



**4 looks at the way
Kansas City listens
(all see WHB)**

Jan., 1956

Metro **Pulse:** WHB 1st

360 out of 360

¼ hours in and out of home,
Mon.-Fri. 6 a.m.-midnight

March, 1956

Area **Nielsen:** WHB 1st

every time period,
1st all day and night

42% share of audience

Mon.-Sat. 6 a.m.-midnight

Latest available

Area **Pulse:** WHB 1st

263 out of 288

¼ hours . . . with 25—2nd place
¼ hours, Mon.-Sat., 6 a.m.-6 p.m.

Jan.-Feb., 1956

K. C. **Hooper:** WHB 1st

every ¼ hour,
1st all day with

49.1% share of audience

Mon.-Sat. 6 a.m.-6 p.m.

Dominate? And *how!* Listen to the way
Kansas City looks the way Blair tells it—
or talk to WHB General Manager *George W.
Armstrong.*

WHB

10,000 watts — 710 kc

Kansas City



MID-CONTINENT BROADCASTING COMPANY

"The Storz Stations"—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.

Coming Soon—WQAM, Miami—Transfer Subject to FCC Approval