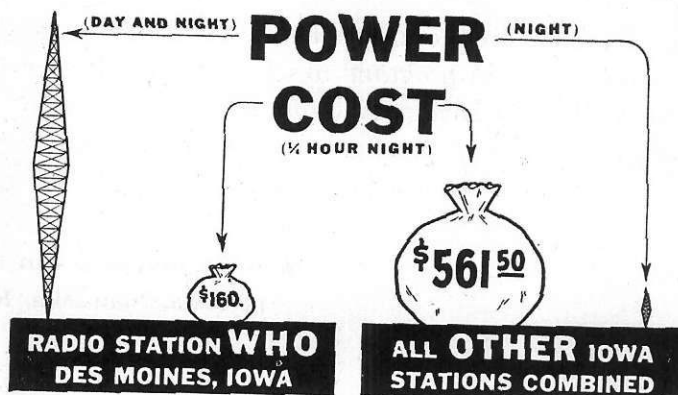


BIG, YES! — AND EFFICIENT!

HIGH power alone isn't necessarily a good index of a station's value — but when a big station can out-pull a lot of smaller stations *and save you money besides*, that's *IT!* And that's it with WHO.

No informed person hereabouts will deny that WHO is the *only* station that covers IOWA PLUS In fact, to match WHO coverage, you'd have to use every other station in the State — and then some. But WHO gives you nearly 90% of the nighttime power of all commercial Iowa stations combined, at less than one-third the cost! That's why we say — if WHO can't quadruple the *results-per-dollar* of all other Iowa stations rolled together, we'll call it quits! May we send you the proof?



WHO operates on a clear channel, at 50,000 watts, full time. The combined nighttime power of all eleven other commercial stations in Iowa is 6,400 watts. . . The cost-figures speak for themselves.

WHO for IOWA PLUS

DES MOINES — 50,000 WATTS

O. MALAND, MANAGER

FREE & PETERS, INC., REPRESENTATIVES

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