

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



March-April, 1956
Metro Pulse: WHB 1st
360 out of 360
 1/4 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
 1/4 hrs. . . . with 25-2nd place
 1/4 hrs., Mon.-Sat., 6 a.m.-6 p.m.

Feb.-May 1956
K. C. Hooper: WHB 1st
248 out of 260 1/4 hrs.
 1st all day with
 43.5% share of audience
 Mon.-Fri. 7 a.m.-6 p.m.
 Sat. 8 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.

WQAM,* Miami
 Represented by
 John Blair & Co.

*Transfer Subject to FCC Approval