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KSD

First in St. Louis

To Establish a Rigid Protection
to Listeners Against the Unworthy!

Since KSD put the first programs on the air the welfare of listeners has unremittingly been guarded against the unworthy. When advertisers became air-minded and began to offer commercial messages, KSD estab-

lished and has continued a rigorous censorship. Today, it is generally acknowledged that commercial broadcasts over KSD must meet high standards of ethics—a protection which listeners and advertisers appreciate.

THE DISTINGUISHED BROADCASTING STATION