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

at WHB . . . 87% renewal

87% of WHB's largest billing local accounts in 1955 . . . renewed in 1956!

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. 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

TODD STORZ, President

WDGY
Minneapolis-St. Paul

WHB
Kansas City

KOWH
Omaha

WQAM
Miami

WTIX
New Orleans

Represented by John Blair & Co.

Represented by Adam Young Inc.

10,000 watts 710 kx
Kansas City, Missouri

SPONSOR • 23 FEBRUARY 1957

13