

*Square miles don't buy  
your product . . .*

*People do*



*You need coverage AND audience*

In WHB's 96-county\* world **IT'S A WHB PULSE**

WHB is *first* in 432 of 432 quarter hours 6 a.m. to midnight (Pulse, Kansas City 96-county area . . . 6 a.m. to midnight, Monday through Saturday.) Whether it be Metro Pulse, Nielsen, Trendex or Hooper . . . whether it be Area Nielsen or Pulse . . . WHB is the dominant first throughout . . . with audience shares consistently in the 40% bracket.

And, WHB is the dominant first among every important audience-type!

Talk to a Blair man . . . or WHB General Manager George W. Armstrong.

*\*situated in Missouri, Kansas and Iowa*

**WHB** Kansas City 10,000 watts, 710 kc.

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