

GENERAL INTRODUCTION

The Report

COMPREHENSIVE HOOPERATINGS (containing I. UNIFORM NETWORK COMPETITION, II. SECTIONAL HOOPERATINGS and III. HOOPERATINGS CHARTBOOK) is published three times annually:

April	20th
June	20th
November	20th

Method and Scope

The random telephone coincidental method of interviewing is used exclusively in making the measurements reported here. This method has been used continuously by C. E. Hooper, Inc. since 1934. Every figure appearing in this Report is a percentage, either using 100% of the total sample called during the period reported on (example- "Sets-In-Use" and "Ratings"), or in the case of "Share of Audience" comparisons using, as 100% those homes found listening during the period reported on.

All percentages contained in this Report are based on data secured by telephone interviews under precise rules and regulations set forth in "HOOPER RADIO REPORTERS' FIELD MANUAL". The use of those standard instructions achieves uniformity and comparability in the field work during all time periods, between all stations, programs, networks, cities, etc. These rules apply to the detailed procedure to be followed by the interviewer in asking the following coincidental questions and recording the answers:

1. "Were you listening to your radio just now?"
2. "To what program were you listening, please?"
3. "What station please?"
4. (a) "What is advertised?"
(b) Audience composition questions.

The interviews are distributed evenly and continuously over the last 13 minutes of each 15 minute broadcast period.

Results obtained from the first question above are used for computation of "Sets-In-Use" percentages. The data on stations and programs "being listened to" are used to compute the "Hooperatings" and "Share of Audience".

Measurements are based on telephone homes in 33 cities geographically well distributed over the nation. (See map on third cover)



ADVERTISING AGENCIES

PLACING PROGRAMS REPORTED IN THIS ISSUE

(October, 1946 thru February, 1947 Source: Network Radio Logs)

ALBER, R. H., COMPANY
Pilgrim Hour

AUBREY, MOORE & WALLACE, INC.
True Detective Mysteries

AYER, N. W., & SON, INC.
Durante-Moore
Heres To Ya!
Hour of Charm
Telephone Hour

BATES, TED, INC.
A Day In the Life of Dennis Day
Can You Top This
Grand Slam
John J. Anthony (off the air)
Judy Canova Show
Kay Kyser
Policewoman

BATTEN, BARTON, DURSTINE & OSBORN, INC.
Adventures of Sam Spade
Boston Symphony Orchestra
Cavalcade of America
Hollywood Players
Inner Sanctum
King Cole Trio
Let's Pretend
Theatre Guild on the Air
Theatre of Today
The Listening Post

BENTON & BOWLES, INC.
Buck Rogers in the 25th Century
Family Hour
Fred Waring (Fla. Citrus) (off the air)
George Burns and Gracie Allen
House of Mystery
Jack Berch
Juvenile Jury
Kate Smith Speaks
Kenny Baker Show (Ivory Snow)
Portia Faces Life (Maxwell House Coffee)
Rosemary
When a Girl Marries (Baker's Chocolate,
Diamond Crystal Salt)

BERMINGHAM, CASTLEMAN & PIERCE, INC.
By Popular Demand (off the air)
Treasure Hour of Song

BIOW COMPANY, INC., THE
Crime Doctor
F.R.I. in Peace & War
Henry Morgan Show
It Pays to be Ignorant
Life of Riley (Oct. thru Jan. 15th)
Maisie
Rudy Vallee Show
Screen Guild Players
Suspense
Take It or Leave It

BLACKETT, HILL & CO.
Breakfast Club (Kay Daumit)
Captain Midnight

BROWN, E. L., ADVERTISING AGENCY
Easy Does It

BUCHANAN & COMPANY, INC.
Eddie Braaken Show
Metropolitan Opera
Teentimers Club

BURNETT, LEO, COMPANY, INC.
Fred Waring (Am. Meat)
H. V. Kaltenborn
Smilin' Ed. McConnell

CAMPBELL-EWALD COMPANY OF N.Y., INC.
New York Philharmonic

CECIL & PRESBRY, INC.
Twenty Questions

COMPTON ADVERTISING, INC.
Big Sister
Breakfast In Hollywood (P&G)
Kenny Baker Show (Crisco)
Life Can Be Beautiful (Ivory Flakes)
Mystery of the Week
Perry Mason (Crisco)
Queen for a Day (P&G) (off the air)
Right to Happiness
Road of Life (CBS)
Road of Life (NBC)
Truth or Consequences
Victor Borge Show Starring Benny
Goodman
Young Dr. Malone (Crisco)



ADVERTISING AGENCIES (Cont.)

COOPERATIVE

America's Town Meeting of the Air
 Baukhage Talking
 Cedric Foster
 Dick Tracy
 Elmer Davis
 Ethel and Albert
 Fulton Lewis
 John B. Kennedy (off the air)
 Raymond Swing (off the air)
 Walter Kiernan

DANCER-FITZGERALD-SAMPLE, INC.

American Album of Familiar Music
 American Melody Hour
 Backstage Wife
 Betty Crocker (ABC)(off the air)
 Betty Crocker (Oct. thru Nov.)(NBC)
 Bride and Groom
 Front Page Farrell
 Hollywood Jackpot
 Hymns of all Churches
 Jack Smith Show
 Joyce Jordan, M.D.
 Just Plain Bill
 Life Can Be Beautiful(Dreft, Spic & Span)
 Life of Riley (Jan. 30th thru Feb.)
 Light of the World
 Lone Ranger
 Lorenzo Jones
 Manhattan Merry-Go-Round
 Ma Perkins (CBS)
 Ma Perkins (NBC)
 Masquerade (Oct. & Nov.)
 Mr. Kean
 Our Gal, Sunday
 Pepper Young's Family (Dreft)
 Perry Mason (Dreft, Spic & Span)
 Real Stories From Real Life
 Romance of Helen Trent
 Stella Dallas
 Waltz Time
 Young Dr. Malone (Dreft)
 Young Widder Brown

D'ARCY ADVERTISING CO., INC.

Coke Club with Morton Downey (off the air)
 Spotlight Bands (off the air)

DOHERTY, CLIFFORD & SCHENFIELD, INC.

Break the Bank
 Mr. District Attorney

DUFFY, JIM, COMPANY

Upton Close(Dec. thru Feb.15th)(off the air)

DURSTINE, ROY S., INC.

Gabriel Heatter (Serutan)
 Victor H. Lindlar

ERWIN, WASEY & CO., INC.

Contented Program
 Gabriel Heatter(Semler)(off the air)
 Gabriel Heatter(Zonite)(off the air)
 Gabriel Heatter(Barbasol)(off the air)
 Lone Journey
 New Adventures of Sherlock Holmes

ESTY, WILLIAM & COMPANY, INC.

Abbott & Costello
 Blondie
 Bob Hawk Show
 Grand Ole Opry
 Vaughn Monroe Show

FEDERAL ADVERTISING AGENCY, INC.

Adventures of the Falcon

FOOTE, CONE & BELDING

Bob Hope
 Frank Morgan Program
 Give and Take (Jan & Feb.)
 Highways In Melody
 Hint Hunt

FOOTE, CONE & BELDING (Cont'd)

Hollywood Star Time
 Jack Benny
 Kate Smith Sings
 Reader's Digest-Radio Edition
 Tony Martin Show(off the air)
 Your Hit Parade

GAHAGAN, TURNBULL & CO., INC.

Samuel Pettengill

GARDNER ADVERTISING CO.

Checkerboard Jamboree(Ralston-Cereal)
 Checkerboard Jamboree(Ralston-Farm P)
 Mary Lee Taylor
 Saturday Night Serenade
 Tom Mix

GEYER, NEWELL & GANGER, INC.

Academy Award Theatre (off the air)

GITTENS, BERT S., ADVERTISING AGENCY

National Farm & Home Hour

GOTHAM ADVERTISING COMPANY, INC.

Lutheran Hour

GRANT ADVERTISING, INC.

Curtain Time
 Dr. I. Q.
 Nick Carter, Master Detective

GUMBINNER, LAWRENCE C., ADV. AGENCY, INC.

Dashiell Hammett's Pat Man

HAZARD ADVERTISING CO.

Doctor's Talk It Over, The



ADVERTISING AGENCIES (Cont.)

HIXSON-O'DONNELL ADVERTISING, INC.
Arthur Hale

HOGUE, HUBER, & SONS
William Lang

HONIG-COOPER COMPANY
Murder & Mr. Malone

HUMPHREY, H. B., COMPANY
Monitor Views the News

HUTCHINS ADVERTISING COMPANY, INC.
Bing Crosby
Breakfast Club (Philco)
Burl Ives

IVEY, NEAL D., COMPANY
Inside of Sports

JONES, DUANE, CO., INC.
Barry Cameron (off the air)
David Harum
Lora Lawton
Rose of My Dreams
Strange Romance of Evelyn Winters

KASTOR, FARRELL, CHESLEY & CLIFFORD, INC.
Don Ameche
Joyce Jordan, M.D.

KATZ, THE JOSEPH, COMPANY
Professor Quiz

KEELING & CO., INCORPORATED
I Deal In Crime
Michael Shayne, Private Detective (off the air)
Right Down Your Alley (off the air)

KENYON & ECKHARDT, INC.
Breakfast In Hollywood (Kellogg)
County Fair
Edwin C. Hill
Galen Drake
Hollywood Story
Home Edition (off the air)
Jean Sablon
Sunday Evening Hour
Superman
Try 'n' Find Me (off the air)

KUDNER AGENCY, INC.
Greatest Story Ever Told
Henry J. Taylor

LA ROCHE & ELLIS, INC.
Ladies Be Seated

LEPTON, AL PAUL, CO., INC.
It's Up to Youth

LENNEN & MITCHELL, INC.
Meet Me at Parky's
Mr. & Mrs. North (Oct. & Nov.) (off the air)
New Louella Parsons Show (Oct. & Nov.)
Songs By Sinatra
Walter Winchell (Oct. & Nov.)

LEWIN, A. W., CO.
It's Harvel Music Time

MACFARLAND, AVEYARD & COMPANY
Crimes of Carelessness

MACMANUS, JOHN & ADAM, INC.
Garden Gate

MAKLIM ASSOCIATES
Singing Sweethearts (off the air)

MATHES, J.M., INCORPORATED
Hoagy Carmichael Sings
Sparkle Time with Meredith Willson

MAXON INCORPORATED
Boxing Bout

MCCANN-ERICKSON, INC.
Breakfast Club (Swift-9:30) (Thursday)
Dr. Christian
Grand Central Station
Harvest of Stars
Sheriff, The
Ted Malone

McJUNKIN ADV. COMPANY
Give and Take (Oct. thru Dec.)
Shadow, The (Carey)

McKEE & ALBRIGHT, INC.
Jack Haley with Eve Arden

MEYERHOFF, ARTHUR & COMPANY
Gabriel Heatter Show (Mutual Benefit)
Mystery Is My Hobby (off the air)
Shadow, The (G. Barr)

MORSE INTERNATIONAL, INC.
Stradivari Orchestra (off the air)

NEEDHAM, LOUIS & BRORBY, INC.
Fibber McGee & Molly
Great Gildersleeve
Sky King



ADVERTISING AGENCIES (Cont.)

NEWELL-EMMETT CO.
Supper Club

OLIAN ADVERTISING COMPANY
Adventures of Bulldog Drummond (off the air)

ORR, ROBERT W., & ASSOCIATES, INC.
Mr. & Mrs. North (Dec. 15th only) (off the air)
New Louella Parsons Show (Dec. thru Feb.)
Walter Winchell (Dec. thru Feb.)

OWEN & CHAPPELL, INC.
Spotlight on America

PEDLAR & RYAN, INC.
Big Town
Pepper Young's Family (Camay)
This Is Hollywood

PRESBA, FELLERS & PRESBA, INC.
World Front

RAISBECK, ROBERT B., AGENCY
Danger, Dr. Danfield

RAMSEY, THE L. W., COMPANY
Bandwagon

REACH, CHARLES DALLAS, CO., INC.
Gangbusters

REEVES, KNOX, ADVERTISING, INC.
Betty Crocker (Dec. thru Feb.)
Guiding Light (off the air)
Jack Armstrong
Masquerade
Today's Children
Woman In White

ROCHE, WILLIAMS & CLEARY, INC.
Affairs of Ann Scotland (off the air)
Date with Judy
Grand Marquee
Lowell Thomas
Pot O'Gold
Sammy Kaye's Sunday Serenade
Upton Close (Oct. & Nov.)
Your Sports Question Box (off the air)

RUTHRAUFF & RYAN, INC.
Adventures of Ellery Queen (Nov. 15th only)
Amos 'n' Andy
Aunt Jenny
Bob and Victoria
Double or Nothing
Gene Autry Show
Hop Harrigan
Shadow, The (Del. Lack-West Coal Co.)
Surprise Party (off the air)
Those Websters
Your Thursday Meeting with Dick Haymes

ST. GEORGES & KEYES, INC.
Exploring the Unknown

SCHWIMMER & SCOTT INCORPORATED
Counterspy

SEEDS, RUSSEL M., CO., INC.
Adventurers' Club
Carmen Cavallaro Orchestra
People Are Funny
Red Skelton

SHAW-LE VALLY, INC.
That's Pinnegan

SHELDON, QUICK & McELROY, INC.
Special Investigator

SHERMAN & MARQUETTE, INC.
Bill Stern
Judy Canova Show
Mel Blanc Show
Terry and the Pirates

SORENSEN & COMPANY
Stars Over Hollywood

STERLING ADVERTISING AGENCY, INC.
Judy 'n' Jill 'n' Johnny (off the air)

SULLIVAN, STAUFFER, COLWELL & BOYLES, INC.
Adv. of Ellery Queen (Nov. 30th thru Feb.)
Bob Burns
Gabriel Heatter (Carter)
Jimmie Fidler
Mayor of the Town

SWANEY, DRAKE & BEMENT
Club Time

SWEENEY & JAMES CO.
Voice of Firestone

THOMPSON, J. WALTER, COMPANY
Breakfast Club (Swift -9:15)
Breakfast Club (Swift -9:30) (MTWTF)
Charlie McCarthy Show
Ford Show Starring Dinah Shore
Fred Allen
Information Please
Johns-Manville News
Music Hall
My True Story
One Man's Family
Parker Pen News
Radio Theatre
R.C.A. Victor Show
Tennessee Jed
William L. Shirer



ADVERTISING AGENCIES (Cont.)

TRACY-LOCKE CO., INC. OF TEXAS

Darts For Dough

WADE ADVERTISING AGENCY

Lum and Abner

News of the World

Queen for a Day (Miles)

Quiz Kids

Roy Rogers

YOUNG-RUBICAM, INC. (Cont'd)

Jean Davis Show

McGarry and His Mouse

Mystery Theatre

Portia Faces Life (Grapenuts Wheatmeal)

Second Mrs. Burton

Vox Pop

We, The People

When a Girl Marries (La France, Satina, Calumet)

WALKER AND DOWNING

Fishing & Hunting Club of the Air

WARWICK & LEGLER, INC.

Eddie Cantor Show

This Is Your F. B. I.

WEINTRAUB, WM. H. & CO., INC.

Crime Photographer

Drew Pearson

Monday Morning Headlines

Quick as a Flash

Warden Lawes' Crime Cases

WHEELOCK, WARD, COMPANY

Hildegards

Jack Carson Show

Robert Trout with the News Till Now

YOUNG-RUBICAM, INC.

Adventures of Ozzie & Harriet

Adventures of the Thin Man

Alan Young Show

Aldrich Family

Casebook of Gregory Hood

Duffy's Tavern

Eric Sevareid

Fannie Brice

G. E. House Party (off the air)

Ginny Simms Show



SECTION I

UNIFORM NETWORK COMPETITION

NOVEMBER - DECEMBER, 1946



UNIFORM NETWORK COMPETITION INTRODUCTION

THE REPORT

The *UNIFORM NETWORK COMPETITION* Report is published three times annually; using as a base homes called in July-August, November-December and March-April respectively each year.

The infrequent publication of this Report recognizes the fact that competition is the "other fellow's programming" over which a radio advertiser has no immediate control and from a frequent detailed analysis of which there could be no reward.

The publication of *UNIFORM NETWORK COMPETITION* also recognizes that, whereas "Network Program Hooperatings" are comparable with the past in definition, changed broadcasting practices involving increased reliance on re-broadcasts, transcriptions and second broadcasts, have in part altered the significance of the 33-City based "Network Program Hooperatings".

SCOPE

On the pages which follow are an alphabetic listing of sponsored Network programs with a bar chart showing for each program the program's "Share of Audience" followed by the "Share" for each of the other networks and "Others". It will be noted that no Ratings or "Sets-In-Use" are included in this Report. The reason is to prevent the confusion which might result by our publishing a Rating based on the Uniform Competition Cities which would inevitably differ from the Ratings previously released as the program's "Network Program Hooperating" and based on the program's individual broadcasts.

The broad two month base is used to eliminate week to week variations in competition conditions and thereby to arrive at a more substantial appraisal of program competition. It also provides a more adequate sample, for, as will be noted in the report of each program, there is a differing number of Hooper checking points in which competition from other network programs is uniform and as a result, in some instances less than a two month base would develop a sample inadequate for reliable analysis. Even the two month base fails to develop a sample adequate for analysis of all programs.



The East, North Central and Southern Hooper geographic areas are used as a base for this Report. (See map third cover). The Mountain and Pacific Areas are excluded because, due to rebroadcasts, local Pacific Coast programming, etc. the majority of transcontinental programs encounter different network competition in those areas than in the Eastern and Central time zones.

The Uniform Network Competition Cities upon which each program's "Share" is based becomes the greatest number of cities in which sponsored network programs are in direct competition. For example, if one of the competing programs is not broadcast in the Southern Area the base for the Uniform Network Competition Index would be only the East and North Central Areas.

The term "Various Programming" is necessarily used in presenting the Uniform Competition Index on Multi-week programs because Sponsored competition, though uniform, may differ from day-to-day or evening-to-evening.

The term "Various Sustaining" is listed for a competing network where during all of the periods serving as a base for this Report the network carried no sponsored network program.

Where a program is more than fifteen minutes in length the Uniform Competition Index is shown for each fifteen minute segment of the program. For 30, 45 or 60 minute programs which encounter sponsored network competition from programs occupying less broadcast time, the base for the UNIFORM COMPETITION INDEX is the number of cities common to the subject program and each of the shorter competing programs.

FOR EXAMPLE:

SUSPENSE (CBS, 8:00-8:30 P.M.) has the following network competition:

	<u>ABC</u>	<u>MBS</u>	<u>NBC</u>
8:00 - 8:15 P.M.	Lum & Abner	"Various Sustaining"	Aldrich Family
8:15 - 8:30 P.M.	Monitor Views News	"	"

For the 8:00-8:15 P.M. period Network Competition is uniform in 23 cities but for the 8:15-8:30 P.M. period the competition is uniform in but 19 cities. Suspense's UNIFORM NETWORK COMPETITION INDEX for both the charted 15 minute periods is, therefore, based on 19 cities.

UNIFORM NETWORK COMPETITION

Months: November, December, 1951

PROGRAM-SPONSOR AGENCY PLACING	NETWORK DAY N.Y.T.	UNIFORM NETWORK COMPETITION	SHARE OF AUDIENCE By Fifteen Minute Periods LISTENERS TO RADIO = 100%			
ABBOTT AND COSTELLO R. J. Reynolds Co. Wm. Esty & Co., Inc.	NBC - Thursday 10:00-10:30 PM	A - Various Sustaining C - Reader's Digest -Radio Edition M - Various Sustaining Base - 26 cities	N - 47.5	A- 5.9	C - 32.9	M- 6.7
			N - 47.8	A- 6.7	C - 33.9	M- 5.2
ACADEMY AWARD THEATRE E. R. Squibb & Sons Geyer, Cornell & Ganger, Ino.	CBS - Wednesday 10:00-10:30 PM	A - Bing Crosby M - Various Sustaining N - Frank Morgan Base - 27 Cities	C - 21.1	A - 40.8	M 4.0	N - 28.8
			C - 24.3	A - 41.6	M- 5.2	N - 24.0
A DAY IN THE LIFE OF DENNIS DAY Colgate-Palmolive-Peet Co. Ted Bates, Inc.	NBC - Thursday 7:30-8:00 P.M.	A - Professor Quiz C - Mr. Keen M - Arthur Hale (7:30 PM) Inside of Sports(7:45 PM)	DATA INADEQUATE			
			DATA INADEQUATE			
ADVENTURES OF ELLERY QUEEN Whitehall Pharmacal Co. Sullivan, Stauffer, Colwell & Bayles, Inc.	CBS - Wednesday 7:30-8:00 P.M.	A - Lone Ranger M - Various Sustaining (7:30 PM) N - Various Sustaining (7:45 PM) Base - 14 Cities	C - 28.4	A - 28.4	M-11.1	N - 21.4
			C - 32.3	A - 28.2	M 5.2	N - 24.7
ADVENTURES OF OZZIE & HARRIET International Silver Co. Young & Rubicam, Inc.	CBS - Sunday 6:00-6:30 PM	A - Sunday Evening Party M - Those Websters N - Various Sustaining Base - 23 Cities	C - 40.4	A - 14.0	M - 19.0	N - 16.8
			C - 44.7	A - 15.5	M - 18.6	N-12.4
ADVENTURES OF SAM SPADE Wildroot Co. Batten, Barton, Durstine & Osborn, Inc.	CBS - Sunday 8:00-8:30 P.M.	A - Various Sustaining M - Various Sustaining N - Charlie McCarthy Show Base - 26 Cities	C - 21.3	A- 6.8	M-9.4	N - 58.7
			C - 21.6	A 5.5	M-10.0	N - 58.9
ADVENTURES OF THE FALCON American Safety Razor Corp Federal Advertising Agency, Inc.	MBS - Tuesday 8:30-9:00 PM	A - Various Sustaining C - Mel Blanc John-Manville News (8:55 PM) N - Date With Judy Base - 27 Cities	M - 26.8	A- 7.8	C - 20.2	N - 39.2
			M - 23.4	A - 7.2	C - 22.3	N - 38.5

UNIFORM NETWORK COMPETITION

Months: November, December, 1946

PROGRAM-SPONSOR AGENCY PLACING	NETWORK DAY N.Y.T.	UNIFORM NETWORK COMPETITION	SHARE OF AUDIENCE By Fifteen Minute Periods LISTENERS TO RADIO = 100%				
			C	A	M	N	O
ADVENTURES OF THE THIN MAN General Foods Sales Co., Inc. Young & Rubicam, Inc.	CBS-Friday 8:30-8:55 PM	A-This Is Your F.B.I.	C - 35.4	A - 23.0	M - 8.1	N - 26.9	O - 6.6
		M-Various Sustaining					
		N-Alan Young Show	C - 29.2	A - 27.0	M - 5.5	N - 29.0	O - 9.3
		Base - 23 Cities					
AFFAIRS OF ANN SCOTLAND Raymond Laboratories Inc. & Nutnut Sales Co. - Div. M. R. Warner Co. Boche, Williams & Cleary, Inc.	ABC-Wednesday 9:00-9:30 PM	C-Songs By Sinatra	A - 11.6	C - 26.4	M - 16.1	N - 41.0	O - 4.9
		M-Gabriel Heatter (9:00 PM) Various Sustaining(9:15 PM)					
		N-Duffy's Tavern	A - 11.9	C - 27.8	M - 6.1	N - 46.8	O - 5.4
		Base - 26 Cities					
ALAN YOUNG SHOW Bristol - Myers Co. Young & Rubicam, Inc.	NBC-Friday 8:30-9:00 PM	A-This Is Your F.B.I.	N - 26.9	A - 23.0	C - 35.4	M - 8.1	O - 6.6
		C-Adventures of the Thin Man Johns-Manville News(8:55PM)					
		M-Various Sustaining	N - 28.3	A - 25.9	C - 30.7	M - 6.6	O - 8.5
		Base - 23 Cities					
ARCH FAMILY General Foods Sales Co., Inc. Young & Rubicam, Inc.	NBC-Thursday 8:00-8:30 PM	A-Lum 'n' Abner (8:00 PM) Monitor Views The News (8:15 PM)	N - 31.1	A - 11.0	C - 45.8	M - 5.1	O - 7.0
		C-Suspense					
		M-Various Sustaining	N - 39.5	A - 5.0	C - 42.1	M - 6.2	O - 7.2
		Base - 19 Cities					
AMERICAN ALBUM OF FAMILIAR MUSIC Sterling Drug Inc. Lancer-Fitzgerald-Sample	NBC-Sunday 9:30-10:00 PM	A-Jimmie Fidler (9:30 PM) Policewoman (9:45 PM)	N - 31.4	A - 23.3	C - 23.3	M - 17.9	O - 4.1
		C-Eddie Bracken Show					
		M-Double or Nothing	N - 32.6	A - 16.1	C - 26.5	M - 21.4	O - 3.8
		Base - 27 Cities					
AMERICAN MELODY HOUR Sterling Drug Inc. Lancer-Fitzgerald-Sample	CBS-Tuesday 7:30-8:00 PM	A-Various Sustaining	C - 31.0	A - 19.2	M - 12.7	N - 20.0	O - 17.1
		M-Arthur Hale (7:30 PM) Inside of Sports (7:45 PM)					
		N-Various Sustaining	C - 30.1	A - 21.0	M - 11.6	N - 21.4	O - 15.7
		Base - 7 Cities					
BOSS 'N' ANDY Ever Bros. Co. Luthrauff & Ryan, Inc.	NBC-Tuesday 9:00-9:30 PM	A-Various Sustaining	N - 48.1	A - 5.7	C - 20.3	M - 17.4	O - 8.1
		C-Vox Pop					
		M-Gabriel Heatter(9:00 PM) Various Sustaining(9:15 PM)	N - 52.3	A - 5.4	C - 24.4	M - 10.8	O - 7.1
		Base - 22 Cities					

UNIFORM NETWORK COMPETITION

Months: November, December, 1946

PROGRAM-SPONSOR AGENCY PLACING	NETWORK DAY N.Y.T.	UNIFORM NETWORK COMPETITION	SHARE OF AUDIENCE By Fifteen Minute Periods LISTENERS TO RADIO = 100%				
			M	A	C	N	O
HUR HALE Whitfield Oil Corp. of N.Y. Peterson O'Donnell Adv., Inc.	MBS - T Th Sa 7:30-7:45 PM	M - Various Programming C - Various Programming N - Various Programming Base - 4 Cities	M - 13.9	A - 11.3	C - 32.3	N - 22.1	O - 20.4
F JENNY Fisher Bros. Co. Schrauff & Ryan, Inc.	CBS - MTWTF 12:15-12:30 PM	A - Glamour Manor M - Coke Club with Morton Downey N - Various Sustaining Base - 9 Cities	C - 36.2	A - 15.8	M - 10.8	N - 15.2	O - 22.0
STAGE WIFE Merling Drug Inc. Fitzgerald-Sample (Not broadcast Friday, November 1st.)	NBC - MTWTF 4:00-4:15 PM	A - Various Sustaining C - G. E. Party, Various Sus. TT M - Various Sustaining Base - 27 Cities	N - 37.0	A - 9.7	C - 25.7	M - 10.6	O - 17.0
BANDWAGON W. Fitch Co. W. Ramsey Co.	NBC - Sunday 7:30-8:00 PM	A - Various Sustaining C - Blondie M - Various Sustaining Base - 26 Cities	N - 51.6	A - 9.8	C - 29.1	M - 6.1	O - 3.4
PACKAGE TALKING Cooperative	ABC - MTWTF 1:00-1:15 PM	C - Big Sister M - Various Sustaining N - Various Sustaining Base - 8 Cities	A - 19.8	C - 38.2	M - 9.9	N - 18.1	O - 14.0
SISTER Dexter & Gamble Co. Hampton Advertising, Inc.	CBS - MTWTF 1:00-1:15 PM	A - Baukhage Talking M - Various Sustaining N - Various Sustaining Base - 8 Cities	C - 38.2	A - 19.8	M - 9.9	N - 18.1	O - 14.0
TOWN Merling Drug Inc. Blair & Ryan, Inc.	CBS - Tuesday 8:00-8:30 PM	A - Lum 'n' Abner (8:00 PM) Various Sustaining (8:15 PM) M - Michael Shayne, Private Detective N - Rudy Vallee Base - 26 Cities	C - 43.5	A - 8.9	M - 14.8	N - 24.3	O - 8.5
L STERN † Ligate-Palmolive-Peet Co. Warman & Marquette, Inc.	NBC - Friday 10:30-10:45 PM	A - Various Sustaining C - Maisie M - Various Sustaining Base - 11 Cities	N - 21.3	A - 20.5	C - 34.5	M - 15.3	O - 8.4
G CROSBY SHOW Milco Corp. Michins Adv. Co., Inc.	ABC - Wednesday 10:00-10:30 PM	C - Academy Award Theatre M - Various Sustaining N - Frank Morgan Base - 27 Cities	A - 40.8	C - 21.1	M - 4.0	N - 28.8	O - 5.3
BANDWAGON Ligate-Palmolive-Peet Co. Esty & Co., Inc.	CBS - Sunday 7:30-8:00 PM	A - Various Sustaining M - Various Sustaining N - Bandwagon Base - 26 Cities	C - 29.1	A - 9.8	M - 6.1	N - 51.6	O - 3.4
			C - 34.7	A - 5.4	M - 6.5	N - 49.7	O - 3.7

† Excludes Eastern Area

UNIFORM NETWORK COMPETITION

Months: November, December, 1946

PROGRAM-SPONSOR AGENCY PLACING	NETWORK DAY N.Y.T.	UNIFORM NETWORK COMPETITION	SHARE OF AUDIENCE By Fifteen Minute Periods LISTENERS TO RADIO = 100%					
			N	A	C	M	O	
BURNS SHOW Whitehall Pharmacal Co. Sullivan, Stauffer, Colwell & Bayles, Inc.	NBC - Sunday 6:30-7:00 PM	A - Various Sustaining	N - 26.8	A - 10.8	C - 33.6	M - 25.1	O - 3.7	
		C - Kate Smith Sings						
		M - Nick Carter	N - 31.6	A - 13.2	C - 31.9	M - 20.1	O - 3.2	
		Base - 17 Cities						
DR HAWK SHOW J. Reynolds Co. Esty & Co., Inc.	CBS - Monday 7:30-8:00 PM	A - Lone Ranger	C - 38.1	A - 26.7	M - 9.6	N - 16.2	O - 9.4	
		M - Henry J. Taylor (7:30 PM) Inside of Sports (7:45 PM)						
		N - Various Sustaining	C - 38.1	A - 29.9	M - 4.4	N - 13.8	O - 13.8	
		Base - 11 Cities						
OB HOPE Pepsodent Div. - Lever Bros. Co. Foote, Cone & Belding	NBC - Tuesday 10:00-10:30 PM	A - Various Sustaining	N - 64.4		A - 5.9	C - 15.9	M - 7.7	O - 6.1
		C - Various Sustaining						
		M - Various Sustaining (10:00 PM) Upton Close (10:15 PM)	N - 61.0		A - 8.0	C - 17.5	M - 6.4	O - 7.1
		Base - 14 Cities						
BOXING BOUT Gillette Safety Razor Co. Maxon, Inc.	ABC - Friday 10:00-10:30	C - It Pays to Be Ignorant	A - 20.5	C - 32.1	M - 5.7	N - 32.4	O - 9.3	
		M - Spotlight on America						
		N - Mystery Theatre	A - 24.5	C - 32.1	M - 5.9	N - 31.3	O - 6.2	
		Base - 20 Cities						
BREAKFAST CLUB Kay Daumit, Inc. Hill, Blackett & Co., Inc.	ABC - MTWTF 9:00-9:15 AM	C - Various Sustaining	A - 27.4	C - 21.5	M - 16.0	N - 23.5	O - 11.6	
		M - Various Sustaining						
		N - Various Sustaining						
		Base - 25 Cities						
BREAKFAST CLUB Philco Products, Inc. Hutchins Adv. Co., Inc.	ABC - MTWTF 9:45-10:00 AM	C - Various Sustaining	A - 41.1	C - 20.5	M - 13.2	N - 14.5	O - 10.4	
		M - Various Sustaining						
		N - Various Sustaining						
		Base - 27 Cities						
BREAKFAST CLUB Swift & Co. McCann-Erickson, Inc. (Th.) J. Walter Thompson Co. (MTWF)	ABC - MTWTF 9:30-9:45 AM	C - Various Sustaining	A - 36.8	C - 21.6	M - 12.0	N - 17.7	O - 11.9	
		M - Various Sustaining						
		N - Various Sustaining						
		Base - 27 Cities						
BREAKFAST CLUB Swift & Co. J. Walter Thompson Co.	ABC - MTWTF 9:15-9:30	C - Various Sustaining	A - 37.1	C - 20.0	M - 13.2	N - 20.0	O - 9.4	
		M - Various Sustaining						
		N - Various Sustaining						
		Base - 26 Cities						
BREAKFAST IN HOLLYWOOD Kellogg Co. Kenyon & Eckhardt Inc.	ABC - MTWTF 11:15-11:30 AM	C - Various Sustaining	A - 35.2	C - 21.1	M - 9.6	N - 19.7	O - 14.4	
		M - Various Sustaining						
		N - Fred Waring						
		Base - 25 Cities						
BREAKFAST IN HOLLYWOOD Procter & Gamble Co. Compton Advertising, Inc.	ABC - MTWTF 11:00-11:15 AM	C - Various Sustaining	A - 30.9	C - 21.6	M - 11.0	N - 23.8	O - 12.7	
		M - Various Sustaining						
		N - Fred Waring						
		Base - 27 Cities						

UNIFORM NETWORK COMPETITION

Months: November, December, 1946

PROGRAM-SPONSOR AGENCY PLACING	NETWORK DAY N.Y.T.	UNIFORM NETWORK COMPETITION	SHARE OF AUDIENCE By Fifteen Minute Periods LISTENERS TO RADIO = 100%				
			A	C	M	N	O
BANK THE BANK Bristol - Myers Co. Sherry, Clifford & Shenfield, Inc.	ABC - Friday 9:00-9:30 PM	C - Ginny Simms' Show M - Gabriel Heatter (9:00 PM) Various Sustaining (9:15 PM) N - People Are Funny Base - 18 Cities	A - 22.0	C - 27.5	M - 16.2	N - 29.6	O - 4.7
			A - 25.6	C - 25.1	M - 8.3	N - 34.1	O - 6.9
HAIR AND GROOM Berling Drug Inc. Cancer-Fitzgerald-Sample	ABC - MTWTF 2:30-3:00 PM	C - Lene Journey (2:30 PM) Var. Prog. (2:45 PM Nov.) Rose-Dreams (2:45 PM Dec.) M - Queen for a Day N - Various sponsored pro- gramming - Nov. & Dec. Base - 13 Cities	A - 20.0	C - 19.3	M - 20.0	N - 23.2	O - 17.5
			A - 14.2	C - 20.4	M - 17.1	N - 27.4	O - 20.9
JACK ROGERS IN THE 25th CENTURY General Foods Sales Co., Inc. Benton & Bowles, Inc.	MBS - MTWTF 4:45-5:00 PM	A - Various Sustaining C - Hollywood Jackpot (MWF) N - Young Widder Brown Base - 10 Cities	M - 9.3	A - 13.2	C - 22.7	N - 33.2	O - 21.6
EARL IVES Milco Corp. Hutchins Adv. Co., Inc.	MBS - Friday 8:00-8:15	A - Various Sustaining C - Fannie Brice Show N - Highways in Melody Base - 23 Cities	M - 6.9	A - 15.0	C - 46.7	N - 23.3	O - 8.1
POPULAR DEMAND Monti Products Inc. Birmingham, Castleman & Pierce, Inc.	MBS - Thursday 9:30-10:00 PM	A - Various Sustaining C - Crime Photographer N - Jack Haley With Eve Arden	DATA INADEQUATE				
			DATA INADEQUATE				
DO YOU TOP THIS ? Colgate-Palmolive-Peet Co. Ed Bates, Inc.	NBC - Saturday 9:30-10:00 PM	A - New Adventures of Sherlock Holmes C - Your Hit Parade (9:30 PM) Saturday Night Serenade (9:45 PM) M - Various Sustaining Base - 21 Cities	N - 26.0	A - 22.4	C - 37.9	M - 8.1	O - 5.6
			N - 32.1	A - 20.8	C - 31.1	M - 7.1	O - 8.9
CAPTAIN MIDNIGHT Lander Co. Mill, Blackett & Co., Inc.	MBS - MTWTF 5:30-5:45 PM	A - Jack Armstrong C - Various Sustaining N - Just Plain Bill Base - 13 Cities	M - 12.6	A - 15.8	C - 14.1	N - 30.6	O - 26.9
GIUSEPPE CAVALLARO ORCHESTRA Heaffer Pen Co. Russell M. Seeds Co., Inc. (Figures exclude Dec. 15th data.)	NBC - Sunday 3:00-3:30 PM	A - Danger Dr. Danfield C - New York Philharmonic M - Various Sustaining Base - 22 Cities	N - 31.3	A - 14.8	C - 17.5	M - 11.1	O - 25.3
			N - 28.5	A - 13.4	C - 17.4	M - 15.7	O - 25.0

UNIFORM NETWORK COMPETITION

Months: November, December, 1946

PROGRAM-SPONSOR AGENCY PLACING	NETWORK DAY N.Y.T.	UNIFORM NETWORK COMPETITION	SHARE OF AUDIENCE By Fifteen Minute Periods LISTENERS TO RADIO = 100%					
			M	A	C	N	O	
CASEBOOK OF GREGORY HOOD Petri Wine Co. Young & Rubicam, Inc.	MBS - Monday 8:30-9:00 PM	A - Various Sustaining	M - 14.1	A - 19.6	C - 34.9	N - 23.1	O - 8.3	
		C - Joan Davis Show Johns-Manville News (8:55 PM)						
		N - Voice of Firestone	M - 10.4	A - 21.4	C - 36.2	N - 26.8	O - 5.2	
		Base - 21 Cities						
CAVALCADE OF AMERICA E. I. Du Pont De Nemours & Co., Inc. Batten, Barton, Durstine & Osborn, Inc.	NBC - Monday 8:00-8:30 PM	A - Lum 'n' Abner (8:00 PM) Various Sustaining (8:15 PM)	N - 27.9	A - 15.2	C - 37.2	M - 12.2	O - 7.5	
		C - Inner Sanctum						
		M - Various Sustaining	N - 27.0	A - 10.7	C - 43.4	M - 12.4	O - 6.5	
		Base - 25 Cities						
CEDRIC FOSTER Cooperative	MBS - MTWTF 2:00-2:15 PM	A - Various Sustaining C - Second Mrs. Burton N - Guiding Light - Today's Children Base - 7 Cities	M - 17.9	A - 14.8	C - 28.6	N - 24.5	O - 14.2	
CHARLIE MCCARTHY SHOW Standard Brands Inc. J. Walter Thompson Co.	NBC - Sunday 8:00-8:30 PM	A - Various Sustaining		N - 58.7	A - 6.8	C - 21.3	M - 9.4	O - 3.8
		C - Adventures of Sam Spade						
		M - Various Sustaining		N - 58.9	A - 5.5	C - 21.6	M - 10.0	O - 4.0
		Base - 26 Cities						
CHECKERBOARD JAMBOREE Ralston Purina Co. - Cereal Division Gardner Advertising Co.	MBS - Saturday 1:30-2:00 PM	A - Various Sustaining	M - 15.1	A - 12.3	C - 41.1	N - 11.0	O - 20.5	
		C - Grand Central Station						
		N - National Farm-Home Hour	M - 8.9	A - 16.5	C - 46.8	N - 6.3	O - 21.5	
		Base - 12 Cities						
CHECKERBOARD JAMBOREE Ralston Purina Co. - Farm Feed Product Div. Gardner Advertising Co.	MBS - Saturday 1:00-1:30 PM	A - Various Sustaining	M - 18.0	A - 17.2	C - 31.1	N - 9.8	O - 23.9	
		C - County Fair						
		N - Various Sustaining	M - 18.7	A - 10.6	C - 24.4	N - 20.3	O - 26.0	
		Base - 19 Cities						
CLUB TIME Club Aluminum Products Co. Trade Development Corp.	ARC - Monday 10:45-11:00 AM	C - Various Sustaining M - Various Sustaining N - Joyce Jordan, M.D. Base - 13 Cities	A - 17.8	C - 23.8	M - 12.9	N - 20.8	O - 24.7	
COKE CLUB WITH MORTON DOWNEY Coca-Cola Company D'Arcy Advertising Co. Inc.	MBS - MTWTF 12:15-12:30 PM	A - Glamour Manor C - Aunt Jenny N - Various Sustaining Base - 9 Cities	M - 10.8	A - 15.8	C - 36.2	N - 15.2	O - 22.0	

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PROGRAM-SPONSOR AGENCY PLACING	NETWORK DAY N.Y.T.	UNIFORM NETWORK COMPETITION	SHARE OF AUDIENCE By Fifteen Minute Periods LISTENERS TO RADIO = 100%							
CONTENTED PROGRAM Carnation Co. Erwin, Wasey & Co., Ltd.	NBC - Monday 10:00-10:30 PM	A - Doctors Talk It Over (10:00 PM) Various Sustaining (10:15 PM) C - Screen Guild Players M - Various Sustaining Base - 26 Cities	N - 20.0	A - 3.2				C - 64.6	M - 5.6	O - 5.6
			N - 21.0	A - 2.6				C - 66.4	M - 4.3	O - 5.7
DUNTERSPY Universal Match Co. - Schutter Candy Division Schwimmer & Scott Adv. Agency	ABC - Sunday 5:30-6:00 PM	C - Hoagy Carmichael Sings (5:30 PM) William L. Shirer (5:45 PM) M - Quick As a Flash N - Various Sustaining Base - 25 Cities	A - 26.3			C - 24.7	M - 25.0	N - 15.1	O - 7.9	
			A - 30.7			C - 21.0	M - 23.9	N - 15.6	O - 8.8	
COUNTY FAIR Borden Co. Kenyon & Eckhardt, Inc.	CBS - Saturday 1:30-2:00 PM	A - Various Sustaining M - Checkerboard Jamboree N - Various Sustaining Base - 19 Cities	C - 31.1			A - 17.2	M - 18.0	N - 9.8	O - 23.9	
			C - 24.4	A - 10.6	M - 18.7	N - 20.3	O - 26.0			
PRIME DOCTOR Phillip Morris & Co., Ltd., Inc. The Blow Company	CBS - Sunday 8:30-8:55	A - Various Sustaining M - Special Investigator (8:30 PM) Various Sustaining (8:45 PM) N - Fred Allen Base - 26 Cities	C - 23.6	A - 6.3	M - 5.8				N - 60.4	O - 3.9
			C - 23.1	A - 7.4	M - 5.6				N - 61.2	O - 2.7
PRIME PHOTOGRAPHER Anchor Hocking Glass Corp. Wm. H. Weintraub & Co., Inc.	CBS - Thursday 9:30-10:00 PM	A - Various Sustaining M - By Popular Demand (Nov. 7th) Treasure Hour of Song N - Jack Haley with Eve Arden Base - 20 Cities	C - 36.1			A - 9.7	M - 10.4	N - 39.4		O - 4.4
			C - 35.9			A - 9.2	M - 9.8	N - 37.1		O - 8.0
PRIMES OF CARELESSNESS National Board of Fire Underwriters Mac Farland, Areyard & Co. (Figures exclude Dec. 15th data.)	MRS - Sunday 3:30-4:00 PM	A - Various Sustaining (3:30 PM) Sam Pettengill (3:45 PM) C - New York Philharmonic N - One Man's Family Base - 13 Cities	M - 9.4	A - 7.4	C - 19.3		N - 37.3		O - 26.6	
			M - 17.5	A - 3.9	C - 15.7		N - 33.6		O - 29.3	
CURTAIN TIME Mars, Inc. Grant Advertising, Inc.	NBC - Saturday 7:30-8:00 PM	A - Various Sustaining C - Vaughn Monroe Show M - Arthur Hale (7:30 PM) Various Sustaining (7:45 PM) Base - 5 Cities	N - 29.7		A - 4.8	C - 27.9		M - 15.4	O - 21.2	
			N - 26.9		A - 9.6	C - 34.3		M - 15.4	O - 14.8	

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PROGRAM-SPONSOR AGENCY PLACING	NETWORK DAY N.Y.T.	UNIFORM NETWORK COMPETITION	SHARE OF AUDIENCE By Fifteen Minute Periods LISTENERS TO RADIO = 100%				
			A	C	M	N	O
DANGER DR. DANFIELD Knox Co. Robert B. Raisbeck Agency (Figures exclude Dec. 15th data.)	ABC - Sunday 3:00-3:30 PM	C - New York Philharmonic M - Various Sustaining N - Carmen Cavallaro Base - 22 Cities	A - 14.8	C - 17.5	M - 11.1	N - 31.3	O - 25.3
			A - 13.4	C - 17.4	M - 15.7	N - 28.5	O - 25.0
DARTS FOR DOUGH Dr. Pepper Co. Tracy-Locke Co., Inc. of Texas	ABC - Sunday 5:00-5:30 PM	C - Family Hour M - Shadow, The N - Various Sustaining Base - 14 Cities	A - 14.7	C - 19.5	M - 32.0	N - 18.4	O - 15.4
			A - 16.1	C - 20.4	M - 38.9	N - 12.9	O - 11.7
DATE WITH JUDY Lewis-Howe Co. Roche, Williams & Cleary, Inc.	NBC - Tuesday 8:30-9:00 PM	A - Various Sustaining C - Mel Blanc Johns-Manville News (8:55 PM) M - Adventures of the Falcon Base - 27 Cities	N - 39.2	A - 7.8	C - 20.2	M - 26.8	O - 5.0
			N - 38.5	A - 7.2	C - 22.3	M - 23.4	O - 8.6
DAVID HARUM R. T. Babbitt, Inc. Duane Jones Co.	NBC - MTWTF 11:45-12:00 N	A - Ted Malone (MWF) Wm. Lang (TT) C - Rosemary M - Victor H. Lindlahr Base - 14 Cities	N - 17.4	A - 18.6	C - 36.9	M - 9.0	O - 18.1
			DATA INADEQUATE				
DICK TRACY Cooperative	ABC - MTWTF 4:45-5:00 P.M.	C - Hollywood Jackpot (MWF) M - Buck Rogers In the 25th Century N - Young Wilder Brown	DATA INADEQUATE				
			DATA INADEQUATE				
DR. CHRISTIAN Chesebrough Mfg. Co. Mc Cann-Erickson, Inc.	CRS - Wednesday 8:30-8:55 PM	A - Fishing and Hunting Club of the Air M - It's Up To Youth N - Great Gildersleeve Base - 18 Cities	C - 36.2	A - 7.3	M - 7.1	N - 40.4	O - 9.0
			C - 32.0	A - 6.0	M - 7.1	N - 49.4	O - 2.5
DR. I. G. † Mars, Inc. Grant Advertising, Inc.	NBC - Monday 10:30-11:00 PM	A - Various Sustaining C - Bob Hawk Rebroadcast M - Various Sustaining Base - 11 Cities	N - 34.5	A - 4.4	C - 42.5	M - 9.1	O - 9.0
			N - 38.5	A - 4.6	C - 38.6	M - 11.6	O - 6.6
DOCTOR'S TALK IT OVER, THE American Cyanamid Co. Hazard Advertising Co.	ABC - Monday 10:00-10:15 PM	C - Screen Guild Players M - Various Sustaining N - Contanted Program Base - 26 Cities	A - 3.2	C - 64.6	M - 5.6	N - 20.0	O - 6.0
			DATA INADEQUATE				

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PROGRAM-SPONSOR AGENCY PLACING	NETWORK DAY N.Y.T.	UNIFORM NETWORK COMPETITION	SHARE OF AUDIENCE By Fifteen Minute Periods LISTENERS TO RADIO = 100%					
DON AMECHE SHOW Procter & Gamble Co. Kastor, Farrell, Chesley & Clifford	NBC - Sunday 10:00-10:30 PM	A - Theatre Guild on the Air C - Take It Or Leave It M - Gabriel Heatter's - A Brighter Tomorrow Base - 27 Cities	N - 20.2	A - 22.4	C - 44.6		M - 0 - 7.9	O - 4.9
			N - 16.5	A - 25.3	C - 49.6		M - 0 - 6.5	O - 2.1
DOUBLE OR NOTHING Pharmaco, Inc. Ruthrauff & Ryan, Inc.	MBS - Sunday 9:30-10:00 PM	A - Jimmie Fidler (9:30 PM) Policewoman (9:45 PM) C - Eddie Bracken Show N - American Album of Familiar Music Base - 27 Cities	M - 17.9	A - 23.3	C - 23.3	N - 31.4		O - 3.4
			M - 21.4	A - 16.1	C - 26.5	N - 32.6		O - 3.4
DREW PEARSON Frank H. Lee Co. Wm. H. Weintraub, Inc.	ABC - Sunday 7:00-7:15 PM	C - Gene Autry Show M - Various Sustaining N - Jack Benny Base - 24 Cities	A - 21.8	C - 13.7	M - 5.8	N - 55.0		O - 3.7
			DUFFY'S TAVERN Bristol-Myers Co. Young & Rubican, Inc.	NBC - Wednesday 9:00-9:30 PM	A - Affairs of Ann Scotland C - Songs By Sinatra M - Gabriel Heatter (9:00PM) Various Sustaining (9:15 PM) Base - 26 Cities	N - 41.0		A - 11.6
N - 46.8	A - 11.9	C - 27.8				M - 8.1	O - 5.4	
DURANTE-MOORE United Rexall Drug Co. N. W. Ayer & Son, Inc.	CBS - Friday 9:30-10:00 PM	A - Sheriff, The Various Sustaining (9:55 PM) M - Spotlight Bands (Nov.) Various Sustaining (Dec.) N - Waltz Time Base - 27 Cities	C - 35.6	A - 24.2		M - 8.0	N - 27.4	O - 4.8
			C - 38.2	A - 22.6		M - 8.3	N - 26.0	O - 4.9
EDDIE BRACKEN SHOW Texas Co. Buchanan & Co., Inc.	CBS - Sunday 9:30-10:00 PM	A - Jimmie Fidler (9:30 PM) Policewoman (9:45 PM) M - Double or Nothing N - American Album of Familiar Music Base - 27 Cities	C - 23.3	A - 23.3	M - 17.9	N - 31.4		O - 4.1
			C - 26.5	A - 16.1	M - 21.4	N - 32.6		O - 3.4
EDDIE CANTOR SHOW † Pabst Sales Co. Warwick & Legler, Inc.	NBC - Thursday 10:30-11:00 PM	A - Various Sustaining C - That's Pinnegan M - Various Sustaining	DATA INADEQUATE					
			DATA INADEQUATE					
EDWIN C. HILL Southern Cotton Oil Co. Kenyon & Eckhardt, Inc.	ABC - MTWTF 3:30 - 3:45 P.M.	C - Various Sustaining M - Various Sustaining N - Pepper Young's Family	DATA INADEQUATE					
			DATA INADEQUATE					

Excludes Eastern Area

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PROGRAM-SPONSOR AGENCY PLACING	NETWORK DAY N.Y.T.	UNIFORM NETWORK COMPETITION	SHARE OF AUDIENCE By Fifteen Minute Periods LISTENERS TO RADIO - 100%				
ELMER DAVIS Cooperative	ABC-MTU 7:15-7:30 PM	C-Jack Smith M-Various Sustaining N-News of the World	DATA INADEQUATE				
ETHEL & ALBERT Cooperative	ABC-MTWTF 2:15-2:30 PM	C-Perry Mason M-Various Sustaining N-Today's Children (Nov.) Woman in White (Dec.)	DATA INADEQUATE				
EXPLORING THE UNKNOWN Revere Copper & Brass, Inc. St. Georges & Keyes, Inc.	MBS-Sunday 9:00-9:30 PM	A-Walter Winchell (9:00 PM) New Louella Parsons Show (9:15 PM)	M-8.6	A - 49.1	C - 13.8	N - 26.7	
		C-Hildegard N-Manhattan Merry-Go-Round Base - 27 Cities	M - 13.9	A - 29.5	C - 16.6	N - 36.0	O - 4.4
FAMILY HOUR Prudential Insurance Co. of America Benton & Bowles, Inc.	CBS-Sunday 5:00-5:30 PM	A-Darts for Dough M-Shadow, The	C - 19.5	A - 14.7	M - 32.0	N - 18.4	O - 15.4
		N-Various Sustaining Base - 14 Cities	C - 20.4	A - 16.1	M - 38.9	N - 12.9	O - 11.7
FANNIE BRICE SHOW General Foods Sales Co., Inc. Young & Rubicam, Inc.	CBS-Friday 8:00-8:30 PM	A-Various Sustaining M-Burl Ives (8:00 PM) Various Sustaining (8:15 PM)	C - 46.7	A - 15.0	M - 6.9	N - 23.3	O - 6.1
		N-Highways in Melody Base - 23 Cities	C - 46.9	A - 16.3	M - 4.0	N - 25.7	O - 7.1
F.B.I. IN PEACE & WAR Procter & Gamble Co. The Biow Company	CBS-Thursday 8:30-8:55 PM	A-Various Sustaining M-Various Sustaining	C - 37.1	A - 9.7	M - 4.9	N - 42.7	O - 5.6
		N-George Burns & Gracie Allen Base - 27 Cities	C - 38.5	A - 10.2	M - 4.2	N - 41.7	O - 5.4
FIBBER MCGEE & MOLLY S. C. Johnson & Son, Inc. Needham, Louis & Brorby, Inc.	NBC-Tuesday 9:30-10:00 PM	A-Various Sustaining C-Hollywood Players	N - 58.7	A - 7.4	C - 19.9	M - 7.0	O - 7.0
		M-Various Sustaining Base - 24 Cities	N - 60.1	A - 7.2	C - 19.3	M - 6.6	O - 6.8
FISHING & HUNTING CLUB OF THE AIR Mail Pouch Tobacco Co. Walker & Downing	ABC Wednesday 8:30-9:00 PM	C-Dr. Christian Johns-Manville News (8:55 PM)	A - 7.3	C - 36.2	M - 7.1	N - 40.4	O - 9.0
		M-It's Up to Youth N-Great Gildersleeve Base - 18 Cities	A - 6.4	C - 32.0	M - 7.8	N - 46.8	O - 7.0

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PROGRAM-SPONSOR AGENCY PLACING	NETWORK DAY N.Y.T.	UNIFORM NETWORK COMPETITION	SHARE OF AUDIENCE By Fifteen Minute Periods LISTENERS TO RADIO = 100%					
			C	A	M	N	O	
FORD SHOW STARRING DINAH SHORE Ford Motor Co. J. Walter Thompson Co.	CBS-Wednesday 9:30-10:00 PM	A-Pot o' Gold M-Spotlight Bands (Nov.) Various Sustaining (Dec.) N-Mr. District Attorney Base - 26 Cities	C - 28.1	A - 9.8	M - 5.9	N - 52.0	O - 4.2	
			C - 23.0	A - 14.6	M - 5.6	N - 52.9	O - 3.9	
FRANK MORGAN SHOW American Cigarette & Cigar Co. Foots, Cons & Belding	NBC-Wednesday 10:00-10:30 PM	A-Bing Crosby C-Academy Award Theatre M-Various Sustaining Base - 27 Cities	N - 28.8	A - 40.8	C - 21.1	M - 4.0	O - 5.3	
			N - 24.0	A - 41.5	C - 24.3	M - 5.2	O - 4.9	
FRED ALLEN SHOW Standard Brands Inc. J. Walter Thompson Co.	NBC-Sunday 8:30-9:00 PM	A-Various Sustaining C-Crime Doctor Parker Pen News (8:55 PM) M-Spec. Investigator (8:30 PM) Various Sustaining (8:45 PM) Base - 26 Cities	N - 60.4	A - 6.3	C - 23.6	M - 5.8	O - 3.9	
			N - 59.0	A - 8.5	C - 24.5	M - 5.2	O - 2.6	
RICK WARING SHOW American Meat Institute Leo Burnett Co., Inc.	NBC-TT 11:00-11:30 AM	A-Breakfast in Hollywood C-Various Sustaining M-Various Sustaining Base - 25 Cities	N - 24.5	A - 31.8	C - 20.5	M - 9.8	O - 13.4	
			N - 18.2	A - 35.8	C - 21.1	M - 9.6	O - 15.3	
RED WARING SHOW Florida Citrus Commission Benton & Bowles, Inc. (Figures based on November data only.)	NBC-MTF 11:00-11:30 AM	A-Breakfast Club C-Various Sustaining M-Various Sustaining Base - 25 Cities	N - 24.3	A - 29.8	C - 21.1	M - 11.5	O - 13.3	
			N - 19.7	A - 37.2	C - 21.4	M - 9.4	O - 12.3	
FRONT PAGE FARRELL Whitehall Pharmaceutical Co. Dancer-Fitzgerald-Sample	NBC-MTWTf 5:45-6:00 PM	A-Tennessee Jed C-Various Sustaining M-Tom Mix Base - 9 Cities	N - 27.8	A - 14.5	C - 15.7	M - 15.3	O - 26.7	
WULTON LEWIS Cooperative	MBS-MTWTf 7:00-7:15 PM	A-Various Sustaining C-Mystery of the Week N-Supper Club Base - 12 Cities	M - 23.0	A - 6.9	C - 18.6	N - 37.4	O - 14.1	
GABRIEL HEATTER R. B. Semler, Inc. Erwin, Wasey & Co., Ltd.	MBS-Monday 9:00-9:15 PM	A-Various Sustaining C-Radio Theatre N-Telephone Hour Base - 26 Cities	M - 14.1	A - 11.5	C - 52.0	N - 18.8	O - 3.6	
			M - 18.0	A - 8.3	C - 24.7	N - 42.0	O - 7.0	
GABRIEL HEATTER Zonite Corp. Erwin, Wasey & Co., Ltd.	MBS-TT 9:00-9:15 PM	A-Various Sustaining C-Various Programming N-Various Programming Base - 22 Cities	M - 18.0	A - 8.3	C - 24.7	N - 42.0	O - 7.0	

UNIFORM NETWORK COMPETITION

Months: November, December, 1946

PROGRAM-SPONSOR AGENCY PLACING	NETWORK DAY N.Y.T.	UNIFORM NETWORK COMPETITION	SHARE OF AUDIENCE By Fifteen Minute Periods LISTENERS TO RADIO - 100%			
			M	A	C	N
GABRIEL HEATTER Barbasol Co. Erwin, Wasey & Co., Ltd.	MBS - Wednesday 9:00-9:15 PM	A - Affairs of Ann Scotland C - Songs By Sinatra N - Duffy's Tavern Base - 27 Cities	M - 16.0	A - 11.5	C - 26.5	N - 41.2
GABRIEL HEATTER Serutan Co. Roy S. Durstine, Inc.	MBS - Friday 9:00-9:15 PM	A - Break the Bank C - Ginny Simms Show N - People Are Funny Base - 18 Cities	M - 15.2	A - 22.0	C - 27.5	N - 29.6
GABRIEL HEATTER'S - A BRIGHTER TOMORROW Mutual Benefit, Health & Accident Ass'n of Omaha Arthur Myerhoff & Co., Inc.	MBS - Sunday 10:00-10:30 PM	A - Theatre Guild on the Air C - Take It or Leave It N - Don Ameche Show Base - 27 Cities	M - 7.9	A - 22.4	C - 44.6	N - 20.2
			M - 6.5	A - 25.3	C - 49.6	N - 16.5
GANGBUSTERS L. C. Waterman Co. Charles Dallas Reach Co.	ABC - Saturday 9:00-9:30 PM	C - Your Hit Parade M - Various Sustaining N - Roy Rogers Show Base - 26 Cities	A - 31.4	C - 35.9	M - 5.5	N - 22.2
			A - 34.3	C - 32.9	M - 4.9	N - 22.9
GENE AITRY SHOW Wrisley Co. Ruthrauff & Ryan, Inc.	CBS - Sunday 7:00-7:30 PM	A - Drew Pearson (7:00 PM) Monday Morning Headlines (7:15 PM) M - Various Sustaining N - Jack Benny Base - 24 Cities	C - 13.7	A - 21.8	M - 5.8	N - 55.0
			C - 16.0	A - 11.1	M - 6.3	N - 63.8
G. E. HOUSE PARTY General Electric Co. Young & Rubicam, Inc.	CBS - MWF 4:00-4:25 PM	A - Various Sustaining M - Various Sustaining N - Backstage Wife (4:00 PM) Stella Dallas (4:15 PM) Base - 27 Cities	C - 26.8	A - 6.7	M - 10.8	N - 35.6
			C - 20.5	A - 10.6	M - 10.3	N - 42.6
GEORGE BURNS AND GRACIE ALLEN General Foods Sales Co., Inc. Benton & Bowles, Inc.	NBC - Thursday 8:30-9:00 PM	A - Various Sustaining C - F.B.I. In Peace and War Johns-Manville, News (8:55 PM) M - Various Sustaining Base - 27 Cities	N - 42.7	A - 9.7	C - 37.1	M - 4.9
			N - 41.1	A - 10.6	C - 37.0	M - 5.8
GINNY SIMMS' SHOW Borden Co. Young & Rubicam, Inc.	CBS - Friday 9:00-9:30 PM	A - Break the Bank M - Gabriel Heatter (9:00 PM) Various Sustaining (9:15 PM) N - People Are Funny Base - 18 Cities	C - 27.5	A - 22.0	M - 16.2	N - 29.6
			C - 25.1	A - 25.6	M - 8.3	N - 34.1

UNIFORM NETWORK COMPETITION

Months: November, December, 1946

PROGRAM-SPONSOR AGENCY PLACING	NETWORK DAY N.Y.T.	UNIFORM NETWORK COMPETITION	SHARE OF AUDIENCE By Fifteen Minute Periods LISTENERS TO RADIO=100%				
GIVE AND TAKE American Home Products Corp. American Home Foods Inc., Div. McJunkin Advertising, Inc.	CBS - Saturday 11:30-12:00 N	A - Various Sustaining M - Various Sustaining N - Smilin' Ed Mc Connell Base - 27 Cities	C - 36.3	A - 14.6	M - 14.0	N - 18.5	O - 16.6
			C - 36.8	A - 9.9	M - 11.1	N - 18.7	O - 23.5
GLAMOUR MANOR Procter & Gamble Co. Benton & Bowles, Inc. Compton Advertising, Inc.	ABC - MTWTF 12:00-12:30 PM	C - Kate Smith (12:00 N) Aunt Jenny (12:15 PM) M - Various Sustaining (12:00 N) Coke Club with Morton Downey (12:15 PM) N - Various Sustaining Base - 9 Cities	A - 15.1	C - 37.5	M - 9.4	N - 18.4	O - 19.6
			A - 15.8	C - 36.2	M - 10.8	N - 15.2	O - 22.0
GRAND CENTRAL STATION Pillsbury Flour Mills Co. McCann-Erickson, Inc.	CBS - Saturday 1:00-1:30 PM	A - Various Sustaining M - Checkerboard Jamboree N - National Farm & Home Hour Base - 12 Cities	C - 41.1	A - 12.3	M - 15.1	N - 11.0	O - 20.5
			C - 46.8	A - 16.5	M - 8.9	N - 6.3	O - 21.5
GRAND OLE OPRY † R. J. Reynolds Co. Wm. Esty & Co., Inc.	NBC - Saturday 10:30-11:00 PM	A - Various Sustaining C - This Is Hollywood (10:30 PM) Various Sustaining (10:45 PM) M - Various Sustaining Base - 11 Cities	N - 38.2	A - 15.4	C - 27.6	M - 9.4	O - 9.4
			N - 34.2	A - 21.0	C - 27.9	M - 8.4	O - 8.5
GUIDING LIGHT General Mills, Inc. Knox Reeves Adv., Inc. (Based on Nov. data only)	NBC - MTWTF 2:00-2:15 PM	A - Various Sustaining C - Second Mrs. Burton M - Cedric Foster Base - 7 Cities	N - 20.4	A - 13.6	C - 32.7	M - 17.7	O - 15.6
GRAND SLAM Continental Baking Co., Inc. Ted Bates, Inc.	CBS - MTWTF 11:30-11:45 AM	A - Home Edition M - Various Sustaining N - Jack Barch Base - 16 Cities	C - 28.4	A - 23.6	M - 9.2	N - 19.9	O - 18.9
GREAT GILDERSLEEVE Kraft Foods Co. Needham, Louis & Brorby, Inc.	NBC - Wednesday 8:30-9:00 PM	A - Fishing and Hunting Club of the Air C - Dr. Christian Johns-Manville News (8:55 PM) M - It's Up to Youth Base - 18 Cities	N - 40.4	A - 7.3	C - 36.2	M - 7.1	O - 9.0
			N - 46.8	A - 6.4	C - 32.0	M - 7.8	O - 7.0
HARVEST OF STARS International Harvester Co. McCann-Erickson, Inc. (Figures exclude Dec. 15th data.)	NBC - Sunday 2:30-3:00 PM	A - Various Sustaining C - Stradivari Orchestra M - Various Sustaining Base - 21 Cities	N - 33.2	A - 15.5	C - 13.9	M - 9.7	O - 27.7
			N - 31.3	A - 12.2	C - 14.8	M - 9.0	O - 32.7

Excludes Eastern Area

UNIFORM NETWORK COMPETITION

Months: November, December, 1946

PROGRAM-SPONSOR AGENCY PLACING	NETWORK DAY N.Y.T.	UNIFORM NETWORK COMPETITION	SHARE OF AUDIENCE By Fifteen Minute Periods LISTENERS TO RADIO=100%				
HEADLINE EDITION Cooperative	ABC - MTWTF 7:00-7:15 PM	C - <i>Mystery of the Week</i> M - <i>Fulton Lewis</i> N - <i>Supper Club</i>	DATA INADEQUATE				
HENRY J. TAYLOR General Motors, Inc. Kudner Agency, Inc.	MBS - M & P 7:30-7:45 PM	A - <i>Lone Ranger</i> C - <i>Various Programming</i> N - <i>Various Sustaining</i> Base - 12 Cities	M - 9.2	A - 27.7	C - 30.7	N - 19.4	O - 13.0
HENRY MORGAN SHOW † Eversharp, Inc. The Blow Company	ABC - Wednesday 10:30-11:00 PM	C - <i>Information Please</i> M - <i>Various Sustaining</i> N - <i>Kay Kyser</i> Base - 9 Cities	A - 27.7		C - 29.0	M - 9.2	N - 30.3
			A - 16.2	C - 32.9	M - 9.4	N - 37.6	
HIGHWAYS IN MELODY Cities Service Co. Foote, Cone & Belding	NBC - Friday 8:00-8:30 PM	A - <i>Various Sustaining</i> C - <i>Fannie Brice Show</i> M - <i>Burl Ives (8:00 PM)</i> <i>Various Sustaining (8:15 PM)</i> Base - 23 Cities	N - 23.3	A - 15.0	C - 46.7	M - 6.9	O - 8.1
			N - 25.7	A - 16.3	C - 46.9	M - 4.0	O - 7.1
HILDEGARDE Campbell Soup Co. Ward Wheelock Co.	CBS - Sunday 9:00-9:30 PM	A - <i>Walter Winchell (9:00 PM)</i> <i>New Louella Parsons Show (9:15 PM)</i> M - <i>Exploring the Unknown</i> N - <i>Manhattan Merry-Go-Round</i> Base - 27 Cities	C - 13.8	A - 49.1	M - 8.6	N - 26.7	
			C - 16.6	A - 29.5	M - 13.9	N - 36.0	
HOAGY CARMICHAEL SINGS Ludens, Inc. J. M. Mather, Inc.	CBS - Sunday 5:30-5:45 PM	A - <i>Counterspy</i> M - <i>Quick As A Flash</i> N - <i>Various Sustaining</i> Base - 25 Cities	C - 24.7	A - 26.3	M - 25.0	N - 16.1	O - 7.9
HOLLYWOOD JACKPOT Whitehall Pharmacal Co. Dancer-Fitzgerald-Sample	CBS - MWF 4:30-5:00 PM	A - <i>Various Sustaining</i> M - <i>Various Sustaining (4:30 PM)</i> <i>Buck Rogers in the 25th Century (4:45 PM)</i> N - <i>Lorenzo Jones (4:30 PM)</i> <i>Young Wilder Brown (4:45 PM)</i> Base - 10 Cities	C - 23.2	A - 12.4	M - 7.2	N - 36.7	O - 18.5
			C - 24.2	A - 12.9	M - 7.1	N - 36.3	O - 19.5
HOLLYWOOD PLAYERS Cresta Blanca Wine Co. Batten, Barton, Durstine & Osborn, Inc.	CBS - Tuesday 9:30-10:00 PM	A - <i>Various Sustaining</i> M - <i>Various Sustaining</i> N - <i>Fibber McGee & Molly</i> Base - 24 Cities	C - 19.9	A - 7.4	M - 7.0	N - 58.7	O - 7.0
			C - 19.3	A - 7.2	M - 6.6	N - 60.1	O - 6.8

† Excludes Eastern Area

UNIFORM NETWORK COMPETITION

Months: November, December, 1946

PROGRAM-SPONSOR AGENCY PLACING	NETWORK DAY N.Y.T.	UNIFORM NETWORK COMPETITION	SHARE OF AUDIENCE By Fifteen Minute Periods LISTENERS TO RADIO = 100%					
HOLLYWOOD STAR TIME Frigidaire Div.-General Motors Corp. Foote, Cone & Belding	CBS - Saturday 8:00-8:30 PM	A - Various Sustaining M - Twenty Questions N - Life of Riley Base - 24 Cities	C - 22.4	A - 15.7	M - 14.2	N - 40.4	0 - 7.3	
			C - 20.9	A - 13.9	M - 14.8	N - 39.9	0 - 10.5	
HOME EDITION Kellogg Co. Kenyon & Eckhardt, Inc.	ABC - MTWTF 11:30-11:45 AM	C - Grand Slam M - Various Sustaining N - Jack Berch Base - 16 Cities	A - 23.6	C - 28.4		M - 9.2	N - 19.9	0 - 18.9
HOUR OF CHARM Electric Companies Adv. Program H. W. Ayer & Son, Inc.	CBS - Sunday 4:30-5:00 PM	A - Various Sustaining M - True Detective Mysteries N - Various Sustaining Base - 18 Cities	C - 23.1	A - 12.9	M - 28.5	N - 14.1	0 - 21.4	
			C - 26.8	A - 13.7	M - 25.8	N - 14.9	0 - 18.8	
HOUSE OF MYSTERY General Foods Sales Co., Inc. Benton & Bowles, Inc. (Figures exclude Dec. 15th data.)	MBS - Sunday 4:00-4:30 PM	A - Various Sustaining C - New York Philharmonic N - Quiz Kids Base - 9 Cities	M - 17.7	A - 14.3	C - 14.3	N - 25.9	0 - 27.8	
			M - 22.2	A - 19.6	C - 11.8	N - 18.3	0 - 28.1	
H. V. KALTENBORN Pure Oil Co. Leo Burnett Co., Inc.	NBC - MTWTF 7:45-8:00 PM	A - Various Programming C - Various Programming M - Various Programming	DATA INADEQUATE					
HYMNS OF ALL CHURCHES General Mills Inc. Dancoer-Fitzgerald-Sample	ABC - MTWTF 10:25-10:45 AM	C - Various Programming M - Various Sustaining N - Various Sponsored Prog. Base - 21 Cities	A - 25.5	C - 16.7	M - 14.6	N - 25.1	0 - 16.1	
I DEAL IN CRIME Hastings Mfg. Co. Keeling & Co.	ABC - Saturday 8:30-9:00 PM	C - Mayor of the Town Parker Pen News (8:55 PM) M - Various Sustaining N - Truth or Consequences Base - 25 Cities	A - 27.8	C - 29.0	M - 5.2	N - 37.8	0 - 7.2	
			A - 24.1	C - 26.5	M - 6.5	N - 35.7	0 - 7.2	
INFORMATION PLEASE † Parker Pen Co. J. Walter Thompson Co.	CBS - Wednesday 10:30-11:00 PM	A - Henry Morgan Show M - Various Sustaining N - Kay Kyser Base - 9 Cities	C - 29.0	A - 27.7		M - 9.2	N - 30.3	0 - 3.8
			C - 32.9	A - 16.2	M - 9.4	N - 37.6	0 - 3.9	

Excludes Eastern Area

UNIFORM NETWORK COMPETITION

Months: November, December, 1946

PROGRAM-SPONSOR AGENCY PLACING	NETWORK DAY N.Y.T.	UNIFORM NETWORK COMPETITION	SHARE OF AUDIENCE By Fifteen Minute Periods LISTENERS TO RADIO = 100%						
			C	A	M	N	O		
INNER SANCTUM Emerson Drug Co. Batten, Barton, Durstine & Osborn, Inc.	CBS - Monday 8:00-8:30 PM	A - Lum 'n' Abner(8:00 PM) Various Sustaining (8:15 PM) M - Various Sustaining N - Cavaloade of America Base - 25 Cities	C - 37.2		A - 15.2	M - 12.2	N - 27.9	O - 7.5	
			C - 43.4		A - 10.7	M - 12.4	N - 27.0	O - 6.5	
INSIDE OF SPORTS Bayuk Cigars, Inc. Neal D. Ivey & Co., Inc.	MBS - MTWTF 7:45-8:00 PM	A - Various Programming C - Various Programming N - Various Programming Base - 8 Cities	M - 7.2	A - 23.7		C - 33.6		N - 21.9	O - 13.6
			C - 32.1		A - 20.5	M - 5.7	N - 32.4		O - 9.3
IT PAYS TO BE IGNORANT Philip Morris & Co., Ltd., Inc. The Biow Company	CBS - Friday 9:00-9:30 PM	A - Boxing Bout M - Spotlight on America N - Mystery Theatre Base - 20 Cities	C - 32.1		A - 20.5	M - 5.7	N - 32.4		O - 9.3
			C - 32.1		A - 24.5	M - 5.9	N - 31.3		O - 6.2
IT'S HARVEL MUSIC TIME A. W. Lewin Co., Inc.	ABC - Sunday 1:00-1:15 PM	C - Various Sustaining M - Warden Lawes Crime Club N - Various Sustaining Base - 9 Cities	A - 13.2	C - 15.6	M - 13.8	N - 19.8	O - 37.6		
			M - 7.1	A - 7.3	C - 36.2		N - 40.4		
IT'S UP TO YOUTH Triangle Publications, Inc. Al Paul Lefton Co., Inc.	MBS - Wednesday 8:30-9:00 PM	A - Fishing and Hunting Club of the Air C - Dr. Christian Johns-Manville News (8:55 PM) N - Great Gildersleeve Base - 18 Cities	M - 7.8	A - 6.4	C - 32.0		N - 46.8		O - 7.0
			A - 15.8		C - 14.1	M - 12.6	N - 30.6		O - 26.9
JACK ARMSTRONG General Mills Inc. Knox Reeves Adv. Inc.	ABC - MTWTF 5:30-5:45 PM	C - Various Sustaining M - Captain Midnight N - Just Plain Bill Base - 13 Cities	A - 15.8		C - 14.1	M - 12.6	N - 30.6		O - 26.9
			N - 55.0		A - 21.8		C - 13.7	M - 5.8	O - 3.7
JACK BENNY SHOW American Tobacco Co. Foots, Cone & Belding	NBC - Sunday 7:00-7:30 PM	A - Drew Pearson(7:00 PM) C - Gene Autry Show M - Various Sustaining Base - 24 Cities	N - 63.8		A - 11.1		C - 16.0	M - 6.3	O - 0.0
			N - 19.9		A - 23.6		C - 28.4		M - 9.2
JACK BERCH Prudential Insurance Co. of America Benton & Bowles, Inc.	NBC - MTWTF 11:30-11:45 AM	A - Home Edition C - Grand Slam M - Various Sustaining Base - 16 Cities	C - 30.8		A - 11.3	M - 12.1	N - 37.9		O - 7.9
			C - 33.0		A - 7.9	M - 10.4	N - 40.4		O - 8.3
JACK CARSON SHOW Campbell Soup Co. Ward Wheelock Co.	CBS - Wednesday 8:00-8:30 PM	A - Lum 'n' Abner(8:00 PM) Various Sustaining (8:15 PM) M - Various Sustaining N - Mr. & Mrs. North Base - 27 Cities	C - 30.8		A - 11.3	M - 12.1	N - 37.9		O - 7.9
			C - 33.0		A - 7.9	M - 10.4	N - 40.4		O - 8.3

UNIFORM NETWORK COMPETITION

Months: November, December, 1946

PROGRAM-SPONSOR AGENCY PLACING	NETWORK DAY N.Y.T.	UNIFORM NETWORK COMPETITION	SHARE OF AUDIENCE By Fifteen Minute Periods LISTENERS TO RADIO = 100%					
JACK HALEY WITH EVE ARDEN National Dairy McKee & Albright, Inc.	NBC - Thursday 9:30-10:00 PM	A - Various Sustaining C - Crime Photographer M - By Popular Demand (Nov. 7th) Treasure Hour of Song Base - 20 Cities	N - 39.4	A - 9.7	C - 36.1	M - 10.4	O - 4.4	
			N - 37.1	A - 9.2	C - 35.9	M - 9.8	O - 8.0	
JACK SMITH SHOW Procter & Gamble Co. Dancer-Fitzgerald-Sample	CBS - MTWTF 7:15-7:30 PM	A - Various Sustaining M - Various Sustaining N - News of the World Base - 15 Cities	C - 27.6	A - 12.3	M - 19.6	N - 28.0	O - 12.5	
JEAN SABLON SHOW Richard Hudnut Kenyon & Eckhardt, Inc. (Fig. exclude Nov. 2nd data.)	CBS - Saturday 7:15-7:30 PM	A - Various Sustaining M - Various Sustaining N - Various Sustaining Base - 16 Cities	C - 23.8	A - 13.5	M - 17.6	N - 23.4	O - 21.7	
JIMMIE FIDLER Carter Products, Inc. Sullivan, Stauffer, Colwell & Bayles, Inc.	ABC - Sunday 9:30-9:45 PM	C - Eddie Bracken Show M - Double or Nothing N - Amer. Album Familiar Mus. Base - 27 Cities	A - 23.3	C - 23.2	M - 17.9	N - 31.4	O - 4.1	
JOAN DAVIS SHOW Lever Bros. Co. Young & Rubicam, Inc.	CBS - Monday 8:30-8:55 PM	A - Various Sustaining M - Casebook of Gregory Hood N - Voice of Firestone Base - 21 Cities	C - 34.9	A - 19.6	M - 14.1	N - 23.1	O - 8.3	
			C - 38.3	A - 19.7	M - 9.6	N - 27.2	O - 5.2	
JOHN J. ANTHONY Carter Products, Inc. Ted Bates, Inc.	MBS - MTWTF 1:45-2:00 PM	A - Various Sustaining C - Road of Life N - Various Sustaining Base - 15 Cities	M - 16.0	A - 15.2	C - 34.0	N - 16.6	O - 18.0	
JOYCE JORDAN, M.D. Procter & Gamble Co Dancer-Fitzgerald-Sample	NBC - MTWTF 10:45-11:00 PM	A - Club Time (Mon.) The Listening Post (TWTF) C - Various Sustaining M - Various Sustaining Base - 13 Cities	N - 21.6	A - 19.8	C - 21.0	M - 13.1	O - 24.5	
JUDY CANOVA SHOW Colgate-Palmolive-Peet Co. Ted Bates, Inc. Sherman & Marquette, Inc.	NBC - Saturday 10:00-10:30 PM	A - Various Sustaining C - Saturday Night Serenade (10:00 PM) This Is Hollywood (10:15 PM) M - Various Sustaining Base - 20 Cities	N - 43.0	A - 10.5	C - 25.8	M - 11.2	O - 9.5	
			N - 48.0	A - 10.7	C - 19.6	M - 10.9	O - 10.6	
JUDY 'N' JILL 'N' JOHNNY Howitz & Duberman Sterling Adv. Co.	MBS - Saturday 12:00-12:30 P.M.	A - Various Sustaining C - Theatre of Today N - Various Sustaining Base - 8 Cities	M - 7.5	A - 6.0	C - 49.9	N - 32.6	O - 23.6	
			M - 14.8	A - 13.0	C - 40.7	N - 5.6	O - 25.9	
JUST PLAIN BILL Whitehall Pharmacal Co. Dancer-Fitzgerald-Sample	NBC - MTWTF 5:30-5:45 P.M.	A - Jack Armstrong C - Various Sustaining M - Captain Midnight Base - 13 Cities	N - 30.6	A - 15.8	C - 14.1	M - 12.6	O - 26.9	

UNIFORM NETWORK COMPETITION

Months: November, December, 1946

PROGRAM-SPONSOR AGENCY PLACING	NETWORK DAY N.Y.T.	UNIFORM NETWORK COMPETITION	SHARE OF AUDIENCE By Fifteen Minute Periods LISTENERS TO RADIO = 100%				
JUVENILE JURY General Foods Sales Co., Ino. Benton & Bowles, Inc. (New Program December 15th)	MBS - Sunday 1:30-2:00 PM	A - Sammy Kaye's Sunday Serenade C - Various Sustaining N - Various Sustaining	DATA INADEQUATE				
			DATA INADEQUATE				
KATE SMITH SINGS General Foods Sales Co., Ino. Foots, Cone & Belding	CBS - Sunday 6:30-7:00 PM	A - Various Sustaining M - Nick Carter N - Bob Burns Show Base - 17 Cities	C - 33.6	A - 10.8	M - 25.1	N - 26.8	O - 3.7
			C - 31.9	A - 13.2	M - 20.1	N - 31.6	O - 3.2
KATE SMITH SPEAKS General Foods Sales Co., Ino. Benton & Bowles, Inc.	CBS - MTWTF 12:00-12:15 PM	A - Glamour Manor M - Various Sustaining N - Various Sustaining Base - 22 Cities	C - 37.3	A - 17.9	M - 10.4	N - 19.8	O - 14.6
KAY KYSER † Colgate-Palmolive-Peet Co. Ted Bates, Inc.	NBC - Wednesday 10:30-11:00 PM	A - Henry Morgan Show C - Information Please M - Various Sustaining Base - 9 Cities	N - 30.3	A - 27.7	C - 29.0	M - 9.2	O - 3.8
			N - 37.6	A - 16.2	C - 32.9	M - 9.4	O - 0.5
KING COLE TRIO Wildroot Co., Ino. Batten Barton, Durstine & Osborn, Ino. (Fig. based on Dec. data.)	NBC - Saturday 5:45-6:00 PM	A - Metropolitan Opera C - Various Sustaining M - Various Sustaining Base - 24 Cities	N - 27.4	A - 12.4	C - 16.8	M - 13.3	O - 30.1
LADIES BE SEATED Quaker Oats Co. La Roche & Ellis, Inc.	ABC - MTWTF 3:00-3:15 PM	C - Surprise Party-Var. Sus. M - Various Sustaining N - Life Can Be Beautiful Base - 11 Cities	A - 18.1	C - 18.4	M - 13.6	N - 32.9	O - 17.0
LET'S PRETEND Cream of Wheat Corp. Batten, Barton, Durstine & Osborn, Inc.	CBS - Saturday 11:05-11:30 AM	A - Various Sustaining M - Various Sustaining N - Teen Timers Club Base - 19 Cities	C - 28.3	A - 12.0	M - 18.5	N - 18.5	O - 22.7
			C - 36.8	A - 11.2	M - 9.6	N - 20.8	O - 21.6
LIFE CAN BE BEAUTIFUL Procter & Gamble Co. Danoer-Fitzgerald-Sample Compton Advertising, Inc.	NBC - MTWTF 3:00-3:15 PM	A - Ladies Be Seated C - Surprise Party-Var. Sus. M - Various Sustaining Base - 11 Cities	N - 32.9	A - 18.1	C - 18.4	M - 13.6	O - 17.0
LIFE OF RILEY Procter & Gamble Co. The Blaw Company	NBC - Saturday 8:00-8:30 PM	A - Various Sustaining C - Hollywood Star Time M - Twenty Questions Base - 24 Cities	N - 40.4	A - 15.7	C - 22.4	M - 14.2	O - 7.3
			N - 39.9	A - 13.9	C - 20.9	M - 14.8	O - 10.5

UNIFORM NETWORK COMPETITION

Months: November, December, 1946

PROGRAM-SPONSOR AGENCY PLACING	NETWORK DAY N.Y.T.	UNIFORM NETWORK COMPETITION	SHARE OF AUDIENCE By Fifteen Minute Periods LISTENERS TO RADIO=100%				
LIGHT OF THE WORLD General Mills, Inc. Dancer-Fitzgerald-Sample (Based on Dec. data only.)	NBC-MTWT 2:45-3:00 PM	A - Bride and Groom C - Rose of My Dreams M - Queen for a Day Base - 13 Cities	N - 25.3	A - 15.2	C - 23.2	M - 13.5	O - 22.8
LONE JOURNEY Carnation Co. Erwin, Wasey & Co., Ltd.	CBS-MTWT 2:30-2:45 PM	A - Bride and Groom M - Queen for a Day N - Woman in White Base - 15 Cities	C - 19.4	A - 19.9	M - 19.9	N - 23.0	O - 17.8
LONE RANGER General Mills, Inc. Dancer-Fitzgerald-Sample	ABC-MWF 7:30-8:00 PM	C - Various Programming M - Various Programming N - Various Programming Base - 11 Cities	A - 28.0	C - 30.2	M-9.6	N - 19.7	O-12.5
			A - 29.6	C - 32.0	M-5.7	N - 20.6	O - 12.1
LORA LANTON B. T. Babbitt, Inc. Duane Jones Co.	NBC-MTWT 10:15-10:30 AM	A - My True Story Hymns of All Churches C - Various Sustaining M - Various Sustaining Base - 22 Cities	N - 20.3	A - 33.5	C - 16.1	M - 14.8	O - 15.3
LORENZO JONES Sterling Drug Inc. Dancer-Fitzgerald-Sample	NBC-MTWT 4:30-4:45 PM	A - Various Sustaining C - Hollywood Jackpot (MWF) M - Various Sustaining Base - 17 Cities	N - 36.1	A-10.0	C - 23.2	M-10.2	O - 20.5
LOWELL THOMAS Sun Oil Co. Boebe, Williams & Cleary, Inc.	NBC-MTWT 6:45-7:00 PM	A - Various Sustaining C - Robert Trout with the News Till Now M - Various Sustaining Base - 13 Cities	N - 44.4	A-8.8	C-13.0	M - 14.0	O - 19.8
LUM AND ABNER Miles Laboratories Wade Advertising Agency	ABC-MTWT 8:00-8:15 PM	C - Various Programming M - Various Programming N - Various Programming Base - 21 Cities	A-11.8	C - 39.3	M-11.0	N - 29.7	O-8.2
LUTHERAN HOUR Lutheran Layman's League Gotham Advertising Co., Inc.	MBS-Sunday 12:30-1:00 PM	A - Various Sustaining C - Various Sustaining N - Various Sustaining Base - 12 Cities	M-8.4	A - 27.3	C - 22.7	N - 20.8	O - 20.8
			M-5.6	A - 17.7	C - 28.2	N - 25.0	O - 23.5
MAISIE † Eversharp, Inc. The Biow Company	CBS-Friday 10:30-11:00 PM	A - Various Sustaining M - Various Sustaining N - Bill Stern (10:30 PM) Various Sustaining (10:45 PM) Base - 11 Cities	C - 34.5	A - 20.5	M - 15.3	N - 21.3	O-8.4
			C - 39.1	A - 22.3	M-11.6	N - 20.9	O-6.1
MANHATTAN MERRY-GO-Round Sterling Drug Inc. Dancer-Fitzgerald-Sample	NBC-Sunday 9:00-9:30 PM	A - Walter Winchell (9:00 PM) New Louella Parsons Show (9:15 PM) C - Hildegard M - Exploring the Unknown Base - 27 Cities	N - 26.7	A - 49.1	C - 13.8	M-8.6	O-4.0
			N - 36.0	A - 29.5	C - 16.6	M-13.9	O-4.0

Excludes Eastern Area

UNIFORM NETWORK COMPETITION

Months: November, December, 1946

PROGRAM-SPONSOR AGENCY PLACING	NETWORK DAY N.Y.T.	UNIFORM NETWORK COMPETITION	SHARE OF AUDIENCE By Fifteen Minute Periods LISTENERS TO RADIO = 100%				
			A	C	M	N	O
MONDAY MORNING HEADLINES Seeman Bros., Inc. Wm. H. Weintraub & Co., Inc.	ABC-Sunday 7:15-7:30 PM	C - Gene Autry Show M - Various Sustaining N - Jack Benny Base - 24 Cities	A-11.1	C - 16.0	M-6.3	N - 63.8	O-5.8
MONITOR VIEWS THE NEWS Christian Science Pub. Soc. H. E. Humphrey Co.	ABC-Thursday 8:15-8:30 PM	C - Suspense M - Various Sustaining N - Aldrich Family Base - 19 Cities	A-5.0	C - 42.1	M-6.2	N - 39.5	O-7.2
MR. DISTRICT ATTORNEY Eristol-Myers Co. Doherty, Clifford & Shenfield, Inc.	NBC-Wednesday 9:30-10:00 PM	A - Pot o' Gold C - Ford Show Starring Dinah Shore M - Spotlight Bands (Nov.) Various Sustaining (Dec.) Base - 26 Cities	N - 52.0	M-9.8	C - 28.1	M-5.9	O-4.2
MR. KEEN Whitehall Pharnacal Co. Dancer-Fitzgerald-Sample	CBS-Thursday 7:30-8:00 PM	A - Professor Quiz M - Arthur Hale (7:30 PM) Inside of Sports (7:45 PM) N - Dennis Day & Various Sustaining Base - 6 Cities	C - 40.2	A-4.3	M-13.0	N - 26.6	O-15.9
MR. & MRS. NORTH Andrew Jergens Co. Robert W. Orr & Associates, Inc.	NBC-Wednesday 8:00-8:30 PM	A - Lum & Abner (8:00 PM) Various Sustaining (8:15 PM) C - Jack Carson Show M - Various Sustaining Base - 27 Cities	N - 37.9	A-11.3	C - 30.8	M-12.1	O-7.9
MUSIC HALL Kraft Foods Co. J. Walter Thompson Co.	NBC-Thursday 9:00-9:30 PM	A - Various Sustaining C - Your Thursday Meeting with Dick Haymes M - Gabriel Heatter (9:00 PM) Various Sustaining (9:15 PM) Base - 25 Cities	N - 35.9	A-10.9	C - 29.2	M-18.7	O-5.3
MYSTERY OF THE WEEK Procter & Gamble Co. Compton Advertising Agency	CBS-Wednesday 7:00-7:15 PM	A - Various Sustaining M - Fulton Lewis N - Supper Club Base - 12 Cities	C - 18.6	A-6.9	M - 23.0	N - 37.4	O-14.1
MYSTERY THEATRE Sterling Drug Inc. Young & Rubicam, Inc.	NBC-Friday 10:00-10:30 PM	A - Boxing Bout C - It Pays to Be Ignorant M - Spotlight on America Base - 20 Cities	N - 32.4	A - 20.5	C - 32.1	M-5.7	O-9.3
			N - 31.3	A - 24.5	C - 32.1	M-5.9	O-6.2

UNIFORM NETWORK COMPETITION

Months: November, December, 1946

PROGRAM-SPONSOR AGENCY PLACING	NETWORK DAY N.Y.T.	UNIFORM NETWORK COMPETITION	SHARE OF AUDIENCE By Fifteen Minute Periods LISTENERS TO RADIO = 100%						
MY TRUE DRY Libby, McNeill & Libby J. Walter Thompson Co.	ABC-MTWTF 10:00-10:25 AM	C - Various Sustaining M - Various Sustaining N - Various Sustaining (10:00 AM) Lora Lawton (10:15 AM) Base - 21 Cities	A - 35.5		C - 16.3	M - 16.2	N - 15.8	O - 16.2	
			A - 33.4		C - 15.4	M - 14.7	N - 20.9	O - 15.6	
NATIONAL FARM AND HOME HOUR Allis-Chalmers Mfg. Co. Bert S. Gittens Advertising	NBC-Saturday 1:00-1:30 PM	A - Various Sustaining C - Grand Central Station M - Checkerboard Jamboree Base - 12 Cities	N - 11.0		A - 12.3	C - 41.1		M - 15.1	O - 20.5
			N 6.3	A - 16.5		C - 46.8		M - 8.9	O - 21.5
NEW ADVENTURES OF SHERLOCK HOLMES R. B. Semler, Inc. Erwin, Casey & Co., Ltd.	ABC-Saturday 9:30-10:00 PM	C - Your Hit Parade (9:30 PM) Saturday Night Serenade (9:45 PM) M - Various Sustaining N - Can You Top This? Base - 21 Cities	A - 22.4		C - 37.9		M - 8.1	N - 26.0	O - 5.6
			A - 20.8		C - 31.1		M - 7.1	N - 32.1	O - 8.9
NEW LOUELLA PARSONS' SHOW Andrew Jergens Co. Robert W. Orr & Associates, Inc.	ABC-Sunday 9:15-9:30 PM	C - Hildegard M - Exploring the Unknown N - Manhattan Merry-Go-Round Base - 27 Cities	A - 29.5		C - 16.6	M - 13.9	N - 36.0		O - 4.0
			N - 28.0		A - 12.3	C - 27.6		M - 19.6	O - 12.5
NEWS OF THE WORLD Miles Laboratories, Inc. Wade Advertising Agency	NBC-MTWTF 7:15-7:30 PM	A - Various Sustaining C - Jack Smith Show M - Various Sustaining Base - 15 Cities	N - 28.0		A - 12.3	C - 27.6		M - 19.6	O - 12.5
			C - 14.8		A - 9.5	M - 13.8	N - 21.7		O - 40.2
NEW YORK PHILHARMONIC U. S. Rubber Co. Campbell-Ewald Co., Inc. (Reported by half-hour time periods. Figures exclude December 15th data.)	CBS-Sunday 3:00-4:30 PM	A - Various Programming M - Various Programming N - Various Programming Base - 4 Cities	C - 20.7		A - 5.4	M - 12.8	N - 27.6		O - 33.5
			C - 14.5		A - 10.9	M - 18.1	N - 18.1		O - 38.4

UNIFORM NETWORK COMPETITION

Months: November, December, 1946

PROGRAM-SPONSOR AGENCY PLACING	NETWORK DAY N.Y.T.	UNIFORM NETWORK COMPETITION	SHARE OF AUDIENCE By Fifteen Minute Periods LISTENERS TO RADIO=100%				
			M	A	C	N	O
NICK CARTER, MASTER DETECTIVE Cudahy Packing Co. Grant Advertising, Inc.	MBS - Sunday 6:30-7:00 PM	A - Various Sustaining	M - 25.1	A - 10.8	C - 33.6	N - 26.8	O - 0.0
		C - Kate Smith Sings					
		N - Bob Burns Show	M - 20.1	A - 13.2	C - 31.9	N - 31.6	O - 0.0
		Base - 17 Cities					
ONE MAN'S FAMILY Standard Brands Incorporated J. Walter Thompson Co. (Figures exclude Dec. 15th data.)	NBC - Sunday 3:30-4:00 PM	A - Various Sustaining (3:30 PM)	N - 37.3	A - 7.4	C - 19.3	M - 9.4	O - 26.6
		Sam Pettengill (3:45 PM)					
		C - New York Philharmonic					
		M - Crimes of Carelessness	N - 33.6	A - 10.0	C - 15.7	M - 17.5	O - 29.3
		Base - 13 Cities					
OUR GAL, SUNDAY Whitehall Pharmaceutical Co. Dancer-Fitzgerald-Sample	CBS - MTWTF 12:45-1:00 PM	A - Various Sustaining	C - 41.2	A - 14.6	M - 12.9	N - 16.0	O - 13.3
		M - Various Sustaining					
		N - Various Sustaining					
		Base - 23 Cities					
PEOPLE ARE FUNNY B. & W. Tobacco Corp. Russel M. Seede Co., Inc.	NBC - Friday 9:00-9:30 PM	A - Break the Bank	N - 29.6	A - 22.0	C - 27.5	M - 10.2	O - 4.7
		C - Ginny Simms' Show					
		M - Gabriel Heatter (9:00 PM)					
		Various Sustaining (9:15 PM)	N - 34.1	A - 25.6	C - 25.1	M - 8.3	O - 6.9
		Base - 18 Cities					
PEPPER YOUNG'S FAMILY Procter & Gamble Co. Pedlar & Ryan Inc. Dancer-Fitzgerald-Sample	NBC - MTWTF 3:30-3:45 PM	A - Try 'n' Find Me	N - 55.7	A - 10.7	C - 16.1	M - 9.4	O - 6.1
		C - Various Sustaining					
		M - Various Sustaining					
		Base - 6 Cities					
PERRY MASON Procter & Gamble Co. Dancer-Fitzgerald-Sample	CBS - MTWTF 2:15-2:30 PM	A - Various Sustaining	C - 24.7	A - 13.4	M - 11.9	N - 28.7	O - 21.3
		M - Various Sustaining					
		N - Today's Children (Nov.) Tommy to White (Dec.)					
		Base - 17 Cities					
PILGRIM HOUR Fuller Evangelistic Foundation	MBS - Sunday 12:00-12:30 PM	A - Various Sustaining	M - 12.9	A - 14.3	C - 17.1	N - 31.4	O - 24.3
		C - Various Sustaining					
		N - Various Sustaining					
		Base - 8 Cities	M - 22.6	A - 20.8	C - 15.6	N - 44.2	O - 16.6
POLICEWOMAN Carter Products Inc. Ted Bates, Inc.	ABO - Sunday 9:45-10:00 PM	C - Eddie Bracken Show	A - 16.1	C - 26.5	M - 21.4	N - 32.6	O - 0.0
		M - Double or Nothing					
		N - Amer. Album Familiar Mus.					
		Base - 27 Cities					
PORTIA FACES LIFE General Foods Sales Co., Inc. Young & Rubicam, Inc. Benton & Bowles, Inc.	NBC - MTWTF 5:15-5:30 PM	A - Sky King	N - 35.5	A - 11.3	C - 13.5	M - 15.4	O - 24.3
		C - Various Sustaining					
		M - Superman					
		Base - 14 Cities					

UNIFORM NETWORK COMPETITION

Months: November, December, 1946

PROGRAM-SPONSOR AGENCY PLACING	NETWORK DAY N.Y.T.	UNIFORM NETWORK COMPETITION	SHARE OF AUDIENCE By Fifteen Minute Periods LISTENERS TO RADIO=100%				
POT O'GOLD Lewis - Howe Co. Roche, Williams & Cleary, Inc.	ABC - Wednesday 9:30-10:00 P.M.	C - Ford Show Starring Dinah Shore M - Spotlight Bands (Nov.) Various Sustaining(Dec.) N - Mr. District Attorney Base - 26 Cities	A - 9.8	C - 28.1	M - 5.9	N - 52.0	O - 4.2
			A - 14.6	C - 23.0	M - 5.5	N - 52.9	O - 3.9
PROFESSOR QUIZ American Oil Co. Joseph Katz & Co.	ABC - Thursday 7:30-8:00 PM	C - Mr. Keen M - Arthur Hale(7:30 PM) Inside of Sports(7:45 PM) N - Dennis Day & Various Sustaining Base - 6 Cities	A - 4.3	C - 40.2	M - 13.0	N - 26.6	O - 15.9
			A - 7.2	C - 46.9	M - 8.1	N - 23.9	O - 13.9
QUEEN FOR A DAY Miles Laboratories Inc. Wade Advertising Agency Procter & Gamble Co. Compton Advertising Agency	MBS - M/TWTF 2:30-3:00 PM	A - Bride and Groom C - Lone Journey(2:30 PM) Various Programming (2:45 PM Nov.) N - Various Sponsored Programming Base - 13 Cities	M - 20.0	A - 37.0	C - 19.3	N - 23.2	O - 17.5
			M - 17.1	A - 14.2	C - 20.4	N - 27.4	O - 20.9
QUICK AS A FLASH Helbros Watch Co., Inc. Wm. H. Weintraub & Co., Inc.	MBS - Sunday 5:30-6:00 PM	A - Counterspy C - Hoagy Carmichael Sings (5:30 PM) William L. Shirer (5:45 PM) N - Various Sustaining Base - 25 Cities	M - 25.0	A - 26.3	C - 24.7	N - 16.1	O - 7.9
			M - 23.0	A - 30.7	C - 21.0	N - 15.6	O - 8.8
QUIZ KIDS Miles Laboratories, Inc. Wade Advertising Agency (Figures Excludes December 15th Data.)	NBC - Sunday 4:00-4:30 PM	A - Various Sustaining C - New York Philharmonic M - House of Mystery Base - 9 Cities	N - 25.9	A - 14.3	C - 14.3	M - 17.7	O - 27.8
			N - 18.3	A - 19.6	C - 11.8	M - 22.2	O - 28.1
RADIO THEATRE Lever Bros. Co. J. Walter Thompson Co.	CBS - Monday 9:00-10:00 PM	A - Various Sustaining M - Gabriel Heatter(9:00 PM) Various Sustaining (9:15-10:00 PM) N - Telephone Hour (9:00 PM) Victor Borge Show Star- ing Benny Goodman (9:30 PM) Base - 26 Cities	C - 52.2	A - 11.6	M - 13.8	N - 19.0	O - 3.4
			C - 54.1	A - 13.3	M - 7.5	N - 20.5	O - 4.5
			C - 61.7	A - 6.1	M - 9.7	N - 17.7	O - 4.8
			C - 59.5	A - 5.9	M - 12.7	N - 17.6	O - 4.3

UNIFORM NETWORK COMPETITION

Months: November, December, 1946

PROGRAM-SPONSOR AGENCY PLACING	NETWORK DAY N.Y.T.	UNIFORM NETWORK COMPETITION	SHARE OF AUDIENCE By Fifteen Minute Periods LISTENERS TO RADIO = 100%				
RAYMOND SWING Cooperative	ABC - WTF 7:15-7:30	C - Jack Smith M - Various Sustaining N - News of the World	DATA INADEQUATE				
RCA VICTOR SHOW Radio Corp. of America J. Walter Thompson Co. (Figures exclude Dec. 15th data.)	NBC - Sunday 2:00-2:30 PM	A - Various Sustaining C - Various Sustaining M - Various Sustaining Base - 25 Cities	N - 25.7	A - 24.5	C - 13.5	M - 11.0	O - 25.3
			N - 26.5	A - 21.1	C - 14.8	M - 12.3	O - 25.3
READER'S DIGEST-RADIO EDITION Hall Brothers, Inc. Foote, Cone & Belding	CBS - Thursday 10:00-10:30 PM	A - Various Sustaining M - Various Sustaining N - Abbott and Costello Base - 26 Cities	C - 32.9	A - 5.9	M - 6.7	N - 47.5	O - 7.0
			C - 33.9	A - 6.7	M - 5.2	N - 47.8	O - 6.4
REAL STORIES FROM REAL LIFE Whitehall Pharmacal Co. Dancer-Fitzgerald-Sample	MBS - MTWTF 9:15-9:30 PM	A - Various Programming C - Various Programming N - Various Programming	DATA INADEQUATE				
RED SKELTON B. & W. Tobacco Corp. Russell M. Seeds Co., Inc.	NBC - Tuesday 10:30-11:00 PM	A - Various Sustaining C - Various Sustaining M - Various Sustaining Base - 11 Cities	N - 73.3	A - 4.2	C - 8.8	M - 9.2	O - 4.1
			N - 71.7	A - 6.1	C - 8.3	M - 9.1	O - 4.1
RIGHT TO HAPPINESS Procter & Gamble Co. Compton Advertising, Inc.	NBC - MTWTF 3:45-4:00 PM	A - Various Sustaining C - Various Sustaining M - Various Sustaining Base - 27 Cities	N - 44.2	A - 10.0	C - 16.8	M - 11.1	O - 17.9
ROAD OF LIFE Procter & Gamble Co. Compton Advertising, Inc.	NBC - MTWTF 10:30-10:45 AM	A - Hymns of All Churches C - Strange Romance of Evelyn Winters M - Various Sustaining Base - 25 Cities	N - 27.4	A - 23.5	C - 19.3	M - 14.5	O - 15.3
ROAD OF LIFE Procter & Gamble Co. Compton Advertising, Inc.	CBS - MTWTF 11:45-2:00 PM	A - Various Sustaining M - John J. Anthony N - Various Sustaining Base - 15 Cities	C - 34.0	A - 15.2	M - 16.0	N - 16.8	O - 18.0
ROBERT TROUT WITH THE NEWS TILL NOW Campbell Soup Co. Ward Wheelock Co.	CBS - MTWTF 6:45-7:00 PM	A - Various Sustaining M - Various Sustaining N - Lowell Thomas Base - 13 Cities	C - 13.0	A - 8.6	M - 14.0	N - 44.4	O - 19.8
ROMANCE OF HELEN TRENT Whitehall Pharmacal Co. Dancer-Fitzgerald-Sample	CBS - MTWTF 12:30-12:45 PM	A - Various Sustaining M - Various Sustaining N - Various Sustaining Base - 24 Cities	C - 39.7	A - 15.1	M - 12.6	N - 17.6	O - 15.0
ROSEMARY Procter & Gamble Co. Benton & Bowles, Inc.	CBS - MTWTF 11:45-12:00 N	A - Ted Malone (MTW) William Lang (TT) M - Victor H. Lindlahr N - David Harum Base - 14 Cities	C - 36.9	A - 18.6	M - 9.0	N - 17.4	O - 18.1

UNIFORM NETWORK COMPETITION

Months: November, December, 194

PROGRAM-SPONSOR AGENCY PLACING	NETWORK DAY N.Y.T.	UNIFORM NETWORK COMPETITION	SHARE OF AUDIENCE By Fifteen Minute Periods LISTENERS TO RADIO=100%				
			C	A	M	N	O
ROSE OF MY DREAMS Manhattan Soap Co. Duane Jones Co. (Fig. based on data only)	CBS - MTWTF 2:45-3:00 PM	A - Bride and Groom M - Queen For A Day N - Light of the World Base - 13 Cities	C - 23.2	A - 15.2	M - 13.5	N - 25.3	O - 22.8
ROY ROGERS SHOW Miles Laboratories, Inc. Wade Advertising Agency	NBC - Saturday 9:00-9:30 PM	A - Gangbusters C - Your Hit Parade M - Various Sustaining Base - 26 Cities	N - 22.2	A - 31.4		C - 35.9	M - 5.5 O - 5.4
RUDY VALLEE SHOW Philip Morris & Co., Ltd. Inc. The Biow Company	NBC - Tuesday 8:00-8:30 PM	A - Lum 'n' Abner (8:00 PM) Various Sustaining (8:15 PM) C - Big Town M - Michael Shayne, Private Detective Base - 26 Cities	N - 24.3	A - 8.9		C - 43.5	M - 14.6 O - 8.5
SAMMY KAYE'S SUNDAY SERENADE Raymond Laboratories, Inc. and Hudnut Sales Co.-Div. Wm. R. Warner Co., Inc. Roche, Williams & Cleary, Inc.	ABC - Sunday 1:30-1:55 PM	C - Various Sustaining M - Singing Sweethearts (1:30-Nov. & Dec. 1st) Various Sustaining (1:45-Nov. & Dec. 1st) Juvenile Jury (Dec. 15th) N - Various Sustaining Base - 16 Cities	A - 39.7		C - 14.6	M - 8.0	N - 23.1 O - 14.4
SAMUEL PETTINGILL America's Future, Inc. Gahagan & Turnbull, Co., Inc. (Figures exclude Dec. 18th data.)	ABC - Sunday 3:45-4:00 PM	C - New York Philharmonic M - Crimes of Carelessness N - One Man's Family Base - 13 Cities	A - 3.9	C - 15.7	M - 17.5	N - 33.6	O - 29.3
SATURDAY NIGHT SERENADE Pet Milk Sales Corp. Gardener Advertising Co.	CBS - Saturday 9:45-10:15 PM	A - New Adventures of Sher- lock Holmes (9:45 PM) Various Sustaining (10:00 PM) M - Various Sustaining N - Can You Top This? (9:45 PM) Judy Canova Show (10:00 PM) Base - 21 Cities	C - 31.1		A - 20.8	M - 7.1	N - 32.1 O - 8.9
SCREEN GUILD PLAYERS Lady Esther Sales Co., Inc. The Biow Company	CBS - Monday 10:00-10:30 PM	A - Doctors Talk It Over (10:00 PM) Various Sustaining (10:15 PM) M - Various Sustaining N - Contented Program Base - 26 Cities	C - 64.6				M - 5.6 N - 20.0 O - 6.4
SECOND MRS. BURTON General Foods Sales Co., Inc. Young & Rubicam, Inc.	CBS - MTWTF 2:00-2:15 PM	A - Various Sustaining M - Cedric Foster N - Guiding Light (Nov.) Today's Children (Dec.) Base - 7 Cities	C - 28.6	A - 14.8	M - 17.9	N - 24.5	O - 14.2

UNIFORM NETWORK COMPETITION

Months: November, December, 1946

PROGRAM-SPONSOR AGENCY PLACING	NETWORK DAY N.Y.T.	UNIFORM NETWORK COMPETITION	SHARE OF AUDIENCE By Fifteen Minute Periods LISTENERS TO RADIO=100%				
			A	C	M	N	O
MADON, THE Farey Salt Co. McJunkin Advertising Co. Del.-Lack.-West. Code Co. Ruthrauff & Ryan, Inc. F. Barr Co. Arthur Meyerhoff & Co.	MBS - Sunday 5:00-5:30 PM	A - Darts For Dough	M - 32.0	A - 14.7	C - 19.5	N - 18.4	O - 15.4
		C - Family Hour					
		N - Various Sustaining	N - 38.9	A - 16.1	C - 20.4	N - 12.9	O - 11.7
		Base - 14 Cities					
MERIPFF, THE Pacific Coast Borax Co. McCann-Erickson, Inc.	ABC - Friday 9:30-9:55 PM	C - Durante-Moore	A - 24.2	C - 35.6	M - 8.0	N - 27.4	O - 4.8
		M - Spotlight Bands(Nov.) Various Sustaining(Dec.)					
		N - Waltz Time	A - 24.0	C - 36.9	M - 6.7	N - 25.7	O - 4.7
		Base - 27 Cities					
INGING SWEETHEARTS Gum Laboratories, Inc. Lakelime Associates	MBS - Sunday 1:30-1:45 PM	A - Sammy Kaye's Sunday Serenade	DATA INADEQUATE				
		C - Various Sustaining					
		N - Various Sustaining					
KY KING Derby Foods, Inc.-Div. Swift Co. Needham, Louis & Brorby, Inc.	ABC - MTWTF 5:15-5:30 PM	C - Various Sustaining	A - 11.3	C - 13.5	M - 15.4	N - 35.5	O - 24.3
		M - Superman					
		N - Portia Faces Life					
		Base - 14 Cities					
MILIN' ED McCONNELL Brown Shoe Co., Inc. Leo Burnett Co., Inc.	NBC - Saturday 11:30-12:00 N	A - Various Sustaining	N - 18.5	A - 14.6	C - 36.3	M - 14.0	O - 16.6
		C - Give and Take					
		M - Various Sustaining					
		Base - 27 Cities	N - 18.7	A - 9.9	C - 36.8	M - 11.1	O - 23.5
INGS BY SINATRA P. Lorillard Co. Lennen & Mitchell, Inc.	CBS - Wednesday 9:00-9:30 PM	A - Affairs of Ann Scotland	C - 26.4	A - 11.6	M - 16.1	N - 41.0	O - 4.9
		M - Gabriel Heatter(9:00 PM) Various Sustaining (9:15 PM)					
		N - Duffy's Tavern	C - 27.8	A - 11.9	M - 8.1	N - 46.8	O - 5.4
		Base - 26 Cities					
PARKLE TIME WITH MEREDITH WILSON Canada Dry Ginger Ale, Inc. J. M. Mates, Inc.	CBS - Friday 7:30-8:00 PM	A - Lone Ranger	C - 25.0	A - 27.3	M - 9.1	N - 22.4	O - 16.2
		M - Henry J. Taylor(7:30 PM) Inside of Sports (7:45 PM)					
		N - Various Sustaining	C - 22.1	A - 32.6	M - 8.4	N - 25.8	O - 11.1
		Base - 12 Cities					
PECIAL INVESTIGATOR Commercial Credit Co. of Baltimore Sheldon, Quick & McElroy	MBS - Sunday 8:30-8:45 PM	A - Various Sustaining	M - 5.8	A - 6.3	C - 23.6	N - 60.4	O - 39
		C - Crime Doctor					
		N - Fred Allen					
		Base - 26 Cities					

UNIFORM NETWORK COMPETITION

Months: November, December, 1946

PROGRAM-SPONSOR AGENCY PLACING	NETWORK DAY N.Y.T.	UNIFORM NETWORK COMPETITION	SHARE OF AUDIENCE By Fifteen Minute Periods LISTENERS TO RADIO = 100%							
SPOTLIGHT BANDS Coca-Cola Co. D'Arcy Advertising, Inc. (Figures based on November data only.)	MBS - MWF 9:30-10:00 PM	A - Various Programming C - Various Programming N - Various Programming Base - 25 Cities	M - 8.6	A - 13.3	C - 41.1		N - 32.6		O - 4.4	
			M - 8.8	A - 13.1	C - 39.5		N - 34.1		O - 4.5	
SPOTLIGHT ON AMERICA American Transit Assn. Owen & Chappell	MBS - Friday 10:00-10:30 PM	A - Boxing Bout C - It Pays to Be Ignorant N - Mystery Theatre Base - 20 Cities	M - 5.7	A - 20.5	C - 32.1		N - 32.4		O - 9.3	
			M - 5.9	A - 24.5	C - 32.1		N - 31.3		O - 6.2	
STARS OVER HOLLYWOOD Boway's Inc. Sorenson & Co.	CBS - Saturday 12:30-1:00 PM	A - Various Sustaining M - Various Sustaining N - Various Sustaining Base - 15 Cities	C - 39.5		A - 8.4	M - 12.6	N - 9.2	O - 30.3		
			C - 41.6		A - 7.2	M - 16.8	N - 12.0	O - 22.4		
STELLA DALLAS Sterling Drug Inc. Dancer-Fitzgerald-Sample	NBC - MTWTF 4:15-4:30 PM	A - Various Sustaining C - Various Programming M - Various Sustaining Base - 27 Cities	N - 41.0		A - 9.1	C - 23.0		M - 9.8	O - 17.1	
			C - 13.9	A - 15.5	M - 9.7	N - 33.2		O - 27.7		
STRADAVARI ORCHESTRA Prince Matchabelli, Inc. Morse International, Inc. (Figures exclude Dec. 15th data.)	CBS - Sunday 2:30-3:00 PM	A - Various Sustaining M - Various Sustaining N - Harvest of Stars Base - 21 Cities	C - 14.8	A - 12.2	M - 9.0	N - 31.3		O - 32.7		
			C - 19.3	A - 23.5		M - 14.5	N - 27.4		O - 15.3	
STRANGE ROMANCE OF EVELYN WINTERS Manhattan Soap Co., Inc. Duane Jones Co.	CBS - MTWTF 10:30-10:45 AM	A - Hymns of All Churches M - Various Sustaining N - Road of Life Base - 25 Cities	A - 14.0		C - 40.4		M - 19.0		N - 16.8	O - 9.8
			A - 15.5		C - 44.7		M - 18.6		N - 12.4	O - 8.8
SUNDAY EVENING PARTY Charles E. Hires Co. N. W. Ayer & Son, Inc.	ABC - Sunday 6:00-6:30 PM	C - Adventures of Ozzie & Harriet M - Those Websters N - Various Sustaining Base - 23 Cities	M - 15.4		A - 11.3	C - 13.5		N - 35.5		O - 24.3
			N - 37.4		A - 6.9	C - 18.6		M - 23.0		O - 14.1
SUPERMAN Kellogg Co. Kenyon & Eckhardt, Inc.	MBS - MTWTF 5:15-5:30 PM	A - Sky King C - Various Sustaining N - Portia Faces Life Base - 14 Cities	N - 37.4		A - 6.9	C - 18.6		M - 23.0		O - 14.1
			N - 37.4		A - 6.9	C - 18.6		M - 23.0		O - 14.1
SUPPER CLUB Liggett & Myers Co. Newell-Emmett Co.	NBC - MTWTF 7:00-7:15 PM	A - Various Sustaining C - Mystery of the Week M - Fulton Lewis Base - 12 Cities	N - 37.4		A - 6.9	C - 18.6		M - 23.0		O - 14.1

UNIFORM NETWORK COMPETITION

Months: November, December, 1946

PROGRAM-SPONSOR AGENCY PLACING	NETWORK DAY M.Y.T.	UNIFORM NETWORK COMPETITION	SHARE OF AUDIENCE By Fifteen Minute Periods LISTENERS TO RADIO=100%				
			C	A	M	N	O
SURPRISE PARTY American Home Foods, Inc. Ruthrauff & Ryan, Inc.	CBS-TT 3:00-3:30 PM	A - Ladies Be Seated (3:00 PM) Various Sustaining (3:15 PM)	C - 22.0	A - 14.9	M - 17.0	N - 31.2	O - 14.9
		M - Various Sustaining N - Life Can Be Beautiful (3:00 PM) Ma Perkins (3:15 PM) Base - 11 Cities	C - 12.8	A - 15.2	M - 10.4	N - 39.2	O - 22.4
RESPONSE Roma Wine Co. The Biow Company	CBS-Thursday 8:00-8:30 PM	A - Lum & Abner (8:00 PM) Monitor Views the News (8:15 PM)	C - 45.8	A - 11.0	M - 5.1	N - 31.1	O - 7.0
		M - Various Sustaining N - Aldrich Family Base - 19 Cities	C - 42.1	A - 5.0	M - 6.2	N - 39.5	O - 7.2
TAKE IT OR LEAVE IT Eversharp, Inc. The Biow Company	CBS-Sunday 10:00-10:30 PM	A - Theatre Guild on the Air M - Gabriel Heatter's - A Brighter Tomorrow	C - 44.6	A - 22.4	M - 7.9	N - 20.2	O - 4.9
		N - Don Ameche Show Base - 27 Cities	C - 49.6	A - 25.3	M - 6.5	N - 16.5	O - 4.9
ED MALONE Westinghouse Electric Co. McCann-Erickson	ABC-MWF 11:45-12:00 N	C - Rosemary M - Victor H. Lindlahr N - David Harum Base - 15 Cities	A - 18.4	C - 37.9	M - 8.2	N - 17.5	O - 18.0
KENTIMERS CLUB Teentimers, Inc. Buchanan & Co., Inc.	NBC-Saturday 11:00-11:30 AM	A - Various Sustaining C - Various Sustaining (11:00-11:05 AM) Lets Pretend	N - 16.5	A - 10.7	C - 25.6	M - 18.2	O - 29.0
		M - Various Sustaining Base - 19 Cities	N - 20.8	A - 11.2	C - 36.8	M - 9.6	O - 21.6
TELEPHONE HOUR Bell System N. W. Ayer & Son, Inc.	NBC-Monday 9:00-9:30 PM	A - Various Sustaining C - Radio Theatre M - Gabriel Heatter (9:00 PM) Various Sustaining (9:15 PM)	N - 18.8	A - 11.5	C - 52.0	M - 14.1	O - 3.6
		Base - 26 Cities	N - 20.3	A - 13.2	C - 54.3	M - 7.6	O - 4.6
TENNESSEE JED Ward Baking Co. J. Walter Thompson Co.	ABC-MTWTF 5:45-6:00 PM	C - Various Sustaining M - Tom Mix N - Front Page Farrell Base - 9 Cities	A - 14.5	C - 15.7	M - 15.3	N - 27.8	O - 26.7
FERRY AND THE PIRATES Quaker Oats Co. Sherman & Marquette, Inc.	ABC-MTWTF 5:00-5:15 PM	C - Various Sustaining M - Various Sustaining N - When a Girl Marries Base - 13 Cities	A - 12.6	C - 14.1	M - 11.4	N - 38.7	O - 23.2

UNIFORM NETWORK COMPETITION

Months: November, December, 1946

PROGRAM-SPONSOR AGENCY PLACING	NETWORK DAY N.Y.T.	UNIFORM NETWORK COMPETITION	SHARE OF AUDIENCE By Fifteen Minute Periods LISTENERS TO RADIO=100%				
HAT'S PINNEGAN † Household Finance Corp. Shaw-Le Vally, Inc.	CBS-Thursday 10:30-11:00 PM	A - Various Sustaining M - Various Sustaining N - Eddie Cantor Show	DATA INADEQUATE				
			DATA INADEQUATE				
THEATRE GUILD ON THE AIR United States Steel Corp. of Delaware Batten, Barton, Durstine & Osborn, Inc.	ABC-Sunday 10:00-11:00 PM	C - Take It or Leave It (10:00 PM) We, the People (10:30 PM) M - Gabriel Heatter's - A Brighter Tomorrow (10:00 PM) Various Sustaining (10:30 PM) N - Don Ameche Show (10:00 PM) Meet Me at Parky's (10:30 PM) Base - 21 Cities	A - 25.4	C - 42.6	M-8.0	N - 18.3	O-5.7
			A - 28.2	C - 48.1	M-6.4	N - 15.0	O-7.3
			A - 25.1	C - 40.5	M-5.4	N - 20.9	O-7.1
			A - 29.8	C - 39.4	M-6.9	N - 18.7	O-5.2
THEATRE OF TODAY Armstrong Cork Co. Batten, Barton, Durstine & Osborn, Inc.	CBS-Saturday 12:00-12:30 PM	A - Various Sustaining M - Judy 'n' Jill 'n' Johnny N - Various Sustaining Base - 8 Cities	C - 29.9	A-6.0	M-7.5	N - 32.8	O - 23.8
			C - 40.7	A - 13.0	M - 14.8	N-5.6	O - 25.9
HE LISTENING POST Curtis Publishing Co. Batten, Barton, Durstine & Osborn, Inc.	ABC-MTWTf 10:45-11:00 AM	C - Various Sustaining M - Various Sustaining N - Joyce Jordan, M.D. Base - 22 Cities	A - 22.4	C - 18.4	M - 13.2	N - 25.4	O - 20.5
HIS IS HOLLYWOOD Procter & Gamble Co. Pedlar & Ryan, Inc.	CBS-Saturday 10:15-10:45 PM	A - Various Sustaining M - Various Sustaining N - Judy Canova Show (10:15 PM) Grand Ole Opry (10:30 PM) Base - 24 Cities (10:15 PM) - 11 Cities (10:30 PM) †	C - 20.4	A-10.9	M-10.4	N - 48.5	O-9.8
			C - 27.6	A - 15.4	M-9.4	N - 38.2	O-9.4
HIS IS YOUR F.B.I. Equitable Life Assurance Society of U.S. Warwick & Legler, Inc.	ABC-Friday 8:30-9:00 PM	C - Adventures of the Thin Man Johns-Manville News (8:55 PM) M - Various Sustaining N - Alan Young Show Base - 23 Cities	A - 23.0	C - 35.4	M-8.1	N - 26.9	O-6.6
			A - 25.9	C - 30.7	M-6.6	N - 28.3	O-8.5

Excludes Eastern Area

UNIFORM NETWORK COMPETITION

Months: November, December, 1946

PROGRAM-SPONSOR AGENCY PLACING	NETWORK DAY N.Y.T.	UNIFORM NETWORK COMPETITION	SHARE OF AUDIENCE By Fifteen Minute Periods LISTENERS TO RADIO=100%				
			M	A	C	N	O
HGE WEBSTERS Quaker Oats Co. Ruthrauff & Ryan, Inc.	MBS-Sunday 6:00-6:30 PM	A - Sunday Evening Party	M - 19.0	A - 14.0	C - 40.4	N - 16.8	O - 9.8
		C - Adventures of Ozzie & Harriet					
		N - Various Sustaining					
		Base - 23 Cities	M - 18.6	A - 15.5	C - 44.7	N - 12.4	O - 8.8
TODAY'S CHILDREN General Mills, Inc. Knox Reeves Adv., Inc. (Based on Dec. data only)	NBC-MTWTF 2:00-2:15 PM	A - Various Sustaining					
		C - Second Mrs. Burton	N - 28.7	A - 16.1	C - 24.5	M - 18.2	O - 12.5
		M - Cedric Foster					
		Base - 7 Cities					
OM MIX Ralston Purina Co. Gardner Advertising Co.	MBS-MTWTF 5:45-6:00 PM	A - Tennessee Jed					
		C - Various Sustaining	M - 15.3	A - 14.5	C - 15.7	N - 27.8	O - 26.7
		N - Front Page Farrell					
		Base - 9 Cities					
TREASURE HOUR OF SONG Conti Products Inc. Birmingham, Castleman & Pierce, Inc. (Figures exclude November 7th data.)	MBS-Thursday 9:30-10:00 PM	A - Various Sustaining	M - 11.3	A - 10.6	C - 35.7	N - 37.6	O - 4.8
		C - Crime Photographer					
		N - Jack Haley with Eve Arden					
		Base - 20 Cities	M - 9.3	A - 9.3	C - 34.7	N - 37.9	O - 8.8
TRUE DETECTIVE MYSTERIES Williamson Candy Co. Aubrey, Moore & Wallace, Inc.	MBS-Sunday 4:30-5:00 PM	A - Various Sustaining					
		C - Hour of Charm	M - 28.5	A - 12.9	C - 23.1	N - 14.1	O - 21.4
		N - Various Sustaining					
		Base - 18 Cities	M - 25.8	A - 13.7	C - 26.8	N - 14.9	O - 18.8
RUTH OR CONSEQUENCES Procter & Gamble Co. Compton Advertising, Inc.	NBC-Saturday 8:30-9:00 PM	A - I Deal in Crime					
		C - Crime Doctor	N - 37.8	A - 20.8	C - 29.0	M - 5.2	O - 7.2
		Parker Pen News (8:55 PM)					
		M - Various Sustaining					
		Base - 25 Cities	N - 35.7	A - 24.1	C - 26.5	M - 6.5	O - 7.2
RY 'N' FIND ME Southern Cotton Oil Co. Kenyon & Eckhardt, Inc.	ABC-MTWTF 3:30-3:45 PM	C - Various Sustaining					
		M - Various Sustaining	A - 10.7	C - 16.1	M - 9.4	N - 55.7	O - 8.1
		N - Pepper Young's Family					
		Base - 6 Cities					
TWENTY QUESTIONS Ronson Art Metal Works Ceoil & Presbrey, Inc.	MBS-Saturday 8:00-8:30 PM	A - Various Sustaining					
		C - Hollywood Star Time	M - 14.2	A - 15.7	C - 22.4	N - 40.4	O - 7.3
		N - Life of Riley					
		Base - 24 Cities	M - 14.8	A - 13.9	C - 20.9	N - 39.9	O - 10.5
JPTON CLOSE National Economic Council, Inc. Jim Duffy Co.	MBS-Tuesday 10:15-10:30 PM	A - Various Sustaining					
		C - Various Sustaining	M - 6.4	A - 8.0	C - 17.5	N - 61.0	O - 7.1
		N - Bob Hope					
		Base - 14 Cities					

UNIFORM NETWORK COMPETITION

Months: November, December, 1946

PROGRAM-SPONSOR AGENCY PLACING	NETWORK DAY N.Y.T.	UNIFORM NETWORK COMPETITION	SHARE OF AUDIENCE By Fifteen Minute Periods LISTENERS TO RADIO = 100%					
			C	A-	M	N	O	
AUGHN MONROE SHOW R. J. Reynolds Co. William Esty & Co., Inc.	CBS-Saturday 7:30-8:00 PM	A - Various Sustaining M - Arthur Hale (7:30 PM) Various Sustaining (7:45 PM) N - Curtain Time Base - 5 Cities	C - 27.9	A- 4.8	M - 16.4	N - 29.7	O - 21.2	
			C - 34.3	A- 8.6	M - 15.4	N - 26.9	O - 14.8	
VICTOR BORGE SHOW STARRING BENNY GOODMAN Socony Vacuum Oil Co. Compton Advertising Agency	NBC-Monday 9:30-10:00 PM	A - Various Sustaining C - Radio Theatre M - Various Sustaining Base - 27 Cities	N - 17.2	A- 7.1	C - 60.9		M-10.1	O- 4.7
			N - 17.1	A- 6.3	C - 60.5		M-12.4	O- 3.7
VICTOR H. LINDLAHR Serutan Co. Roy S. Durstins, Inc.	MBS-MTWT 11:45-12:00 N	A - Ted Malone (MT) Wm. Lang (TT) C - Rosemary N - David Harum Base - 14 Cities	M-9.0	A - 18.6	C - 36.9	N - 17.4	O - 18.1	
VOICE OF FIRESTONE Firestone Tire & Rubber Co. Sweeney & James Co.	NBC-Monday 8:30-9:00 PM	A - Various Sustaining C - Joan Davis Show Johns-Manville News (8:55 PM) M - Casebook of Gregory Hood Base - 21 Cities	N - 23.1	A - 19.6	C - 34.9	M - 14.1	O-8.3	
			N - 26.8	A - 21.4	C - 36.2	M-10.4	O- 5.2	
OX POP Thomas J. Lipton - Lever Bros. Co. Young & Rubicam, Inc.	CBS-Tuesday 9:00-9:30 PM	A - Various Sustaining M - Gabriel Heatter (9:00 PM) Various Sustaining (9:15 PM) N - Amos 'n' Andy Base - 22 Cities	C - 20.3	A- 5.7	M - 17.4	N - 48.1	O-8.5	
			C - 24.4	A- 5.4	M-10.8	N - 52.3	O- 7.1	
ALTER KIERNAN Cooperative	ABC-MTWT 2:00-2:15 PM	C - Second Mrs. Burton M - Cedric Foster N - Guiding Light (Nov.) Today's Children (Dec.)	DATA INADEQUATE					
ALTER WINCHELL Andrew Jergens Co. Robert W. Orr & Associates, Inc.	ABC-Sunday 9:00-9:15 PM	C - Hildegard M - Exploring the Unknown N - Manhattan Merry-Go-Round Base - 27 Cities	A - 49.1		C - 13.8	M-8.6	N - 26.7	O- 3.4
ALTZ TIME Sterling Drug Inc. Dancer-Fitzgerald-Sample	NBC-Friday 9:30-10:00 PM	A - Sheriff, The Various Sustaining (9:55 PM) C - Durante-Moore M - Spotlight Bands (Nov.) Various Sustaining (Dec.) Base - 27 Cities	N - 27.4	A - 24.2	C - 35.6	M- 8.0	O- 4.8	
			N - 26.0	A - 22.6	C - 38.2	M- 8.3	O- 4.9	
ARDEN LAWES' CRIME CASES Trimount Clothing Co. Wm. H. Weintraub & Co., Inc.	MBS-Sunday 1:00-1:15 PM	A - It's Marvel Music Time C - Various Sustaining N - Various Sustaining Base - 9 Cities	M - 13.8	A-13.2	C - 15.6	N - 19.8	O - 37.6	

UNIFORM NETWORK COMPETITION

Months: November, December, 1946

PROGRAM-SPONSOR AGENCY PLACING	NETWORK DAY N.Y.T.	UNIFORM NETWORK COMPETITION	SHARE OF AUDIENCE By Fifteen Minute Periods LISTENERS TO RADIO = 100%				
			C	A	M	N	O
THE PEOPLE Gulf Oil Corp. Young & Rubicam, Inc.	CBS-Sunday 10:30-11:00 PM	A - Theatre Guild on the Air M - Various Sustaining N - Meet Me at Parky's Base - 21 Cities	C - 40.5	A - 26.1	M - 5.4	N - 20.9	O - 7.1
			C - 39.4	A - 29.8	M - 6.9	N - 18.7	O - 5.2
WHEN A GIRL MARRIES General Foods Sales Co., Inc. Benton & Bowles, Inc.	NBC-MTWTf 5:00-5:15 PM	A - Terry & the Pirates C - Various Sustaining M - Various Sustaining Base - 13 Cities	N - 38.7	A - 12.6	C - 14.1	M - 11.4	O - 23.2
			A - 19.6	C - 36.0	M - 9.8	N - 17.3	O - 17.3
WILLIAM LANG Wm. H. Wise & Co., Inc. Huber, Hoge & Sons, Inc.	ABC-TT 11:45-12:00 N	C - Rosemary M - Victor H. Lindlahr N - David Harum Base - 14 Cities	C - 21.4	A - 31.0	M - 23.7	N - 15.3	O - 8.6
			N - 28.7	A - 13.3	C - 25.5	M - 12.2	O - 20.3
WILLIAM L. SHIRER J. B. Williams Co. J. Walter Thompson Co.	CBS-Sunday 5:45-6:00 PM	A - Counterspy M - Quick As a Flash N - Various Sustaining Base - 26 Cities	N - 20.0	A - 16.4	C - 26.4	M - 14.5	O - 22.7
			N - 20.9	A - 16.9	C - 20.3	M - 15.5	O - 26.4
WOMAN IN WHITE General Mills, Inc. Knox Reeves Adv., Inc. (Based on Dec. data only.)	NBC-MTWTf 2:15-2:27 PM	A - Various Sustaining C - Perry Mason M - Various Sustaining Base - 14 Cities	C - 38.9	A - 13.7	M - 12.5	N - 14.3	O - 20.6
			N - 33.2	A - 13.2	C - 22.7	M - 9.3	O - 21.6
WORLD FRONT Bunte Brothers Presba, Fellers & Presba, Inc.	NBC-Sunday 12:00-12:30 PM	A - Various Sustaining C - Various Sustaining M - Various Sustaining Base - 9 Cities	C - 35.7	A - 32.7	M - 5.7	N - 21.6	O - 4.3
			C - 32.1	A - 35.5	M - 4.8	N - 22.3	O - 5.3
YOUNG DR. MALONE Procter & Gamble Co. Compton Advertising, Inc. Danco-Fitzgerald-Sample	CBS-MTWTf 1:30-1:45 PM	A - Various Sustaining M - Various Sustaining N - Various Sustaining Base - 14 Cities	C - 35.8	A - 22.4	M - 6.1	N - 28.4	O - 5.3
			A - 15.6	C - 22.1	M - 16.3	N - 19.0	O - 27.0
YOUNG WIDDER BROWN Sterling Drug Inc. Danco-Fitzgerald-Sample	NBC-MTWTf 4:45-5:00 PM	A - Various Sustaining C - Various Programming M - Buck Rogers Base - 10 Cities	A - 15.6	C - 22.1	M - 16.3	N - 19.0	O - 27.0
			C - 35.8	A - 22.4	M - 6.1	N - 28.4	O - 5.3
YOUR HIT PARADE American Tobacco Co. Foote, Cone & Belding	CBS-Saturday 9:00-9:45 PM	A - Gangbusters (9:00 PM) New Adventures of Sherlock Holmes (9:30 PM) M - Various Sustaining N - Roy Rogers (9:00 PM) Can You Top This? (9:15 PM) Base - 25 Cities	A - 15.6	C - 22.1	M - 16.3	N - 19.0	O - 27.0
			C - 35.8	A - 22.4	M - 6.1	N - 28.4	O - 5.3
YOUR SPORTS QUESTION BOX G. N. Coughlan Mfg. Co. Roche, Williams & Cleary, Inc.	ABC - Sunday 1:15-1:30 PM	C - Various Sustaining M - Various Sustaining N - Various Sustaining Base - 16 Cities	A - 15.6	C - 22.1	M - 16.3	N - 19.0	O - 27.0
			C - 35.8	A - 22.4	M - 6.1	N - 28.4	O - 5.3

UNIFORM NETWORK COMPETITION

Months: November, December, 1946

PROGRAM-SPONSOR AGENCY PLACING	NETWORK DAY N.Y.T.	UNIFORM NETWORK COMPETITION	SHARE OF AUDIENCE By Fifteen Minute Periods LISTENERS TO RADIO = 100%				
OUR THURSDAY MEETING WITH JACK HAYMES Elec. Auto-Lite Co. Guthrauff & Ryan, Inc.	CBS-Thursday 9:00-9:30 PM	A - Various Sustaining M - Gabriel Hatter (9:00 PM) Various Sustaining (9:15 PM) N - Music Hall Base - 25 Cities	C - 29.2	A-10.9	M - 18.7	N - 35.9	C- 5.3
			C - 31.1	A - 13.3	M-10.1	N - 39.2	C- 6.3

SECTION II

"SECTIONAL"

PROGRAM HOOPERATINGS

DAYTIME AND EVENING AUDIENCES

OCTOBER, 1946 thru FEBRUARY, 1947

FALL-WINTER



SECTIONAL PROGRAM HOOPERATINGS

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SECTIONAL PROGRAM HOOPERATINGS

GENERAL INTRODUCTION

THE REPORT

It is the function of this Report to establish a continuing record of the comparative popularity of network radio programs measured under conditions of uniform opportunity to listen to local transmission of broadcast by:

American Broadcasting Company.....(ABC)
Columbia Broadcasting System.....(CBS)
Mutual Broadcasting System.....(MBS)
National Broadcasting Company.....(NBC)

SECTIONAL HOOPERATINGS is a summary report designed to supply network ratings by "33 city" averages compared with "Sectional" Ratings for "East", "North Central", "South", "Mountain" and "Pacific". Daytime and early evening audiences are reported by fifteen-minute time period units Monday through Friday combined. Individual evening, Sunday afternoon and Saturday daytime audiences are reported by half-hour time period units.

In addition to the time period ratings, separate geographic Area ratings are reported for each nationally sponsored program broadcast during the five months comprehended by this Report, (or in case of programs not broadcast during the full five months, for the three or four most recent months comprehended by the Report). These Sectional ratings for individual programs are based on only those Hooper cities locally transmitting the programs and take into account rebroadcasts and/or transcriptions during Hooper interviewing hours, cancellations of a broadcast because of special event, etc.

Composition of the radio audience is also reported in terms of separate geographic areas, by one hour individual evenings, Saturday and Sunday daytime periods and Monday thru Friday daytime periods.

All measurements are based on findings secured by calling telephone homes in 33 large cities of uniform four network service in five geographic areas of the country. *Exceptions:* 8:00 A.M. to 11:00 A.M., New York Time, Monday through Saturday. (See Page B).



SAMPLE

The coincidental sample is distributed by areas of the country to approximate the distribution of radio homes (*see map on third cover*). The 33 city sample size by reported time periods is approximately as follows:

<i>15 minute, five times weekly,</i>	
<i>Monday thru Friday daytime period</i>	- 17,250 homes called
<i>30 minute, once weekly evening period</i>	- 13,800 homes called
<i>30 minute, once weekly Sunday afternoon period</i>	- 13,800 homes called
<i>30 minute, once weekly Saturday daytime period</i>	- 6,900 homes called
<i>Grand total of homes called for the Publication</i>	
<i>of this Report</i>	1,918,200

INTERVIEWING SCHEDULE

The interviewing weeks begin uniformly on the 1st and 15th of each month. (*Exception: adjustments are made in interviewing dates where possible when National Holidays fall within scheduled weeks*). The interviewing schedule for this Report, by local time periods, is as follows:

(MONDAY THROUGH SATURDAY)

<i>Eastern Time Zone</i>	8:00 A.M. - 10:30 P.M.
<i>Central Time Zone</i>	8:00 A.M. - 10:00 P.M.
<i>Mountain Time Zone</i>	8:00 A.M. - 10:00 P.M.
<i>Pacific Time Zone</i>	8:00 A.M. - 10:15 P.M.

SUNDAY

<i>Eastern Time Zone</i>	12:00 Noon - 10:30 P.M.
<i>Central Time Zone</i>	11:00 A.M. - 10:00 P.M.
<i>Mountain Time Zone</i>	10:00 A.M. - 10:00 P.M.
<i>Pacific Time Zone</i>	9:00 A.M. - 10:15 P.M.

NOTE: No interviewing is conducted prior to 8:00 A.M. local time. Evening interviewing periods included in this Report stop not later than 10:30 P.M. local time. See Page D, therefore, for exceptions in the 33 city base by specific time periods.



DESCRIPTION OF REPORTED PERCENTAGES

Sets-In-Use represents the aggregate audience of all programs during a period measured, or the per cent (of total homes called) found listening.

A *Network Program Hooperating* is a measurement of comparative network sponsored program popularity in cities of 4-network service. As such, it reflects properly the presence of full-program and part-program listeners in the sample and effects comparability between audiences to programs of different length, age, type, etc., and provides a measure of the comparative "appeal" of network programs, reflecting also influence of time of broadcast program preceding and following, programs competing but not comparative network strength.

Available Homes is the per cent of total homes called in which someone was at home and awake during the stated time period. It, plus "Not at Home" equals 100%.

COMPUTATION OF APPROXIMATE 33 CITY AVERAGES

Clients who wish to prepare for themselves a "33 City Average" SETS-IN-USE or HOOPERATING which would take into account a rebroadcast of a program to an area may do so by following the instructions below. It should be noted, however, that the resulting "33 City Average" SETS-IN-USE and/or HOOPERATINGS will be only an approximation of the regular Hooper "33 City" figure since weighting of the percentages themselves must be employed. Where an accurate and conclusive "33 City Average" is required, it is recommended that clients request such information directly from C. E. Hooper, Inc.

As stated under "Sample" above, Hooper interviewing is distributed by areas to approximate the distribution of radio homes. Thus, during normal calling, 43.5% of the total Hooper sample is placed in the Eastern Area, 21.8% in the North Central Area, 17.4% in the Southern Area, 4.3% in the Mountain Area and 13.0% in the Pacific Area. To obtain "33 City Average" it is necessary to multiply each reported "Sectional" percentage for the time period in question by the per cent of the Hooper sample taken in that area. Addition of the results for the five areas then gives the approximate "33 City Average."



EXAMPLE: A "33 City Average" SETS-IN-USE is desired for the time period 6:00 P.M. - 6:30 P.M. New York Time, Sunday, in the Eastern, North Central, Southern and Mountain area, combined with the 11:00 P.M.-11:30 P.M., New York Time (8:00 P.M.-8:30 P.M., Pacific Time) Sunday period in the Pacific area:

SUNDAY	AREA	REPORTED "SECTIONAL" SETS-IN-USE	% OF HOOPER SAMPLE
6:00 - 6:30 P.M., N.Y.T.	Eastern	26.2	X 43.5 11.4
6:00 - 6:30 P.M., N.Y.T.	North Central	28.2	X 21.8 6.1
6:00 - 6:30 P.M., N.Y.T.	Southern	23.8	X 17.4 4.1
6:00 - 6:30 P.M., N.Y.T.	Mountain	23.9	X 4.3 1.0
11:00 - 11:30 P.M., N.Y.T.	Pacific	38.1	X 13.0 5.0

Approximate "33 City Average" SETS-IN-USE.27.6

The same procedure may be used to determine an approximate "33 City Average" Hooperating for any one of the networks.

EXPLANATION OF SYMBOLS USED ON REPORT PAGES

† No interviewing is reported in any area prior to 8:00 A.M. or after 10:30 P.M. local time. Sunday daytime interviewing begins at 12:00 Noon, New York Time. The SETS-IN-USE, HOOPERATING AND AVAILABLE HOMES measurements appearing in the "33 City" column, normally based on all 33 Hooper checking points, are, therefore, subject to the following exceptions:

MONDAYS thru SATURDAYS

- 8:00 A.M. - 9:00 A.M., N.Y.T. - Based on Eastern Area Interviewing only.
- 9:00 A.M. - 10:00 A.M., N.Y.T. - Based on Eastern, North Central and Southern Area interviewing only.
- 10:00 A.M. - 11:00 A.M., N.Y.T. - Based on Eastern, North Central, Southern and Mountain Area interviewing only.

SUNDAY thru SATURDAYS

- 10:30 P.M. - 11:00 P.M., N.Y.T. - Based on North Central, Southern, Mountain and Pacific Area interviewing only.

†† No "Sectional" Hooperatings are shown for the Mountain area on Saturday prior to 6:00 P.M., New York Time because of sample limitations.

CH Computed Hooperating.



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1946 THRU FEBRUARY, 1947

DAYTIME AUDIENCES

DAYS: SUNDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time	New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings								Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific					East	North Central	South	Mountain	Pacific	
3:00 P.M.	ABC	4.5	4.6	5.0	4.7	5.8	3.0	12:00 NOON	ABC	3.4	3.9	2.9	3.1	3.0	3.5	1:30 P.M.	
to	CBS	4.3	3.9	5.1	4.9	3.3	4.0	to	CBS	6.2	6.3	6.2	5.3	8.6	6.3	to	
3:30 P.M.	MBS	5.6	5.6	7.0	4.3	5.1	4.5	12:30 P.M.	MBS	9.8	10.0	10.9	8.6	11.6	8.0	2:00 P.M.	
	NBC	8.5	7.9	8.5	9.5	10.5	8.8		NBC	4.7	4.5	3.9	6.1	5.8	4.3		
Sets-In-Use		27.6	27.6	30.8	25.9	25.8	25.1		Sets-In-Use	27.9	28.6	29.0	25.1	31.2	26.4		
Available Homes		77.9	76.0	82.2	77.0	82.3	77.3		Available Homes	74.3	74.0	76.0	71.9	76.8	75.2		

3:30 P.M.	ABC	3.1	3.7	2.6	3.0	2.4	1.7	12:30 P.M.
to	CBS	4.1	4.4	4.2	3.5	4.0	3.3	to
4:00 P.M.	MBS	6.6	7.1	7.3	5.5	8.0	4.4	1:00 P.M.
	NBC	9.7	7.4	10.6	10.6	19.5	11.2	
Sets-In-Use		28.0	27.9	30.1	24.9	35.1	26.4	
Available Homes		76.6	74.6	79.7	75.8	80.6	78.2	

5:00 P.M.	ABC	4.0	3.4	4.1	5.5	3.6	4.2	2:00 P.M.
to	CBS	6.5	7.5	6.1	4.8	6.8	6.4	to
5:30 P.M.	MBS	11.6	13.3	13.4	8.2	13.5	6.7	2:30 P.M.
	NBC	3.9	3.7	3.3	4.5	4.5	4.5	
Sets-In-Use		29.3	30.8	31.6	24.7	30.5	26.5	
Available Homes		74.5	75.0	75.7	73.3	76.6	72.2	

4:00 P.M.	ABC	3.6	4.1	3.9	3.3	2.7	2.0	1:00 P.M.
to	CBS	4.2	4.2	4.2	4.5	4.5	3.6	to
4:30 P.M.	MBS	9.0	8.6	10.4	8.0	13.6	7.0	1:30 P.M.
	NBC	6.8	5.6	7.4	6.7	7.1	10.2	
Sets-In-Use		28.3	28.3	30.9	25.1	31.1	27.2	
Available Homes		75.4	73.8	78.0	74.5	76.5	77.2	

5:30 P.M.	ABC	8.5	8.9	8.1	7.9	9.0	8.4	2:30 P.M.
to	CBS	6.0	6.3	6.4	6.2	4.5	4.7	to
6:00 P.M.	MBS	7.0	8.4	7.4	4.4	8.3	4.6	3:00 P.M.
	NBC	4.0	4.1	3.2	4.7	4.7	4.1	
Sets-In-Use		28.6	30.5	28.1	24.7	29.8	27.5	
Available Homes		74.6	75.8	75.9	72.4	74.3	71.2	



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1946 THRU FEBRUARY, 1947

EVENING AUDIENCES

DAYS: SUNDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
5:00 P.M.	ABC	4.9	5.2	4.5	5.2	5.7	3.7	3:00 P.M. to 3:30 P.M.
to	CBS	11.5	13.1	12.0	9.2	9.7	9.1	
to	MBS	5.7	6.5	6.2	3.8	6.1	4.7	
5:30 P.M.	NBC	4.8	4.6	5.0	6.3	4.3	3.1	
Sets-In-Use		30.0	32.3	30.6	26.4	27.9	26.7	
Available Homes		74.6	75.6	76.8	72.8	72.9	70.6	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:30 P.M.	ABC	3.4	3.9	2.9	2.9	3.0	3.1	4:30 P.M. to 5:00 P.M.
to	CBS	12.2	12.8	15.7	13.0	14.5	2.4	
to	MBS	2.4	3.0	2.3	1.5	1.6	1.6	
8:00 P.M.	NBC	20.4	20.5	21.8	20.4	14.9	19.7	
Sets-In-Use		40.1	42.3	43.7	39.0	35.9	29.7	
Available Homes		75.7	76.0	79.6	76.5	77.4	67.1	

6:30 P.M.	ABC	3.8	4.1	3.4	3.8	2.6	3.9	3:30 P.M. to 4:00 P.M.
to	CBS	10.2	12.0	10.5	8.3	9.7	6.2	
to	MBS	7.8	9.0	8.0	6.0	10.2	5.3	
7:00 P.M.	NBC	8.1	7.7	9.3	9.8	5.3	5.9	
Sets-In-Use		32.3	35.3	33.4	28.8	29.3	25.9	
Available Homes		75.1	76.5	78.1	74.0	71.5	68.4	

8:00 P.M.	ABC	2.6	2.6	2.2	3.0	3.1	2.8	5:00 P.M. to 5:30 P.M.
to	CBS	8.3	9.0	8.9	10.0	10.8	1.5	
to	MBS	4.2	6.0	3.5	2.0	2.0	2.6	
8:30 P.M.	NBC	26.2	25.6	29.1	23.2	26.7	27.2	
Sets-In-Use		42.7	44.9	41.5	39.6	43.6	35.9	
Available Homes		75.8	76.8	77.1	75.4	77.9	69.8	

7:00 P.M.	ABC	6.5	7.2	6.3	6.5	5.2	5.1	4:00 P.M. to 4:30 P.M.
to	CBS	5.8	5.9	7.0	5.4	8.4	3.3	
to	MBS	2.5	3.0	2.1	2.0	2.9	1.7	
7:30 P.M.	NBC	24.1	25.6	27.0	21.5	18.0	19.8	
Sets-In-Use		40.6	43.6	43.7	36.2	36.4	32.9	
Available Homes		75.1	75.9	78.9	74.8	67.5	69.5	

8:30 P.M.	ABC	3.1	3.1	2.4	3.4	4.2	3.4	5:30 P.M. to 6:00 P.M.
to	CBS	9.6	9.9	12.6	12.1	4.1	2.3	
to	MBS	2.5	3.3	2.2	1.7	2.3	1.3	
9:00 P.M.	NBC	26.1	27.4	27.0	22.0	26.5	25.6	
Sets-In-Use		42.6	45.2	45.0	40.7	38.1	34.1	
Available Homes		76.1	77.2	77.5	76.5	72.6	70.6	



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1946 THRU FEBRUARY, 1947

EVENING AUDIENCES

DAYS: SUNDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
9:00 P.M.	ABC	16.0	17.4	13.9	16.3	15.5	14.4	6:00 P.M.
to	CBS	6.0	5.9	8.4	5.2	3.6	3.7	to
9:30 P.M.	MBS	4.5	4.8	5.1	3.6	5.6	2.9	6:30 P.M.
	NBC	12.7	12.3	14.3	11.4	13.0	13.2	
Sets-In-Use		40.6	42.0	42.5	37.9	39.4	36.5	
Available Homes		76.1	77.2	78.1	76.3	73.5	69.8	

New York Time	Net-Work	Over-All Averages	HOOPERATINGS					Pacific Time
			"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:30 P.M.	ABC	7.9†		5.9	7.1	9.3	10.1	7:30 P.M.
to	CBS	12.0†		15.3	11.1	7.0	9.1	to
11:00 P.M.	MBS	3.7†		3.8	1.4	3.1	7.3	8:00 P.M.
	NBC	8.4†		8.4	6.3	12.9	10.0	
Sets-In-Use		33.7†		35.4	27.5	34.1	39.8	
Available Homes		78.7†		82.0	79.6	76.6	72.6	

9:30 P.M.	ABC	7.8	7.7	6.7	8.7	7.8	8.6	6:30 P.M.
to	CBS	8.7	7.9	11.6	8.6	8.5	6.9	to
10:00 P.M.	MBS	7.7	8.2	7.8	5.5	8.9	8.1	7:00 P.M.
	NBC	12.1	11.6	13.5	11.6	10.8	13.0	
Sets-In-Use		37.8	37.2	40.8	35.6	37.3	37.9	
Available Homes		77.3	78.0	79.1	77.6	74.4	72.1	

11:00 P.M.	ABC					4.4	6.4	8:00 P.M.
to	CBS					9.3	10.3	to
11:30 P.M.	MBS					1.9	7.8	8:30 P.M.
	NBC					14.5	12.4	
Sets-In-Use						31.2	39.1	
Available Homes						77.8	74.5	

10:00 P.M.	ABC	8.2	7.9	7.9	8.2	9.7	9.3	7:00 P.M.
to	CBS	16.3	15.6	18.9	14.5	17.2	16.5	to
10:30 P.M.	MBS	2.6	2.6	2.5	2.7	2.6	2.6	7:30 P.M.
	NBC	7.2	6.2	8.6	6.7	8.6	8.6	
Sets-In-Use		35.7	33.9	38.8	33.2	40.4	39.2	
Available Homes		77.4	77.4	80.7	78.1	76.5	71.5	

11:30 P.M.	ABC					2.1	4.3	8:30 P.M.
to	CBS					10.7	17.5	to
12:00 Mid.	MBS					3.0	7.1	9:00 P.M.
	NBC					8.1	8.2	
Sets-In-Use						25.6	39.6	
Available Homes						76.0	73.7	



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1946 THRU FEBRUARY, 1947

EVENING AUDIENCES

DAYS: SUNDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:00 Mid.	ABC					2.8	9:00 P.M. to 9:30 P.M.	
to	CBS				14.3			
12:30 A.M.	MBS				6.1			
	NBC				8.4			
Sets-In-Use						36.2		
Available Homes						74.9		

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
	ABC							
	CBS							
	MBS							
	NBC							
Sets-In-Use								
Available Homes								

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:30 A.M.	ABC					2.3	9:30 P.M. to 10:00 P.M.	
to	CBS				3.9			
1:00 A.M.	MBS				2.0			
	NBC				20.4			
Sets-In-Use						31.6		
Available Homes						73.4		

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
	ABC							
	CBS							
	MBS							
	NBC							
Sets-In-Use								
Available Homes								

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
1:00 A.M.	ABC					1.1	10:00 P.M. to 10:15 P.M.	
to	CBS				5.3			
1:15 A.M.	MBS				1.5			
	NBC				14.4			
Sets-In-Use						24.6		
Available Homes						73.8		

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
	ABC							
	CBS							
	MBS							
	NBC							
Sets-In-Use								
Available Homes								



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1946 THRU FEBRUARY, 1947

DAYTIME AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:00 A.M.	ABC	1.7†	1.7					
	CBS	3.3†	3.3					
to	MBS	3.4†	3.4					
8:15 A.M.	NBC	4.1†	4.1					
Sets-In-Use		14.9†	14.9					
Available Homes		82.5†	82.5					

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:45 A.M.	ABC	2.0†	2.0					
	CBS	2.7†	2.7					
to	MBS	2.4†	2.4					
9:00 A.M.	NBC	3.4†	3.4					
Sets-In-Use		12.8†	12.8					
Available Homes		78.4†	78.4					

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:15 A.M.	ABC	1.7†	1.7					
	CBS	2.7†	2.7					
to	MBS	2.9†	2.9					
8:30 A.M.	NBC	3.7†	3.7					
Sets-In-Use		13.4†	13.4					
Available Homes		81.7†	81.7					

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
9:00 A.M.	ABC	4.0†	3.9	3.8	4.6			
	CBS	3.6†	3.5	3.9	3.7			
to	MBS	2.3†	2.2	3.2	1.3			
9:15 A.M.	NBC	3.1†	2.5	3.3	4.1			
Sets-In-Use		15.0†	14.6	15.8	15.0			
Available Homes		79.4†	77.6	82.9	79.7			

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:30 A.M.	ABC	1.8†	1.8					
	CBS	2.7†	2.7					
to	MBS	2.5†	2.5					
8:45 A.M.	NBC	3.4†	3.4					
Sets-In-Use		12.9†	12.9					
Available Homes		80.7†	80.7					

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
9:15 A.M.	ABC	5.5†	5.0	5.6	6.4			
	CBS	3.3†	2.6	4.4	3.5			
to	MBS	2.2†	2.0	2.7	1.9			
9:30 A.M.	NBC	3.0†	2.4	3.5	3.7			
Sets-In-Use		15.6†	13.9	17.4	17.4			
Available Homes		79.1†	77.0	83.2	79.0			



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1946 THRU FEBRUARY, 1947

DAYTIME AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
9:30 A.M.	ABC	5.7†	5.3	5.7	6.7			
to	CBS	3.1†	2.4	3.8	3.7			
	MBS	1.9†	1.9	2.5	1.4			
9:45 A.M.	NBC	2.5†	2.2	2.6	3.1			
Sets-In-Use		15.0†	13.9	16.1	16.5			
Available Homes		73.2†	76.7	81.4	77.9			

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:15 A.M.	ABC	5.2†	5.2	5.2	5.3	4.6		
to	CBS	2.7†	2.3	2.9	3.8	2.1		
	MBS	2.3†	2.4	2.7	1.5	2.0		
10:30 A.M.	NBC	2.8†	2.2	3.1	3.7	3.1		
Sets-In-Use		15.2†	14.9	15.8	15.9	13.4		
Available Homes		76.2†	74.4	79.7	75.3	80.4		

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
9:45 A.M.	ABC	6.0†	5.4	6.2	7.4			
to	CBS	3.1†	2.5	4.3	3.1			
	MBS	2.1†	2.0	2.9	1.7			
10:00 A.M.	NBC	2.1†	1.3	2.1	3.2			
Sets-In-Use		15.4†	14.0	16.9	17.0			
Available Homes		77.0†	75.4	80.2	77.3			

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:30 A.M.	ABC	3.5†	3.3	3.7	4.7	5.3		
to	CBS	3.1†	2.5	3.7	3.5	3.2		
	MBS	2.2†	2.1	2.5	2.1	1.6		
10:45 A.M.	NBC	4.3†	4.3	4.5	4.2	3.6		
Sets-In-Use		16.1†	15.7	16.4	16.5	15.7		
Available Homes		74.9†	73.4	76.0	74.1	78.4		

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:00 A.M.	ABC	5.4†	5.3	5.2	6.5	3.8		
to	CBS	2.6†	2.1	2.9	3.5	2.0		
	MBS	2.5†	2.4	3.0	1.9	2.5		
10:15 A.M.	NBC	2.4†	1.9	2.4	3.5	3.9		
Sets-In-Use		15.0†	14.2	15.6	16.7	13.5		
Available Homes		76.5†	74.3	79.2	77.1	82.5		

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:45 A.M.	ABC	3.6†	3.1	3.9	3.9	6.4		
to	CBS	3.1†	3.1	3.4	2.9	2.5		
	MBS	2.2†	2.2	2.3	1.8	3.2		
11:00 A.M.	NBC	4.2†	4.1	4.0	5.0	3.6		
Sets-In-Use		16.1†	16.4	15.5	15.8	17.5		
Available Homes		74.7†	73.3	77.3	73.9	77.6		



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1946 THRU FEBRUARY, 1947

DAYTIME AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:00 A.M.	ABC	5.5	5.0	6.3	6.7	6.8	4.3	8:00 A.M. to 8:15 A.M.
to	CBS	3.3	3.8	2.9	3.8	1.7	2.1	
11:15 A.M.	MBS	1.9	2.1	1.9	1.0	1.7	2.1	
	NBC	4.3	3.8	4.8	4.6	6.1	4.7	
Sets-In-Use		17.5	17.5	18.2	18.1	17.2	16.4	
Available Homes		74.0	72.8	75.6	73.5	75.4	75.5	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:45 A.M.	ABC	3.4	3.1	3.0	3.6	4.2	4.8	8:45 A.M. to 9:00 A.M.
to	CBS	5.1	5.4	7.1	3.3	2.7	4.2	
12:00 NOON	MBS	1.6	1.6	1.6	1.6	2.8	1.3	
	NBC	3.6	3.9	3.4	4.1	3.8	2.6	
Sets-In-Use		16.9	17.6	18.4	14.7	14.8	15.8	
Available Homes		73.0	72.7	75.3	71.7	73.1	71.9	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:15 A.M.	ABC	6.5	6.1	7.5	6.8	7.2	5.3	8:15 A.M. to 8:30 A.M.
to	CBS	3.6	4.1	3.2	4.0	2.1	2.6	
11:30 A.M.	MBS	1.9	2.1	1.9	1.4	1.7	1.7	
	NBC	3.9	3.4	4.2	4.4	6.2	3.7	
Sets-In-Use		18.4	18.7	18.6	18.8	17.8	16.7	
Available Homes		74.4	73.4	77.3	73.7	77.3	73.0	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:00 NOON	ABC	3.7	3.3	3.1	4.3	4.1	5.4	9:00 A.M. to 9:15 A.M.
to	CBS	6.5	7.4	6.9	4.5	4.8	5.5	
12:15 P.M.	MBS	2.0	2.2	2.3	1.2	3.2	1.2	
	NBC	3.6	3.8	3.0	5.2	2.4	2.3	
Sets-In-Use		18.5	19.6	18.5	17.0	16.5	17.5	
Available Homes		73.4	73.7	74.7	71.4	72.8	72.8	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:30 A.M.	ABC	4.4	4.2	4.8	4.3	4.7	4.7	8:30 A.M. to 8:45 A.M.
to	CBS	4.4	4.6	4.8	4.0	4.9	3.3	
11:45 A.M.	MBS	1.6	1.6	1.4	1.3	2.4	1.8	
	NBC	3.9	3.6	4.3	4.3	4.9	3.8	
Sets-In-Use		17.0	17.3	17.9	15.5	18.2	16.4	
Available Homes		73.2	73.2	75.3	70.3	72.9	73.9	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:15 P.M.	ABC	3.9	3.6	3.8	4.1	4.0	5.3	9:15 A.M. to 9:30 A.M.
to	CBS	6.1	6.9	7.1	3.3	4.3	6.1	
12:30 P.M.	MBS	2.1	2.2	2.4	1.8	2.5	1.6	
	NBC	2.7	2.9	2.4	3.5	2.8	1.6	
Sets-In-Use		17.9	19.2	18.2	15.1	15.2	17.4	
Available Homes		73.1	74.0	74.7	71.2	73.7	70.1	



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1946 THRU FEBRUARY, 1947

DAYTIME AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:30 P.M.	ABC	3.9	3.0	2.7	3.4	4.1	9.3	9:30 A.M.
to	CBS	6.9	7.6	7.9	5.9	5.6	4.7	to
12:45 P.M.	MBS	2.3	2.5	2.6	1.9	3.6	0.9	9:45 A.M.
	NBC	2.8	3.0	2.8	3.1	3.8	1.3	
Sets-In-Use		18.5	19.1	18.5	16.5	18.7	18.6	
Available Homes		73.4	73.5	74.8	72.3	74.7	71.6	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
1:15 P.M.	ABC	2.6	2.7	1.6	3.2	2.9	3.5	10:15 A.M.
to	CBS	7.0	6.3	9.1	6.5	6.4	6.6	to
1:30 P.M.	MBS	2.3	2.8	2.2	1.7	2.1	2.0	10:30 A.M.
	NBC	3.3	2.3	4.8	4.4	3.4	2.5	
Sets-In-Use		18.2	17.2	20.9	17.7	16.3	18.1	
Available Homes		71.3	70.0	76.7	70.2	69.5	69.1	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:45 P.M.	ABC	3.8	2.9	2.4	3.2	4.5	9.8	9:45 A.M.
to	CBS	6.8	6.7	8.7	5.9	6.5	5.2	to
1:00 P.M.	MBS	2.1	2.3	2.9	1.5	2.0	1.3	10:00 A.M.
	NBC	2.9	2.6	3.1	4.2	3.5	1.6	
Sets-In-Use		18.3	17.4	19.9	17.2	17.8	20.4	
Available Homes		72.0	71.4	74.8	70.8	71.2	71.0	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
1:30 P.M.	ABC	3.2	2.6	2.5	3.4	4.9	5.5	10:30 A.M.
to	CBS	6.3	5.8	9.7	4.9	5.2	4.2	to
1:45 P.M.	MBS	2.3	2.6	1.9	2.3	2.3	1.8	10:45 A.M.
	NBC	3.4	2.9	4.0	4.6	6.1	2.0	
Sets-In-Use		18.2	17.5	21.1	17.0	20.2	17.1	
Available Homes		70.4	69.1	74.9	69.4	70.7	68.6	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
1:00 P.M.	ABC	2.9	2.7	2.4	3.6	3.2	3.9	10:00 A.M.
to	CBS	6.3	6.4	8.4	4.8	4.0	5.1	to
1:15 P.M.	MBS	2.6	2.9	2.4	1.5	2.7	3.7	10:15 A.M.
	NBC	3.5	2.7	5.1	4.9	3.5	1.6	
Sets-In-Use		18.2	17.3	21.4	17.0	15.3	18.2	
Available Homes		71.3	70.9	76.2	67.9	71.7	68.9	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
1:45 P.M.	ABC	3.0	2.5	2.6	2.9	5.8	4.8	10:45 A.M.
to	CBS	5.6	5.7	7.3	4.1	5.2	4.6	to
2:00 P.M.	MBS	2.5	2.6	3.0	2.3	2.7	1.5	11:00 A.M.
	NBC	3.6	2.9	3.7	5.2	4.9	3.2	
Sets-In-Use		17.8	17.3	19.8	16.2	19.8	18.0	
Available Homes		69.5	68.1	75.3	67.4	68.9	66.9	



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1946 THRU FEBRUARY, 1947

DAYTIME AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time	New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings								Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific					East	North Central	South	Mountain	Pacific	
2:00 P.M.	ABC	2.5	2.3	2.4	3.1	2.2	2.5	11:00 A.M.	2:45 P.M.	ABC	2.9	2.7	3.2	4.0	1.9	2.1	11:45 A.M.
to	CBS	4.6	4.0	7.1	3.2	3.7	4.3	to	to	CBS	2.8	2.8	3.8	1.8	1.8	2.4	to
2:15 P.M.	MBS	2.8	2.6	2.8	3.6	3.8	1.8	11:15 A.M.	3:00 P.M.	MBS	4.3	3.7	4.8	4.0	6.6	5.1	12:00 NOON
	NBC	4.7	4.5	4.2	5.8	5.8	4.6			NBC	4.7	4.2	4.4	6.2	6.9	4.4	
Sets-In-Use		17.6	16.6	20.2	17.7	17.9	16.3	Sets-In-Use		17.8	16.8	19.3	17.9	20.0	18.0		
Available Homes		68.4	66.8	74.0	66.6	69.9	66.3	Available Homes		68.0	67.6	71.7	67.3	65.5	64.5		
2:15 P.M.	ABC	2.2	2.1	1.8	2.8	2.3	2.5	11:15 A.M.	3:00 P.M.	ABC	3.1	3.2	3.3	3.9	2.4	2.0	12:00 NOON
to	CBS	4.4	3.9	5.9	3.7	4.1	4.8	to	to	CBS	2.9	2.7	3.1	3.0	1.9	3.5	to
2:30 P.M.	MBS	2.6	2.4	3.2	2.3	4.8	1.9	11:30 A.M.	3:15 P.M.	MBS	3.4	3.2	3.4	2.5	4.1	5.2	12:15 P.M.
	NBC	5.2	5.0	4.8	6.5	7.0	4.3			NBC	5.3	4.7	5.3	7.1	7.4	4.5	
Sets-In-Use		17.6	16.7	19.5	17.2	20.3	17.1	Sets-In-Use		18.0	17.2	18.3	18.9	19.3	19.0		
Available Homes		68.7	67.0	72.8	68.8	70.2	67.0	Available Homes		67.4	67.4	70.4	66.0	66.5	64.7		
2:30 P.M.	ABC	3.2	3.1	3.3	4.5	1.2	2.3	11:30 A.M.	3:15 P.M.	ABC	2.7	2.7	3.3	2.8	1.9	1.9	12:15 P.M.
to	CBS	2.9	2.6	3.9	2.5	1.8	3.0	to	to	CBS	2.7	2.9	2.6	2.2	1.6	3.1	to
2:45 P.M.	MBS	4.2	3.6	5.4	3.3	4.7	5.1	11:45 A.M.	3:30 P.M.	MBS	3.1	3.1	2.9	2.4	3.2	4.1	12:30 P.M.
	NBC	4.4	3.7	3.7	6.5	7.2	4.2			NBC	5.9	5.0	5.4	9.0	5.2	6.2	
Sets-In-Use		17.5	16.3	19.6	15.0	17.8	17.2	Sets-In-Use		17.6	17.3	17.1	18.6	15.1	19.1		
Available Homes		68.1	67.2	71.0	67.7	68.1	66.4	Available Homes		67.6	68.2	70.1	67.1	61.9	64.1		



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1946 THRU FEBRUARY, 1947

DAYTIME AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
3:30 P.M.	ABC	1.9	1.7	1.9	1.9	2.7	2.5	12:30 P.M.
to	CBS	2.6	2.6	2.5	3.2	2.3	1.8	to
3:45 P.M.	MBS	2.7	2.2	3.6	1.9	4.7	3.2	12:45 P.M.
	NBC	6.2	5.3	5.9	9.1	7.1	5.8	
Sets-In-Use		16.6	15.5	16.7	18.0	20.0	16.9	
Available Homes		67.2	68.1	69.0	67.3	63.1	62.9	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
4:15 P.M.	ABC	1.7	1.9	1.4	1.9	1.0	1.5	1:15 P.M.
to	CBS	4.1	4.1	4.2	3.2	4.2	5.3	to
4:30 P.M.	MBS	2.7	2.7	3.1	2.4	3.6	1.8	1:30 P.M.
	NBC	6.6	6.1	5.5	10.4	5.5	5.1	
Sets-In-Use		18.4	19.1	17.0	19.6	16.1	17.5	
Available Homes		70.5	73.3	71.1	71.5	65.5	60.7	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
3:45 P.M.	ABC	1.7	1.7	1.4	2.2	0.9	1.8	12:45 P.M.
to	CBS	3.0	3.3	2.5	3.4	2.6	2.7	to
4:00 P.M.	MBS	2.8	2.7	3.5	2.0	4.0	2.9	1:00 P.M.
	NBC	7.0	6.3	6.1	9.7	8.7	6.9	
Sets-In-Use		17.8	17.3	16.8	19.8	18.6	18.0	
Available Homes		68.9	71.2	69.5	69.3	62.2	62.4	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
4:30 P.M.	ABC	2.1	2.3	1.1	3.3	2.1	1.6	1:30 P.M.
to	CBS	3.4	3.5	3.6	3.1	1.8	3.5	to
4:45 P.M.	MBS	2.4	2.4	2.9	2.0	4.2	1.7	1:45 P.M.
	NBC	6.8	6.3	6.1	9.6	5.8	5.9	
Sets-In-Use		16.1	16.7	17.2	20.1	16.2	15.4	
Available Homes		71.0	73.7	72.5	71.5	63.4	61.3	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
4:00 P.M.	ABC	1.5	1.5	1.1	1.8	1.8	1.7	1:00 P.M.
to	CBS	4.1	4.1	4.5	3.8	3.6	3.7	to
4:15 P.M.	MBS	2.9	2.7	3.7	2.3	3.3	2.7	1:15 P.M.
	NBC	6.2	5.2	5.7	10.2	5.0	5.3	
Sets-In-Use		18.1	17.7	18.5	20.0	15.3	17.2	
Available Homes		69.6	71.9	71.1	66.5	66.4	62.3	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
4:45 P.M.	ABC	2.3	2.6	1.1	2.8	2.6	2.2	1:45 P.M.
to	CBS	3.3	3.9	3.4	2.8	2.9	1.8	to
5:00 P.M.	MBS	2.1	2.0	3.2	1.7	2.7	1.2	2:00 P.M.
	NBC	7.3	6.9	7.0	9.5	6.7	6.5	
Sets-In-Use		18.5	20.1	17.6	18.8	16.7	15.1	
Available Homes		72.9	76.7	74.5	72.2	64.9	61.5	



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1946 THRU FEBRUARY, 1947

DAYTIME-EVENING AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time	New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings								Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific					East	North Central	South	Mountain	Pacific	
5:00 P.M.	ABC	2.3	2.4	1.6	2.4	3.3	2.6	2:00 P.M.	5:45 P.M.	ABC	2.9	2.8	2.2	3.0	3.1	4.2	2:45 P.M.
to	CBS	2.8	2.7	4.1	2.8	2.0	1.3			CBS	3.4	3.6	3.3	3.8	2.3	2.4	
5:15 P.M.	MBS	2.5	2.7	2.5	2.1	5.2	1.7			MBS	3.3	3.8	3.3	2.6	5.0	1.6	
	NBC	8.0	8.0	7.3	9.9	7.6	6.9			NBC	5.8	6.4	4.8	6.2	6.6	4.7	
Sets-In-Use		19.4	20.8	18.9	19.1	19.4	16.3	Sets-In-Use		19.5	22.7	17.3	17.3	18.5	15.7		
Available Homes		74.2	79.0	74.6	73.3	65.2	62.0	Available Homes		78.3	84.1	80.0	75.7	70.2	62.3		

5:15 P.M.	ABC	2.5	2.3	1.9	3.3	2.8	3.4	2:15 P.M.
	CBS	2.7	2.5	3.4	3.3	1.8	1.5	
to	MBS	2.9	3.4	2.9	2.6	3.8	1.7	
5:30 P.M.	NBC	7.1	7.1	5.9	9.0	6.5	6.9	
Sets-In-Use		19.2	20.6	17.7	19.9	17.8	16.6	
Available Homes		75.7	81.0	75.7	75.5	66.2	61.8	

6:00 P.M.	ABC	3.0	2.8	3.0	3.1	3.8	3.2	2:30 P.M.
	CBS	3.7	4.4	4.1	3.6	1.4	2.0	
to	MBS	3.0	3.8	3.3	1.7	4.1	1.0	
6:15 P.M.	NBC	6.4	7.4	4.5	7.6	5.3	4.5	
Sets-In-Use		20.3	24.1	18.9	18.0	16.6	14.0	
Available Homes		78.9	85.0	81.6	76.8	72.5	59.0	

5:30 P.M.	ABC	3.1	3.2	1.9	3.8	3.9	3.7	2:30 P.M.
	CBS	3.1	2.9	3.7	3.6	1.5	3.0	
to	MBS	2.8	2.9	3.1	2.6	4.4	1.4	
5:45 P.M.	NBC	6.1	6.2	5.6	8.4	4.5	4.3	
Sets-In-Use		19.0	20.8	17.0	20.6	16.3	14.9	
Available Homes		76.9	83.3	76.9	75.9	67.5	59.8	

6:15 P.M.	ABC	3.5	3.8	3.1	3.2	2.9	3.8	2:45 P.M.
	CBS	3.5	3.9	4.3	3.5	2.3	1.5	
to	MBS	3.9	4.4	5.1	3.2	3.3	1.0	
6:30 P.M.	NBC	5.7	6.0	4.5	7.3	5.3	4.8	
Sets-In-Use		20.9	23.9	20.7	19.3	16.9	14.8	
Available Homes		80.6	85.7	84.4	80.0	73.0	61.4	



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1946 THRU FEBRUARY, 1947

EVENING AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
5:30 P.M.	ABC	3.6	3.6	4.2	4.0	2.5	2.7	3:30 P.M. to 3:45 P.M.
	CBS	4.3	4.0	6.3	5.1	2.3	1.8	
	MBS	4.2	5.5	4.3	3.2	5.0	1.1	
5:45 P.M.	NBC	6.0	6.6	5.5	6.2	4.7	4.9	
Sets-In-Use		22.6	25.5	23.8	20.9	18.3	14.5	
Available Homes		81.3	85.4	86.1	81.5	75.1	61.9	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:15 P.M.	ABC	3.2	3.6	2.7	4.0	2.3	2.0	4:15 P.M. to 4:30 P.M.
	CBS	7.4	8.3	7.8	8.8	4.5	1.5	
	MBS	4.8	5.5	6.4	2.3	5.8	3.2	
7:30 P.M.	NBC	8.3	8.4	8.5	10.3	7.1	5.1	
Sets-In-Use		27.5	31.1	28.7	27.0	23.1	16.0	
Available Homes		82.6	84.3	37.4	84.7	80.1	67.7	

5:45 P.M.	ABC	3.1	2.7	4.0	3.7	1.7	2.2	3:45 P.M. to 4:00 P.M.
	CBS	5.0	4.3	7.2	5.7	4.5	2.7	
	MBS	4.0	4.2	5.1	3.9	4.2	1.6	
7:00 P.M.	NBC	9.0	12.6	6.0	6.8	7.5	5.0	
Sets-In-Use		25.1	29.2	26.0	21.7	21.1	15.8	
Available Homes		81.9	85.5	86.5	82.2	75.2	64.8	

7:30 P.M.	ABC	6.1	7.2	6.6	6.2	4.2	2.2	4:30 P.M. to 4:45 P.M.
	CBS	8.5	10.7	9.8	7.5	4.6	2.1	
	MBS	3.6	3.3	5.5	2.5	4.9	2.4	
7:45 P.M.	NBC	7.0	7.2	7.8	8.2	6.4	3.6	
Sets-In-Use		28.5	32.5	31.7	26.5	23.2	14.6	
Available Homes		82.6	84.0	87.5	83.5	81.9	70.4	

7:00 P.M.	ABC	2.6	2.5	2.9	3.4	3.1	1.6	4:00 P.M. to 4:15 P.M.
	CBS	5.4	5.5	7.5	5.7	6.0	1.3	
	MBS	5.8	6.6	6.0	4.2	4.3	5.1	
7:15 P.M.	NBC	9.4	11.4	8.9	9.3	5.6	4.9	
Sets-In-Use		26.9	31.0	28.2	23.9	22.1	17.2	
Available Homes		82.3	85.2	87.2	83.2	78.3	65.0	

7:45 P.M.	ABC	6.9	8.3	7.4	7.4	4.5	2.2	4:45 P.M. to 5:00 P.M.
	CBS	9.5	12.0	10.8	7.9	5.8	2.5	
	MBS	3.0	2.3	4.4	2.5	6.3	2.6	
8:00 P.M.	NBC	8.3	7.9	9.3	10.8	8.2	4.5	
Sets-In-Use		30.9	34.5	34.3	30.5	27.7	15.6	
Available Homes		82.8	83.1	86.4	84.4	86.2	73.1	



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1946 THRU FEBRUARY, 1947

EVENING AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time	New York Time	Net-Work	HOOPERATINGS						Pacific Time	
		Over-All Averages	"Sectional" Hooperatings								"Sectional" Hooperatings							
			East	North Central	South	Mountain	Pacific				Over-All Averages	East	North Central	South	Mountain	Pacific		
8:00 P.M.	ABC	5.0	4.1	5.9	7.3	5.6	3.3	5:00 P.M.	8:45 P.M.	ABC	5.3	5.9	5.5	5.7	4.6	2.5	5:45 P.M.	
to	CBS	12.3	15.0	14.2	10.9	10.9	2.5		to	CBS	11.6	12.5	13.8	11.4	12.2	5.3		to
8:15 P.M.	MBS	3.6	4.1	3.9	2.6	4.8	2.5		to	MBS	4.6	4.8	4.8	3.4	5.6	5.0		6:00 P.M.
	NBC	9.8	10.2	11.2	12.1	8.3	3.6		to	NBC	13.2	13.3	14.7	15.3	13.1	8.2		6:00 P.M.
Sets-In-Use		33.6	37.0	37.1	34.4	32.0	16.8		Sets-In-Use		37.6	39.8	40.2	37.7	37.6	25.0		
Available Homes		82.7	82.8	86.5	83.4	84.9	74.7		Available Homes		82.3	81.6	83.6	82.1	86.0	81.4		
8:15 P.M.	ABC	3.9	3.4	3.4	3.2	6.5	4.1	5:15 P.M.	9:00 P.M.	ABC	4.8	5.6	4.2	5.3	4.0	2.7	6:00 P.M.	
to	CBS	13.0	15.0	16.0	11.6	10.8	3.3		to	CBS	11.0	12.4	13.7	11.2	11.8	8.7		to
8:30 P.M.	MBS	3.8	4.2	4.2	2.6	3.8	3.2		to	MBS	6.3	6.3	7.0	4.7	6.3	7.0		6:15 P.M.
	NBC	10.8	11.4	12.6	12.5	8.4	4.6		to	NBC	14.2	13.8	15.9	16.8	11.4	10.2		6:15 P.M.
Sets-In-Use		34.3	37.3	39.6	33.6	31.7	19.7		Sets-In-Use		39.7	40.8	42.4	40.1	36.1	32.7		
Available Homes		82.6	82.0	85.7	83.9	84.2	77.5		Available Homes		82.5	82.0	83.4	81.8	84.5	83.1		
8:30 P.M.	ABC	5.1	5.3	5.0	5.8	4.8	3.4	5:30 P.M.	9:15 P.M.	ABC	5.1	5.7	5.0	5.2	5.0	2.6	6:15 P.M.	
to	CBS	11.3	12.3	14.0	10.7	11.4	4.8		to	CBS	12.5	13.1	14.5	10.9	12.6	9.3		to
8:45 P.M.	MBS	4.1	4.5	4.7	2.8	4.7	2.9		to	MBS	3.6	3.6	4.1	2.6	3.9	4.4		6:30 P.M.
	NBC	12.5	12.6	13.9	14.8	13.6	6.5		to	NBC	15.9	15.4	17.5	16.0	14.5	12.5		6:30 P.M.
Sets-In-Use		35.8	38.1	39.4	35.8	37.0	23.0		Sets-In-Use		39.5	40.7	42.9	38.5	37.6	32.1		
Available Homes		82.6	81.8	85.0	82.3	85.0	80.3		Available Homes		82.0	81.4	83.2	81.3	82.0	82.7		



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1946 THRU FEBRUARY, 1947

EVENING AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time	New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings								Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific					East	North Central	South	Mountain	Pacific	
9:30 P.M.	ABC	4.4	4.2	4.5	5.1	3.9	4.1	6:30 P.M. to 6:45 P.M.	10:15 P.M.	ABC	5.4	5.4	5.9	5.2	4.2	5.3	7:15 P.M. to 7:30 P.M.
to	CBS	13.3	14.0	15.6	10.9	12.2	10.9		to	CBS	10.6	10.3	12.9	9.2	11.4	9.7	
9:45 P.M.	MBS	3.3	3.3	3.9	2.8	3.3	3.1		10:30 P.M.	MBS	2.4	2.0	2.4	2.1	2.6	3.8	
	NBC	15.6	14.8	18.0	16.7	16.6	12.6			NBC	14.0	11.9	16.7	13.7	18.1	16.0	
Sets-In-Use		39.0	38.7	43.4	37.3	39.0	35.0	Sets-In-Use		34.5	31.9	39.5	32.1	38.0	38.1		
Available Homes		82.2	81.6	84.0	81.2	82.8	82.8	Available Homes		80.6	79.1	83.3	80.1	81.6	81.8		

9:45 P.M.	ABC	4.3	4.3	4.2	4.6	4.2	4.1	6:45 P.M. to 7:00 P.M.	10:30 P.M.	ABC	3.9†		4.0	4.2	3.9	3.5	7:30 P.M. to 7:45 P.M.
to	CBS	12.6	12.9	14.9	10.9	10.7	10.9		to	CBS	9.2†		10.6	7.5	9.6	8.8	
10:00 P.M.	MBS	3.2	3.4	3.3	2.2	3.4	3.9		10:45 P.M.	MBS	4.2†		4.1	2.2	3.5	7.4	
	NBC	15.1	14.4	17.1	16.3	18.5	11.9			NBC	14.8†		15.1	13.3	18.6	15.3	
Sets-In-Use		37.7	37.5	40.7	36.0	38.7	35.7	Sets-In-Use		34.3†		35.3	29.2	38.3	38.4		
Available Homes		81.5	80.9	82.2	81.2	82.3	82.7	Available Homes		81.8†		83.3	80.1	81.9	81.7		

10:00 P.M.	ABC	5.3	5.3	5.6	5.6	3.8	5.3	7:00 P.M. to 7:15 P.M.	10:45 P.M.	ABC	3.3†		3.7	3.1	3.5	2.7	7:45 P.M. to 8:00 P.M.
to	CBS	10.8	11.0	13.0	8.7	11.8	8.7		to	CBS	8.5†		9.2	7.2	10.3	8.7	
10:15 P.M.	MBS	2.5	2.1	2.5	1.9	2.7	4.3		11:00 P.M.	MBS	4.5†		4.5	2.4	2.8	8.3	
	NBC	14.5	12.8	16.9	15.2	18.2	14.4			NBC	14.5		14.0	12.9	19.4	14.8	
Sets-In-Use		35.5	33.9	39.5	33.1	39.0	37.0	Sets-In-Use		32.9†		33.4	27.5	38.5	37.8		
Available Homes		81.2	80.5	82.8	80.0	82.1	82.4	Available Homes		81.0†		82.3	79.5	83.3	80.1		



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1946 THRU FEBRUARY, 1947

EVENING AUDIENCES

DAYS: MONDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
6:00 P.M.	ABC	3.4	3.6	3.1	3.0	4.2	3.7	3:00 P.M.
to	CBS	3.5	4.3	3.7	2.7	2.0	1.8	to
6:30 P.M.	MBS	3.4	4.0	4.6	2.4	3.4	0.9	3:30 P.M.
	NBC	6.3	7.0	4.8	7.8	6.0	4.7	
Sets-In-Use		20.9	24.5	20.6	17.7	18.1	14.2	
Available Homes		80.3	85.8	83.3	79.2	75.5	60.0	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:30 P.M.	ABC	8.3	10.0	9.7	8.1	5.3	1.9	4:30 P.M.
to	CBS	9.7	13.3	9.7	7.8	4.6	2.1	to
8:00 P.M.	MBS	2.8	2.0	4.2	2.6	4.0	2.7	5:00 P.M.
	NBC	6.7	6.2	7.7	8.7	6.8	4.3	
Sets-In-Use		30.6	35.2	33.9	29.5	22.6	14.0	
Available Homes		83.5	85.2	86.1	85.0	84.4	71.7	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
6:30 P.M.	ABC	3.3	3.4	3.7	3.9	2.1	2.1	3:30 P.M.
to	CBS	4.6	3.9	7.0	5.7	3.4	2.1	to
7:00 P.M.	MBS	4.1	5.1	4.3	2.9	4.7	1.5	4:00 P.M.
	NBC	7.3	9.3	5.7	6.5	6.2	4.2	
Sets-In-Use		23.3	26.8	24.1	20.9	20.4	14.1	
Available Homes		81.9	85.8	86.6	82.4	74.2	63.3	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:00 P.M.	ABC	4.5	3.3	4.3	7.4	8.0	3.8	5:00 P.M.
to	CBS	12.9	15.4	14.9	11.2	12.7	3.8	to
8:30 P.M.	MBS	4.2	4.5	5.3	3.3	3.6	2.7	5:30 P.M.
	NBC	9.3	10.2	10.9	9.9	5.4	4.0	
Sets-In-Use		33.7	36.9	37.1	33.2	32.2	18.7	
Available Homes		83.4	83.6	86.1	84.6	84.2	76.4	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:00 P.M.	ABC	3.2	3.5	2.6	4.2	2.9	2.0	4:00 P.M.
to	CBS	6.4	6.8	8.7	7.1	3.6	0.9	to
7:30 P.M.	MBS	5.4	6.0	5.9	3.5	6.3	4.4	4:30 P.M.
	NBC	8.7	9.9	8.1	9.6	7.4	5.0	
Sets-In-Use		27.1	31.0	28.5	25.5	23.8	15.8	
Available Homes		82.5	85.6	87.0	84.0	81.7	63.4	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:30 P.M.	ABC	7.4	8.5	7.3	8.5	5.7	2.6	5:30 P.M.
to	CBS	13.7	14.8	16.7	13.1	15.2	6.2	to
9:00	MBS	5.1	5.3	6.2	3.6	6.7	4.1	6:00 P.M.
	NBC	10.0	10.5	9.5	10.5	13.0	7.5	
Sets-In-Use		38.9	42.0	41.5	37.6	41.7	25.6	
Available Homes		83.4	82.8	85.5	83.3	85.6	81.3	



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1946 THRU FEBRUARY, 1947

EVENING AUDIENCES

DAYS: MONDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time	New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings								Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific					East	North Central	South	Mountain	Pacific	
9:00 P.M.	ABC	5.0	5.6	4.9	5.8	3.8	2.6	6:00 P.M.	ABC	2.1†			1.2	2.3	3.6	3.0	7:30 P.M.
to	CBS	22.1	22.8	24.4	19.7	25.0	18.2	to	CBS	14.1†			16.2	11.9	15.4	13.4	to
9:30 P.M.	MBS	4.9	4.4	5.6	5.2	4.2	5.8	6:30 P.M.	MBS	4.6†			4.8	1.7	2.2	9.4	8:00 P.M.
	NBC	8.3	8.8	9.2	8.2	6.9	5.5		NBC	12.5†			12.8	11.5	17.2	11.5	
Sets-In-Use		42.4	43.6	46.0	40.7	41.6	35.4	Sets-In-Use		35.3†			36.3	29.6	40.5	40.0	
Available Homes		83.5	83.1	84.5	82.5	84.7	84.2	Available Homes		83.2†			84.3	80.8	84.4	83.9	

9:30 P.M.	ABC	3.0	2.6	3.4	3.7	2.8	2.6	6:30 P.M.
to	CBS	23.8	23.9	23.2	20.7	24.3	19.8	to
10:00 P.M.	MBS	4.2	4.2	5.2	3.4	4.6	3.9	7:00 P.M.
	NBC	7.0	7.0	7.3	7.0	8.3	6.0	
Sets-In-Use		40.2	39.9	45.4	36.5	42.5	36.5	
Available Homes		83.6	82.6	84.7	83.7	84.6	85.1	

11:00 P.M.	ABC					7.4	3.9	8:00 P.M.
to	CBS					10.3	8.7	to
11:30 P.M.	MBS					4.4	10.1	8:30 P.M.
	NBC					12.2	10.1	
Sets-In-Use						36.6	36.7	
Available Homes						81.6	82.3	

10:00 P.M.	ABC	1.7	0.8	1.0	1.8	1.6	5.9	7:00 P.M.
to	CBS	20.9	21.5	24.9	17.5	23.9	16.2	to
10:30 P.M.	MBS	2.4	1.9	1.8	2.9	2.1	4.5	7:30 P.M.
	NBC	7.3	6.1	8.9	7.7	10.5	7.3	
Sets-In-Use		34.5	32.7	38.4	31.9	40.3	36.7	
Available Homes		82.1	81.8	84.3	80.4	85.2	81.3	

11:30 P.M.	ABC					3.0	4.4	8:30 P.M.
to	CBS					9.5	12.1	to
12:00 Mid.	MBS					4.7	11.1	9:00 P.M.
	NBC					8.0	7.6	
Sets-In-Use						28.8	36.4	
Available Homes						81.6	81.2	



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1946 THRU FEBRUARY, 1947

EVENING AUDIENCES

DAYS: MONDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:00 Mid.	ABC						1.3	9:00 P.M. to 9:30 P.M.
to	CBS						20.1	
12:30 A.M.	MBS						6.0	
	NBC						6.9	
Sets-In-Use							38.1	
Available Homes							80.1	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
	ABC							
	CBS							
	MBS							
	NBC							
Sets-In-Use								
Available Homes								

12:30 A.M.	ABC						2.9	9:30 P.M. to 10:00 P.M.
to	CBS						15.8	
1:00 A.M.	MBS						2.5	
	NBC						4.6	
Sets-In-Use							30.7	
Available Homes							76.7	

	ABC							
	CBS							
	MBS							
	NBC							
Sets-In-Use								
Available Homes								

1:00 A.M.	ABC						1.6	10:00 P.M. to 10:15 P.M.
to	CBS						6.3	
1:15 A.M.	MBS						3.2	
	NBC						8.2	
Sets-In-Use							23.5	
Available Homes							73.1	

	ABC							
	CBS							
	MBS							
	NBC							
Sets-In-Use								
Available Homes								

MONDAYS



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1946 THRU FEBRUARY, 1947

EVENING AUDIENCES

DAYS: TUESDAYS

New York Time	Net-Work	HOOPERATINGS							Pacific Time
		Over-All Averages	"Sectional" Hooperatings					Pacific	
			East	North Central	South	Mountain	Pacific		
6:00 P.M.	ABC	3.0	2.9	2.7	3.9	2.5	2.9	3:00 P.M.	
to	CBS	3.9	4.4	4.9	3.8	2.0	1.7	to	
6:30 P.M.	MBS	3.8	4.4	4.7	2.8	3.3	1.5	3:30 P.M.	
	NBC	6.1	6.8	4.5	7.7	5.1	4.6		
Sets-In-Use		21.2	24.7	20.2	21.2	15.8	13.9		
Available Homes		79.9	86.2	82.0	79.2	72.9	59.2		

New York Time	Net-Work	HOOPERATINGS							Pacific Time
		Over-All Averages	"Sectional" Hooperatings					Pacific	
			East	North Central	South	Mountain	Pacific		
7:30 P.M.	ABC	4.5	6.1	3.1	4.5	3.8	2.4	4:30 P.M.	
to	CBS	9.9	11.7	10.9	10.2	5.6	3.3	to	
8:00 P.M.	MBS	4.0	3.6	6.5	2.5	6.5	2.7	5:00 P.M.	
	NBC	7.9	8.1	9.8	9.4	6.7	2.8		
Sets-In-Use		29.9	34.0	32.7	29.1	26.1	15.1		
Available Homes		83.4	83.6	88.2	85.0	84.7	72.8		

6:30 P.M.	ABC	3.6	3.6	4.6	3.4	2.3	2.4	3:30 P.M.
to	CBS	4.7	4.3	6.8	5.2	3.1	2.6	to
7:00 P.M.	MBS	4.5	5.2	5.1	4.2	4.3	1.4	4:00 P.M.
	NBC	8.1	10.3	6.0	6.9	6.8	6.1	
Sets-In-Use		25.1	29.0	25.6	22.1	20.4	16.7	
Available Homes		82.2	86.2	87.9	82.0	76.3	62.6	

8:00 P.M.	ABC	3.9	2.8	4.2	6.5	2.6	4.3	5:00 P.M.
to	CBS	14.2	16.3	16.9	14.1	11.5	4.0	to
8:30 P.M.	MBS	4.8	6.0	4.3	3.0	5.9	3.1	5:30 P.M.
	NBC	9.6	10.4	10.5	11.6	7.3	4.2	
Sets-In-Use		35.4	38.9	30.7	36.4	29.3	20.0	
Available Homes		83.9	84.0	87.8	84.6	83.1	76.6	

7:00 P.M.	ABC	2.9	2.9	3.3	3.6	1.8	2.1	4:00 P.M.
to	CBS	6.7	7.3	7.7	7.7	5.5	2.1	to
7:30 P.M.	MBS	5.6	6.3	6.2	3.9	5.3	4.7	4:30 P.M.
	NBC	9.3	10.8	9.3	9.6	8.0	4.3	
Sets-In-Use		20.3	32.4	29.1	26.3	24.0	17.9	
Available Homes		83.2	85.6	87.4	84.8	76.9	68.6	

8:30 P.M.	ABC	3.0	2.8	3.1	3.9	1.0	3.0	5:30 P.M.
to	CBS	7.9	8.2	9.6	7.2	8.7	4.8	to
9:00 P.M.	MBS	8.7	10.9	9.0	6.7	10.6	3.3	6:00 P.M.
	NBC	14.6	13.8	16.4	18.5	12.3	10.0	
Sets-In-Use		37.5	39.6	39.9	38.3	36.2	26.3	
Available Homes		83.4	82.3	86.2	83.6	87.2	80.5	



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1946 THRU FEBRUARY, 1947

EVENING AUDIENCES

DAYS: TUESDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
9:00 P.M.	ABC	2.5	2.2	2.2	3.5	3.9	2.3	6:00 P.M.
to	CBS	8.7	9.0	10.9	7.7	6.8	6.2	
9:30 P.M.	MBS	5.8	6.6	6.5	3.1	6.0	5.1	6:30 P.M.
	NBC	22.7	21.0	25.4	28.2	20.5	17.4	
Sets-In-Use		42.5	42.8	46.5	44.1	39.5	34.1	
Available Homes		83.1	82.6	84.7	83.1	83.6	82.1	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:30 P.M.	ABC	1.9†		2.0	2.1	1.2	1.6	7:30 P.M.
to	CBS	2.8†		3.1	2.7	3.5	2.2	to
11:00 P.M.	MBS	3.4†		3.5	1.9	2.5	5.8	8:00 P.M.
	NBC	27.0†		27.8	23.1	30.8	29.7	
Sets-In-Use		37.2†		38.3	31.2	40.4	42.6	
Available Homes		82.2†		83.4	80.5	82.9	82.4	

9:30 P.M.	ABC	2.1	2.1	2.1	2.5	1.5	1.4	6:30 P.M.
to	CBS	7.6	8.8	9.5	5.7	4.1	4.6	
10:00 P.M.	MBS	2.8	3.1	2.3	2.2	3.2	3.3	7:00 P.M.
	NBC	28.2	25.2	32.8	30.3	34.1	26.9	
Sets-In-Use		43.3	42.2	47.7	42.6	45.7	40.0	
Available Homes		83.0	82.4	84.2	83.0	83.1	83.2	

11:00 P.M.	ABC					2.8	3.8	8:00 P.M.
	CBS					7.4	6.6	to
11:30 P.M.	MBS					8.0	8.1	8:30 P.M.
	NBC					14.2	15.6	
Sets-In-Use						35.1	38.5	
Available Homes						82.8	81.2	

10:00 P.M.	ABC	2.1	1.8	2.7	2.1	1.7	2.3	7:00 P.M.
to	CBS	4.4	4.7	5.9	3.6	2.8	2.1	
10:30 P.M.	MBS	2.8	2.6	3.2	1.7	2.2	4.8	7:30 P.M.
	NBC	28.3	24.4	33.8	23.9	35.6	30.0	
Sets-In-Use		40.0	36.5	47.1	37.7	44.6	42.7	
Available Homes		82.1	79.8	86.2	81.5	83.6	83.9	

11:30 P.M.	ABC					2.3	6.2	8:30 P.M.
	CBS					3.2	4.6	
12:00 Mid.	MBS					4.3	10.1	9:00 P.M.
	NBC					12.5	10.5	
Sets-In-Use						24.8	35.8	
Available Homes						81.2	79.8	



For Explanation of Symbols See Page 8

"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1946 THRU FEBRUARY, 1947

EVENING AUDIENCES

DAYS: TUESDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings				Pacific	
			East	North Central	South	Mountain		
12:00 Mtd.	ABC					4.1	9:00 P.M.	
to	CBS					11.0		
12:30 A.M.	MBS					6.1	9:30 P.M.	
	NBC					9.8		
Sets-In-Use						36.5		
Available Homes						79.1		

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings				Pacific	
			East	North Central	South	Mountain		
	ABC							
	CBS							
	MBS							
	NBC							
Sets-In-Use								
Available Homes								

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings				Pacific	
			East	North Central	South	Mountain		
12:30 A.M.	ABC					3.6	9:30 P.M.	
to	CBS					3.8		
1:00 A.M.	MBS					2.4	10:00 P.M.	
	NBC					7.0		
Sets-In-Use						27.2		
Available Homes						76.7		

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings				Pacific	
			East	North Central	South	Mountain		
	ABC							
	CBS							
	MBS							
	NBC							
Sets-In-Use								
Available Homes								

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings				Pacific	
			East	North Central	South	Mountain		
1:00 A.M.	ABC					3.2	10:00 P.M.	
to	CBS					7.7		
1:15 A.M.	MBS					3.5	10:15 P.M.	
	NBC					9.4		
Sets-In-Use						27.5		
Available Homes						73.0		

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings				Pacific	
			East	North Central	South	Mountain		
	ABC							
	CBS							
	MBS							
	NBC							
Sets-In-Use								
Available Homes								



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1946 THRU FEBRUARY, 1947

EVENING AUDIENCES

DAYS: WEDNESDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time	New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings								Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific					East	North Central	South	Mountain	Pacific	
6:00 P.M.	ABC	3.3	3.3	3.5	3.0	3.3	3.8	3:00 P.M.	ABC	7.9	9.1	9.3	8.3	3.9	2.6	4:30 P.M. to 5:00 P.M.	
to	CBS	3.8	4.5	4.2	3.3	2.6	2.0	to	CBS	8.1	10.1	9.7	6.9	4.7	2.0		
6:30 P.M.	MBS	3.6	4.5	4.0	2.6	3.1	1.1	3:30 P.M.	MBS	3.1	2.8	4.6	1.8	5.4	2.5		
	NBC	5.8	6.5	4.1	7.2	5.1	4.7		NBC	7.6	7.5	8.2	10.1	8.2	3.7		
Sets-In-Use		20.7	23.9	19.9	18.4	16.5	15.6		Sets-In-Use		29.9	33.2	34.6	28.8	25.8	15.3	
Available Homes		79.4	85.3	83.0	77.5	70.9	60.2		Available Homes		82.6	83.3	87.4	83.9	82.9	71.2	

6:30 P.M.	ABC	3.3	2.8	4.2	4.3	2.3	2.6	3:30 P.M. to 4:00 P.M.
to	CBS	4.7	4.4	5.4	5.6	3.7	2.2	
7:00 P.M.	MBS	4.2	4.8	5.2	3.8	4.3	1.4	
	NBC	7.6	9.9	6.0	6.3	5.9	4.6	
Sets-In-Use		24.2	28.1	25.2	21.9	20.4	14.3	
Available Homes		81.5	84.9	87.0	82.3	77.2	62.6	

8:00 P.M.	ABC	3.7	2.4	4.0	5.8	6.9	3.1	5:00 P.M. to 5:30 P.M.
to	CBS	10.1	11.8	12.9	8.4	11.3	2.6	
8:30 P.M.	MBS	4.5	5.4	4.4	3.4	5.7	2.9	
	NBC	12.2	12.8	15.2	15.0	5.7	4.4	
Sets-In-Use		33.6	36.3	38.0	34.6	32.9	17.7	
Available Homes		82.8	82.4	85.8	83.1	87.3	77.2	

7:00 P.M.	ABC	2.9	3.2	3.0	3.1	2.0	2.2	4:00 P.M. to 4:30 P.M.
to	CBS	5.4	7.3	6.4	8.0	7.1	1.1	
7:30 P.M.	MBS	5.5	6.7	6.4	3.1	4.7	3.4	
	NBC	8.5	9.3	8.3	9.8	5.3	5.6	
Sets-In-Use		27.5	31.5	28.0	25.8	22.6	17.6	
Available Homes		82.2	84.3	87.2	83.5	78.5	67.1	

8:30 P.M.	ABC	2.9	2.6	2.8	3.8	3.6	3.1	5:30 P.M. to 6:00 P.M.
to	CBS	12.2	13.1	14.3	11.8	18.9	4.3	
9:00 P.M.	MBS	2.8	2.8	2.5	1.8	2.7	3.9	
	NBC	14.7	15.8	17.5	17.5	7.3	6.1	
Sets-In-Use		35.9	38.0	39.0	37.2	36.1	23.0	
Available Homes		82.1	81.5	83.9	81.3	84.5	81.1	



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1946 THRU FEBRUARY, 1947

EVENING AUDIENCES

DAYS: WEDNESDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
9:00 P.M.	ABC	4.3	4.5	4.3	4.3	4.9	3.5	6:00 P.M.
to	CBS	9.9	10.2	11.9	9.7	9.3	6.6	to
9:30 P.M.	MBS	4.6	4.5	5.0	3.8	4.1	5.8	6:30 P.M.
	NBC	17.8	19.0	19.5	18.5	14.4	11.2	
Sets-In-Use		39.0	40.5	42.5	38.2	35.5	37.3	
Available Homes		82.3	81.7	83.3	82.1	85.7	81.9	

New York Time	Net-Work	HOOPERATINGS					Pacific Time
		Over-All Averages	"Sectional" Hooperatings				
			East	North Central	South	Mountain	
10:30 P.M.	ABC	5.8†	8.3	5.5	2.8	2.6	7:30 P.M.
to	CBS	9.8†	10.3	7.3	12.5	11.1	to
11:00 P.M.	MBS	4.2†	3.4	2.0	2.9	9.3	8:00 P.M.
	NBC	11.7	12.0	10.7	15.3	11.2	
Sets-In-Use		33.4†	35.1	20.2	35.7	37.2	
Available Homes		81.6†	83.5	80.8	81.7	79.8	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
9:30 P.M.	ABC	5.5	5.0	5.4	5.5	3.4	6.3	6:30 P.M.
to	CBS	9.2	9.0	11.1	7.0	7.6	10.4	to
10:00 P.M.	MBS	2.8	2.7	2.5	1.7	2.5	4.8	7:00 P.M.
	NBC	18.5	19.4	21.2	21.1	23.1	6.2	
Sets-In-Use		38.2	38.2	41.6	36.8	38.5	34.6	
Available Homes		81.8	81.4	83.4	80.3	84.4	82.2	

New York Time	Net-Work	HOOPERATINGS					Pacific Time	
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain		Pacific
11:00 P.M.	ABC					15.5	4.5	8:00 P.M.
to	CBS					6.2	11.5	to
11:30 P.M.	MBS					3.7	9.1	8:30 P.M.
	NBC					11.9	12.3	
Sets-In-Use						39.0	38.2	
Available Homes						83.1	80.2	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:00 P.M.	ABC	14.2	15.7	16.4	14.2	5.6	8.1	7:00 P.M.
to	CBS	7.5	7.2	9.5	5.9	8.8	8.5	to
10:30 P.M.	MBS	2.3	1.6	2.2	1.3	3.5	5.4	7:30 P.M.
	NBC	9.5	7.9	11.9	10.6	15.5	11.2	
Sets-In-Use		35.8	34.2	40.0	34.2	35.2	37.1	
Available Homes		81.5	80.1	83.2	80.5	81.8	84.4	

New York Time	Net-Work	HOOPERATINGS					Pacific Time	
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain		Pacific
11:30 P.M.	ABC					7.1	3.0	8:30 P.M.
to	CBS					3.0	9.7	to
12:00 Mid.	MBS					3.2	2.6	9:00 P.M.
	NBC					18.2	19.0	
Sets-In-Use						32.7	38.2	
Available Homes						81.6	77.1	



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1946 THRU FEBRUARY, 1947

EVENING AUDIENCES

DAYS: WEDNESDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:00 M.D.	ABC						15.5	9:00 P.M.
to	CBS						4.6	to
12:30 A.M.	MBS						4.3	9:30 P.M.
	NBC						12.1	
Sets-In-Use							39.5	
Available Homes							77.3	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
	ABC							
	CBS							
	MBS							
	NBC							
Sets-In-Use								
Available Homes								

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:30 A.M.	ABC						8.3	9:30 P.M.
to	CBS						4.5	to
1:00 A.M.	MBS						1.3	10:00 P.M.
	NBC						14.6	
Sets-In-Use							32.8	
Available Homes							75.8	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
	ABC							
	CBS							
	MBS							
	NBC							
Sets-In-Use								
Available Homes								

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
1:00 A.M.	ABC						2.7	10:00 P.M.
to	CBS						5.1	to
1:15 A.M.	MBS						2.5	10:15 P.M.
	NBC						11.4	
Sets-In-Use							24.9	
Available Homes							73.0	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
	ABC							
	CBS							
	MBS							
	NBC							
Sets-In-Use								
Available Homes								



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1946 THRU FEBRUARY, 1947

EVENING AUDIENCES

DAYS: THURSDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
6:00 P.M.	ABC	3.4	3.3	3.5	2.8	4.3	4.0	3:00 P.M. to 3:30 P.M.
to	CBS	3.4	3.9	4.2	3.3	0.9	1.3	
to	MBS	3.3	4.0	4.1	2.5	3.6	0.5	
6:30 P.M.	NBC	5.9	6.5	4.6	7.1	5.1	4.5	
Sets-In-Use		20.3	23.3	19.9	17.0	15.6	13.9	
Available Homes		73.8	85.0	83.7	77.7	73.3	61.9	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:30 P.M.	ABC	3.6	3.6	3.6	4.5	4.0	2.2	4:30 P.M. to 5:00 P.M.
to	CBS	10.3	14.0	13.1	7.7	6.2	2.7	
to	MBS	3.7	3.2	5.5	3.1	5.8	2.1	
8:00 P.M.	NBC	8.4	8.7	8.9	10.8	8.3	4.0	
Sets-In-Use		29.6	33.3	33.0	28.0	27.1	15.7	
Available Homes		82.9	83.9	86.7	83.6	86.6	71.7	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
6:30 P.M.	ABC	3.3	2.8	3.7	4.1	1.7	3.3	3:30 P.M. to 4:00 P.M.
to	CBS	4.5	3.9	7.1	4.9	3.6	2.0	
to	MBS	4.2	4.9	5.1	3.2	4.9	1.4	
7:00 P.M.	NBC	7.4	9.3	5.2	6.0	6.1	5.2	
Sets-In-Use		23.7	27.4	24.5	20.5	19.5	16.4	
Available Homes		81.5	85.7	85.5	81.3	71.7	65.0	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:00 P.M.	ABC	3.5	2.3	3.9	5.7	3.1	4.1	5:00 P.M. to 5:30 P.M.
to	CBS	12.8	16.4	16.0	9.7	6.0	2.5	
to	MBS	2.5	2.5	2.9	1.5	3.7	2.8	
8:30 P.M.	NBC	13.1	13.2	15.0	16.7	16.7	4.5	
Sets-In-Use		34.5	37.3	39.3	39.3	31.7	18.3	
Available Homes		82.4	81.7	86.3	83.5	84.5	76.4	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:00 P.M.	ABC	2.8	2.6	2.8	4.1	3.7	1.5	4:00 P.M. to 4:30 P.M.
to	CBS	6.4	7.3	8.3	6.2	4.8	1.5	
to	MBS	5.3	6.0	6.2	3.0	5.7	4.2	
7:30 P.M.	NBC	8.9	9.4	9.1	11.0	6.1	5.2	
Sets-In-Use		27.3	30.6	29.2	26.0	22.3	16.9	
Available Homes		82.6	84.4	88.1	84.1	80.2	67.3	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:30 P.M.	ABC	3.6	3.5	3.9	3.7	4.5	3.1	5:30 P.M. to 6:00 P.M.
to	CBS	12.8	15.6	15.0	11.0	3.7	5.4	
to	MBS	2.5	1.9	3.0	1.9	4.3	3.9	
9:00 P.M.	NBC	15.5	15.4	16.5	19.0	25.3	6.9	
Sets-In-Use		30.9	39.2	39.7	37.0	39.4	24.6	
Available Homes		82.0	82.1	84.3	82.4	86.3	61.0	



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1946 THRU FEBRUARY, 1947

EVENING AUDIENCES

DAYS: THURSDAYS

New York Time	Net-Work	HOOPERATINGS							Pacific Time	New York Time	Net-Work	HOOPERATINGS							Pacific Time
		Over-All Averages	"Sectional" Hooperatings					Pacific				Over-All Averages	"Sectional" Hooperatings					Pacific	
			East	North Central	South	Mountain	Pacific						East	North Central	South	Mountain	Pacific		
9:00 P.M.	ABC	4.2	4.7	3.8	4.7	4.2	2.7	6:00 P.M.	10:30 P.M.	ABC	2.3†		1.5	2.8	1.7	3.0	7:30 P.M.		
to	CBS	11.6	13.0	13.2	9.9	9.3	7.8	to	CBS	6.2†		7.4	5.2	7.6	5.3	to			
9:30 P.M.	MBS	5.1	4.7	6.0	3.7	6.9	6.5	6:30 P.M.	11:00 P.M.	MBS	4.7†		5.3	2.5	4.8	6.8	8:00 P.M.		
	NBC	13.3	13.4	14.6	15.2	12.3	8.9		NBC	16.0†		15.6	14.0	20.8	18.3				
Sets-In-Use		36.9	38.5	38.8	35.8	35.0	30.9		Sets-In-Use		31.2†		31.0	26.2	37.6	36.9			
Available Homes		82.5	82.4	82.4	81.4	83.7	83.9		Available Homes		81.1†		82.0	79.7	84.3	80.3			

9:30 P.M.	ABC	3.2	3.1	2.7	4.0	5.5	2.8	6:30 P.M.
to	CBS	12.1	12.7	13.7	11.8	12.2	7.7	to
10:00 P.M.	MBS	3.4	3.6	3.6	2.3	3.9	3.4	7:00 P.M.
	NBC	12.9	12.1	15.1	12.9	11.8	12.1	
Sets-In-Use		34.4	34.2	36.7	33.7	36.1	31.6	
Available Homes		81.6	81.2	82.8	81.2	85.0	82.1	

11:00 P.M.	ABC					3.8	4.8	8:00 P.M.
to	CBS					7.4	9.1	to
11:30 P.M.	MBS					4.6	4.9	8:30 P.M.
	NBC					12.2	11.9	
Sets-In-Use						29.9	36.0	
Available Homes						80.7	79.9	

10:00 P.M.	ABC	2.4	1.7	1.9	3.2	4.0	4.2	7:00 P.M.
to	CBS	10.2	9.4	13.1	9.6	10.3	6.8	to
10:30 P.M.	MBS	2.4	2.4	2.6	1.7	3.6	2.5	7:30 P.M.
	NBC	14.0	12.8	16.7	13.0	15.3	14.4	
Sets-In-Use		31.4	28.8	35.9	29.4	35.7	34.5	
Available Homes		80.8	79.8	82.2	80.6	79.9	82.6	

11:30 P.M.	ABC					2.2	3.9	8:30 P.M.
to	CBS					11.6	13.4	to
12:00 Mida.	MBS					2.6	2.1	9:00 P.M.
	NBC					7.6	15.9	
Sets-In-Use						26.7	38.5	
Available Homes						80.4	78.6	



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1946 THRU FEBRUARY, 1947

EVENING AUDIENCES

DAYS: THURSDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:00 P.M.	ABC						3.1	9:00 P.M.
to	CBS						11.0	to
12:30 A.M.	MBS						4.8	9:30 P.M.
	NBC						14.9	
Sets-In-Use							37.1	
Available Homes							77.5	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
	ABC							
	CBS							
	MBS							
	NBC							
Sets-In-Use								
Available Homes								

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:30 A.M.	ABC						4.3	9:30 P.M.
to	CBS						6.3	to
1:00 P.M.	MBS						1.8	10:00 P.M.
	NBC						11.3	
Sets-In-Use							28.2	
Available Homes							75.6	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
	ABC							
	CBS							
	MBS							
	NBC							
Sets-In-Use								
Available Homes								

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
1:00 A.M.	ABC						2.3	10:00 P.M.
to	CBS						5.5	to
1:15 A.M.	MBS						2.3	10:15 P.M.
	NBC						10.7	
Sets-In-Use							24.2	
Available Homes							72.6	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
	ABC							
	CBS							
	MBS							
	NBC							
Sets-In-Use								
Available Homes								



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1946 THRU FEBRUARY, 1947

EVENING AUDIENCES

DAYS: FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time	New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings								Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific					East	North Central	South	Mountain	Pacific	
6:00 P.M.	ABC	3.1	3.5	2.4	3.0	2.5	3.1	3:00 P.M.	7:30 P.M.	ABC	8.1	9.7	9.2	8.4	4.7	1.8	4:30 P.M.
to	CBS	3.5	3.6	4.2	4.4	1.7	1.7	to	to	CBS	6.5	7.7	8.0	6.2	4.9	1.5	to
6:30 P.M.	MBS	3.2	3.7	3.6	2.2	5.3	1.1	3:30 P.M.	8:00 P.M.	MBS	3.0	2.6	3.9	2.3	6.3	2.6	5:00 P.M.
	NBC	6.0	6.7	4.6	7.3	5.1	4.8			NBC	7.3	7.4	7.9	8.4	6.3	5.4	
Sets-In-Use		20.1	23.2	18.4	19.1	17.9	14.6		Sets-In-Use		28.3	31.8	30.7	27.1	25.6	15.5	
Available Homes		79.3	84.5	82.9	78.6	71.2	59.8		Available Homes		81.5	81.9	86.4	82.3	81.6	71.6	
6:30 P.M.	ABC	3.2	3.0	4.4	3.6	1.6	1.8	3:30 P.M.	8:00 P.M.	ABC	6.7	7.8	6.8	6.1	9.2	2.9	5:00 P.M.
to	CBS	4.6	4.2	6.5	5.6	3.3	2.2	to	to	CBS	13.4	15.3	16.7	13.0	12.7	2.5	to
7:00 P.M.	MBS	3.7	4.2	4.0	3.6	4.7	1.3	4:00 P.M.	8:30 P.M.	MBS	2.5	2.6	2.8	1.9	2.9	2.8	5:30 P.M.
	NBC	7.1	8.8	5.8	6.8	5.6	4.6			NBC	7.3	7.8	7.8	8.2	6.9	3.8	
Sets-In-Use		22.8	25.6	24.9	21.2	18.1	14.2		Sets-In-Use		32.6	36.6	35.8	30.6	33.1	16.4	
Available Homes		80.8	84.5	84.5	81.3	76.0	63.5		Available Homes		80.9	80.3	84.7	82.3	83.3	73.9	
7:00 P.M.	ABC	2.7	2.9	2.6	3.3	3.1	1.2	4:00 P.M.	8:30 P.M.	ABC	9.0	10.6	9.5	9.0	8.9	2.7	5:30 P.M.
to	CBS	6.3	7.1	7.1	7.1	5.4	1.6	to	to	CBS	10.8	10.6	13.9	11.9	12.1	4.5	to
7:30 P.M.	MBS	4.8	5.2	6.2	2.8	3.3	4.1	4:30 P.M.	9:00 P.M.	MBS	2.7	2.4	3.1	1.7	1.4	4.6	6:00 P.M.
	NBC	8.8	10.2	8.9	9.1	4.8	4.4			NBC	9.4	9.4	11.3	9.5	8.7	6.1	
Sets-In-Use		25.9	29.8	27.6	23.8	20.2	14.7		Sets-In-Use		34.4	36.0	39.0	33.6	33.7	23.1	
Available Homes		81.7	83.8	86.8	83.4	78.5	65.6		Available Homes		80.5	79.8	81.7	80.3	83.9	80.3	



For Explanation of Symbols See Page D

"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1946 THRU FEBRUARY, 1947

EVENING AUDIENCES

DAYS: FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time	New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings								Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific					East	North Central	South	Mountain	Pacific	
9:00 P.M.	ABC	8.6	11.2	7.9	7.9	5.7	2.2	6:00 P.M.	ABC	5.9†		5.8	5.6	9.3	5.3	7:30 P.M.	
to	CBS	8.8	8.7	10.3	8.3	10.6	6.5	to	CBS	11.3†		12.7	9.4	10.4	11.6	to	
9:30 P.M.	MBS	4.3	4.4	4.7	2.5	4.7	5.5	6:30 P.M.	MBS	4.9†		4.3	3.5	3.5	8.2	8:00 P.M.	
	NBC	13.0	10.8	14.9	16.7	10.5	13.5		NBC	6.2†		6.2	6.0	11.0	5.1		
Sets-In-Use		37.1	38.0	39.5	37.5	32.8	31.3		Sets-In-Use	30.9†		31.1	26.6	38.0	34.3		
Available Homes		79.9	78.6	81.8	76.8	80.8	82.5		Available Homes	78.9†		80.7	77.3	79.8	77.9		

9:30 P.M.	ABC	8.0	8.5	8.1	8.7	7.1	5.5	6:30 P.M.
to	CBS	12.4	12.8	14.1	9.6	8.8	12.7	to
10:00 P.M.	MBS	3.2	3.0	4.5	2.8	2.6	2.1	7:00 P.M.
	NBC	9.9	9.3	10.8	10.5	10.3	9.4	
Sets-In-Use		35.7	35.9	38.9	33.5	31.2	34.1	
Available Homes		79.1	78.7	80.3	77.8	75.8	81.2	

11:00 P.M.	ABC					8.9	5.8	8:00 P.M.
to	CBS					9.3	8.0	to
11:30 P.M.	MBS					4.5	5.6	8:30 P.M.
	NBC					6.4	8.1	
Sets-In-Use						33.4	32.6	
Available Homes						79.4	75.7	

10:00 P.M.	ABC	6.1	6.5	5.9	5.3	7.1	5.9	7:00 P.M.
to	CBS	10.7	10.4	13.0	8.1	12.6	10.4	to
10:30 P.M.	MBS	2.2	1.9	2.6	2.1	1.8	3.0	7:30 P.M.
	NBC	11.9	10.8	13.0	12.0	13.5	13.2	
Sets-In-Use		33.3	32.0	36.2	29.8	36.6	37.0	
Available Homes		77.9	77.3	79.5	77.0	78.7	78.4	

11:30 P.M.	ABC					2.8	12.9	8:30 P.M.
to	CBS					7.7	5.1	to
12:00 Mid.	MBS					6.4	2.6	9:00 P.M.
	NBC					4.0	7.8	
Sets-In-Use						25.5	33.2	
Available Homes						79.8	74.6	



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1946 THRU FEBRUARY, 1947

EVENING AUDIENCES

DAYS: FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time	New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings								Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific					East	North Central	South	Mountain	Pacific	
12:00 A.M.	ABC					8.5	9:00 P.M.	ABC							9:30 P.M.		
to	CBS					10.9	to	CBS									
12:30 A.M.	MBS					5.5	9:30 P.M.	MBS									
	NBC					3.8		NBC									
Sets-In-Use						33.1		Sets-In-Use									
Available Homes						73.2		Available Homes									
12:30 A.M.	ABC					3.5	9:30 P.M.	ABC							10:00 P.M.		
to	CBS					10.5	to	CBS									
1:00 A.M.	MBS					2.1	10:00 P.M.	MBS									
	NBC					4.5		NBC									
Sets-In-Use						26.5		Sets-In-Use									
Available Homes						71.1		Available Homes									
1:00 A.M.	ABC					1.6	10:00 P.M.	ABC							10:15 P.M.		
to	CBS					6.5	to	CBS									
1:15 A.M.	MBS					3.7	10:15 P.M.	MBS									
	NBC					5.8		NBC									
Sets-In-Use						22.9		Sets-In-Use									
Available Homes						67.7		Available Homes									



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1946 THROUGH FEBRUARY, 1947

DAYTIME AUDIENCES

DAYS: SATURDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time	New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings								Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific					East	North Central	South	Mountain	Pacific	
8:00 A.M.	ABC	1.17	1.1					9:30 A.M.	ABC	2.27	2.0	1.2	3.8				
	CBS	2.37	2.3						CBS	3.07	2.2	4.1	3.8				
to	MBS	2.17	2.1						MBS	2.07	1.8	1.8	2.7				
8:30 A.M.	NBC	2.57	2.5					10:00 A.M.	NBC	2.27	1.6	2.3	3.7				
Sets-In-Use		9.07	9.0					Sets-In-Use		12.17	10.8	11.2	10.3				
Available Homes		81.3	81.3					Available Homes		82.97	81.5	86.9	81.9				

8:30 A.M.	ABC	1.47	1.4					10:00 A.M.	ABC	1.97	1.4	1.7	3.5	77		
	CBS	1.57	1.5						CBS	3.07	2.4	4.2	3.0			
to	MBS	1.97	1.9						MBS	2.37	2.0	2.5	2.9			
9:00 A.M.	NBC	2.57	2.5					10:30 A.M.	NBC	2.77	2.4	2.1	4.2			
Sets-In-Use		9.17	9.1					Sets-In-Use		12.87	11.8	12.9	15.4			
Available Homes		83.77	83.7					Available Homes		82.17	81.1	85.3	80.7			

9:00 A.M.	ABC	2.47	2.3	1.3	3.2			10:30 A.M.	ABC	1.77	1.8	1.2	2.1			
	CBS	2.57	2.2	2.7	2.9				CBS	3.17	2.3	5.0	2.7			
to	MBS	2.07	2.2	2.0	1.6				MBS	2.37	1.6	3.1	2.3			
9:30 A.M.	NBC	2.37	1.9	2.2	3.6			11:00 A.M.	NBC	3.97	3.4	4.4	4.7			
Sets-In-Use		11.27	10.8	10.4	13.2			Sets-In-Use		14.37	14.0	16.2	13.7			
Available Homes		83.07	82.4	84.5	82.9			Available Homes		81.37	80.7	84.1	80.0			



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1946 THRU FEBRUARY, 1947

DAYTIME AUDIENCES

DAYS: SATURDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time	New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings								Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific					East	North Central	South	Mountain	Pacific	
11:00 A.M.	ABC	2.0	1.8	1.8	4.0	††	1.1	8:00 A.M.	ABC	1.9	1.4	1.6	3.7	††	1.2	9:30 A.M.	
to	CBS	5.8	4.8	8.3	6.4		4.4	to	CBS	7.5	7.3	8.7	6.6		7.6	to	
11:30 A.M.	MBS	1.9	1.9	2.4	2.2		1.1	8:30 A.M.	MBS	2.1	2.3	2.2	2.1		1.0	10:00 A.M.	
	NBC	3.4	3.4	2.8	4.2		2.6		NBC	2.5	2.1	2.2	3.8		2.2		
Sets-In-Use		16.5	16.2	17.9	19.1		11.7	Sets-In-Use		17.8	17.8	18.7	19.0		14.6		
Available Homes		79.1	79.1	80.6	78.0		77.8	Available Homes		78.0	77.9	79.8	78.1		75.7		

11:30 A.M.	ABC	2.4	2.6	1.9	3.5		1.5	8:30 A.M.
to	CBS	5.4	5.0	7.2	5.6		3.3	to
12:00 NOON	MBS	1.8	1.6	2.4	2.1		1.2	9:00 A.M.
	NBC	3.5	3.0	3.7	4.8		3.0	
Sets-In-Use		17.1	16.9	18.2	20.5		12.5	
Available Homes		78.7	77.7	81.1	79.8		79.4	

1:00 P.M.	ABC	2.1	1.9	1.5	4.1		0.9	10:00 A.M.
to	CBS	6.8	6.6	8.3	4.3		6.5	to
1:30 P.M.	MBS	2.8	2.1	3.5	3.5		2.6	10:30 A.M.
	NBC	2.5	1.9	3.6	3.7		1.2	
Sets-In-Use		18.0	16.3	21.4	13.2		15.2	
Available Homes		77.5	77.4	82.5	75.6		72.5	

12:00 NOON	ABC	1.8	1.8	1.3	2.9		1.2	9:00 A.M.
to	CBS	7.0	6.0	8.7	6.3		7.0	to
12:30 P.M.	MBS	2.0	1.6	2.6	2.8		0.9	9:30 A.M.
	NBC	2.9	2.8	2.6	4.2		1.8	
Sets-In-Use		17.3	16.1	18.8	19.1		15.0	
Available Homes		77.9	76.5	80.8	77.8		76.7	

1:30 P.M.	ABC	2.5	2.5	2.1	3.9		1.5	10:30 A.M.
to	CBS	6.2	5.9	6.1	7.2		6.1	to
2:00 P.M.	MBS	2.3	2.3	2.0	3.2		1.2	11:00 A.M.
	NBC	2.6	1.6	3.8	3.6		2.7	
Sets-In-Use		17.5	16.8	18.6	20.8		14.7	
Available Homes		77.4	77.2	81.0	76.0		74.1	



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1948 THROUGH FEBRUARY, 1949

DAYTIME AUDIENCES

DAYS: SATURDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
2:00 P.M.	ABC	4.0	3.9	2.6	5.6	††	3.7	11:00 A.M. to 11:30 A.M.
to	CBS	4.6	4.1	5.1	4.7		4.9	
to	MBS	2.5	2.4	2.6	3.3		1.5	
2:30 P.M.	NBC	3.1	2.2	3.7	4.0		3.2	
Sets-In-Use		16.2	17.0	13.3	20.9		16.7	
Available Homes		75.0	75.1	81.1	75.9		71.7	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
3:30 P.M.	ABC	3.9	4.0	3.3	4.0	††	3.4	12:30 P.M. to 1:00 P.M.
to	CBS	4.0	3.4	5.6	4.3		2.8	
to	MBS	2.6	2.6	2.5	2.5		1.8	
4:00 P.M.	NBC	4.0	3.6	3.5	5.3		4.3	
Sets-In-Use		19.5	19.2	21.1	18.8		17.4	
Available Homes		74.3	72.9	77.2	75.1		71.9	

2:30 P.M.	ABC	4.3	4.6	2.9	4.9		4.8	11:30 A.M. to 12:00 NOON
to	CBS	4.1	2.8	5.9	5.1		4.4	
to	MBS	2.6	2.1	2.6	3.6		1.6	
3:00 P.M.	NBC	3.7	3.4	4.5	3.6		3.1	
Sets-In-Use		19.2	16.1	21.0	19.8		16.0	
Available Homes		75.0	73.8	78.8	75.5		71.4	

4:00 P.M.	ABC	3.5	3.5	3.2	3.3		3.5	1:00 P.M. to 1:30 P.M.
to	CBS	4.4	3.9	5.3	4.1		3.3	
to	MBS	2.6	2.6	2.7	3.0		1.1	
4:30 P.M.	NBC	4.0	3.6	4.5	5.0		3.7	
Sets-In-Use		19.5	19.1	22.5	17.9		16.4	
Available Homes		74.0	73.7	79.7	72.0		68.6	

3:00 P.M.	ABC	4.1	4.2	2.8	4.0		5.4	12:00 NOON to 12:30 P.M.
to	CBS	3.9	2.7	5.5	5.7		2.8	
to	MBS	2.5	1.8	2.6	3.7		3.0	
3:30 P.M.	NBC	3.3	2.8	3.4	4.2		3.3	
Sets-In-Use		18.7	17.1	20.1	20.1		20.2	
Available Homes		74.0	73.0	78.8	73.1		71.4	

4:30 P.M.	ABC	3.7	4.2	3.7	2.4		3.8	1:30 P.M. to 2:00 P.M.
to	CBS	4.1	2.9	5.6	5.1		4.3	
to	MBS	2.4	2.0	3.1	2.9		1.1	
5:00 P.M.	NBC	3.6	3.2	4.1	5.2		1.3	
Sets-In-Use		19.1	18.3	21.9	18.7		17.0	
Available Homes		74.5	75.3	75.7	73.1		68.7	



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1946 THRU FEBRUARY, 1947

DAYTIME-EVENING AUDIENCE

DAYS: SATURDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time	New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings								Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific					East	North Central	South	Mountain	Pacific	
5:00 P.M. to 5:30 P.M.	ABC CBS MBS NBC	3.3 3.7 3.0 4.5	3.4 2.6 2.8 5.2	2.9 4.6 4.2 3.8	3.6 4.8 2.0 6.0	††	3.5 4.0 2.4 1.7	2:00 P.M. to 2:30 P.M.	6:30 P.M. to 7:00 P.M.	ABC CBS MBS NBC	2.8 5.0 4.0 5.5	2.4 4.8 4.2 5.9	1.9 6.8 4.1 5.4	4.2 5.4 1.9 6.9	2.5 4.9 7.0 4.1	3.8 2.2 4.6 2.4	3:30 P.M. to 4:00 P.M.
Sets-In-Use		19.6	19.9	21.5	19.5		15.8		Sets-In-Use		22.3	24.1	22.7	20.9	21.7	17.7	
Available Homes		75.9	76.4	77.7	73.8		68.8		Available Homes		79.5	81.1	83.3	79.0	75.7	70.0	

5:30 P.M. to 6:00 P.M.	ABC CBS MBS NBC	3.2 3.5 3.3 4.6	3.4 3.3 2.7 5.1	2.1 4.3 4.1 3.8	3.8 4.4 3.2 5.7		3.4 1.9 2.9 3.6	2:30 P.M. to 3:00 P.M.
Sets-In-Use		19.8	21.0	19.0	19.7		17.2	
Available Homes		76.9	79.5	79.4	74.9		66.8	

7:00 P.M. to 7:30 P.M.	ABC CBS MBS NBC	3.4 6.1 4.3 6.1	2.7 6.3 4.1 6.2	2.9 8.0 5.2 6.3	4.9 6.6 2.9 8.6	2.8 5.0 3.7 4.3	4.4 2.0 5.5 2.5	4:00 P.M. to 4:30 P.M.
Sets-In-Use		24.9	26.1	26.0	25.5	16.0	20.4	
Available Homes		80.3	80.5	84.9	79.7	79.7	72.8	

6:00 P.M. to 6:30 P.M.	ABC CBS MBS NBC	2.9 4.1 3.6 5.5	2.7 4.5 3.5 6.0	2.1 4.9 4.2 4.7	2.9 4.6 2.2 6.3	2.7 2.3 6.9 6.4	4.5 1.4 3.4 3.5	3:00 P.M. to 3:30 P.M.
Sets-In-Use		21.2	23.1	20.7	19.0	21.2	16.3	
Available Homes		76.7	81.4	82.1	77.8	73.2	67.8	

7:30 P.M. to 8:00 P.M.	ABC CBS MBS NBC	3.0 8.6 3.7 8.6	2.6 10.1 3.3 8.2	2.4 10.5 5.2 10.3	4.4 7.8 2.7 10.5	3.2 6.8 3.8 8.2	3.8 2.1 3.8 4.9	4:30 P.M. to 5:00 P.M.
Sets-In-Use		27.6	28.3	32.0	27.2	24.7	19.7	
Available Homes		78.8	77.7	84.2	79.1	78.0	74.0	



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1946 THRU FEBRUARY, 1947

EVENING AUDIENCES

DAYS: SATURDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time	New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings								Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific					East	North Central	South	Mountain	Pacific	
8:00 P.M.	ABC	5.2	6.2	4.3	5.7	4.5	3.1	5:00 P.M.	ABC	6.6	7.4	6.2	7.4	9.7	2.1	6:30 P.M.	
to	CBS	6.9	6.7	8.9	7.2	9.1	3.5	to	CBS	11.0	10.8	14.4	11.3	14.5	4.3	to	
	MBS	4.3	4.7	5.1	3.1	5.6	2.9		MBS	2.6	2.4	3.3	2.1	2.9	2.7		
8:30 P.M.	NBC	12.1	12.5	15.6	14.0	6.2	4.1	5:30 P.M.	NBC	12.2	11.0	12.4	11.3	14.3	17.0	7:00 P.M.	
Sets-In-Use		31.4	33.4	35.7	31.7	27.9	18.5	Sets-In-Use		35.2	34.0	39.1	35.2	43.0	30.2		
Available Homes		78.4	76.6	82.7	78.2	79.9	76.8	Available Homes		75.6	72.7	77.2	75.6	82.2	80.4		

8:30 P.M.	ABC	7.2	8.2	5.9	8.5	13.2	2.1	5:30 P.M.
to	CBS	9.1	9.0	12.7	8.5	9.1	4.9	to
	MBS	2.7	2.4	3.0	2.3	6.0	3.1	
9:00 P.M.	NBC	12.7	13.1	15.8	14.2	6.8	6.5	6:00 P.M.
Sets-In-Use		34.8	35.6	39.7	35.9	38.3	22.2	
Available Homes		76.5	74.0	81.1	75.5	84.1	76.5	

10:00 P.M.	ABC	3.6	2.7	3.2	4.3	8.0	4.5	7:00 P.M.
to	CBS	7.6	6.9	10.7	6.7	9.9	5.2	to
	MBS	3.3	3.3	3.3	3.0	1.9	3.7	
10:30 P.M.	NBC	14.8	13.0	14.3	17.6	14.5	18.0	7:30 P.M.
Sets-In-Use		32.2	29.3	34.6	34.5	36.4	34.3	
Available Homes		74.2	72.0	75.7	74.6	78.0	77.2	

9:00 P.M.	ABC	10.5	12.4	10.3	11.2	14.2	2.5	6:00 P.M.
to	CBS	12.3	11.8	17.4	11.9	10.9	6.4	to
	MBS	2.3	1.8	3.2	2.1	3.1	2.7	
9:30 P.M.	NBC	8.6	7.3	9.1	10.5	7.1	10.5	6:30 P.M.
Sets-In-Use		36.5	35.7	42.4	37.8	37.4	27.6	
Available Homes		76.1	73.7	77.9	75.8	80.9	79.9	

10:30 P.M.	ABC	4.3†		3.6	4.4	3.3	5.6	7:30 P.M.
to	CBS	7.3†		9.8	6.3	9.0	4.1	to
	MBS	4.0†		3.7	3.0	2.5	6.3	
11:00 P.M.	NBC	12.8†		10.4	13.6	20.1	13.2	8:00 P.M.
Sets-In-Use		31.2†		30.1	29.9	38.1	32.9	
Available Homes		75.0†		75.4	75.6	78.2	72.7	



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1946 THRU FEBRUARY, 1947

DAYS: SATURDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:00 P.M.	ABC				2.0	4.4	8:00 P.M.	
to	CBS				7.4	4.9	to	
11:30 P.M.	MBS				6.0	2.9	8:30 P.M.	
	NBC				22.2	16.9		
Sets-In-Use					39.1	33.7		
Available Homes					75.5	70.2		

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:30 A.M.	ABC					4.1	9:30 P.M.	
to	CBS					9.0	to	
1:00 A.M.	MBS					3.0	10:00 P.M.	
	NBC					5.1		
Sets-In-Use						24.7		
Available Homes						66.8		

11:30 P.M.	ABC				1.1	4.4	8:30 P.M.
to	CBS				10.1	7.1	to
12:00 Mid.	MBS				2.5	3.0	9:00 P.M.
	NBC				16.9	15.2	
Sets-In-Use					32.8	34.0	
Available Homes					74.5	71.8	

1:00 A.M.	ABC					2.1	10:00 P.M.
to	CBS					6.4	to
1:15 A.M.	MBS					2.1	10:15 P.M.
	NBC					6.4	
Sets-In-Use						20.3	
Available Homes						65.8	

12:00 Mid.	ABC					9.0	9:00 P.M.
to	CBS					9.0	to
12:30 A.M.	MBS					4.2	9:30 P.M.
	NBC					6.1	
Sets-In-Use						32.4	
Available Homes						69.9	

	ABC						
	CBS						
	MBS						
	NBC						
Sets-In-Use							
Available Homes							



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1946 THRU FEBRUARY, 1947

ALPHABETIC INDEX	HOOPERATINGS						ALPHABETIC INDEX	HOOPERATINGS					
	PROGRAM NAME	Overall Average	By Individual Areas					PROGRAM NAME	Overall Average	By Individual Areas			
East			North Central	South	Mountain	Pacific	East			North Central	South	Mountain	Pacific
ABBOTT & COSTELLO	14.0	12.9	16.7	13.1	15.3	14.4	AUNT JENNY	6.8	7.0	7.1	††	3.9	6.1
A DAY IN THE LIFE OF DENNIS DAY	13.3	12.0	14.9	13.4	§	14.2	BACKSTAGE WIFE (Program cancelled Nov. 1)	6.2	5.2	5.8	10.3	5.1	5.3
ADVENTURES OF ELLERY QUEEN (Program broadcast Nov. thru Feb.)	9.5	10.7	9.7	††	§	5.6	BANDWAGON	20.4	20.6	21.6	20.4	14.9	19.7
ADVENTURES OF OZZIE AND HARRIET	11.6	13.1	12.3	9.2	9.7	9.1	BAUKHAGE TALKING (Co-op) (Program cancelled Jan. 6.)	2.8	4.0	1.8	5.3	††	2.2
ADVENTURES OF SAM SPADE	9.9	9.0	9.0	10.0	10.8	13.8	BETTY CROCKER	4.3	3.6	3.7	7.4	§	3.4
ADVENTURES OF THE FALCON (Figures include several minutes of election returns on Nov. 5.)	9.6	10.8	9.0	6.7	10.6	10.1	BIG SISTER (Program cancelled Jan. 6.)	6.3	6.3	7.7	5.5	4.1	5.4
ADVENTURES OF THE THIN MAN	12.0	10.9	14.4	12.7	13.3	11.0	BIG TOWN (Figures include several minutes of election returns on Nov. 5. Rebroadcast to Pacific area cancelled Nov. 5.)	15.2	16.3	16.9	14.1	11.5	11.0
ALAN YOUNG SHOW	9.6	9.4	11.3	9.5	8.7	7.8	BILL STERN (Program cancelled Jan. 3.)	7.1 †		6.4	7.0	§	5.5
ALDRICH FAMILY	14.7	13.3	15.0	16.7	16.7	15.9	BING CROSBY (Program broadcast Oct. 16 thru Feb.)	16.9	17.0	17.9	15.4	17.2	17.0
AMERICAN ALBUM OF FAMILIAR MUSIC	12.1	11.6	13.5	11.6	10.8	13.0	BLONDIE	14.2	12.8	15.9	13.0	14.5	17.5
AMERICAN MELODY HOUR (Figures include several minutes of election returns on Nov. 5.)	9.7	11.3	10.9	10.2	§	3.3	BOB BURNS SHOW	10.2	8.7	10.4	10.7	14.5	12.4
AMOS 'N' ANDY (Figures include several minutes of election returns on Nov. 5.)	22.7	21.1	25.4	28.3	20.5	17.4	BOB HAWK SHOW	14.0	13.3	16.9	12.1	16.0	13.4
ARTHUR HALE (Effective Jan. 4 program no longer broadcast on Saturday.)	4.7	4.7	††	††	††	††	BOB HOPE (Figures include several minutes of election returns on Nov. 5.)	28.3	23.3	33.8	29.0	35.6	30.0



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1946 THRU FEBRUARY, 1947

ALPHABETIC INDEX		HOOPERATINGS					ALPHABETIC INDEX		HOOPERATINGS				
PROGRAM NAME	Overall Average	By Individual Areas					PROGRAM NAME	Overall Average	By Individual Areas				
		East	North Central	South	Mountain	Pacific			East	North Central	South	Mountain	Pacific
BOXING BOUTS	6.1	6.5	5.9	5.3	7.1	5.9	CEDRIC POSTER (Co-op) (Program cancelled Oct. 3.)	3.4	3.5	2.5	4.6	4.0	2.9
BREAKFAST CLUB (Daumit, Inc.)	4.2	3.9	4.3	4.6	3.8	4.3	CHARLIE McCARTHY SHOW	26.2	25.5	29.1	23.2	26.7	27.2
BREAKFAST CLUB (Swift - 9:30 AM)	5.5	5.3	5.7	6.7	5.8	4.7	CHECKERBOARD JAMBOREE (MWF) (Broadcast on Sat. Oct. thru Dec.)	2.8	2.2	3.0	3.2	§	§
BREAKFAST CLUB (Swift - 9:15 AM)	5.4	5.0	5.8	6.4	4.6	5.3	CHECKERBOARD JAMBOREE (TT) (Broadcast on Sat. Oct. thru Dec.)	2.7	2.5	2.4	3.5	§	1.7
BREAKFAST CLUB (Philo)	5.9	5.4	6.2	7.4	6.4	4.8	CLUB TIME	3.1	3.1	3.7	††	§	§
BREAKFAST IN HOLLYWOOD (Kellogg)	7.0	6.1	7.5	6.8	7.2	9.8	CONTENTED PROGRAM	7.3	6.2	9.0	7.7	10.5	7.3
BREAKFAST IN HOLLYWOOD (P & G)	6.2	5.0	6.3	6.7	6.8	9.3	COUNTERSPY	8.5	8.9	8.1	7.9	9.2	8.6
BREAK THE BANK	9.4	11.2	7.9	7.8	5.7	8.5	COUNTY FAIR	5.9	5.7	5.9	6.2	§	6.1
BRIDE AND GROOM	3.4	2.8	3.4	4.3	3.5	4.2	CRIME DOCTOR	11.1	9.8	12.8	12.3	10.5	11.7
BUCK ROGERS IN THE 25TH CENTURY (Program cancelled Oct. 1)	2.5	2.0	3.1	2.6	3.9	2.3	CRIME PHOTOGRAPHER	12.2	12.7	14.6	11.8	12.2	8.1
BURL IVES (Program broadcast Oct. 18 thru Feb.)	2.5	1.9	3.4	2.1	§	3.2	CRIMES OF CARELESSNESS (Program broadcast Nov. thru Feb.)	4.1	4.3	4.6	3.0	§	3.4
CAN YOU TOP THIS?	12.0	11.0	11.1	11.5	14.3	17.0	CURTAIN TIME	8.3	8.3	9.0	12.8	8.2	4.9
CAPTAIN MIDNIGHT	3.2	2.9	3.7	3.1	5.7	3.0	DANGER, DR. DANFIELD (Program cancelled Dec. 15.)	3.6	3.1	3.9	4.6	5.6	2.5
CARMEN CAVALLARO	8.5	7.9	8.5	9.5	10.5	8.8	DARTS FOR DOUGH	4.6	5.4	4.1	5.5	3.6	4.2
CASEBOOK OF GREGORY HOOD	6.6	5.6	7.0	4.3	6.7	13.1	DATE WITH JUDY (Figures include several minutes of election returns on Nov. 5.)	14.5	13.7	16.4	18.7	12.8	10.0
CAVALCADE OF AMERICA	9.9	10.2	10.9	10.1	8.0	7.6							



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1946 THRU FEBRUARY, 1947

ALPHABETIC INDEX	HOOPERATINGS						ALPHABETIC INDEX	HOOPERATINGS					
PROGRAM NAME	Overall Average	By Individual Areas					PROGRAM NAME	Overall Average	By Individual Areas				
		East	North Central	South	Mountain	Pacific			East	North Central	South	Mountain	Pacific
DAVID HARUM	3.4	3.8	3.0	3.5	3.4	3.0	FISHING & HUNTING CLUB OF THE AIR	2.5	2.3	2.2	††	††	††
DICK TRACY (Co-op)	2.7	§	2.3	3.2	††	2.2	FORD SHOW STARRING DINAH SHORE	9.2	9.0	11.1	7.0	7.6	10.4
DR. CHRISTIAN	13.1	13.2	14.1	11.8	20.2	10.1	FRANK MORGAN PROGRAM	9.9	7.9	11.9	10.7	15.5	11.2
DR. I.Q.	11.5 †		12.8	11.4	17.2	11.5	FRED ALLEN SHOW	26.1	27.4	27.0	22.0	26.4	25.6
DOCTORS TALK IT OVER, THE	1.3	0.9	1.5	1.9	§	1.4	FRED WARING SHOW (††)	4.1	3.6	4.1	4.5	5.7	4.3
DON AMECHE SHOW	7.2	6.2	8.6	6.7	8.6	8.6	FRONT PAGE FARRELL	5.9	6.6	4.8	6.5	6.6	4.7
DOUBLE OR NOTHING	7.7	8.2	7.8	5.5	8.9	8.1	FULTON LEWIS (Co-op)	6.2	7.4	5.6	5.1	5.8	5.1
DREW PEARSON (* Includes second broadcast (KFWB) in Los Angeles.)	8.4 8.5 *	9.5	8.6	7.7	§	5.9 6.3 *	GABRIEL HEATTER (MWF) (Oct. thru Dec. sponsored by various sponsors.)	6.2	5.8	7.0	5.1	6.0	7.3
DUFFY'S TAVERN	17.8	19.1	19.6	18.5	14.4	11.2	GABRIEL HEATTER (††) (Program broadcast on Friday, Oct. thru Dec.)	6.5	6.9	6.5	§	§	5.7
DURANTE - MOORE	12.4	12.8	14.1	9.7	8.8	12.7	GABRIEL HEATTER SHOW (Program broadcast Oct. 20 thru Feb.)	2.4	2.4	2.3	2.6	1.9	2.5
EDDIE BRACKEN SHOW	8.7	7.9	11.6	8.6	8.5	6.9	GANGBUSTERS (* Includes second broadcast (WCFL) in Chicago.)	11.4 11.8 *	12.4	10.1	11.4	14.2	9.3
EDDIE CANTOR SHOW	14.7 †		16.0	14.4	20.7	20.8	GENE AUTRY SHOW	6.0	5.8	7.8	5.4	8.4	3.3
ELMER DAVIS (Effective Jan. 30th Report, program broadcast MF)	3.0	3.3	1.5	4.7	††	§	GEORGE BURNS & GRACIE ALLEN	16.6	15.4	16.5	19.0	25.3	14.9
ETHEL AND ALBERT (Co-op)	2.1	1.9	§	††	††	2.3	GINNY SIMMS' SHOW	8.8	8.7	10.4	8.1	10.6	6.5
EXPLORING THE UNKNOWN	4.5	4.9	5.1	3.6	5.6	2.9	GIVE AND TAKE	5.5	5.3	7.3	4.9	§	4.1
FAMILY HOUR	6.5	7.5	6.1	4.8	5.7	6.4	GRAND CENTRAL STATION	6.9	6.3	8.9	5.6	§	6.6
FANNIE BRICE SHOW	14.5	15.3	16.7	13.2	12.7	10.9	GRAND OLE OPFY	10.7 †		10.4	13.3	20.1	13.2
F.B.I. IN PEACE & WAR	14.4	15.9	14.8	10.9	11.8	14.3							
FIBBER MCGEE & MOLLY (Figures include several minutes of election returns on Nov. 5.)	28.2	25.2	32.8	30.3	34.1	26.9							

SN2

§ Insufficient for Reporting

† Computed Hooperating

†† Not Broadcast in Designated Area

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"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1946 THRU FEBRUARY, 1947

ALPHABETIC INDEX		HOOPERATINGS					ALPHABETIC INDEX		HOOPERATINGS				
PROGRAM NAME	Overall Average	By Individual Areas					PROGRAM NAME	Overall Average	By Individual Areas				
		East	North Central	South	Mountain	Pacific			East	North Central	South	Mountain	Pacific
GRAND SLAM	4.3	4.6	4.9	2.7	§	3.3	INFORMATION PLEASE	9.0 †	10.5	7.9	12.5	11.1	
GREAT GILDERSLEEVE	17.0	15.8	17.5	17.5	18.2	19.0	INNER SANCTUM	14.7	15.5	15.3	11.2	12.7	15.8
HARVEST OF STARS	8.2	7.9	8.4	8.1	8.7	9.0	INSIDE OF SPORTS	2.5	2.2	3.4	3.1	††	2.2
HENRY J. TAYLOR	2.7	2.6	3.5	2.5	2.6	1.9	IT PAYS TO BE IGNORANT	10.8	10.4	13.3	8.2	§	11.9
HENRY MORGAN (Program broadcast Oct. 16 thru Feb.)	8.7 †		9.2	6.7	§	9.0	IT'S HARVEL MUSIC TIME	4.0	3.3	§	6.8	§	3.1
HERE'S TO YOU (Listed as "Sunday Party" Oct. thru Jan.)	4.5	4.7	4.1	4.7	4.9	3.8	IT'S UP TO YOUTH	2.7	3.1	2.5	2.0	2.7	2.6
HIGHWAYS IN MELODY	7.9	7.8	7.8	8.3	§	††	JACK ARMSTRONG	3.5	3.2	4.3	3.4	4.7	3.2
HILDEGARDE	6.0	5.9	8.4	5.2	3.6	3.7	JACK BENNY (* Includes second broadcast (NBC) on Pacific Coast.)	24.1 26.7 *	25.6	27.0	21.5	18.0	19.8 39.9
HOAGY CARMICHAEL SINGS	6.6	6.8	7.0	6.3	§	5.6	JACK BERTCH	3.8	3.3	3.9	4.3	4.9	3.8
HOLLYWOOD JACKPOT	3.7	3.7	3.7	††	††	††	JACK CARSON SHOW	10.4	11.8	12.9	8.4	11.3	4.6
HOLLYWOOD PLAYERS (Figures include several minutes of election returns on Nov. 5.)	7.8	8.1	9.0	7.0	§	6.4	JACK HALEY WITH EVE ARDEN (Program cancelled Feb. 6.)	13.7	12.7	15.8	14.6	††	††
HOLLYWOOD STAR TIME	6.8	6.2	8.9	7.1	7.4	4.9	JACK SMITH SHOW	8.9	8.8	9.4	8.7	7.7	9.2
HOUR OF CHARM	6.2	6.3	6.2	5.3	7.3	6.2	JEAN SABLON SHOW (Program broadcast Nov. 16 thru Feb.)	6.4	6.2	5.5	7.9	§	7.1
HOUSE OF MYSTERY (Program cancelled Oct. 6.)	7.1	6.8	8.6	6.1	11.2	5.7	JIMMIE FIDLER	8.9	9.2	7.7	9.0	§	9.5
H. V. KALTENBORN	10.5	10.0	9.3	13.3	††	††	JOAN DAVIS SHOW	14.5	14.8	16.5	13.2	14.1	12.1
HYMNS OF ALL CHURCHES	3.8	3.6	3.9	4.9	2.7	3.0	JOHNS-MANVILLE NEWS	11.1	11.7	14.4	10.1	10.7	5.3
I DEAL IN CRIME (* Incl. 2nd broadcast in Chicago. Program broadcast Oct. 19 thru Feb.)	8.1 8.2 *	8.5	7.2 7.7 *	8.8	13.4	5.6	JOYCE JORDAN	4.4	4.2	4.0	5.6	4.5	4.6
							JUDY CANOVA SHOW	14.8	13.0	14.3	17.6	14.5	18.0



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1946 THRU FEBRUARY, 1947

ALPHABETIC INDEX	HOOPERATINGS						ALPHABETIC INDEX	HOOPERATINGS					
PROGRAM NAME	Overall Average	By Individual Areas					PROGRAM NAME	Overall Average	By Individual Areas				
		East	North Central	South	Mountain	Pacific			East	North Central	South	Mountain	Pacific
JUST PLAIN BILL	6.1	6.3	5.6	8.6	4.5	4.3	MANHATTAN MERRY-GO-ROUND	12.8	12.3	14.4	11.5	13.0	13.2
KATE SMITH SINGS	10.7	12.0	10.5	8.3	9.7	10.0	MA PERKINS (CBS) (Program cancelled Jan. 3 and 6.)	7.2	6.4	8.7	7.9	6.4	6.8
KATE SMITH SPEAKS	6.4	7.4	6.9	4.5	4.7	5.5	MA PERKINS (NBC)	5.9	5.0	5.4	9.0	5.2	6.2
KAY KYSER	9.6 †		12.0	11.1	15.3	11.2	MARY LEE TAYLOR	3.2	2.3	4.5	2.7	§	4.9
KENNY BAKER SHOW (Listed as "Glamour Manor" Oct. thru Dec. 15)	3.7	3.4	3.4	4.2	4.1	4.5	MASQUERADE	4.7	4.3	4.7	4.9	7.8	4.9
KING COLE TRIO (Program broadcast Nov. thru Feb.)	4.7	4.6	4.7	§	§	§	MAYOR OF THE TOWN	9.6	9.0	13.0	8.5	10.6	7.2
LADIES BE SEATED	3.4	3.2	3.3	3.9	4.1	3.4	MEET ME AT PARKY'S	7.1	5.3	8.4	6.3	12.9	10.0
LET'S PRETEND	6.0	5.1	8.4	6.5	§	4.2	MEL BLANC SHOW (Figures include several minutes of election returns on Nov. 5. Re-broadcast to Pacific Coast cancelled Nov. 5.)	8.0	8.2	9.6	7.5	8.7	4.5
LIFE CAN BE BEAUTIFUL	5.3	4.8	5.3	††	7.4	4.4	METROPOLITAN OPERA (Program broadcast Dec. thru Feb.)	3.8	4.4	2.8	3.7	3.5	3.8
LIFE OF RILEY	14.0	12.5	15.6	14.0	16.9	15.2	MONDAY MORNING HEADLINES	5.1	5.3	5.1	5.5	§	4.2
LIGHT OF THE WORLD (Program broadcast Dec. thru Feb.)	4.4	4.0	4.5	§	§	4.2	MONITOR VIEWS THE NEWS	2.1	2.0	2.0	§	§	2.1
LONE JOURNEY	3.0	2.7	4.2	§	2.4	3.0	MR. DISTRICT ATTORNEY	19.6	19.4	21.2	21.1	23.1	14.6
LONE RANGER	9.2	9.9	9.4	10.5	8.0	6.1	MR. KEEN	11.7	14.0	13.4	††	§	2.7
LORA LAWTON	3.3	2.7	3.7	4.8	4.4	§	MUSIC HALL	13.3	13.4	14.6	15.2	12.3	8.9
LORENZO JONES	6.8	6.3	6.1	9.6	5.8	5.9	MYSTERY OF THE WEEK	5.9	5.5	7.9	5.7	††	††
LOWELL THOMAS	12.6	12.6	††	††	††	††	MYSTERY THEATRE (Program cancelled Oct. 18.)	11.9	10.8	13.6	12.0	13.7	12.2
LUM AND ABNER	4.7	3.3	5.4	7.7	3.5	5.2							
LUTHERAN HOUR	1.6	1.5	2.2	0.9	§	1.8							
MAISIE	10.0 †		12.9	9.4	10.4	11.4							

"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1946 THRU FEBRUARY, 1947

ALPHABETIC INDEX		HOOPERATINGS					ALPHABETIC INDEX		HOOPERATINGS				
PROGRAM NAME	Overall Average	By Individual Areas					PROGRAM NAME	Overall Average	By Individual Areas				
		East	North Central	South	Mountain	Pacific			East	North Central	South	Mountain	Pacific
MY TRUE STORY (Rebdoast to Mt. & Pac. cancelled Jan. 6.)	5.4	5.1	5.4	6.1	5.2	5.2	QUICK AS A PALSH	7.0	8.6	7.4	4.0	8.4	4.6
NATIONAL FARM & HOME HOUR	2.1	1.7	2.8	2.9	§	1.2	QUIZ KIDS	7.5	6.8	7.1	8.0	6.7	10.2
NEW ADVENTURES OF SHERLOCK HOLMES (Program broadcast Oct. 19 thru Feb.)	7.6	8.4	7.1	7.6	10.2	5.0	RADIO THEATRE	23.0	23.3	26.3	20.4	24.6	18.9
NEW LOUELLA PARSONS' SHOW	11.1	10.8	11.0	12.4	§	10.5	R.C.A. VICTOR SHOW	6.4	6.4	5.8	6.9	6.1	7.2
NEWS OF THE WORLD	8.1	8.0	8.6	9.8	7.7	5.0	READER'S DIGEST - RADIO EDITION	10.2	9.4	13.1	9.6	10.3	8.8
NEW YORK PHILHARMONIC	4.1	4.0	4.5	4.3	3.7	3.6	RED SKELTON (Fig. incl. 8 min. of Pres. Truman's address on Oct. 1 & 5 min. of election re- turns on Nov. 5.)	23.4 †		28.2	23.2	31.0	30.0
NICK CARTER	7.9	9.2	8.0	6.0	10.2	5.3	RIGHT TO HAPPINESS	7.0	6.3	6.1	9.7	8.7	6.9
ONE MAN'S FAMILY	9.6	7.4	10.6	10.6	19.5	11.2	ROAD OF LIFE (NBC)	4.3	4.3	4.5	4.2	4.3	4.0
OUR GAL, SUNDAY	6.8	6.7	8.7	5.9	6.6	5.2	ROAD OF LIFE (CBS) (Program cancelled Jan. 3 and 6.)	5.6	5.6	7.3	4.4	4.4	4.8
PARKER PEN NEWS	9.5	9.8	12.7	9.5	§	3.6	ROBERT TROUT	4.9	4.3	6.8	6.7	4.5	2.7
PEOPLE ARE FUNNY	13.0	10.8	14.9	16.7	10.6	13.5	ROMANCE OF HELEN TRENT (Program cancelled Oct. 1)	6.0	6.9	8.0	6.1	5.7	4.7
PEPPER YOUNG'S FAMILY	6.3	5.4	5.9	9.1	7.1	5.8	ROSEMARY	5.5	5.5	7.5	3.9	2.7	4.2
PERRY MASON	4.5	3.9	6.0	3.9	4.1	4.8	ROSE OF MY DREAMS (Program broadcast Dec. thru Feb.)	3.3	3.3	4.9	2.3	§	3.0
PILGRIM HOUR	1.8	1.6	††	1.2	§	2.5	ROY ROGERS SHOW	8.7	7.3	9.1	10.5	7.1	10.5
POLICEWOMAN	6.8	6.3	5.8	8.7	§	7.6	RUDY VALLEE SHOW (Figures include several minutes of election re- turns on Nov. 5. Rebroad- cast to Mountain & Pacific areas cancelled on Nov. 5.)	10.7	10.4	10.5	11.3	12.9	10.8
PORTIA FACES LIFE	7.1	7.1	5.9	9.0	6.5	6.9							
POT O' GOLD	5.6	5.2	5.4	5.5	3.4	8.3							
PROFESSOR QUIZ	3.7	3.8	††	§	††	††							
QUEEN FOR A DAY (Miles) (Program cancelled Oct. 1, 3 & 7.)	3.9	3.2	4.7	3.0	5.2	5.4							

"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1946 THRU FEBRUARY, 1947

ALPHABETIC INDEX	HOOPERATINGS						ALPHABETIC INDEX	HOOPERATINGS					
PROGRAM NAME	Overall Average	By Individual Areas					PROGRAM NAME	Overall Average	By Individual Areas				
		East	North Central	South	Mountain	Pacific			East	North Central	South	Mountain	Pacific
SAMMY KAYE'S SUNDAY SERENADE	6.5	7.1	5.1	7.3	10.2	4.2	SPECIAL INVESTIGATOR	2.4	3.3	1.6	1.9	§	1.3
SAM PETTENGILL (Program cancelled Dec. 15.)	1.6	2.0	1.6	1.2	§	0.6	SPOTLIGHT ON AMERICA	1.7	1.6	1.5	1.5	§	2.9
SATURDAY NIGHT SERENADE	9.1	8.8	12.8	8.5	11.7	4.7	STARS OVER HOLLYWOOD	7.6	7.1	9.0	††	§	8.0
SCREEN GUILD PLAYERS	21.1	21.5	25.6	17.6	23.9	16.2	STELLA DALLAS	6.5	6.1	5.4	10.5	5.5	5.1
SECOND MRS. BURTON	4.8	4.0	7.1	††	2.5	4.3	STRANGE ROMANCE OF EVELYN WINTERS (Program cancelled Nov. 20.)	3.0	2.5	3.7	3.8	§	§
SHADOW, THE (Carey, Del.-Lack.-West. Coal Co., G. Barr.)	11.1	12.9	12.1	9.0	10.2	5.7	SUPERMAN (Live portion of program cancelled Oct. 1.)	3.7	3.2	4.5	3.3	7.9	3.4
SHADOW, THE (Carey) (Program cancelled Oct. 6.)	9.7	††	11.6	9.0	§	††	SUPPER CLUB	11.3	11.4	10.1	9.3	13.5	13.8
SHADOW, THE (Del.-Lack.-West. Coal Co.) (Program cancelled Oct. 6.)	12.7	12.7	††	††	††	††	SUSPENSE	15.0	16.6	16.9	11.2	§	11.7
SHADOW, THE (G. Barr) (Program cancelled Oct. 6.)	10.4	13.5	12.3	††	††	5.7	TAKE IT OR LEAVE IT	16.3	15.6	18.9	14.5	17.2	16.5
SHERIFF, THE	8.4	8.8	8.7	8.9	7.6	5.6	TED MALONE (* Includes second broadcast on (WCFL) in Chicago. Rebroadcast to Pac. cancelled Jan. 6.)	3.4 3.5 *	3.2	3.7 3.9 *	3.6	§	3.3
KEY KING (Program broadcast Nov. thru Feb.)	3.0	2.5	3.5	2.6	2.3	4.4	TEENTIMERS CLUB	3.9	3.8	2.8	4.7	§	4.3
MILIN ^o ED McCONNELL	3.5	3.0	3.7	4.8	§	3.0	TELEPHONE HOUR	8.4	8.8	9.2	8.2	6.9	6.9
SONGS BY SINATRA	9.9	10.2	11.9	9.7	9.3	6.6	TENNESSEE JED	3.3	2.9	3.1	§	††	††
SPARKLE TIME WITH MEREDITH WILLSON	7.1	7.7	8.0	5.5	7.7	5.1	TERRY AND THE PIRATES	2.7	2.4	2.8	2.9	3.6	2.8
							THAT'S FINNEGAN (Listed as "Phone Again Finnegan" in Oct.)	5.3 †		6.9	††	7.8	5.3
							THEATRE GUILD (40:00-40:30)	8.2	7.9	7.9	8.2	9.7	9.3



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1946 THRU FEBRUARY, 1947

ALPHABETIC INDEX	HOOPERATINGS						ALPHABETIC INDEX	HOOPERATINGS					
PROGRAM NAME	Overall Average	By Individual Areas					PROGRAM NAME	Overall Average	By Individual Areas				
		East	North Central	South	Mountain	Pacific			East	North Central	South	Mountain	Pacific
THEATRE GUILD (10:30-11:00 PM)	8.0	8.2	6.9	7.1	9.3	10.1	VOICE OF FIRESTONE	10.0	10.5	9.5	10.5	13.0	7.5
THEATRE GUILD (10:00-11:00 PM)	8.1	8.1	7.4	7.6	9.5	9.7	VOX POP (Figures include several minutes of election returns on Nov. 5.)	8.7	9.0	10.9	7.7	6.8	6.2
THEATRE OF TODAY	6.9	6.0	8.7	6.3	§	7.0	WALTER KIERNAN (Co-op) (Program broadcast Nov. thru Feb.)	3.0	§	§	††	§	1.9
THE LISTENING POST	3.3	3.0	3.8	3.9	4.6	2.4	WALTER WINCHELL (*Includes second broadcast on (DLBS) on Pacific Coast.)	21.0 22.0 *	23.9	17.3	20.2	§	18.1 26.3 *
THIS IS HOLLYWOOD	7.3 †	6.6	9.3	6.7	§	5.1	WALTZ TIME	9.9	9.4	10.8	10.5	10.3	9.4
THIS IS YOUR P.B.I.	10.3	10.5	9.5	8.8	8.9	12.9	WARDEN LAWES' CRIME CASES (Program broadcast Oct. 20 thru Feb.)	2.7	3.0	3.4	2.3	§	1.3
THOSE WEBSTERS	5.8	6.8	6.2	3.8	6.1	4.7	WE, THE PEOPLE	11.6	10.7	16.1	12.0	§	††
TODAY'S CHILDREN	5.0	4.5	4.9	7.0	5.1	4.4	WHEN A GIRL MARRIES	8.0	8.0	7.3	9.9	7.6	6.9
TOM MIX	4.3	3.8	4.7	4.0	6.5	5.2	WILLIAM LANG	3.2	3.0	3.5	††	§	3.7
TREASURE HOUR OF SONG (Program broadcast Nov. 21 thru Feb.)	3.7	4.0	3.9	2.4	§	4.0	WILLIAM L. SHIRER	5.5	5.9	5.8	5.9	§	3.8
TRUE DETECTIVE MYSTERIES (Program cancelled Oct. 6.)	7.7	8.1	8.3	6.7	9.5	5.6	WOMAN IN WHITE	5.1	4.7	4.6	6.5	7.3	4.5
TRUTH OR CONSEQUENCES	14.7	13.1	15.8	14.2	22.2	16.9	WORLD FRONT	4.3	4.9	4.0	4.6	§	††
TWENTY QUESTIONS	5.1	4.7	5.1	3.5	5.6	8.4	YOUNG DR. MALONE (Program cancelled Jan. 2 and 6.)	5.7	5.8	7.1	††	4.7	4.1
VAUGHN MONROE (Program broadcast Oct. 19 thru Feb.)	9.4	10.4	10.6	8.4	6.9	6.1	YOUNG WIDDER BROWN	7.3	6.9	7.0	9.5	6.7	6.5
VICTOR BORGE SHOW STARRING BENNY GOODMAN	7.0	7.0	7.3	7.0	8.2	6.0							
VICTOR H. LINDLAHR	1.7	1.7	1.6	1.9	2.8	1.3							



"SECTIONAL" HOOPERATINGS

PERIOD: OCTOBER, 1946 THRU FEBRUARY, 1947

ALPHABETIC INDEX		HOOPERATINGS					ALPHABETIC INDEX		HOOPERATINGS					
PROGRAM NAME	Overall Average	By Individual Areas					PROGRAM NAME	Overall Average	By Individual Areas					
		East	North Central	South	Mountain	Pacific			East	North Central	South	Mountain	Pacific	
YOUR HIT PARADE	12.8	12.1	16.9	12.1	13.0	9.5								
YOUR THURSDAY MEETING WITH DICK HAYMES	11.7	13.0	13.2	9.8	9.3	7.8								



SECTION III

HOOPERATINGS CHARTBOOK

FALL-WINTER, 1946-1947

HOOPERATINGS CHARTBOOK

INTRODUCTION

THE REPORT

It is the function of this Hooperatings Chartbook to provide users of Hooper Radio Reports with information designed to create a better understanding of the basic factors influencing radio audience size. To this end, over 30 pages of trend charts and tables are presented on the pages which follow.

SCOPE

Measurements contained in this Hooperatings Chartbook are based on "Network" Program Hooperatings, published twice monthly. Interviewing for the first Report is conducted the 1st - 7th of each month; for the second Report the 15th - 21st of each month.

SAMPLE SIZE

Measurements are based on telephone homes in 33 cities geographically well distributed over the nation. (See map on third cover).

The size of the sample used as a base for reporting any program varies directly with the length of the program and the number of Hooper cities transmitting the program. The entire 33 city sample is approximately as follows per reported period:

Half hour programs	1380 Homes Called
One hour programs	2760 Homes Called
Quarter-hour-three-times weekly	2070 Homes Called
Quarter-hour-five-times weekly	3450 Homes Called



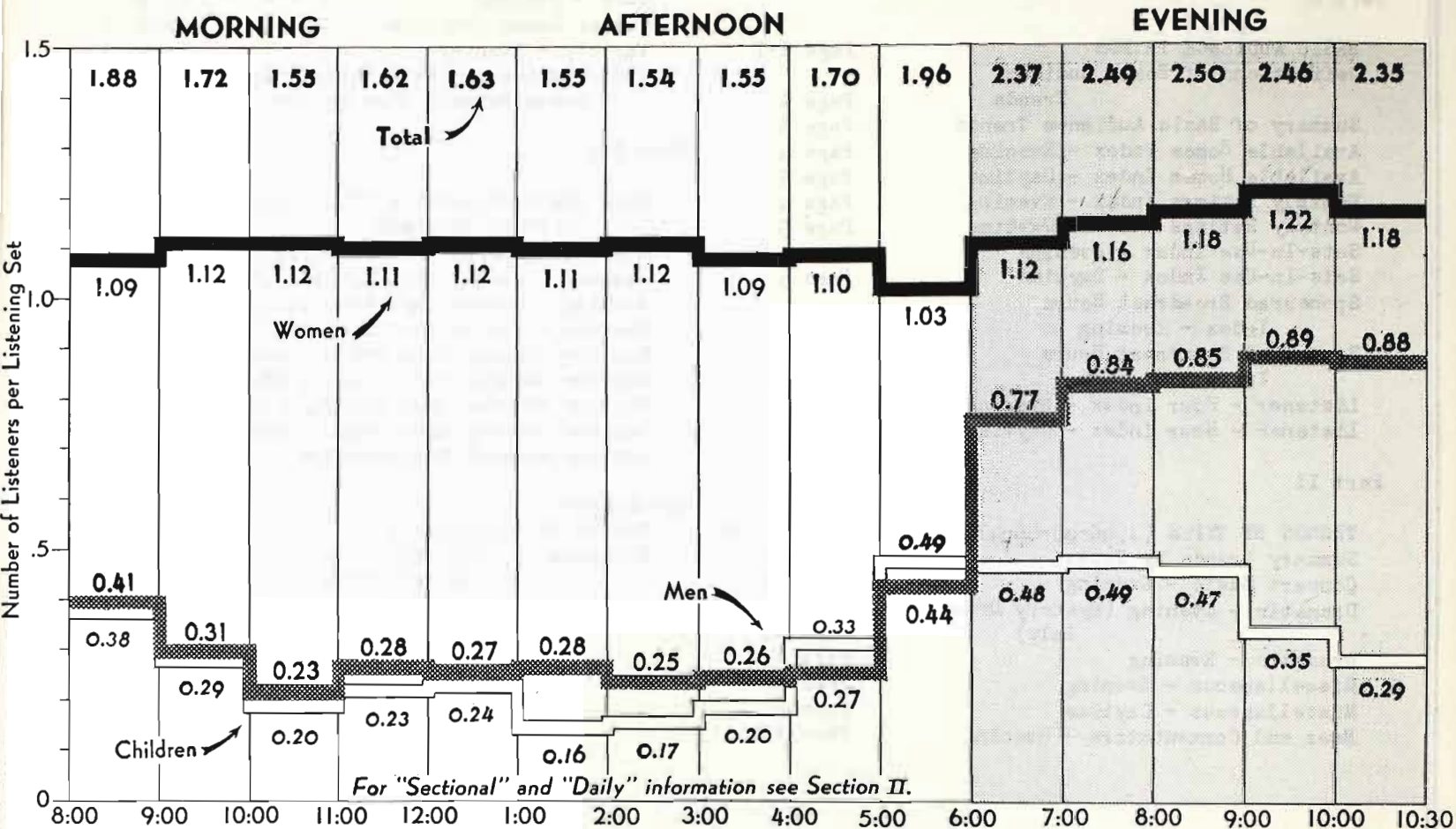


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COMPOSITION OF THE RADIO AUDIENCE

NUMBER OF LISTENERS PER LISTENING SET
October, 1946 - February, 1947



BASIC AUDIENCE TRENDS

Evening Trends based on Sunday - Saturday averages

6:00 - 10:30 P.M., N.Y.T.*

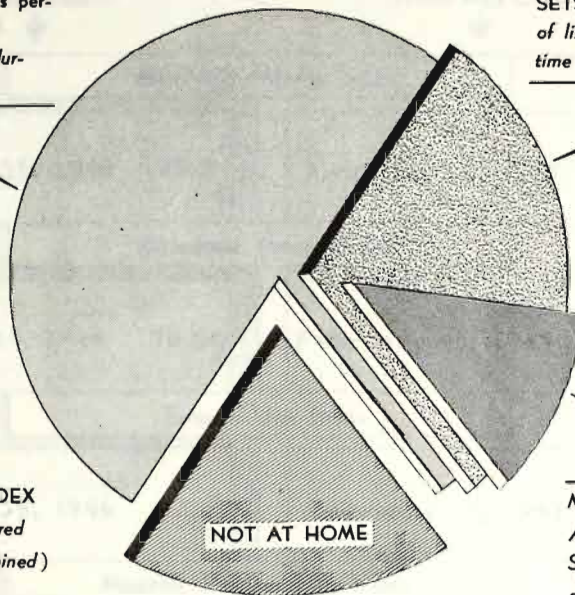
Daytime Trends based on Monday - Friday averages

8:00 A.M. - 6:00 P.M., N.Y.T.*

Definitions of Terms

AVAILABLE HOMES INDEX is percent of total homes called in which someone was at home and awake during the time period reported on.

SETS - IN - USE INDEX is average amount of listening to the radio during the time period reported on.



SPONSORED BROADCAST HOURS INDEX is the sum of all time occupied by Sponsored Network Programs (all four networks combined) during the time period reported on.

MONTHLY HOOPERATING INDEX is the Arithmetic mean of all the ratings to Sponsored Network Programs during the time period reported on.

SHARE OF AUDIENCE INDEX is the average audience to all Sponsored Network Programs during the time period reported on.

* EXCEPTIONS: Monthly Hooperating Index and Share of Audience Index based on average for Sponsored Network Programs only.

BASIC AUDIENCE TRENDS

SUMMARY

EVENING

DAYTIME

THIS REPORT
↓

YEAR AGO
↓

THIS REPORT
↓

YEAR AGO
↓

Available Homes Index

February 15, 1947 81.4

February 15, 1946 80.8

February 15, 1947 74.7

February 15, 1946 74.4

Broadcast Hours Index

February 15, 1947 71.50

February 15, 1946 78.00

February 15, 1947 82.25

February 15, 1946 91.50

Sets-In-Use Index

February 15, 1947 34.3

February 15, 1946 32.6

February 15, 1947 19.4

February 15, 1946 18.0

Monthly Hooperating Index

February 15, 1947 11.3

February 15, 1946 10.5

February 15, 1947 5.3

February 15, 1946 4.9

Share of Audience Index

February 15, 1947 28.9

February 15, 1946 28.7

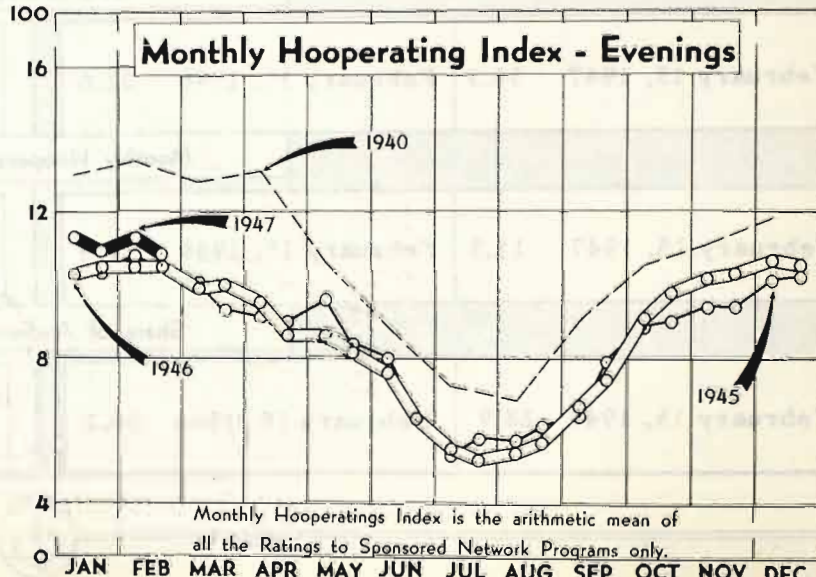
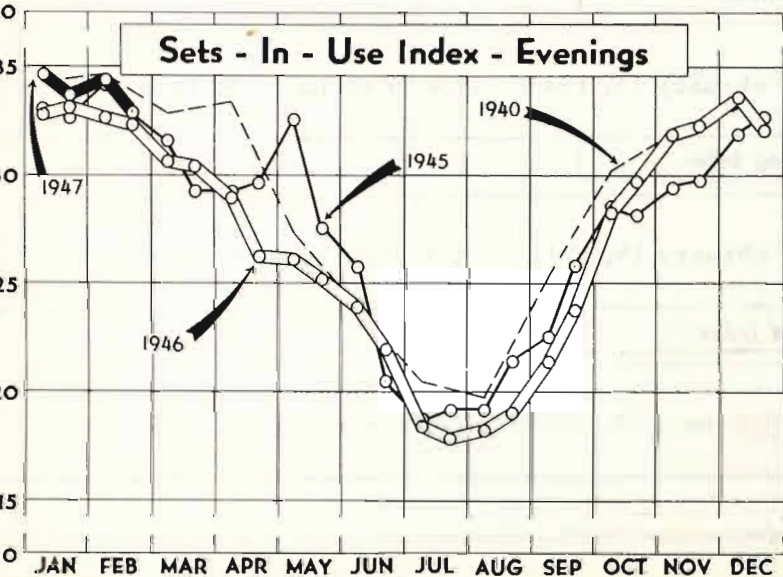
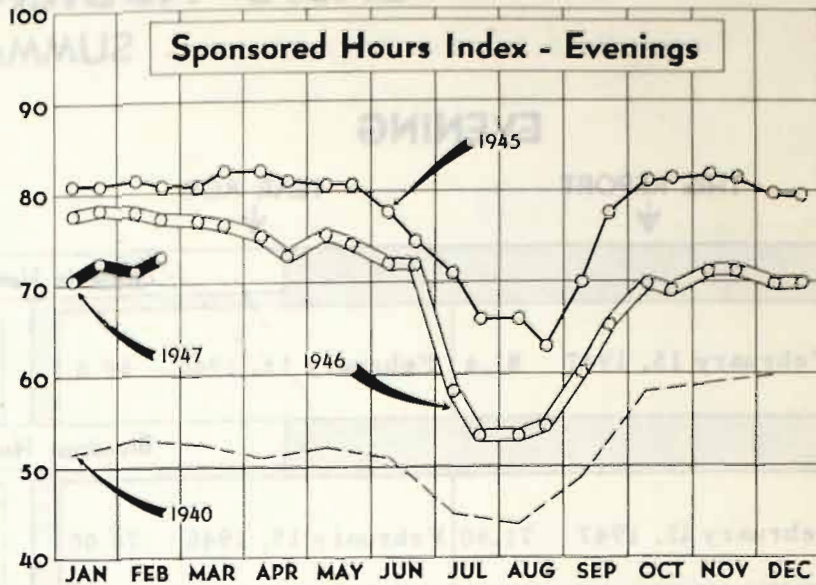
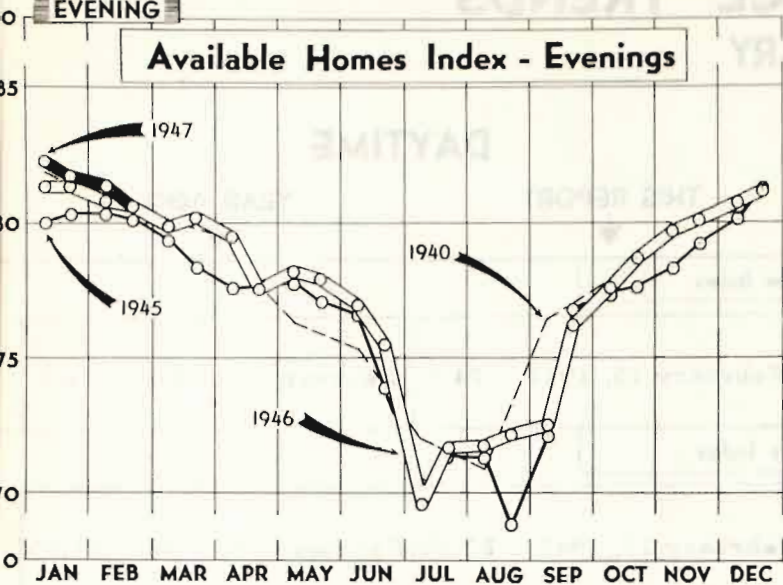
February 15, 1947 26.6

February 15, 1946 26.7

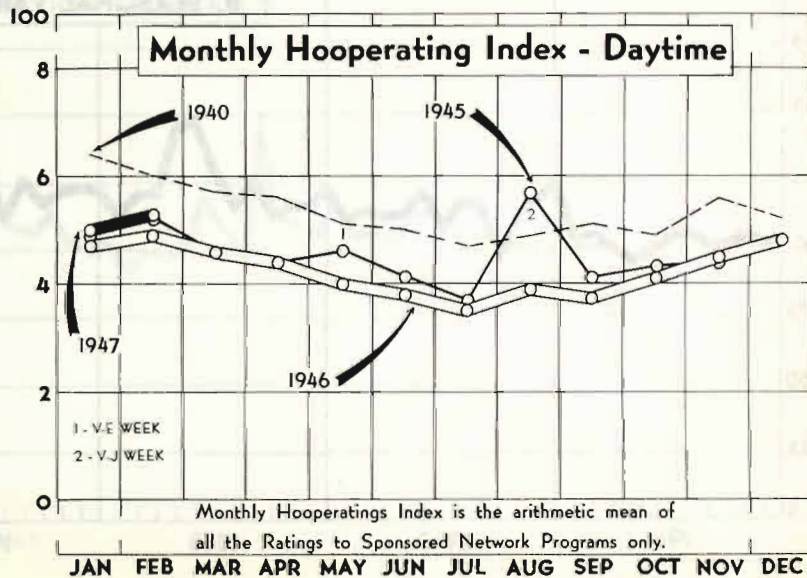
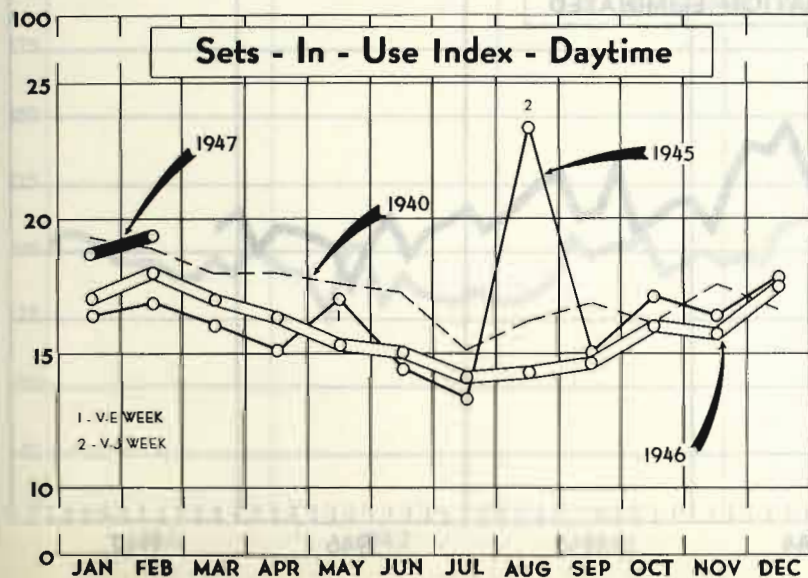
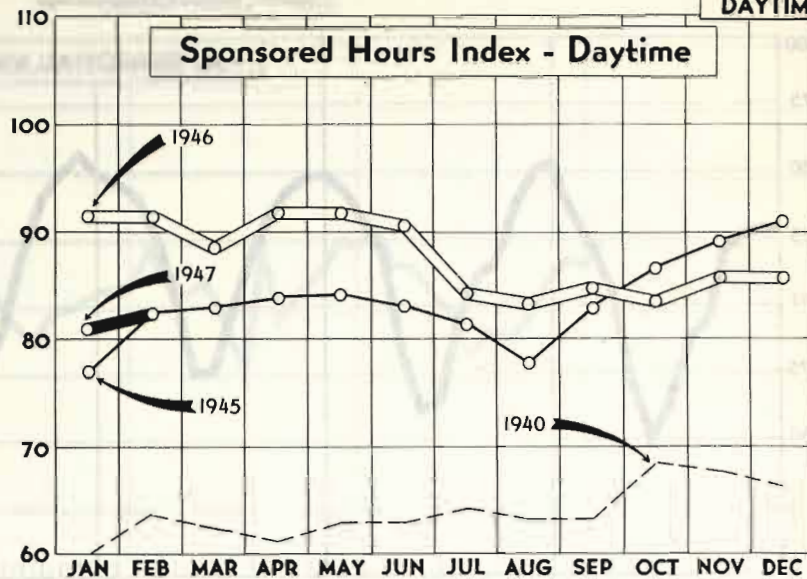
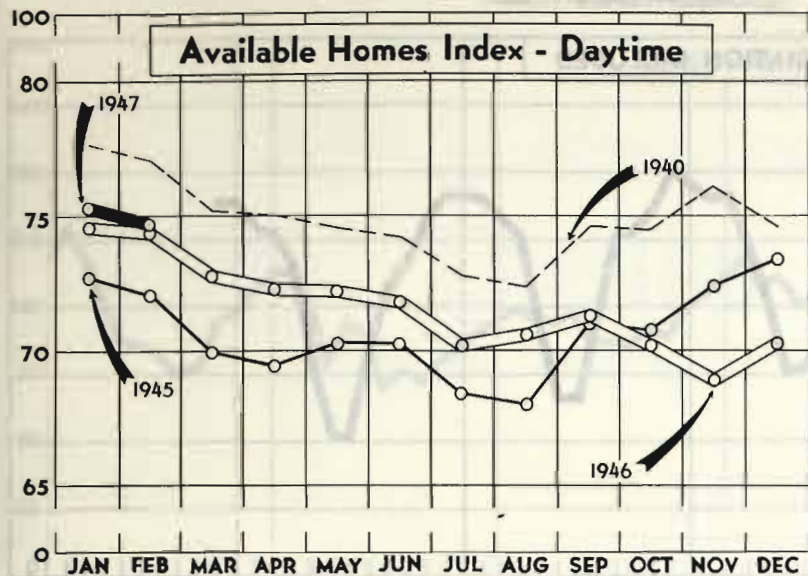




BASIC AUDIENCE TRENDS



BASIC AUDIENCE TRENDS



TRENDS By TYPES

I. Each Type Compared With All Sponsored Network Programs

(a) *Ratings Only*

II. Analysis Of Each Type

(a) *Average Rating Trend* (b) *Sponsored Broadcast Hours Trend*

(c) *Share of Audience Trend*



TRENDS BY TYPES

SUMMARY

THIS
REPORT

YEAR
AGO

THIS
REPORT

YEAR
AGO

Evening Variety

February 15, 1947	14.4	February 15, 1946	14.7
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Evening Concert Music

February 15, 1947	7.0	February 15, 1946	6.6
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Evening Quiz

February 15, 1947	12.2	February 15, 1946	12.2
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Evening Miscellaneous

February 15, 1947	4.8	February 15, 1946	5.2
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Evening Dramatic

February 15, 1947	11.8	February 15, 1946	11.1
-------------------	------	-------------------	------

Evening Popular Music

February 15, 1947	10.8	February 15, 1946	8.1
-------------------	------	-------------------	-----

Daytime Serial Drama

February 15, 1947	5.7	February 15, 1946	5.4
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Evening News & Commentators

February 15, 1947	7.3	February 15, 1946	6.8
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Daytime Miscellaneous

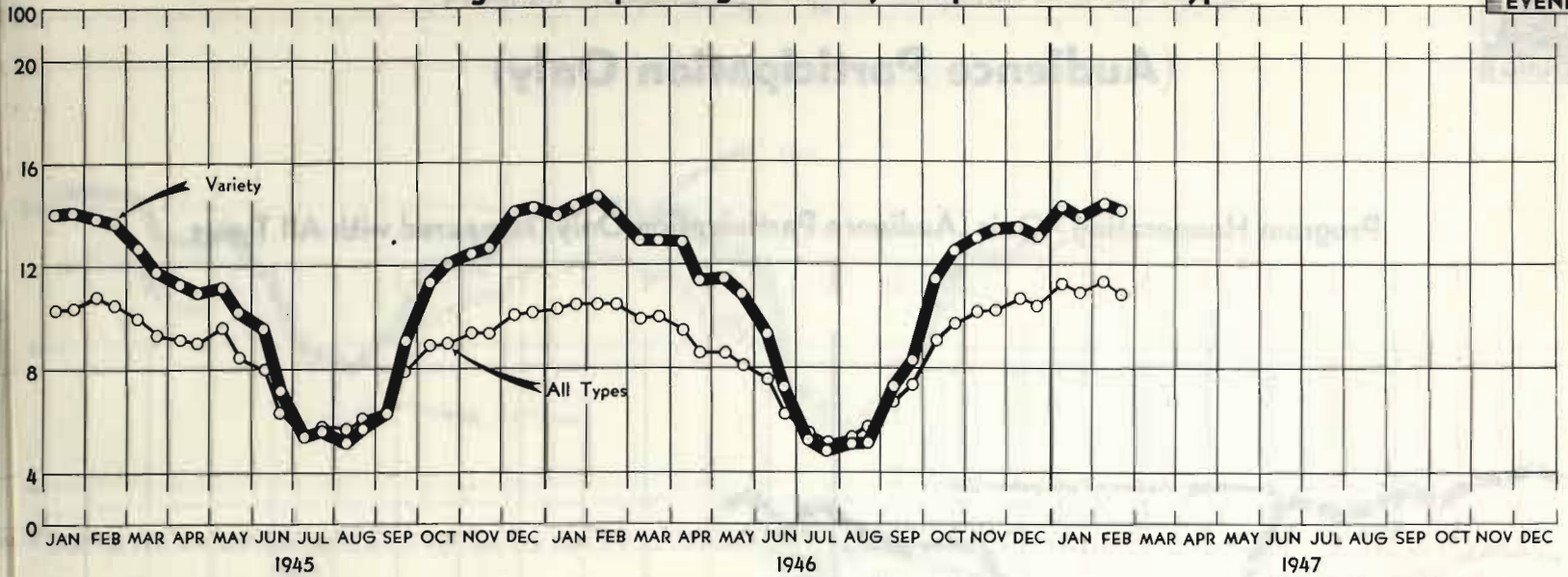
February 15, 1947	4.6	February 15, 1946	4.1
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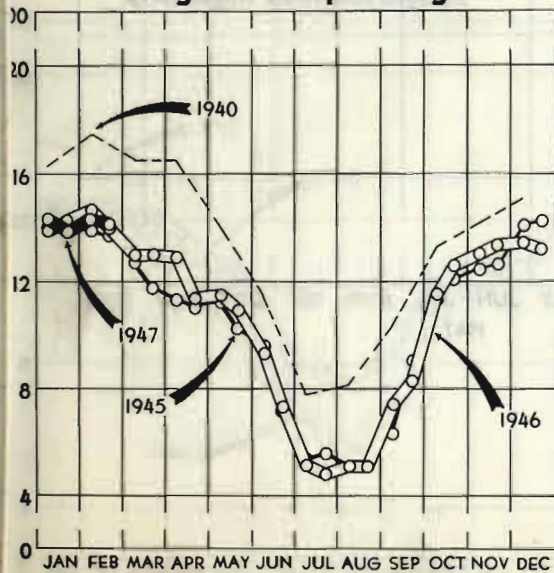
VARIETY



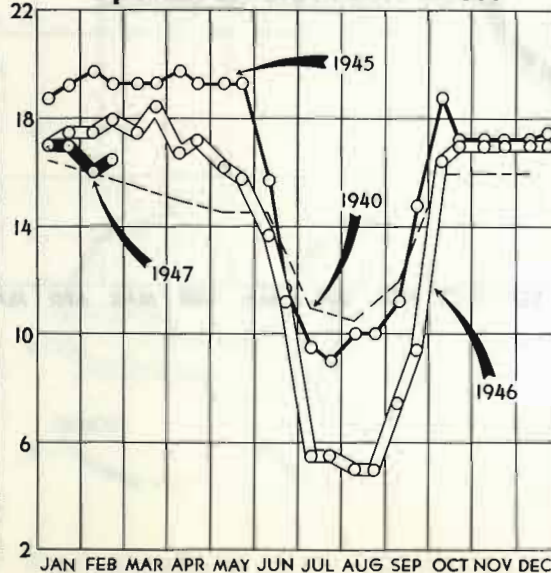
Program Hooperatings - Variety compared with All Types



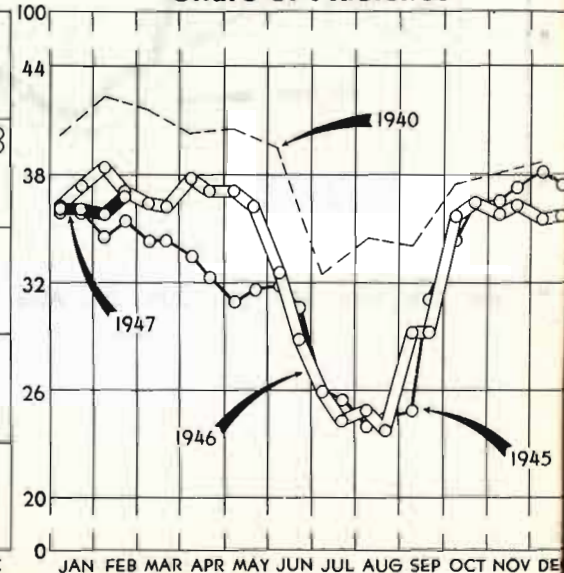
Program Hooperatings



Sponsored Broadcast Hours



Share of Audience

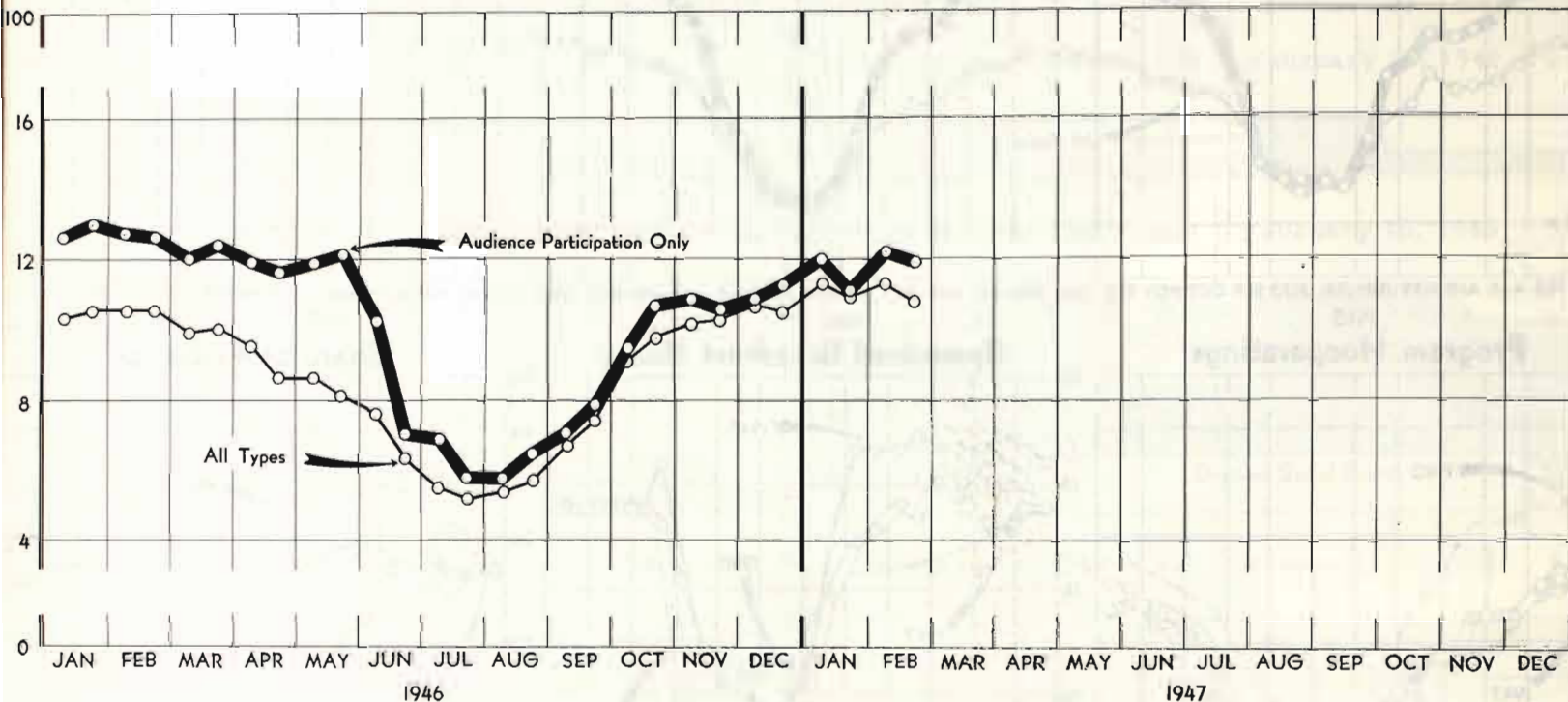




QUIZ

(Audience Participation Only)

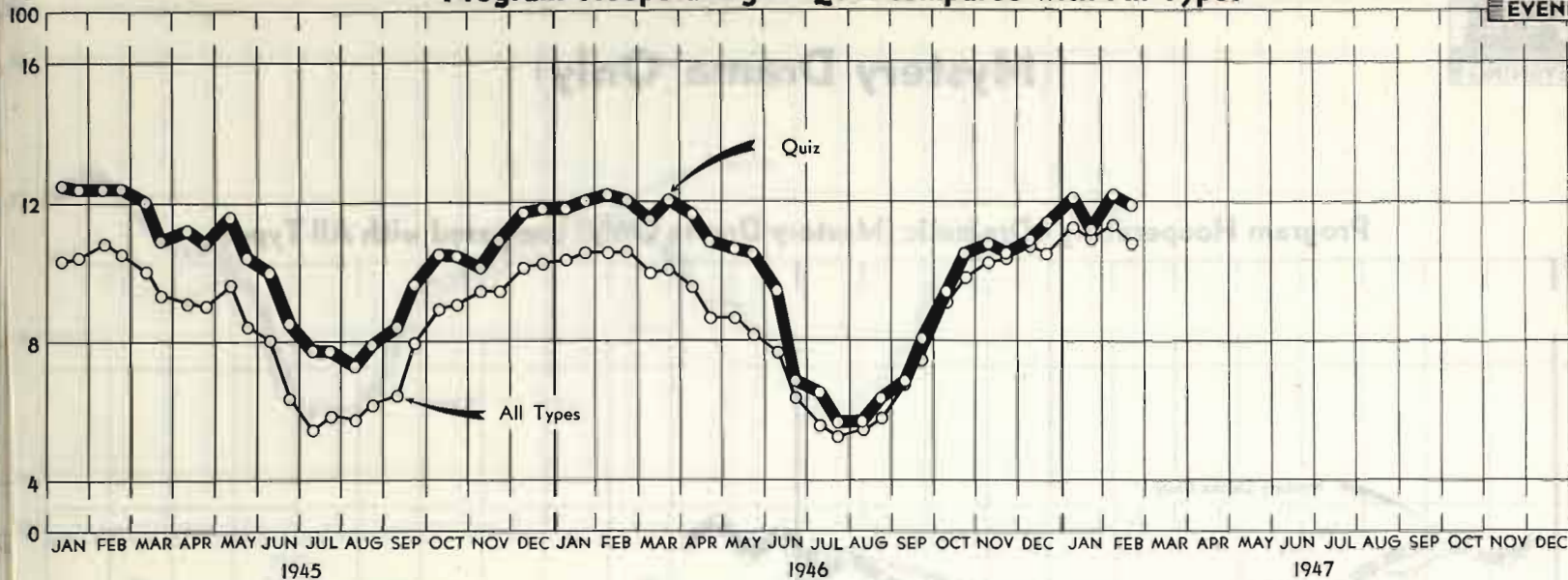
Program Hooperating - Quiz (Audience Participation Only) compared with All Types



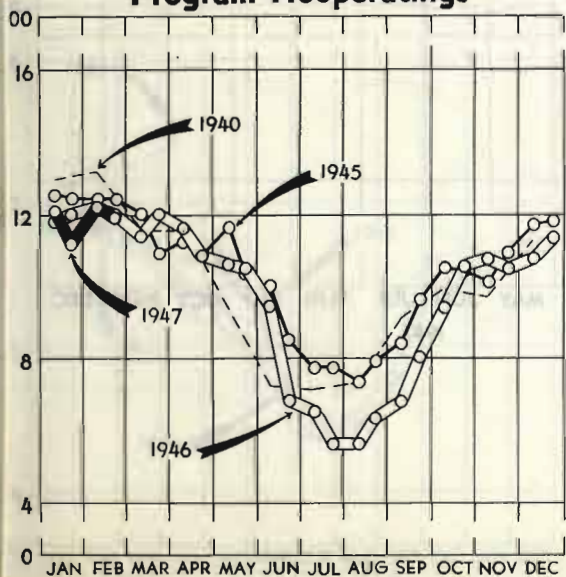
QUIZ



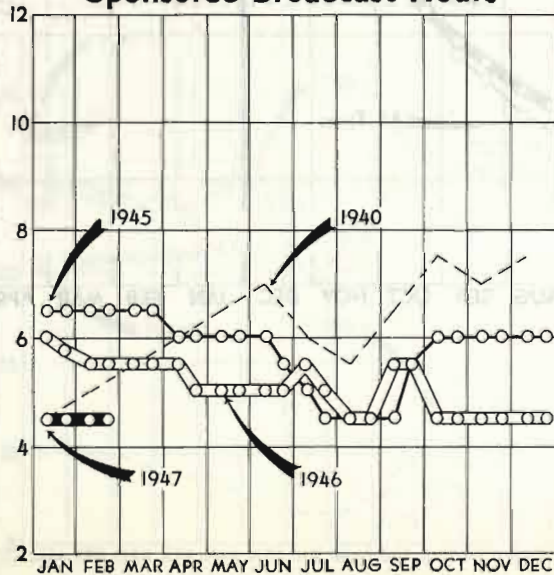
Program Hooperatings - Quiz compared with All Types



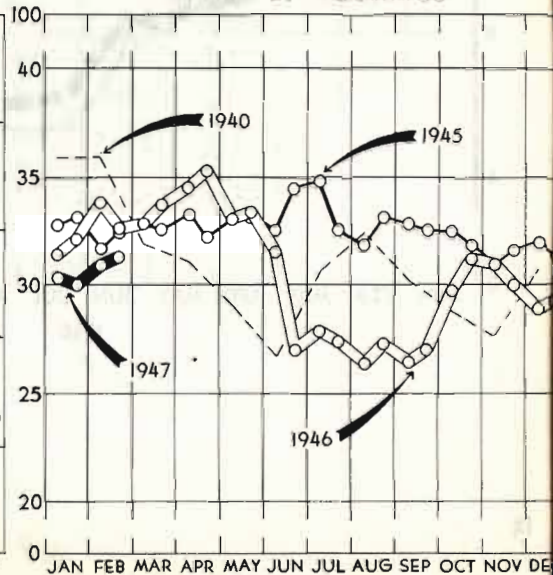
Program Hooperatings



Sponsored Broadcast Hours



Share of Audience

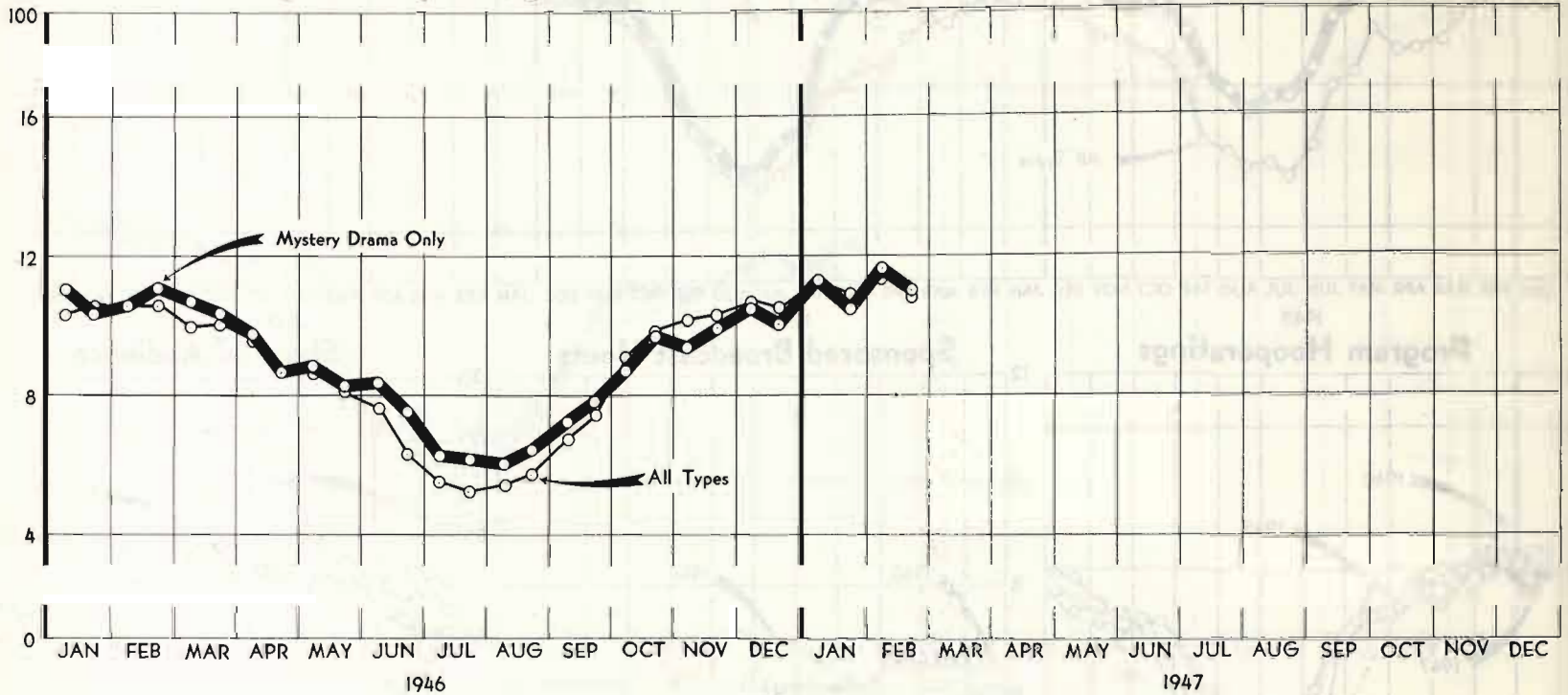




DRAMATIC

(Mystery Drama Only)

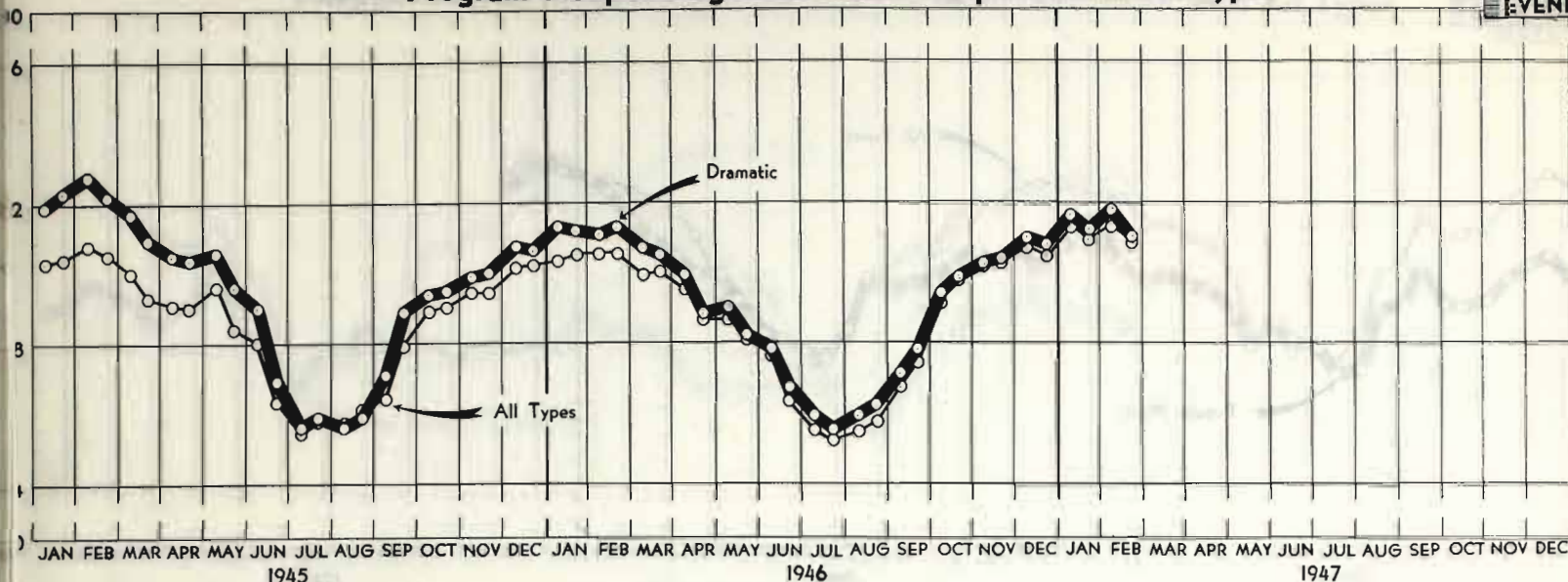
Program Hooperating - Dramatic (Mystery Drama Only) compared with All Types



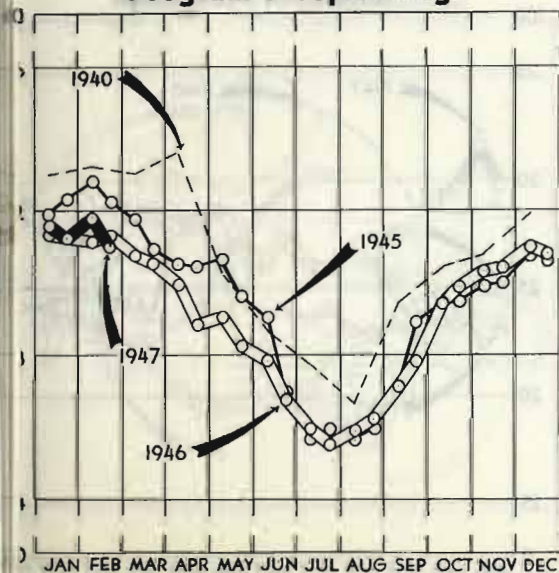
DRAMATIC



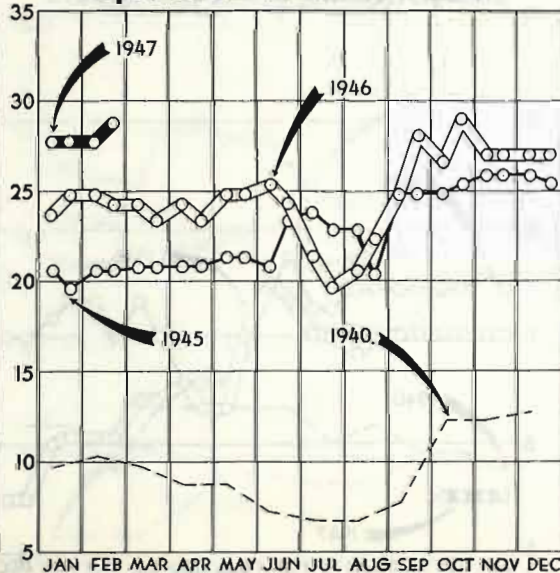
Program Hooperatings - Dramatic compared with All Types



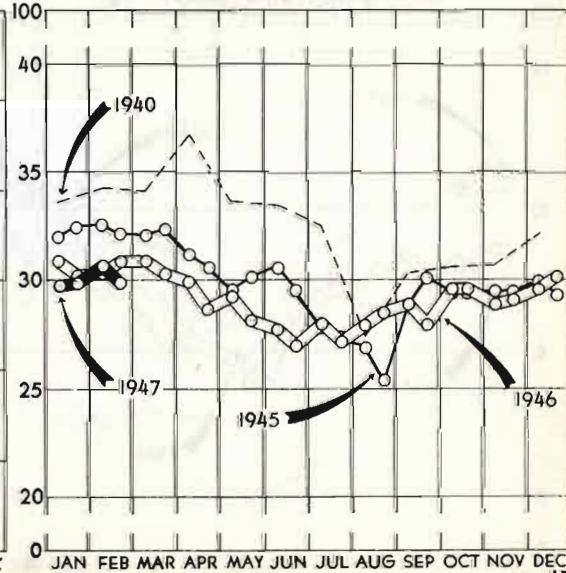
Program Hooperatings



Sponsored Broadcast Hours



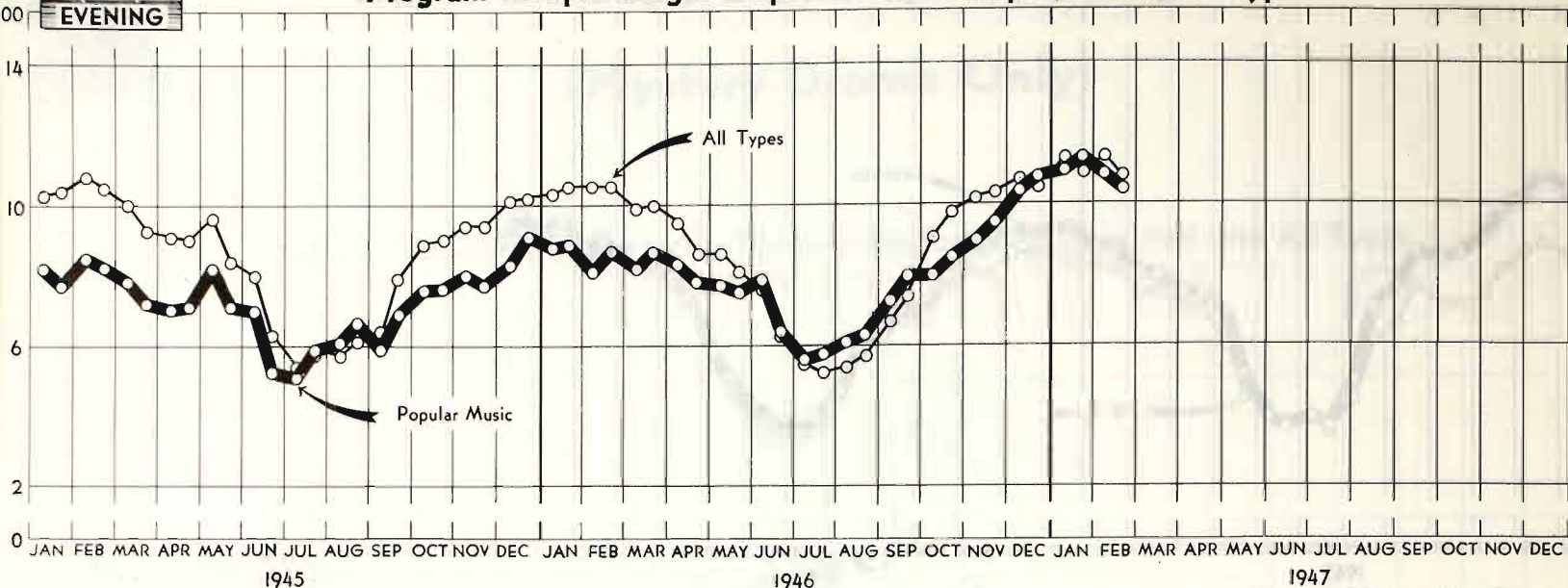
Share of Audience



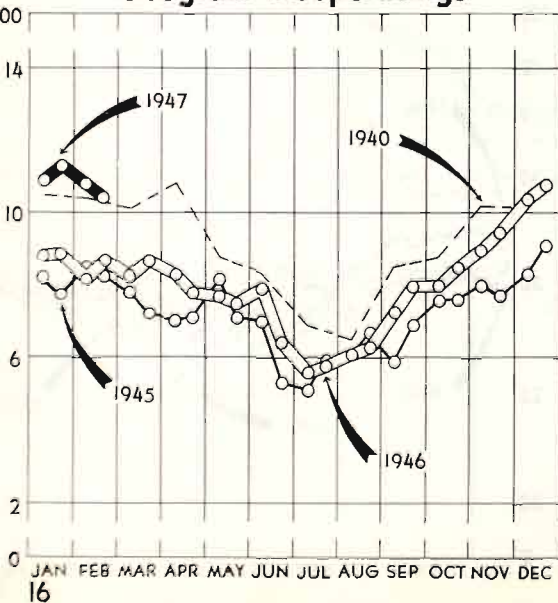


POPULAR MUSIC

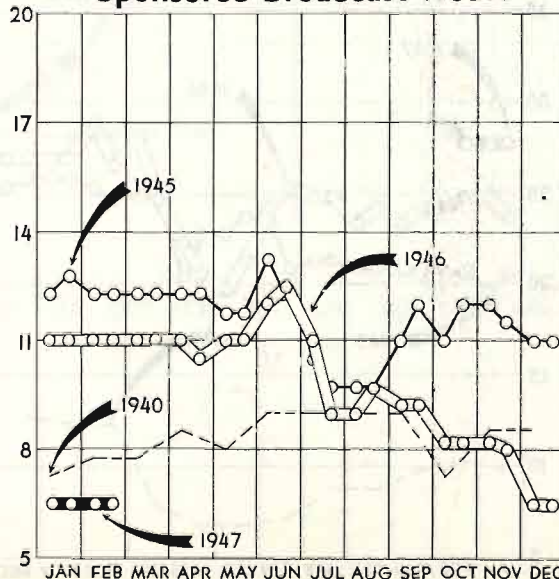
Program Hooperatings - Popular Music compared with All Types



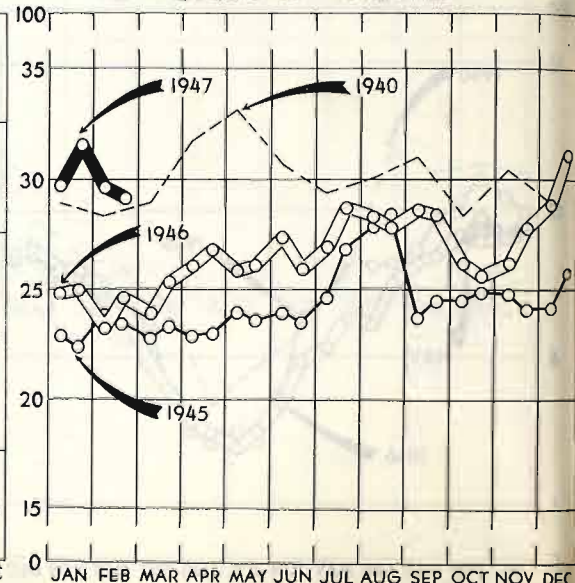
Program Hooperatings



Sponsored Broadcast Hours



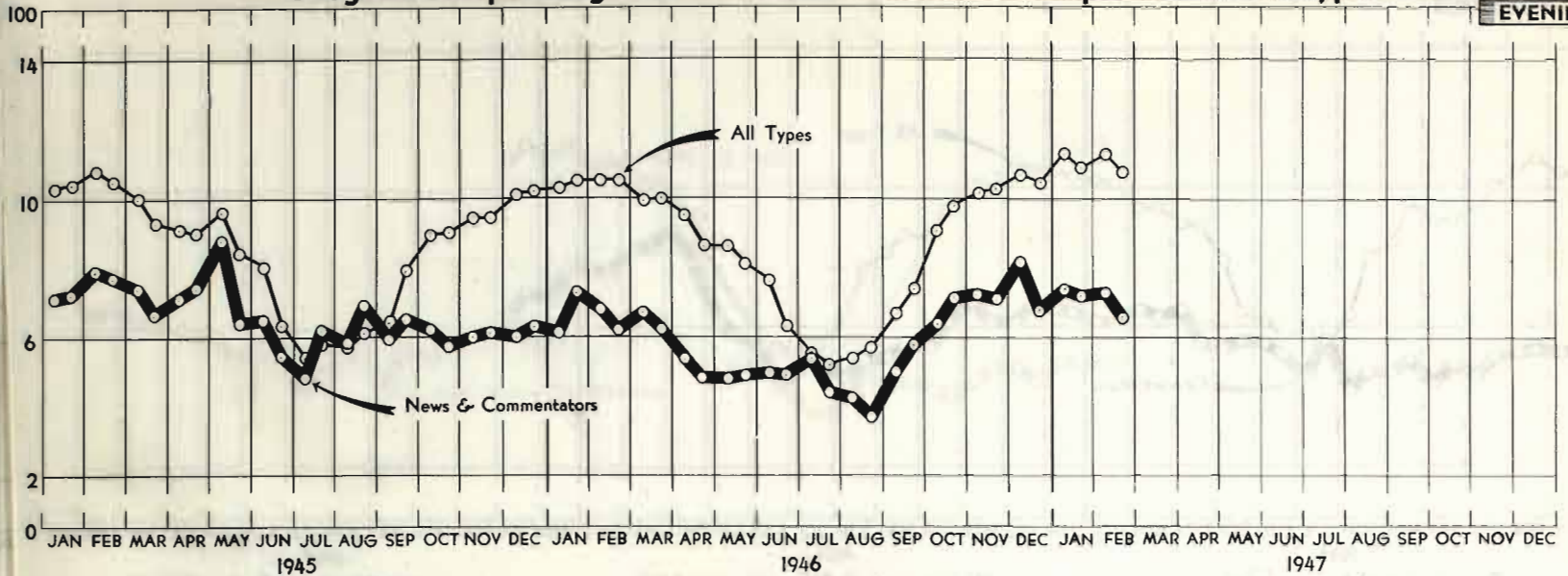
Share of Audience



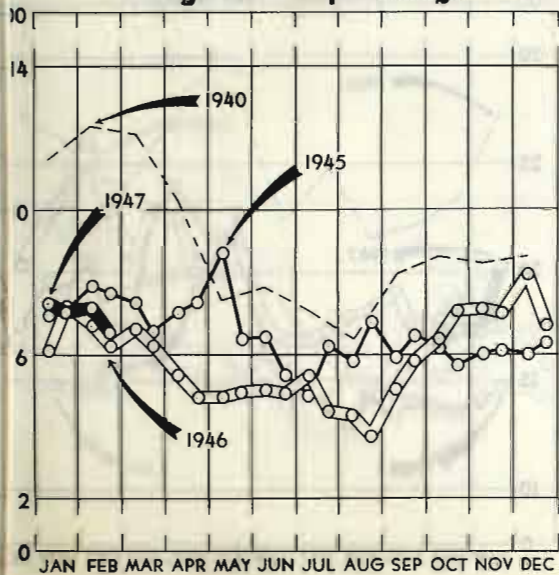
NEWS AND COMMENTATORS



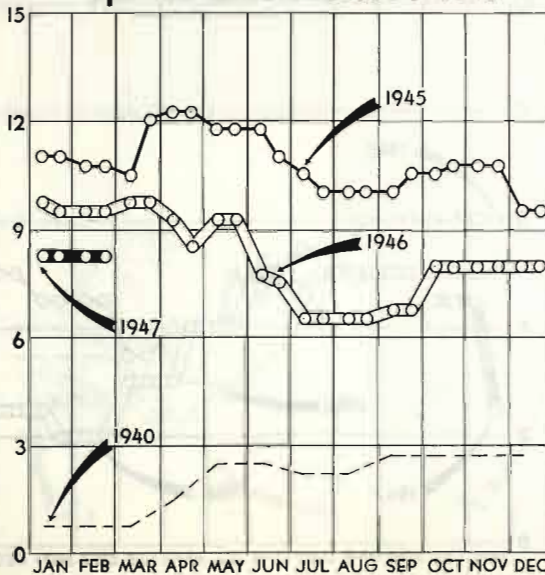
Program Hooperatings - News and Commentators compared with All Types



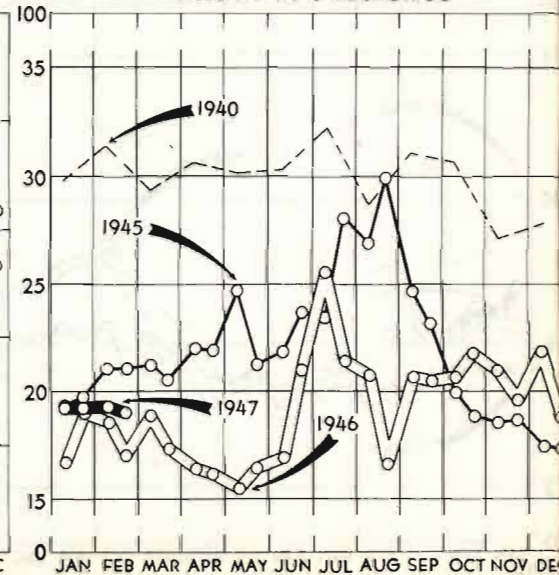
Program Hooperatings



Sponsored Broadcast Hours



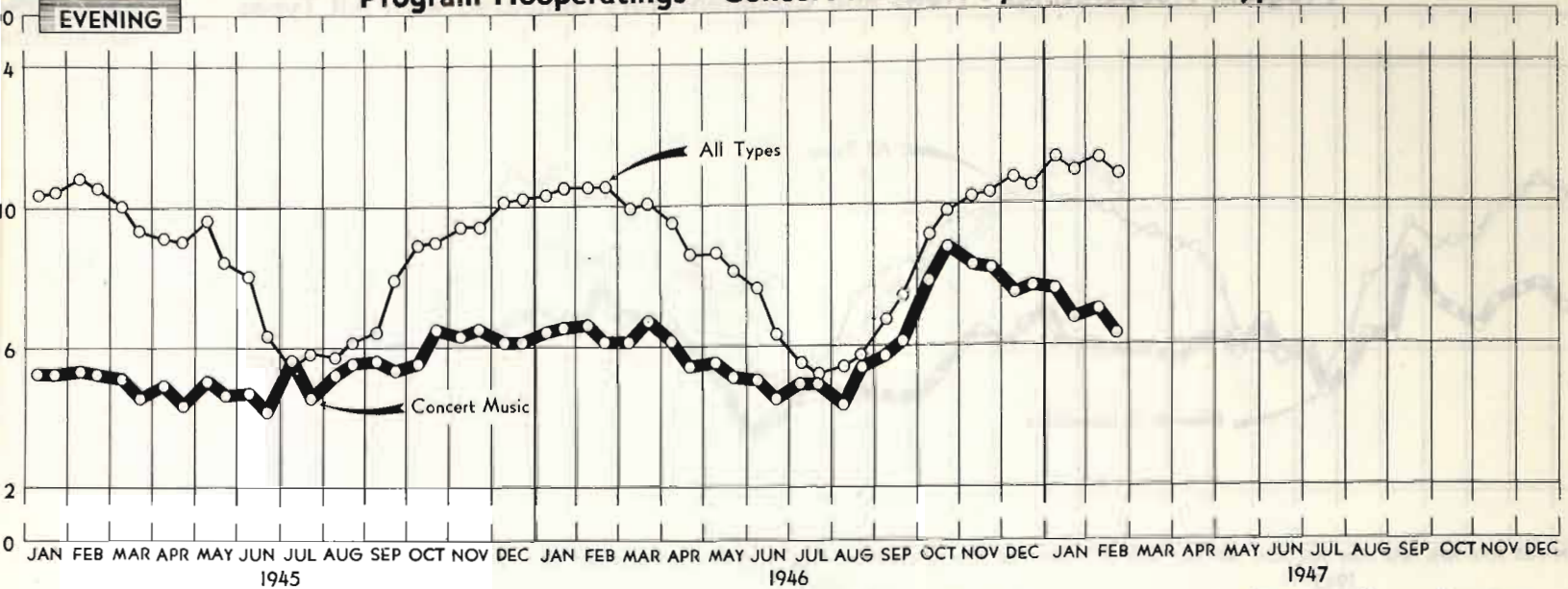
Share of Audience



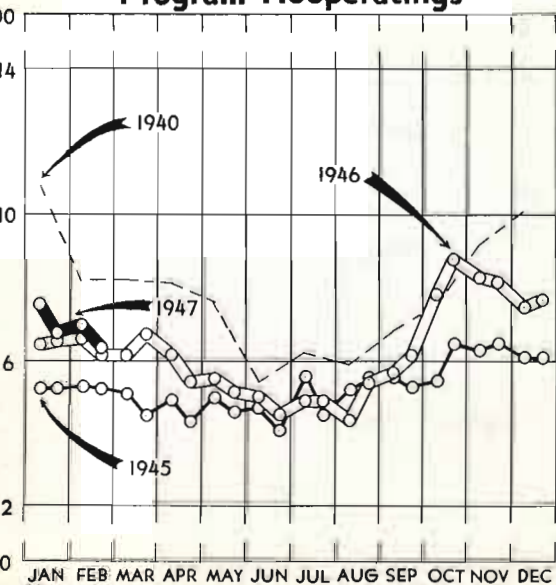


CONCERT MUSIC

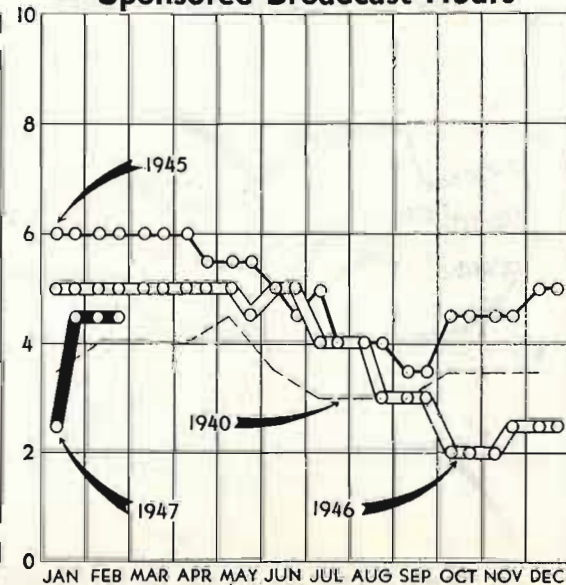
Program Hooperatings - Concert Music compared with All Types



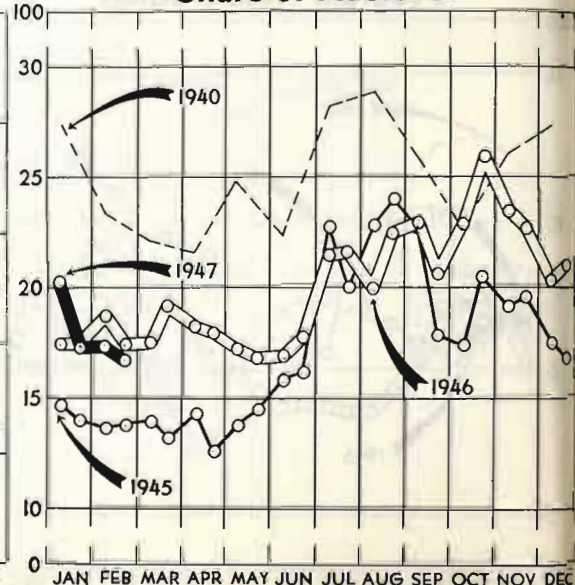
Program Hooperatings



Sponsored Broadcast Hours



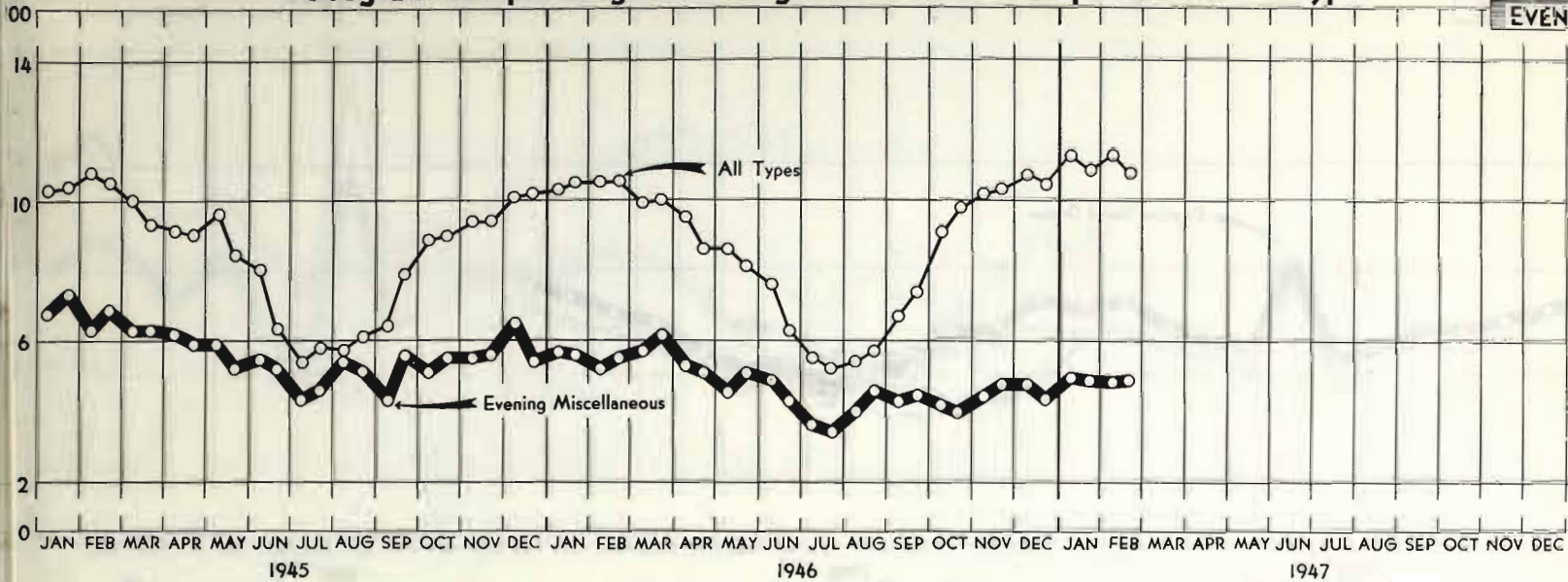
Share of Audience



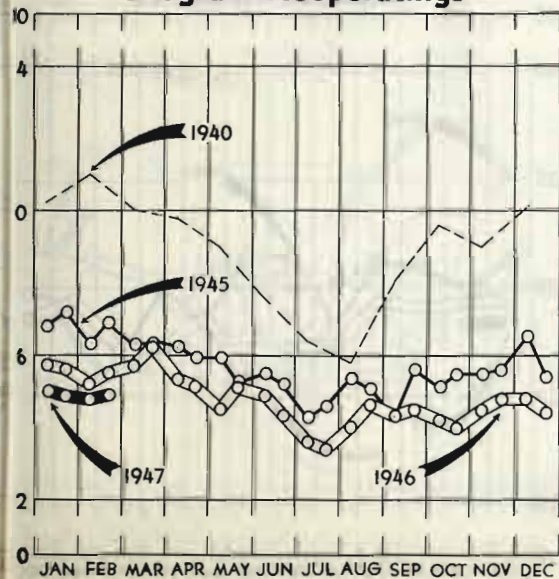
EVENING MISCELLANEOUS



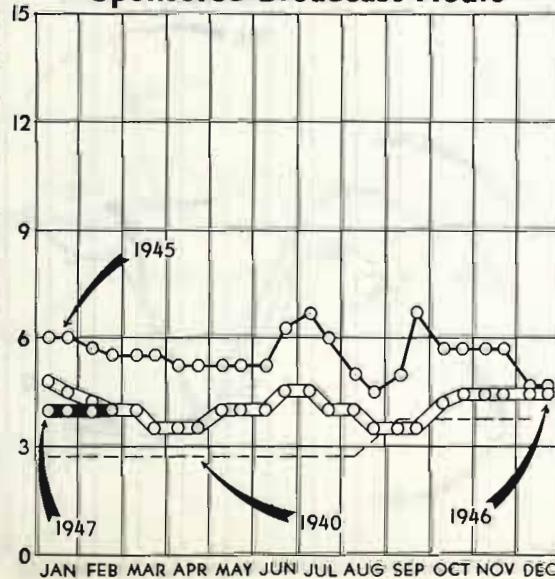
Program Hooperatings - Evening Miscellaneous compared with All Types



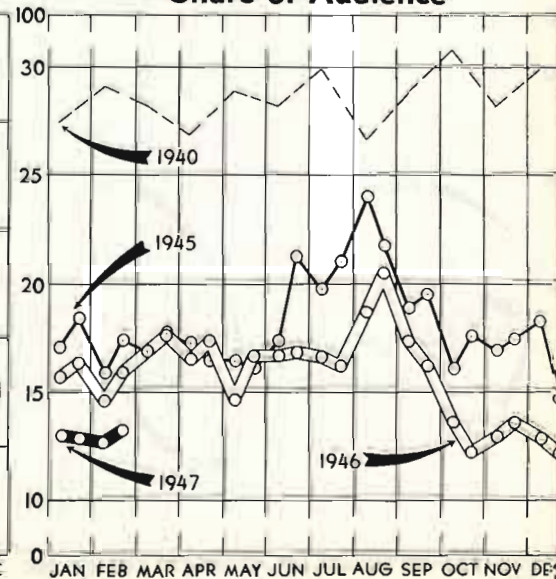
Program Hooperatings



Sponsored Broadcast Hours



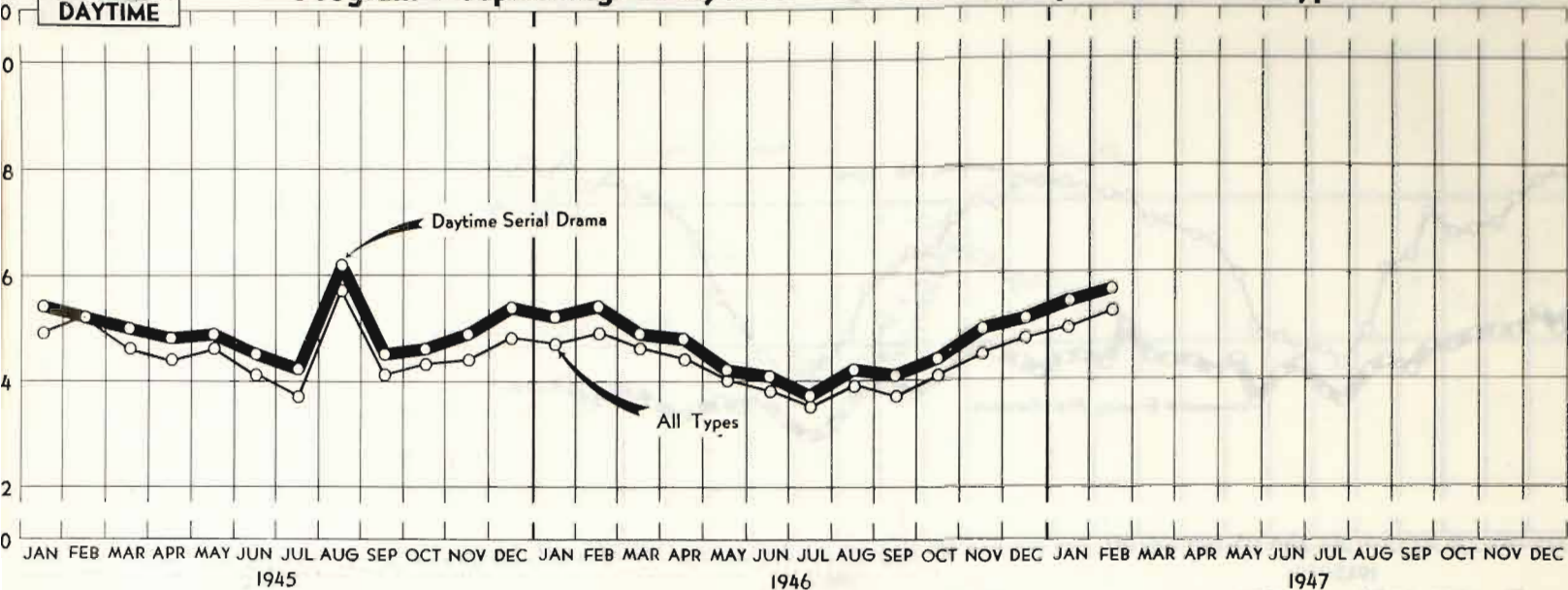
Share of Audience



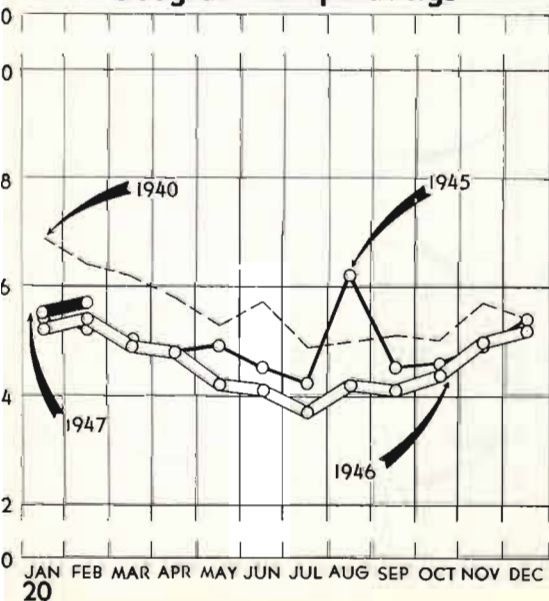


DAYTIME SERIAL DRAMA

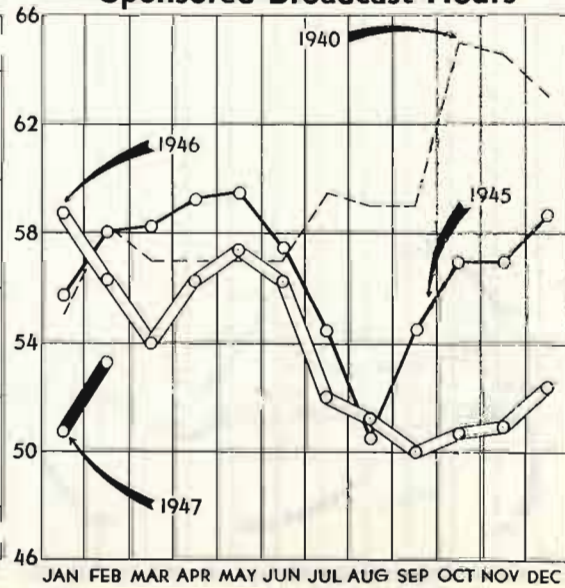
Program Hooperatings - Daytime Serial Drama compared with All Types



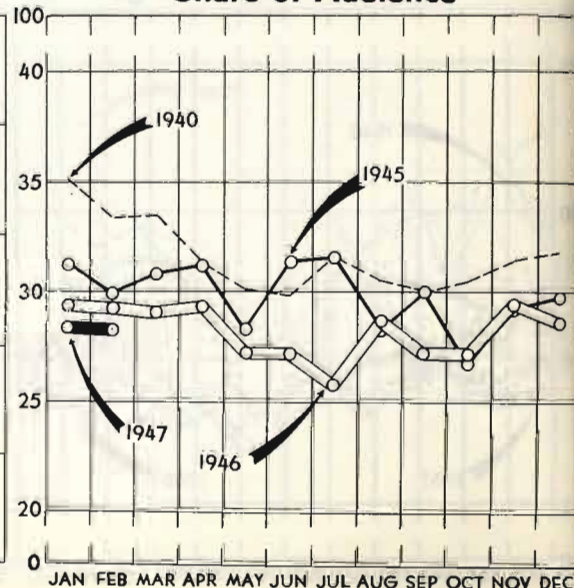
Program Hooperatings



Sponsored Broadcast Hours



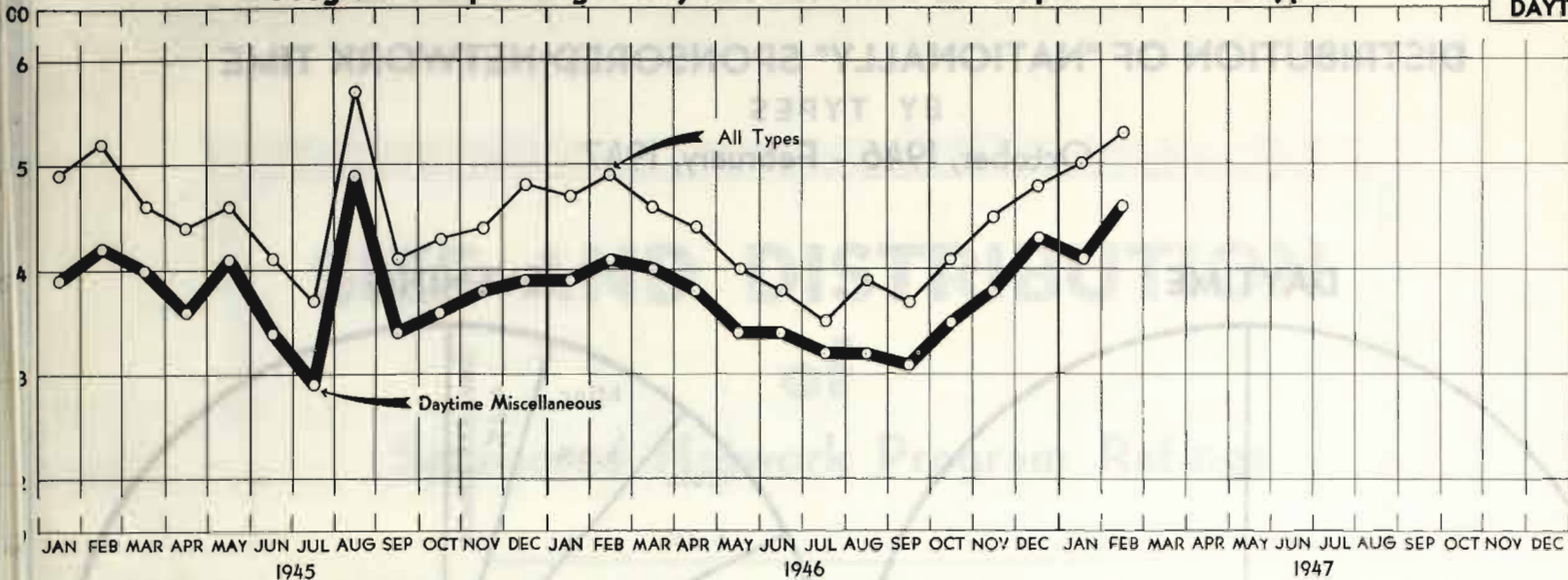
Share of Audience



DAYTIME MISCELLANEOUS



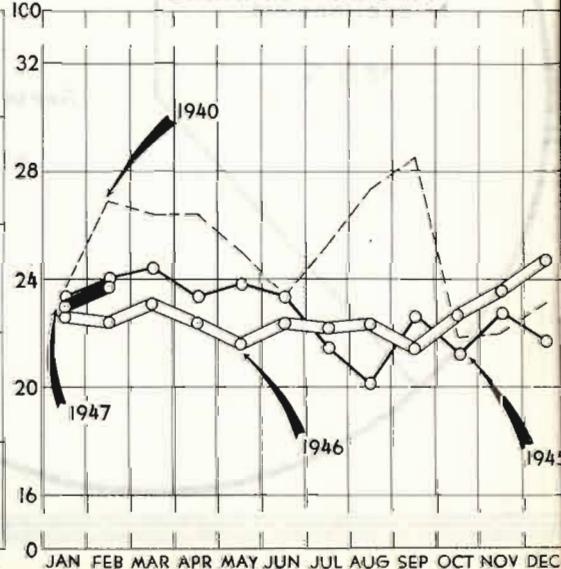
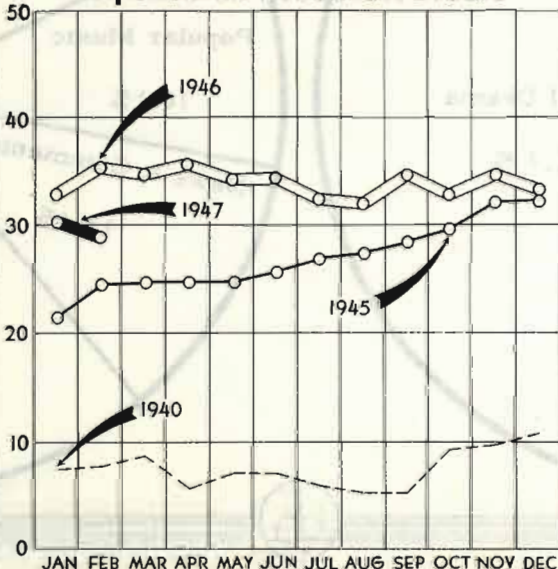
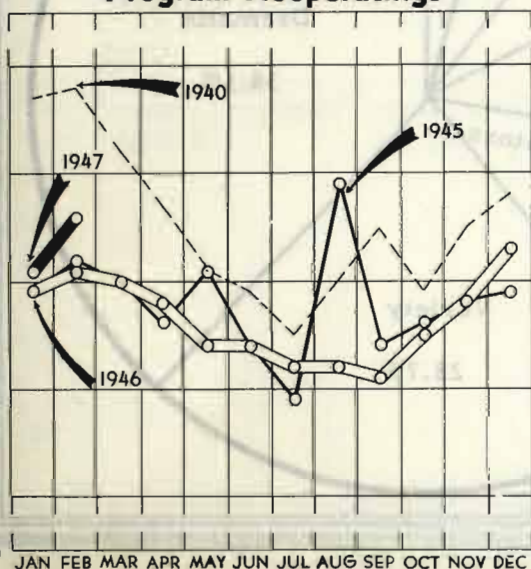
Program Hooperatings - Daytime Miscellaneous compared with All Types



Program Hooperatings

Sponsored Broadcast Hours

Share of Audience



DISTRIBUTION OF "NATIONALLY" SPONSORED NETWORK TIME

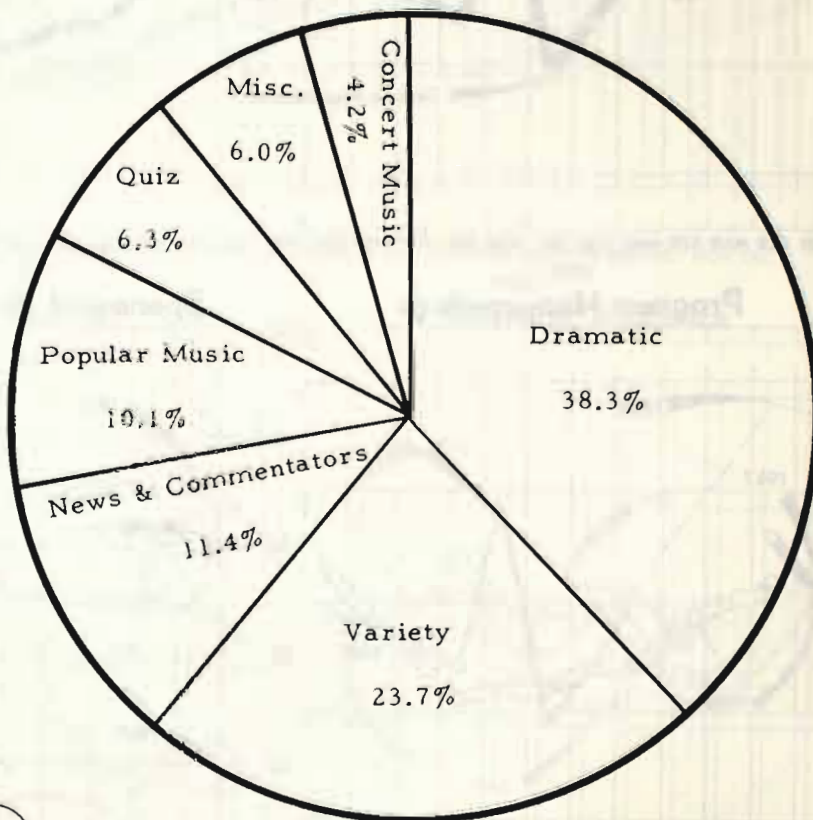
BY TYPES

October, 1946 - February, 1947

DAYTIME



EVENING



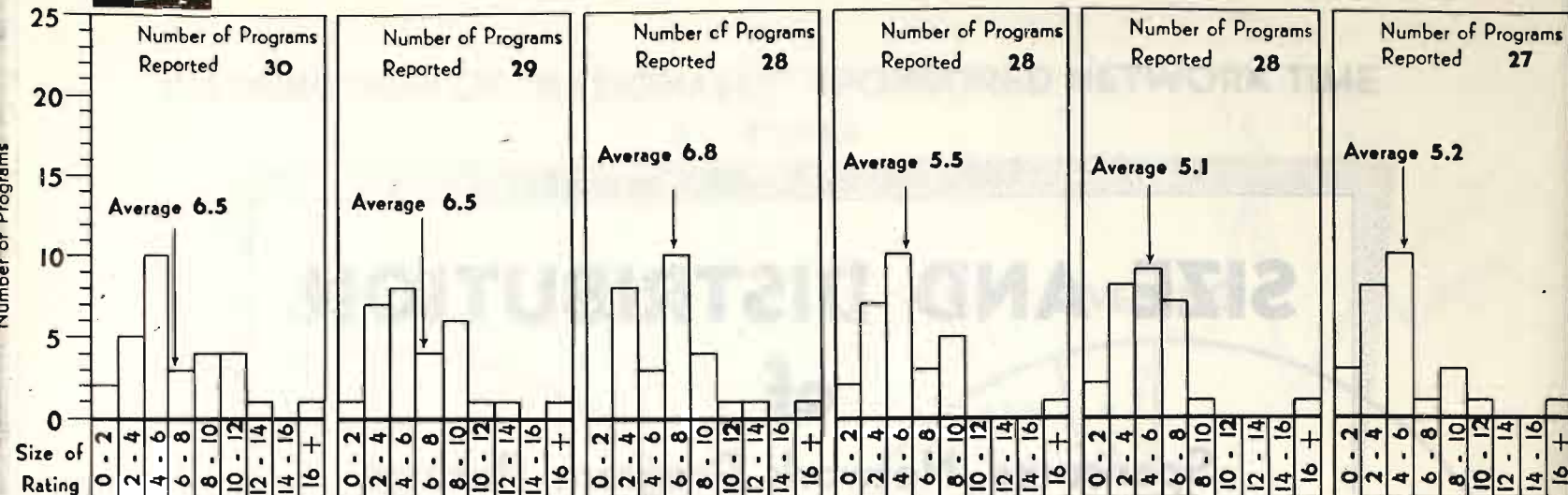
SIZE AND DISTRIBUTION
of
Sponsored Network Program Ratings





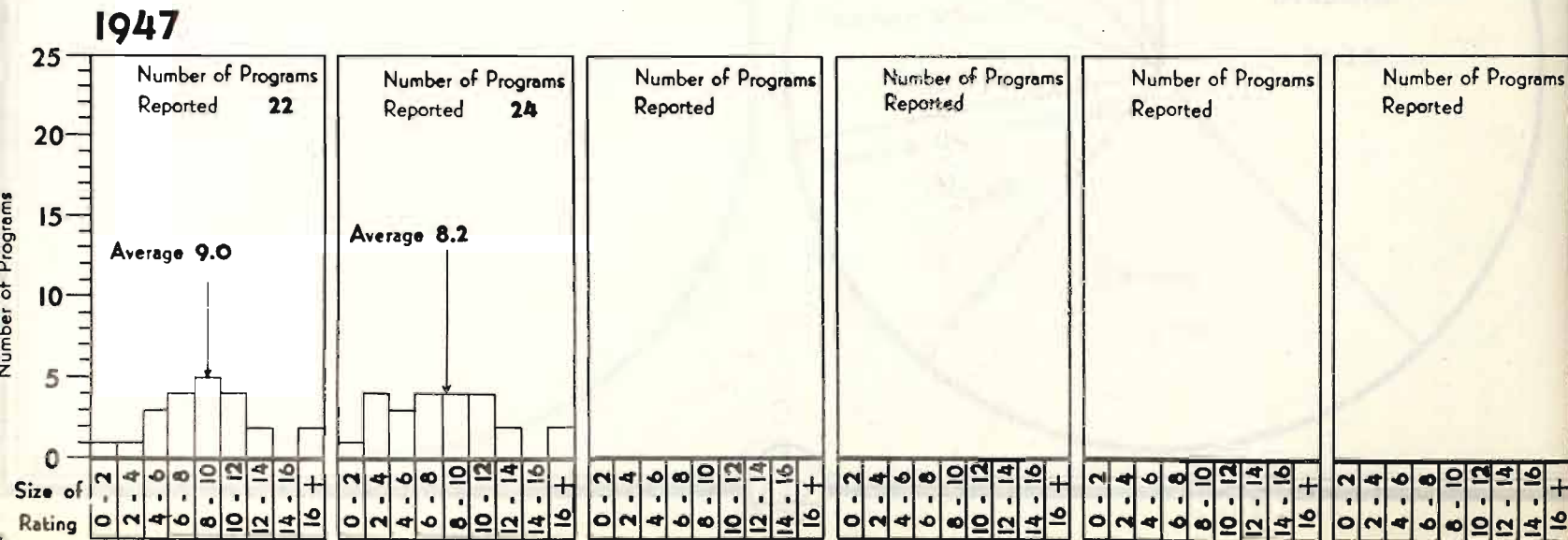
A B C EVENING

SIZE AND DISTRIBUTION OF SPONSORED NETWORK PROGRAM RATINGS



1946

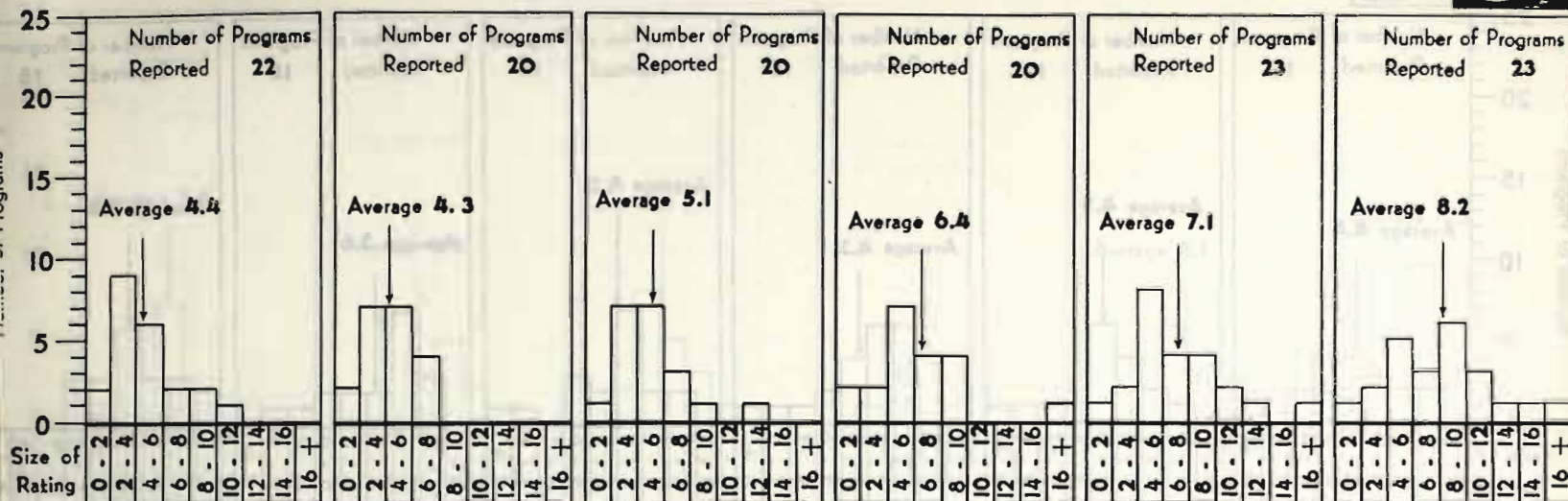
JANUARY FEBRUARY MARCH APRIL MAY JUNE



1947

Source: 15th of Month Network Program Hooperatings

ABC
EVENING



1946

JULY

AUGUST

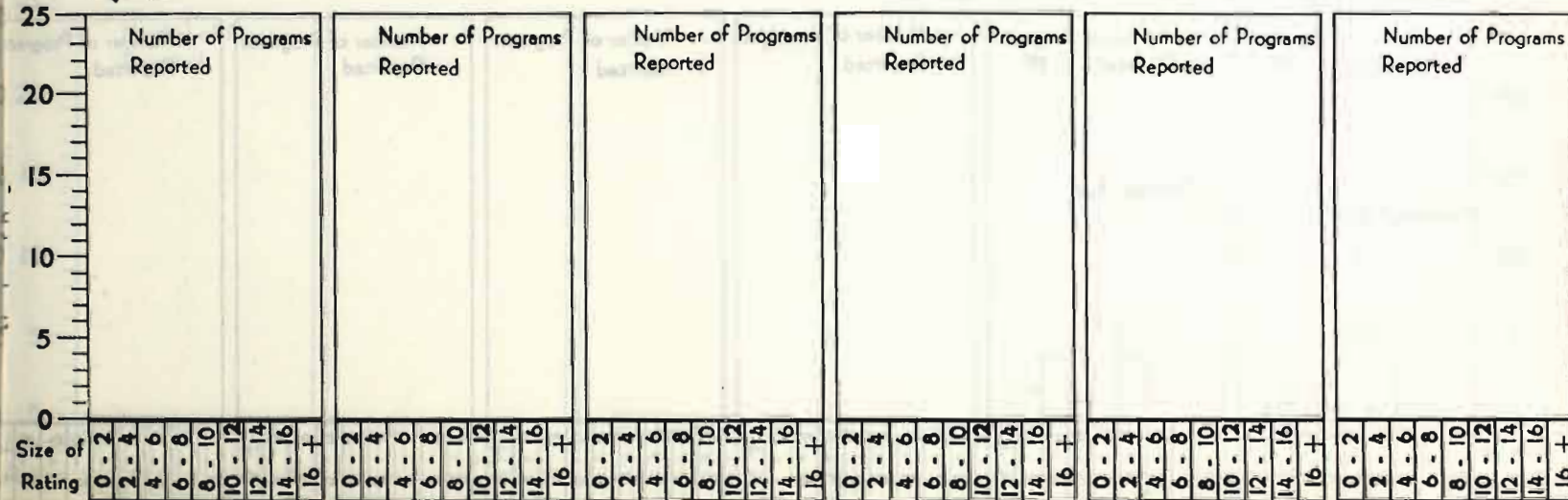
SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

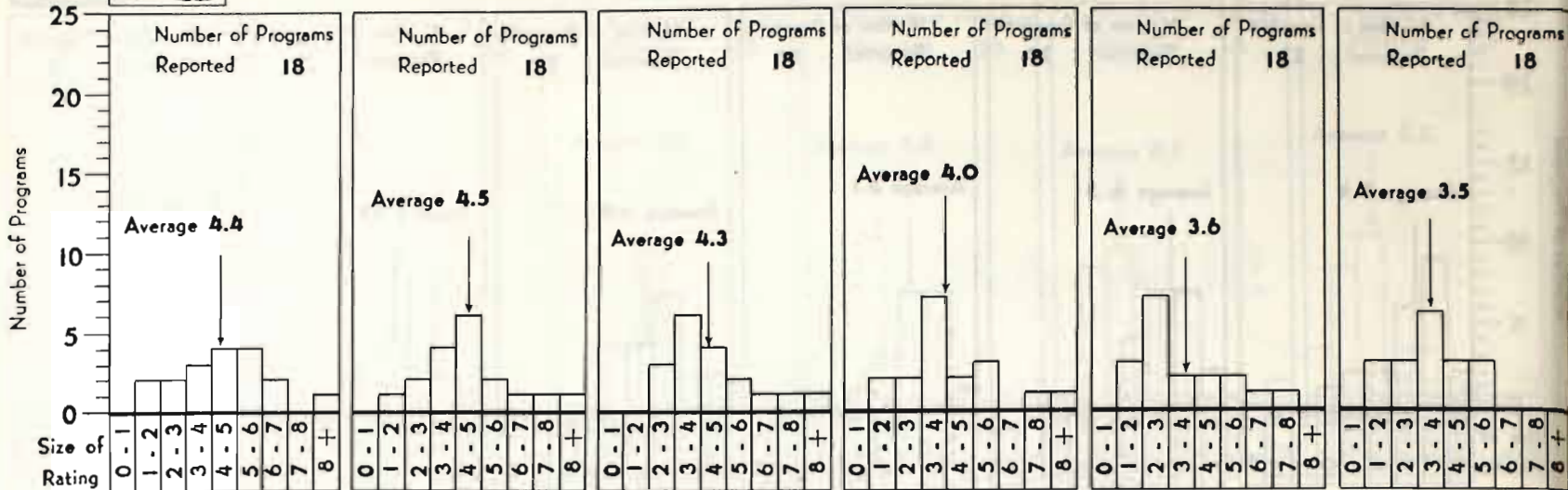
1947





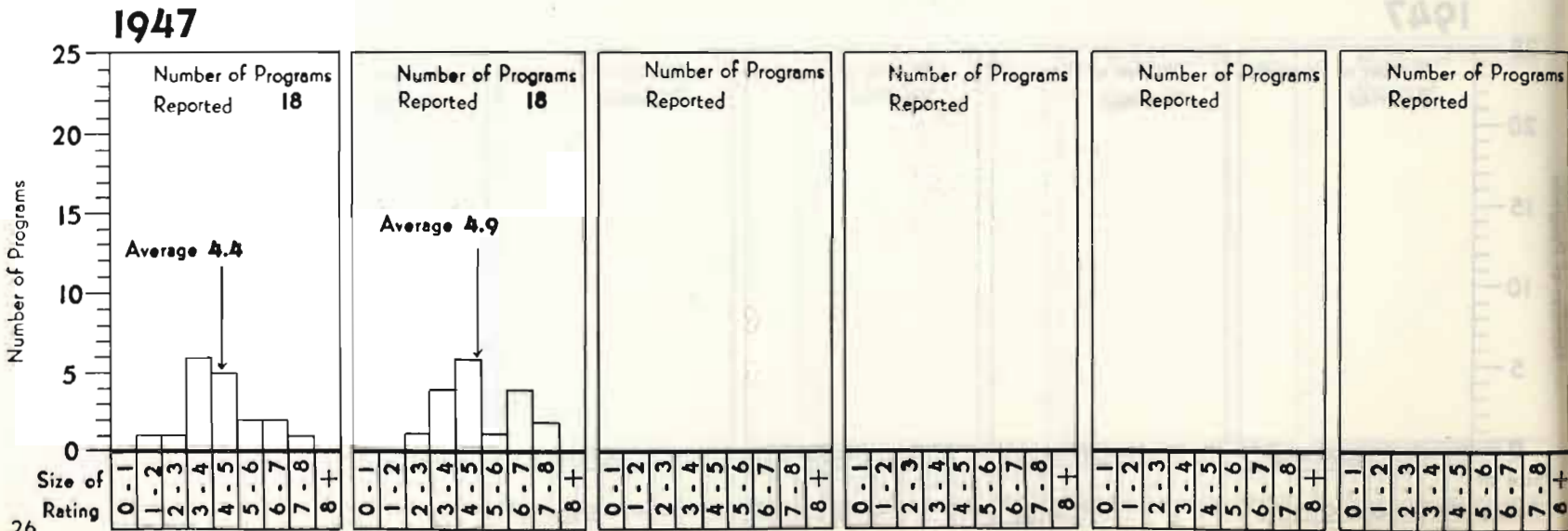
A B C DAYTIME

SIZE AND DISTRIBUTION OF SPONSORED NETWORK PROGRAM RATINGS



1946

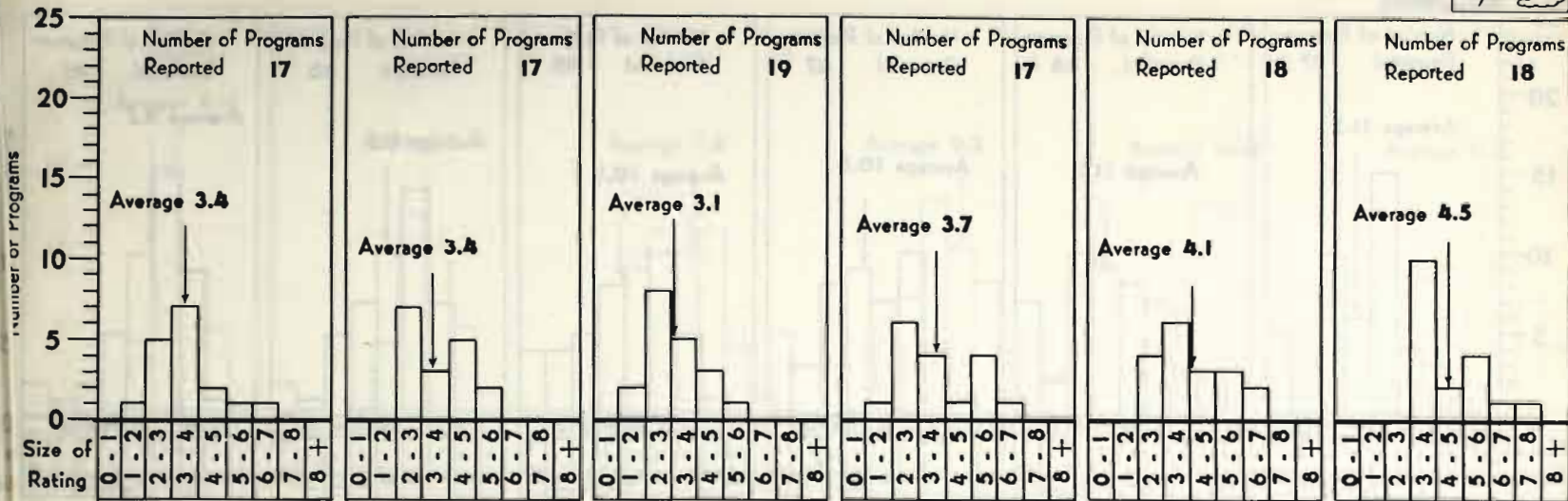
JANUARY FEBRUARY MARCH APRIL MAY JUNE



1947

Source: 15th of Month Network Program Hooperatings

**A B C
DAYTIME**



1946

JULY

AUGUST

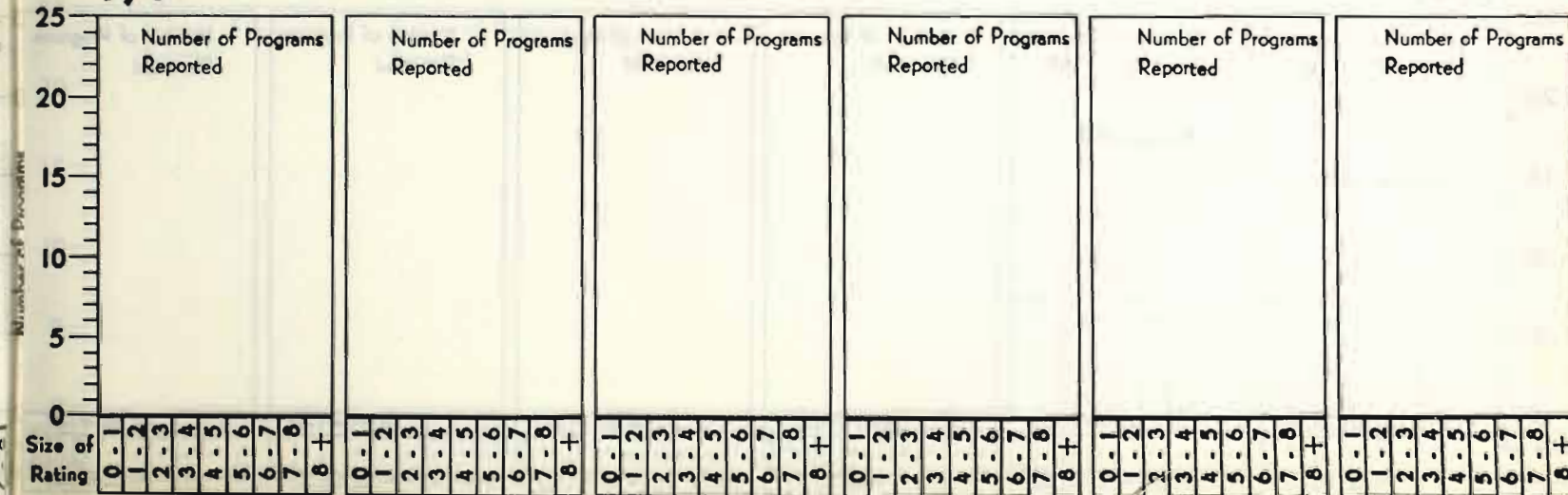
SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

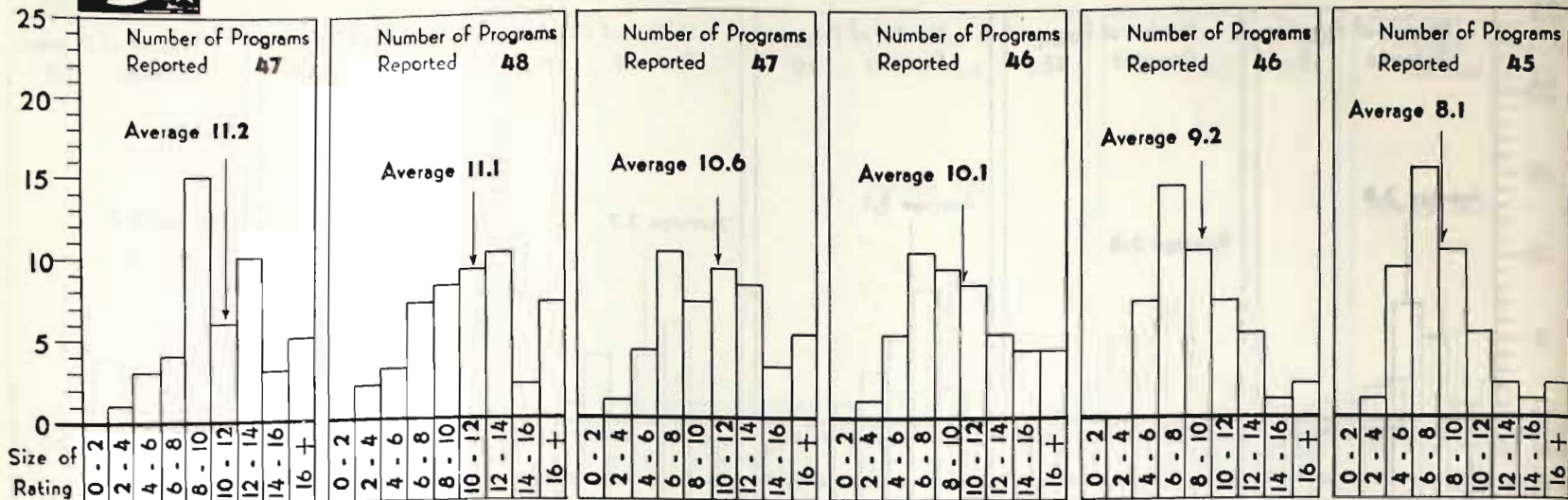
1947





CBS EVENING

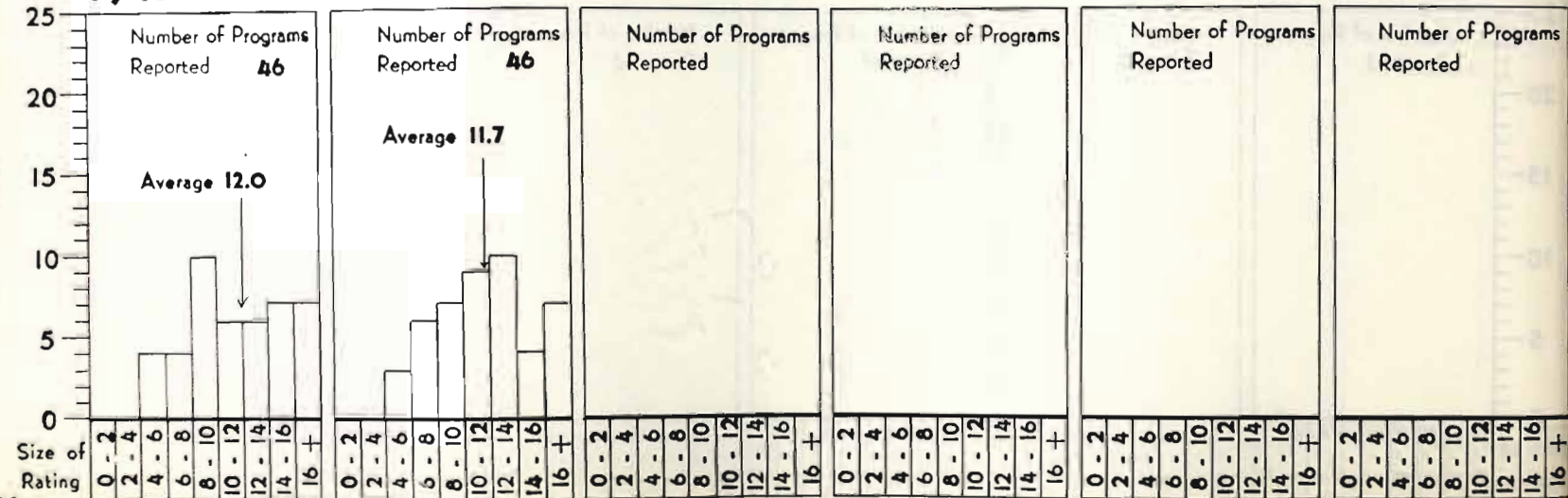
SIZE AND DISTRIBUTION OF SPONSORED NETWORK PROGRAM RATINGS

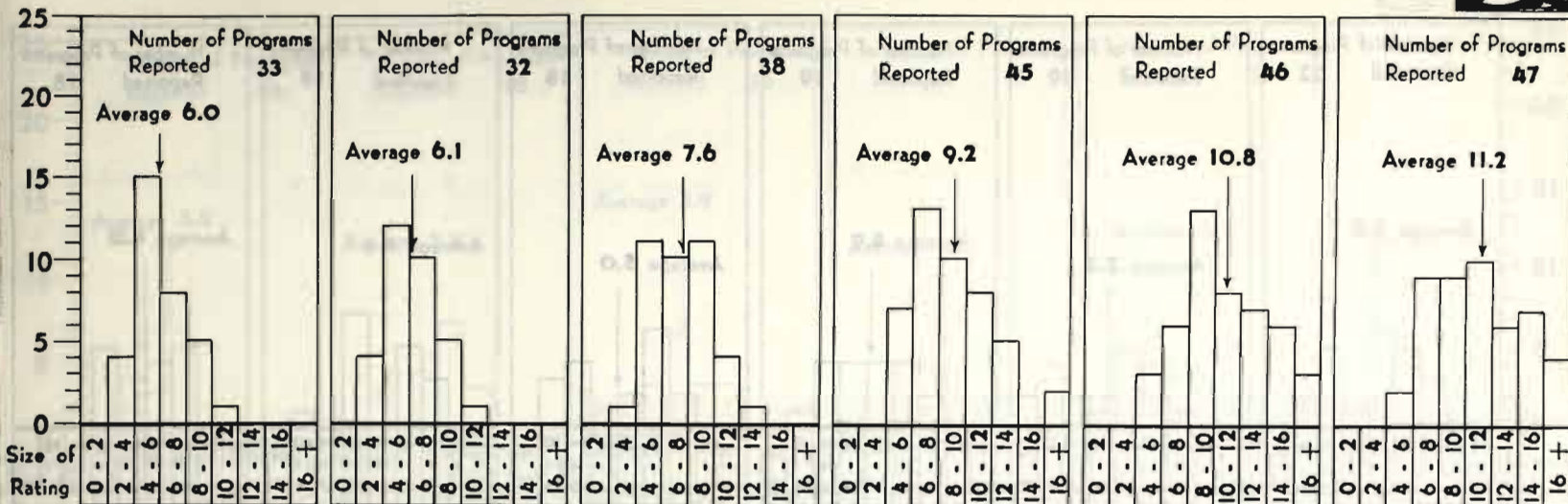


1946

JANUARY FEBRUARY MARCH APRIL MAY JUNE

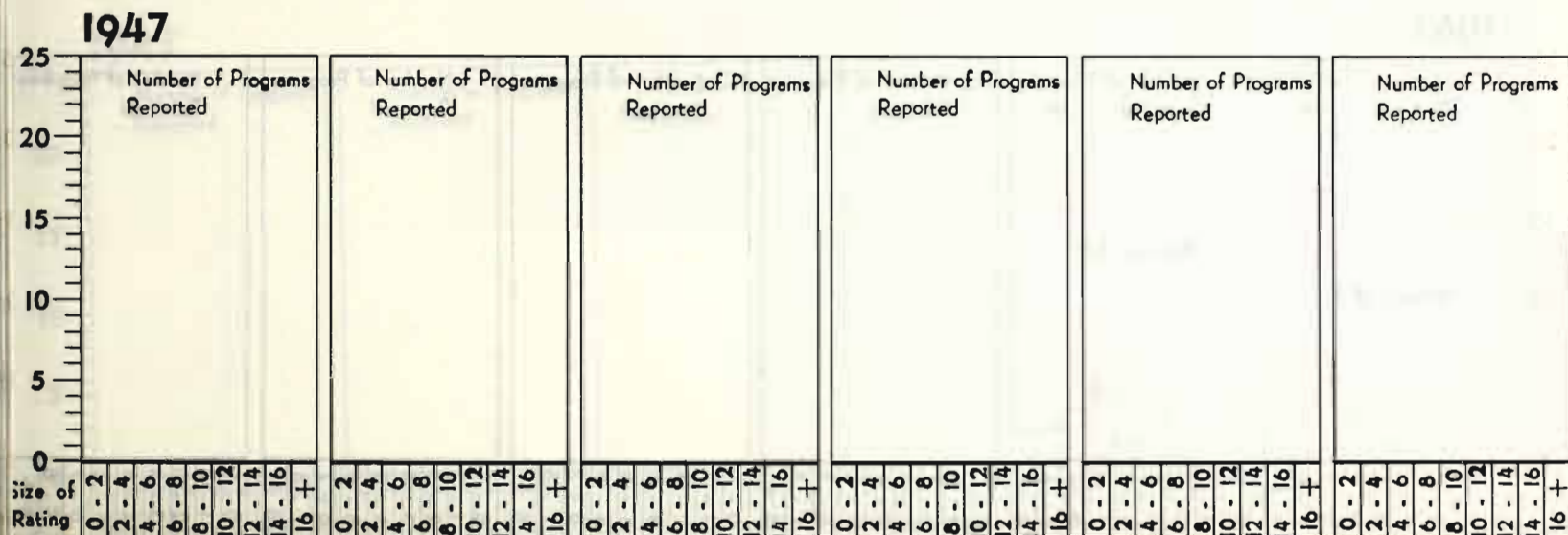
1947





1946

JULY AUGUST SEPTEMBER OCTOBER NOVEMBER DECEMBER

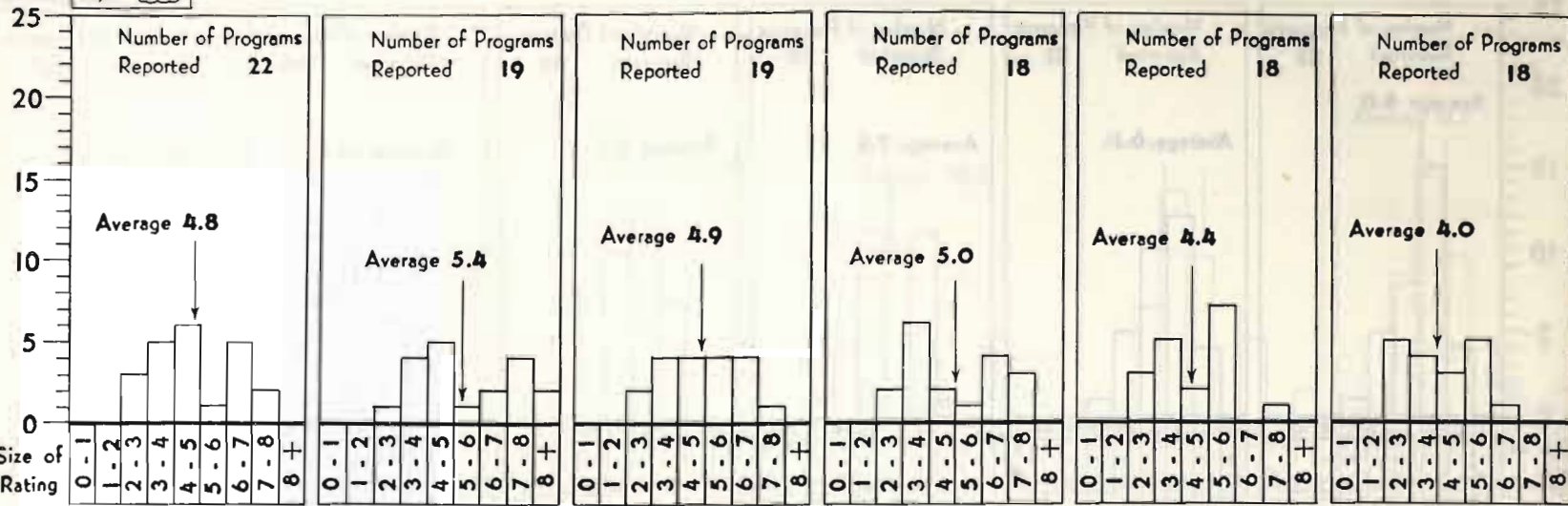


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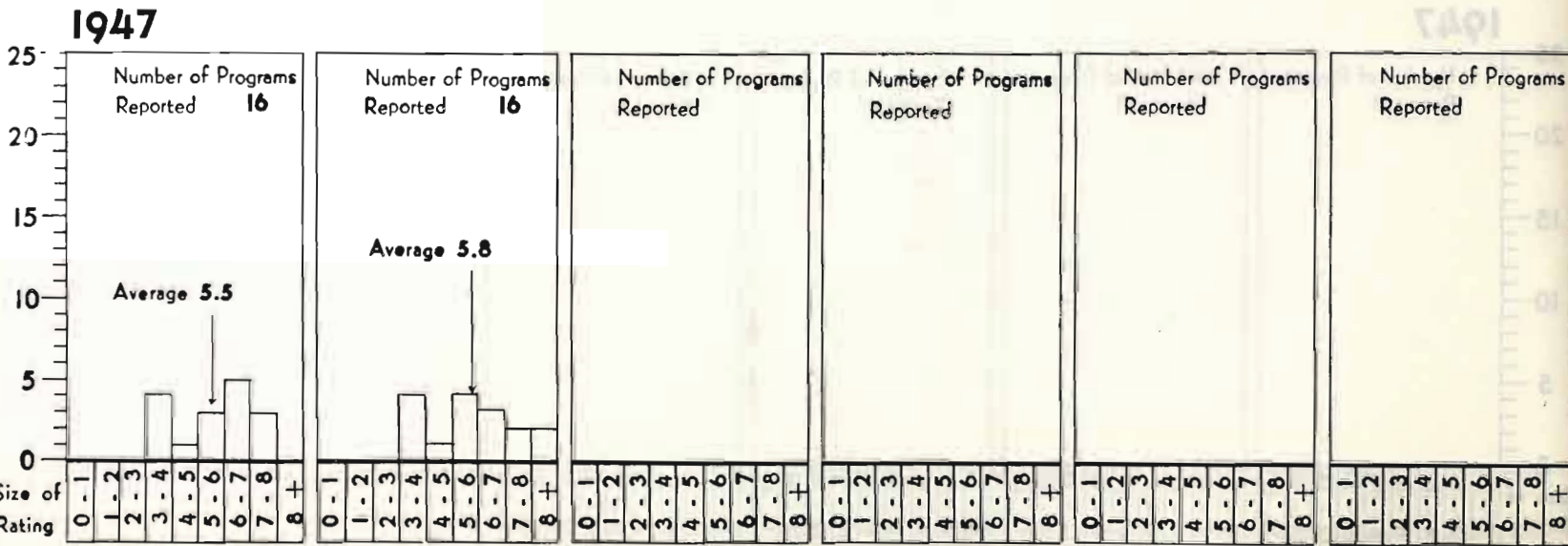
CBS DAYTIME

SIZE AND DISTRIBUTION OF SPONSORED NETWORK PROGRAM RATINGS



1946

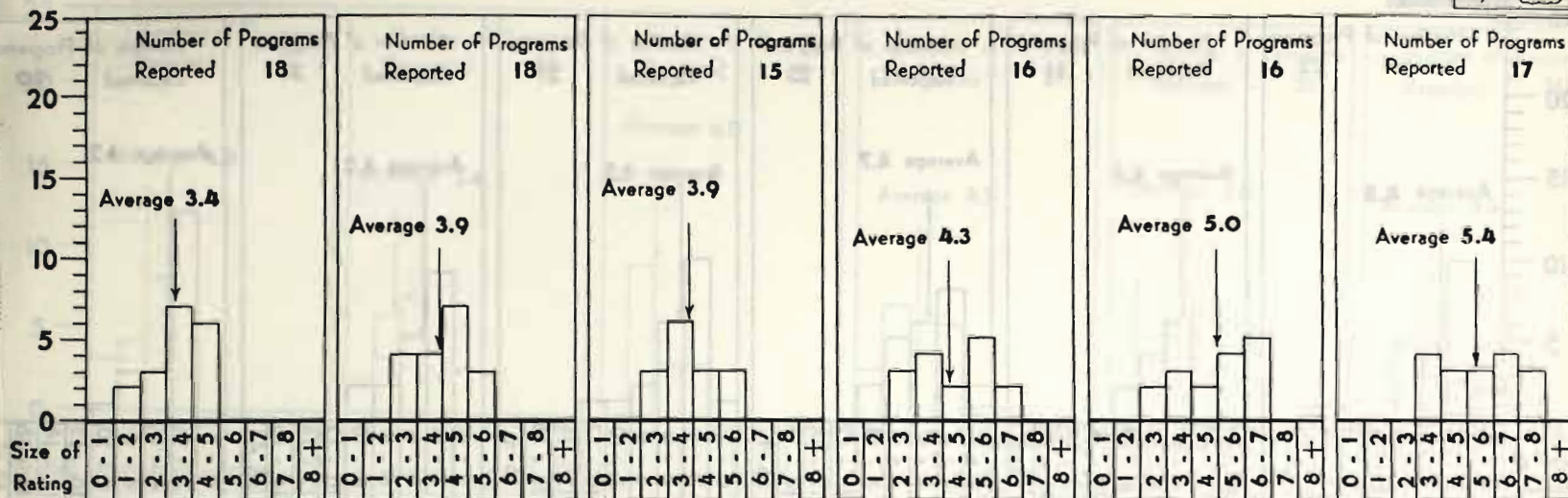
JANUARY FEBRUARY MARCH APRIL MAY JUNE



1947

Source: 15th of Month Network Program Hooperatings

CBS
DAYTIME



1946

JULY

AUGUST

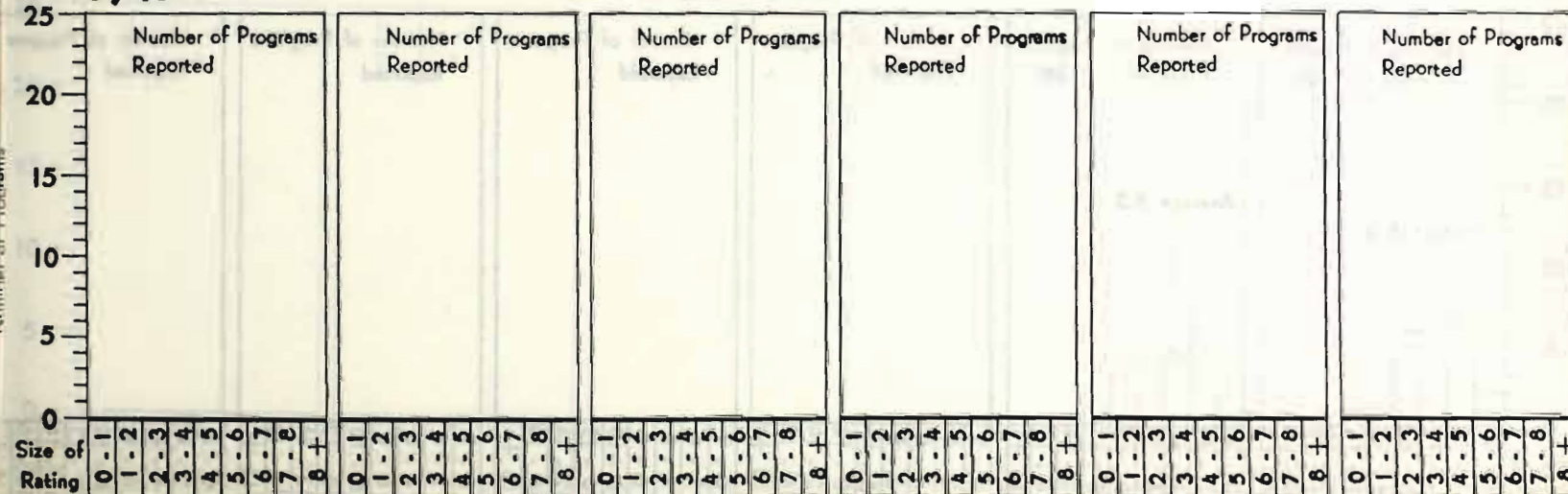
SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

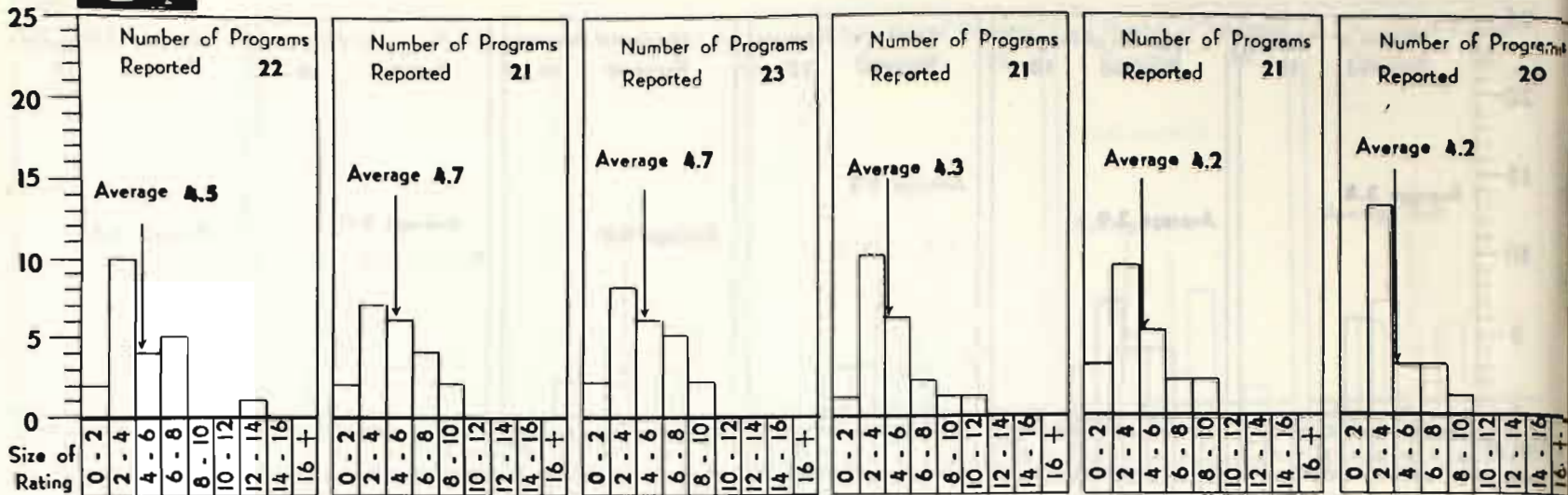
1947





MBS EVENING

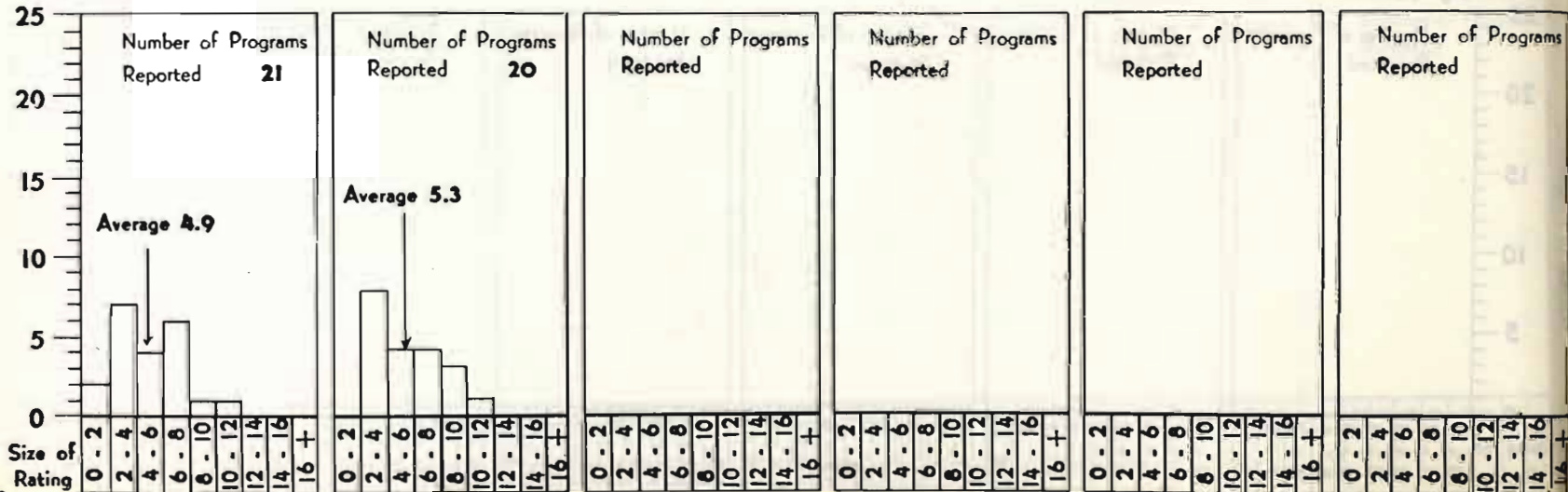
SIZE AND DISTRIBUTION OF SPONSORED NETWORK PROGRAM RATINGS



1946

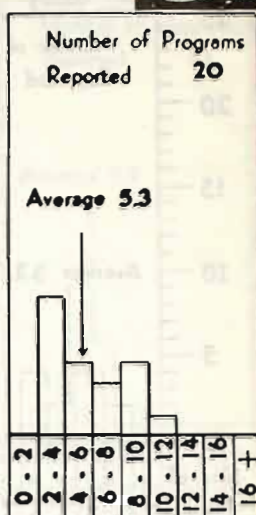
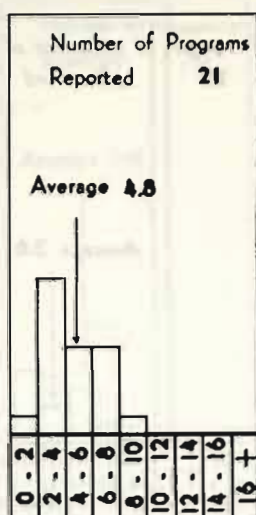
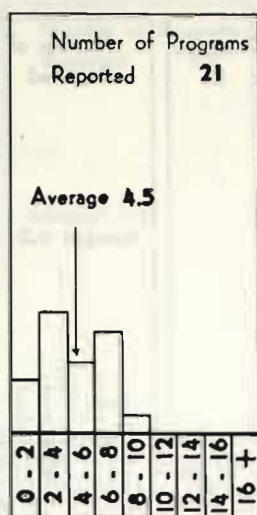
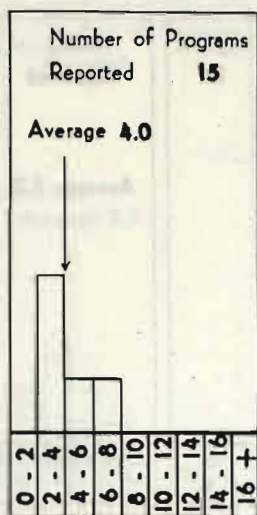
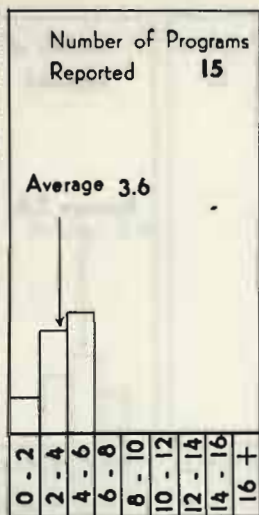
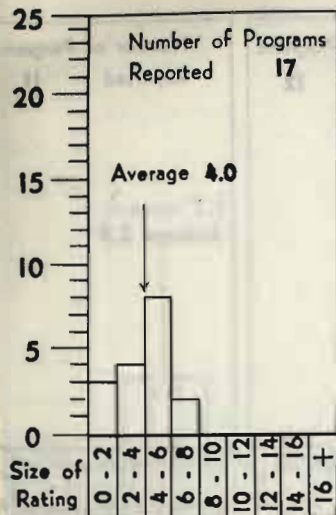
JANUARY FEBRUARY MARCH APRIL MAY JUNE

1947



Source: 15th of Month Network Program Hooperatings

**M B S
EVENING**



1946

JULY

AUGUST

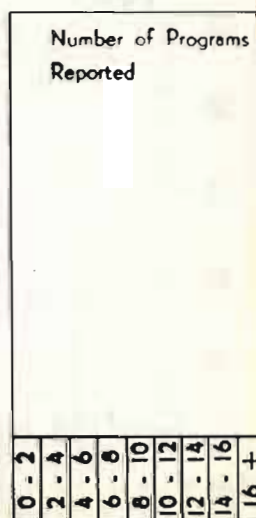
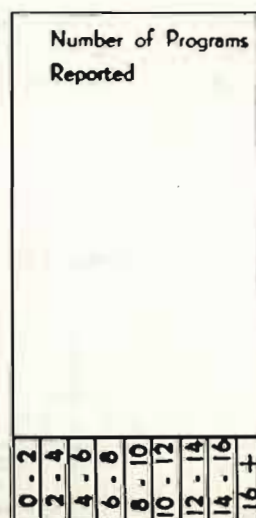
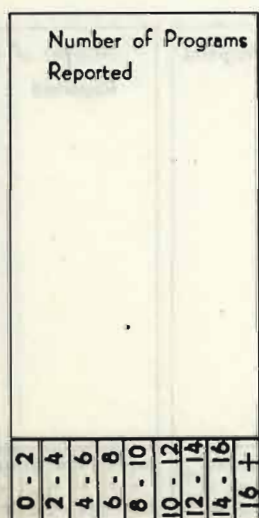
SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

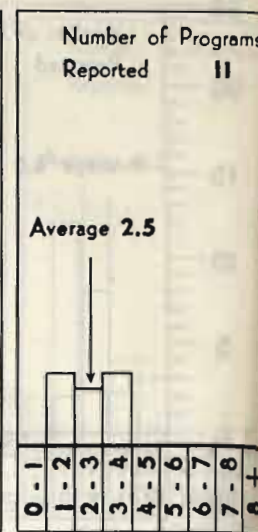
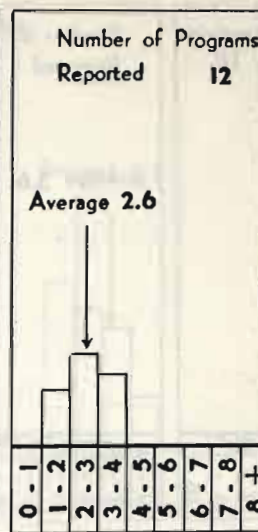
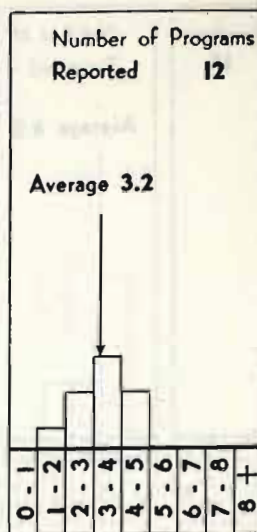
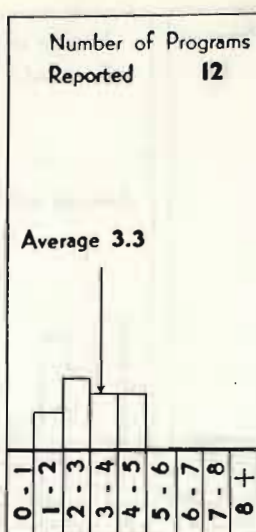
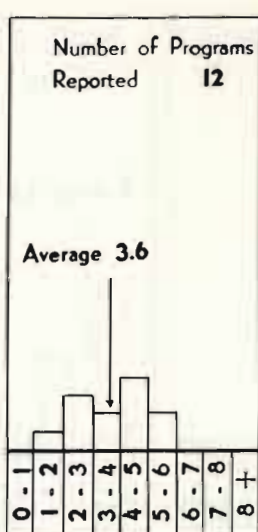
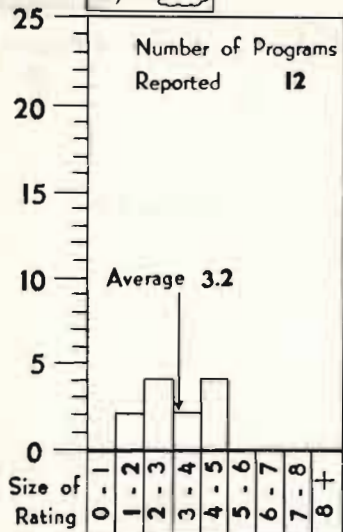
1947





M B S DAYTIME

SIZE AND DISTRIBUTION OF SPONSORED NETWORK PROGRAM RATINGS



1946

JANUARY

FEBRUARY

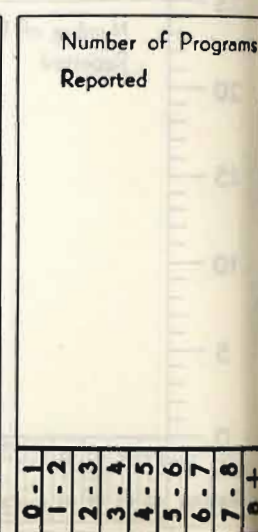
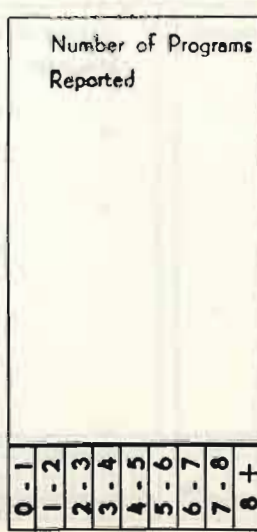
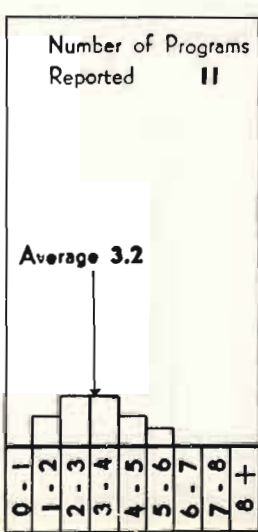
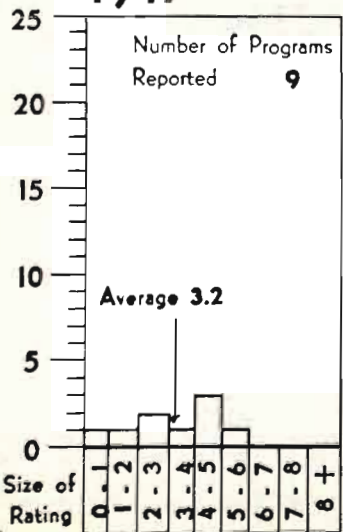
MARCH

APRIL

MAY

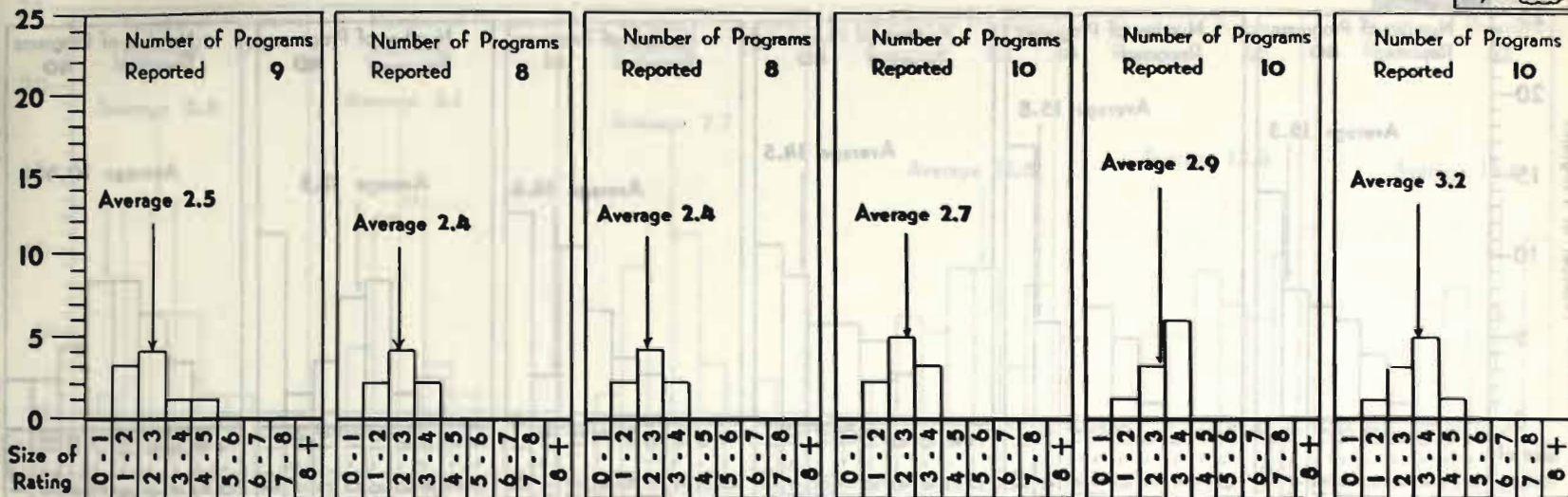
JUNE

1947



Source: 15th of Month Network Program Hooperatings

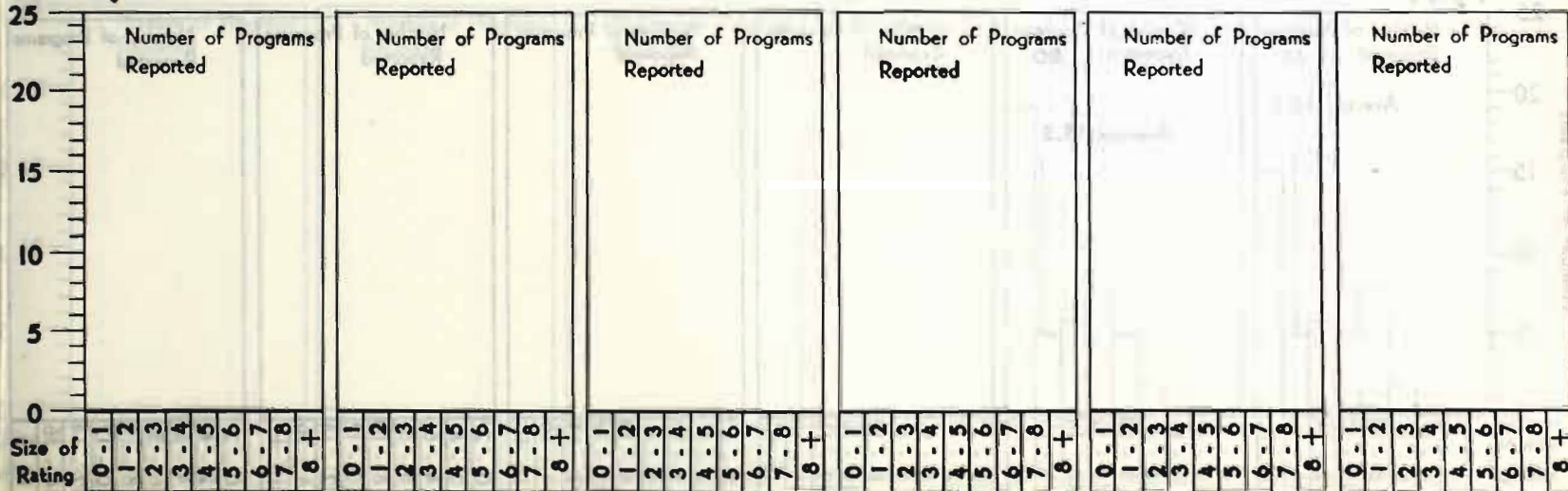
MBS
DAYTIME



1946

JULY **AUGUST** **SEPTEMBER** **OCTOBER** **NOVEMBER** **DECEMBER**

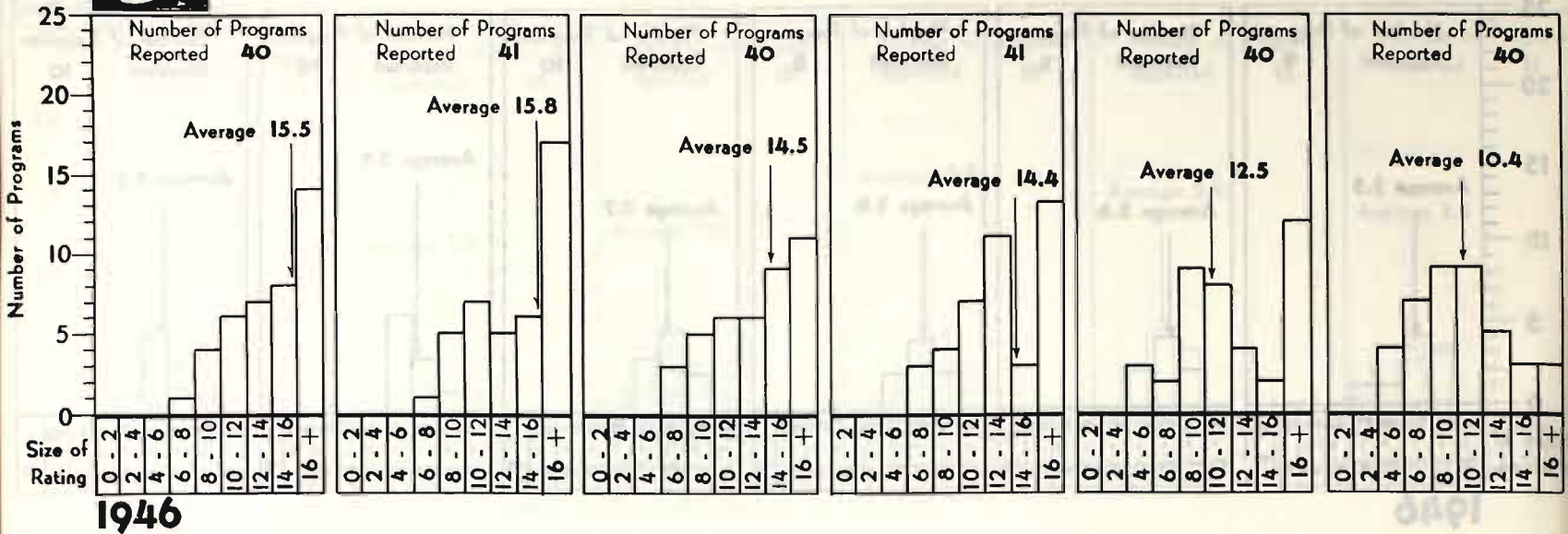
1947



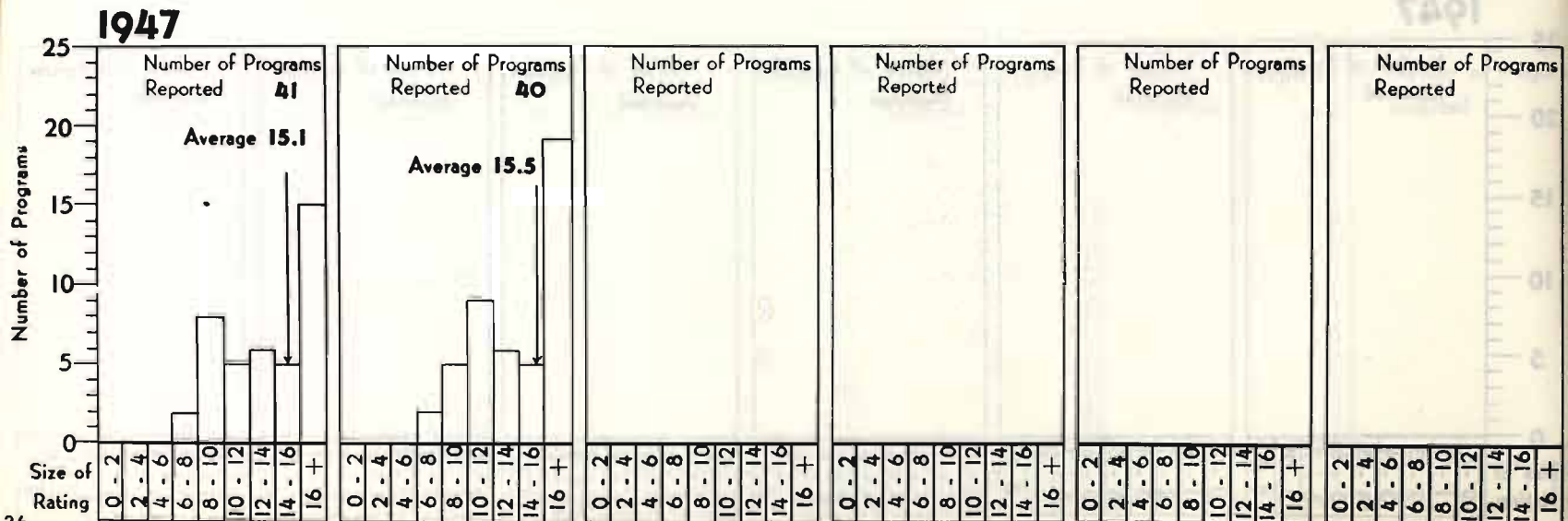


N B C EVENING

SIZE AND DISTRIBUTION OF SPONSORED NETWORK PROGRAM RATINGS

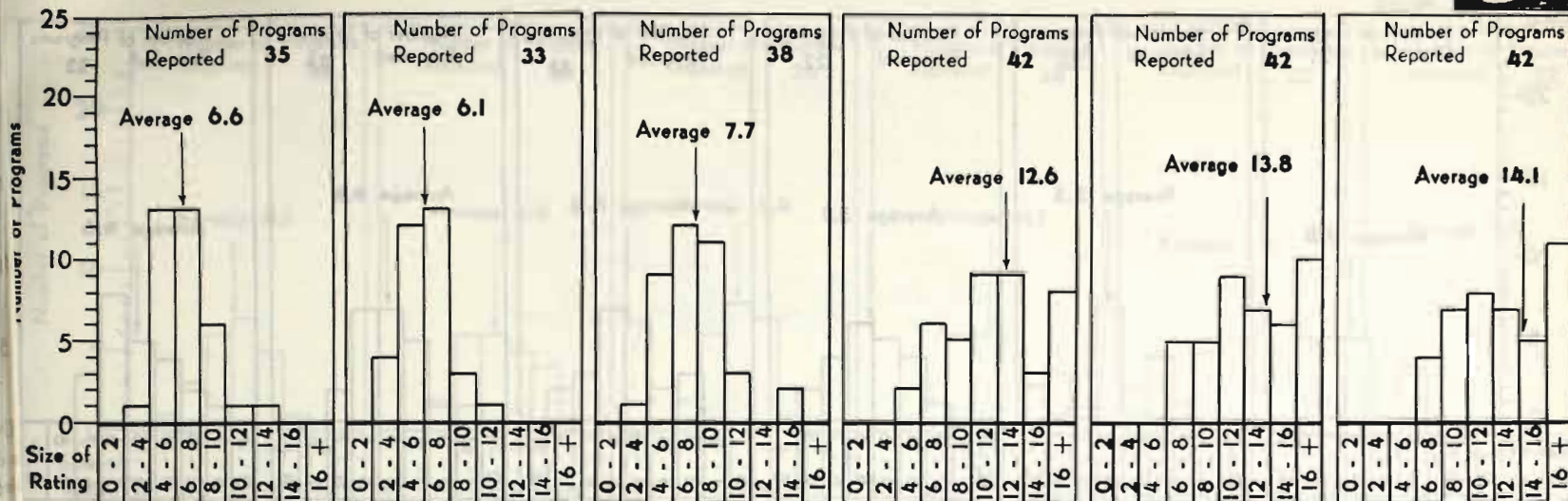


JANUARY FEBRUARY MARCH APRIL MAY JUNE



Source: 15th of Month Network Program Hooperatings

NBC
EVENING



1946

JULY

AUGUST

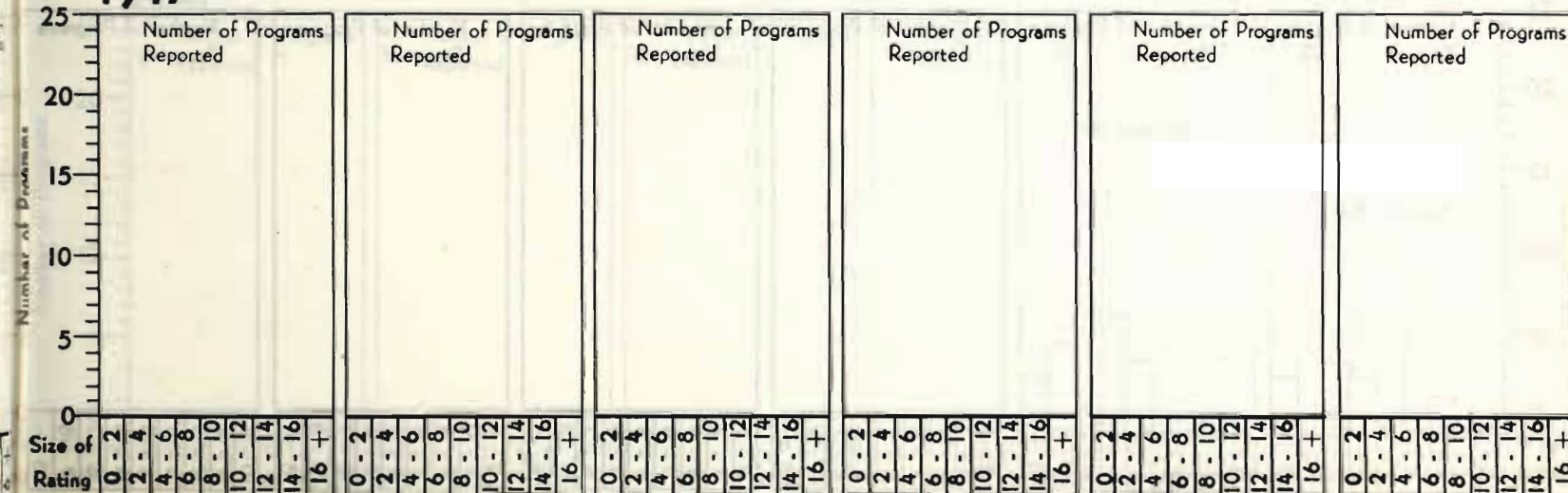
SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

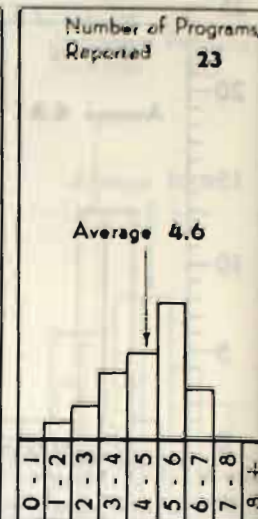
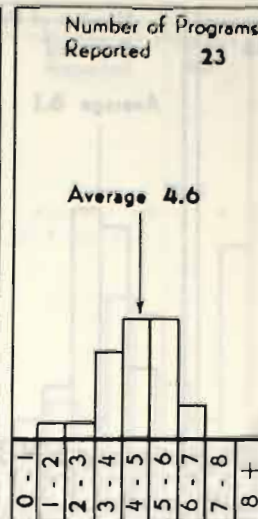
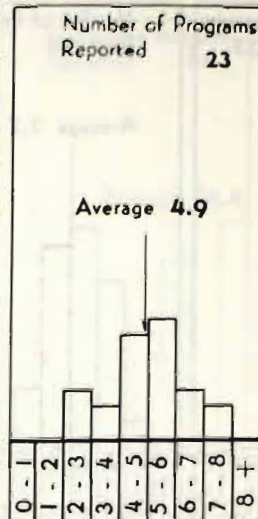
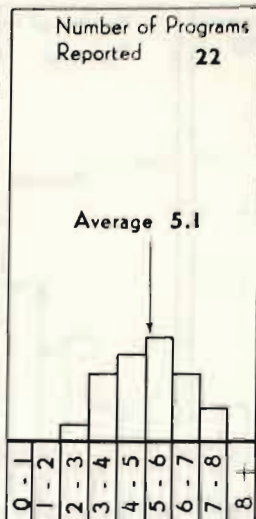
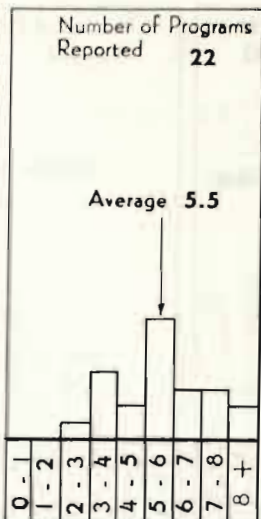
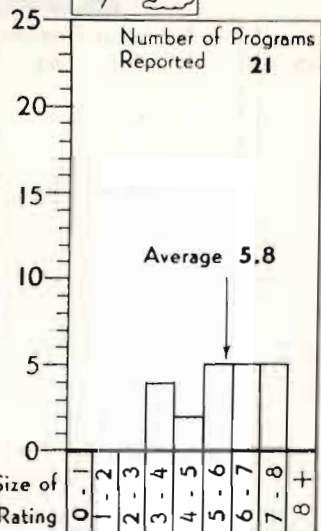
1947





N B C DAYTIME

SIZE AND DISTRIBUTION OF SPONSORED NETWORK PROGRAM RATINGS



1946

JANUARY

FEBRUARY

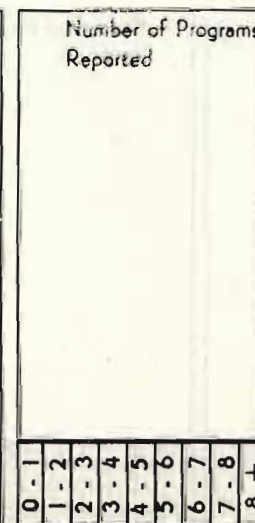
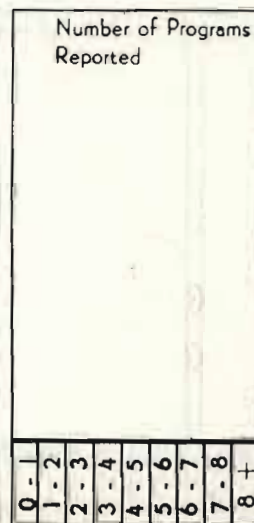
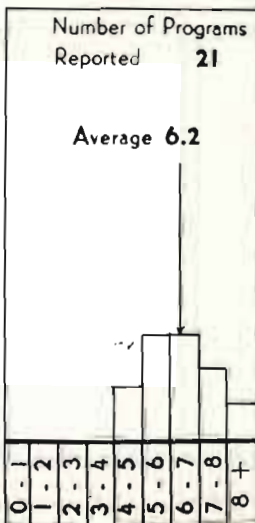
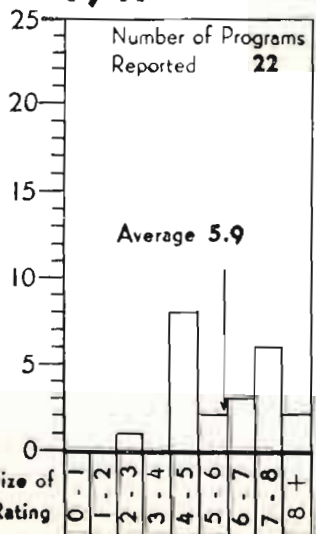
MARCH

APRIL

MAY

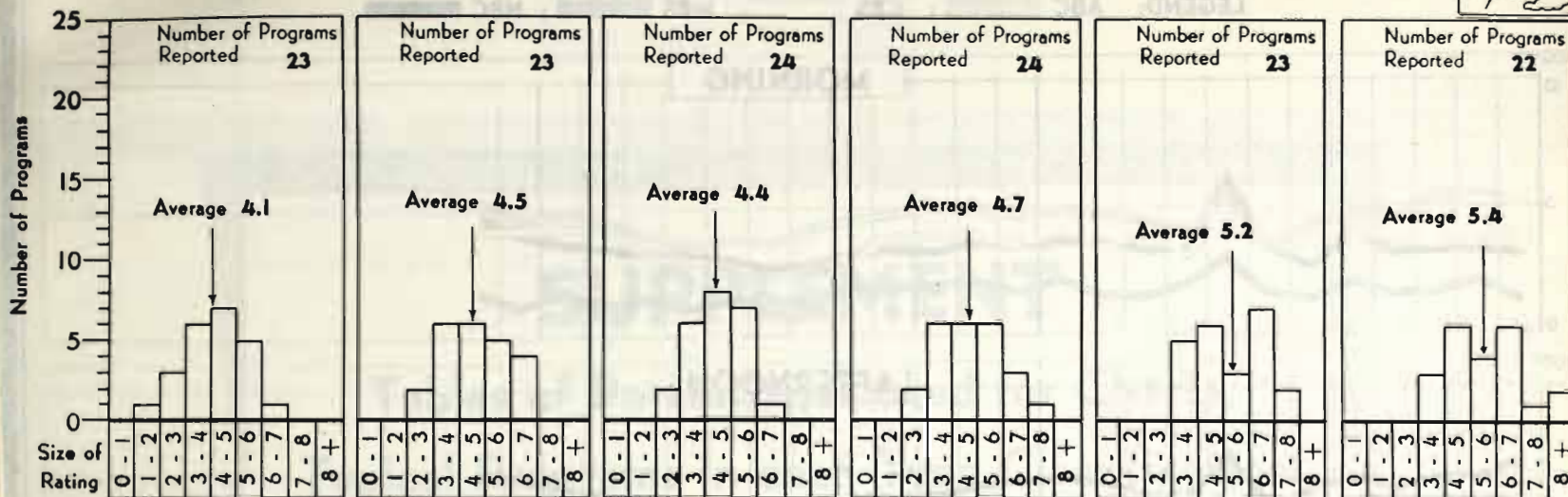
JUNE

1947





Source: 15th of Month Network Program Hooperatings



1946

JULY

AUGUST

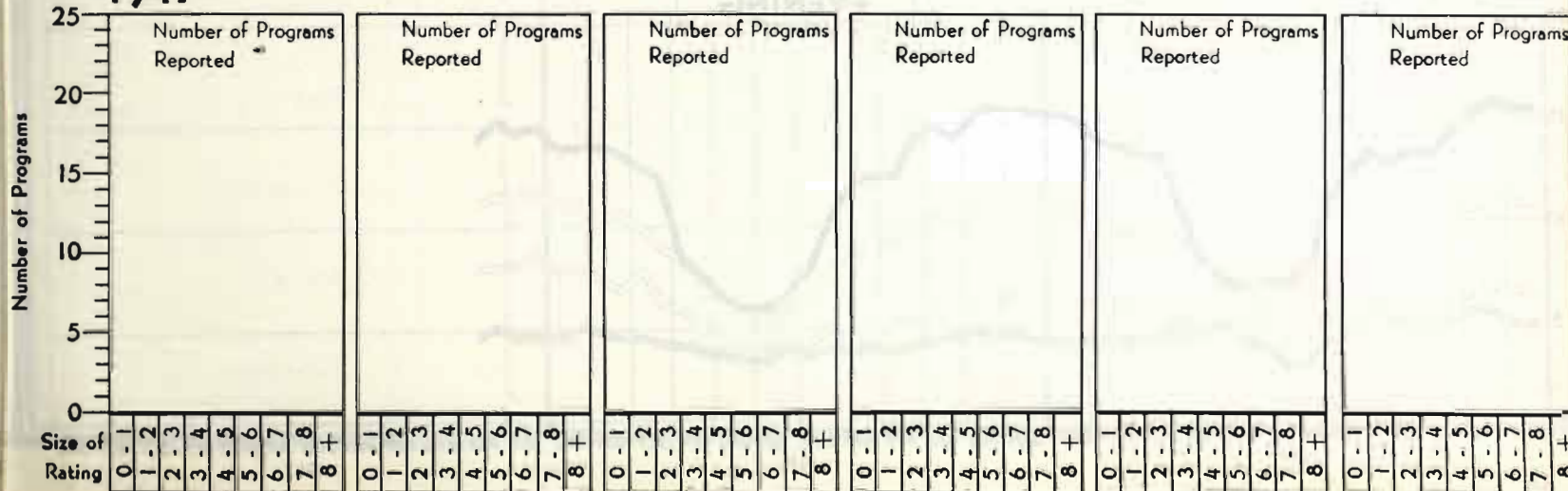
SEPTEMBER

OCTOBER

NOVEMBER

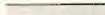
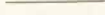


DECEMBER

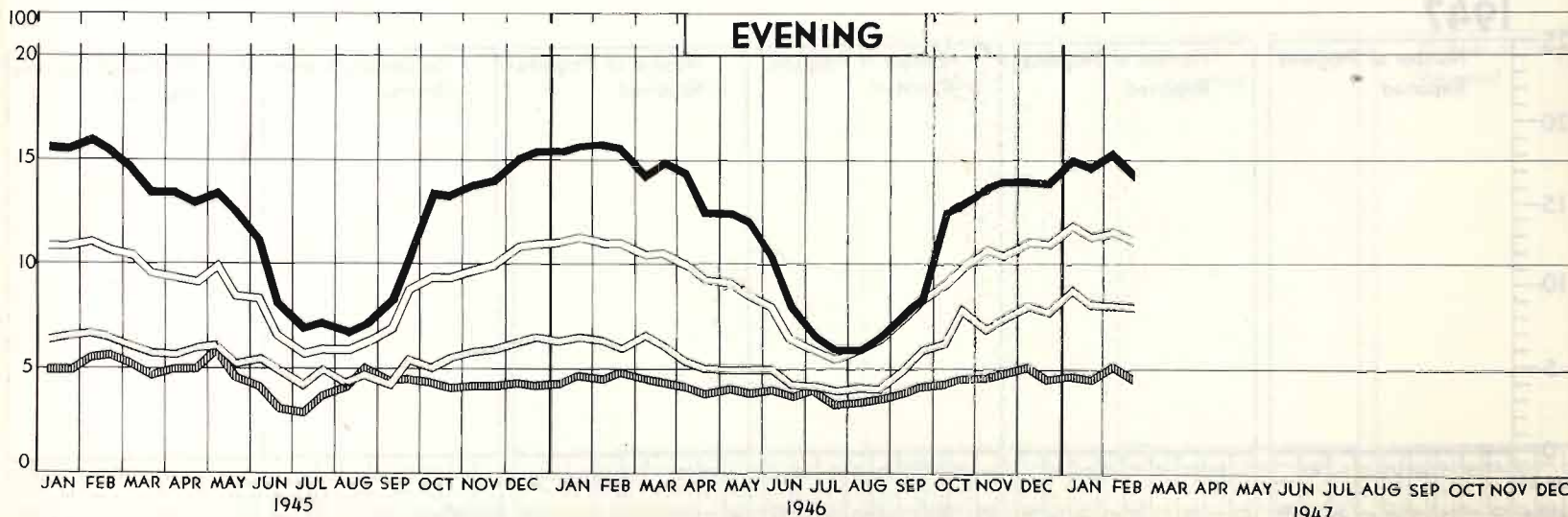
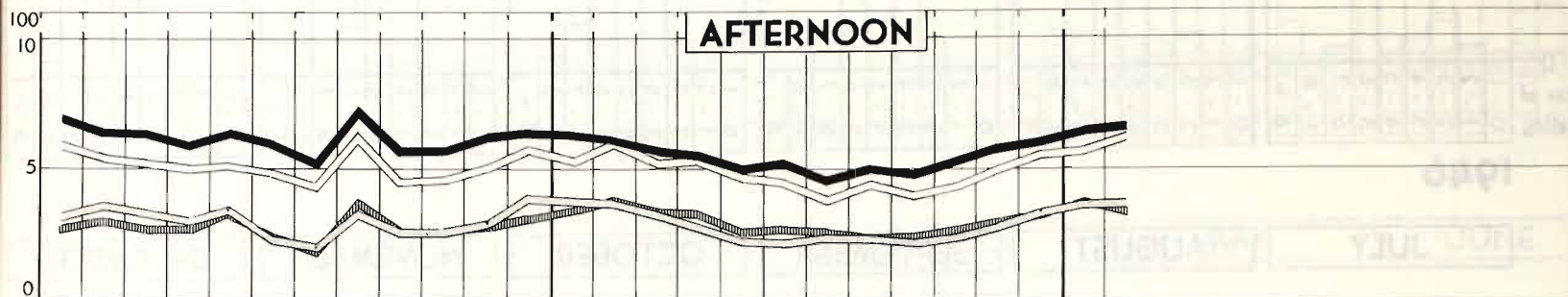
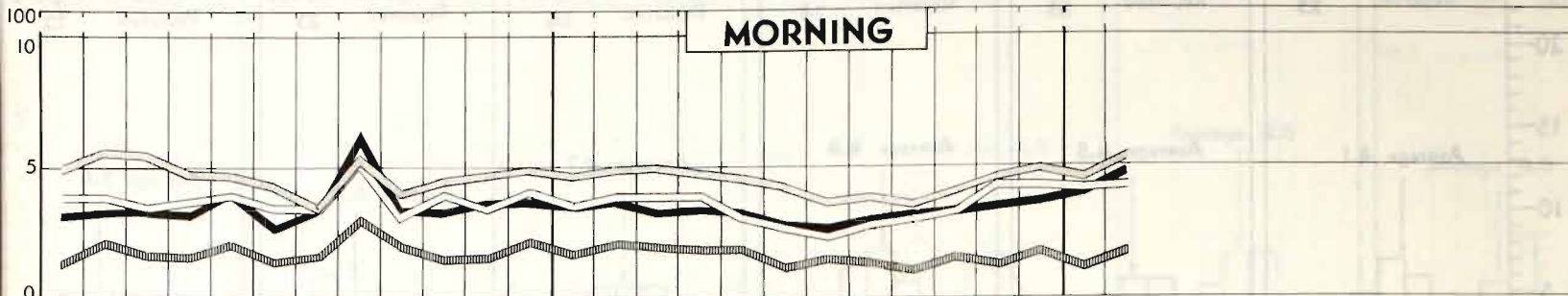
1947



AVERAGE NETWORK HOOPERATINGS

BASE: HOOPERATINGS ON SPONSORED NETWORK PROGRAMS

LEGEND: ABC  ; CBS  ; MBS  ; NBC 



SUPPLEMENT

Tables of Percentages used for Charts.
Typical Programs in each Type Classification.

MONTHLY RATING INDEX	PERCENTAGE	MONTH
2.3	19.8	February
2.0	18.7	January
1.8	17.2	December
1.5	15.5	November
1.2	14.0	October

BASIC AUDIENCE TRENDS

October, 1946 - February, 1947

EVENING

AVAILABLE HOMES INDEX		
October 15	77.6	
30	78.7	
November 15	79.7	
30	80.1	
December 15	80.8	
30	81.2	
January 15	82.3	
30	81.7	
February 15	81.4	
28	80.6	

BROADCAST HOURS INDEX		
October 15	70.00	
30	69.25	
November 15	71.25	
30	71.50	
December 15	70.00	
30	70.00	
January 15	70.50	
30	72.50	
February 15	71.50	
28	73.00	

SETS-IN-USE INDEX		
October 15	28.2	
30	29.7	
November 15	31.9	
30	32.3	
December 15	33.6	
30	32.1	
January 15	34.6	
30	33.6	
February 15	34.3	
28	32.8	

MONTHLY RATING INDEX		
October 15	9.1	
30	9.8	
November 15	10.2	
30	10.3	
December 15	10.7	
30	10.5	
January 15	11.3	
30	10.9	
February 15	11.3	
28	10.8	

DAYTIME

AVAILABLE HOMES INDEX	
October	70.2
November	68.9
December	71.3
January	75.3
February	74.7

BROADCAST HOURS INDEX	
October	83.50
November	85.75
December	85.75
January	81.00
February	82.25

SETS-IN-USE INDEX	
October	16.0
November	15.7
December	17.5
January	18.7
February	19.4

MONTHLY RATING INDEX	
October	4.1
November	4.5
December	4.8
January	5.0
February	5.3



TRENDS BY TYPES

October, 1946 - February, 1947

1. AVERAGE RATING 2. NUMBER OF BROADCAST HOURS
3. AVERAGE SHARE OF AUDIENCE

EVENING VARIETY				EVENING QUIZ				EVENING DRAMATIC				EVENING POPULAR MUSIC				EVENING NEWS & COMMENTATORS			
1	2	3		1	2	3		1	2	3		1	2	3		1	2	3	
October 15	11.5	16.50	35.8	October 15	9.4	4.50	29.7	October 15	9.4	26.50	29.6	October 15	8.0	8.25	26.2	October 15	6.4	8.00	20.6
30	12.6	17.00	36.5	30	10.5	4.50	31.2	30	9.9	29.00	29.6	30	8.5	8.25	25.6	30	7.2	8.00	21.8
November 15	13.1	17.00	35.9	November 15	10.8	4.50	30.9	November 15	10.3	27.00	28.9	November 15	9.0	8.25	26.2	November 15	7.3	8.00	21.0
30	13.4	17.00	36.4	30	10.5	4.50	30.0	30	10.4	27.00	29.1	30	9.5	8.00	27.8	30	7.1	8.00	19.6
December 15	13.5	17.00	35.6	December 15	10.8	4.50	28.9	December 15	11.0	27.00	29.6	December 15	10.4	6.50	28.9	December 15	8.2	8.00	21.9
30	13.2	17.00	35.7	30	11.4	4.50	29.4	30	10.8	27.00	30.2	30	10.8	6.50	31.1	30	6.8	8.00	18.8
January 15	14.3	17.00	36.2	January 15	12.1	4.50	30.3	January 15	11.6	27.75	29.7	January 15	10.9	6.50	29.8	January 15	7.4	8.25	19.2
30	13.8	17.00	36.0	30	11.2	4.50	30.0	30	11.2	27.75	29.8	30	11.3	6.50	31.6	30	7.2	8.25	19.2
February 15	14.4	16.00	35.8	February 15	12.2	4.50	30.9	February 15	11.8	27.75	30.6	February 15	10.8	6.50	29.6	February 15	7.3	8.25	19.3
28	14.1	16.50	36.8	28	11.9	4.50	31.3	28	11.0	28.75	29.8	28	10.4	6.50	29.1	28	6.6	8.25	19.0

EVENING CONCERT MUSIC				EVENING MISCELLANEOUS			
1	2	3		1	2	3	
October 15	7.8	2.00	22.9	October 15	4.2	4.25	13.5
30	8.8	2.00	26.0	30	4.0	4.50	12.2
November 15	8.3	2.00	23.4	November 15	4.5	4.50	13.0
30	8.2	2.50	22.7	30	4.8	4.50	13.7
December 15	7.5	2.50	20.3	December 15	4.8	4.50	12.9
30	7.7	2.50	21.1	30	4.4	4.50	12.2
January 15	7.6	2.50	20.3	January 15	5.0	4.00	13.0
30	6.8	4.50	17.3	30	4.9	4.00	12.9
February 15	7.0	4.50	17.5	February 15	4.8	4.00	12.7
28	6.3	4.50	16.7	28	4.9	4.00	13.3

DAYTIME SERIAL DRAMA				DAYTIME MISCELLANEOUS			
	1	2	3		1	2	3
October 15	4.4	50.75	27.2	October 15	3.5	32.75	22.7
November 15	5.0	51.00	29.4	November 15	3.8	34.75	23.6
December 15	5.2	52.50	28.6	December 15	4.3	33.25	24.7
January 15	5.5	50.75	28.4	January 15	4.1	30.25	23.0
February 15	5.7	53.25	28.2	February 15	4.6	29.00	23.7





PROGRAMS IN EACH TYPE CLASSIFICATION

The following programs are included in the type classification charted on Pages 11 to 21

EVENING PROGRAMS

VARIETY

Abbott and Costello
Alan Young Show
Bandwagon
Bing Crosby Show
Bob Burns
Bob Hope
Charlie McCarthy Show
Don Ameche
Duffy's Tavern
Durante-Moore Show
Eddie Bracken Show
Fannie Brice Show
Fibber McGee and Molly
Ford Show Starring Dinah Shore
Fred Allen Show
George Burns and Gracie Allen
Ginny Simms Show
Hildegard
Jack Benny Show
Jack Carson Show
Jack Haley with Eve Arden
Joan Davis Show
Judy Canova
Kate Smith Sings
Mel Blanc Show
Music Hall
Pot O'Gold
Roy Rogers Show
Rudy Vallee Show
Songs By Sinatra
Sparkle Time with Meredith Willson

VARIETY (Cont'd)

Sunday Evening Party
Tony Martin Show
Vaughn Monroe Show
Victor Borge Show

QUIZ

1. Audience Participation

Bob Hawk Show
Break The Bank
Double Or Nothing
People Are Funny
Take It Or Leave It
Truth or Consequences
Twenty Questions
Vox Pop

2. Non-Participation by Audience

It Pays to be Ignorant

DRAMATIC

1. Drama

Academy Award Theatre
Adventures of Ozzie and Harriet
Aldrich Family
Amos n'n Andy
Blondie
Cavalcade of America

1. DRAMA (Cont'd)

Curtain Time
Date with Judy
A Day in the Life of
Dennis Day
Dr. Christian
Exploring the Unknown
Frank Morgan Program
Gabriel Heatter's Show
Grand Marquee
Greatest Story Ever Told
Great Gildersleeve
Hollywood Players
Hollywood Star Time
Life of Riley
Mayor of the Town
McGarry and his Mouse
Radio Theatre
Readers-Digest-Radio
Edition
Real Stories from Real
Life
Screen Guild Players
Theatre Guild on the Air
This Is Hollywood
This Is Your F.B.I.
Those Websters

2. MYSTERY DRAMA

Adventures of Bulldog
Drummond



PROGRAMS IN EACH TYPE CLASSIFICATION (Cont'd)

SERIAL DRAMA (Cont'd)

Lone Journey
Lora Lawton
Lorenzo Jones
Ma Perkins (CBS & NBC)
Masquerade
My True Story
Our Gal, Sunday
Pepper Young's Family
Perry Mason
Pertia Faces Life
Right to Happiness
Road of Life (CBS & NBC)
Romance of Helen Trent
Rose of My Dreams
Rosemary
Second Mrs. Burton
Sky King
Stella Dallas
Strange Romance of
Evelyn Winters
Superman
Terry and the Pirates
Today's Children
Tom Mix
When a Girl Marries
Woman in White
Young Dr. Malone
Young Widder Brown

DAYTIME MISCELLANEOUS (Cont'd)

Easy Does It
Fred Waring (2)
Galen Drake
G.E. House Party
Glamour Manor (now Kenny Baker Show)
Grand Slam
Home Edition
Hymns of All Churches
Jack Berch
John J. Anthony
Kate Smith Speaks
Kenny Baker Show (formerly Glamour Manor)
Ladies Be Seated
Queen for a Day (2)
Surprise Party
Ted Malone
The Listening Post
Victor H. Lindlahr
William Lang

DAYTIME MISCELLANEOUS

Breakfast Club (4)
Breakfast in Hollywood (2)
Bride and Groom
Cedric Foster
Checkerboard Jamboree (2)
Coke Club with Morton Downey

NOTE: Programs broadcast after 10:30 P.M., N.Y.T., "Limited Network" programs, "Moving Average" programs, and Sunday and Saturday Daytime programs (as designated in "Program Hooperatings") are not included in any of the charted types.



PROGRAMS IN EACH TYPE CLASSIFICATION (Cont'd)

2. MYSTERY DRAMA (Cont'd)

Adventures of Ellery Queen
Adventures of The Falcon
Adventures of Sam Spade
Adventures of The Thin Man
Affairs of Ann Scotland
Big Town
Casebook of Gregory Hood
Crime Doctor
Crime Photographer
Dashell Hammett's Fat Man
F.B.I. in Peace and War
Gangbusters
I Deal in Crime
Inner Sanctum
Lone Ranger
Michael Shayne, Private
Detective
Mr. District Attorney
Mr. Keen
Mr. and Mrs. North
Murder and Mr. Malone
Mystery Is My Hobby
Mystery of the Week
Mystery Theatre
New Adventures of Sherlock
Holmes
Nick Carter - Master
Detective
Policewoman
Sheriff, The
Special Investigator
Suspense

POPULAR MUSIC

American Album of Familiar
Music

POPULAR MUSIC (Cont'd)

By Popular Demand
Highways in Melody
Jack Smith Show
Jean Sablon Show
Manhattan Merry-Go-Round
Saturday Night Serenade
Spotlight Bands
Supper Club
Waltz Time
Your Hit Parade
Your Thursday Meeting
with Dick Haymes

NEWS

Drew Pearson
Fulton Lewis
Gabriel Heatter (5)
Inside of Sports
Jimmie Fidler
Monday Morning Headlines
Monitor Views the News
New Louella Parsons Show
News of the World
Robert Trout with the News
Till Now
Spotlight on America
Walter Winchell

CONCERT MUSIC

America Melody Hour
Boston Symphony
Contented Program
Sunday Evening Hour
Telephone Hour

CONCERT MUSIC (Cont'd)

Treasure Hour of Song
Voice of Firestone

MISCELLANEOUS

Boxing Bout
Burl Ives
Can Your Top This?
Doctors Talk it Over
Fishing and Hunting Club
of the Air
Gene Autery Show
Henry J. Taylor
It's Up To Youth
Lum and Abner

DAYTIME PROGRAMS

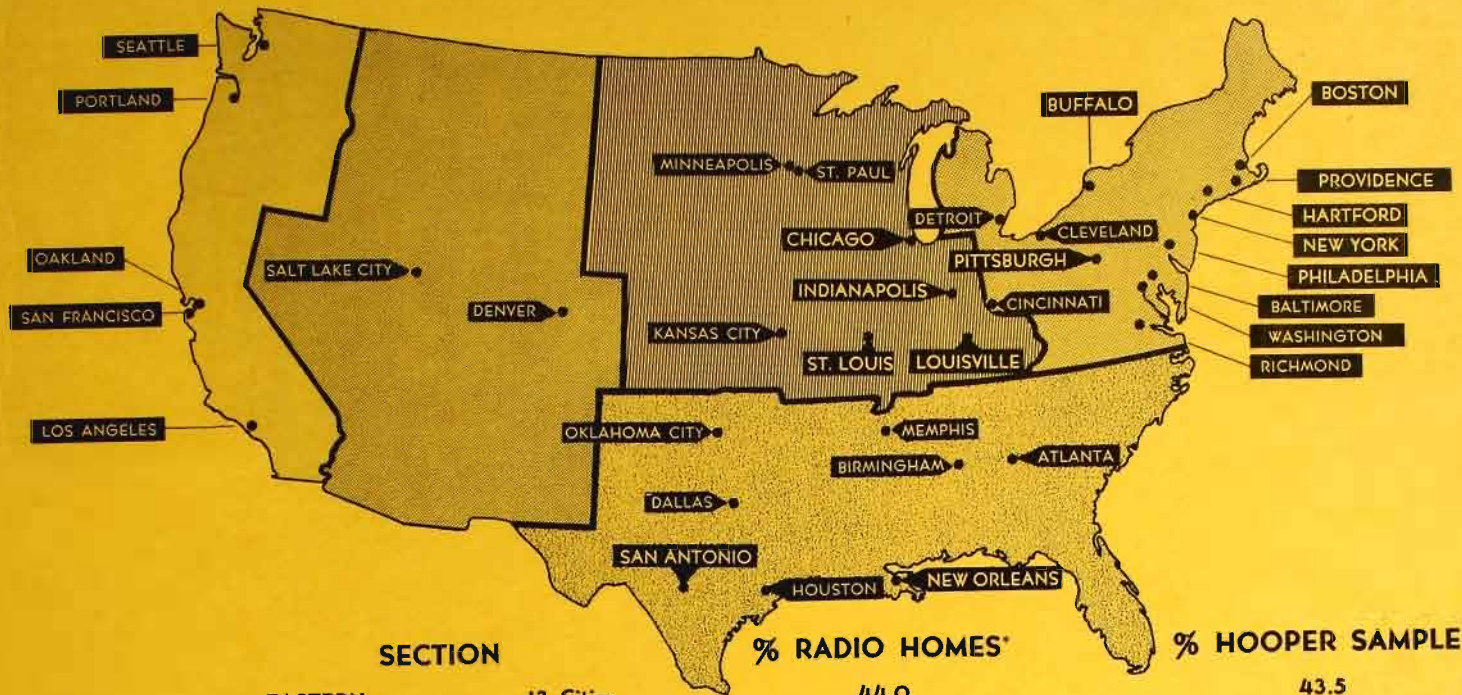
SERIAL DRAMA

Aunt Jenny
Backstage Wife
Barry Cameron
Big Sister
Buck Rogers in the 25th
Century
Captian Midnight
David Harum
Front Page Farrell
Guiding Light
Hop Harrigan
Jack Armstrong
Joyce Jordan, M.D.
Just Plain Bill
Life Can Be Beautiful
Light of the World

NETWORK PROGRAM



THE 33 HOOPER SURVEY CITIES



SECTION		% RADIO HOMES*	% HOOPER SAMPLE
EASTERN	13 Cities	44.0	43.5
NORTH CENTRAL	6 Cities	23.4	21.8
SOUTHERN	8 Cities	18.5	17.4
MOUNTAIN	2 Cities	3.2	4.3
PACIFIC	4 Cities	10.9	13.0

ALL THE ABOVE REGULAR HOOPER INTERVIEWING CITIES MEET THE FOLLOWING REQUIREMENTS:

1. Local service by all four networks - ABC, CBS, MBS & NBC.
2. Adequate signal supplied by each local network station within the interviewing area.
3. Sufficiently large list of telephone subscribers.

* Based on RADIO FAMILIES - U.S.A. 1946, Broadcast Measurement Bureau.



**RADIO
AUDIENCE
MEASUREMENTS**
CONTINUOUSLY BY
COINCIDENTAL
METHOD
SINCE
1934

