

RADIO: *The American Way*



The Family Station



keyd



"the family station"

STUDIOS AND OFFICES - NINTH AND HENNEPIN - MINNEAPOLIS 3, MINNESOTA
Telephone: LIacola 8431
Lee L. Whiting, General Manager

TO OUR LISTENERS -- A PLEDGE!

AS guests in your home, KEYD 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 on 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 KEYD.

"KEYD" TO GOOD LISTENING
5000 WATT

keyd's modern ground floor offices and studios are located at Ninth and Hennepin Streets in downtown Minneapolis

Compliments of:

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Meet The **keyd** Management



GENERAL MANAGER, Lee Whiting



SALES MANAGER, Harold Winther

CHIEF ENGINEER, Harvey Headen



PROGRAM DIRECTOR, H. Irving Tingley



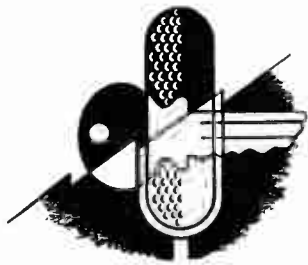


*Our
Says
70*

Ray Tenpenny and Bob Mullen, Account Executives



Marilyn Stevens, Receptionist



Hazel McIntosh, Secretary



Kenneth Pettijohn, Controller



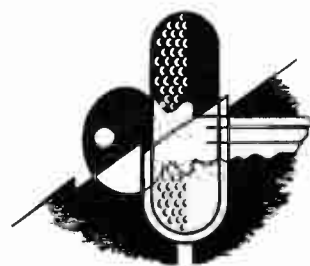
*Family
"Hello"
Yours*



Bob Knapp and Bill Daley, Account Executives



Marvis Henrickson, Managerial Secretary



Doris Carlson, Traffic

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 Bunyan, 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.



Slim, in person



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.

WHOLESOME FAMILY ENTERTAINMENT

AT 1440 ON



keyd is ever on the alert to best serve its listeners. Thus, the "Evangelical Bulletin," 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 stanza of **keyd's** "Top Of the Morning" show. It's liberally sprinkled with news, correct time, temperature and weather reports, plus pleasant, lilting 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



Andre Kostelanetz



Thomas L. Thomas



The Pied Pipers



Frankie Carle



Program Director Tingley introduces Morton Gould to his thousands of **keyd** followers during a recent interview. [World Radio History](#)



James Melton



Let's Look at the

RECORD

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.

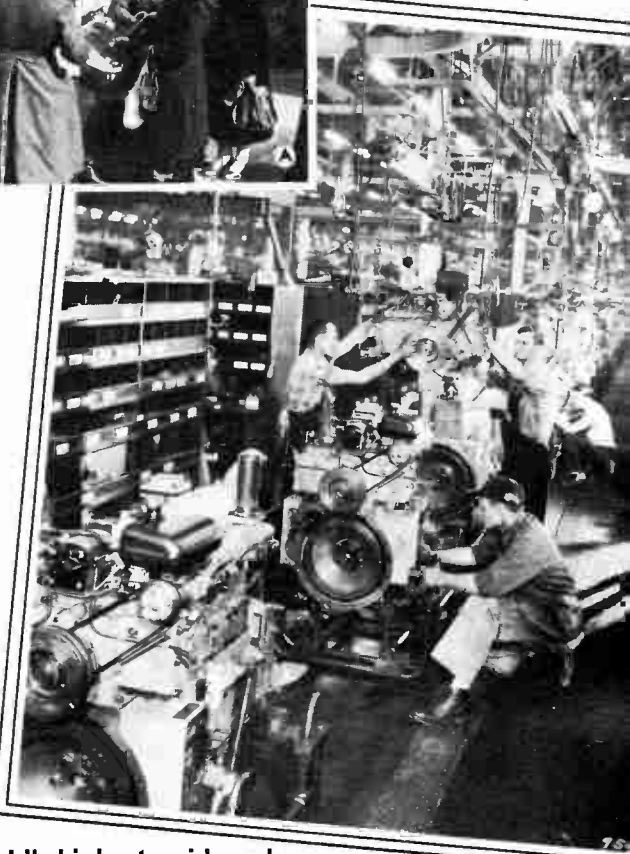
In addition, this system has preserved the basic freedoms of the individual — the freedom to work in the place and calling of his own choice, the freedom to bargain collectively, the freedom to contract about his own affairs, to own property, start an enterprise, profit from his inventiveness, and investments. 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



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



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



At state-assigned jobs . . . for dictated wages

What You GET for your WORK..

UNITED STATES TIME WORKED	TO BUY	RUSSIA TIME WORKED
6 MINUTES	1 LB WHITE BREAD	2 HRS 8 MIN
5 MINUTES	1 LB SUGAR	2 HRS 50 MIN
44 MINUTES	1 LB BUTTER	12 HRS 28 MIN
9 MINUTES	1 QT MILK	1 HR 31 MIN
28 MINUTES	1 LB BEEF	5 HRS 40 MIN
41 MINUTES	1 LB PORK	6 HRS 25 MIN
9 MINUTES	20 CIGARETTES	2 HRS 4 MIN
38 1/2 HOURS	1 MAN'S WOOLEN SUIT	58 2/3 HOUR
5 1/2 HOURS	1 PAIR WORK SHOES	108 1/3 HOUR
2 1/2 HOURS	1 COTTON DRESS	32 HOURS
7 HOURS	1 PAIR WOMEN'S SHOES	108 1/3 HOUR

A.F. of L. Labor's Monthly Survey



World Radio History

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.



The POWER

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.



Compare!

No Nation Has Matched American System. What Most

	UNITED STATES	BRITAIN
POPULATION	138,000,000	48,000,000
AUTO-MOBILES	41,000,000	2,500,000
RADIO STATIONS	1,889	12
CULTIVATED ACRES	1,141,600,000	17,000,000
SCHOOLS	215,000	36,000
TONS STEEL ANNUAL OUTPUT	80,000,000	13,000,000
RADIOS	60,000,000	11,000,000
TELEPHONES	34,860,758	4,654,500
RAILROADS (MILES)	227,679	20,761
ELECTRICITY AVE. MONTHLY KWH	21,310,000,000	3,548,000,000
NEWSPAPERS	11,973	146
CRUDE OIL PRODUCTION (Bbls)	1,733,000,000	532,000



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



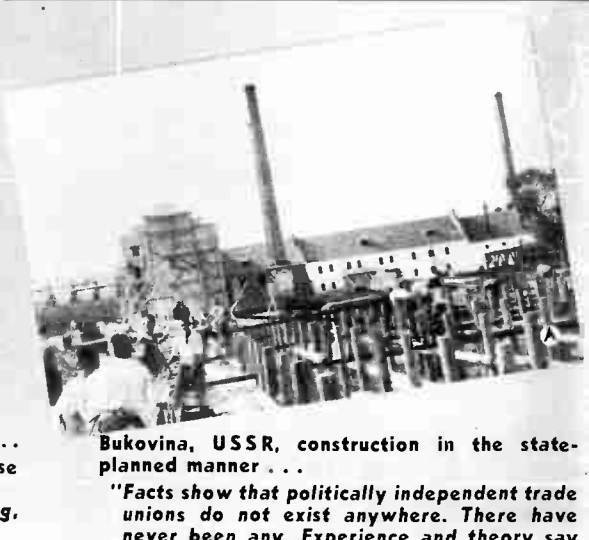
... of a Chinese paving project . . .
 (China is) not a state, but only a geographical expression."
 —Foreign Minister Toyoda



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."



Bukovina, USSR, construction in the state-planned manner . . .
 "Facts show that politically independent trade unions do not exist anywhere. There have never been any. Experience and theory say

of FREEDOM



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.

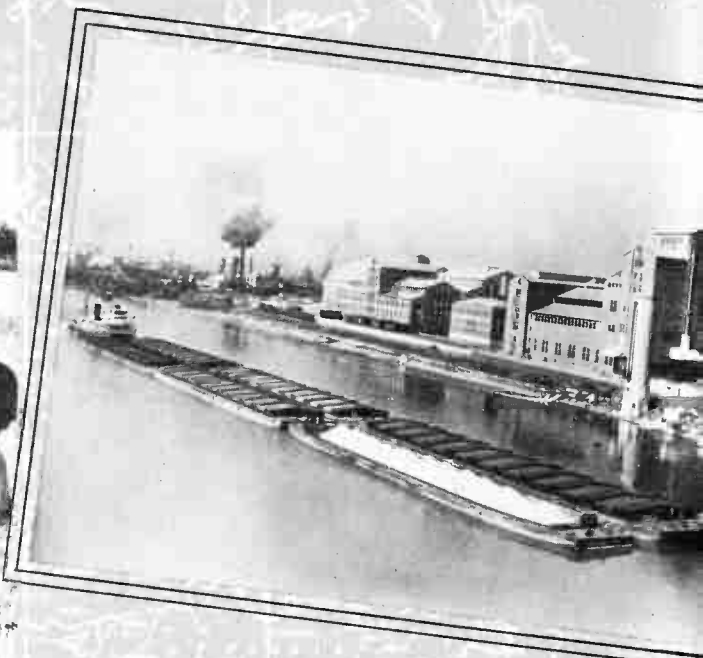


French family dines at calory limit . . .
 "Industrial crisis, unemployment, waste, widespread poverty, these are the incurable diseases of capitalism."—Josef Stalin, 1931



The gleaners, 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



Monuments of industry and transportation dedicated to freedom . . .

"Where liberty dwells — there is my country."
 —Benjamin Franklin, 1783

the Leadership Won Through the of the World Seeks, America Has!

FRANCE	GERMANY	RUSSIA
40,000,000	66,000,000	193,000,000
2,200,000	1,700,000	678,000
45	23	131
42,000,000	33,000,000	388,000,000
82,000	52,000	117,000
2,000,000	6,000,000	13,000,000
5,600,000	5,500,000	11,000,000
2,108,140	1,753,000	1,500,000
25,362	36,400	66,000
2,087,000,000	1,392,000,000	1,710,000,000
80	151	28
500,000 (1944)	7,600,000 (1944)	164,000,000



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



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

Future steaks for Mr. and Mrs. America . . .

"Communism's main battle is against starvation. History
 — American Legion



AMERICA *the Beautiful*



Samuel A. Ward



fruit - ed more than

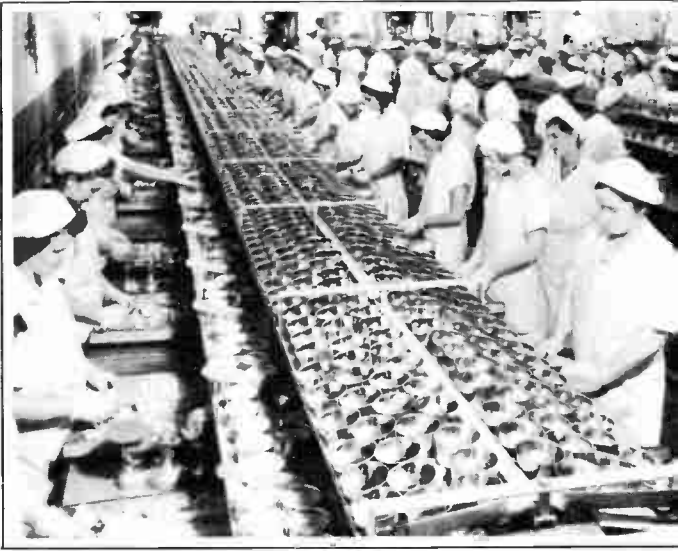
In America education is not a privilege. It is available to all to the extent of their desires. Each year a total of 215,546 schools and universities add to the knowledge of 30,877,500 students of both sexes.

From bombs to books . . . Ruhr shelter becomes school



More precious than diamonds . . . German housewives window shop

thy good with broth - er - hood Fr
suc - cess be no - ble - ness A



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.



Typical American composite shows wealth, progress, science, commerce and arts.



Where primitive is modern . . .

World Radio His

"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.

*the States, having at the time...
as extending the ground of...
and House of Representatives...
amendments to the Constitution...
viz. to...
of the Constitution*

*there shall be one Representative for every thirty thousand, and...
be not less than one hundred Representatives, nor less...
which the proportion shall be regulated by Congress. This...
shall take effect...*



Fruits of collective farming... under Supreme Soviet State



British pigsties for houses... what price freedom?



China's human cargo in flight when fear is the master...
Science and engineering combined to give American office workers an environment of comfort, convenience, and safety conducive to maximum production and co-operation.

"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 ON
We Americans are

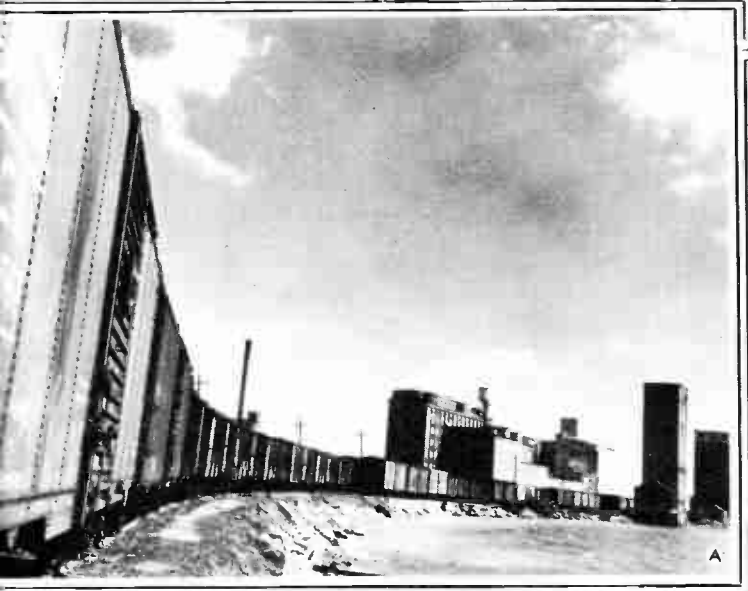


atural resources that stir the
world's envy . . .
"If we wish to be free—if we
mean to preserve inviolate
those inestimable privileges
for which we have been so
long contending—we must
fight."—Patrick Henry, 1775



American generosity remembers
needy abroad . . .
"Aside from adequate arm-
ing for self-defense against
gangster nations, we should
show the world, and our peo-
ple especially, that democ-
racy and liberty can work."
—James Truslow Adams,
author

Ukraine version of highly mechanized agricul-
ture . . .
"Communism is the brain, honor, and con-
science of our age, a new era, the era of
crushing capitalism."
—P. S. Pospelov, Editor of Pravda, 1949



Britishers queue-up for scarce po-
tato rations . . .
"Socialism will bring an efflores-
cence of morality, civilization
and science such as has never
before been seen in the history
of the world."
—Ferdinand Lassale, 1862

Mighty transportation system that spreads distribution . .
"History can be well written only in a free country."
—Voltaire, 1737

Francs that couldn't buy a cigar, light it . . .
"I want to introduce as much socialism in the
World Capitalist system as that system could bear
without destroying it."—Leon Blum

of FREEDOM



**TOP OF THE WORLD
that 7 percent**



**UNDER FREE
ENTERPRISE
WE OWN**



**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

OF THE WORLD'S	
83 %	AUTOMOBILES 17 %
86 %	REFRIGERATORS 14 %
81 %	BATHTUBS 19 %
67 %	VACUUM CLEANERS 33 %
78½ %	LIFE INSURANCE 21½ %
79 %	RADIOS 21 %
58 %	TELEPHONES 42 %



French shopper haggles over meat
substitute . . .
"I am the State."
—Louis XIV, King of France



Timeless scene
in Chinese waterfront street . . .
"Our objective . . . to spread the
New Order to the whole world."
—Capt. Etsuzo Kuniyara, Chief
of Naval Press Section, 1944



Historic Devon horse fair trying post-war
comeback . . .
"No social system will bring us happiness,
health, and prosperity unless it is
spired by something greater than materialism."
—Clement Attlee



England's future statesmen in Eton
classroom . . .
"It might be said that Socialism,
like the Bible, is a garden filled
with fragrant quotations."
—Valerie Marcu

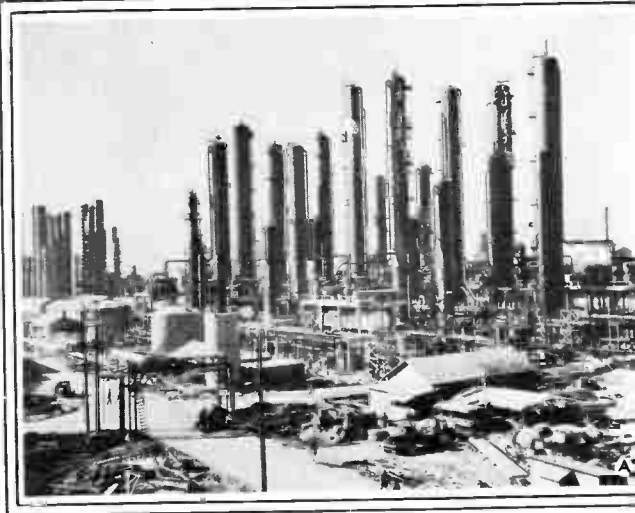
Dividends from Democracy



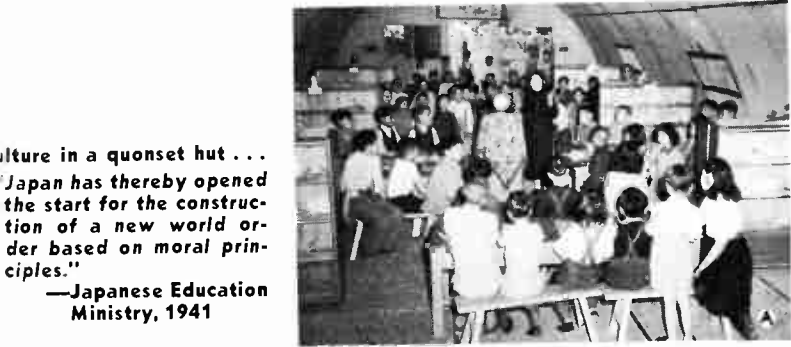
Leisure time facilities match America's job opportunities . . .
 "A love of liberty is planted by nature in the breasts of all men."—Dionysius, 20 B.C.



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



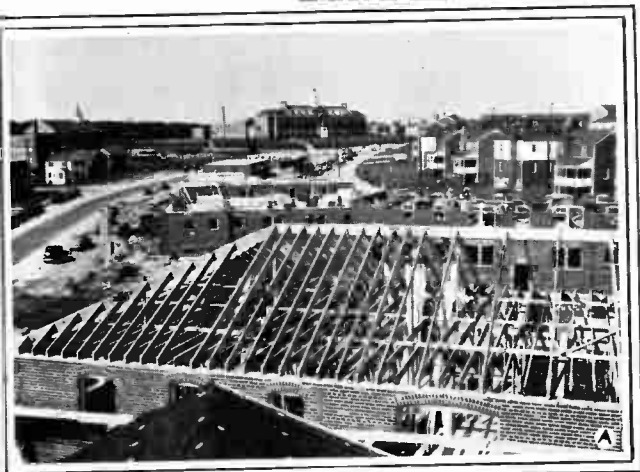
Industrial "know how" is free enterprise virtue . . .
 "Our greatness is built upon our freedom — is moral, not material. We have a great ardor for gain, but we have a deep passion for the rights of man."—Woodrow Wilson, 1911



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



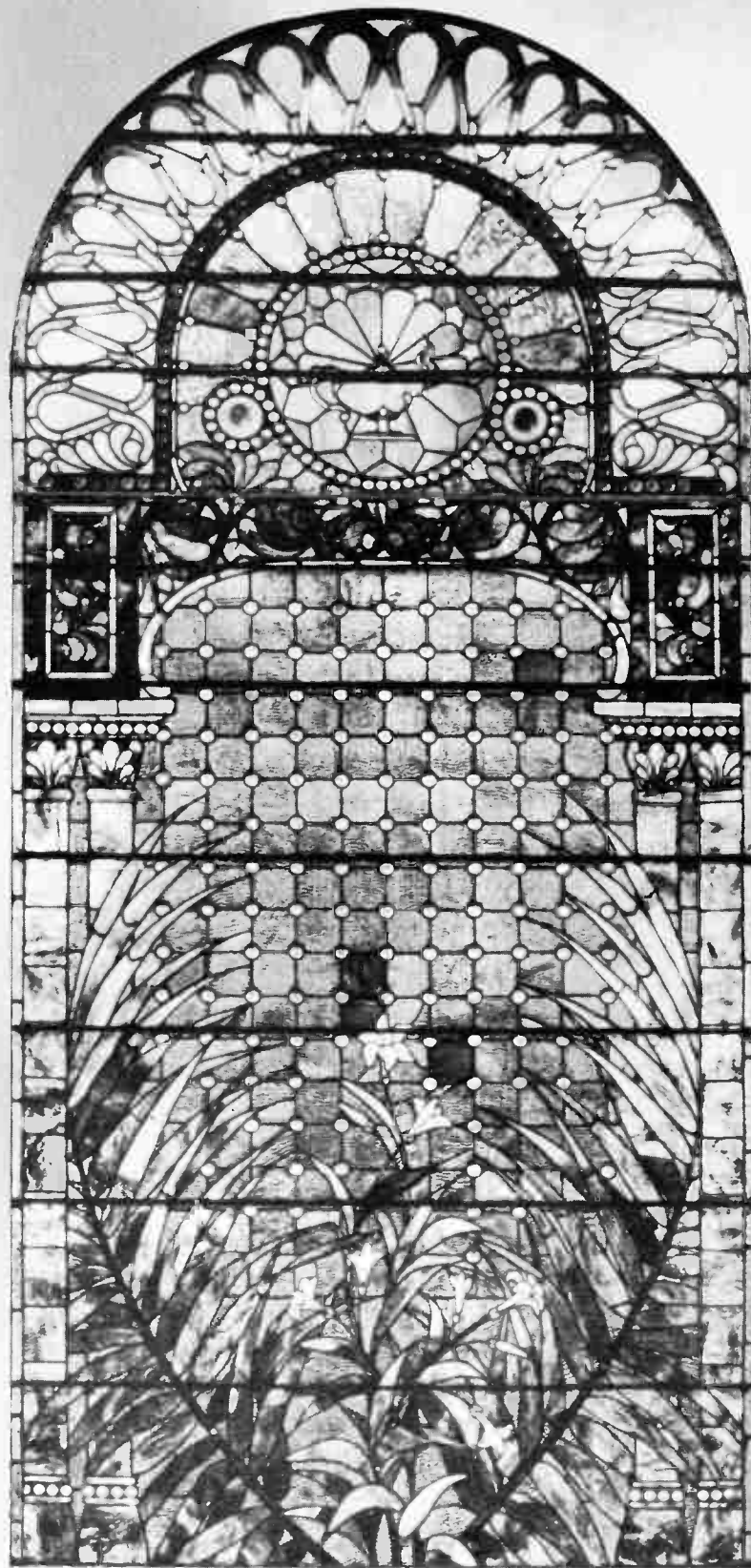
Even harrows are rare in France . . .
 "It is preoccupation with possession, more than anything else, that prevents men from living freely and nobly."—Bertrand Russell



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."

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"

SPORTS



IT'S keyd

**FOR THE
LATEST
IN**



Although young in years, **keyd** Newscaster Ray Tenpen is no novice before the microphone. During his eight years as a 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 Tenpen and the News" is rapidly gaining for **keyd** larger audiences throughout the Twin City area.

and **NEWS**

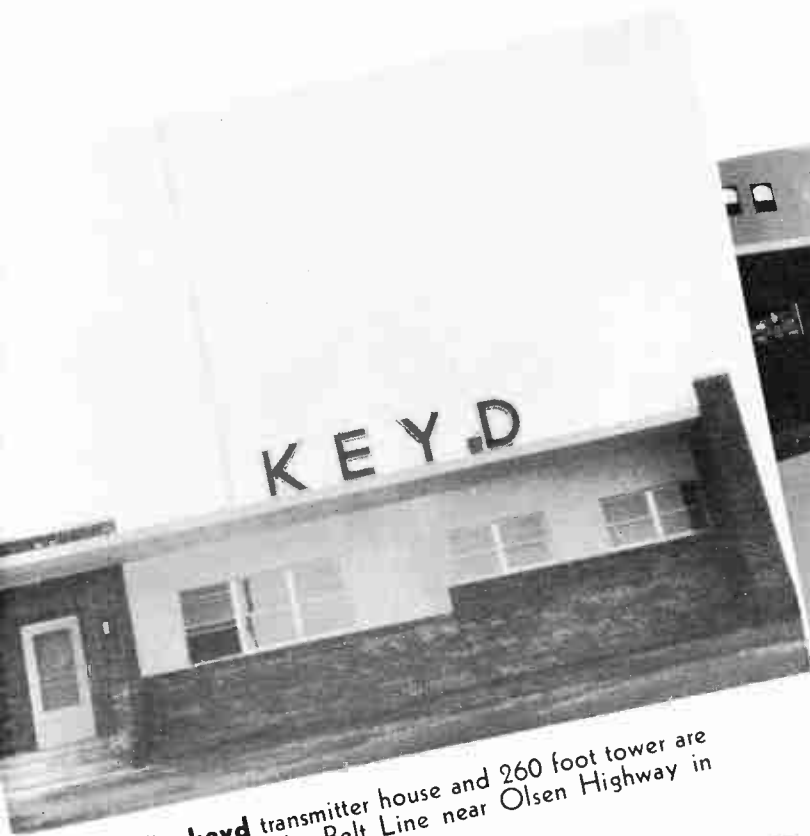


The voice you hear on the Maple Creamery News during the mid-morning hours belongs to Wendy Husebo.



World Radio of the
 Busy Minneapolis 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.



Denvy 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.





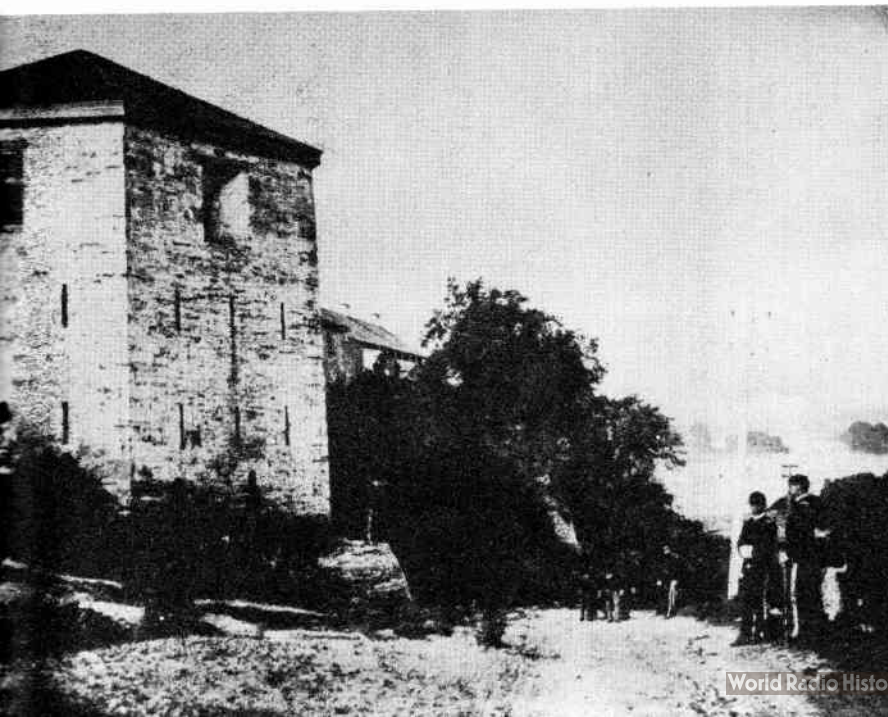
Minneapolis in 1870 was a thriving infant with growing pains. Compare this photo with the ones on the following pages depicting the city of today.

The Twin

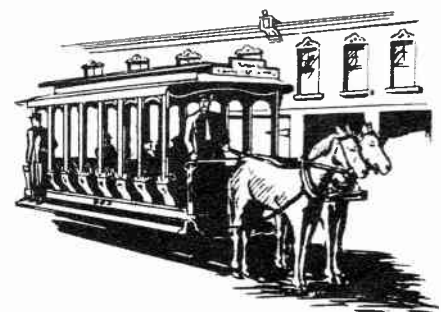
Minneapolis and St. Paul take pride in the vital part they have played in the growth and development of the Minnesota Territory from the wilderness frontier of 1849 to the present position this great state holds in these United States of America.



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 mid-western military reservation. The fort was built in 1819.

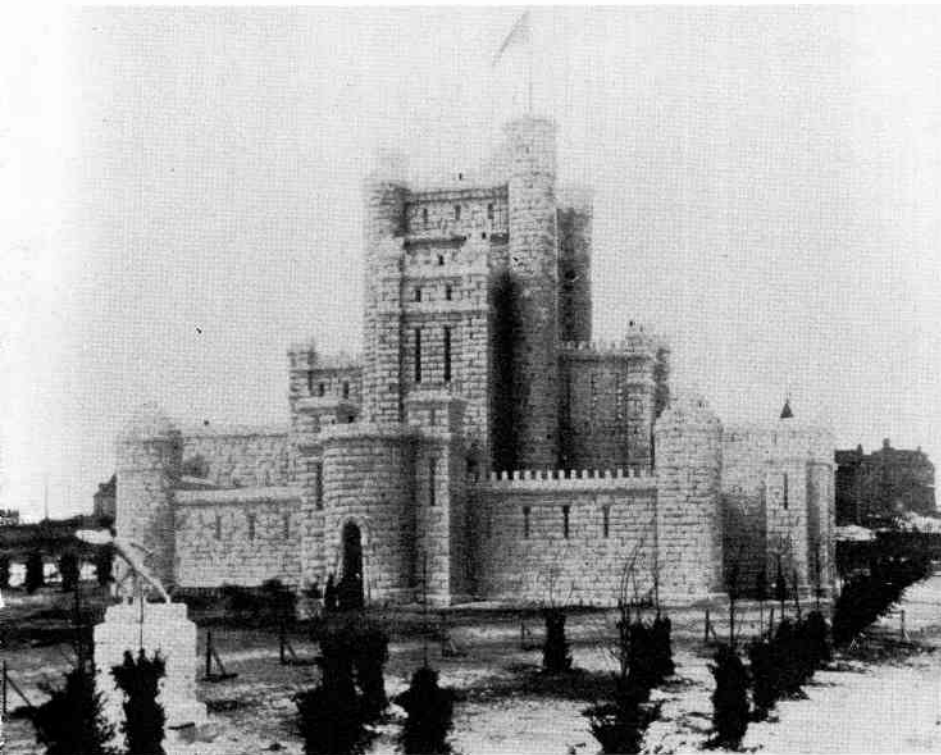


Cities THEN

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.

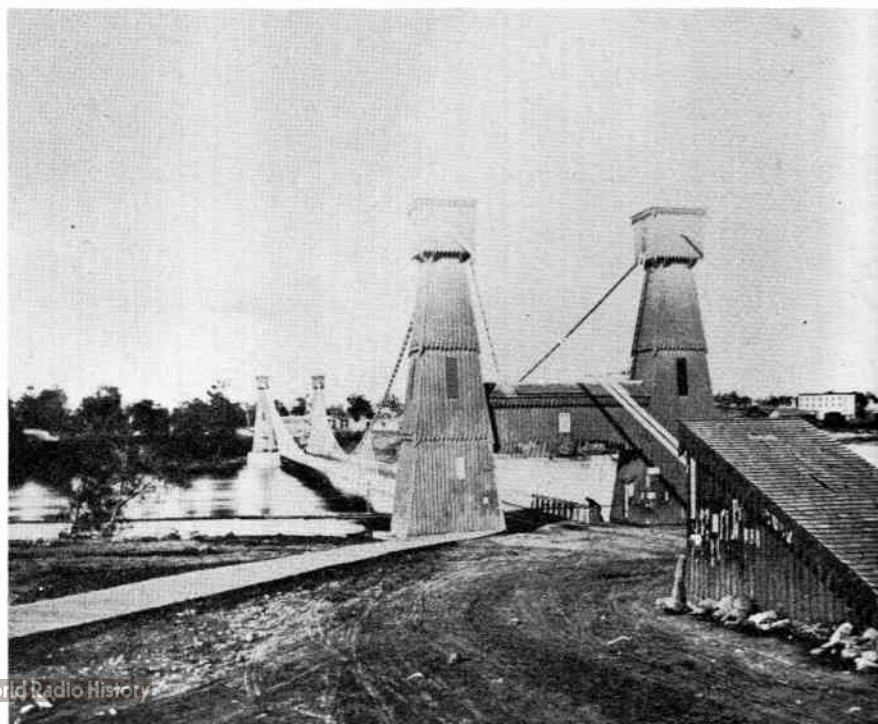


Early ore mining in Minnesota was a back-breaking job as men dug out the ore deposits by pick and shovel. Today, Minnesota mines ship the major supply of this resource to the nation's steel mills.



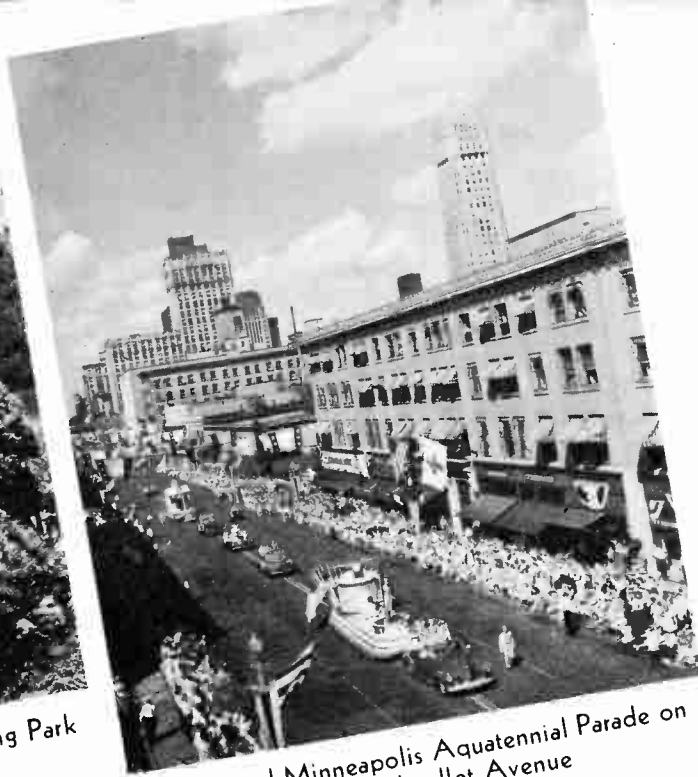
As far back as 1886 they were building ice palaces for the now famous St. Paul Winter Carnival. This one is a marvel of architecture and workmanship.

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.





Skylines of Minneapolis viewed from Loring Park



The annual Minneapolis Aquatennial Parade on Nicollet Avenue

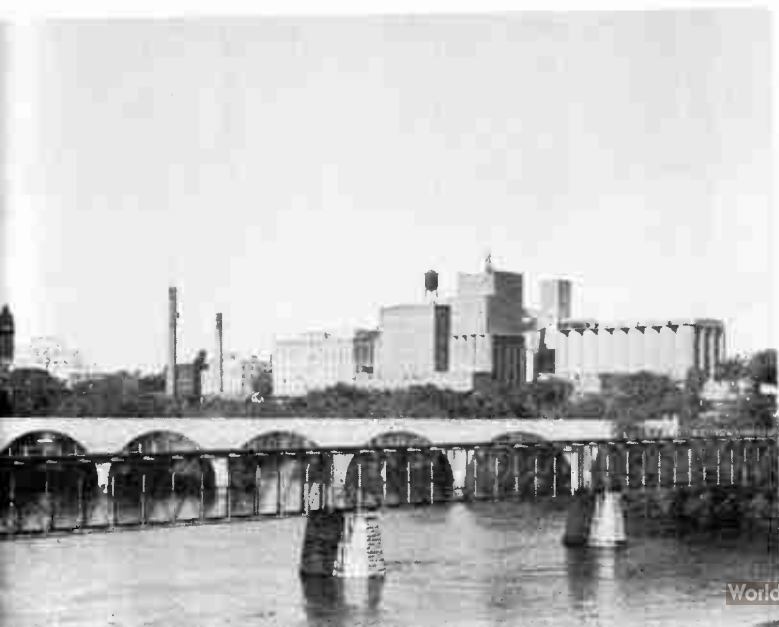
*"This Is
Twin
TO*



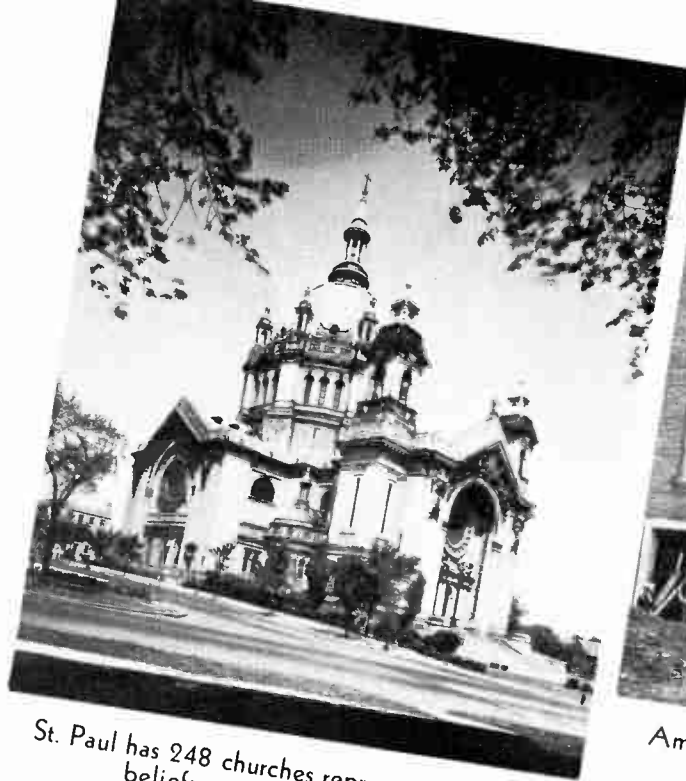
The Institute of Arts, one of Minneapolis' cultural centers
One of the large flour mills located in Minneapolis



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"



“keyd”

*to Good Listening in
the Twin Cities Area*



1440 On Your Dial