



**this is the way  
they cut up the  
radio audience  
in Kansas City  
... and ...**

**WHB**

**gives you the  
prime cut with  
43.5%\* of the  
all day audience**

... more than twice its nearest competitor. Here in Beef Center, U.S.A., where more than a million beef cattle met their reward in 1954, the *second* biggest occupation is listening to WHB's brand of music, news and ideas. 10,000-watt WHB packs in 43.5%\* of the Kansas City audience (all-day average). The second station has only 17.4%, less than half as much.

Thus, WHB dominates this tremendous market with a decisiveness characteristic of the Mid-Continent formula. It happened first in Omaha, next in New Orleans—and now in Kansas City.

Discuss the stakes with John Blair, or WHB General Manager George W. Armstrong.

*\*HOOPER RADIO INDEX—7 a.m. to 6 p.m., Monday-Friday, Dec. 1954-Jan. 1955.*



**MID-CONTINENT BROADCASTING COMPANY**  
 President: Todd Storz  
**KOWH, Omaha**      **WTIX, New Orleans**      **WHB, Kansas City**  
 Represented by      Represented by      Represented by  
 H-R, Reps, Inc.      Adam J. Young, Jr.      John Blair & Co.

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