

4

**times
the
power**

*1000
WATTS
Day and
Night*

KFXD

things to know!!

- The new transmitter is ideally located, three miles south of Meridian on Amity Avenue—midway between Boise and Nampa.
- The new antenna towers are 327 feet high, which, with the directional antenna insures real coverage of the intermountain area.
- The new frequency at the clear end of the band is a choice spot—no interference from other stations. Insures perfect reception at all points throughout the entire Boise Valley.
- Last, but not least, that increase in power we've mentioned—well, YOUR message will reach just that many more people, and that's what counts for most.

YOUR MUTUAL STATION

KFXD

now
580

was at 1230

500

600

700

800

900

1000

1100

1200

In keeping with our policy of PROGRESS we are proud to offer these new facilities to you. A new transmitter—a better spot on the dial—and a whale of a lot of power—Yes, you'll get more from KFXD!

see large letter and picture verie.

F M

frequency modulation

What is FM? It is a new method of broadcasting which is far superior to present standards of radio reception. Briefly, here are its advantages:

- (1) Static-Free reception. FM filters out all static—man-made as well as severe electrical disturbances caused by thunder storms.
- (2) No fading. FM provides strong and constant signal.
- (3) Elimination of Cross-Talk. Regardless of conditions you hear only one station at a time.
- (4) High Fidelity—which means perfect tone—perfect reproduction of the highest and lowest sounds.

KFXD is the first in the intermountain area with this latest method of broadcasting—FM, or Frequency Modulation—2500 watts—too!

101.3 MEGACYCLES OR CHANNEL 267

for your

**MORE
RADIO
DOLLAR**