

**THE
UNITED
STATES
TELEVISION
AUDIENCE**

ARB TV NATIONALS

OCTOBER 1952

**AMERICAN RESEARCH BUREAU
NATIONAL PRESS BUILDING
WASHINGTON 4, D. C.**

THE UNITED STATES TELEVISION AUDIENCE

On the following pages are detailed audience figures for commercial and sustaining network television programs.

The ratings shown are not compilations of city ratings. They are ratings based on country-wide, county-by-county urban and rural sampling covering all television markets. The information is obtained from especially designed viewer diaries placed for the week in 2,200 television homes with a 60-70 percent recovery factor. A detailed description of the methods used in conducting these studies will be found on the inside of the back cover.

The information contained in this report is delivered automatically to all subscribers. However, diary information lends itself to much more detailed analyses of program audiences. On special order, information such as regional breakdowns, cumulative audience, audience duplication, comparative performance in one, two, three, and four station markets, and audience flow is available.

Normally, the first seven days of each month are covered in these studies except where holidays or other reasons make a change advisable. The information contained in this report is furnished for the exclusive use of ARB clients, and no use or possession of these figures by non-subscribers is authorized. Possession of the report by a non-subscriber shall be considered making him automatically liable for the current subscription price.

It is requested that subscribers who duplicate or publish promotional material based on information contained in these reports, include the date of the survey quoted and identify competing networks by some form of neutral code.

James W. Seiler, Director
American Research Bureau, Inc.

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Guide To Use of ARB TV-Nationals

		NBC				SUNDAY	
						EDST	
BIG PAYOFF						8:00 P.M.	
15.2	2,730	34%	44%	22%	3.0		
12.7	2,200						
						8:15	
						8:30	
15.8	2,840	33%	44%	23%	3.0		
12.6	2,180						
6 Colgate-Palmolive-Peet 61 (99.0%)						7	
TELEVISION PLAYHOUSE						8	
26.0		48%	46%	18%			
						9:00	

1. **RATING.** This rating is based only on the sample in areas where the program can be seen. For example, if a program was telecast in New York, Philadelphia and Los Angeles, the rating would reflect its standing in those three areas only.

When program city information is not available from the network, a rating is constructed using all cities where actual viewers to the program are found. Ratings obtained in this manner are followed by an asterisk.

The rating reflects total audience for each period covered, not average coincidental audience. When viewing for five minutes or more is reported, credit for the quarter hour is given. For hour-length programs, ratings are shown for each half hour.

2. **TOTAL U. S. HOMES.** This figure shows, in actual numbers (add 000), how many homes in the entire United States were tuned to the program.

Projections to total U. S. homes are based on the NBC estimate of 19,200,000 television homes in the United States as of this date.

3. AUDIENCE COMPOSITION. The percentage of men, women, and children under 16 (in that order) in the program's audience and the average number of viewers per set.
4. LAST MONTH'S RATING. The program rating from the preceding ARB TV-National report.
5. LAST MONTH'S TOTAL U. S. HOMES. The total U. S. homes reached by the program as reported in the preceding ARB TV-National report.
6. SPONSOR. The sponsor of this program.
7. CITIES. The number of television markets in which this program was telecast.
8. COVERAGE. The percent of United States television homes falling within the markets carrying this program.

IMPORTANT NOTICE

Because of the Presidential election, ARB television audience reports for November will cover the week November 8-14, 1952 rather than the first seven days. In December, the schedule will return to the first week of the month.

SUNDAY

October 5, 1952

EST	ABC	CBS
12:00 NOON	PAPA BEAR'S NEWSREEL 0.9* 60 0.8* 40 Sustaining	IN THE PARK 6.0* 360 9.8* 650
12:15	TOOTSIE HIPPODROME 2.1 270 2.0 260 Sweets Co. 22 (67.8%)	Sustaining
12:30	FAITH FOR TODAY 0.8 70 0.4 40	CANDY CARNIVAL 7.1 1,200 18% 28% 54% 2.9 8.0 1,290
12:45	Voice of Prophecy 12 (49.5%)	M & M Ltd. 46 (89.2%)
1:00	No Network Service	No Network Service
1:15		
1:30		
1:45		
2:00		
2:15		
2:30		
2:45		
3:00		
3:15		
3:30		
3:45		

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DU MONT	NBC	EST
No Network Service	No Network Service	12:00 NOON
		12:15
		12:30
	NATURE OF THINGS 2.4* 170 Not Recorded Sustaining	12:45
	YOUTH WANTS TO KNOW 5.2* 410 48% 47% 5% 2.5 6.2* 450	1:00
	Sen. Joe McCarthy Sustaining	1:15
	FRONTIERS OF FAITH 1.0* 40 4.8* 450 Sustaining	1:30
	WORLD SERIES 29.3 5,580 46% 38% 16% 2.8	1:45
	42.6 8,170 47% 38% 15% 2.8	2:00
		2:15
	44.0 8,400 47% 38% 15% 2.9	2:30
		2:45
	44.1 8,410 47% 37% 16% 2.8	3:00
		3:15
	44.5 8,490 47% 38% 15% 2.8	3:30
		3:45

EST	ABC	CBS
4:00 P.M.	No Network Service	QUIZ KIDS 3.9* 450 Not Recorded
4:15		Sustaining
4:30		No Network Service
4:45		
5:00	SUPER CIRCUS 14.6 2,120 25% 26% 49% 3.0 18.0 1,930	
5:15		
	Kellogg 29 (75.1%)	
5:30	SUPER CIRCUS 14.7 2,140 25% 26% 49% 3.1 18.5* 2,080	
5:45		
	Mars, Inc. 35 (76.5%)	
6:00	No Network Service	MAN OF THE WEEK 6.7* 300 Not Recorded
6:15		Gov. Thomas E. Dewey
6:30		Sustaining
		SEE IT NOW 8.2 1,100 39% 48% 13% 2.9 10.3 1,310
6:45	WALTER WINCHELL 13.3 1,700 40% 46% 14% 2.6 Not Recorded Gruen Watch Co. 21 (66.2%)	Alcoa 33 (69.5%)
7:00	YOU ASKED FOR IT 15.5 2,260 33% 39% 28% 3.2 21.1 3,010	GENE AUTRY 13.2 1,270 26% 32% 42% 2.8 24.2 2,260
7:15		
	Rosefield Packers 29 (76.0%)	Wrigley 11 (50.0%)
7:30	No Network Service	JACK BENNY 47.0 7,280 30% 43% 27% 3.1 Not Recorded
7:45		Amer. Tobacco 39 (80.7%)

DU MONT	NBC	EST
No Network Service	WORLD SERIES (Cont'd) 41.4 7,900 45% 39% 16% 2.9	4:00 P.M.
		4:15
	39.7 7,580 46% 38% 16% 2.8	4:30
		4:45
	Gillette 64 (99.8%) (5:11)	5:00
		5:15
	No Network Service due to strike	5:30
		5:45
		6:00
		6:15
	ROY ROGERS 13.6 1,910 27% 28% 45% 3.2 20.3 2,690	6:30
		6:45
	General Foods 34 (73.7%)	
	RED SKELTON 37.8 6,710 34% 36% 30% 3.5 Not Recorded	7:00
		7:15
	Procter and Gamble 55 (92.8%)	
	DOC CORKLE 4.8 650 30% 30% 35% 2.9 Not Recorded	7:30
	7:45	
Reynolds Metals Co. 28 (71.1%)		

EST	ABC	CBS
8:00 P.M.	No Network Service	TOAST OF THE TOWN 48.7 7,850 39% 45% 16% 2.9 38.4 6,300
8:15		Lauritz Melchior Vaughn Monroe
8:30		48.9 7,900 39% 45% 16% 3.0 38.3 6,280
8:45		Lincoln-Mercury Dealers 42 (84.2%)
9:00		FRED WARING 15.0 2,520 38% 48% 14% 2.9 Not Recorded
9:15		General Electric 49 (88.5%)
9:30		BREAK THE BANK 15.3 2,600 40% 46% 14% 2.6 14.6 2,490
9:45		Bristol-Myers 47 (89.2%)
10:00	HOUR OF DECISION 4.3 370 2.4 220 Billy Graham 13 (44.9%)	THE WEB 22.1 2,790 43% 50% 7% 2.4 Not Recorded
10:15	No Network Service	P. Lorillard 25 (66.0%)
10:30		WHAT'S MY LINE? 38.5 5,900 41% 50% 9% 2.5 42.2 6,790
10:45		Jules Montenier 36 (80.3%)
11:00	DREW PEARSON 8.0 930 45% 50% 5% 2.2 7.2 800 Carter Products 20 (61.1%)	SUNDAY NEWS SPECIAL 13.1 890 43% 52% 5% 2.2 14.9 970 Norwich 19 (35.9%)
11:15	No Network Service	No Network Service
11:30		
11:45		

October 5, 1952

SUNDAY

DU MONT	NBC	EST
<p>No Network Service</p>	<p>"Comedy Hour" Not carried due to strike</p>	8:00 P.M.
		8:15
		8:30
		8:45
<p>ROCKY KING 20.2 2,470 40% 43% 17% 2.8 20.4 2,750</p> <p>Amer. Chicle Co. & Indust. Tape Corp. 24 (64.1%)</p>	<p>TELEVISION PLAYHOUSE 34.4 6,200 39% 50% 11% 2.6 32.7 5,970</p> <p>"The Black Sheep" Jeffrey Lynn; Patricia Benoit</p>	9:00
<p>PLAINCLOTHESMAN 19.6 2,630 42% 45% 13% 2.8 16.5 2,190</p> <p>Larus & Bro. 21 (69.9%)</p>		9:15
<p>No Network Service</p>		9:30
<p>No Network Service</p>	<p>THE DOCTOR 20.4 3,410 41% 52% 7% 2.2 24.2 3,420</p> <p>Procter and Gamble 47 (87.6%)</p>	10:00
	<p>No Network Service</p>	10:15
	<p>No Network Service</p>	10:30
	<p>No Network Service</p>	10:45
	<p>No Network Service</p>	11:00
	<p>No Network Service</p>	11:15
	<p>No Network Service</p>	11:30
<p>No Network Service</p>	11:45	

THE UNITED STATES TELEVISION AUDIENCE

MONDAY

October 6, 1952

EST	ABC	CBS
7:00 A.M.	No Network Service	No Network Service
7:15		
7:30		
7:45		
8:00		
8:15		
8:30		
8:45		
9:00		
9:15		
9:30		
9:45		
10:00		
10:15		ARTHUR GODFREY TIME 6.5 900 7% 72% 21% 1.8 5.4 710 Owens-Corning 30 (71.8%)
10:30		ARTHUR GODFREY TIME 8.3 1,040 8% 69% 23% 1.8 5.9 770 Lever Bros. 28 (64.8%)
10:45		ARTHUR GODFREY TIME 6.8 940 7% 70% 23% 1.8 6.2 750 Pillsbury 28 (71.7%)

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DU MONT	NBC	EST
No Network Service	TODAY	7:00
	4.1 600 27% 47% 26% 2.3	A.M.
	6.4* 580	
		7:15
	4.4 630 33% 43% 24% 2.3	
	7.0* 640	
		7:30
	5.5 790 31% 45% 24% 2.2	
	7.1* 690	
		7:45
	5.4 770 31% 44% 25% 2.3	
	7.1* 690	
		8:00
	6.1 860 25% 49% 26% 2.3	
6.7* 580		
	8:15	
6.5 920 24% 48% 28% 2.3		
6.5* 560		
	8:30	
5.4 730 22% 51% 27% 2.1		
5.6* 490		
	8:45	
5.6 750 21% 52% 27% 2.0		
6.5* 560		
Participating		
No Network Service	9:00	
	9:15	
	9:30	
	9:45	
	10:00	
PROLOGUE TO THE FUTURE	10:00	
1.2* 40		
2.5* 60	10:15	
Sustaining	10:30	
CAMPAIGN CALL	10:30	
2.7* 80		
Not Recorded	10:45	
Sustaining		

EST	ABC	CBS
11:00 A.M.	No Network Service	THERE'S ONE IN EVERY FAMILY 3.6* 120 Not Recorded
11:15		3.6* 120 Not Recorded Sustaining
11:30		STRIKE IT RICH 8.7 1,630 15% 71% 14% 1.6 9.9 1,810
11:45		Colgate-Palmolive-Peet 58 (97.4%)
12:00 NOON		BRIDE AND GROOM 5.5 920 13% 71% 16% 1.6 5.4 970 General Mills 44 (87.9%)
12:15 P.M.		LOVE OF LIFE 9.0 1,540 18% 58% 24% 1.9 5.0 790 Amer. Home Prod. 57 (89.0%)
12:30		SEARCH FOR TOMORROW 8.5 1,480 16% 60% 24% 1.9 6.7 1,160 Procter and Gamble 54 (91.1%)
12:45		No Network Service
1:00		
1:15		
1:30		GARRY MOORE 3.1* 210 8.2* 950
1:45		3.4* 230 9.0* 1,010 Sustaining
2:00		DOUBLE OR NOTHING 1.7* 230 Not Recorded
2:15		Campbell Soup 31 (69.9%)
2:30		THE GUIDING LIGHT 1.8 330 3.4 600 Procter & Gamble 37 (70.8%)
2:45		ART LINKLETTER 2.3 290 3.8 470 Pillsbury Mills .23 (65.4%)

DU MONT	NBC	EST
No Network Service	No Network Service	11:00 A.M.
		11:15
	IT'S A PROBLEM 0.8* 40 1.7* 110 Sustaining	11:30
		11:45
	No Network Service	12:00 NOON
		12:15 P.M.
		12:30
	WORLD SERIES 17.7 3,400 37% 50% 13% 1.9 27.2 5,200 35% 53% 12% 1.8 28.2 5,400 36% 53% 11% 1.8 31.0 5,930 35% 54% 11% 1.8 31.8 6,090 35% 54% 11% 1.8	12:45
		1:00
		1:15
		1:30
		1:45
		2:00
		2:15
		2:30
2:45		

MONDAY

October 6, 1952

EST	ABC	CBS
3:00 P.M.	No Network Service	ART LINKLETTER (Cont'd) 2.6 290 4.2 470 Lever Bros. 16 (57.5%)
3:15		MIKE AND BUFF 1.9* 100 1.6* 90
3:30		1.9* 120 1.6* 90
3:45		1.9* 120 1.6* 90
4:00		Sustaining No Network Service
4:15		
4:30		
4:45		
5:00		
5:15		
5:30		
5:45		
7:00	No Network Service	No Network Service
7:15		
7:30	HOLLYWOOD SCREEN TEST 9.6 900 29% 35% 36% 2.6 7.4 670	DOUG EDWARDS—NEWS 12.6 1,400 43% 40% 17% 2.3 11.5 1,230 Oldsmobile 19 (58.1%)
7:45	Ironrite 13 (48.8%)	PERRY COMO 17.2 2,550 30% 45% 25% 2.4 13.8 2,060 Liggett & Myers 40 (77.5%)

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DU MONT	NBC	EST
No Network Service	WORLD SERIES (Cont'd) 29.6 5,660 35% 54% 11% 1.8	3:00 P.M.
		3:15
	29.0 5,550 35% 52% 13% 1.9	3:30
		3:45
	Gillette 64 (99.8%)	
	KATE SMITH 9.2 1,670 13% 61% 26% 1.9 9.0 1,610 Procter & Gamble 54 (94.1%)	4:00
	KATE SMITH 10.2* 1,800 14% 61% 25% 1.9 9.5* 1,630	4:15
	9.7* 1,710 12% 62% 26% 1.9 9.8* 1,680 Sustaining	4:30
	KATE SMITH 9.5 1,670 10% 62% 28% 1.9 9.6 1,650 Nestle 49 (91.4%)	4:45
	HAWKINS FALLS 9.0 1,210 12% 40% 48% 2.0 5.1 670 Lever Bros. 34 (70.1%)	5:00
	GABBY HAYES 6.2 880 7% 18% 75% 2.2 6.2 860 Quaker Oats 34 (74.3%)	5:15
	HOWDY DOODY 18.9* 3,090 4% 10% 86% 2.2 14.8* 2,110 Sustaining	5:30
HOWDY DOODY 19.1 3,230 4% 10% 86% 2.1 15.2* 2,080 Luden's 44 (88.0%)	5:45	
CAPTAIN VIDEO 12.0 1,210 14% 25% 61% 2.4 6.9 670	No Network Service	7:00
General Foods 24 (52.3%)		7:15
No Network Service	THOSE TWO 11.5 2,000 27% 37% 36% 2.5 5.9 970 Procter and Gamble 48 (90.7%)	7:30
	CAMEL NEWS CARAVAN 16.7 2,960 37% 44% 19% 2.3 11.9 2,090 R. J. Reynolds 50 (92.2%)	7:45

EST	ABC	CBS
8:00 P.M.	INSPECTOR MARK SABER HOMICIDE SQUAD 7.9 750 38% 34% 28% 2.4 Not Recorded	LUX VIDEO THEATRE 25.1 3,440 30% 52% 18% 2.8 26.4 3,460
8:15	Sterling Drugs 13 (49.3%)	"The Legacy of Love" Corinne Calvet Lever Bros. 31 (71.4%)
8:30	No Network Service	GODFREY'S TALENT SCOUTS 60.6 7,300 35% 42% 23% 2.5 50.2 5,970
8:45		T. J. Lipton 23 (62.7%)
9:00		I LOVE LUCY 65.9 12,250 32% 46% 22% 2.8 Not Recorded
9:15		Phillip Morris 62 (96.8%)
9:30		LIFE WITH LUIGI 36.5 5,050 34% 45% 21% 2.7 Not Recorded
9:45		General Foods 33 (72.0%)
10:00		STUDIO ONE 29.1 5,110 38% 53% 9% 2.3 Not Recorded
10:15		"The Doctor's Wife" Mary Sinclair June Lockhart John Dall
10:30		32.2 5,640 37% 54% 9% 2.3 Not Recorded
10:45		Westinghouse 52 (91.4%)
11:00		CHRONOSCOPE 3.8 310 3.6 300 Longines-Wittnauer 16 (42.1%)
11:15		No Network Service
11:30		
11:45		

DU MONT	NBC	EST
No Network Service	WHAT'S MY NAME 26.5 4,720 30% 40% 30% 2.9 21.6 2,920 Veronica Lake Speidel 51 (92.9%)	8:00 P.M. 8:15
SCIENCE REVIEW 3.1* 130 3.7* 300	VOICE OF FIRESTONE 14.9 2,530 33% 46% 21% 2.8 13.3 2,240 Ferruccio Tagliavini Firestone 49 (88.5%)	8:30 8:45
Sustaining		
GUIDE RIGHT 1.8* 80 2.3* 110	HOLLYWOOD OPENING NIGHT 8.3 900 40% 49% 11% 2.3 Not Recorded "Terrible Tempered Tolliver" Peggy Ann Garner, William Bendix Peorson Pharmacal Co. 19 (56.8%)	9:00 9:15
Sustaining		
No Network Service	ROBERT MONTGOMERY PRESENTS 30.0 5,630 36% 57% 7% 2.2 30.4 5,590 "Signora Isobel" Constance Bennett	9:30 9:45
FEATURE BOXING 10.8 710 58% 39% 3% 1.9 7.6 490	29.4 5,530 37% 57% 6% 2.3 29.5 5,420 American Tobacco 59 (97.8%)	10:00 10:15
Marcune vs. Bassio 12.0 790 57% 40% 3% 1.9 Not Recorded Participating 7 (34.3%) (10:50 p.m.)	WHO SAID THAT? 18.8* 1,190 42% 52% 6% 2.3 19.1* 1,140	10:30
RINGSIDE INTERVIEWS, Ted Husling 6.1 330 Not Recorded Bayuk Cigars 6 (27.7%)	Sustaining	10:45
No Network Service	No Network Service	11:00 11:15 11:30 11:45

TUESDAY

October 7, 1952

EST	ABC	CBS
7:00 A.M.	No Network Service	No Network Service
7:15		
7:30		
7:45		
8:00		
8:15		
8:30		
8:45		
9:00		
9:15		
9:30		
9:45		
10:00		ARTHUR GODFREY TIME 9.4 1,290 10% 71% 19% 1.6 7.8 940 French Sardine Co. 29 (71.2%)
10:15		ARTHUR GODFREY TIME 9.5 1,540 9% 72% 19% 1.5 7.8 940 Frigidaire 40 (84.4%)
10:30		ARTHUR GODFREY TIME 12.0 1,610 8% 71% 21% 1.5 7.1 920 Lever Bros. 29 (69.8%)
10:45		ARTHUR GODFREY TIME 10.3 1,560 9% 71% 20% 1.5 7.6 920 Pillsbury 30 (78.6%)

AMERICAN RESEARCH BUREAU, INC.

DU MONT	NBC						EST
No Network Service	TODAY						7:00 A.M.
	3.6	520	32%	44%	24%	2.0	
	5.2*	500					
	5.0	710	30%	43%	27%	2.1	7:15
	5.6*	540					
	5.8	830	31%	44%	25%	2.3	7:30
	5.4*	540					
	5.2	750	28%	47%	25%	2.5	7:45
	5.6*	560					
	5.1	730	29%	48%	23%	2.5	8:00
4.3*	340						
5.9	840	24%	46%	30%	2.3	8:15	
4.8*	370						
5.3	710	22%	46%	32%	2.1	8:30	
4.1*	320						
5.0	670	21%	46%	33%	2.1	8:45	
4.1*	320						
	Participating						
	No Network Service						9:00
							9:15
							9:30
							9:45
	PROLOGUE TO THE FUTURE						10:00
	1.3*	40					
	1.7*	40					
	Sustaining						10:15
	CAMPAIGN CALL						10:30
	1.0*	40					
	Not Recorded						10:45
	Sustaining						

EST	ABC	CBS
11:00 A.M.	No Network Service	THERE'S ONE IN EVERY FAMILY 4.7* 330 Not Recorded
11:15		4.7* 330 Not Recorded Sustaining
11:30		STRIKE IT RICH 13.6* 1,730 13% 69% 18% 1.7 12.8* 1,660
11:45		Sustaining
12:00 NOON		BRIDE AND GROOM 6.3 1,060 13% 64% 23% 1.6 6.9 1,160 General Mills 44 (87.9%)
12:15 P.M.		LOVE OF LIFE 9.7 1,650 14% 59% 27% 1.8 4.9 800 Amer. Home Prod. 57 (89.0%)
12:30		SEARCH FOR TOMORROW 9.8 1,710 11% 62% 27% 1.8 7.1 1,290 Procter & Gamble 54 (91.1%)
12:45		No Network Service
1:00		
1:15		
1:30		GARRY MOORE 2.5* 360 7.9* 1,250
1:45		2.5* 360 8.0* 1,270 Sustaining
2:00		EVERYWHERE I GO 2.1* 130 Not Recorded
2:15		2.1* 130 Not Recorded Sustaining
2:30		THE GUIDING LIGHT 3.0 380 3.7 620 Procter & Gamble 36 (65.8%)
2:45		ART LINKLETTER 2.6 330 5.8 710 Pillsbury 23 (65.4%)

DU MONT	NBC	EST
No Network Service	No Network Service	11:00 A.M.
		11:15
	IT'S A PROBLEM 0.9* 40 2.2* 150 Sustaining	11:30
		11:45
No Network Service	No Network Service	12:00 NOON
		12:15 P.M.
		12:30
	WORLD SERIES 18.8 3,610 35% 51% 14% 2.1 31.6 6,050 33% 53% 14% 2.1 33.9 6,490 33% 54% 13% 2.1 35.4 6,780 32% 54% 14% 2.1 36.1 6,910 31% 54% 15% 2.1	12:45
		1:00
		1:15
		1:30
		1:45
		2:00
		2:15
		2:30
2:45		

TUESDAY

October 7, 1952

EST	ABC	CBS
3:00 P.M.	No Network Service	ART LINKLETTER (Cont'd) 2.9 330 5.1 560 Kellogg 17 (57.9%)
3:15		MIKE AND BUFF 3.2* 190 2.5* 210
3:30		3.2* 190 2.5* 210
3:45		3.2* 190 2.5* 210 Sustaining
4:00		No Network Service
4:15		
4:30		
4:45		
5:00		
5:15		
5:30		
5:45		
7:00	No Network Service	No Network Service
7:15		
7:30	BEULAH 18.0 2,460 26% 36% 38% 2.6 15.5 2,060	DOUG EDWARDS—NEWS 10.4 1,170 48% 40% 12% 2.2 8.3 900 Amer. Cigar & Cigarette 19 (58.9%)
7:45		HEAVEN FOR BETSY 8.5 1,040 32% 43% 25% 2.7 Not Recorded Lever Bros. 20. (63.4%)

AMERICAN RESEARCH BUREAU, INC.

DU MONT	NBC	EST
No Network Service	WORLD SERIES (Cont'd) 33.6 6,430 32% 52% 16% 2.1	3:00 P.M.
		3:15
	33.4 6,390 32% 53% 15% 2.1	3:30
		3:45
	Gillette 64 (99.8%)	
	KATE SMITH 11.7 2,020 12% 62% 26% 1.9 10.1 1,800 Procter & Gamble 51 (90.0%)	4:00
	KATE SMITH 11.6 2,040 12% 61% 27% 1.9 9.9* 1,780 Doeskin Products 50 (91.5%)	4:15
	KATE SMITH 12.1* 2,210 13% 60% 27% 1.9 9.2* 1,570 Sustaining	4:30
	KATE SMITH 11.8 2,210 14% 58% 28% 1.9 9.0 1,630 Johnson & Johnson 60 (97.3%)	4:45
	HAWKINS FALLS 8.6 1,150 8% 38% 54% 1.9 6.1 800 Lever Bros. 34 (70.1%)	5:00
GABBY HAYES 6.8* 770 6% 12% 82% 1.6 7.0* 770 Sustaining	5:15	
HOWDY DOODY 19.8 3,510 4% 8% 88% 2.1 12.7 2,190 Kellogg 47 (92.2%)	5:30	
HOWDY DOODY 19.6 3,510 4% 8% 88% 2.1 12.6 2,190 Colgate-Palmolive-Peet 48 (93.2%)	5:45	
CAPTAIN VIDEO 14.2 1,360 17% 22% 61% 2.4 6.7 650	No Network Service	7:00
Sustaining	SHORT, SHORT STORIES 3.2 400 Not Recorded Pepsi-Cola 30 (64.7%)	7:15
No Network Service	DINAH SHORE SHOW 17.5 2,860 31% 42% 27% 2.9 11.2 1,650 Chevrolet 45 (85.2%)	7:30
	CAMEL NEWS CARAVAN 21.4 3,920 36% 43% 21% 2.5 13.4 2,370 R. J. Reynolds 52 (95.2%)	7:45

THE UNITED STATES TELEVISION AUDIENCE

EST	ABC	CBS
8:00 P.M.	No Network Service	No Network Service
8:15		
8:30		
8:45		
9:00		CITY HOSPITAL 21.8 2,820 28% 52% 10% 2.4 22.9 2,940
9:15		Carter Products 35 (67.4%)
9:30		SUSPENSE 27.5 4,070 41% 49% 10% 2.3 29.7 4,320
9:45		Electric Auto-Lite 31 (77.0%)
10:00		DANGER 27.3 3,190 41% 54% 5% 2.3 24.7 3,090
10:15		Block Drug Co. 27 (60.8%)
10:30		ADDRESS BY GOV. STEVENSON 14.5 2,040 48% 50% 2% 2.3 11.7 1,800
10:45		Democratic Nat'l Comm. 37 (73.3%)
11:00		No Network Service
11:15		
11:30		
11:45		

DU MCNT	NBC	EST
POWER OF WOMEN 1.4* 80 4.8* 280 Sustaining	CIRCUS HOUR 55.3 8,600 31% 42% 27% 2.8 Not Recorded	8:00 P.M.
		8:15
KEEP POSTED 12.5 1,400 47% 51% 2% 2.2 16.3 2,300 "Who will be best for America— Eisenhower or Stevenson?" Sen. Lodge vs. Rep. John Kennedy Curtis Pub. Co. 18 (58.2%)	53.8 8,370 31% 41% 28% 2.8 Not Recorded Buick 47 (81.0%)	8:30
		8:45
WHERE WAS I? 7.7 730 42% 49% 9% 2.2 4.7 370 Wine Corp. 15 (49.1%)	FIRESIDE THEATRE 37.0 6,740 34% 45% 21% 2.4 Not Recorded "A Grand For Grandma" Mabel Paige Procter & Gamble 56 (94.8%)	9:00
		9:15
QUICK ON THE DRAW 7.6* 420 2.1* 70 Sustaining	ARMSTRONG CIRCLE THEATRE 29.8 4,680 34% 51% 15% 2.2 21.6 3,350 "Remembrance Island" Raimonda Orselli Armstrong Cork Co. 40 (82.0%)	9:30
		9:45
THIS IS THE LIFE 4.0* 120 4.5* 170 Sustaining	TWO FOR THE MONEY 21.7 3,110 40% 50% 10% 2.1 Not Recorded P. Lorillard 38 (74.8%)	10:00
		10:15
No Network Service	EMBASSY CLUB 11.9 920 39% 48% 13% 2.1 Not Recorded P. Lorillard 16 (40.5%)	10:30
		10:45
	ON THE LINE WITH CONSIDINE 5.4 500 41% 54% 5% 1.8 10.8 920 Mutual of Omaha 22 (47.9%)	11:00
		11:15
		11:30
		11:45

EST	ABC	CBS
7:00 A.M.	No Network Service	No Network Service
7:15		
7:30		
7:45		
8:00		
8:15		
8:30		
8:45		
9:00		
9:15		
9:30		
9:45		
10:00		
10:15		ARTHUR GODFREY TIME 11.2 1,790 17% 69% 14% 1.5 5.0 650 Frigidaire 38 (83.0%)
10:30		ARTHUR GODFREY TIME 15.3 2,050 18% 68% 14% 1.6 7.0 900 Lever Bros. 29 (69.8%)
10:45		ARTHUR GODFREY TIME 12.7 1,880 17% 68% 15% 1.7 7.4 900 Pillsbury 30 (77.1%)

DU MONT	NBC						EST
No Network Service	TODAY						7:00 A.M.
	5.8	830	28%	41%	31%	2.5	7:15
	5.3*	470					
	6.7	960	30%	40%	30%	2.5	7:30
	5.5*	490					
	7.5	1,080	28%	42%	30%	2.5	7:45
	5.5*	490					
	7.1	1,020	24%	44%	32%	2.7	8:00
	5.7*	500					
	8.9	1,270	22%	47%	31%	2.4	8:15
	5.1*	430					
	8.2	1,170	23%	45%	32%	2.5	8:30
	5.6*	470					
6.3	840	24%	47%	29%	2.3	8:45	
4.3*	360						
6.2	830	24%	48%	28%	2.2	9:00	
4.1*	340						
Participating							
No Network Service						9:00	
						9:15	
						9:30	
						9:45	
PROLOGUE TO THE FUTURE						10:00	
0.9*						20	
1.7*						40	
						10:15	
Sustaining							
CAMPAIGN CALL						10:30	
1.7*						40	
Not Recorded							
						10:45	
Sustaining							

EST	ABC	CBS
11:00 A.M.	No Network Service	THERE'S ONE IN EVERY FAMILY 4.1* 150 Not Recorded
11:15		4.1* 150 Not Recorded Sustaining
11:30		STRIKE IT RICH 12.9 2,400 13% 69% 18% 1.6 10.3 1,890
11:45		Colgate-Palmolive-Peet 55 (96.6%)
12:00 NOON		BRIDE AND GROOM 8.3 1,440 9% 70% 21% 1.7 7.8 1,100 General Mills 46 (90.2%)
12:15 P.M.		LOVE OF LIFE 10.6 1,800 16% 60% 24% 1.8 5.2 860 Amer. Home Prod. 57 (89.0%)
12:30		SEARCH FOR TOMORROW 10.4 1,670 11% 70% 19% 1.6 6.7 1,220 Procter & Gamble 52 (83.8%)
12:45		No Network Service
1:00		
1:15		
1:30		GARRY MCORE 2.5* 380 7.6* 860 Sustaining
1:45		GARRY MOORE 3.0 280 7.9* 900 Best Foods 31 (67.0%)
2:00		GARRY MOORE 2.8* 420 7.6* 900
2:15		2.8* 420 8.3* 970 Sustaining
2:30		THE GUIDING LIGHT 2.3 330 3.8 670 Procter & Gamble 37 (73.9%)
2:45		ART LINKLETTER 3.3 400 5.0 620 Pillsbury 22 (64.2%)

DU MONT	NBC	EST
No Network Service	No Network Service	11:00 A.M.
		11:15
	IT'S A PROBLEM 1.8* 60 1.7* 110 Sustaining	11:30
		11:45
	No Network Service	12:00 NOON
		12:15 P.M.
		12:30
	WORLD SERIES 13.4 2,570 35% 52% 13% 2.1 24.2 4,650 37% 48% 15% 1.9 25.4 4,860 36% 49% 15% 1.9 26.6 5,090 36% 49% 15% 1.9 24.9 4,780 36% 48% 16% 2.0	12:45
		1:00
		1:15
		1:30
		1:45
		2:00
		1:15
		2:30
		2:45

EST	ABC	CBS
3:00 P.M.	No Network Service	ART LINKLETTER (Cont'd) 3.8 420 3.2 340 Lever Bros. 20 (60.5%)
3:15		MIKE AND BUFF 3.5* 230 2.0* 150
3:30		3.5* 230 2.0* 150
3:45		3.5* 230 2.0* 150 Sustaining
4:00		No Network Service
4:15		
4:30		
4:45		
5:00		
5:15		
5:30		
5:45		
7:00	No Network Service	No Network Service
7:15		
7:30	NAME'S THE SAME 16.6 2,750 31% 46% 23% 2.4 15.9 2,670	DCUG EDWARDS—NEWS 15.3 1,710 40% 45% 15% 2.3 9.0 970 Oldsmobile 19 (58.1%)
7:45	C.A. Swanson 42 (86.1%)	PERRY COMO 18.9 2,840 28% 48% 24% 2.7 13.6 2,060 Liggett & Myers 41 (78.3%)

DU MONT	NBC	EST
<p>No Network Service</p>	<p>WORLD SERIES (Cont'd) 22.4 4,300 37% 48% 15% 1.9</p>	<p>3:00 P.M.</p>
	<p>Gillette 64 (99.8%) (3:34 p.m.)</p>	<p>3:15</p>
	<p>WELCOME TRAVELERS 6.9* 1,170 24% 50% 26% 1.9 6.5* 950 Sustaining</p>	<p>3:30</p>
	<p>WELCOME TRAVELERS 6.2 1,090 25% 49% 26% 2.0 6.5 950 Procter & Gamble 51 (91.7%)</p>	<p>3:45</p>
	<p>KATE SMITH SHOW 9.3 1,710 15% 61% 24% 1.9 10.4 1,800 Procter & Gamble 57 (96.1%)</p>	<p>4:00</p>
	<p>KATE SMITH SHOW 9.5* 1,710 15% 60% 25% 1.9 10.6* 1,830 Sustaining</p>	<p>4:15</p>
	<p>KATE SMITH SHOW 10.8 1,940 13% 60% 27% 1.9 11.2 1,850 Pillsbury 54 (93.5%)</p>	<p>4:30</p>
	<p>KATE SMITH SHOW 9.9 1,860 12% 59% 29% 1.9 10.5 1,810 Gerber 61 (97.7%)</p>	<p>4:45</p>
	<p>HAWKINS FALLS 7.0 940 15% 47% 38% 2.0 5.6 690 Lever Bros. 34 (70.1%)</p>	<p>5:00</p>
	<p>GABBY HAYES 9.0* 810 11% 21% 68% 1.9 5.3* 690 Sustaining</p>	<p>5:15</p>
	<p>HOWDY DOODY 23.6* 2,170 3% 9% 88% 2.0 14.5* 1,760 Sustaining</p>	<p>5:30</p>
	<p>HOWDY DOODY 23.2 3,190 3% 9% 88% 2.1 14.5 1,830 Cont. Baking 30 (71.5%)</p>	<p>5:45</p>
	<p>CAPTAIN VIDEO 10.9 1,090 16% 25% 59% 2.6 6.1 600</p>	<p>No Network Service</p>
<p>General Foods 24 (52.3%)</p>		<p>7:15</p>
<p>No Network Service</p>	<p>THOSE TWO 10.2 1,770 24% 37% 39% 2.8 5.7 920 Procter & Gamble 48 (90.2%)</p>	<p>7:30</p>
	<p>CAMEL NEWS CARAVAN 16.5 3,000 38% 45% 17% 2.6 11.1 1,960 R. J. Reynolds 51 (94.3%)</p>	<p>7:45</p>

	ABC	CBS
8:00 P.M.	No Network Service	GODFREY AND FRIENDS 51.0 9,310 32% 45% 23% 2.9 42.0 7,440
8:15		Toni 55 (95.1%)
8:30		GODFREY AND FRIENDS 54.0 9,750 32% 46% 22% 2.9 45.7 8,100
8:45		Liggett & Myers 53 (94.0%)
9:00	ELLERY QUEEN 16.0 1,630 35% 46% 19% 2.4 15.6 1,550	STRIKE IT RICH 26.1 3,530 33% 50% 17% 2.7 28.5 4,100
9:15	Bayuk Cigars 11 (53.2%)	Colgate-Palmolive-Peet 32 (70.4%)
9:30	No Network Service	MAN AGAINST CRIME 26.9 3,490 39% 49% 12% 2.5 Not Recorded
9:45		R. J. Reynolds 25 (67.6%)
10:00		BLUE RIBBON BOUTS 36.0 6,590 56% 38% 6% 2.2 32.9 5,680
10:15		Pep vs. Savoie
10:30		33.0 6,030 55% 39% 6% 2.3 29.8 5,350
10:45		Pabst 55 (95.2%) (10:58 p.m.)
11:00		CHRONOSCOPE 2.8 210 2.6 190 Longines-Wittnauer 11 (39.2%)
11:15		No Network Service
11:30		
11:45		

DU MONT	NBC	EST
<p>No Network Service</p>	<p>JUVENILE JURY 9.8* 840 28% 50% 22% 2.4 11.6* 1,010</p> <p>Sustaining</p>	<p>8:00 P.M.</p> <p>8:15</p>
<p>TRASH OR TREASURE 1.2* 40</p> <p>Not Recorded</p> <p>Sustaining</p>	<p>CAVALCADE OF AMERICA 7.7 1,000 35% 39% 26% 2.7</p> <p>Not Recorded</p> <p>"Poor Richard" Cecil Kellaway</p> <p>DuPont 22 (67.6%)</p>	<p>8:30</p> <p>8:45</p>
<p>STAGE A NUMBER 0.6* 20</p> <p>Not Recorded</p> <p>0.6* 20 Not Recorded</p> <p>Sustaining</p>	<p>KRAFT TV THEATRE 32.5 5,470 36% 55% 9% 2.3 27.7 4,530</p> <p>"Michael and Mary" Maria Riva, Scott Forbes</p> <p>32.2 5,410 36% 57% 7% 2.2 27.6 4,510</p> <p>Kraft Foods 45 (87.7%)</p>	<p>9:00</p> <p>9:15</p> <p>9:30</p> <p>9:45</p>
<p>No Network Service</p>	<p>THIS IS YOUR LIFE 17.6 2,250 33% 59% 8% 2.0</p> <p>Not Recorded</p> <p>Hazel Bishop 21 (66.6%)</p> <p>No Network Service</p>	<p>10:00</p> <p>10:15</p> <p>10:30</p> <p>10:45</p> <p>11:00</p> <p>11:15</p> <p>11:30</p> <p>11:45</p>

EST	ABC	CBS
7:00 A.M.	No Network Service	No Network Service
7:15		
7:30		
7:45		
8:00		
8:15		
8:30		
8:45		
9:00		
9:15		
9:30		
9:45		
10:00		ARTHUR GODFREY TIME 11.7 1,540 10% 70% 20% 1.5 6.9 820 French Sardine Co. 28 (68.6%)
10:15		ARTHUR GODFREY TIME 11.9 1,750 11% 70% 19% 1.5 6.2 820 Owens-Corning 30 (76.3%)
10:30		ARTHUR GODFREY TIME 13.6 1,820 13% 67% 20% 1.5 7.4 950 Lever Bros. 29 (69.8%)
10:45		ARTHUR GODFREY TIME 12.5 1,840 12% 66% 22% 1.6 7.9 950 Pillsbury 30 (77.1%)

DU MONT	NBC						EST
No Network Service	TODAY						7:00
	3.9	560	32%	40%	28%	2.5	A.M.
	6.3*	580					
	5.1	730	32%	41%	27%	2.2	7:15
	6.3*	580					
	6.4	920	31%	44%	25%	2.3	7:30
	6.2*	580					
	5.5	790	28%	49%	23%	2.4	7:45
	6.2*	580					
	6.4	900	26%	48%	26%	2.2	8:00
6.5*	560						
6.1	860	24%	48%	28%	2.2	8:15	
6.5*	560						
6.2	830	23%	49%	28%	2.2	8:30	
6.0*	520						
6.4	860	22%	49%	29%	2.0	8:45	
6.0*	520						
Participating							
No Network Service						9:00	
							9:15
							9:45
PROLOGUE TO THE FUTURE						10:00	
2.8*	130						
0.9*	20					10:15	
Sustaining							
CAMPAIGN CALL						10:30	
1.7*	60						
Not Recorded						10:45	
Sustaining							

EST	ABC	CBS
11:00 A.M.	No Network Service	THERE'S ONE IN EVERY FAMILY 6.8* 310 Not Recorded
11:15		6.8* 310 Not Recorded Sustaining
11:30		STRIKE IT RICH 14.4* 2,020 15% 69% 16% 1.6 13.7* 1,910
11:45		Sustaining
12:00 NOON		BRIDE AND GROOM 7.9 1,340 16% 62% 22% 1.8 6.0 1,010 General Mills 45 (88.7%)
12:15 P.M.		LOVE OF LIFE 8.5 1,460 17% 64% 19% 1.5 5.5 920 Amer. Home Prod. 57 (89.0%)
12:30		SEARCH FOR TOMORROW 8.0 1,400 13% 68% 19% 1.7 7.3 1,330 Procter & Gamble 53 (90.2%)
12:45		No Network Service
1:00		
1:15		
1:30		GARRY MOORE 3.5* 500 5.5* 820
1:45		3.7* 540 5.4* 800
2:00		3.9* 560 6.1 1,010
2:15		3.9* 560 6.4* 950 Sustaining
2:30		THE GUIDING LIGHT 2.6 360 3.2 56 Procter & Gamble 37 (73.9%)
2:45		ART LINKLETTER 3.1 380 3.5 430 Pillsbury 22 (64.2%)

DU MONT	NBC	EST
No Network Service	No Network Service	11:00 A.M.
		11:15
	IT'S A PROBLEM 2.1* 100 2.3* 150 Sustaining	11:30
		11:45
	No Network Service	12:00 NOON
		12:15 P.M.
		12:30
	World Series 15.3 2,940 43% 49% 8% 1.9 24.2 4,650 41% 48% 11% 1.9 25.1 4,800 40% 49% 11% 1.9 24.5 4,700 39% 49% 12% 1.9 24.4 4,680 38% 50% 12% 1.9	12:45
		1:00
		1:15
		1:30
		1:45
		2:00
		2:15
		2:30
		2:45

EST	ABC	CBS
3:00 P.M.	No Network Service	ART LINKLETTER (Cont'd) 3.3 360 4.0 430 Lever Bros. 16 (57.5%)
3:15		MIKE & BUFF 2.2* 120 1.0* 60
3:30		2.5* 130 1.0* 60
3:45		2.5* 130 0.8* 60 Sustaining
4:00		No Network Service
4:15		
4:30		
4:45		
5:00		
5:15		
5:30		
5:45		
7:00	No Network Service	No Network Service
7:15		
7:30	THE LONE RANGER 22.0 3,780 24% 27% 49% 2.9 19.7 3,590	DOUG EDWARDS—NEWS 10.0 1,110 41% 47% 12% 2.4 6.8 730 Amer. Cigarette & Cigar 19 (57.9%)
7:45	General Mills 49 (89.7%)	HEAVEN FOR BETSY 7.2 750 29% 45% 26% 2.4 Not Recorded Lever Bros. 17 (54.0%)

DU MONT	NBC	EST
No Network Service	WORLD SERIES (Cont'd) 21.3 4,090 38% 50% 12% 1.9	3:00 P.M.
		3:15
	16.5 3,170 36% 53% 11% 2.0	3:30
		3:45
	Gillette 64 (99.8%)	
	KATE SMITH 10.2 1,790 11% 59% 30% 2.0 8.3 1,460 Procter & Gamble 52 (91.2%)	4:00
	KATE SMITH 9.8 1,770 10% 61% 29% 1.9 8.6* 1,510 Penick and Ford 53 (94.0%)	4:15
	KATE SMITH 9.1 1,670 11% 62% 27% 1.9 8.7 1,550 Minute Maid 55 (95.5%)	4:30
	KATE SMITH 9.5 1,770 9% 62% 29% 1.9 8.2 1,480 Simoniz 58 (96.8%)	4:45
	HAWKINS FALLS 9.0* 1,170 10% 39% 51% 2.1 3.9 500 Lever Bros. 34 (70.1%)	5:00
GABBY HAYES 10.8* 900 3% 10% 87% 2.2 6.9* 750 Sustaining	5:15	
HOWDY DOODY 17.8* 3,070 4% 7% 89% 2.2 10.5 1,810 Kellogg 47 (92.2%)	5:30	
HOWDY DOODY 17.2 3,070 4% 7% 89% 2.2 11.1* 1,870 Standard Brands 48 (93.2%)	5:45	
CAPTAIN VIDEO 17.5* 1,380 14% 18% 68% 2.3 5.0 490	No Network Service	7:00
Sustaining	SHORT, SHORT STORIES 4.4 460 Not Recorded Pepsi Cola 24 (54.0%)	7:15
No Network Service	DINAH SHORE SHOW 14.7 2,230 36% 43% 21% 2.4 10.0 1,570 Chevrolet 43 (79.0%)	7:30
	CAMEL NEWS CARAVAN 20.5 3,710 41% 47% 12% 2.2 13.3 2,360 R. J. Reynolds 51 (94.3%)	7:45

EST	ABC	CBS
8:00 P.M.	DATE WITH JUDY 11.0 1,560 17% 34% 49% 2.7 10.5 1,590	No Network Service
8:15	American Chicle 37 (73.4%)	
8:30	CHANCE OF A LIFETIME 14.6 2,360 33% 50% 17% 2.5 10.2 1,650	AMOS 'N' ANDY 24.7 3,740 32% 39% 29% 2.6 Not Recorded
8:45	P. Lorillard 40 (84.0%)	Blatz 35 (78.9%)
9:00	No Network Service	PICK THE WINNER 11.5 2,000 43% 49% 8% 2.3 9.1 1,590
9:15		H.E. Stassen vs. Sen. J.W. Fullbright Westinghouse 55 (90.8%)
9:30		BIG TOWN 34.7 5,050 40% 50% 10% 2.4 34.8 5,110
9:45		Lever Bros. 33 (75.9%)
10:00		RACKET SQUAD 34.9 5,680 41% 50% 9% 2.3 36.1 5,720
10:15		Philip Morris 46 (84.8%)
10:30		I'VE GOT A SECRET 14.2 2,460 39% 50% 11% 2.3 16.8 2,880
10:45		Carter Products 53 (90.1%)
11:00		No Network Service
11:15		
11:30		
11:45		

DU MONT	NBC	EST
No Network Service	YOU BET YOUR LIFE 53.0 9,810 36% 45% 19% 2.7 41.4 7,670	8:00 P.M.
		8:15
	DeSoto Div., Chrysler Corp. 63 (96.4%)	
BROADWAY TO HOLLYWOOD 9.1 560 8.8 520	T-MEN IN ACTION 37.4 4,490 37% 48% 15% 2.5 35.2 3,850	8:30
		8:45
Tidewater Oil 7 (32.0%)	Borden Co. 26 (62.5%)	
PICK THE WINNER 6.3 460 3.9 280	GANGBUSTERS 54.1 7,890 38% 46% 16% 2.6 Not Recorded	9:00
H. E. Stassen vs. Sen. J. W. Fullbright		9:15
Westinghouse 4 (38.2%)	Liggett and Myers 39 (76.0%)	
WHAT'S THE STORY 3.2* 150 5.3* 190	FORD THEATRE 26.9 4,590 39% 49% 12% 2.2 Not Recorded "Life Liberty and Orrin Dooley" Will Rogers, Jr.	9:30
		9:45
Sustaining	Ford Motor Co. 49 (88.9%)	
No Network Service	MARTIN KANE, PRIVATE EYE 20.7 3,940 40% 53% 7% 2.2 20.2 3,740	10:00
		10:15
	U. S. Tobacco 63 (99.2%)	
AUTHOR MEETS THE CRITICS 2.2* 80 2.6* 90	No Network Service	10:30
		10:45
Sustaining		
No Network Service		11:00
		11:15
		11:30
		11:45

FRIDAY

October 3, 1952

EST	ABC	CBS
7:00 A.M.	No Network Service	No Network Service
7:15		
7:30		
7:45		
8:00		
8:15		
8:30		
8:45		
9:00		
9:15		
9:30		
9:45		
10:00		
10:15		
10:30		
10:45		

AMERICAN RESEARCH BUREAU, INC.

DU MONT	NBC						EST
No Network Service	TODAY						7:00
	4.2	590	33%	47%	20%	2.2	A.M.
	4.9*	370					
	5.1	730	35%	46%	19%	2.1	7:15
	5.1*	390					
	7.0	980	34%	47%	19%	2.0	7:30
	5.8*	450					
	6.2	880	31%	48%	21%	2.0	7:45
	5.8*	450					
	5.6	780	24%	48%	28%	2.1	8:00
	4.6*	340					
	6.2	870	26%	51%	23%	2.0	8:15
	5.2*	370					
	5.0	670	27%	54%	19%	1.9	8:30
3.1*	220						
5.0	670	29%	52%	19%	1.9	8:45	
3.1*	220						
Participating							
No Network Service						9:00	
						9:15	
						9:30	
						9:45	
PROLOGUE TO THE FUTURE						10:00	
2.3*	80						
1.7*	40					10:15	
No Network Service						10:30	
						10:45	

EST	ABC	CBS
11:00 A.M.	No Network Service	THERE'S ONE IN EVERY FAMILY 1.4* 60 Not Recorded
11:15		Sustaining
11:30		STRIKE IT RICH 10.5 1,880 14% 71% 15% 1.7 8.3 1,510
11:45		Colgate-Palmolive-Peet 54 (93.6%)
12:00 NOON		BRIDE AND GROOM 6.4 1,100 6% 77% 22% 1.6 6.0 1,010 General Mills 45 (88.7%)
12:15 P.M.		LOVE OF LIVE 9.2 1,580 16% 60% 24% 1.7 5.1 840 Amer. Home Prod. Co. 57 (89.0%)
12:30		SEARCH FOR TOMORROW 9.2 1,620 10% 65% 25% 1.7 6.4 1,160 Procter & Gamble 53 (90.2%)
12:45		No Network Service
1:00		
1:15		
1:30		GARRY MCORE 2.4* 300 6.0* 1,010
1:45		2.8* 320 6.0* 1,010
1:00		4.0* 470 6.0* 1,010 Sustaining
2:15		GARRY MCORE 4.1 500 5.5 1,010 Stokely-Van Camp 59 (98.4%)
2:30		THE GUIDING LIGHT 2.7 380 3.2 580 Procter & Gamble 37 (73.9%)
2:45		ART LINKLETTER 3.8 480 4.4 540 Green Giant 23 (65.3%)

DU MONT	NBC	EST
No Network Service	No Network Service	11:00 A.M.
		11:15
		11:30
		11:45
		12:00
		12:15 P.M.
		12:30
	WORLD SERIES 14.8 2,800 43% 47% 10% 2.1 23.3 4,460 44% 45% 11% 2.0 24.5 4,650 44% 45% 11% 2.0 24.8 4,720 43% 45% 12% 2.0 25.7 4,860 42% 45% 13% 2.0	12:45
		1:00
		1:15
		1:30
		1:45
		2:00
		2:15
		2:30
		2:45

EST	ABC	CBS
3:00 P.M.	No Network Service	ART LINKLETTER (Cont'd) 4.7 540 4.7 540 Kellogg 18 (60.1%)
3:15		MIKE & BUFF 2.9* 160 0.3* 20
3:30		3.0* 180 0.3* 20
3:45		2.7* 150 0.3* 20 Sustaining
4:00		No Network Service
4:15		
4:30		
4:45		
5:00		
5:15		
5:30		
5:45		
7:00	No Network Service	No Network Service
7:15		
7:30	STU ERWIN SHOW 14.4 2,500 24% 32% 44% 2.8 13.2 2,320	DOUG EDWARDS—NEWS 13.4 1,500 39% 46% 15% 2.2 8.7 940 Oldsmobile 19 (58.1%)
7:45	General Mills 52 (90.6%)	PERRY CCMO 17.7 2,520 28% 46% 26% 2.6 14.2 2,050 Liggett & Myers 38 (74.6%)

DU MONT	NBC	EST
No Network Service	WORLD SERIES (Cont'd) 24.4 4,640 40% 48% 12% 2.0	3:00 P.M.
		3:15
	23.2 4,410 41% 48% 11% 2.0	3:30
		3:45
		4:00
	Gillette 64 (99.8%)	
	KATE SMITH 13.3* 2,060 18% 48% 34% 1.9 7.8 1,380 Sustaining	4:15
	KATE SMITH 13.5 2,140 15% 53% 32% 2.0 8.1 1,370 Glidden 55 (94.9%)	4:30
	KATE SMITH 13.2 2,070 16% 52% 32% 2.0 7.7 1,330 Toni 59 (96.7%)	4:45
	HAWKINS FALLS 7.9 1,050 16% 46% 38% 2.1 2.9 360 Lever Bros. 34 (70.1%)	5:00
GABBY HAYES 5.4 770 11% 18% 71% 1.9 5.0 650 Quaker Oats 34 (74.3%)	5:15	
HOWDY DOODY 16.4* 2,780 3% 6% 91% 1.9 11.7* 1,780 Sustaining	5:30	
HOWDY DOODY 17.0 2,810 3% 6% 91% 2.0 11.5 1,810 International Shoe Co. 50 (92.2%)	5:45	
CAPTAIN VIDEO 11.4 1,150 14% 19% 67% 2.4 5.4 520	No Network Service	7:00
General Foods 24 (52.3%)	HERMAN HICKMAN SHOW 3.9 360 43% 37% 20% 2.5 Not Recorded General Cigar Co. 18 (48.1%)	7:15
No Network Service	THOSE TWO 10.2 1,680 30% 39% 31% 2.5 4.4 670 Procter & Gamble 48 (86.0%)	7:30
	CAMEL NEWS CARAVAN 16.0 2,600 38% 44% 18% 2.5 9.0 1,590 R. J. Reynolds 49 (85.3%)	7:45

FRIDAY

October 3, 1952

EST	ABC	CBS
8:00 P.M.	OZZIE & HARRIET 17.0 2,730 28% 42% 30% 2.6 Not Recorded	MAMA 36.4 5,800 26% 38% 36% 3.0 34.0 4,470
8:15	Hotpoint 47 (83.5%)	General Foods 36 (83.1%)
8:30	No Network Service	MY FRIEND IRMA 37.1 4,890 30% 42% 28% 2.8 Not Recorded
8:45		R. J. Reynolds 28 (68.9%)
9:00	ADDRESS BY GOV. STEVENSON 9.8 1,660 46% 49% 5% 2.3 Not Recorded	PLAYHOUSE OF STARS 22.6 3,220 33% 43% 24% 2.5 22.8 3,870
9:15	Demo. Nat'l Comm. 50 (89.3%)	"Come What May" Wallace Ford Schlitz 37 (74.3%)
9:30	TALES OF TOMORROW 9.6 1,110 35% 45% 20% 2.6 11.6 1,420	OUR MISS BROOKS 29.5 4,150 33% 49% 18% 2.6 Not Recorded
9:45	Kreisler 18 (60.6%)	General Foods 29 (73.3%)
10:00	No Network Service	MR. AND MRS. NORTH 25.7 3,200 30% 51% 19% 2.5 Not Recorded
10:15		Colgate-Palmolive-Peet 22 (65.1%)
10:30		No Network Service
10:45		
11:00		CHRONOSCOPE 3.8 290 2.9 210 Longines-Wittnauer 12 (39.4%)
11:15		No Network Service
11:30		
11:45		

AMERICAN RESEARCH BUREAU, INC.

October 3, 1952

FRIDAY

DU MONT	NBC	EST
No Network Service	RCA VICTOR SHOW 22.3 2,820 37% 48% 15% 2.7 Not Recorded	8:00 P.M.
	RCA 28 (66.6%)	8:15
	GULF PLAYHOUSE 21.8 2,550 35% 47% 18% 2.5 Not Recorded	8:30
	"Double By-Line" Nina Foch, Dennis O'Keefe Gulf Oil 33 (61.5%)	8:45
LIFE BEGINS AT 80 14.7 1,070 36% 53% 11% 2.3 9.0 560	BIG STORY 28.5 4,180 36% 45% 19% 2.7 32.3 4,020	9:00
		9:15
Serutan 9 (38.2%)	Amer. Cigar & Cigarette 35 (76.5%)	
No Network Service	ALDRICH FAMILY 15.2 2,540 29% 42% 29% 2.5 14.4 1,940	9:30
		9:45
	Campbell Soup Co. 40 (87.2%)	
TWENTY QUESTIONS 15.2 1,400 38% 53% 9% 2.1 17.3* 970	CAVALCADE OF SPORTS 26.8 4,590 54% 35% 11% 2.3 28.5 4,750 Saxton vs. Jones	10:00
		10:15
		10:30
Ludens 12 (48.1%)		
DOWN YOU GO 14.0 1,150 31% 52% 17% 2.1 7.7* 470	28.7 4,900 55% 36% 9% 2.3 23.7 3,950	10:30
		10:45
Drugstore TV Prod. 9 (42.8%)	Gillette 51 (89.0%) (11:01 p.m.)	
No Network Service	GREATEST FIGHTS OF CENTURY 25.5 3,300 54% 38% 8% 2.3 14.5 2,040 Chesebrough 30 (67.2%)	11:00
		11:15
	No Network Service	11:30
		11:45

THE UNITED STATES TELEVISION AUDIENCE

SATURDAY

October 4, 1952

EST	ABC	CBS
8:00 A.M.	No Network Service	No Network Service
8:15		
8:30		
8:45		
9:00		
9:15		
9:30		
9:45		
10:00		
10:15		
10:30		
10:45		
11:00	SPACE PATROL 1.8 290 6.1 920	
11:15	Ralston-Purina 32 (83.2%)	
11:30	PUD'S PRIZE PARTY 0.5 40 0.5 40 F.H. Fleer Co. 9 (40.3%)	SMILING ED 7.4 1,080 8% 15% 77% 2.8 10.7 1,500
11:45	No Network Service	Brown Shoe Co. 38 (75.3%)

AMERICAN RESEARCH BUREAU, INC.

October 4, 1952

SATURDAY

DU MONT	NBC	EST
<p>No Network Service</p>	<p>No Network Service</p>	8:00 A.M.
		8:15
		8:30
		8:45
		9:00
		9:15
		9:30
		9:45
		10:00
		10:15
		10:30
		10:45
		<p>HAPPY'S PARTY 1.6 80 2.4 110</p>
<p>Florida Citrus 4 (25.5%)</p>		11:15
<p>KIDS AND CO 3.0 230 5.8 390</p>		11:30
<p>International Shoe Co. 14 (39.8%)</p>		11:45

THE UNITED STATES TELEVISION AUDIENCE

SATURDAY

October 4, 1952

EST	ABC	CBS
12:00 NOON	No Network Service	BIG TOP 13.0 2,040 16% 23% 61% 2.6 15.0 2,300
12:15 P.M.		45 (81.7%)
12:30		12.8 1,770 17% 23% 60% 2.6 16.1 2,470
12:45		
1:00		Nat. Dairy Prod. 39 (71.6%)
1:15		No Network Service
1:30		
1:45		
2:00		
2:15		
2:30		
2:45		
3:00		
2:15		
3:30		
3:45		

AMERICAN RESEARCH BUREAU, INC.

DU MONT	NBC	EST
No Network Service	No Network Service	12:00 NOON
		12:15 P.M.
		12:30
	WORLD SERIES 23.7 4,550 46% 38% 16% 2.4 38.9 7,450 48% 36% 16% 2.3 41.1 7,870 48% 36% 16% 2.3 40.7 7,800 49% 37% 14% 2.3 40.8 7,810 48% 37% 15% 2.3 36.6 7,010 48% 37% 15% 2.3	12:45
		1:00
		1:15
		1:30
		1:45
		2:00
		2:15
		2:30
		2:45
		3:00
		3:15
		3:30
	Gillette 64 (99.8%) SPORTS REVIEW 6.3 580 Not Recorded Sustaining	3:45

EST	ABC	CBS
4:00 P.M.	No Network Service	No Network Service
4:15		
4:30		
4:45		
5:00		
4:15		
5:30		
5:45		
6:00		
6:15		
6:30		IT'S NEWS TO ME 4.3 260 9.5* 340
6:45		Simmons Co. 9 (33.0%)
7:00		STORK CLUB 10.1* 610 31% 46% 23% 2.4 6.7* 580
7:15		Sustaining
7:30	TV TEEN CLUB 8.7* 690 32% 38% 30% 2.9 8.5* 860	BEAT THE CLOCK 18.7 2,730 31% 41% 28% 3.0 18.3 1,690
7:45	Sustaining	Sylvania 31 (75.8%)

DU MONT	NBC	EST
No Network Service	SPORTS REVIEW (Cont'd) 9.9* 960 53% 31% 16% 2.4 Not Recorded	4:00 P.M.
		4:15
	Sustaining	4:30
	NCAA FOOTBALL 14.2 2,710 52% 31% 17% 2.4 Not Recorded 18.5 3,530 53% 29% 18% 2.2 Not Recorded 18.9 3,610 53% 29% 18% 2.2 Not Recorded	4:45
	18.5 3,530 53% 29% 18% 2.2 Not Recorded	5:00
		5:15
	18.9 3,610 53% 29% 18% 2.2 Not Recorded	5:30
		5:45
	19.3 3,690 52% 30% 18% 2.2 Not Recorded	5:00
		6:15
	18.9 3,630 52% 30% 18% 2.2 Not Recorded	6:30
		6:45
		7:00
		7:15
		7:30
	General Motors 63 (99.4%) (7:40 p.m.) FOOTBALL SCOREBOARD 5.8 790 48% 31% 21% 2.7 Not Recorded Pontiac 33 (70.1%) (7:55 P.M.)	7:45

SATURDAY

October 4, 1952

EST	ABC	CBS
8:00 P.M.	No Network Service	JACKIE GLEASON SHOW 29.5 3,840 36% 42% 22% 3.0 Not Recorded
8:15		
8:30		27.4 3,570 36% 41% 23% 3.0 Not Recorded
8:45		
9:00		Amer.Chicle;Schick,Inc. 32 (68.0%)
9:15		
9:30		
9:45		
10:00		
10:15		
10:30		BATTLE OF THE AGES 4.2 310 40% 52% 8% 2.2 4.5 370
10:45		Serutan 9 (39.4%)
11:00		No Network Service
11:15		
11:30		
11:45		

AMERICAN RESEARCH BUREAU, INC.

DU MONT	NBC	EST	
<p>No Network Service</p>	<p>ALL-STAR REVUE 32.2 5,900 33% 44% 23% 2.9 29.9 5,460</p>	<p>8:00 P.M.</p>	
		<p>8:15</p>	
	<p>32.5 5,980 32% 43% 25% 2.9 30.4 5,550</p>	<p>8:30</p>	
	<p>Calif. Packing; Pet Milk; Kellogg 56 (96.0%)</p>	<p>8:45</p>	
	<p>YOUR SHOW OF SHOWS 48.7 8,400 36% 45% 19% 2.9 46.2 7,460</p>	<p>9:00</p>	
	<p>R. J. Reynolds 51 (90.2%)</p>	<p>9:15</p>	
	<p>YOUR SHOW OF SHOWS 47.2 7,920 36- 45% 19% 2.9 46.8 7,220</p>	<p>9:30</p>	
	<p>Benrus; Griffin; S.O.S. 46 (87.9%)</p>	<p>9:45</p>	
	<p>YOUR SHOW OF SHOWS 39.3 6,150 35% 46% 19% 3.1 37.2 5,870</p>	<p>10:00</p>	
	<p>Shaeffer 41 (81.4%)</p>	<p>10:15</p>	
	<p>YOUR HIT PARADE 30.9 5,320 38% 48% 14% 2.7 31.0 5,540</p>	<p>10:30</p>	
	<p>American Tobacco 53 (90.7%)</p>	<p>10:45</p>	
	<p>WRESTLING FROM MARIGOLD 8.4 740 45% 42% 13% 2.7 13.2 1,140</p> <p>7.8 690 45% 40% 15% 2.7 12.3 1,070</p> <p>Local Participating 17 (46.2%)</p>	<p>No Network Service</p>	<p>11:00</p> <p>11:15</p> <p>11:30</p> <p>11:45</p>

	ALBUQUERQUE	AMES	ATLANTA	BALTIMORE	BINGHAMTON	BIRMINGHAM	BLOOMINGTON	BOSTON	BORNSVILLE	RIEFALEO	CHARLOTTE	CHICAGO	CINCINNATI	CLEVELAND	COLUMBUS	DALLAS	DAVENPORT	DAYTON	DENVER	DETROIT	ERIE	FORT WORTH	GREENSBORO	GRAND RAPIDS	HOLSTON	HUNTINGTON	INDIANAPOLIS
FOOTBALL SCOREBOARD	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L
FORD THEATRE		L	L	D	L	L	L	L	L	D	L	L	L	L	L	L	L	L	L	D	L	L	L	L	L	L	L
FRED WARING	D	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L
GABBY HAYES (Monday) (Friday)		L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L
GANGBUSTERS		L	L	L	D	L	D	L	D	D	D	L	L	L	L	L	L	L	L	L	D	L	D	L	L	L	L
GARRY MOORE (Friday, 4th 1/4 hr.)	D	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L
GENE AUTRY		L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L
GODFREY AND FRIENDS (1st 1/2 hr.) (2nd 1/2 hr.)	D	L	L	L	D	L	D	L	D	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	D	L	L
GODFREY'S TALENT SCOUTS		L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L
GREATEST FIGHTS OF CENTURY		L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L
THE GUIDING LIGHT (Monday) (Tuesday) (Wednesday) (Thursday) (Friday)	D	L	L	L	L	L	L	L	D	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L
GULF PLAYHOUSE		L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L
HAPPY'S PARTY		L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L
HAWKINS FALLS (Monday) (Tuesday) (Wednesday) (Thursday) (Friday)		L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L
HEAVEN FOR BETSY (Tuesday) (Thursday)		L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L
HERMAN HICKMAN SHOW		L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L
HOLLYWOOD OPENING NIGHT		L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L
HOLLYWOOD SCREEN TEST		L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L
HOUR OF DECISION		L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L
HOWDY DOODY (Mon., 1st 1/4 hr.) (Mon., 2nd 1/4 hr.) (Tues., 1st 1/4 hr.) (Tues., 2nd 1/4 hr.) (Wed., 2nd 1/4 hr.) (Thurs., 1st 1/4 hr.) (Thurs., 2nd 1/4 hr.) (Fri., 2nd 1/4 hr.)		L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L
I LOVE LUCY	D	L	L	L	L	D	L	D	L	L	L	L	L	L	L	L	L	L	L	D	L	L	L	L	L	D	L
INSPECTOR MARK SABER		L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L
IT'S NEWS TO ME		L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L
I'VE GOT A SECRET	D	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L
JACK BENNY		L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L
JACKIE GLEASON		L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L
KATE SMITH (Mon., 1st 1/4 hr.) (Mon., 4th 1/4 hr.) (Tues., 1st 1/4 hr.) (Tues., 2nd 1/4 hr.) (Tues., 4th 1/4 hr.) (Wed., 1st 1/4 hr.) (Wed., 3rd 1/4 hr.) (Wed., 4th 1/4 hr.) (Thurs., 1st 1/4 hr.) (Thurs., 2nd 1/4 hr.) (Thurs., 3rd 1/4 hr.) (Thurs., 4th 1/4 hr.) (Fri., 3rd 1/4 hr.) (Fri., 4th 1/4 hr.)	D	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L
KEEP POSTED		L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L
KIDS AND Co.		L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L
KRAFT TV THEATRE		L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L
LIFE BEGINS AT EIGHTY		L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L
LIFE WITH LUIGI		L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L
LONE RANGER	D	L	L	D	L	D	L	D	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	D	D	D
LOVE OF LIFE (Monday) (Tuesday) (Wednesday) (Thursday) (Friday)	D	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L
LUX VIDEO THEATRE		L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L
MAMA		L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L
MAN AGAINST CRIME		L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L
MARTIN KANE, PRIVATE EYE	D	L	L	D	L	L	L	L	D	L	L	L	L	L	L	L	L	L	L	L	L	L	D	D	D	D	D
MR. & MRS. NORTH		L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L
MY FRIEND IRMA		L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L
NAME'S THE SAME	D	L	L	D	L	D	L	D	L	L	L	L	L	L	L	L	L	L	L	L	L	L	D	L	L	L	D
NCAA FOOTBALL		L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L
ON THE LINE WITH CONSIDINE		L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L
OUR MISS BROOKS		L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L	L
OZZIE & HARRIET	D	L	L	D	L	D	L	D	D	L	L	L	L	L	L	L	L	L	L	L	L	L	D	D	D	D	D

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THE NEW ARB TV-NATIONALS

How They Are Prepared

The key to the accuracy of any rating service is twofold—the sample and what is done with it.

The method used in selecting the sample for the ARB TV-Nationals is direct and simple. In effect, the entire United States is treated as one large city and the sample is selected in such way that insofar as possible, every TV home in the country is given an equal chance of being selected regardless of location.

Each month the sample numbers 2200 TV homes, and each month the sample is completely different. It has been our experience that families properly instructed by trained interviewers will keep accurately one week's record of their television viewing but that the great majority will not keep a satisfactory second record.

The first step in sample selection is to list all counties in the U. S. within approximately 150 miles of any TV signal by states and cumulatively by population according to the 1950 census.

This cumulative total is then divided by the number of sampling points desired. The quotient is used to determine counties in the cumulative list to be sampled and the number of sampling points within each selected county.

The exact sampling points are then determined within each selected county by a probability selection of communities versus rural areas according to population. If a city or community is selected, sampling points are obtained either from the latest R. L. Polk City Directory or the nearest similar list obtainable. In the case of rural areas, simple area sampling by grids is employed.

Once these points are established (approximately 1000 per month), they are subsampled in equal numbers for TV set ownership. The effect of this operation is to readjust the sample from a population basis to a TV set ownership basis. Areas of higher TV set penetration, of course, tend to gain more representation in this way. Some of the sampling points turn up no TV sets and are not used for diary placement. The sub-sampling is done by ARB interviewers in over two-thirds of the cases. In more remote areas not presently accessible to ARB interviewers mail ballots are used with the same sampling procedure. During the entire process, careful controls are maintained so that the sample does not become distorted in any way. By population, representation in all sixty-three television areas is assured.

It is with the sample families, located as described above, that ARB television viewer diaries are placed in a manner similar to that used in the regular ARB city reports. This involves placement of diaries by mail with an interviewer follow-up the day before the diary is to begin and again during the middle of the week. In areas which cannot be reached by interviewers a premium device is used.

Additional information concerning sampling procedures and location of points will be furnished on request. Network reports will normally cover the first seven days of each month.

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Supplement to
**THE UNITED STATES TELEVISION
AUDIENCE**

ARB TV - NATIONALS
Covering Week
OCTOBER 8-14, 1952

AMERICAN RESEARCH BUREAU, INC.
1031 National Press Bldg.
Washington 4, D. C.

THE UNITED STATES TELEVISION AUDIENCE INTRODUCTION

On the following pages are shown television audiences to commercial programs not measured during the regular ARB TV-National survey period due to the fact these programs were not telecast that week.

Commercial programs in competition during these time periods are also shown, inasmuch as their ratings may be affected by the changed lineup.

The material contained in this report is obtained by use of a reduced sample covering the same areas as the full TV-National study. Diaries are placed in entirely different homes to cover the week immediately following the regular survey week. These supplementary diaries are tabulated only for new or alternate week programs and their competition.

Caution should be exercised in the use of these ratings due to the small size of the sample. Although full national coverage equal to the regular study is obtained, these supplementary figures are based on approximately 500 completed diaries and should be considered indicative only.

Program cities are not shown in detail in this report but the approximate percentage of TV homes falling within the program area is given following the number of cities. Projections to total U. S. TV homes are based on 19,200,000 for October.

Aside from sample size, all features of this study are identical to ARB TV-Nationals and should be used by subscribers to supplement the regular report. Use or possession of any figures from this report by non-subscribers is prohibited.

JAMES W. SEILER, *Director*,
American Research Bureau, Inc.

THE UNITED STATES TELEVISION AUDIENCE

Name of Program	Program City Rating	Homes (Add 000)	Total U. S. Audience			
			M.	W.	C.	V.P.S.
Sunday, October 12, 1952						
SKY KING						
5:30-6:00 P.M. (NBC)	8.9	840	31%	29%	40%	2.9
16 cities (49.5)	Derby Foods					
MEET THE PRESS						
6:00-6:30 P.M. (NBC)	7.8	1,170	58%	34%	8%	2.1
34 cities (78.5)	Revere					
BILLY DANIELS SHOW						
6:30-6:45 P.M. (ABC)	2.1	130				
10 cities (34.0)	Vitamin Corp. of America					
ROY ROGERS						
6:30-7:00 P.M. (NBC)	26.5	3,650	25%	25%	50%	2.6
32 cities (71.8)	General Foods					
SEE IT NOW						
6:30-7:00 P.M. (CBS-TV)	10.5	1,400	49%	41%	10%	2.4
33 cities (69.5)	Aluminum Corp. of America					
WALTER WINCHELL						
6:45-7:00 P.M. (ABC)	13.4	1,730	48%	43%	9%	2.5
23 cities (67.0)	Gruen					
THIS IS SHOW BUSINESS						
7:30-8:00 P.M. (CBS-TV)	29.1	4,880	37%	44%	19%	2.9
51 cities (87.2)	American Tobacco					
DOC CORKLE						
7:30-8:00 P.M. (NBC)	10.8	1,500	33%	32%	35%	2.6
32 cities (72.3)	Reynolds					
TOAST OF THE TOWN						
8:00-9:00 P.M. (CBS-TV)	32.1	5,200	32%	46%	22%	3.1
43 cities (84.4)	Lincoln-Mercury Dealers					
COMEDY HOUR (Bob Hope)						
8:00-9:00 P.M. (NBC)	46.1	8,720	36%	40%	24%	3.1
61 cities (98.4)	Colgate-Palmolive-Peet					
ROCKY KING						
9:00-9:30 P.M. (DuM)	14.5	1,960	44%	44%	12%	2.6
32 cities (70.3)	American Chiclé Co.					
FRED WARING						
9:00-9:30 P.M. (CBS-TV)	21.0	3,420	41%	49%	10%	2.7
48 cities (84.9)	General Electric					
TELEVISION PLAYHOUSE						
9:00-10:00 P.M. (NBC)	29.4	5,300	40%	48%	12%	2.8
57 cities (94.0)	Goodyear					

AMERICAN RESEARCH BUREAU, INC.

THE UNITED STATES TELEVISION AUDIENCE

Name of Program	Program City Rating	Homes (Add 000)	Total U.S. Audience			
			M.	W.	C.	V.P.S.
Sunday, October 12, 1952 (Cont'd)						
BREAK THE BANK						
9:30-10:00 P.M. (CBS-TV)	19.1	3,230	40%	45%	15%	2.8
50 cities (88.1) Bristol-Myers						
PLAINCLOTHESMAN						
9:30-10:00 P.M. (DuM)	16.0	2,210	47%	42%	11%	2.4
23 cities (71.8) Larus and Bros.						
THE WEB						
10:00-10:30 P.M. (CBS-TV)	21.1	3,230	42%	49%	9%	2.5
38 cities (79.5) P. Lorillard						
ARTHUR MURRAY SHOW						
10:00-10:30 P.M. (DuM)	10.9	710	38%	49%	13%	2.6
5 cities (34.1) Arthur Murray Studios						
THE DOCTOR						
10:00-10:30 P.M. (NBC)	19.0	3,050	39%	50%	11%	2.4
44 cities (83.9) Proctor and Gamble						
YOUTH ON THE MARCH						
10:30-11:00 P.M. (DuM)	2.0	130				
6 cities (35.3)						
WHAT'S MY LINE?						
10:30-11:00 P.M. (CBS-TV)	44.6	7,070	41%	50%	9%	2.7
41 cities (82.6) Jules Monteneier						
Monday, October 13, 1952						
WHAT'S MY NAME?						
8:00-8:30 P.M. (NBC)	23.4	3,460	29%	39%	32%	2.8
41 cities (76.9) Crosley						
GEN. EISENHOWER						
8:00-8:30 P.M. (CBS-TV)	14.3	2,480	45%	49%	6%	2.3
56 cities (90.5) Republican National Committee						
INSPECTOR MARK SABER						
8:00-8:30 P.M. (ABC)	6.0	560				
13 cities (48.3) Sterling Drug Co.						
LIFE WITH LUIGI						
9:30-10:00 P.M. (CBS-TV)	36.1	4,820	38%	46%	16%	2.6
32 cities (69.5) General Foods						
ROBERT MONTGOMERY PRESENTS						
9:30-10:30 P.M. (NBC)	30.9	5,800	39%	53%	8%	2.2
	30.5	5,720	41%	55%	4%	2.1
60 cities (97.8) S. C. Johnson						
STUDIO ONE						
10:00-11:00 P.M. (CBS-TV)	28.7	5,110	41%	50%	9%	2.3
	31.9	5,660	39%	54%	7%	2.2
54 cities (92.6) Westinghouse						

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THE UNITED STATES TELEVISION AUDIENCE

Name of Program	Program City Rating	Homes (Add 000)	Total U.S. Audience			
			M.	W.	C.	V.P.S.
Tuesday, October 14, 1952						
STAR THEATRE						
8:00-9:00 P.M. (NBC)	45.8	7,030	31%	39%	30%	2.8
	42.7	6,550	30%	39%	31%	2.8
50 cities (79.9) Texas Co.						
KEEP POSTED						
8:30-9:00 P.M. (DuM)	9.3	1,040	40%	49%	11%	2.1
18 cities (58.2) Curtis Publishing Co.						
WHERE WAS I?						
9:00-9:30 P.M. (DuM)	5.0	650				
35 cities (68.1) Wine Corp. of America						
FIRESIDE THEATRE						
9:00-9:30 P.M. (NBC)	34.3	6,410	36%	51%	13%	2.3
57 cities (97.4) Procter and Gamble						
CRIME SYNDICATED						
9:00-9:30 P.M. (CBS-TV)	23.2	2,670	42%	44%	14%	2.2
26 cities (60.0) Schick, Inc.						
GOV. STEVENSON						
10:30-11:00 P.M. (DuM)	12.9	2,110	51%	42%	7%	2.7
44 cities (85.5) Democratic National Committee						
Wednesday, October 8, 1953						
THE NAME'S THE SAME						
7:30-8:00 P.M. (ABC)	15.6	2,630	27%	41%	32%	2.8
44 cities (87.7) Bendix						
PERRY COMO						
7:45-8:00 P.M. (CBS-TV)	20.4	2,960	30%	47%	23%	2.8
39 cities (75.4) Liggett and Myers						
GODFREY AND HIS FRIENDS						
8:00-8:30 P.M. (CBS-TV)	51.4	9,310	31%	47%	22%	2.8
54 cities (94.3) Pillsbury						
GODFREY AND HIS FRIENDS						
8:30-9:00 P.M. (CBS-TV)	54.5	9,830	30%	47%	23%	2.9
54 cities (93.9) Liggett and Myers						
SCOTT MUSIC HALL						
8:30-9:00 P.M. (NBC)	5.7	610				
18 cities (56.3) Scott Paper Co.						
THIS IS YOUR LIFE						
10:00-10:30 P.M. (NBC)	13.6	2,020	33%	53%	14%	2.0
35 cities (77.4) Hazel Bishop						
BLUE RIBBON BOUTS (Charles vs. Reynolds)						
10:00-10:38 P.M. (CBS-TV)	43.8	7,810	57%	35%	8%	2.1
54 cities (92.9) Pabst						
SPORTS SPOT						
10:38-11:00 P.M. (CBS-TV)	27.0	3,050	53%	36%	11%	2.2
22 cities (58.8) General Cigar						

AMERICAN RESEARCH BUREAU, INC.

THE UNITED STATES TELEVISION AUDIENCE

Name of Program	Program City Rating	Homes (Add 000)	Total U.S. Audience			
			M.	W.	C.	V.P.S.
Thursday, October 9, 1952						
BURNS AND ALLEN 8:00-8:30 P.M. (CBS-TV)	29.2	4,880	32%	39%	29%	2.7
44 cities (86.9) Carnation Co.						
YOU BET YOUR LIFE 8:00-8:30 P.M. (NBC)	45.4	8,620	34%	46%	20%	2.7
64 cities (99.0) DeSoto						
CHANCE OF A LIFETIME 8:30-9:00 P.M. (ABC)	8.8	1,360	33%	47%	20%	2.3
39 cities (80.3) P. Lorillard						
FOUR STAR PLAYHOUSE 8:30-9:00 P.M. (CBS-TV)	14.8	2,020	37%	43%	20%	2.4
29 cities (70.9) Singer Sewing Machine Co.						
BROADWAY TO HOLLYWOOD 8:30-9:00 P.M. (DuM)	6.9	420				
7 cities (32.0) Tidewater Oil						
TREAS. MEN IN ACTION 8:30-9:00 P.M. (NBC)	34.4	4,450	34%	46%	20%	2.6
27 cities (67.5) Borden						
PICK THE WINNER 9:00-9:30 P.M. (CBS-TV & DuM)	9.1	1,630	40%	50%	10%	2.1
57 cities (93.9) Westinghouse						
DRAGNET 9:00-9:30 P.M. (NBC)	51.7	8,520	39%	48%	13%	2.4
46 cities (85.8) Liggett and Myers						
I'VE GOT A SECRET 10:30-11:00 P.M. (CBS-TV)	9.6	1,270	33%	58%	9%	2.4
39 cities (68.7) Toni Co.						
GOV. STEVENSON 10:30-11:00 P.M. (DuM)	14.5	1,960	53%	38%	9%	2.5
38 cities (70.3) Democratic National Committee						

Friday, October 10, 1952

MAMA 8:00-8:30 P.M. (CBS-TV)	35.8	5,720	26%	40%	34%	3.0
36 cities (83.2) General Foods						
OZZIE AND HARRIET 8:00-8:30 P.M. (ABC)	21.6	3,800	24%	47%	29%	2.4
55 cities (91.7) Lambert Co.						
ALDRICH FAMILY 9:30-10:00 P.M. (NBC)	11.6	1,960	27%	41%	32%	2.6
41 cities (88.3) Campbell Soup Co.						
OUR MISS BROOKS 9:30-10:00 P.M. (CBS-TV)	36.7	5,050	33%	51%	16%	2.3
27 cities (71.6) General Foods						

AMERICAN RESEARCH BUREAU, INC.

THE UNITED STATES TELEVISION AUDIENCE

Name of Program	Program City Rating	Homes (Add 000)	Total U.S. Audience			
			M.	W.	C.	V.P.S.
Friday, October 10, 1952 (Cont'd)						
TALES OF TOMORROW 9:30-10:00 P.M. (ABC) 17 cities (60.6)	11.2	1,310	42%	42%	16%	2.3
		Kreisler Mfg. Co.				
MR. AND MRS. NORTH 10:00-10:30 P.M. (CBS-TV) 32 cities (70.9)	24.8	3,380	27%	50%	23%	2.2
		Colgate-Palmolive-Peet				
TWENTY QUESTIONS 10:00-10:30 P.M. (DuM) 12 cities (48.1)	14.1	1,310	38%	56%	6%	1.8
		Luden's				
CAVALCADE OF SPORTS 10:00-10:37 P.M. (NBC) 52 cities (91.3)	32.3	5,660	55%	36%	9%	2.3
		Gillette				
DOWN YOU GO 10:30-11:00 P.M. (DuM) 12 cities (48.1)	15.8	1,460	38%	52%	10%	1.8
		Carter Products				
GREATEST FIGHTS OF THE CENTURY 10:37-10:52 P.M. (NBC) 31 cities (68.0)	19.0	2,480	60%	35%	5%	2.2
		Chesebrough				

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IT'S NEWS TO ME 6:30-7:00 P.M. (CBS-TV) 18 cities (58.1)	5.0	560				
		Jergens				
BEAT THE CLOCK 7:30-8:00 P.M. (CBS-TV) 38 cities (80.1)	14.6	2,250	29%	39%	32%	2.9
		Sylvania				
MY LITTLE MARGIE 7:30-8:00 P.M. (NBC) 37 cities (78.3)	22.5	3,380	24%	32%	44%	3.2
		Philip Morris				
ALL STAR REVUE 8:00-9:00 P.M. (NBC) 59 cities (97.8)	29.4	5,530	32%	44%	24%	2.9
	30.0	5,630	31%	44%	25%	2.9
		Calif. Packing Corp.; Kellogg; Pet Milk				
JACKIE GLEASON SHOW 8:00-9:00 P.M. (CBS-TV) 35 cities (74.6)	26.1	3,740	33%	39%	28%	3.2
	26.8	3,840	32%	39%	29%	3.3
		Schick, Inc.; American Chiclet; Thas. Leming Co.				
YOUR SHOW OF SHOWS 10:00-10:30 P.M. (NBC) 47 cities (86.4)	42.4	7,030	35%	45%	20%	2.9
		Lehn and Fink				

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