



APRIL 28, 1947 ————— MAY 18, 1947



## MUELLER'S BUILT A BUSINESS USING THEIR DOUGH WISELY

For nearly three years, except for a brief period when flour was scarce, the C. F. Mueller Co., Jersey City, N. J., has sponsored three 15-minute news broadcasts weekly on KYW, at 12 noon on Tuesdays, Thursdays and Saturdays.

Mueller's not only succeed in selling a vast air audience on their spaghetti, egg noodles and macaroni, but they manage to get in a touch of merchandising with their news service by telling listeners "this program is brought to you on behalf of your neighborhood grocer who sells Mueller's spaghetti, egg noodles and macaroni."

In short, Mueller's built a successful business on dough, then added more dough in the form of radio advertising to increase the demand for their product. Three years of using the latter increment must have proven a good formula.

Are you, too, trying to cook up more sales? Then make sure you get the right recipe. An inquiry with NBC Spot Sales or the KYW Sales Department will acquaint you with the ingredients KYW offers for more customers in America's Third Market.



# KYW

PHILADELPHIA

50,000 WATTS

NBC AFFILIATE

# PROGRAM SCHEDULE



**WESTINGHOUSE RADIO STATIONS Inc**

KYW • WOWO • WBZ • WBZA • KDKA • KEX

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX.  
KEX REPRESENTED NATIONALLY BY FREE & PETERS, INC.

EST A.M.	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5:59 6:00	Morning Salute* LC	←	←	←	←	←	
6:15	↑	←	←	←	←	←	
6:30 6:40	KYW Newsroom Morning Salute LS AV	← ← AV	← ← AV	← ← AV	← ← AV	← ← AV	
6:45 6:55	Morning Salute LCT (Mennen Co.) SB Lucky Strike	← ← AV	← ← SB Lucky Strike	← ← ←	← ← ←	← ← AV	
7:00	Musical Clock* LCT 3 0 Open	LCA 3 1 Open	LCA 3 0 Open	LCA 3 1 Open	LCA 3 0 Open	LCA 3 0 Open	
7:15 7:20	ESso Reporter Musical Clock* LCT (Nat. Biscuit) SB Chesterfield	← ← ←	← ← ←	← ← ←	← ← ←	← ← AV	
7:30	Musical Clock AV	←	←	←	←	←	
7:45	Musical Clock (Sweets Co. Amer.) LC	LS Musical Clock	LC Musical Clock (Sweets Co. Amer.)	LS Musical Clock	LC Musical Clock (Sweets Co. Amer.)	LST Musical Clock	
8:00	Musical Clock (Metropolitan) LCT SB SOS Company	LC Musical Clock	LCT Musical Clock (Metropolitan)	LC Musical Clock	LCT Musical Clock (Metropolitan)	LCT Musical Clock	NS KYW Newsroom Geo. Crooks Organist
8:15	Musical Clock LCT AV	←	←	←	←	←	↑
8:30	Musical Clock LCT AV	←	←	←	←	←	NS NBC String Quartet
8:45	Musical Clock* LCT SB Lucky Strike	←	←	←	←	←	↑ SB Lucky Strike
9:00	Ruth Welles* LCP 7 3 Open	LCP 7 3 Open	LCP 7 2 Open	LCP 4 1 Open	LCP 7 1 Open	LS Let's Visit the Zoo	NS World News Roundup
9:15	↑	↑	↑	LS Jr. Town Meeting of the Air	↑	SB Grocery Tiny Tot Time	NS Story to Order
9:30	Suburban High Schools LS SB Grocery	Catholic High School Hour LS AV	Our Public Schools LS	↑	LS Once Upon A Time SB Druggist	LST On Wings of Song	LS Your Morning Hymn
9:45 9:55	LCT Morning Varieties* LC Dorothy Derby SB Lucky Strike	← ← ←	← ← ←	← ← ←	← ← ←	← ← ←	NS The D & H Miners (Hudson Coal Co.) SB Druggist
10:00	Katie's Daughter (Manhattan) NC SB Hulman & Co.	← AV	← SB Hulman & Co.	← AV	← SB Hulman & Co.	NS Adventures of Frank Merriwell	NS National Radio Pulpit
10:15	Once Upon Our Time NS SB Lucky Strike	← SB Zonite	← ←	← SB Gen. Baking	← ←	↑ AV	↑ SB Lucky Strike
10:30	Road of Life (P & G DUZ) NC	←	←	←	←	NS Archie Andrews	NS Voices Down the Wind
10:45 10:50	Joyce Jordan (P & G Spic and Span) NC SB Your Druggist	← SB Del Monte	← SB Druggist	← SB Grocery	← SB My-T-Fine	↑ SB Druggist	↑ AV
11:00	The Fred Waring Show NS	The Fred Waring Show (American Meat Inst.) NC	The Fred Waring Show NS	The Fred Waring Show (American Meat Inst.) NC	The Fred Waring Show NS	The Teentimer Club (Teentimers, Inc.) NC	The Eternal Light ETDB
11:15	↑	←	←	←	←	↑	↑
11:30	Jack Berch Show (Prudential) NC AV	← ←	← SB Lucky Strike	← ←	← SB Nestles	NS Smilin' Ed McConnell (Brown Shoe Co.)	AV Esso News Salon Music* LCA 2 1 Open
11:45	Lora Lawton (B. T. Babbitt) NC SB Lucky Strike	← AV	← ←	← ←	← SB Lucky Strike	↑ SB Gen. Baking	↑ NS Solitaire Time (Campana Sales Co.) SB Grocery

\* Morning Salute  
6:00-7:00 a.m. Mon. Thru Sat.  
Druggist — W — — —  
B-C Remedy M T W T F S  
Grocery — M — T — —  
Marlin M — W — F —  
Weather Bureau M T W T F  
Illustrated News M — W — F S  
Blue Cross Plan M T W T F —  
\* Musical Clock  
7:00-7:15 a.m. Mon. Thru Sat.  
United Fruit M — — — —

Camel — T — — — —  
Posts Cereals — T W T F S  
Curtis — — W T F —  
Birdseye M T W T F —  
Blondex — — — — M — — — —  
Camel — — — — — S  
\* Musical Clock  
8:15-8:30 a.m. Mon. thru Sat.  
Petrol Corp. M T W T F S

C-C-P Halo M — — — — —  
C-C-P Dental — — — — W — — — —  
Megowen Foods — — — — F — — — —  
Minute Rice — — — — T — T — S  
La France — — — — T — — — —  
Chesterfield — — — — — T — — — —  
C-C-P Supersuds M T W T F —  
8:30-8:45 a.m. Mon. thru Sat.  
C-C-P Vel — — — — — F S  
United Fruit — — — — — S

C-C-P Dental — — — — — S  
C-C-P Ajax M — — — — —  
Megowen Foods — — — — W — — — —  
Mayfair Packing — — — — T — — — F —  
McIlhenney — — — — — T — — — —  
M. Buten M — — — — W T — — —  
8:45-9:00 a.m. Mon. Thru Sat.  
Lever Bros. M T W T F —  
Metro. Life Ins. — — — — T — T — S  
Chesterfield — — — — — T — — — —  
La France M — — — — — S

C-C-P Halo — — — — — W T F —  
C-C-P Dental M T — — — — —  
Curtis Circ. — — — — — W T F —  
\* Ruth Welles  
9:00-9:30 a.m. Mon. Thru Fri.  
Bu Tay — — — — — T — — — —  
Fanny Farmer M — — — — W — — — —  
Barbizon — — — — — T — — T F  
Chunk E Nut — — — — — T — — — F  
Liberty Laundry M — — — — W — — — —

EST P.M.	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
12:00	News (Wilbert) LC	News (Mueller) LC	News (Wilbert) LC	News (Mueller) LC	News (Wilbert) LC	News (Mueller) LC	Adventures in Research LSET
	SB Posts Cereals	SB Chesterfield	SB Posts Cereals	SB Chesterfield	SB Posts Cereals	SB Chesterfield	Music We Love LSET
12:15	The Lunchtimers LCP	←	←	←	←	Consumer Time NS	SB Chesterfield Today's Concert LS
	↑	↑	↑	↑	↑	Music at Midday* LC 3 1 Open	
12:45	SB Chesterfield	AV	SB Chesterfield	AV	SB Chesterfield	AV	
12:50	LC Esso Reporter LS KYW Newsroom	←	←	←	←	LC Esso Reporter (Music at Midday*) LC 3 0 Open	↑
	AV	SB Lucky Strike	AV	←	←	SB Lucky Strike	SB Land Title
1:00	Melody Magic* LCA 6 0 Open	LCA 6 0 Open	LCA 6 0 Open	LCA 6 0 Open	LC	National Farm and Home Hour (Allis-Chalmers) NC	Music from the Theatre LST
1:15	↑	↑	↑	↑	↑	↑	↑
	SB Lucky Strike	←	←	←	←	←	SB Time Watches
1:30	Art Van Damme Quartet NS	Ruth Welles at Home (Phila. Electric) LC	←	←	Betty Jordan (F. G. Vogt) LC	The Veterans Advisor NS	The Symphonette Mishel Plastro Condr. LCT (Long'n's-Witfl'n'r)
	AV	SB Druggist	SB Grocery	SB Grocery	SB Grocery	AV	
1:45	Robert McCormick NS	←	←	←	←	On the Sunny Side LST	↑
	SB Yankee Maid	SB Del Monte	SB My-T-Fine	SB Del Monte	SB Zonite	AV	SB Buchanan
2:00	Today's Children (Gen. Mills) NC	←	←	←	←	↑	RCA Victor Program NC
2:15	Woman in White (Gen. Mills) NC	←	←	←	←	↑	↑
	SB Lucky Strike	←	←	←	SB Campho-Phenique		SB Wilf Bros.
2:30	Masquerade Betsy Crocker (Gen. Mills) NC	←	←	←	←	NS The Baxter's	Harvest of Stars (International Harv. Co.) NC
2:45	Light of the World (Gen. Mills) NC	←	←	←	←	Camp Meeting Choir NS	↑
	SB Nestles	SB Campho Phenique	SB Yankee Maid	SB Campho Phenique	SB Lucky Strike	←	SB Barr's Jewelers
3:00	Life Can Be Beautiful (P & G Ivory) NC	←	←	←	←	Orchestras of the Nation NS	Sheaffer Parade starring Carmen Cavallero NC (Sheaffer)
3:15	Ma Perkins (P & G Oxydol) NC	←	←	←	←	↑	↑
	SB My-T-Fine	SB Lucky Strike	SB Del Monte	SB My-T-Fine	SB Del Monte		SB P&G Spic&Span
3:30	Pepper Young's Family (P & G Camay) NC	←	←	←	←	↑	One Man's Family (Standard Brands) NC
3:45	Right to Happiness (P & G Ivory Bar) NC	←	←	←	←	↑	↑
	SB Thrivo	SB My-T-Fine	SB Thrivo	SB Del Monte	SB Thrivo		SB Hulman
4:00	Backstage Wife (R. L. Watkins) NC	←	Backstage Wife (Engerine) NC	←	←	Doctors then and now NS	Quiz Kids (Miles Labs.) NC
4:15	Stella Dallas (Phillips Chemical) NC	←	←	←	←	↑	↑
	SB Del Monte	SB Nestles	SB Lucky Strike	SB Yankee Maid	SB Yankee Maid	SB Lucky Strike	AV
4:30	Lorenzo Jones (Phillips Chemical) NC	←	←	←	←	Names of Tomorrow NS	Patterns in Melody NS
4:45	Young Widder Brown (Phillips Chemical) NC	←	←	←	←	↑	↑
	SB Campho Phenique	SB Kool	SB Campho Phenique	SB Kool	SB Del Monte	AV	SB Hubinger
5:00	When a Girl Marries (Gen. Foods) NC	←	←	←	←	Grand Marquee (Wm. Warner Co.) ETDB	Symphony of the Air NS
5:15	Portia Faces Life (General Foods) NC	←	←	←	←	↑	↑
	SB Zonite	SB Yankee Maid	SB Kool	SB Zonite	SB Kool	SB Chesterfield	
5:30	Just Plain Bill (Amer. Home Prods.) NC	←	←	←	←	Edward Tomlinson News NS	↑
						SB Beich	
5:45	Front Page Farrell (Amer. Home Prods.) NC	←	←	←	←	King Cole Trio Time (Wildroot) NC	↑
	SB Buchanan	←	←	←	←	SB Nescafe	TS Bulova

Birdseye M T W T F  
 \* Morning Varieties 9:45-9:55 a.m. Mon. Thru Sat.  
 Ex-Lax M T W T F S  
 C-C-P Vel M - W - T - -  
 C-C-P Dental - T - T F -  
 Birdseye - - - - - S

\* Salon Music 11:35-11:45 Sun. only  
 Rem Chesterfield  
 \* Lunchtimers 12:15-12:45 p.m. Mon. Thru F  
 Phila. Dairies M T W T F -  
 Mrs. Schlorer's, Inc. M - - T -  
 \* Music at Midday 12:30-12:45

Blondez Illustrated News  
 C-C-P Dental - - - - - S  
 \* Melody Magic 1:00-1:30 p.m. Mon. Thru Fri.  
 La France M - - - - F  
 Birdseye M T W T F  
 C-C-P Halo - T - - - -  
 C-C-P Ajax - T W T F  
 Megowen Foods - - - - T -

C-C-P Supersuds M T W T F  
 Doan's M T W T F  
 Lever Bros. M T W T F  
 Conte Luna M - W - - -  
 Illustrated News - T - - - -  
 \* Conversation Pieces  
 6:15-6:30 Mon. Tue. Saturday  
 6:20-6:30 Wed. Thurs. Fri.  
 Lever Bros. M T - T - S  
 Bell Telephone M T W T F S

Land Title - - - W - - -  
 Weather Bureau M T W T F -  
 Corn Exchange - T - - - -  
 Metro. Life Ins. M T W T F S  
 \* Frank Coleman Sings 6:30-6:45 p.m. Mon., Wed., Fri.  
 P&G Dreff M - W - F  
 PRSMA M - W - F  
 \* Treasure Parade 6:30-6:45 p.m. Tues., Thur.  
 P&G Dreff - T - T -  
 Corn Ex. Bank - - - - T -

EST P.M.	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
6:00	LC Esso Reporter	TS ← Bulova	SB ← DeSoto	TS ← Bulova	SB ← Breyers	SB ← Camel	Catholic Hour
6:05	SB Bordens	← Richmn.	← Wldrt	← Richmn.	← Wldrt	← Richmn.	NS
	LC Bach News—Wldrt						
	SB Thornton-Fuller	SB Bordens	SB Lucky Strike	SB Thornton-Fuller	SB Lucky Strike	SB Bordens	
15-6:20	Conversation Pieces*	←	Post Parade (Curtis Circ.)	←	←	←	↑
20-6:30	LCT	←	←	←	←	←	←
	SB Eastman Kodak	←	←	←	←	←	←
6:30	Frank Coleman Sings	LC Treasure Parade	Frank Coleman Sings	LC Treasure Parade	Frank Coleman Sings	On the Sports Horizon with Bob Allman	Bob Burns (Am. Home Products)
	LC	LC	LC	LCT	LC	LS	NC
	SB Freihofer's	SB Freihofer's	SB Freihofer's	SB Breyers	SB Posts Cereals	SB Breyers	
6:45	Lowell Thomas (Sun Oil)	←	←	←	←	Hunting & Fishing Club with Joe O'Byrne	↑
	NC						
	SB Breyers	TS Bulova	←	SB Freihofer	TS Bulova	←	SB Beechnut
7:00	Chesterfield Supper Club (Liggett & Myers)	←	←	←	←	KYW Playhouse	Jack Benny (Am. Tobac. Co.)
	NC					LS	NC
	SB Abbotts Dairies	SB Thornton-Fuller	SB Abbotts Dairies	SB Abbotts Dairies	SB Abbotts Dairies		
7:15	News of World (Miles Labs.)	←	←	←	←	↑	↑
	NC						
	SB Phillips Soups	AV	SB Breyers	Thornton-Fuller	SB Beich Co.	SB Breyers	SB Arrow
7:30	Girl Meets Boy (Schutter Candy)	Harmony Hall (Str'bridge & Clothier)	Skippy Hollywood Theatre (LCT(Rosefield Pck.Co.))	Time On My Hands (Time Watches)	Keystone Musical Show (Keystone Auto Club)	Curtain Time (Mars Candy Co.)	Fitch Bandwagon (F. W. Fitch)
	LC	LC	LCT	LCT	LC	NC	NC
				SB PSFS			
7:45	↑	↑	↑	LC Geuting Spelling Derby	↑	↑	↑
	TS Bulova	TS Bulova	TS Bulova	TS Bulova	TS Bulova	TS Bulova	NC Breyers
8:00	Cavalcade of America (DuPont)	Milton Berle Show (Philip Morris)	A Day in the Life of Dennis Day (Colgate)	The Aldrich Family (General Foods)	Cities Service Highways in Melody	Life of Riley (P & G Teel)	Charlie McCarthy Show (Standard Brands)
	NC	NC	NC	NC	NC	NC	NC
8:15	↑	↑	↑	↑	↑	↑	↑
	SB M. Buten	SB Phillips Soups	SB Gen. Foods	SB P&G Dreft	SB PSFS	SB Beechnut	TS Bulova
8:30	Voice of Firestone (Firestone Tire Co.)	Date with Judy (Lewis-Howe-Tums)	The Great Gildersleeve (Kraft Foods)	George Burns & Gracie Allen (Gen. Foods)	The Alan Young Show (Bristol-Myers)	Truth or Consequences (P & G Teel)	The Fred Allen Show (Standard Brands)
	NC	NC	NC	NC	NC	NC	NC
8:45	↑	↑	↑	↑	↑	↑	↑
	TS Bulova	SB Abbott's	TS Bulova	TS Bulova	TS Bulova	TS Bulova	SB P. & G.
9:00	Telephone Hour (Bell Telephone)	Amos 'n Andy (Lever Brothers)	Duffy's Tavern (Bristol Myers)	Kraft's Music Hall (Kraft Foods)	People Are Funny (Brown & Williamson)	Your Hit Parade (Am. Tobac. Co.)	Manhattan Merry Go Round (R. L. Watkins Co.)
	NC	NC	NC	NC	NC	NC	NC
9:15	↑	↑	↑	↑	↑	↑	↑
	SB P. & G.	SB Gen. Foods	SB P. & G.	SB Land Title	SB Freihofer's	SB Freihofer's	TS Bulova
9:30	Victor Borge Show (Socony Vac. Oil Co.)	Fibber McGee and Molly (Johnson Wax)	Mr. District Attorney (Bristol Myers)	Jack Haley with Eve Arden (Sealtest)	Waltz Time (Phillips Chem.)	Can You Top This (Colgate-Palmolive-Peet)	American Album of Familiar Music (Bayer Co.)
	NC	NC	NC	NC	NC	NC	NC
9:45	↑	↑	↑	↑	↑	↑	↑
	TS Bulova	SB Land Title Bank	SB Breyers	SB Paramount	SB Land Title Bank	SB Kool	SB Abbotts Dairies
10:00	Contented Hour (Carnation)	Bob Hope (Pepsodent)	The Big Story (Am. Cig. & Cigar Co.)	Abbott & Costello (R. J. Reynolds)	Molle Mystery Theatre (Centaur Co.)	Judy Canova (Colgate-Palmolive-Peet)	The Drene Show (P & G Drene)
	NC	NC	NC	NC	NC	NC	NC
10:15	↑	↑	↑	↑	↑	↑	↑
	SB Breyers	SB P&G Dreft	SB P&G Spic&Span	SB P&G Spic&Span	SB Breyers	SB Chrysler	SB Lucky Strike
10:30	Dr. I. Q. (Mars, Inc.)	Red Skelton (Brown & Williamson)	College of Music and Knowledge (Colgate-NC Palmolive-Peet)	Eddie Cantor (Pabst Beer)	Colgate Sports Newsreel (Colgate-Palmolive-Peet)	Guest Star	We Believe
	NC	NC	NC	NC	NC	LS	NS
					SB Bold Cigars		
10:45	↑	↑	↑	↑	TBA	↑	↑
	SB Buchanan	SB Paramount	SB Kool	SB Phillips Soups	SB Chesterfield	AV	SB Buchanan
11:00	Esso Reporter	←	←	←	←	←	← News
	SB Chesterfield	AV	←	SB Chesterfield	AV	SB Lucky Strike	LS Chesterfield
11:05	Valley Forge Caravan (Adam Scheidt Beer)	←	←	←	←	←	SB Chesterfield
	LCT						Story Behind the Headlines
							NS AV
11:30	↑	↑	↑	↑	↑	↑	Pacific Story
							NS
11:45	↑	↑	↑	↑	↑	↑	↑

12:00 mid. to 1:00 A.M. — NEWS, MUSIC, SIGN-OFF

**LEGEND**  
 SB—Station Break  
 LC—Local Commercial  
 NC—Network Commercial  
 LCA—Local Comm. Announcement  
 LS—Local Sustaining  
 AV—Station break available subject to prior sale  
 M—One Min. Ann.  
 ETDB—Elec. Trans. Delayed Brd  
 LCT—Local Commercial Transcript'n  
 NS—Network Sustaining  
 LCP—Local Comm. Participation  
 NSI—Network Sus. Immoveable  
 TS—Time Signal  
 \*Service Period—See Listings  
 LST—Local Sustaining Transcription  
 TBA—To be announced

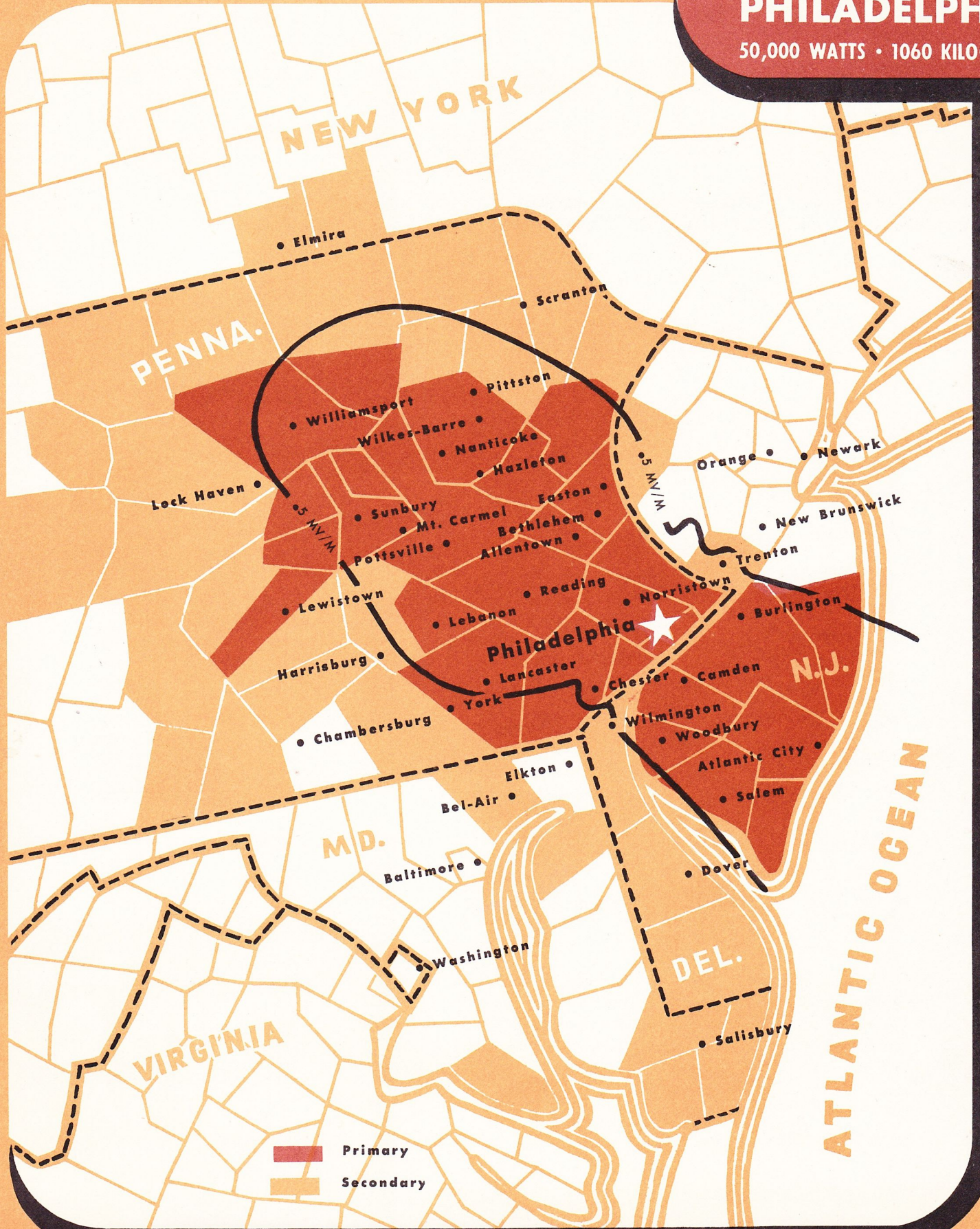
Because of possible last-minute program changes, the absolute accuracy of this schedule cannot be guaranteed.

• Black rule indicates 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.

# DAYTIME CIRCULATION

MARKET STATISTICS ON REVERSE

**KYW**  
**PHILADELPHIA**  
50,000 WATTS • 1060 KILOCYCLES



WESTINGHOUSE RADIO STATIONS INC

# KYW ★ PHILADELPHIA

WESTINGHOUSE RADIO STATIONS INC

50,000 WATTS • 1060 KILOCYCLES • NBC PROGRAMS

## CIRCULATION AND DAYTIME MARKET

Statistics below apply to the KYW 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 .....	30	33	63
Population .....	5,189,200	2,077,400	7,266,600
	<del>5,491,424</del>	<del>2,052,171</del>	<del>7,543,595</del>
	1,423,600	522,000	2,005,600
Total Homes .....	1,412,988	532,373	1,945,361
	1,327,373	517,570	1,844,943
Radio Homes .....	1,290,620	457,583	1,748,203
	3,028,833,000	1,190,395,000	4,219,228,000
Retail Sales .....	2,644,003,000	952,540,000	3,596,543,000
	6,238,078,000	2,330,591,000	8,568,669,000
Effective Buying Income .....	5,317,657,000	1,861,190,000	7,178,847,000
	891,687,000	363,823,000	1,255,510,000
Food Store Sales .....	491,543,000	170,850,000	662,393,000
	116,583,000	33,162,000	149,745,000
Drug Store Sales .....	63,838,000	16,299,000	80,137,000
	535,873,000	128,358,000	664,231,000
General Merchandise Sales .....	293,497,000	58,717,000	352,214,000

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

## KYW - PHILADELPHIA

50,000 WATTS

Owned and operated by Westinghouse Radio Stations Inc. Founded 1921, KYW serves the Nation's third largest market, the diversified-industry, agriculture-producing areas of Eastern Pennsylvania and Southern New Jersey. Address: 1619 Walnut Street, Philadelphia 3, Penna. Telephone Locust 3760.

\* Analysis of 32,000 pieces of mail received April through October, 1941.

Represented Nationally by

# NBC

## SPOT SALES

NEW YORK • BOSTON • CHICAGO  
CLEVELAND • HOLLYWOOD • SAN FRANCISCO