



IT'S WHB'S REGION, TOO!

263 1st place ¼ hours out of 288 . . .
. . . second place ¼ 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 ¼ 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



MID-CONTINENT BROADCASTING COMPANY

—President: Todd Storz

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

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.