

IT'S WHB'S REGION, TOO!

263 1st place $\frac{1}{4}$ hours out of 288 . . .

. . . 25 second place $\frac{1}{4}$ hours . . . and nothing lower!

That's what Kansas City AREA PULSE says about WHB

for 594,700 radio homes in 66 counties of 3 states

Monday-Saturday, 6 a.m. - 6 p.m.

Average share of audience 25% ahead of second station!

42.9% average share of audience all-day

(2nd station: 16.6%)

WHB first by far in *every* time period!

That's what Kansas City AREA NIELSEN says about WHB

for the 542,700 radio homes in the N.S.I. Area

all day and night, 6 a.m. to midnight, Monday-Saturday

49.1% average share of audience all-day

That's what the latest Kansas City HOOPER says about WHB

WHB leads in every Hooper $\frac{1}{4}$ hour.

6 a.m. - 6 p.m., Monday through Saturday.

So you see, WHB dominates the Kansas City *area* as convincingly as it dominates metropolitan K.C. audiences. Get the big story from the man from Blair, or WHB General Manager George W. Armstrong!

WHB 10,000 watts—710 kc
Kansas City



-CONTINENT BROADCASTING COMPANY

President: Todd Storz

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

KOWH, Omaha
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WTIX, New Orleans
Represented by
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WHB, Kansas City
Represented by
John Blair & Co