



**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 ¼'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 man 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**

**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.