

NEWS ON THE HOUR AND THE HALF HOUR NEWS ON THE HOUR AND THE HALF HOUR

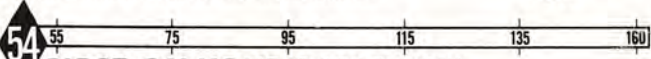
**YOUR
BRAND
OF MUSIC**



K-WANT

Country

RADIO 540 | 5000 WATTS | IOWA'S LARGEST DAYTIME COVERAGE



FIRST ON YOUR RADIO DIAL

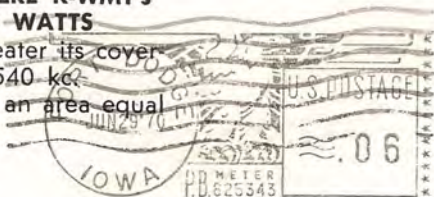
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**POWERFUL COVERAGE AT 540 KILOCYCLES WHERE K-WMT's
5,000 WATTS DO THE WORK OF OVER 2,400,000 WATTS**

The lower the frequency of a broadcasting station, the greater its coverage; and K-WMT has Iowa's lowest (finest) frequency — 540 kc. For example, to deliver a comparable 15mv/m signal over an area equal to that of K-WMT at 540 kc with 5,000 watts:

- A station at 1100 kc would need 219,000 watts
- A station at 1600 kc would need 2,400,000 watts

Your Report is Confirmed



*Ernest J. Weselowski
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