



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.

**W H B**

10,000 watts—710 kc

Kansas City

<i>Latest</i>	<i>Latest</i>	<i>Latest</i>	<i>Latest</i>
<b>METRO PULSE</b>	<b>AREA PULSE</b>	<b>AREA NIELSEN</b>	<b>HOOPER</b>
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.	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.	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.	WHB 1st all day with 45.6% of audience. Mon.-Fri. 7 a.m.-6 p.m., Sat. 8 a.m.-6 p.m.

**THE STORZ STATIONS**  
Today's Radio for Today's Selling

President:  
TODD STORZ

**WDGY**  
Minneapolis-St. Paul

**WHB**  
Kansas City

**WQAM**  
Miami

**KOWH**  
Omaha

**WTIX**  
New Orleans

Represented by John Blair & Co.

Represented by Adam Young Inc.