

big

switch!

WHB switches to independent operation and Kansas City listeners are switching to WHB

Unburdened by a lot of programs only *some* people want to hear, WHB now fills 24 hours a day, 7 days a week with what *most* people want to hear. The result: A steady switching of Kansas City dials to 710 kc., where new studios, programming, personalities and ideas are making K.C.'s oldest (1922) call letters—K.C.'s most talked about call letters.

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

** Operating two other famous, much-listened-to independents: KOWH, Omaha; WTIK, New Orleans.*

10,000 watts on 710 kc.

Kansas City, Missouri

WHB



MID-CONTINENT BROADCASTING COMPANY

President: Todd Storz

KOWH, Omaha
Represented by
H-R, Reps, Inc.

WHB, Kansas City
Represented by
John Blair & Co.

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