



*The man from Blair has
4 surveys to state his case:*

WHB

10,000 watts — 710 kc.

has run away with Kansas City's Radio Day!

All Day Average **HOOPER**—47.7%—FIRST PLACE!

All Day Average **AREA NIELSEN**—39.2%—FIRST PLACE!

PULSE—every daytime quarter hour—FIRST PLACE!

All Day Average **TRENDIX**—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 Repts., Inc.

WHB, Kansas City
Represented by
John Blair & Co.