

**RATINGS MAKE THEM SIGN THE FIRST TIME . . .
BUT IT TAKES RESULTS TO MAKE THEM RENEW**



**at
WHB . . .
87%
renewal**

*87% of WHB's 40
largest billing local
accounts in 1955 . . .
have renewed in 1956
. . . with several
contracts yet to come
up for renewal!*



Sure, WHB dominates Kansas City on every national survey. Sure, Storz Station music, news and ideas attract tremendous audiences—which in turn attract advertisers. But it takes *results* to make local advertisers come back for more. And WHB is Kansas City's results station. So much so that WHB has a higher percentage of renewals for both local and national advertisers than any other Kansas City radio station. Talk to the man from Blair, or WHB General Manager, George W. Armstrong.

WHB

10,000 watts — 710 kc.

Kansas City

Latest
METRO PULSE

WHB first all day and night. WHB first 360 out of 360 1/4 hours. In and out of home, Mon.-Fri., 6 a.m.-midnight

Latest
AREA PULSE

WHB 1st all day. WHB 1st 263 out of 288 1/4 hours. 25 second place 1/4's, none lower, Mon.-Sat. 6 a.m.-midnight

Latest
AREA NIELSEN

WHB first all day and night with 42.7% share of audience. WHB first every time period. Mon.-Sat. 6 a.m.-6 p.m.

Latest
HOOPER

WHB 1st all day with 45.6% share of audience. Mon.-Fri. 7 a.m.-6 p.m., Sat. 8 a.m.-6 p.m.

THE STORZ STATIONS—Todd Storz, President

WDGY
Minn.-St. Paul

WHB
Kansas City

WQAM
Miami

KOWH
Omaha

WTIX
New Orleans

Represented by John Blair & Co.

Represented by Adam Young, Inc.