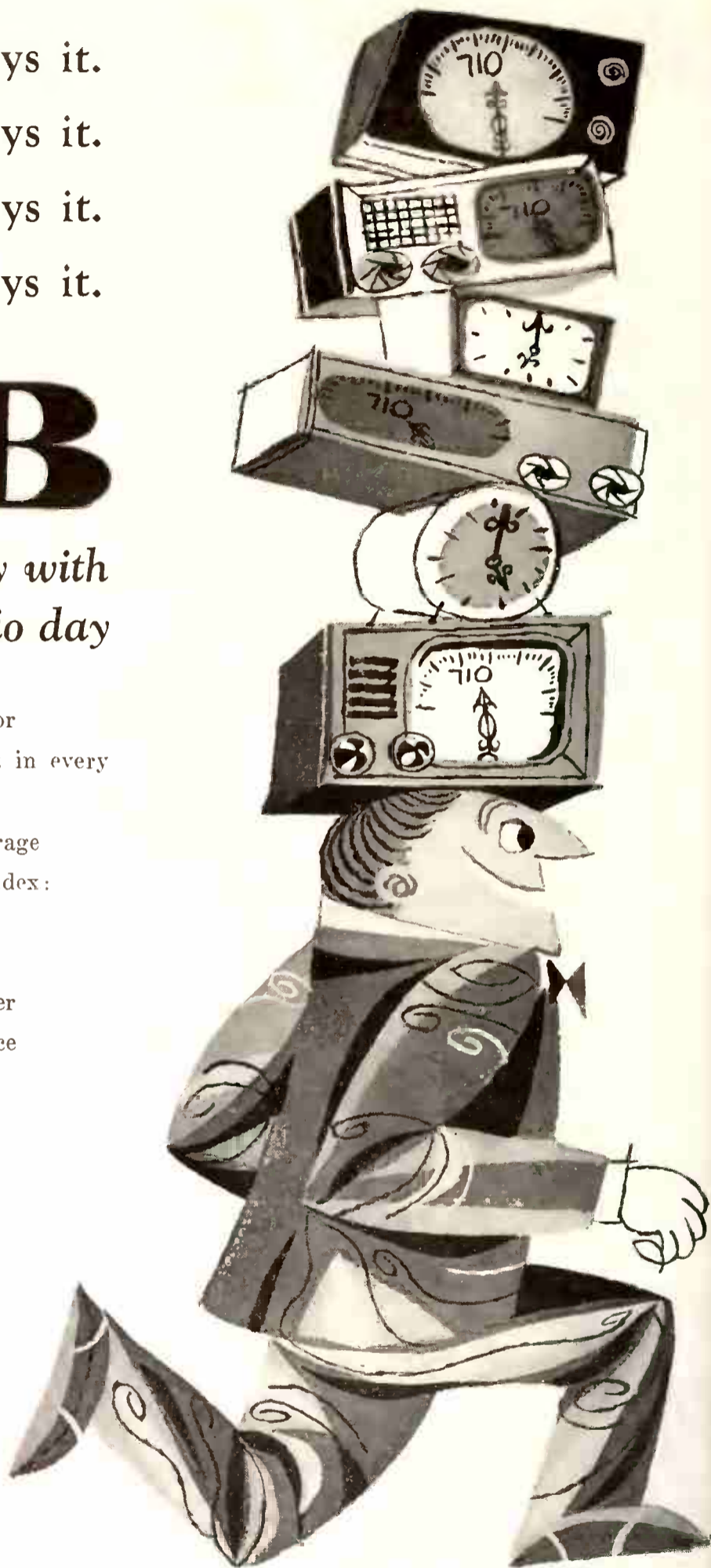
*is running away with  
 Kansas City's radio day*

Have a pet rating? Doesn't matter. A.M. or afternoon? Doesn't matter. WHB is first in every time segment per every rating service. All day average Hooper: 46.4%. All day average area Nielsen: 39.2%. All day average Trendx: 42.8%. Every daytime quarter hour Pulse finds WHB in first place. It's the Mid-Continent formula that does it. So whatever rating you buy by, feel secure in your choice of WHB for Kansas City selling. Talk to the man from Blair, or WHB General Manager George W. Armstrong.

*\* From most recent reports available.*

## WHB

10,000 watts, 710 kc



**MID-CONTINENT BROADCASTING COMPANY**

President: Todd Storz

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

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

WHB, Kansas City  
 Represented by  
 John Blair & Co.