

Ratings make  
them sign  
the first time —

But it takes  
results to  
make them renew



**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. mid night.

**Latest  
AREA PULSE**

WHB first all day. WHB first 263 out of 288 quarter-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 first all day with 42.2% of audience. 4 month average Mon.-Fri., 7 a.m. 6 p.m.; Sat. 8 a.m. 6 p.m.

## at WHB ... 87% renewal

87% of WHB's largest billing local accounts in 1955 . . . renewed in 1956! WHB has a higher percentage of renewals for both local and national advertisers than any other Kansas City radio station.

Sure, WHB dominates Kansas City on every national survey. Sure, Storz Station programming quality attracts 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*. 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.