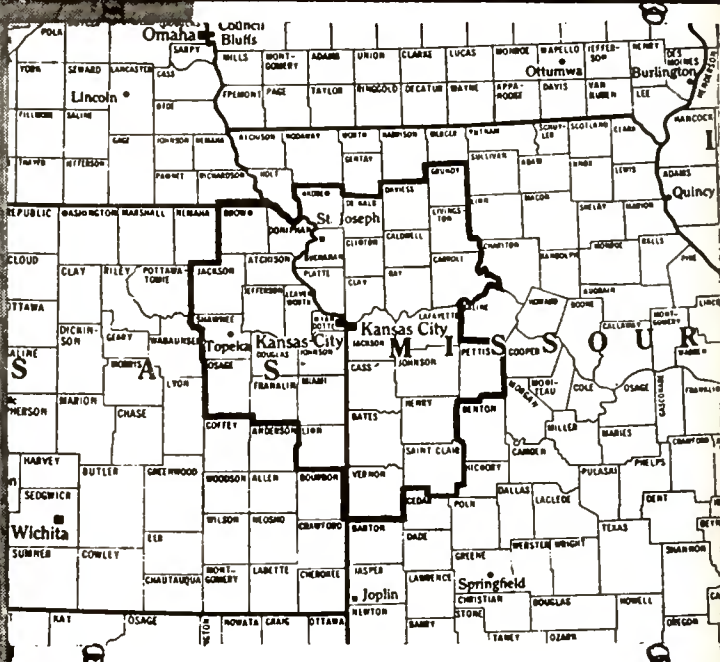
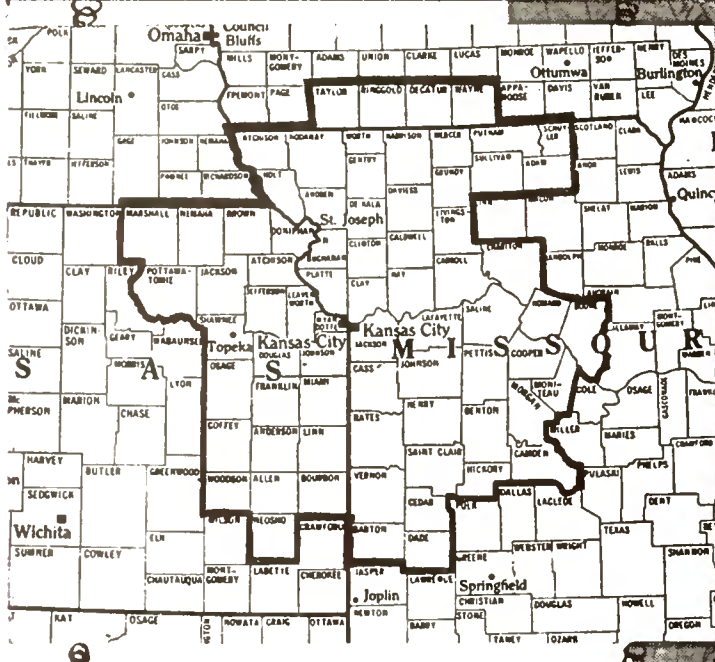


Sure, WHB dominates Kansas City. But how about area?

It's WHB's **REGION**, too!



The Proof's in PULSE and NIELSEN



70-County AREA PULSE
 620,400 Radio homes
 WHB is first in every time period!
 Average share of audience 25% ahead of 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 (January-February, 1956) gives WHB whooping first place with 49.1%. WHB leads in every Hooper ¼ hour, 6 a.m.-6 p.m., Mon.-Sat. 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
 KANSAS CITY



MID-CONTINENT BROADCASTING COMPANY

President: Todd Storz

WDGY, Minneapolis-St. Paul
 Represented by
 Avery-Knodel

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

WHB, Kansas City
 Represented by
 John Blair & Co.

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