

new listen

**There's a "new listen" in Kansas
City since WHB made the big switch to
independent operation**

Each day new radio dials leave home for WHB, spun by listeners who've heard nothing but "WHB" from nearly everybody. Once at 710, many dials stay, unspun by people who like what they hear—new programming, new personalities, new ideas, new news. New management* brought these changes to Kansas City, together with new studios for K.C.'s oldest (1922) call letters.

The results: climbing ratings for a station which was already way up there; and increased value from a station which was already the best radio buy in Kansas City. Talk to John Blair, or WHB General Manager, George W. Armstrong.

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

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

**WHB, Kansas City
Represented by
John Blair & Co.**