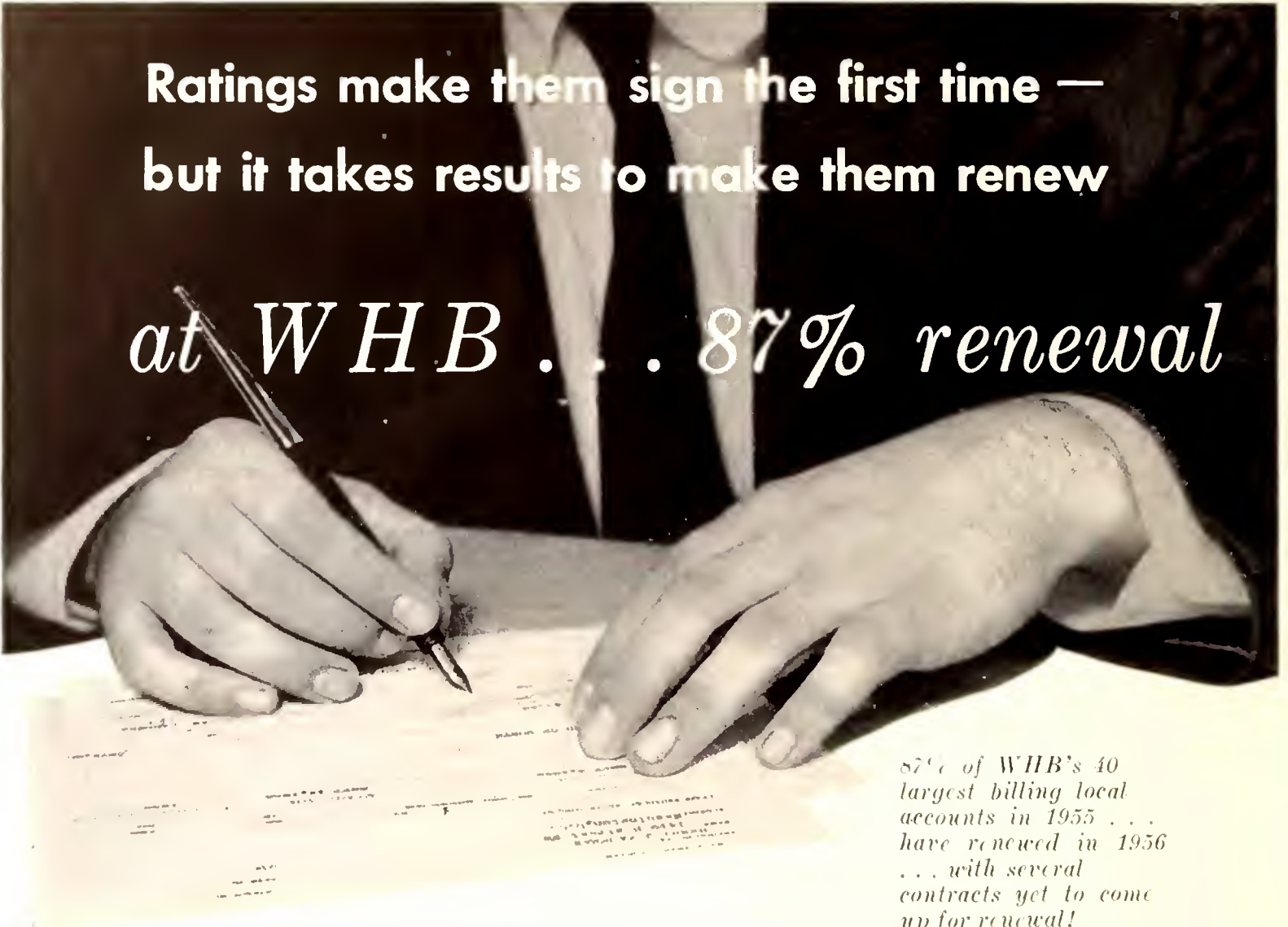


Ratings make them sign the first time —
but it takes results to make them renew

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 ¼ 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 ¼ hours. 25 second place ¼'s, none lower, Mon. Sat. 6 a.m. mid night.

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% 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

WDGY

Minneapolis-St. Paul

WHB

Kansas City

WQAM

Miami

Represented by John Blair & Co.

President:

TODD STORZ

KOWH

Omaha

WTIX

New Orleans

Represented by Adam Young Inc.