

Box 13 Folder 2

ALTOONA

CITY CAB REPORT

This city report is private, for members only, and is not for publication,

quotation, redistribution or reproduction in whole or in part.

PERIOD: July - August, 1945

CITY SIZE GROUP: 50,000-100,000

TIME ZONE: Eastern

GEOGRAPHIC AREA: Middle Atlantic

ALTOONA, PA.

STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-In-Use	(CBS) WABC	(NBC) WFBG	(ABC) WJZ	(MBS) WOR	(NBC) KDKA	ALL OTHERS
MORNING (Mon.-Fri.)							
9:00-12:00 NOON	12.1	0.0%	94.2%	0.0%	0.0%	5.8%	0.0%
AFTERNOON (Mon.-Fri.)							
12:00-3:00 P.M.	10.2	0.0	89.2	0.0	0.0	10.8	0.0
3:00-6:00 P.M.	10.5	0.0	90.6	0.0	0.0	8.2	1.2
12:00-6:00 P.M.	10.3	0.0	89.9	0.0	0.0	8.5	0.6
EVENING (Mon.-Sun.)							
6:00-8:00 P.M.	13.4	0.0	87.8	0.6	0.0	11.0	0.6
8:00-10:30 P.M.	16.6	7.3	82.2	2.3	1.2	4.1	2.9
6:00-10:30 P.M.	15.3	4.8	84.1	1.7	0.8	6.5	2.1

WABC - New York City
WJZ - New York City
WOR - New York City
KDKA - Pittsburgh, Pa.

4/24/46

CITY CAB REPORT

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PERIOD: July-August, 1945

CITY SIZE GROUP: 500,000-1,000,000

TIME ZONE: Eastern

GEOGRAPHIC AREA: South Atlantic

BALTIMORE, MD.

Local Time	Average Sets-In-Use	STATION INDEX					WITH	ALL OTHERS
		(Average Share of the Listening Audience)						
		CBS WCAO	NBC WBAL	ABC WFBR*	MBS WCBM†			
MORNING (Mon.-Fri.)								
9:00-12:00-NOON	16.4	25.6%	31.4%	19.7%	7.6%	15.2%	0.5%	
AFTERNOON (Mon.-Fri.)								
12:00-3:00 P.M.	15.7	39.8	26.9	15.4	6.0	11.9	0.0	
3:00-6:00 P.M.	13.7	12.6	30.6	14.8	7.1	34.4	0.5	
12:00-6:00 P.M.	14.7	26.8	28.6	15.1	6.5	22.7	0.3	
EVENING (Mon.-Sun.)								
6:00-8:00 P.M.	15.1	20.2	35.3	17.8	7.1	19.6	0.0	
8:00-10:30 P.M.	19.2	26.3	29.2	10.9	11.2	21.1	1.3	
6:00-10:30 P.M.	17.5	24.1	31.4	13.4	9.7	20.6	0.8	

*. Changed network affiliation to ABC, effective June 15, 1945.

†. Changed network affiliation to MBS, effective June 15, 1945.

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PERIOD: July-August, 1945

CITY SIZE GROUP: 100,000-500,000

TIME ZONE: Central

GEOGRAPHIC AREA: East So. Central

BIRMINGHAM, ALA.

Local Time	Average Sets-In-Use	STATION INDEX (Average Share of the Listening Audience)				
		CBS WAPI	NBC WBRC	ABC WSGN	(MBS) WJLD	ALL OTHERS
MORNING (Mon.-Fri.)						
9:00-12:00 NOON	12.9	21.9%	24.6%	48.2%	3.5%	1.8%
AFTERNOON (Mon.-Fri.)						
12:00-3:00 P.M.	10.7	21.5	33.3	36.6	6.5	2.1
3:00-6:00 P.M.	13.1	29.5	27.3	38.6	1.5	3.1
12:00-6:00 P.M.	12.0	26.2	29.8	37.8	3.6	2.6
EVENING (Mon.-Sun.)						
6:00-8:00 P.M.	24.7	35.4	29.5	31.7	3.1	0.3
8:00-10:30 P.M.	22.1	30.0	46.4	20.0	2.9	0.7
6:00-10:30 P.M.	23.2	32.4	38.9	25.2	3.0	0.5

WJLD - Bessemer, Ala.

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PERIOD: July-August, 1945

CITY SIZE GROUP: Over 1,000,000

TIME ZONE: Eastern

GEOGRAPHIC AREA: New England

BOSTON, MASS.

STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS	NBC	ABC	MBS	WHDH	WMEX	ALL OTHERS
		WEEI	WBZ	WCOP§	WRAC			
MORNING (Mon.-Fri.)								
9:00-12:00 NOON	9.8	21.7%	19.5%	22.1%	16.9%	4.2%	7.8%	7.8%
AFTERNOON (Mon.-Fri.)								
12:00-3:00 P.M.	10.4	34.6	16.5	7.2	19.8	6.9	7.2	7.8
3:00-6:00 P.M.	9.1	15.6	32.2	11.9	13.2	6.1	8.2	12.8
12:00-6:00 P.M.	9.7	25.6	23.9	9.4	16.7	6.5	7.7	10.2
EVENING (Mon.-Sun.)								
6:00-8:00 P.M.	13.8	19.0	33.9	9.9	21.5	5.4	2.7	7.6
8:00-10:30 P.M.	16.1	30.2	31.8	9.3	18.0	3.9	3.0	3.8
6:00-10:30 P.M.	15.1	25.9	32.6	9.5	19.3	4.5	2.9	5.3

§ Became ABC network outlet in Boston, effective June 15, 1945.

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PERIOD: July - August, 1945

CITY SIZE GROUP: 100,000-500,000

TIME ZONE: Eastern

GEOGRAPHIC AREA: New England

BRIDGEPORT, CONN.

STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average sets-in-Use	(CBS) WABC	(NBC) WEAF	ABC WNAB	MBS WICC	(ABC) WJZ	(MBS) WOR	WHN	WNEW	ALL OTHERS
MORNING (Mon.-Fri.)										
9:00-12:00 NOON	14.1	14.4%	15.7%	13.0%	31.5%	5.5%	10.3%	3.4%	1.0%	5.2%
AFTERNOON (Mon.-Fri.)										
12:00-3:00 P.M.	11.1	28.7	26.1	7.8	13.9	0.9	3.7	0.0	4.3	9.6
3:00-6:00 P.M.	11.3	12.1	25.9	14.5	16.9	6.5	4.0	3.2	3.2	13.7
12:00-6:00 P.M.	11.2	20.1	25.9	11.3	15.5	3.8	6.3	1.7	3.8	11.6
EVENING (Mon.-Sun.)										
6:00-8:00 P.M.	15.5	13.1	25.2	8.8	17.2	5.8	15.3	4.4	4.7	5.5
8:00-10:30 P.M.	21.9	25.0	30.5	5.5	13.4	5.3	11.6	2.2	1.0	5.5
6:00-10:30 P.M.	19.1	20.9	28.6	6.7	14.7	5.5	12.9	2.9	2.3	5.5

WABC - New York, N. Y.
 WEAF - New York, N. Y.
 WJZ - New York, N. Y.
 WOR - New York, N. Y.
 WHN - New York, N. Y.
 WNEW - New York, N. Y.

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PERIOD: July - August, 1945

CITY SIZE GROUP: Over 1,000,000

TIME ZONE: Central

GEOGRAPHIC AREA: East North Central

CHICAGO, ILL.

Page 1.

STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS WBBM	NBC WMAQ	ABC WLS-WENR	MBS WGN	OTHER STATIONS *
MORNING (Mon.-Fri.)						
9:00-12:00 NOON	12.4	35.9%	18.6%	13.0%	13.6%	18.9%
AFTERNOON (Mon.-Fri.)						
12:00-3:00 P.M.	13.3	29.0	18.9	5.8	13.4	32.9
3:00-6:00 P.M.	13.1	19.7	26.6	8.5	8.9	36.3
12:00-6:00 P.M.	13.2	24.2	22.9	7.2	11.1	34.6
EVENING (Mon.-Sun.)						
6:00-8:00 P.M.	19.7	27.0	24.8	11.9	19.7	16.6
8:00-10:30 P.M.	19.9	27.9	28.9	12.9	18.4	11.9
6:00-10:30 P.M.	19.8	27.5	27.2	12.5	18.9	13.9

* For Index of Listening to Independent Stations, see Page 2, attached.

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PERIOD: July - August, 1945

CITY SIZE GROUP: Over 1,000,000

TIME ZONE: Central

GEOGRAPHIC AREA: East North Central

CHICAGO, ILL.

Page 2.

STATION INDEX*

(Average Share of the Listening Audience)

Local Time	WAAF	WAIT	WCFL	WIND	WJJD	ALL OTHERS
MORNING (Mon.-Fri.)						
9:00-12:00 NOON	1.8%	3.1%	5.6%	3.6%	1.0%	3.8%
AFTERNOON (Mon.-Fri.)						
12:00-3:00 P.M.	3.4	6.7	3.3	9.6	3.0	6.9
3:00-6:00 P.M.	5.2	6.7	3.7	11.2	4.7	4.8
12:00-6:00 P.M.	4.3	6.7	3.5	10.4	3.9	5.8
EVENING (Mon.-Sun.)						
6:00- 8:00 P.M.	2.5	2.6	2.1	4.4	1.7	3.3
8:00-10:30 P.M.	†	†	2.4	5.7	††	2.4
6:00-10:30 P.M.	†	†	2.3	5.2	††	2.8

* For Index of Listening to the network stations, see Page 1, attached.

† Operates only to local sunset. Data for the 8:00-10:30 P.M. and the 6:00-10:30 P.M. indices, therefore, not shown.

†† Operates only to 9:30 P.M. Data for the 8:00-10:30 P.M. and the 6:00-10:30 P.M. indices, therefore, not shown.

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PERIOD: July-August, 1945

CITY SIZE GROUP: 100,000-500,000

TIME ZONE: Eastern

GEOGRAPHIC AREA: East No. Central

COLUMBUS, OHIO

Local Time	Average Sets-In-Use	STATION INDEX (Average Share of the Listening Audience)				
		CBS WBNS	(NBC) WLW	ABC WCOL	MBS WHKC	ALL OTHERS
MORNING (Mon.-Fri.)						
9:00-12:00 NOON	13.5	45.2%	12.1%	34.7%	5.6%	2.4%
AFTERNOON (Mon.-Fri.)						
12:00-3:00 P.M.	13.3	51.2	12.0	22.4	9.6	4.8
3:00-6:00 P.M.	11.5	34.5	30.2	22.4	9.5	3.4
12:00-6:00 P.M.	12.4	43.2	20.8	22.4	9.5	4.1
EVENING (Mon.-Sun.)						
6:00-8:00 P.M.	14.2	38.8	34.9	16.5	8.0	1.8
8:00-10:30 P.M.	18.1	37.8	29.3	20.6	10.5	1.8
6:00-10:30 P.M.	16.5	38.1	31.3	19.2	9.6	1.8

WLW - Cincinnati, Ohio

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CITY SIZE GROUP: 100,000-500,000

TIME ZONE: Central

GEOGRAPHIC AREA: East No. Central

DAYTON, OHIO

STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS WHIO	(NBC) WLW	ABC WING	(CBS) WKRC †	ALL OTHERS
MORNING (Mon.-Fri.)						
9:00-12:00 NOON	16.0	22.3%	32.5%	40.8%	1.3%	3.1%
AFTERNOON (Mon.-Fri.)						
12:00-3:00 P.M.	18.6	25.8	41.0	27.0	3.4	2.8
3:00-6:00 P.M.	17.5	21.9	53.8	14.5	6.9	2.9
12:00-6:00 P.M.	18.1	23.9	47.3	20.8	5.1	2.9
EVENING (Mon.-Sun.)						
6:00- 8:00 P.M.	22.0	34.8	44.1	13.0	1.4	6.7
8:00-10:30 P.M.	22.7	36.1	44.1	13.0	1.0	5.8
6:00-10:30 P.M.	22.4	35.5	44.1	13.0	1.2	6.2

WLW - Cincinnati, Ohio

WKRC - Cincinnati, Ohio

† Changed affiliation from MBS to CBS on June 1, 1945.

CITY

CAB

REPORT

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PERIOD: July - August, 1945

CITY SIZE GROUP: Over 1,000,000

TIME ZONE: Eastern

GEOGRAPHIC AREA: East No. Central

DETROIT, MICHIGAN

STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS	NBC	ABC	MBS	WJBK	WJLB	WEXL	ALL OTHERS
		HJR	WWJ	WXYZ	CKLW*				
MORNING (Mon.-Fri.)									
9:00-12:00 NOON	11.4	27.7%	23.3%	40.7%	1.9%	1.0%	1.9%	2.7%	0.8%
AFTERNOON (Mon.-Fri.)									
12:00-3:00 P.M.	13.3	28.0	26.7	26.0	7.0	2.7	4.6	2.7	2.3
3:00-6:00 P.M.	10.6	23.9	29.7	13.7	9.3	3.5	12.1	3.9	3.9
12:00-6:00 P.M.	11.9	26.2	28.1	20.4	8.0	3.0	8.0	3.2	3.1
EVENING (Mon.-Sun.)									
6:00-8:00 P.M.	15.9	26.6	40.4	19.8	7.5	1.2	1.8	0.7	2.0
8:00-10:30 P.M.	18.1	35.9	34.0	16.3	10.4	1.0	0.8	0.8	0.8
6:00-10:30 P.M.	17.1	32.2	36.5	17.7	9.3	1.1	1.2	0.7	1.3

* Located in Windsor, Ontario but considered by the Mutual Broadcasting System at their Detroit outlet.

WEXL - Royal Oak, Michigan

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 CITY SIZE GROUP: 100,000-500,000

TIME ZONE: Central

GEOGRAPHIC AREA: West North Central

DULUTH, MINN.

Local Time	Average Sets-in-Use	STATION INDEX (Average Share of the Listening Audience)			
		CBS KDAL	NBC WEBC	ABC-MBS WDSM†	ALL OTHERS
MORNING (Mon.-Fri.)					
9:00-12:00 NOON	10.9	32.4%	22.0%	43.9%	1.7%
AFTERNOON (Mon.-Fri.)					
12:00-3:00 P.M.	9.6	30.1	53.6	15.7	0.6
3:00-6:00 P.M.	9.5	31.4	47.8	20.8	0.0
12:00-6:00 P.M.	9.5	30.8	50.6	18.3	0.3
EVENING (Mon.-Sun.)					
6:00-8:00 P.M.	21.0	30.4	47.6	20.1	1.9
8:00-10:30 P.M.	16.7	37.0	44.5	17.1	1.4
6:00-10:30 P.M.	18.5	34.0	45.9	18.5	1.6

† Located in Superior, Wisconsin, but considered by the American Broadcasting Company and Mutual Broadcasting System as their Duluth-Superior outlet.

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PERIOD: July - August, 1945

CITY SIZE GROUP: 100,000-500,000

TIME ZONE: Central

GEOGRAPHIC AREA: East No. Central

GRAND RAPIDS, MICH.

STATION INDEX (Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS WJEF	NBC WOOD	ABC WLAV	(MBS) WGN	(CBS) WBBM	(CBS) WJR	(NBC) WMAQ	ALL OTHERS
MORNING (Mon.-Fri.)									
9:00-12:00 NOON	14.5	6.2%	26.8%	37.5%	3.6%	8.9%	5.4%	5.4%	6.2%
AFTERNOON (Mon.-Fri.)									
12:00-3:00 P.M.	13.3	5.0	36.0	20.0	6.0	4.0	1.0	16.0	12.0
3:00-6:00 P.M.	11.3	6.4	48.9	17.1	2.1	0.0	2.1	12.8	10.6
12:00-6:00 P.M.	12.3	5.7	42.3	18.6	4.1	2.1	1.5	14.4	11.3
EVENING (Mon.-Sun.)									
6:00-8:00 P.M.	18.9	13.6	39.2	20.8	7.9	5.3	1.8	6.8	4.6
8:00-10:30 P.M.	16.8	8.1	39.0	19.0	9.0	6.6	5.4	3.3	9.6
6:00-10:30 P.M.	17.7	10.5	39.2	19.8	8.5	6.0	3.8	4.8	7.4

WGN - Chicago, Ill.
 WBBM - Chicago, Ill.
 WJR - Detroit, Mich.
 WMAQ - Chicago, Ill.

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TIME ZONE: Eastern

GEOGRAPHIC AREA: New England

HARTFORD, CONN.

Local Time	Average Sets-in-Use	STATION INDEX (Average Share of the Listening Audience)				
		CBS WDRC	NBC WTIC	ABC WHTD	MBS WTHT	ALL OTHERS
MORNING (Mon.-Fri.)						
9:00-12:00 NOON	8.8	25.0%	19.2%	27.9%	13.5%	14.4%
AFTERNOON (Mon.-Fri.)						
12:00-3:00 P.M.	11.0	35.5	27.5	13.8	12.3	10.9
3:00-6:00 P.M.	11.4	28.9	45.8	4.2	14.8	6.3
12:00-6:00 P.M.	11.2	32.1	36.8	8.9	13.6	8.6
EVENING (Mon.-Sun.)						
6:00- 8:00 P.M.	13.3	22.5	41.3	8.9	15.5	11.8
8:00-10:30 P.M.	16.1	30.8	31.2	10.8	18.0	9.2
6:00-10:30 P.M.	14.9	27.7	35.0	10.1	17.1	10.1

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TIME ZONE: Eastern

GEOGRAPHIC AREA: South Atlantic

JACKSONVILLE, FLA.

STATION INDEX (Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS WMBR	NBC WJAX	ABC WPDQ *	MBS WJHP†	ALL OTHERS
MORNING (Mon.-Fri.)						
9:00-12:00 NOON	14.1	15.2%	26.0%	45.0%	13.0%	0.8%
AFTERNOON (Mon.-Fri.)						
12:00-3:00 P.M.	12.7	39.7	26.7	21.6	11.2	0.8
3:00-6:00 P.M.	11.7	9.1	51.8	20.9	18.2	0.0
12:00-6:00 P.M.	12.2	24.8	38.9	21.2	14.6	0.5
EVENING (Mon.-Sun.)						
6:00- 8:00 P.M.	17.2	17.5	47.9	15.2	15.9	3.5
8:00-10:30 P.M.	18.6	23.3	38.0	17.2	20.2	1.3
6:00-10:30 P.M.	18.0	21.0	41.9	16.4	18.5	2.2

* Changed network affiliation from MBS, effective June 15, 1945.

† Changed network affiliation from ABC, effective June 15, 1945.

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CITY SIZE GROUP: Over 1,000,000

TIME ZONE: Pacific

GEOGRAPHIC AREA: Pacific

LOS ANGELES, CALIF.

STATION INDEX (Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS KNX	NBC KFI	ABC KECA	MBS KHJ	KFAC	KFWB	KMPC	ALL OTHERS
MORNING (Mon.-Fri.)									
9:00-12:00 NOON	11.4	30.4%	17.6%	18.9%	13.3%	1.1%	8.9%	1.9%	7.9%
AFTERNOON (Mon.-Fri.)									
12:00-3:00 P.M.	12.1	17.6	34.5	9.8	10.2	2.2	14.3	2.2	9.2
3:00-6:00 P.M.	11.3	16.4	31.6	10.1	15.8	2.2	6.8	3.2	13.9
12:00-6:00 P.M.	11.7	17.1	33.0	10.0	12.9	2.2	10.6	2.7	11.5
EVENING (Mon.-Sun.)									
6:00- 8:00 P.M.	19.9	23.1	30.1	8.6	18.2	2.4	6.2	4.2	7.2
8:00-10:30 P.M.	21.1	27.6	23.0	11.1	19.5	3.6	4.6	4.8	5.8
6:00-10:30 P.M.	20.6	25.6	26.1	10.0	18.9	3.1	5.3	4.6	6.4

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PERIOD: July - August, 1945

CITY SIZE GROUP: 50,000-100,000

TIME ZONE: Eastern

GEOGRAPHIC AREA: New England

MANCHESTER, N. H.

STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-In-Use	CBS WFEA §	(NBC) WBZ	ABC WMUR	(MBS) WNAC	(CBS) WEEI	(ABC) WLAW	ALL OTHERS
MORNING (Mon.-Fri.)								
9:00-12:00 NOON	13.3	14.0%	6.1%	71.1%	0.0%	0.0%	0.9%	7.9%
AFTERNOON (Mon.-Fri.)								
12:00-3:00 P.M.	13.6	14.8	9.6	57.4	0.0	2.6	1.7	13.9
3:00-6:00 P.M.	11.3	16.4	23.4	40.0	5.1	1.0	5.1	9.0
12:00-6:00 P.M.	12.5	15.1	16.0	49.5	2.4	1.9	3.3	11.8
EVENING (Mon.-Sun.)								
6:00- 8:00 P.M.	15.5	24.2	23.9	35.9	1.3	1.3	1.8	11.6
8:00-10:30 P.M.	14.4	27.3	18.3	37.3	0.3	1.7	2.0	12.6
6:00-10:30 P.M.	14.9	26.3	20.7	36.7	0.8	1.5	1.9	12.1

WEEI - Boston, Mass.

WNAC - Boston, Mass.

WBZ - Boston, Mass.

WLAW - Lawrence, Mass.

§WFEA changed network affiliation from NBC to CBS on June 15, 1945


 CITY CAB REPORT

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PERIOD: July-August, 1945

CITY SIZE GROUP: 100,000-500,000

TIME ZONE: Central

GEOGRAPHIC AREA: West No. Central

MINNEAPOLIS & ST. PAUL, MINN.

STATION INDEX (Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS WCCO	NBC KSTP	ABC WTCN	MBS WLOL	WMIN	WDGY	ALL OTHERS
MORNING (Mon.-Fri.)								
9:00-12:00 A.M.	15.7	45.8%	21.1%	19.7%	5.7%	4.2%	3.5%	0.0%
AFTERNOON (Mon.-Fri.)								
12:00-3:00 P.M.	16.6	36.1	28.5	6.2	12.5	3.5	11.9	1.4
3:00-6:00 P.M.	13.7	30.7	29.9	11.8	5.5	3.1	15.8	3.2
12:00-6:00 P.M.	15.1	33.6	29.1	8.9	9.2	3.3	13.7	2.2
EVENING (Mon.-Sun.)								
6:00-8:00 P.M.	21.9	32.5	33.4	15.1	12.2	3.9	1.3	1.6
8:00-10:30 P.M.	23.6	29.6	37.1	10.1	9.9	11.5	0.7	1.1
6:00-10:30 P.M.	22.9	30.8	35.6	12.2	10.9	8.3	1.0	1.2

CITY CAB REPORT

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PERIOD: July - August, 1945

CITY SIZE GROUP: Over 1,000,000

TIME ZONE: Eastern

GEOGRAPHIC AREA: Middle Atlantic

NEW YORK, N.Y.

Page 1.

STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS WABC	NBC WEAF	ABC WJZ	MBS WOR	OTHER STATIONS*
MORNING (Mon.-Fri.)						
9:00-12:00 NOON	11.5	17.4%	12.9%	15.9%	18.5%	35.3%
AFTERNOON (Mon.-Fri.)						
12:00-3:00 P.M.	10.5	24.0	12.3	9.9	13.0	40.8
3:00-6:00 P.M.	9.3	10.2	20.9	10.5	12.3	46.1
12:00-6:00 P.M.	9.9	17.3	16.3	10.2	12.7	43.5
EVENING (Mon.-Sun.)						
6:00- 8:00 P.M.	16.6	13.2	19.5	12.5	19.3	35.5
8:00-10:30 P.M.	20.2	22.1	20.9	13.5	19.6	23.9
6:00-10:30 P.M.	18.6	18.7	20.3	13.1	19.6	28.3

* For Index of Listening to Independent Stations, see Page 2, attached.

CITY CAB REPORT

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PERIOD: July - August, 1945

CITY SIZE GROUP: Over 1,000,000

TIME ZONE: Eastern

GEOGRAPHIC AREA: Middle Atlantic

NEW YORK, N.Y.

Page 2.

STATION INDEX*

(Average Share of the Listening Audience)

Local Time	WAAT [†]	WEVD	WHR	WINS	WMCA	WNEW	WNYC	WOV	WQXR	ALL OTHERS
MORNING (Mon.-Fri.)										
9:00-12:00 NOON	0.2%	§	2.6%	0.4%	2.1%	10.9%	1.5%	0.6%	1.9%	14.0%
AFTERNOON (Mon.-Fri.)										
12:00-3:00 P.M.	1.9	3.0	4.8	1.7	2.4	6.8	0.8	1.0	3.0	15.4
3:00-6:00 P.M.	2.5	1.6	4.4	3.3	4.0	9.8	0.7	1.0	3.1	15.7
12:00-6:00 P.M.	2.2	2.3	4.6	2.5	3.2	8.2	0.8	1.0	3.1	15.6
EVENING (Mon.-Sun.)										
6:00-8:00 P.M.	0.8	§	4.5	1.6	2.9	9.7	1.2	1.2	3.0	10.2
8:00-10:30 P.M.	0.8	§	2.3	2.1	1.7	2.7	††	1.8	2.8	8.5
6:00-10:30 P.M.	0.8	§	3.1	1.9	2.1	5.4	††	1.6	2.9	9.2

* For Index of Listening to the four network stations, see Page 1, attached.

† WAAT - Jersey City, New Jersey

†† WNYC - operates only until 10:00 P.M. Data for the 8:00-10:30 P.M. and the 6:00-10:30 P.M. indices, therefore, not shown.

§ WEVD - operates full time during the afternoon period only. Data for the Morning and Evening indices, therefore, not shown.

CITY **CAB** REPORT

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PERIOD: July - August 1945

CITY SIZE GROUP: 100,000-500,000

TIME ZONE: Central

GEOGRAPHIC AREA: West No. Central

OMAHA, NEB.

Local Time	Average Sets-in-Use	STATION INDEX (Average Share of the Listening Audience)						
		CBS KOIL	NBC WOW	ABC KOWH	MBS KDON	(CBS) KFAB	(ABC-MBS) KMA	ALL OTHERS
MORNING (Mon.-Fri.)								
9:00-12:00 NOON	14.4	28.1%	26.7%	29.4%	9.6%	0.0%	2.1%	4.1%
AFTERNOON (Mon.-Fri.)								
12:00-3:00 P.M.	16.7	20.7	55.6	5.9	6.5	1.2	2.4	7.7
3:00-6:00 P.M.	14.2	21.5	43.0	11.8	15.3	4.9	0.7	2.8
12:00-6:00 P.M.	15.4	21.1	49.8	8.6	10.5	2.9	1.6	5.5
EVENING (Mon.-Sun.)								
6:00-8:00 P.M.	17.5	40.9	40.6	6.2	9.2	0.3	0.6	2.2
8:00-10:30 P.M.	17.2	28.3	59.2	†	9.7	0.5	0.2	0.9
6:00-10:30 P.M.	17.3	33.8	51.0	†	9.5	0.4	0.4	1.5

KFAB - Lincoln, Neb.

KMA - Shenandoah, Iowa

† KOWH signs off at local sunset. Sign-off time for July, 1945 was 9:00 P.M.; for August 1945, 8:30 P.M. Data for KOWH have, therefore, been omitted from the 8:00-10:30 P.M. and the total Evening indices.

CITY **CAB** REPORT

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PERIOD: July - August, 1945

CITY SIZE GROUP: 500,000-1,000,000

TIME ZONE: Eastern

GEOGRAPHIC AREA: Middle Atlantic

PITTSBURGH. PA.

STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	STATION INDEX					
		CBS WJAS	NBC KDKA	ABC WCAE*	MBS KQV†	WWSW	ALL OTHERS
MORNING (Mon. - Fri.)							
9:00-12:00 NOON	13.9	19.0%	33.5%	28.9%	9.5%	4.9%	4.2%
AFTERNOON (Mon. - Fri.)							
12:00-3:00 P.M.	15.9	31.7	24.1	16.6	13.8	10.7	3.1
3:00-6:00 P.M.	15.3	13.3	39.8	17.2	8.9	18.5	2.3
12:00-6:00 P.M.	15.6	22.8	31.7	16.9	11.4	14.5	2.7
EVENING (Mon. - Sun.)							
6:00- 8:00 P.M.	16.7	18.9	37.1	18.3	11.7	9.9	4.1
8:00-10:30 P.M.	19.9	23.9	32.6	15.7	16.9	8.5	2.4
6:00-10:30 P.M.	18.6	22.0	34.3	16.7	15.0	9.0	3.0

* Changed network affiliation from MBS, effective June 15, 1945.

† Changed network affiliation from ABC, effective June 15, 1945.

RICHMOND

4/24/46

CITY CAB REPORT

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PERIOD: July-August, 1945

CITY SIZE GROUP: 100,000-500,000

TIME ZONE: Eastern

GEOGRAPHIC AREA: South Atlantic

RICHMOND, VA.

STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-In-Use	STATION INDEX			
		CBS WRVA	NBC WMBG	ABC WRNL	ALL OTHERS
MORNING (Mon.-Fri.)					
9:00-12:00 NOON	9.5	28.2%	12.8%	47.9%	11.1%
AFTERNOON (Mon.-Fri.)					
12:00-3:00 P.M.	10.6	50.4	16.5	21.8	11.3
3:00-6:00 P.M.	12.2	29.3	38.2	23.6	8.9
12:00-6:00 P.M.	11.4	39.5	27.7	22.7	10.1
EVENING (Mon.-Sun.)					
6:00-8:00 P.M.	14.0	29.4	26.6	23.8	20.2
8:00-10:30 P.M.	14.5	39.1	33.0	17.3	10.6
6:00-10:30 P.M.	14.3	35.0	30.3	20.0	14.7

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PERIOD: July-August, 1945

CITY SIZE GROUP: 100,000-500,000

TIME ZONE: Eastern

GEOGRAPHIC AREA: Middle Atlantic

ROCHESTER, N. Y.

STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	STATION INDEX					ALL OTHERS
		CBS WHEC	NBC WHAM	(ABC) WGR	MBS WSAY		
MORNING (Mon.-Fri.)							
9:00-12:00 NOON	8.9	40.6%	29.7%	4.7%	20.3%	4.7%	
AFTERNOON (Mon.-Fri.)							
12:00-3:00 P.M.	12.8	50.5	38.5	0.0	11.0	0.0	
3:00-6:00 P.M.	11.1	37.2	38.5	6.4	17.9	0.0	
12:00-6:00 P.M.	12.0	44.4	38.4	3.0	14.2	0.0	
EVENING (Mon.-Sun.)							
6:00-8:00 P.M.	17.6	34.7	46.8	2.7	12.2	3.6	
8:00-10:30 P.M.	22.3	36.8	41.9	3.3	15.3	2.7	
6:00-10:30 P.M.	20.2	36.0	43.8	3.1	14.0	3.1	

WGR - Buffalo, N. Y.

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PERIOD: July - August, 1945

CITY SIZE GROUP: 100,000-500,000

TIME ZONE: Pacific

GEOGRAPHIC AREA: Pacific

SACRAMENTO, CALIF.

STATION INDEX (Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS KROY	NBC KCRA	ABC KFBK	MBS KXOA	(NBC) KPO	(MBS) KFRC	KSFO	ALL OTHEPS
MORNING (Mon.-Fri.)									
9:00-12:00 NOON	15.5	28.4%	5.1%	33.6%	4.4%	19.7%	4.4%	0.7%	3.7%
AFTERNOON (Mon.-Fri.)									
12:00-3:00 P.M.	14.8	7.8	3.9	27.4	3.1	50.0	3.1	1.6	3.1
3:00-6:00 P.M.	13.3	22.2	5.1	23.9	2.6	33.4	5.1	4.3	3.4
12:00-6:00 P.M.	14.0	14.7	4.5	25.7	2.9	42.0	4.1	2.9	3.2
EVENING (Mon.-Sun.)									
6:00- 8:00 P.M.	22.8	15.8	8.6	23.1	8.6	26.3	8.8	3.7	5.1
8:00-10:30 P.M.	21.7	19.8	4.5	32.5	6.5	19.1	8.7	3.1	5.8
6:00-10:30 P.M.	22.2	18.0	6.4	28.2	7.4	22.4	8.8	3.4	5.4

KPO - San Francisco, Calif.
 KFRC - San Francisco, Calif.
 KSFO - San Francisco, Calif.

CITY CAB REPORT

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PERIOD: July-August, 1945

CITY SIZE GROUP: 500,000-1,000,000

TIME ZONE: Central

GEOGRAPHIC AREA: West North Central

ST. LOUIS, MISSOURI

Local Time	Average Sets-in-Use	STATION INDEX (Average Share of the Listening Audience)					
		CBS KMOX	NBC KSD	ABC KXOK	MB\$ KWK	WIL	ALL OTHERS
MORNING (Mon.-Fri.)							
9:00-12:00 NOON	14.3	38.4%	10.3%	16.3%	26.6%	5.9%	2.0%
AFTERNOON (Mon.-Fri.)							
12:00-3:00 P.M.	13.6	29.9	26.8	10.3	22.4	6.4	4.2
3:00-6:00 P.M.	13.9	22.7	29.5	10.6	21.2	8.0	8.0
12:00-6:00 P.M.	13.8	26.0	28.3	10.5	21.7	7.3	6.2
EVENING (Mon.-Sun.)							
6:00-8:00 P.M.	19.2	28.6	23.3	12.0	18.8	10.9	6.4
8:00-10:30 P.M.	19.8	23.0	23.5	9.3	11.2	20.8	12.2
6:00-10:30 P.M.	19.6	25.3	23.4	10.4	14.4	16.7	9.8

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PERIOD: July - August, 1945

CITY SIZE GROUP: 100,000-500,000

TIME ZONE: Eastern

GEOGRAPHIC AREA: Middle Atlantic

SCRANTON, PA.

Local Time	Average Sets-in-Use	STATION INDEX (Average Share of the Listening Audience)						
		CBS WGBI	(NBC) WEAF	ABC WARM	(MBS) WOR	(NBC) WBRE	(ABC) WJZ	ALL OTHERS
MORNING (Mon.-Fri.)								
9:00-12:00 NOON	12.1	33.0%	1.0%	60.9%	0.0%	3.5%	0.0%	1.6%
AFTERNOON (Mon.-Fri.)								
12:00-3:00 P.M.	16.8	69.7	0.6	28.5	0.0	0.0	0.6	0.6
3:00-6:00 P.M.	10.5	65.0	3.0	19.0	1.0	3.0	2.0	7.0
12:00-6:00 P.M.	13.8	67.9	1.5	24.9	0.4	1.1	1.1	3.1
EVENING (Mon.-Sun.)								
6:00-8:00 P.M.	18.7	69.2	2.6	18.2	1.0	4.3	1.7	3.0
8:00-10:30 P.M.	20.6	70.9	2.6	19.3	2.2	0.9	1.1	3.0
6:00-10:30 P.M.	19.8	70.3	2.6	18.9	1.7	2.2	1.3	3.0

WEAF - New York City
 WOR - New York City
 WBRE - Wilkes-Barre, Pa.
 WJZ - New York City

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CITY SIZE GROUP: 100,000-500,000

TIME ZONE: Pacific

GEOGRAPHIC AREA: Pacific

SEATTLE, WASH.

STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	STATION INDEX						
		CBS KIRO	NBC KOMO	ABC KJR	MBS KOL	KRSC	KVI	ALL OTHERS
MORNING (Mon.-Fri.)								
9:00-12:00 NOON	10.8	25.0%	15.6%	38.6%	10.4%	2.1%	1.0%	7.3%
AFTERNOON (Mon.-Fri.)								
12:00-3:00 P.M.	9.7	13.5	32.6	19.1	11.2	4.5	1.1	18.0
3:00-6:00 P.M.	11.0	21.9	31.4	12.4	10.5	6.6	4.8	12.4
12:00-6:00 P.M.	10.3	18.0	32.0	15.5	10.8	5.7	3.1	14.9
EVENING (Mon.-Sun.)								
6:00-8:00 P.M.	19.5	24.1	31.9	14.8	11.5	3.7	1.4	12.6
8:00-10:30 P.M.	18.4	25.9	27.9	12.0	12.5	9.3	0.7	11.7
6:00-10:30 P.M.	18.9	25.1	29.7	13.2	12.0	6.7	1.1	12.2

KVI - Tacoma, Wash.

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PERIOD: July-August, 1945

CITY SIZE GROUP: 100,000-500,000

TIME ZONE: Central

GEOGRAPHIC AREA: East North Central

SOUTH BEND, IND.

STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	STATION INDEX							ALL OTHERS
		CBS WSBT	(NBC) WMAQ	ABC WHOT	(MBS) WGN	(CBS) WBBM	(ABC) WLS-WENR		
MORNING (Mon.-Fri.)									
9:00-12:00 P. M.	16.0	39.7%	8.7%	14.3%	9.5%	7.9%	16.7%	3.2%	
AFTERNOON (Mon.-Fri.)									
12:00-3:00 P. M.	11.2	35.1	16.0	11.7	10.6	7.4	8.5	10.7	
3:00-6:00 P. M.	11.5	35.5	18.3	10.8	5.4	5.4	11.8	12.8	
12:00-6:00 P. M.	11.4	35.3	17.1	11.2	8.0	6.4	10.2	11.8	
EVENING (Mon.-Sun.)									
6:00-8:00 P. M.	19.2	43.4	17.5	7.0	12.2	4.9	7.7	7.3	
8:00-10:30 P. M.	18.2	49.6	13.3	9.1	13.9	3.0	6.1	5.0	
6:00-10:30 P. M.	18.6	46.8	15.2	8.2	13.1	3.9	6.8	6.0	

WMAQ - Chicago, Ill.

WGN - Chicago, Ill.

WBBM - Chicago, Ill.

WLS-WENR - Chicago, Ill.

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PERIOD: July-August, 1945

CITY SIZE GROUP: 100,000-500,000

TIME ZONE: Pacific

GEOGRAPHIC AREA: Pacific

SPOKANE, WASH.

Local Time	Average Sets-in-Use	STATION INDEX (Average Share of the Listening Audience)				
		CBS KFPY	NBC KHQ	ABC KGA	MBS KFIO	ALL OTHERS
MORNING (Mon.-Fri.)						
9:00-12:00 NOON	12.6	28.2%	18.8%	40.2%	12.8%	0.0%
AFTERNOON (Mon.-Fri.)						
12:00-3:00 P.M.	11.9	18.9	47.8	15.3	14.4	3.6
3:00-6:00 P.M.	10.5	26.6	35.4	23.0	10.6	4.4
12:00-6:00 P.M.	11.1	22.8	41.5	19.2	12.5	4.0
EVENING (Mon.-Sun.)						
6:00- 8:00 P.M.	18.7	29.4	39.3	15.8	11.9	3.6
8:00-10:30 P.M.	14.7	32.9	34.1	17.1	11.8	4.1
6:00-10:30 P.M.	16.5	31.2	36.7	16.4	11.8	3.9

4/24/46

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CITY SIZE GROUP: 100,000-500,000

TIME ZONE: Eastern

GEOGRAPHIC AREA: East North Central

TOLEDO, OHIO

Local Time	Average Sets-in-Use	STATION INDEX (Average Share of the Listening Audience)				
		(CBS) WJR	NBC WSPD	ABC WTOL	(MBS) CKLW	ALL OTHERS
MORNING (Mon.-Fri.)						
9:00-12:00 NOON	8.1	24.6%	30.8%	40.0%	4.6%	0.0%
AFTERNOON (Mon.-Fri.)						
12:00-3:00 P.M.	8.2	42.2	25.0	14.1	6.3	12.4
3:00-6:00 P.M.	10.5	26.6	38.3	23.4	8.5	3.2
12:00-6:00 P.M.	9.4	32.9	32.9	19.6	7.6	7.0
EVENING (Mon.-Sun.)						
6:00-8:00 P.M.	12.6	18.9	41.1	26.9	3.4	9.7
8:00-10:30 P.M.	16.9	34.6	39.1	18.8	5.4	2.1
6:00-10:30 P.M.	15.1	29.2	39.7	21.6	4.7	4.8

WJR - Detroit, Michigan

CKLW - Located in Windsor, Ontario but considered by the Mutual Broadcasting System as their Detroit outlet.

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PERIOD: July-August, 1945

CITY SIZE GROUP: 100,000-500,000

TIME ZONE: Eastern

GEOGRAPHIC AREA: Middle Atlantic

TRENTON, N.J.

STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	(CBS)	NBC	(ABC)	(MBS)	(NBC)	ALL OTHERS
		WABC	WTTM	WJZ	WOR	WEAF	
MORNING (Mon.-Fri.)							
9:00-12:00 NOON	10.5	16.4%	13.7%	33.6%	22.7%	6.4%	7.2%
AFTERNOON (Mon.-Fri.)							
12:00-3:00 P.M.	7.3	19.7	9.2	25.0	30.3	5.3	10.5
3:00-6:00 P.M.	6.6	7.9	20.6	14.3	22.2	17.5	17.5
12:00-6:00 P.M.	6.9	14.4	14.4	20.1	26.6	10.8	13.7
EVENING (Mon.-Sun.)							
6:00-8:00 P.M.	13.0	10.4	13.2	20.0	26.0	20.0	10.4
8:00-10:30 P.M.	15.4	13.0	5.7	19.3	36.0	19.5	6.5
6:00-10:30 P.M.	14.3	11.9	8.8	19.6	31.8	19.7	8.2

WABC - New York, N.Y.

WJZ - New York, N.Y.

WOR - New York, N.Y.

WEAF - New York, N.Y.

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PERIOD: July - August, 1945

CITY SIZE GROUP: 500,000-1,000,000

TIME ZONE: Eastern

GEOGRAPHIC AREA: South Atlantic

WASHINGTON, D. C.

STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS WTOP	NBC WRC	ABC WMAL	MBS WOL	WINX	WWDC	ALL OTHERS
MORNING (Mon.-Fri.)								
9:00-12:00 NOON	11.9	26.0%	22.1%	22.1%	8.7%	10.0%	4.8%	6.3%
AFTERNOON (Mon.-Fri.)								
12:00-3:00 P.M.	10.4	20.8	22.4	17.2	8.6	8.6	9.2	13.2
3:00-6:00 P.M.	11.1	15.2	27.3	16.2	10.5	8.9	12.0	9.9
12:00-6:00 P.M.	10.8	17.8	24.9	16.7	9.6	8.8	10.7	11.5
EVENING (Mon.-Sun.)								
6:00- 8:00 P.M.	16.6	18.0	26.6	15.9	11.2	6.1	10.2	12.0
8:00-10:30 P.M.	17.9	18.9	30.6	10.4	13.1	3.7	12.8	10.5
6:00-10:30 P.M.	17.3	18.5	28.9	12.7	12.3	4.7	11.7	11.2

CITY **CAB** REPORT

This city report is private, for members only, and is not for publication,

quotation, redistribution or reproduction in whole or in part.

PERIOD: July-August, 1945

CITY SIZE GROUP: 50,000-100,000

TIME ZONE: Eastern

GEOGRAPHIC AREA: Middle Atlantic

WILKES-BARRE, PA.

STATION INDEX (Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	STATION INDEX					ALL OTHERS
		(CBS) WGBI	NBC WBRE	(ABC) WJZ	MBS WBAX	(CBS) WABC	
MORNING (Mon.-Fri.)							
9:00-12:00 NOON	13.3	3.6%	47.3%	7.1%	37.5%	0.0%	4.5%
AFTERNOON (Mon.-Fri.)							
12:00-3:00 P.M.	13.4	†	42.9	3.8	33.3	0.0	0.0
3:00-6:00 P.M.	14.6	†	68.1	4.2	20.2	0.0	3.3
12:00-6:00 P.M.	14.0	†	56.3	4.0	26.3	0.0	1.8
EVENING (Mon.-Sun.)							
6:00-8:00 P.M.	17.3	5.1	58.4	4.2	29.0	0.0	3.3
8:00-10:30 P.M.	20.6	7.0	57.9	2.8	26.3	1.8	4.2
6:00-10:30 P.M.	19.2	6.2	58.2	3.4	27.3	1.1	3.8

WGBI - Scranton, Pa.
 WJZ - New York, N.Y.
 WABC - New York, N.Y.

† Weekday operating schedule for Radio Station WGBI is 6:00 A.M. to 12:30 P.M.; 1:30 P.M. to 4:30 P.M. and 5:30 P.M. to 1:05 A.M. Data for the afternoon indices have, therefore, been omitted.

CITY CAB REPORT

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PERIOD: July-August, 1945

CITY SIZE GROUP: 100,000-500,000

TIME ZONE: Eastern

GEOGRAPHIC AREA: South Atlantic

WILMINGTON, DELAWARE

Local Time	Average Sets-in-Use	STATION INDEX (Average Share of the Listening Audience)							
		(CBS) WCAU	NBC WDEL	(ABC) WFIL	MBS WILM	(MBS) WIP	(MBS) WOR	WPEN	ALL OTHERS
MORNING (Mon.-Fri.)									
9:00-12:00 NOON	12.9	11.9%	60.6%	11.1%	2.6%	5.1%	6.0%	1.0%	1.7%
AFTERNOON (Mon.-Fri.)									
12:00-3:00 P.M.	12.0	25.7	46.0	5.3	8.9	4.4	3.5	4.4	1.8
3:00-6:00 P.M.	12.8	11.7	60.8	5.0	4.2	5.0	0.8	10.8	1.7
12:00-6:00 P.M.	12.4	18.5	53.7	5.2	6.4	4.7	2.1	7.7	1.7
EVENING (Mon.-Sun.)									
6:00-8:00 P.M.	13.9	15.9	55.0	4.4	6.2	8.4	3.5	1.8	4.8
8:00-10:30 P.M.	17.6	24.3	45.5	9.9	2.7	11.5	1.1	0.5	4.5
6:00-10:30 P.M.	16.0	21.1	49.1	7.8	4.0	10.3	2.0	1.0	4.7

WCAU - Philadelphia, Pa.
 WFIL - Philadelphia, Pa.
 WIP - Philadelphia, Pa.
 WOR - New York, N.Y.

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PERIOD: July-August, 1945

CITY SIZE GROUP: 100,000-500,000

TIME ZONE: Eastern

GEOGRAPHIC AREA: New England

WORCESTER, MASS.

STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS WTAG	(NBC) WBZ	ABC WORC	MBS WAAB	WORL	ALL OTHERS
MORNING (Mon.-Fri.)							
9:00-12:00 NOON	14.7	26.9%	6.0%	44.0%	15.7%	3.7%	3.7%
AFTERNOON (Mon.-Fri.)							
12:00-3:00 P.M.	16.4	59.0	7.1	12.8	10.3	5.1	5.7
3:00-6:00 P.M.	12.7	38.7	21.8	16.1	12.9	6.5	4.0
12:00-6:00 P.M.	14.5	50.0	13.6	14.3	11.4	5.7	5.0
EVENING (Mon.-Sun.)							
6:00-8:00 P.M.	18.8	49.5	9.1	11.7	22.5	†	5.9
8:00-10:30 P.M.	21.8	54.5	12.9	13.4	16.4	†	2.8
6:00-10:30 P.M.	20.5	52.6	11.4	12.7	18.8	†	4.0

WBZ - Boston, Mass.

WORL - Boston, Mass.

† Radio Station WORL operates only until local sunset. Sign-off time for July, 1945 was 8:15 P.M. for August, 1945, 7:45 P.M. Data for the evening indices, therefore, not shown.