

*In one ear... and in the other*



**WHB  
TAKES  
OVER  
KANSAS CITY\***

Lend an ear to the man from Blair, or let WHB General Manager George W. Armstrong bend your aural extremity.

\*HOOPER RADIO INDEX—7 a.m.-6 p.m., Monday-Friday, Nov.-Dec., 1954



**MID-CONTINENT BROADCASTING COMPANY**

President: Todd Storz

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**WHB**

10,000 watts on  
710 kc.  
Kansas City, Missouri