



4 looks at the way Kansas City listens
All agree: It's WHB

March-April, 1956 Latest available
 Metro **Pulse:** WHB 1st Area **Pulse:** WHB 1st
360 out of 360 263 out of 288
 1/4 hours in and out of home, 1/4 hrs. . . . with 25-2nd place
 Mon.-Fri. 6 a.m.-midnight 1/4 hrs., Mon.-Sat., 6 a.m.-6 p.m.

March, 1956 Feb.-May 1956
 Area **Nielsen:** K. C. **Hooper:** WHB 1st
 WHB 1st **248 out of 260 1/4 hrs.**
every time period, 1st all day with
 1st all day and night 43.5% share of audience
 42% share of audience Mon.-Fri. 7 a.m.-6 p.m.
 Mon.-Sat. 6 a.m.-midnight 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

** Transfer subject to FCC approval*



MID-CONTINENT BROADCASTING COMPANY
 "The Storz Stations"—Todd Storz, President

- 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.