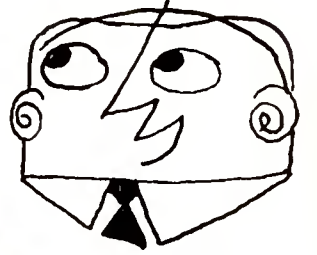


“What’s the Kansas City area story?”

“Let’s ask Pulse and Nielsen!”

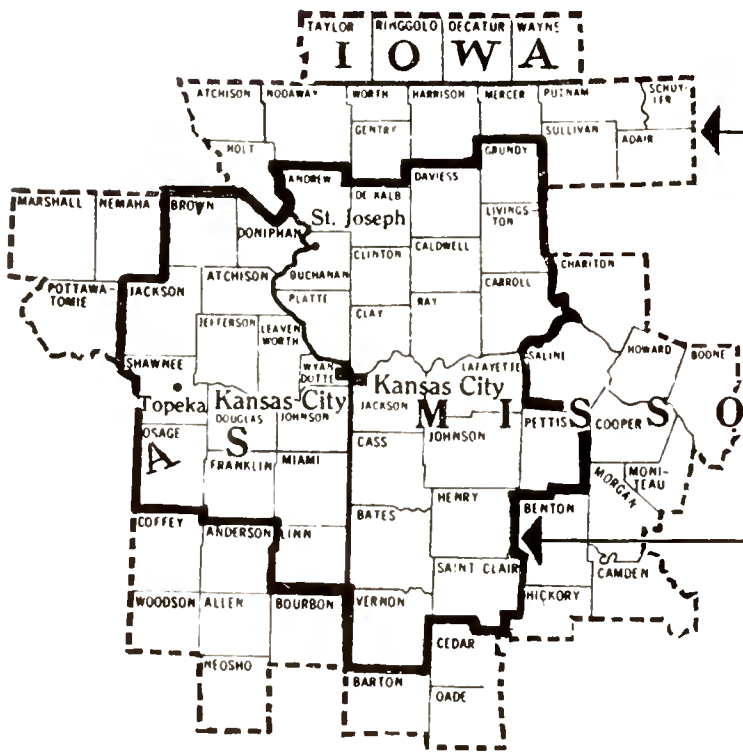


of course!

WHB

Dominates

Its Area, Too!



70-County
AREA PULSE
 620,400 radio homes
 WHB is first in *every* time period!
 Average share of audience 25% ahead
 of the second station!

N. S. I. AREA
 542,700 radio homes
 WHB all-day average: 42.9%
 (second station: 16.6%)
 WHB first by far in *every* time period!

Latest Kansas City Hooper gives WHB whopping first place with 47.7%. So WHB dominates the metropolitan area as it dominates the whole area. More reason than ever to talk to the man from Blair, or WHB General Manager George W. Armstrong!

WHB 10,000 watts — 710 kc



MID-CONTINENT BROADCASTING COMPANY

President: Todd Storz

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

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

WHB, Kansas City
Represented by
John Blair & Co.