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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 — WTIK, New Orleans.

10,000 watts on 710 kc.

Kansas City, Missouri

WHB

MID-CONTINENT BROADCASTING COMPANY

General Manager: Todd Storz

KOWH, Omaha
Represented by
H-R, Inc.

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

WHB, Kansas City
Represented by
John Blair & Co.

**DO AGENCIES
EARN 15% ON TV?**

page 29

**Why 666 Cold Tablets
is spending 60% of
budget on spot radio**

page 32

**What's spot radio
—what's network?
The line narrows**

page 34

**BREAKING TV'S
BRASSIERE TABOO**

page 36

**Does your show reach
people—or customers?**

page 38

**"Life" vs. television:
a clean-cut test of
media effectiveness**

page 40

**Does your show reach
store customers?
The answer is in radio**

page 44