



what do you
buy by?

- HOOPER? ¹
- NIELSEN? ²
- PULSE? ³
- TRENDEX? ⁴

all have
WHB FIRST!

WHB

10,000 watts—710 kc

has run away with
Kansas City's radio day!

¹ All day average Hooper: 46.4%—First place!

² All day average area Nielsen: 39.2%—First place!

³ Pulse—every daytime ¼ hour—First place!

⁴ All day average Trendex: 42.8%—First place!

Call 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.