

# BROADCASTING TELECASTING

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# 24<sup>TH</sup> year

THE NEWSWEEKLY  
OF RADIO AND TV

# big switch!



### At midnight, October 17th, WHB completed the switch from network to independent operation

Now WHB has 24 full hours a day to transmit the kind of radio which has already started the big switch in Kansas City listening. In the few months since new management\* took over, new studios, programming, personalities, ideas have put K.C.'s oldest call letters (born 1922) on the lips of everybody in town.

In audience and in rates, WHB is an *extraordinary* buy—right now. Talk to John Blair, or Station Manager George W. Armstrong.

\*Operating two other famous independents, each first in its own market (Hooper): KOWH, Omaha — WTIX, New Orleans.

10,000 watts on 710 kc.

Kansas City, Missouri

# WHB



**MID-CONTINENT BROADCASTING COMPANY**

General Manager **Todd Stone**

KOWH, Omaha  
Represented by  
H-R Inc.

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

WHB, Kansas City  
Represented by  
John Blair & Co.