

BROADCASTING TELECASTING

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**STARTS
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DS, WOMEN and BOXTOPS'
by Duane Jones

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23RD
year

THE NEWSWEEKLY
OF RADIO AND TV



Now there are three... countin' K.C.!



First KOWH, the station that leaped from last to first place in Omaha and became "America's most listened-to independent station."

Then WTIX, with its spectacular seven-month climb from last place to become New Orleans' top independent, to vie with the nets for top audience honors.

And now WHB*, the station with the oldest call letters in Kansas City, with 10,000 Watts on 710 K.C., a combination for wide coverage.

You can expect big things from WHB*... as new management institutes proven practices that have already produced two of the nation's finest radio success stories.

Now is the time to swing to WHB*—a good buy today, it will be an exceptional buy tomorrow!

* Subject to FCC approval.

MID-CONTINENT BROADCASTING CO.
General Manager; Todd Storz

KOWH
Represented by
The Bolling Co.

WTIX
Represented by
Adam J. Young, Jr.

WHB
Represented by
John Blair & Co.