

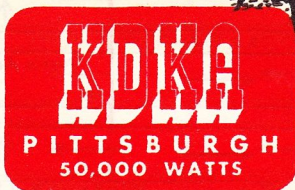
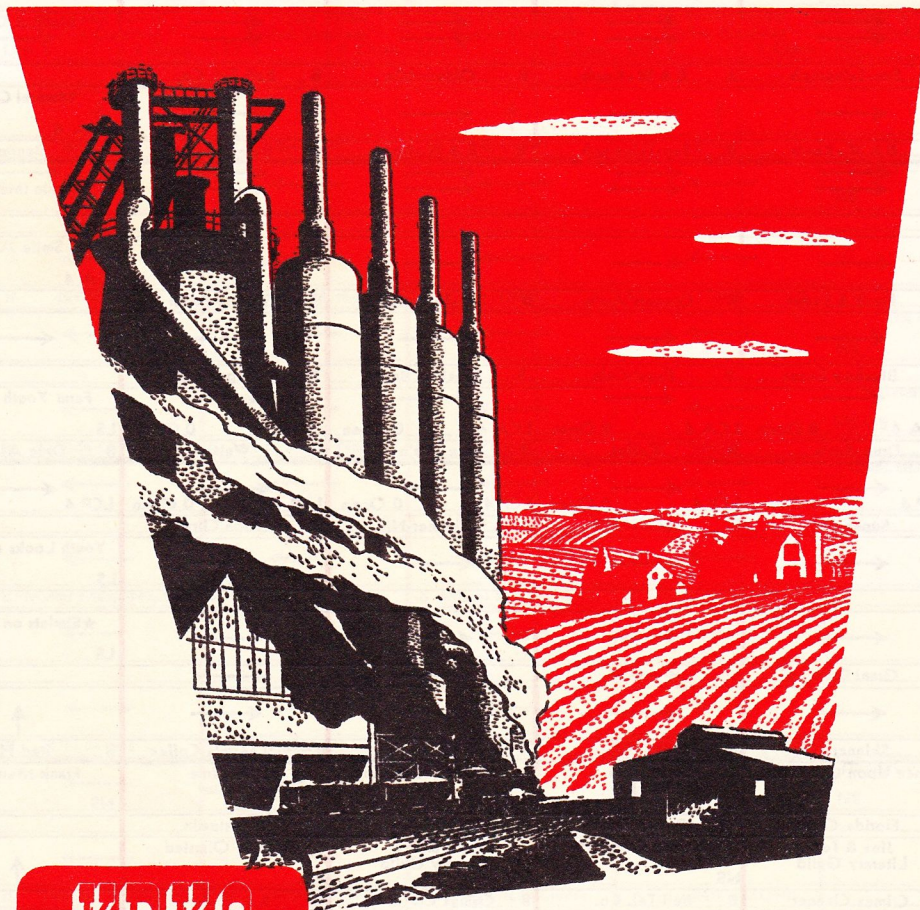
Note:

This schedule is usually the same for every week, unless changes occur.

KDKA - PITTSBURGH

Program Schedule

March 24 thru April 6, 1947



Primary coverage of the whole tri-state, farm-coal-steel-and-industry area which includes Pittsburgh, 2,000 towns and 6,000,000 people. The nation's first broadcasting station. Clear channel, 1020 Kilocycles. 50,000 watts, basic NBC affiliation, WRS, Inc. owned. One of America's lowest-cost response getters.



WESTINGHOUSE RADIO STATIONS Inc

WOWO • WBZ • WBZA • KYW • KDKA • REPRESENTED NATIONALLY BY NBC SPOT SALES
KEX • REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

EST A.M.	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
6:00	LS Farm Hour News 6:05 (1) KDKA F. Hour LCA-6 5 Open	← LCA 4 2 Open	← LCA 6 5 Open	← LCA 4 2 Open	← LCA 6 5 Open	← LCA 6 4 Open	
6:15	↑	↑	↑	↑	↑	↑	
6:30	↑	↑	↑	↑	↑	↑	
6:45	↑	Let's Go Visiting Allied Mills—Feeds LC	↑	Let's Go Visiting Allied Mills—Feeds LC	↑	↑	
7:00	B Father John's Peter Paul News 7:10 (2) Musical Clock LCA-5 0 Open	← News LCA 5 0 Open	← Peter Paul News LCA 5 1 Open	← News LCA 5 0 Open	← Peter Paul News LCA 5 0 Open	← News LCA 6 1 Open	
7:15	↑	↑	↑	↑	↑	↑	
7:30 7:35	LC Musical Cl'k-Fed.Sav. Musical Cl'k LS	←	←	←	←	← Musical Clock	
7:45	B B & W-Kools Musical Clock-Griffin LC	← Sun-Telegraph	← B & W-Kools	← Oldsmobile	← Bell Tel. Co.	← Musical Clock LCA 4 3 Open	
8:00	LC Esso News 8:06 LC Lullaby Time Esmond Mills	←	←	←	←	← Music Interlude	NS ★News 8:05 Geo. Crook NS Organist
8:15	Dream Weaver Braun Baking LC	←	←	←	←	← (11) Smile Awhile LCA 4 1 Open	↑
8:30	B News Met. Life Ins. LC	←	←	←	←	←	Religion in News NS DB
8:45	B Pepsi-Cola (5) Your Favorite Songs LCA 4 0 Open	B Blueboy Beans LCA 4 0 Open	B Pepsi-Cola LCA 4 0 Open	B Blueboy Beans LCA 4 0 Open	B Pepsi-Cola LCA 4 0 Open	← Farm Youth News LS (8) Master Singers	B Drug Ass'n LCA 4 4 Open
9:00	(3) Shopping Circle LCP 4 0 Open	LCP 4 0 Open	LCP 4 0 Open	LCP 4 0 Open	LCP 4 0 Open	LCP 4 2 Open	News Dougherty Lumber Co. LC
9:15	B Linda's First Love Kroger-Coffee LC	← Supersuds	← Skinner-Nil	← Skinner-Nil	← Florida Citrus	← Youth Looks at News LS	Story to Order NS
9:30	B Hearts In Harmony Kroger-Meat LC	←	←	←	←	← ★Starlets on Parade LS	Morning Devotions LS
9:45	B Bell Tel. Co. School of Air LS	←	←	←	←	↑	↑
10:00	B Florida Citrus Song Time Mueller LC	B Skinner-Nil Once Upon Our Time NS	B Florida Citrus Song Time Mueller LC	B Skinner-Nil Once Upon Our Time NS	B Dei Monte Coffee Song Time Mueller LC	B Red Heart Frank Merriwell NS	Religious Program LS
10:15	B P & G Dreft Nelson Olmsted NS	B Florida Citrus Jinx & Tex Literary Guild LC	B P & G Dreft Nelson Olmsted NS	B Bell Tel. Co. Jinx & Tex Literary Guild LC	B Pertussin Nelson Olmsted NS	↑	(6) Sym. of Melody LCA 4 0 Open
10:30	B Nestles Milk Road of Life P & G-Duz NC	B Climax Cleaner ←	B Bell Tel. Co. ←	B Climax Cleaner ←	B B & W-Kools ←	← Archie Andrews NS	Circle Arrow Show Western Auto Supply NC
10:45	B Joyce Jordan P & G-Crisco NC	←	←	←	←	↑	↑
11:00	B American Chicle Fred Waring NS	←	←	←	←	B Bell Tel. Teen-Timers Club NC	11:00 a.m. Esso News LS (4) 11:05 Music Prof. LCA 6 0 Open
11:15	↑	↑	↑	↑	↑	↑	↑
11:30	B Hunt Club Dog Food Jack Berch Show Prudential Ins. NC	B R. C. McAtter ←	B Hunt Club Dog Food ←	B B & W-Kools ←	B Hunt Club Dog Food ←	B Grant Building Smilin' Ed McConnell Buster Brown Shoes NC	B Grant Bldg. Ranger Joe's Ranch Cereal LC
11:45	B Clabber Girl Lora Lawton Rabbit-Bab-O NC	B Pertussin ←	B Clabber Girl ←	B Md. Pharm. ←	B Clabber Girl ←	↑	B Bell Tel. Co. Solitaire Time Campana Co. Solitaire NC

- (1) Farm Hour 6:00-7:00 a.m. Mon. thru Sat. Conkey M T W T F S Cuticura M T W T F S
- (2) Musical Clock 7:10-7:35 Mon. thru Sat. Marlin M T W T F S Nu-Maid M T W T F S La France M T W T F S Ex-Lax M T W T F S Jos. Dixon Co. M T W T F S Camels M T W T F S Clearfield Fur M T W T F S
- (3) Shopping Circle 9:00-9:15 a.m. Mon. thru Sat. Babazon M T W T F S Celanese M T W T F S Gimbel's M T W T F S Bruce M T W T F S ConformalShoes M T W T F S Spears M T W T F S Grelva, Inc. M T W T F S Royal Bedding M T W T F S Tintex M T W T F S
- (4) Music Preferred 11:05 - 11:30 a.m. Sunday only Rem. Adam's Citrus, Schaffer Blades, Bromo Seltzer, Halo
- (5) Your Favorite Songs 9:45-9:00 Mon. thru Fri. Colgate Halo M T W T F La France M T W T F Doan's Pills M T W T F Lever Bros. M T W T F Greenuts Fl. M T W T F Md. Pharm. M T W T F Supersuds M T W T F Potter McCune M T W T F Colgate Dental M T W T F Lustre Cream M T W T F

EST P.M.	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
12:00	LC Esso News 12:05 Commentary LC Peter Paul B Bromo Seltzer	LC Grove Labs. B Drefit	LC Peter Paul B Bromo Seltzer	LC Grove Labs. B American Chicle	LC Peter Paul B Bromo Seltzer	LC Grove Labs.	★News LS American Chicle
12:15	(7) Brunch with Bill KDKA Staff Orch. LCA 9 0 Open	LCA 9 0 Open	LCA 9 0 Open	LCA 9 0 Open	LCA 9 0 Open	NS Consumer Time	To be announced B Jewish Outlook
12:30	↑	↑	↑	↑	↑	Man On The Farm Quaker Oats-Feeds LC	Eternal Light NS
12:45	↑	↑	↑	↑	↑	↑	↑
1:00	B Del Monte LC News Menhattan Soap	B Bell Telephone LC News Nat'l Bisc. Co.	B Del Monte LC News Menhattan Soap	B Del Monte LC News Nat'l Bisc. Co.	B Climax Cleaner LC News Manhattan Soap	B Md. Pharm. LC News Nat'l Bisc. Co.	B Clearfield Furs Grand Marquee Wm. Warner Co. NC DB Shampoo
1:15	B Florida Citrus Co. LC Editor's Daughter Kroger-Bread	←	←	←	←	B Bell Telephone LC (10) Swing Time	↑ B Grant Bldg.
1:30	B Sun Telegraph LC (9) Home Forum Evelyn Gardiner LCP 7 2 Open	←	←	←	←	B Farm & Home Hour Aills-Chalmers Co. NC	↑ Symphonette Longines LC
1:45	↑	↑	↑	↑	↑	↑	↑
2:00	B Md. Pharm. NC Today's Children General Mills	←	←	←	←	Your Host is Buffalo NS	B Plough R C A Victor Show NC
2:15	NC Women in White General Mills	←	←	←	←	↑	↑
* 2:30	B Nestles Nescafe NC Masquerade Betty Crocker	B Nestles Milk ←	B Nestles Nescafe ←	B Drefit ←	B Drefit ←	The Baxters NS	B Benrus Harvest of Stars Int. Harvester Co. NC
2:45	NC Light of the World Gen. Mills	←	←	←	←	Veteran's Advisor NS-DB	↑ B Clabber Girl B. Pdr.
3:00	B Plough NC Life Can Be Beautiful P & G-Ivory Snow	B Florida Citrus Co. ←	B Miami Marg.-Nu-M. ←	B Plough ←	B Plough ←	Orchstras of Nations NS	Sheaffer Parade Sheaffer Pens NC
3:15	NC Ma Perkins P & G-Oxydol	←	←	←	←	↑	↑
3:30	B American Chicle NC Pepper Young's Family P & G-Camey	B Miami Marg.-Nu-M. ←	B American Chicle ←	B Miami Marg.-Nu M. ←	B Miami Marg.-Nu M. ←	↑	B Hubinger-Starch One Man's Family Standard Brands NC
3:45	NC The Right to Happiness P & G Co.-Ivory Bar	←	←	←	←	↑	↑
4:00	B Miami Marg.-Nu M. NC Backstage Wife Sterling Drug-Tooth Pwd.	B Del Monte ←	B Pertussin ←	B Pertussin ←	B Miami Marg.-Nu M. ←	Doctors-Ihen & Now NS	B McAteer Quiz Kids Miles Labs. NC
4:15	NC Stella Dallas Sterling Drug Milk of Mag.	←	←	←	←	↑	↑
4:30	B Supersuds NC Lorenzo Jones Sterling Drug Aspirin	B Nestles Nescafe ←	B Loew's MGM ←	B American Chicle ←	B Loew's MGM ←	Names of Tomorrow NS	B B & W-Kools Jr. Science Quiz LS
4:45	NC Young Widder Brown Sterling Drug- Mag. Tabs	←	←	←	←	↑	↑
5:00	B B & W-Kools NC When A Girl Marries Gen. Foods-Diam. Salt	B Penick & Ford ←	←	←	←	B B & W-Kools Magic Melodies LS	B Sun-Telegraph NBC Symphony NS
5:15	NC Portia Faces Life Gen. Foods-Bran Flakes	←	←	←	←	↑	↑
5:30	B Nestles Milk NC Just Plain Bill Am. Home Prod. Benefax	B American Chicle ←	B American Chicle ←	B Nestles Milk ←	B Nestles Milk ←	B Grant Bldg. Adventures in Research LS	↑
5:45	NC Front Page Farrell Am. Home Prod. Freezone	←	←	←	←	B Drug Ass'n King Cole Trio Wildroot Shampoo NC	↑
	TS Benrus Watch	←	←	←	←	←	B Frank & Seder

(6) Symphony of Melody 10:15-10:30 a.m. Sunday only
Potter Drug, Kasco Amdur

(7) Brunch with Bill—Mon. thru Fri. 12:15-1 p.m.
Supersuds M T W T F
Safine-LaFrance M T W T F
Rit Products M T W T F
Clearfield Furs — T — — —
Colonial M T W T F
Colgate Dental M — W T —
Colgate Halo — T — — F
Lustre Cr. M — W T —

(8) Master Singers 8:45 - 9:00 a.m. Sunday only

(9) Home Forum 1:30-2:00 p.m. Mon. thru Fri.
Ward Bak. Co. M — W — F
Fanny Farmer M T — T —
Phillips Soups M — W — F
Six O'clock Foods M — W — F
Gloucester Fish M T — T —

(9) Home Forum (Cont'd)
Rockwood — — W — F
Walvet M — W — —
Chunk-E-Nut — T — T —
Creamettes — T — T —
Coco-Wheats — T W — F

* Sta. Bk. actually given 2:27
Masquerade 2:27:30
Betty Crocker 2:40

EST. P.M.	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
8:00	6:05 LC ESSO News LC Chas. Earley Peter Paul B Spic & Span	LC Vick's B Amer. Chicle	LC Peter Paul B Drefl	LC Vick's B Amer. Chicle	LC Peter Paul B Bell Tel. Co.	LC Vick's B Amer. Chicle	Catholic Hour NS
6:15	LS B Drefl	LS To be announced	LS Slim Bryant	LS To be announced	LS Slim Bryant	NCDB Bob Burns Anacin-Kolynos	↑
6:30	Mildred Don Pgh. Brewing Co. LC B Sing	Vincent Lopez Pgh. Brewing Co. LC B "33" Bleach	Mildred Don Pgh. Brewing Co. LC B Sing	"Here's To You" Pgh. Brewing Co. LC B "33" Bleach	Mildred Don Pgh. Brewing Co. LC B Sing	↑ Phillips Soups	TS Bulova Sunday Supper Time Pgh. Prov. & Packing LC B Drefl
8:45	Lowell Thomas-News Sun Oil Co. NC B Duquesne Lt. Co.	←	←	←	←	Main Street Editor Looks at News LC Beaumont Cold Tabs B Pgh. Sun Tele.	News Nat. Gas Cos. LC B Frank & Seder
7:00	Supper Club Chesterfield NC B Amer. Chicle	←	←	←	←	Our Foreign Policy NS	Jack Benny Amer. Tob. Co. "Lucky Strike" NC
7:15	Dr. Miles-Aika Seltzer NC B Sterling Oil	←	←	←	←	↑	↑
7:30	Songs You Love To Hear Breakfast Cheer Coffee LC 7:45 ↑ TS Bulova	B Phillips Soups Tap Time Fort Pitt Brewing LC 8:00 ↑ NC Cavalcade of America Du Pont	B Spic & Span Singing Strings Duquesne Lt. Co. LC 8:15 ↑ NC P & G Shasta	B Phillips Soups Memory Time Pgh. Brewing Co. LC 8:30 ↑ NC Voice of Firestone Firestone Tires	B Phillips Soups Armstrongs Orchestra Duquesne Brewing Co. LC 8:45 ↑ NC Telephone Hour Bell. Tel. Co.	B Goodyear Harris Breth Duquesne Brewing Co. LC B P & G Drefl Songs America Sings Rep. Steel Co. LC 9:00 ↑ NC Amos 'n Andy Lever Bros.	B Duquesne Lt. Co. Band Wagon Fitch Shampoo NC 8:15 ↑ NC Ludens
8:00	8:15 ↑ NC Cavalcade of America Du Pont	8:00 ↑ NC Milton Berle Phillip Morris	8:00 ↑ NC Dennis Day Colgate	8:00 ↑ NC Aldrich Family General Foods	8:00 ↑ NC Highway In Melody Cities Service Gas-Oil	8:00 ↑ NC Life of Riley P & G	8:00 ↑ NC Edgar Bergen Standard Brands-Stam
8:15	8:15 ↑ NC P & G Shasta	8:15 ↑ NC Shasta	8:15 ↑ NC Ludens	8:15 ↑ NC Paramount Burns & Allen Gen. Foods	8:15 ↑ NC Drefl	8:15 ↑ NC Ludens	8:15 ↑ NC Shasta
8:30	8:30 ↑ NC Voice of Firestone Firestone Tires	8:30 ↑ NC Date with Judy Lewis Howe-Tums	8:30 ↑ NC Great Gildersleeve Kraft Foods	8:30 ↑ NC Burns & Allen Gen. Foods	8:30 ↑ NC Aian Young Kraft Foods	8:30 ↑ NC Truth or Consequence P & G	8:30 ↑ NC Fred Allen Std. Brands-Yeast
8:45	8:45 ↑ NC Telephone Hour Bell. Tel. Co.	8:45 ↑ NC Amos 'n Andy Lever Bros.	8:45 ↑ NC Duffy's Tavern Bristol-Myers	8:45 ↑ NC Kraft Music Hall Kraft-Phoenix	8:45 ↑ NC People Are Funny B & W Wings	8:45 ↑ NC Sat. Night Round-Up Alka-Seltzer	8:45 ↑ NC Merry-Go-Round Watkins-Dr. Lyons Tooth Paste
9:00	9:00 ↑ NC Telephone Hour Bell. Tel. Co.	9:00 ↑ NC Amos 'n Andy Lever Bros.	9:00 ↑ NC Duffy's Tavern Bristol-Myers	9:00 ↑ NC Kraft Music Hall Kraft-Phoenix	9:00 ↑ NC People Are Funny B & W Wings	9:00 ↑ NC Sat. Night Round-Up Alka-Seltzer	9:00 ↑ NC Merry-Go-Round Watkins-Dr. Lyons Tooth Paste
9:15	9:15 ↑ NC Goodyear	9:15 ↑ NC Beechnut	9:15 ↑ NC Sterling Oil	9:15 ↑ NC Sterling Oil	9:15 ↑ NC Shasta	9:15 ↑ NC American Chicle	9:15 ↑ NC R. C. McAteer
9:30	9:30 ↑ NC Victor Borge Socony Oil	9:30 ↑ NC Fiber McGee S. C. Johnson Wax	9:30 ↑ NC Mr. District Attorney Bristol-Myers	9:30 ↑ NC Village Store Dairy Products	9:30 ↑ NC Waltz Time Sterling Drug	9:30 ↑ NC Can You Top This Colgate Dental Cream	9:30 ↑ NC Album Familiar Music Bayer Aspirin
9:45	9:45 ↑ NC Contented Program Carnation Milk	9:45 ↑ NC Sterling Oil Bob Hope Peppodent	9:45 ↑ NC Bulova	9:45 ↑ NC Abbott & Costello Reynolds-Camels	9:45 ↑ NC Molle Mystery Theater Centaur Co.	9:45 ↑ NC Judy Canova Colgate-Palmolive Peet	9:45 ↑ NC Drene Show P & G
10:00	10:00 ↑ NC Contented Program Carnation Milk	10:00 ↑ NC Sterling Oil Bob Hope Peppodent	10:00 ↑ NC Bulova	10:00 ↑ NC Abbott & Costello Reynolds-Camels	10:00 ↑ NC Molle Mystery Theater Centaur Co.	10:00 ↑ NC Judy Canova Colgate-Palmolive Peet	10:00 ↑ NC Drene Show P & G
10:15	10:15 ↑ NC Paramount	10:15 ↑ NC Bulova	10:15 ↑ NC Drefl	10:15 ↑ NC Ludens	10:15 ↑ NC Phillips Soups	10:15 ↑ NC Paramount	10:15 ↑ NC Monarch Ranges
10:30	10:30 ↑ NC Dr. I. Q. Mars, Inc. Candy	10:30 ↑ NC Red Skelton B. & W Tobacco	10:30 ↑ NC Key Kyser Colgate	10:30 ↑ NC Eddie Cantor Pabst Co. Beer	10:30 ↑ NC Sports Newsreel Colgate Shave Cream	10:30 ↑ NC Grand Ole Opry R. J. Reynolds	10:30 ↑ NC Meet Me at Parky's P. Loillard Co.
10:45	10:45 ↑ NC R. C. McAteer	10:45 ↑ NC Ludens	10:45 ↑ NC Spic & Span	10:45 ↑ NC Shasta	10:45 ↑ NC Am. Chicle	10:45 ↑ NC Am. Chicle	10:45 ↑ NC Am. Chicle
11:00	11:00 ↑ NC Esso News 11:05 News Pgh. Brew. Co.	11:00 ↑ NC Sun-Telegraph	11:00 ↑ NC Oldsmobile	11:00 ↑ NC Sun-Telegraph	11:00 ↑ NC Sun-Telegraph	11:00 ↑ NC Sun-Telegraph	11:05 Background News Mamaux LC
11:15	11:15 ↑ NC Boyer-Sports	11:15 ↑ NC Drug Ass'n	11:15 ↑ NC Grocer's Ass'n	11:15 ↑ NC Drug Ass'n	11:15 ↑ NC Grocer's Ass'n	11:15 ↑ NC Midniter's Club	Treasury Salute LS
11:25	11:25 ↑ NC Grocer's Ass'n	11:25 ↑ NC Drug Ass'n	11:25 ↑ NC Grocer's Ass'n	11:25 ↑ NC Drug Ass'n	11:25 ↑ NC Grocer's Ass'n	11:25 ↑ NC Midniter's Club	America United NS DB
11:30	11:30 ↑ NC Grocer's Ass'n	11:30 ↑ NC Drug Ass'n	11:30 ↑ NC Grocer's Ass'n	11:30 ↑ NC Drug Ass'n	11:30 ↑ NC Grocer's Ass'n	11:30 ↑ NC Midniter's Club	America United NS DB
11:45	11:45 ↑ NC Grocer's Ass'n	11:45 ↑ NC Drug Ass'n	11:45 ↑ NC Grocer's Ass'n	11:45 ↑ NC Drug Ass'n	11:45 ↑ NC Grocer's Ass'n	11:45 ↑ NC Midniter's Club	America United NS DB

12:00 Mid. to 1:00 A.M. Midniter's Club—NEWS, SIGN-OFF.

(10) Swing Time
1:15-1:30 p.m. Saturday only
Colgate Halo, B & W Kools,
Thrivo
(11) Smile a While
8:15-8:30 a.m. Saturdays Only
Supersuds, Dentifrice, Cuticura

LEGEND

B—Station Break	LS—Local Sustaining
LC—Local Commercial	NS—Network Sustaining
NC—Network Commercial	LCP—Local Com'l. Participation
LCA—Local Com'l. Announcement	TS—Time Signal

Local programs for sale are started (*)

Brackets indicate guaranteed weekday station time; guaranteed Sunday station time—8 A.M. to 2 P.M.—4 P.M. to 5 P.M.—6 P.M. to 7 P.M.—10 P.M. to closing.

BECAUSE OF POSSIBLE LAST-MINUTE PROGRAM CHANGES, THE ACCURACY OF THIS SCHEDULE CANNOT BE GUARANTEED

Release

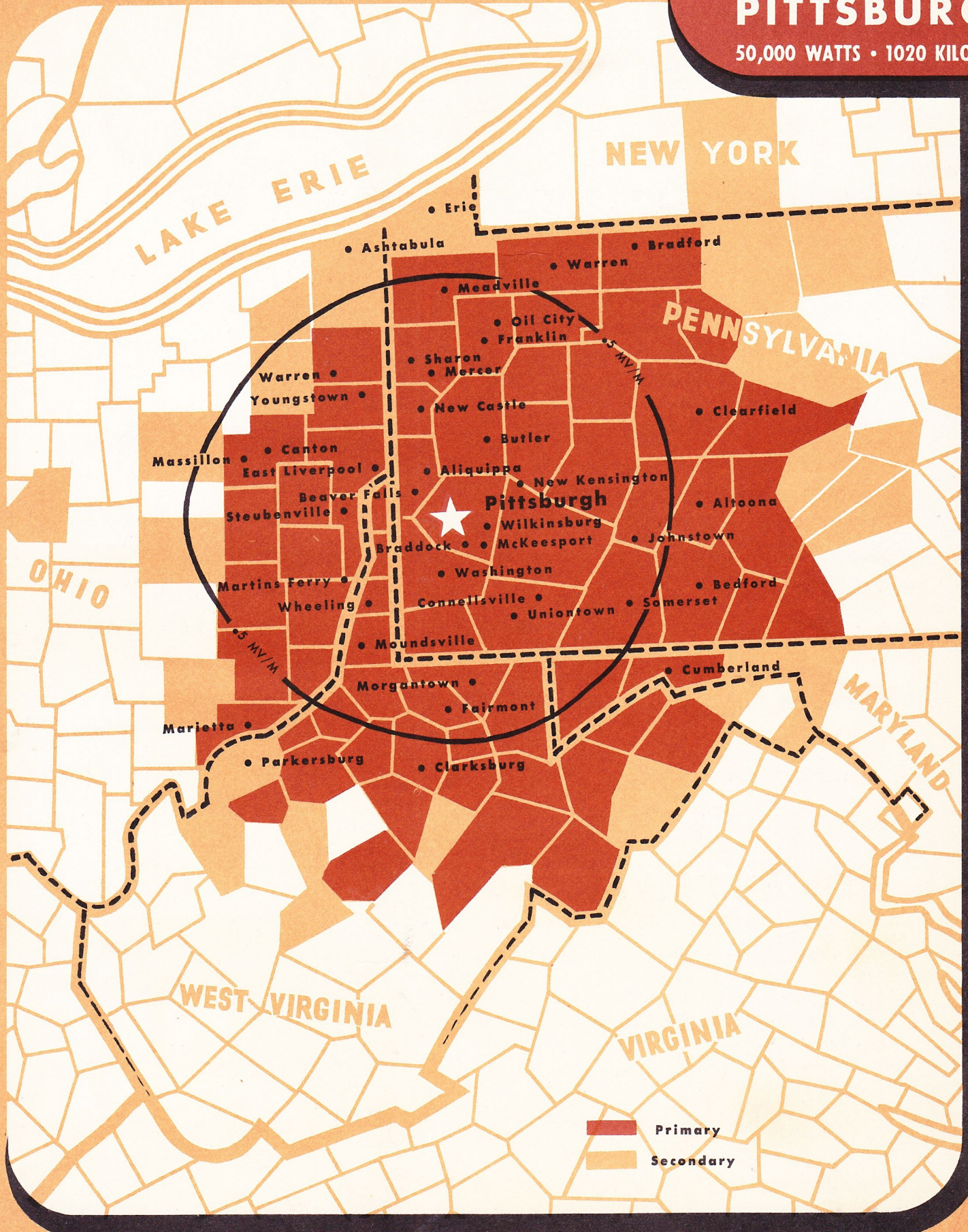
DAYTIME CIRCULATION

MARKET STATISTICS ON REVERSE

KDKA

PITTSBURGH

50,000 WATTS • 1020 KILOCYCLES



WESTINGHOUSE RADIO STATIONS INC

KDKA ★ PITTSBURGH

WESTINGHOUSE RADIO STATIONS INC

50,000 WATTS • 1020 KILOCYCLES • NBC PROGRAMS

CIRCULATION AND DAYTIME MARKET

Statistics below apply to the KDKA Market, both primary and secondary (as shown on the map on reverse side). Areas determined by regular mail response* plus field strength measurements.

FACTORS	PRIMARY	SECONDARY	TOTAL
Counties	68	26	94
Population	5,777,989	901,510	6,679,499
Total Homes	1,454,249	238,099	1,692,348
Radio Homes	1,291,993	209,041	1,501,034
Retail Sales	2,283,384,000	334,007,000	2,617,391,000
Effective Buying Income	4,845,178,000	653,767,000	5,498,945,000
Food Store Sales	314,779,000	61,625,000	376,404,000
Drug Store Sales	54,641,000	6,484,000	61,125,000
General Merchandise Sales	254,947,000	24,499,000	279,446,000

SOURCES: Research Department, National Association Broadcasters; Bureau of Census, U. S. Department of Commerce; Sales Management, 1943 Survey of Buying Power.

KDKA - PITTSBURGH

50,000 WATTS • CLEAR CHANNEL

Owned and operated by Westinghouse Radio Stations Inc. Founded 1920, KDKA serves the Tri-State Area, steel manufacturing center of the United States. Address: Westinghouse KDKA, Third Floor, Grant Building, Pittsburgh 19, Pa. Telephone Grant 4200.

* Analysis of 65,000 pieces of mail received in January, February and March, 1942. Average County Index (94 counties) 43.6 (pieces of mail per thousand radio homes).

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NBC

SPOT SALES

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CLEVELAND • HOLLYWOOD • SAN FRANCISCO