



**Latest
METRO PULSE**

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

**Latest
AREA PULSE**

WHB first all day. WHB first 263 out of 288 quarter-hours. 25 second place $\frac{1}{4}$'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 first all day with 45.6% of audience. Mon.-Fri., 7 a.m.-6 p.m.; Sat., 8 a.m.-6 p.m.

*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 men from Blair, or WHB General Manager, George W. Armstrong.

WHB

*10,000 watts—710 kcs.
Kansas City, Missouri*

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.