Ratings make them sign the first time—

But it takes results to make them renew

at WHB . . . 87% renewal

75% of WHB's largest billing local accounts in 1957 have renewed in 1958 . . . with several contracts yet to come up for renewal!

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 ratings 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.

The Storz Stations
Today's Radio for Today's Selling

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President

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