TO OUR LISTENERS — A PLEDGE:

AS guests in your home, KEVD will conduct itself with dignity and awareness of the responsibilities of guests.

WE will comfort, entertain, and enlighten all members of your family, and do so in good taste.

WE will not offend nor embarrass any member of your family at any time.

WE will maintain our commercial and sustaining appeal at a strict moral level and only try to influence your patronage with firms of the highest calibre.

WE will not spread seeds of hatred, un-American propaganda, or anti-Christian philosophy in your living room.

WE welcome our invitation into your home, and we hope that our policy will merit continued associations.

THE MANAGEMENT OF KEVD.

"KEVD — TO GOOD LISTENING"

Compliments of:
Meet The keyd Management

GENERAL MANAGER, Lee Whiting

SALES MANAGER, Harold Winther

CHIEF ENGINEER, Harvey Headen

PROGRAM DIRECTOR, H. Irving Tingley
Ray Tenpenny and Bob Mullen, Account Executives

Marilyn Stevens, Receptionist

Hazel McIntosh, Secretary

Kenneth Pettijohn, Controller
Family "Hello" Yours

Bob Knapp and Bill Daley, Account Executives

Doris Carlson, Traffic

Marvis Henrickson, Managerial Secretary

Grace Nelson, Accountant
These Are The
Friendly Voices of
keyd

WENDY HUSEBO, Chief Announcer
and Productions

DON RILEY, Announcer

HARRY ZIMMERMAN, Announcer

HOWARD VIKEN, Announcer
That Popular Guy
Slim Jim

Slim Jim, the beloved and well-known entertainer, is heard exclusively over the Family Station. Almost as much of a legend in the Upper Midwest region as the fabulous Paul Bunyon, Slim has endeared himself to listeners in all walks of life. On his regular keyd programs which are broadcast during the morning and noontime hours, and on his Saturday and Sunday shows, Slim features folk songs and reads poems and verses — all in his own warm, friendly style.

A VETERAN BROTHER TEAM is Slim and the Vagabond Kid, in real life his own brother. They've been together for a good many years and now add their talents exclusively to the Family Station's daily schedule.

SLIM AND THE KID with their amateurs can be heard every Saturday morning at the 1440 spot on your dial. Slim loves kids and gives them a real chance to bring their talents to radio while gaining valuable experience at the same time.

THE LONG AND SHORT of good listening is shown here in person as Little Doris matches Slim Jim's six foot four with the help of a chair.
Ever since 1928 and the days of crystal sets, the voice of Charles Sengir on his fascinating musical program, "Beauty Highlights," has been heard on Upper Midwest radios. Now, Mr. Sengir's comments on care of the hair are heard over keyd three times weekly.

The mail literally comes "pouring in," when keyd's "Record Rodeo" takes over the airwaves. Every Saturday afternoon, emcee Harry Zimmerman and his partner, Slim Jim bring to thousands of Upper Midwest fans three tuneful hours of Western, folk and other typically American music. "Record Rodeo" is a welcome change in the usual Saturday afternoon radio fare and keyd's listeners show their approval by keeping the mail bag filled to the brim.

keyd is ever on the alert to best serve its listeners. Thus, the "Evangelis Budbarare" aired by the Family Station is for the benefit of people of Scandinavian descent. Religious services in the Scandinavian tongue by Reverend F. L. Russell and son, Harold are accompanied by organist, Mrs. Walter Larson.

Eagerly awaited is the thrice-weekly "Wurlitzer Bulletins" which presents news items sent in by church and religious groups as a service feature of keyd and the sponsor of the series. Talented Jimmy Allen furnishes pleasant background organ music.
Under sponsorship of the world’s largest Federal savings and loan association, “Sunday Serenade” is a listening “must” for lovers of good music. World-renowned artists contribute their share of talent. Highlight of the two hour broadcast is “Community Rostrum” and interviews with outstanding civic leaders. Mrs. Philip Pillsbury, National Vice-Chairman of the 1949 American Red Cross Campaign was a recent guest.

New worlds of sound are experienced by deserving, handicapped people as keyd presents them with monthly gifts of hearing aids on their “I Hear Music” broadcasts. Listeners’ letters recommending these persons win the hearing aids plus weekly cash prizes.

MENT FROM THE FAMILY STATION

YOUR DIAL

Every morning except Sunday, Don Riley uses coffee and his ever-faithful alarm clock to start the three hour stanzas of keyd’s “Top Of the Morning” show. It’s liberally sprinkled with news, correct time, temperature and weather reports, plus pleasant, lifting music.

As director of her own beauty culture school, Alice Carr speaks authoritatively to her vast housewife audience on keyd’s popular “Beauty Hints” program. Five afternoons weekly, Miss Carr offers the ladies latest information on all phases of charm advice.
In the capable hands of Music Librarian Irma Coffron, keyd's pleasing musical programs are patterned to appeal to the most discriminating melodic tastes. Irma's innate love of music coupled with her extensive background in harmony and library science are contributing factors in earning for keyd a reputation as "the station of good music".

Musical Director for the Family Station is Jimmy Allen, whose experience in a well-rounded musical career includes a Master's Degree from Chicago University. His skilled mastery of both organ and piano, which he plays equally well, adds much brightness to many of your favorite keyd programs. Jimmy also does orchestral arranging and choral directing.

They bring you pleasing music

Thomas L. Thomas
Andre Kostelanetz
Frankie Carle
The Pied Pipers
Program Director Tingley introduces Morton Gould to his thousands of keyd followers during a recent interview.

James Melton
Only in America, under the free enterprise system, do we split the dollar so liberally with all who work and produce — that a man’s attainment is limited only to his own efforts. It is a simple historical fact that this system has brought greater material means for happiness to more people than any other the world has known.

In addition, this system has preserved the basic freedoms of the individual — the freedom to work in the place and calling of his own choice, the freedom to bargain collectively, the freedom to contract about his own affairs, to own property, start an enterprise, profit from his inventiveness, and investments. On these pages is the whole story in fact and photo — that the American Way is the Best Way!

The more abundant life . . .
after 162 years of free enterprise

What You GET for your WORK...

<table>
<thead>
<tr>
<th>UNITED STATES TIME WORKED</th>
<th>RUSSIA TIME WORKED</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 MINUTES</td>
<td>1 LB WHITE BREAD 2 HRS 6 MIN</td>
</tr>
<tr>
<td>5 MINUTES</td>
<td>1 LB SUGAR 2 HRS 50 MIN</td>
</tr>
<tr>
<td>44 MINUTES</td>
<td>1 LB BUTTER 12 HRS 20 MIN</td>
</tr>
<tr>
<td>9 MINUTES</td>
<td>1 QT MILK 1 HR 31 MIN</td>
</tr>
<tr>
<td>28 MINUTES</td>
<td>1 LB BEEF 5 HRS 40 MIN</td>
</tr>
<tr>
<td>41 MINUTES</td>
<td>1 LB PORK 6 HRS 25 MIN</td>
</tr>
<tr>
<td>9 MINUTES</td>
<td>20 CIGARETTES 2 HRS 4 MIN</td>
</tr>
<tr>
<td>38½ HOURS 5½ HOURS 2½ HOURS 7 HOURS</td>
<td>1 MAN'S WOOLEN SUIT 58½ HOUR</td>
</tr>
</tbody>
</table>

A.F.L. Labor's Monthly Survey

Russians go a-marketing . . . after 27 years of Communism

At state-assigned jobs . . . for dictated wages

World's highest-paid workers . . . spurred by incentive

Americans know the facts of the world because they are the best informed people in the world. They can listen to their choice of almost 2,000 radio stations, or read more than 18,636 newspapers, magazines and periodicals, without fear of punishment of repression.
While living standards have moved steadily upward in the United States, with few interruptions, no such progress has been made in nations that refuse to unleash the power of individual economic freedom.

The birth of a Chinese paving project...
"China is not a state, but only a geographical expression." — Foreign Minister Toyoda

Mechanized mass production means higher wages...
"Freedom has a thousand charms to show.
That slaves, however contented, never know." — Wm. Cowper, 1782

The end of the Nazi rainbow...
"The German capacity for work is our gold and our capital, and with this gold I can compete successfully with any power in the world."
— Adolf Hitler

American workers are auto owners...
"All we have of freedom, all we use or know—
This our fathers bought for us long, long ago."
— Rudyard Kipling

No Nation Has Matched American System,
What Makes It So?

<table>
<thead>
<tr>
<th>UNITED STATES</th>
<th>BRITAIN</th>
</tr>
</thead>
<tbody>
<tr>
<td>POPULATION</td>
<td>138,000,000</td>
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<tr>
<td>AUTOMOBILES</td>
<td>41,000,000</td>
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<tr>
<td>RADIO STATIONS</td>
<td>1,839</td>
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<tr>
<td>CULTIVATED ACRES</td>
<td>11,141,600,000</td>
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<tr>
<td>SCHOOLS</td>
<td>215,000</td>
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<tr>
<td>TONS ST &amp; BL ANNUAL OUTPUT</td>
<td>80,000,000</td>
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<tr>
<td>RADIOS</td>
<td>60,000,000</td>
</tr>
<tr>
<td>TELEPHONES</td>
<td>34,860,758</td>
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<tr>
<td>RAILROADS (Miles)</td>
<td>227,679</td>
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<tr>
<td>ELECTRICITY AVE. MONTHLY KW</td>
<td>21,310,000,000,000</td>
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<tr>
<td>NEWSPAPERS</td>
<td>11,973</td>
</tr>
<tr>
<td>CRUDE OIL PRODUCTION (BBL)</td>
<td>1,733,000,000</td>
</tr>
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</table>

Sukhbaatar, USSR, construction in the state-planned manner...
"Facts show that politically independent trade unions do not exist anywhere. There has never been any. Experience and theory show there never will be any." — Leon Trotsky
Americans have found the way to create a more abundant life for more people, while nations that have suppressed human freedom are still making plans for distributing the wealth they never get around to creating.

French family dines at calorie limit...
"Industrial crisis, unemployment, waste, widespread poverty, these are the incurable ills of capitalism." — Josef Stalin, 1931

The gleaning, 1948 version, in Poland...
"The word must be: Power to the Soviets, land to the peasants, peace to the people, bread to the hungry." — Nikolai Lenin

In Britain's socialized coal mines...
"Without slavery there would have been no Greek state; no Greek art and science, and no Roman Empire... no modern Europe... no modern Socialism." — Friedrich Engels, 1877

Breadbasket of the world owned by American farmers...
"That government is the strongest of which every man feels himself a part." — Thomas Jefferson, 1807

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### The Leadership Won Through the World Seeks America Has!

<table>
<thead>
<tr>
<th>FRANCE</th>
<th>GERMANY</th>
<th>RUSSIA</th>
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<tbody>
<tr>
<td>40,000,000</td>
<td>66,000,000</td>
<td>193,000,000</td>
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<td>11,000,000</td>
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<td>500,000</td>
<td>1,783,000</td>
<td>1,500,000</td>
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<td>210,140</td>
<td>36,400</td>
<td>66,000</td>
</tr>
<tr>
<td>208,000,000</td>
<td>1,392,000,000</td>
<td>1,710,000,000</td>
</tr>
<tr>
<td>80</td>
<td>151</td>
<td>28</td>
</tr>
<tr>
<td>500,000</td>
<td>7,600,000</td>
<td>164,000,000</td>
</tr>
</tbody>
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Monuments of industry and transportation dedicated to freedom...
"Where liberty dwells — there is my country." — Benjamin Franklin, 1789
In America education is not a privilege. It is available to all to the extent of their desires. Each year a total of 215,546 schools and universities add to the knowledge of 30,877,500 students of both sexes.

Factors contributing to America's undisputed title as best fed nation in the world are modern mass production methods coupled with sanitation, food science and proper use of resources.

"I have no fear but that the result of our experiment will be that men may be trusted to govern themselves without a master. Could the contrary of this be proved I should conclude either that there is no God; or that He is a malevolent Being."

— Thomas Jefferson, 1787.
FREEDOM'S GREATEST DOCUMENT

Men and women who believed in freedom of worship formed the American Government. Today, as then, this freedom is guaranteed by law to each and all of every denomination.

The Bill of Rights passed by the first Congress of the United States in 1790 guarantees the fullest freedom man ever gained—this is your working agreement with the U.S.A. No other nation so recognizes the theory that life, liberty and the pursuit of happiness are God-given privileges.

Fruits of collective farming under Supreme Soviet State

China's human cargo in flight: when fear is the master

Science and engineering combine to give American office workers an environment of comfort, convenience, and safety conducive to maximum production and cooperation.

"Since 1787 civilization has been a world of tumbling thrones, prostrated dynasties, overturned constitutions—of new empires, new republics, new and constantly varying conceptions of state.

"Yet, in this epoch of upheaval, one political entity has remained intact. The Constitution of the United States of America is essentially the same instrument today that it was in 1787. Almost alone of all the civic organizations that existed 162 years ago it has withstood the storms that have overwhelmed mankind since the day of its adoption." — Burton J. Hedrick, Historian.

Television, the 20th Century exemplification of the American guarantee of freedom of the press, radio and speech as long as it does not interfere with the rights and liberties of others.
The POWER

7% OF THE PEOPLE ARE THE
We Americans are

Natural resources that stir the world's envy...

"If we wish to be free—if we mean to preserve invariate those inestimable privileges for which we have been so long contending—we must fight."—Patrick Henry, 1775

American generosity remembers needy abroad...

"Aside from adequate arming for self-defense against gangster nations, we should show the world, and our people especially, that democracy and liberty can work."
—James Truslow Adams, author

Ukraine version of highly mechanized agriculture...

"Communism is the brain, honor, and conscience of our age, a new era, the era of crushing capitalism."
—P.S. Pospelov, Editor of Pravda, 1949

Mighty transportation system that spreads distribution...

"History can be well written only in a free country."
—Voltaire, 1737

Britishers queue up for scarce potato rations...

"Socialism will bring an efflorescence of morality, civilization and science such as has never before been seen in the history of the world."
—Ferdinand Lassalle, 1869

France that couldn't buy a cigar, light it...

"I want to introduce as much socialism in the capitalist system as that system could bear without destroying it."—Leon Blum
OF FREEDOM

TOP OF THE WORLD that 7 percent

WE OWN

OF THE WORLD'S
83% AUTOMOBILES 17%
86% REFRIGERATORS 14%
81% BATHTUBS 19%
67% VACUUM CLEANERS 33%
78% LIFE INSURANCE 21%\$
79% RADIOS 21%
58% TELEPHONES 42%

UNDER FREE ENTERPRISE

UNDER OTHER SYSTEMS

The rest of the world owns only

Stocking stocks . . . .

Key to woman's importance . . .

"The free enterprise system has been practically wiped out of every nation throughout the world except here in America."—Wm. Green, President AFL

Timeless scene

in Chinese waterfront street . . .

"Our objective . . . to spread the New Order to the whole world."

—Capt. Etsuo Kunihara, Chief
of Naval Press Section, 1944

French shopper haggles over meat substitute . . .

"I am the State."
—Louis XIV, King of France

England's future statesmen in Eton classroom . . .

"It might be said that Socialism, like the Bible, is a garden filled with fragrant quotations."
—Valerie Maren

Historic Devon horse fair trying post-war comeback . . .

"No social system will bring us happiness, health, and prosperity unless it is inspired by something greater than materialism."
—Clement Attlee
Dividends from Democracy

Leisure time facilities match America's job opportunities . . .

"A love of liberty is planted by nature in the breasts of all men."—Dionysius, 20 B.C.

City and farm meet in Russian zone . . .

"There are very few so foolish that they would not rather govern themselves than be governed by others."
—Thomas Hobbs, 1651

Industrial "know how" is free enterprise virtue . . .

"Our greatness is built upon our freedom—is moral, not material. We have a great ardor for gain, but we have a deep passion for the rights of man."—Woodrow Wilson, 1911

Culture in a quonset hut . . .

"Japan has thereby opened the start for the construction of a new world order based on moral principles."
—Japanese Education Ministry, 1941

Even harrows are rare in France . . .

"It is preoccupation with possession, more than anything else, that prevents man from living freely and nobly."—Bertrand Russell

Assembly line methods give America lead in housing . . .

"There are scarcely a dozen blocks in all Moscow, a city of seven million persons, that compare favorably with any one of the streets of our slums."
—Walter Cronkhite, former Moscow correspondent for United Press

This is the WHOLE STORY...

Man must believe in Freedom before he dares reach for it. Man must always defend Freedom lest it be snatched away. Let's hold a little tighter to what we have—what we are sure of—our American Way of Life!
In keeping with the American way of freedom of religious expression, keyd has dedicated its services, facilities and efforts to the perpetuation of the Eternal Word. The Family Station liberally offers its broadcast time to representative groups of all faiths and creeds fulfilling its obligation to carry to listening worshipers the words of their belief.
Bill Daley, keyd's ace Sports Director, knows sports because he has actively participated in them. Most noted for being twice voted All-American, Bill played football as fullback on the University of Minnesota and Michigan teams as well as professional ball with the New York Yankees and the Chicago Rockets. Now, as head of the Family Station's Sports Department, Bill reports on all phases of the sporting realm with his two popular daily features, "Daley's Daily" which follows "Fun in Fishing."
FOR THE LATEST IN

and NEWS

Although young in years, keyd Newscaster Ray Tempeny is no novice before the microphone. During his eight years as network announcer, Ray has broadcast under the sponsorship of leading national advertisers. His distinctive, dramatic style of reporting latest news events on the daily newscast “News Before Noon” and the Sunday feature “Ray Tempeny and the News” is rapidly gaining for keyd larger audiences throughout the Twin City area.

The voice you hear on the Maple Creamery News during the mid-morning hours belongs to Wendy Husebo.

Busy Minneapolitans take a few minutes time to watch bulletins come ticking into the keyd newsroom from the far-flung sources of the Associated Press. The window faces on Ninth street and attracts much attention.
On The Technical Side

The Keyd transmitter house and 260 foot tower are located on the Belt Line near Olsen Highway in Golden Valley.

The Family Station's 5,000 Watt transmitter is of latest design.

Denny Doty puts a program "on wax", recording it for later broadcast.

In accordance with government requirements, Elmer Rowekamp takes a transmitter reading.
Of keyd's 5000 Watts

In setting up a keyd broadcast, George Low "patches in" the program.

Buzz Bortel at the console of the Master Control in keyd's studios.

Many programs come to you by tape recorder, here being operated by Charles Chapman.

Chuck Kunze helps keep keyd's technical equipment in tip-top condition with proper maintenance.
Minneapolis and St. Paul take pride in the vital part they have played in the growth and development of the Minnesota Territory from the wilderness frontier of 1849 to the present position this great state holds in these United States of America.

Minneapolis in 1870 was a thriving infant with growing pains. Compare this photo with the ones on the following pages depicting the city of today.

No housing shortage in the days of Minnesota's settlement as long as the good earth produced an abundance of sod. Houses such as this dotted the prairie sections.

This hexagonal block tower of Fort Snelling was one of the important early landmarks of this early midwestern military reservation. The fort was built in 1819.
American initiative has been the byword of the progress of this abundant land and the same spirit and foresight that established the destiny of this territory paves with promise the road that leads to the future.

Early ore mining in Minnesota was a back-breaking job as men dug out the ore deposits by pick and shovel. Today, Minnesota mines ship the major supply of this resource to the nation’s steel mills.

As far back as 1886 they were building ice palaces for the now famous St. Paul Winter Carnival. This one is a marvel of architecture and workmanship.

The first bridge to span the upper regions of the "Father of Waters" was this suspension bridge from the village of St. Anthony to Minneapolis.
Skyline of Minneapolis viewed from Loring Park

The annual Minneapolis Aquatennial Parade on Nicollet Avenue

The Institute of Arts, one of Minneapolis' cultural centers
One of the large flour mills located in Minneapolis

Campus of the University of Minnesota from the air
One of the 371 churches of all faiths found in the city
Radio Cities' Day!

St. Paul has 248 churches representing various beliefs.

Americans build their educational future at Augsburg College.

The beautiful Minnesota State Capitol Building
An annual event is the parade honoring St. Paul's Winter Carnival

Harvest time in Minnesota's rich grain fields
Main plant of Minnesota Mining and Mfg. Co., home of "Scotch" tapes.
"keyd"

to Good Listening in the Twin Cities Area

1440 On Your Dial