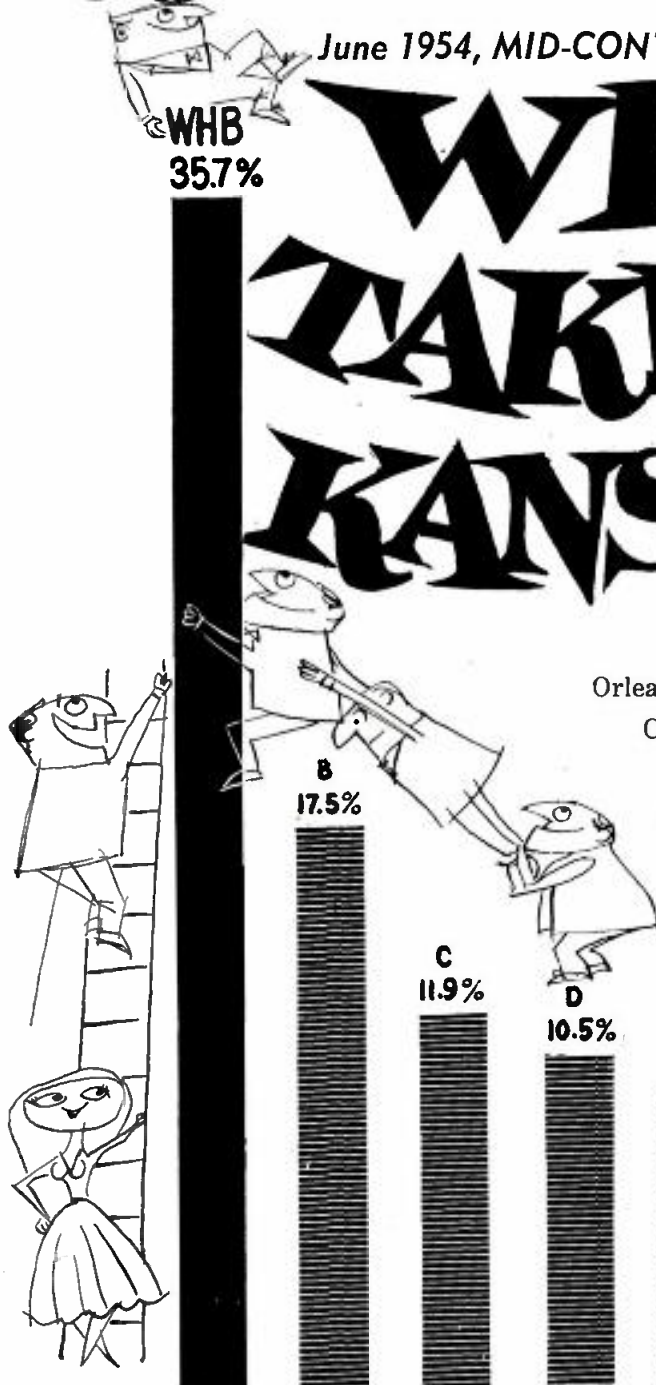


DOUBLE TAKE-OVER!

June 1954, MID-CONTINENT TOOK OVER WHB ... And now ...



WHB TAKES OVER KANSAS CITY

It happened in Omaha* and it happened in New Orleans!** Now Kansas City makes three leaders for Mid-Continent! Hooper says WHB is first in the morning, first in the afternoon, first all day with 35.7% of the available audience, twice the next station's share. All *this* since June when new ownership-management brought new ideas, new programming, new concepts to Kansas City's oldest (1922) call letters. Ask the Blair man, or WHB General Manager George W. Armstrong!

* The MID-CONTINENT FORMULA brought KOWH to first in Omaha; kept KOWH first for 36 consecutive months. Average Hooper (Oct.-Nov., 1954) 45.5%. Next station: 20.5%.

** The MID-CONTINENT FORMULA brought WTIX from 11th to 1st in 10 months. First all-day (21.3%), second station, 17.9%, (Nov., 1954 Hooper).

HOOPER RADIO INDEX—7 AM-6 PM, MONDAY-FRIDAY, OCT.-NOV., 1954



MID-CONTINENT BROADCASTING COMPANY

President: Todd Storz

KOWH, Omaha
Represented by
H-R, Reps, Inc.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

WHB, Kansas City
Represented by
John Blair & Co.

WHB

1,000 watts on 710 kc.
Kansas City, Missouri