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C. E. HOOPER, INC.

RADIO AUDIENCE MEASUREMENTS

Chicago NEW YORK Hollywood

HE 8697
A8 A1C6
1946/47
Winter/Spring

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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 to:

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

(December, 1946 thru April, 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 You
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 (off the air)
Family Hour
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.
Treasure Hour of Song

BIOW COMPANY, INC., THE
Crime Doctor
F.B.I. in Peace & War
Henry Morgan Show
It Pays to be Ignorant
Life of Riley (Dec. thru Jan. 15th)
Maisie (off the air)
Milton Berle Show
Rudy Vallee Show (off the air)
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 (off the air)

BUCHANAN & COMPANY, INC.
Eddie Bracken Show (off the air)
Metropolitan Opera (off the air)
Teentimers Club

BURNETT, LEO, COMPANY, INC.
Fred Waring (Am. Meat)
Fred Waring (Minn. Valley) (off the air)
H. V. Kaltenborn
Smilin' Ed. McConnell

CAMPBELL-EWALD COMPANY OF N.Y., INC.
New York Philharmonic (off the air)

CECIL & PRESBREY, INC.
Queen For a Day (Philip Morris)
Twenty Questions

COMPTON ADVERTISING, INC.
Big Sister
Breakfast In Hollywood (P&G)
Kenny Baker Show (Crisco)
Life Can Be Beautiful (Ivory Flakes & Crisco)
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
 Headline Edition
 Raymond Swing (off the air)
 Walter Kiernan

DANCER-FITZGERALD-SAMPLE, INC.

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

D'ARCY ADVERTISING CO., INC.

Code Club with Morton Downey (off the air)

DOHERTY, CLIFFORD & SCHENFIELD, INC.

Break the Bank
 Mr. District Attorney

DUFFY, JIM, COMPANY

Upton Close (off the air)

DURSTINE, ROY S., INC.

Gabriel Heatter (Serutan)
 Victor H. Lindlahr

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
 Big Story
 Frank Morgan Program (off the air)
 Give and Take (Jan. thru April)
 Highways in Melody
 Hint Hunt
 Hollywood Star Time (off the air)
 Jack Benny
 Kate Smith Sings
 Ladies Be Seated (Toni Co.)
 Man Called X
 Reader's Digest-Radio Edition

FOOTE, CONE & BELDING (Cont'd)

Your Hit Parade

GAGAN, TURNBULL & CO., INC.

Samuel Pattengill

GARDNER ADVERTISING CO.

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

GEYER, NEWELL & GANGER, INC.

Academy Award Theatre (off the air)

GITTEMS, BERT L., ADVERTISING AGENCY

National Farm & Home Hour

GOTHAM ADVERTISING COMPANY, INC.

Lutheran Hour

GRANT ADVERTISING, INC.

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

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

Dashiell Hammett's Fat Man

HAZARD ADVERTISING CO.

Doctor's Talk It Over, The

HIXSON-O'DONNELL ADVERTISING, INC.

Arthur Hale

HOGE, HUBER, & SONS

William Lang (off the air)



ADVERTISING AGENCIES (Cont.)

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.
David Harum
Katie's Daughter
Lora Lawton
Rose of My Dreams
Strange Romance of Evelyn Winters

KASTOR, FARRELL, CHESLEY & CLIFFORD, INC.
Don Ameche

KATZ, THE JOSEPH, COMPANY
Professor Quiz

KEELING & CO., INCORPORATED
I Deal In Crime
Michael Shayne, Private Detective (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

KENYON & ECKHARDT, INC. (Cont'd)
Superman
Try 'n' Find Me (off the air)

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

LA ROCHE & ELLIS, INC.
Ladies Be Seated (Quaker Oats)

LEFTON, AL PAUL, CO., INC.
It's Up to Youth (off the air)

LENNEN & MITCHELL, INC.
Meet Me at Parky's (off the air)
Songs By Sinatra

LEWIN, A. W., CO.
It's Marvel Music Time (off the air)

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 (off the air)

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 (Dec. only)
Shadow, The (Carey)

McKEE & ALBRIGHT, INC.
Jack Haley with Eve Arden

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

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

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

NEWELL-EMMETT CO.
Supper Club

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

OWEN & CHAPPELL, INC.
Adventures of Bulldog Drummond
Spotlight on America (off the air)



ADVERTISING AGENCIES (Cont.)

PEDLAR & RYAN, INC.

Big Town
Pepper Young's Family (Camey)
This Is Hollywood

PRESBA, FELLERS & PRESBA, INC.

World Front

RAISBECK, ROBERT B., AGENCY

Danger, Dr. Danfield (off the air)
Deadline Mystery

RAMSEY, THE L. W., COMPANY

Bandwagon

REACH, CHARLES DALLAS, CO., INC.

Gangbusters

REEVES, KNOX, ADVERTISING, INC.

Betty Crocker
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
Jan August Show
Lowell Thomas
Pot o' Gold (off the air)
Sammy Kaye's Sunday Serenade
Your Sports Question Box (off the air)

RUTHRAUFF & RYAN, INC.

Amos 'n' Andy
Aunt Jenny
Bob and Victoria
Double or Nothing
Gene Autry Show

RUTHRAUFF & RYAN, INC. (Cont'd)

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
Your Home Beautiful

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 Finnegan (off the air)
Whistler, The

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, STAUPFER, COLWELL & BAYLES, INC.

Adv. of Ellery Queen
Bob Burns
Gabriel Heatter (Carter)
Jimmie Fidler
Mayor of the Town

SWANEY, DRAKE & BEMENT

Club Time

SWEENEY & JAMES CO.

Voice of Friestone

THOMPSON, J. WALTER, COMPANY

Breakfast Club (Swift-9:15)
Breakfast Club (Swift-9:30) (MTWF)
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 (off the air)

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 (off the air)

WALKER AND DOWNING

Fishing & Hunting Club of the Air



ADVERTISING AGENCIES (Cont.)

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
Hildegard (off the air)
Jack Carson Show
Meet Corliss Archer
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
Joan Davis Show
McGarry and His Mouse (off the air)
Mystery Theatre
Portia Faces Life (Grapenuts Wheatmeal)
Second Mrs. Burton
Vox Pop
We, The People
When A Girl Marries (La France, Satina, Calumet)



SECTION I

UNIFORM NETWORK COMPETITION

MARCH - APRIL, 1947



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 Hooperatings" 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: March, April - 1947

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
ARROTT AND COSTELLO R. J. Reynolds Co. William Esty & Co., Inc.	NBC-Thursday 10:00-10:30 P.M.	A-Various Sustaining C-Reader's Digest-Radio Edition M-Various Sustaining Base - 27 Cities	N - 46.2	A - 4.4	C - 28.2	M - 10.9	O - 8.3
			N - 42.7	A - 8.6	C - 31.0	M - 12.1	O - 10.6
A DAY IN THE LIFE OF DENNIS DAY Colgate-Palmolive-Peet Co. Ted Bates, Inc.	NBC-Wednesday 8:00-8:30 P.M.	A-Lum 'n' Abner(8:00) Various Sustaining(8:15) C-Jack Carson Show M-Various Sustaining Base - 26 Cities	N - 33.9	A - 13.3	C - 27.8	M - 16.5	O - 8.5
			N - 38.1	A - 7.3	C - 34.1	M - 13.8	O - 6.7
ADVENTURERS' CLUB Sheaffer Pen Co. Russell M. Seeds Co., Inc.	CRS-Saturday 11:30-12:00 N	A-Various Sustaining M-Various Sustaining N-Smiln' Ed McConnell Base - 27 Cities	C - 29.0	A - 17.1	M - 13.5	N - 18.7	O - 21.7
			C - 36.5	A - 9.4	M - 11.3	N - 20.7	O - 22.1
ADVENTURES OF BULLDOG DRUMMOND American Transit Assoc. Owen & Chappell	MBS-Friday 9:30-10:00 P.M.	A-The Sheriff Various Sustaining(9:55) C-Durante-Moore N-Waltz Time Base - 17 Cities	M - 11.0	A - 25.6	C - 34.8	N - 24.6	O - 4.0
			M - 10.5	A - 22.6	C - 29.1	N - 32.3	O - 5.5
ADVENTURES OF ELLERY QUEEN Whitehall Pharmacal Co. Sullivan, Stauffer, Colwell & Bayler, Inc.	CBS-Wednesday 7:30-8:00 P.M.	A-Lone Ranger M-Various Sustaining(7:30) Inside of Sports(7:45) N-Various Sustaining Base - 15 Cities	C - 29.1	A - 26.8	M - 10.4	N - 21.8	O - 11.9
			C - 35.9	A - 28.0	M - 7.4	N - 19.2	O - 9.5
ADVENTURES OF OZZIE & HARRIET International Silver Co. Young & Rubicam, Inc.	CRS-Sunday 6:00-6:30 P.M.	A-Drew Pearson(6:00) Monday Morning Headlines (6:15) M-Those Websters N-Various Sustaining Base - 19 Cities	C - 36.0	A - 26.0	M - 14.7	N - 11.8	O - 11.5
			C - 37.2	A - 22.2	M - 16.5	N - 12.2	O - 11.9
ADVENTURES OF SAM SPADE Wildroot Co., Inc. Batten, Barton, Durstine & Osborn, Inc.	CBS-Sunday 8:00-8:30 P.M.	A-Sunday Evening Hour M-Various Sustaining N-Charlie McCarthy Show Base - 22 Cities	C - 21.5	A - 14.6	M - 11.1	N - 50.4	O - 24.0
			C - 23.6	A - 15.0	M - 9.5	N - 49.7	O - 24.0

UNIFORM NETWORK COMPETITION

Months: March, April - 1947

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
ADVENTURES OF THE FALCON American Safety Razor Corp. Federal Advertising Agency, Inc.	MBS-Tuesday 8:30-9:00 P.M.	A-Boston Symphony Orchestra C-Mel Blanc Show Johns-Manville News (8:55) N-Date with Judy Base - 27 Cities	M - 25.0	A-6.1	C - 22.2	N - 40.2	O-6.5
			M - 26.8	A-7.8	C - 18.9	N - 41.1	O-5.4
ADVENTURES OF THE THIN MAN General Foods Sales Co., Inc. Young & Rubicam, Inc.	CBS-Friday 8:30-8:55 P.M.	A-This Is Your F.B.I. M-Various Sustaining N-Alan Young Show Base - 23 Cities	C - 30.0	A - 32.8	M-5.9	N - 25.3	O-6.0
			C - 24.5	A - 33.9	M-7.2	N - 28.5	O-5.9
ALAN YOUNG SHOW Bristol-Myers Co. Young & Rubicam, Inc.	NBC-Friday 8:30-9:00 P.M.	A-This Is Your F.B.I. C-Adventures of the Thin Man Johns-Manville News (8:55) M-Various Sustaining Base - 23 Cities	N - 25.3	A - 32.8	C - 30.0	M-5.9	O-6.0
			N - 27.6	A - 35.1	C - 23.8	M-7.3	O-6.2
ALDRICH FAMILY General Foods Sales Co., Inc. Young & Rubicam, Inc.	NBC-Thursday 8:00-8:30 P.M.	A-Lum & Abner (8:00) Monitor Views News (8:15) C-Suspense M-Various Sustaining Base - 20 Cities	N - 38.4	A-7.5	C - 41.1	M-4.8	O-8.2
			N - 38.5	A-6.4	C - 38.9	M-7.7	O-8.5
AMERICAN ALBUM OF FAMILIAR MUSIC Sterling Drug Inc. Dancer-Fitzgerald-Sample	NBC-Sunday 9:30-10:00 P.M.	A-Jimmie Fidler (9:30) Policewoman (9:45) C-Eddie Bracken Show (March) Tony Martin Show (April) M-Double or Nothing Base - 27 Cities	N - 31.8	A - 25.6	C - 19.8	M - 18.7	O-4.1
			N - 28.8	A - 20.1	C - 25.0	M - 23.0	O-3.1
AMERICAN MELODY HOUR Sterling Drug Inc. Dancer-Fitzgerald-Sample	CBS-Tuesday 7:30-8:00 P.M.	A-Various Sustaining M-Arthur Hale (7:30) Inside of Sports (7:45) N-Various Sustaining Base - 8 Cities	C - 31.0	A - 17.2	M - 13.4	N - 23.0	O - 15.4
			C - 38.9	A - 17.5	M-5.1	N - 20.7	O - 17.8

UNIFORM NETWORK COMPETITION

Months: March, April - 1947

PROGRAM-SPONSOR AGENCY PLACING	NETWORK DAY N.Y.T.	UNIFORM NETWORK COMPETITION	SHARE OF AUDIENCE By Fifteen Minute Periods LISTENERS TO RADIO = 100%					
AMERICA'S TOWN MEETING OF THE AIR Cooperative	ABC-Thursday 8:30-9:30 PM	C - F.B.I. in Peace & War (8:30-8:55 PM) Johns-Manville News (8:55-9:00 PM) Your Thursday Meeting with Dick Haymes (9:00-9:30 PM) M - Various Sustaining (8:30-9:00 PM) Gabriel Heatter (9:00 PM) Real Stories (9:15-9:30) N - George Burns & Gracie Allen (8:30-9:00 PM) Music Hall (9:00-9:30 PM) Base - 5 Cities	A - 12.9	C - 38.0	M - 3.8	N - 34.2	O - 11.1	
			A - 8.1	C - 41.5	M - 6.4	N - 35.5	O - 8.5	
			A - 12.0	C - 35.4	M - 19.3	N - 27.0	O - 6.3	
			A - 12.6	C - 44.1	M - 10.4	N - 24.1	O - 8.8	
ALOS 'N' ANDY Lever Bros. Co. Ruthrauff & Ryan Inc.	NBC-Tuesday 9:00-9:30 PM	A - Boston Symphony Orch. C - Vox Pop M - Gabriel Heatter (9:00 PM) Real Stories From Real Life (9:15 PM) Base - 20 Cities	N - 53.1		A - 5.6	C - 19.0	M - 16.5	O - 5.8
			N - 56.0		A - 4.4	C - 21.5	M - 12.2	O - 5.9
ARTHUR HALE Richfield Oil Corp. of N.Y. Hixson O'Donnell Adv., Inc.	MBS-Tu-Th 7:30-7:45 PM	A - Various Sustaining C - Various Programming N - Various Programming Base - 6 Cities	M - 13.5	A - 9.1	C - 41.2	N - 25.9	O - 10.3	
AUNT JENNY Lever Bros. Co. Ruthrauff & Ryan, Inc.	CBS-MTWTF 12:15-12:30 PM	A - Kenny Baker Show M - Checkerboard Jamboree N - Various Sustaining Base - 5 Cities	C - 38.8	A - 20.2	M - 5.2	N - 11.7	O - 24.1	
BACKSTAGE WIFE Sterling Drug Inc. Dancer-Fitzgerald-Sample	NBC-MTWTF 4:00-4:15 PM	A - Various Sustaining C - Various Sustaining M - Various Sustaining Base - 26 Cities	N - 36.1	A - 12.1	C - 21.3	M - 10.4	O - 20.1	
BANDWAGON F. W. Fitch Co. L. W. Ramsey Adv. Agency	NBC-Sunday 7:30-8:00 PM	A - Various Sustaining C - Blondie M - Various Sustaining Base - 25 Cities	N - 47.1		A - 12.7	C - 27.9	M - 6.5	O - 5.8
			N - 48.2		A - 11.2	C - 31.2	M - 6.1	O - 3.3
BAUKHAGE TALKING Cooperative (Broadcast 1:30-1:45 PM on Thursday, March 6th)	ABC-MTWTF 1:00-1:15 PM	C - Big Sister M - Various Sustaining N - Various Sustaining Base - 7 Cities	A - 12.2	C - 43.3	M - 10.5	N - 12.6	O - 21.4	
BETTY CROCKER MAG. OF AIR General Mills, Inc. Dancer-Fitzgerald-Sample (Figures based on April data only)	ABC-MTWTF 10:25-10:45 AM	C - Various Programming M - Various Sustaining N - Various Programming Base - 7 Cities	A - 29.2	C - 19.9	M - 11.5	N - 17.3	O - 22.1	
BIG SISTER Procter & Gamble Co. Compton Advertising, Inc. (Not broadcast Thursday, March 6th)	CBS-MTWTF 1:00-1:15 PM	A - Baukhage Talking M - Various Sustaining N - Various Sustaining Base - 7 Cities	C - 42.5	A - 12.2	M - 11.3	N - 13.6	O - 20.4	

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Months: March, April - 1947

PROGRAM-SPONSOR AGENCY PLACING	NETWORK DAY N.Y.T.	UNIFORM NETWORK COMPETITION	SHARE OF AUDIENCE By Fifteen Minute Periods LISTENERS TO RADIO = 100%							
BIG STORY American Cigarette & Cigar Co. Foote, Cone & Belding (Figures based on April data only.)	NBC - Wednesday 10:00 - 10:30 P.M.	A-Bing Crosby C-Whistler M-Various Sustaining Base: 19 Cities	N - 22.1	A - 53.3		C - 16.8		M 0 3.7 4.1		
			N - 19.7	A - 56.6		C - 14.6		M 0 4.9 4.2		
BIG TOWN Sterling Drug Inc. Pedlar & Ryan, Inc.	CBS - Tuesday 8:00 - 8:30 P.M.	A-Lum 'n' Abner (8:00) Various Sustaining (8:15) M-Various Programming N-Rudy Vallee (March 4th only) Milton Berle Show Base - 25 Cities	C - 44.0		A - 11.4	M - 12.3	N - 25.1	O - 7.2		
			C - 42.0		A 4.9	M - 13.4	N - 31.9	O - 7.3		
BILL STERN † Colgate - Palmolive - Peet Co. Sherman & Marquette, Inc.	NBC - Friday 10:30 - 10:45 P.M.	A-Various Sustaining C-Maisie (March) Various Sustaining (April) M-Various Sustaining Base - 11 Cities	N - 31.4		A - 27.5		C - 29.3		M - 10.0	O - 8.8
			A - 50.8		C - 15.2		M 5.4	N - 23.3		O 5.3
BING CROSBY SHOW Philo Corp. Hutchins Adv. Co., Inc.	ABC - Wednesday 10:00 - 10:30 P.M.	C-Various Sustaining (March) Whistler (April) M-Various Sustaining N-Frank Morgan (March) Big Story (April) Base - 19 Cities	A - 55.4		C - 14.8		M 4.6	N - 27.4		O 4.8
			C - 27.9		A - 12.7	M 6.5	N - 47.1			O 5.8
BLONDIE Colgate-Palmolive-Peet Co. William Esty & Co., Inc.	CBS - Sunday 7:30 - 8:00 P.M.	A - Various Sustaining M - Various Sustaining N - Bandwagon Base - 25 Cities	C - 31.2		A - 11.2	M 6.1	N - 48.2			O 3.0
			C - 31.2		A - 11.2	M 6.1	N - 48.2			O 3.0
BOB & VICTORIA Safeway Stores, Inc. Ruthrauff & Ryan, Inc.	CBS - MTWTF 3:00 - 3:15 P.M.	A-Ladies Be Seated M-Various Sustaining N-Life Can Be Beautiful	DATA INADEQUATE							
			DATA INADEQUATE							
BOB BURNS SHOW Whitehall Pharmacal Co. Sullivan, Stauffer, Colwell & Boyles, Inc.	NBC - Sunday 6:30 - 7:00 P.M.	A-Greatest Story Ever Told C-Kate Smith Sings M-Nick Carter-Master Detective Base - 17 Cities	N - 23.7		A - 13.1		C - 32.8		M - 23.3	O - 7
			N - 23.7		A - 10.3		C - 33.0		M - 26.6	
BOB HAWK SHOW R.J. Reynolds Co. William Esty & Co., Inc.	CBS - Monday 7:30 - 8:00 P.M.	A-Lone Ranger M-Henry J. Taylor (7:30) Inside of Sports (7:45) N-Various Sustaining Base - 11 Cities	C - 36.1		A - 30.9		M - 8.3	N - 12.6	O - 12.	
			C - 37.6		A - 27.7		M - 6.8	N - 15.8	O - 12.	

UNIFORM NETWORK COMPETITION

Months: March, April - 1947

PROGRAM-SPONSOR AGENCY PLACING	NETWORK DAY N.Y.T.	UNIFORM NETWORK COMPETITION	SHARE OF AUDIENCE By Fifteen Minute Periods LISTENERS TO RADIO = 100%					
BOB HOPE Pepsodent Div.-Lever Bros. Co. Foote, Cone & Belding	NBC-Tuesday 10:00-10:30 P.M.	A-Various Sustaining C-Various Sustaining M-Various Sustaining Base - 27 Cities	N	-	80.2	C- 8.2	M- 4.3	O- 4.5
			N	-	81.7	C- 7.2	M- 3.1	O- 1.0
BOSTON SYMPHONY ORCHESTRA John Hancock Mutual Life Insurance Co. Batten, Barton, Durstine & Osborn, Inc.	ABC-Tuesday 8:30-9:30 P.M.	C-Mel Blanc (8:30) Johns-Manville News (8:55) Vox Pop (9:00) M-Adv. of the Falcon (8:30) Gabriel Heatter (9:00) Real Stories from Real Life (9:15) N-Date with Judy (8:30) Amos 'n' Andy (9:00) Base - 20 Cities	A- 5.6	C - 21.8	M - 27.3	N - 38.1	O- 7.2	
			A- 7.9	C - 18.5	M - 28.9	N - 40.5	O- 4.2	
			A 5.6	C - 19.0	M - 16.5	N - 53.1	O- 5.8	
			A 4.4	C - 21.5	M - 12.2	N - 56.0	O- 5.9	
BOXING BOUT Gillette Safety Razor Co. Maxon, Inc.	ABC-Friday 10:00-10:30 P.M.	C-Special Event (April 4 only) It Pays to Be Ignorant M-Various Sustaining N-Mystery Theatre Base - 27 Cities	A - 19.6	C - 29.3	M- 8.2	N - 37.4	O- 5.5	
			A - 15.1	C - 31.7	M- 10.1	N - 35.3	O- 7.8	
BREAKFAST CLUB Kay Daumit, Inc.-Div. Col.- Palm.-Peet Co. Hill-Blackett & Co., Inc.	ABC-MTWTFF 9:00-9:15 A.M.	C-Various Sustaining M-Various Sustaining N-Various Sustaining Base - 25 Cities	A - 27.1	C - 19.6	M - 17.1	N - 21.5	O - 14.7	
			A - 36.8	C - 21.3	M-14.1	N - 15.4	O - 12.4	
BREAKFAST CLUB Philco Products Inc. Hutchins Advertising Co., Inc.	ABC-MTWTFF 9:45-10:00 A.M.	C-Various Sustaining M-Various Sustaining N-Various Sustaining Base - 27 Cities	A - 36.3	C - 20.9	M-13.2	N - 17.4	O-12.2	
			A - 31.6	C - 24.6	M-14.7	N - 17.5	O-11.6	
BREAKFAST CLUB Swift & Company J. Walter Thompson Co.	ABC-MTWTFF 9:15-9:30 A.M.	C-Various Sustaining M-Various Sustaining N-Various Sustaining Base - 26 Cities	A - 31.7	C - 24.2	M-9.8	N - 21.7	O - 12.6	
			A - 31.8	C - 21.2	M-9.7	N - 19.0	O - 18.3	
BREAKFAST IN HOLLYWOOD Kellogg Co. Lanyon & Bokhardt, Inc.	ABC-MTWTFF 11:15-11:30 A.M.	C-Various Sustaining M-Various Sustaining N-Pred Waring Base - 27 Cities	A - 31.8	C - 21.2	M-9.7	N - 19.0	O - 18.3	
			A - 31.8	C - 21.2	M-9.7	N - 19.0	O - 18.3	
BREAKFAST IN HOLLYWOOD Procter & Gamble Co. Lampton Advertising, Inc.	ABC-MTWTFF 11:00-11:15 A.M.	C-Various Sustaining M-Various Sustaining N-Various Sustaining Base - 26 Cities	A - 31.8	C - 21.2	M-9.7	N - 19.0	O - 18.3	
			A - 31.8	C - 21.2	M-9.7	N - 19.0	O - 18.3	

UNIFORM NETWORK COMPETITION

Months: March, April - 1947

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
BREAK THE BANK Bristol-Myers Co. Doherty, Clifford & Schenfield, Inc.	ABC-Friday 9:00-9:30 P.M.	C-Ginny Simms' Show M-Gabriel Heatter(9:00) Real Stories From Real Life (9:15) N-People Are Funny Base - 24 Cities	A - 28.4	C - 19.0	M - 12.8	N - 36.2	O - 3.6
			A - 26.7	C - 17.2	M - 7.2	N - 41.9	O - 5.0
BRIDE AND GROOM Sterling Drug Inc. Dancer-Fitzgerald-Sample	ABC-MTWTf 2:30-3:00 P.M.	C-Lone Journey(2:30) Rose of My Dreams(2:45) M-Various Programming. N-Mesquerade(2:30) Light of the World(2:45) Base - 14 Cities	A - 20.5	C - 19.2	M - 16.5	N - 26.6	O - 17.2
			A - 20.8	C - 19.9	M - 16.1	N - 24.7	O - 16.5
BUCK ROGER IN THE 25th CENTURY General Foods Sales Co., Inc. Benton & Bowles, Inc. (Fig. based March data only)	MBS-MTWTf 4:45-5:00 P.M.	A-Various Sustaining (TT) C-Various Sustaining (TT) Hollywood Jackpot(MMF) N-Young Widder Brown Base - 11 Cities	M - 12.6	A - 11.3	C - 14.3	N - 37.4	O - 24.4
BURL IVES Philco Corp. Hutchins Advertising, Inc.	MBS-Friday 8:00-8:15	A-Dashiell Hammett's Pat Man C-Fannie Brice Show N-Highways in Melody Base - 21 Cities	M - 6.4	A - 33.6	C - 36.5	N - 18.1	O - 5.4
CAN YOU TOP THIS? Colgate-Palmolive-Pest Co. Ted Bates, Inc	NBC-Saturday 9:30-10:00 P.M.	A-Murder & Mr. Malone C-Your Hit Parade(9:30) Sat. Nite Serenade(9:45) M-Various Sustaining Base - 15 Cities	N - 24.4	A - 27.6	C - 38.1	M - 3.8	O - 6.1
			N - 34.4	A - 27.7	C - 30.0	M - 3.8	O - 4.1
CAPTAIN MIDNIGHT Wander Co. Will-Flackett & Co., Inc.	MBS-MTWTf 5:30-5:45 P.M.	A-Jack Armstrong C-Various Sustaining N-Just Plain Bill Base - 13 Cities	M - 17.2	A - 13.3	C - 13.6	N - 29.1	O - 26.8
CARMEN CAVALLARO ORCH. Sheaffer Pen Co. Russel M. Seeds Co., Inc.	NBC-Sunday 3:00-3:30 P.M.	A-Various Sustaining C-New York Philharmonic M-Various Sustaining Base - 12 Cities	N - 34.1	A - 7.6	C - 17.8	M - 13.0	O - 27.5
			N - 39.5	A - 8.8	C - 18.5	M - 13.2	O - 20.0
CASEBOOK OF GREGORY HOOD Petri Wine Co. Young & Rubicam, Inc.	MBS-Monday 8:30-9:00 P.M.	A-New Adventures of Sherlock Holmes C-Joan Davis Show Johns-Manville News(8:55) N-Voice of Firestone Base - 22 Cities	M - 16.8	A - 17.0	C - 37.3	N - 24.8	O - 4.1
			M - 18.1	A - 15.4	C - 38.2	N - 23.4	O - 4.9

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Months: March, April - 1947

PROGRAM-SPONSOR AGENCY PLACING	NETWORK DAY N.Y.T.	UNIFORM NETWORK COMPETITION	SHARE OF AUDIENCE By Fifteen Minute Periods LISTENERS TO RADIO=100%					
CAVALCADE OF AMERICA E.I. DuPont de Nemours & Co., Inc. Batten, Barton, Durstine & Osborn, Inc.	NBC-Monday 8:00-8:30 P.M.	A-Lum 'n' Almer(8:00) Various Sustaining(8:15) C-Inner Sanctum M-McGarry & His Mouse(March) Various Sustaining(April) Base - 17 Cities	N - 28.5	A - 10.2	C - 41.7	M - 8.3	O - 11.3	
			N - 31.6	A - 5.7	C - 43.6	M - 11.6	O - 7.5	
CEDRIC POSTER Cooperative	MRS-MTWTW 1:00-1:15 P.M.	A-Various Sustaining C-Second Mrs. Burton N-Today's Children	DATA INADEQUATE					
CHARLIE McCARTHY SHOW Standard Brands Inc. J. Walter Thompson Co.	NBC-Sunday 8:00-8:30 P.M.	A-Sunday Evening Hour C-Adventures of Sam Spade M-Various Sustaining Base - 22 Cities	N - 50.4	A - 14.6	C - 21.5	M - 11.1	0-2.4	
			N - 49.7	A - 15.0	C - 23.6	M - 9.5	0-2.0	
CHECKERBOARD JAMBOREE Ralston Purina Co.-Cereal Div.-& Farm Food Product Div. Gardner Advertising Co.	MRS-MTWTW 12:15-12:30 P.M.	A-Kenny Baker Show C-Aunt Jenny N-Various Sustaining Base - 5 Cities	M - 5.2	A - 20.2	C - 38.8	N - 11.7	O - 24.1	
CLUB TIME Club Aluminum Products Co. Swaney, Drake & Benent	ABC-Monday 10:45-11:00 A.M.	C-David Harum M-Various Sustaining N-Joyce Jordan, M.D. Base - 12 Cities	A - 17.8	C - 22.2	M - 14.4	N - 22.2	O - 23.4	
CONTENTED PROGRAM Carnation Co. Erwin, Wasey & Co. Ltd.	NBC-Monday 10:00-10:30 P.M.	A-Doctors Talk It Over(10:00) Various Sustaining(10:15) C-Screen Guild Players M-Various Sustaining Base - 20 Cities	N - 24.9	A - 4.0	C - 62.2	0.0	0-5.1	
			N - 20.5	A - 5.9	C - 63.7	M - 4.1	0-5.8	
COUNTERSPY Schutta Candy Co.-Div. Universal Metch Co. Schwimmer-Scott Advertising Agency	ABC-Sunday 5:30-6:00 P.M.	C-Hoagy Carmichael(5:30) Wm.L.Shirer(5:45 March) Various Sustaining(5:45-Apr) M-Quick As A Flash N-Various Sustaining Base - 25 Cities	A - 29.1	C - 21.5	M - 23.0	N - 12.9	O - 13.5	
			A - 31.0	C - 18.1	M - 24.0	N - 14.1	O - 12.8	
County Fair Borden Co. Kenyon & Eckhardt, Inc.	CBS-Saturday 1:30-2:00 P.M.	A-Various Sustaining M-Various Sustaining N-Various Sustaining Base - 16 Cities	C - 33.6	A - 14.8	M - 12.1	N - 8.7	O - 30.8	
			C - 33.1	A - 11.5	M - 12.9	N - 12.2	O - 30.3	

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Months: March, April - 1947

PROGRAM-SPONSOR AGENCY PLACING	NETWORK DAY N.Y.T.	UNIFORM NETWORK COMPETITION	SHARE OF AUDIENCE By Fifteen Minute Periods LISTENERS TO RADIO - 100%				
CRIME DOCTOR Philip Morris & Co., Ltd., Ino. The Biow Company	CBS-Sunday 8:30-8:55 P.M.	A-Sunday Evening Hour M-Special Investigator (8:30 March) Various Sustaining N-Fred Allen Base - 22 Cities	C - 23.6	A - 15.7	M - 9.1	N - 53.6	
			C - 23.3	A - 12.2	M - 9.1	N - 59.8	
CRIME PHOTOGRAPHER Anchor Hooking Glass Corp. Wm. H. Weintraub & Co., Inc.	CBS-Thursday 9:30-10:00 P.M.	A-Various Sustaining M-Treasure Hour of Song N-Jack Haley with Eve Arden Base - 20 Cities	C - 37.5	A - 7.0	M - 9.4	N - 37.7	O - 8.9
			C - 42.0	A - 5.8	M - 7.7	N - 36.0	O - 8.5
CRIMES OF CARELESSNESS National Board of Fire Underwriters MacFarland, Aveyard & Co.	MBS-Sunday 3:30-4:00 P.M.	A-Various Sustaining (3:30) Samuel Pettengill (3:45) C-New York Philharmonic Various Sustaining (April 20) N-One Man's Family Base - 16 Cities	M - 19.5	A - 10.9	C - 16.3	N - 32.9	O - 20.4
			M - 15.3	A - 7.0	C - 14.6	N - 36.9	O - 26.2
CURTAIN TIME Mars, Inc. Grant Advertising, Inc.	NBC-Saturday 7:30-8:00 P.M.	A-Various Sustaining C-Vaughn Monroe Show M-Various Sustaining Base - 17 Cities	N - 34.2	A - 5.9	C - 29.0	M - 12.0	O - 18.9
			N - 37.9	A - 10.3	C - 30.2	M - 9.5	O - 12.1
DANGER, DR. DANFIELD Knox Company Robert B. Ralsbeck Agency (Figures exclude April 20th data.)	ABC-Sunday 2:00-2:30 P.M.	C-Various Sustaining M-Warden Lawes (2:00 March) Various Sustaining N-R.C.A. Victor Show Base - 6 Cities	A - 17.3	C - 18.4	M - 12.2	N - 19.4	O - 32.7
			A - 13.9	C - 12.9	M - 12.9	N - 21.8	O - 38.5
DARTS FOR DOUGH Dr. Pepper Co. Tracy-Locke Co., Inc. of Texas	ABC-Sunday 5:00-5:30 P.M.	C-Family Hour M-The Shadow N-Various Sustaining Base - 15 Cities	A - 14.4	C - 22.8	M - 36.5	N - 11.8	O - 14.0
			A - 14.5	C - 18.3	M - 41.5	N - 16.3	O - 9.4
DASHIELL HAMMETT'S "FAT MAN" Norwich Pharmaceutical Co. Lawrence C. Gumbinner Adv. Agency, Inc.	ABC-Friday 8:00-8:30 P.M.	C-Fannie Brice Show M-Burl Ives (8:00) Various Sustaining (8:15) N-Highways in Melody Base - 21 Cities	A - 33.6	C - 36.5	M - 6.4	N - 18.1	O - 5.1
			A - 35.6	C - 34.2	M - 6.4	N - 20.2	O - 6.1

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			N	A	C	M	O
DATE WITH JUDY Lewis-Howe Co. Roche, Williams & Cleary, Inc.	NBC-Tuesday 8:30-9:00 PM	A - Boston Symphony Orchestra C - Mel Blanc Show Johns-Manville News (8:55 PM) M - Adventures of the Falcon Base - 27 Cities	N - 40.2	A - 6.1	C - 22.2	M - 25.0	O - 6.5
			N - 41.1	A - 7.8	C - 18.9	M - 26.8	O - 5.4
DAVID HARUM B. T. Babbitt, Inc. Duane Jones Co.	CBS-MTWTF 10:45-11:00 AM	A - Club Time (Mon.) The Listening Post (TWTF) M - Various Sustaining N - Joyce Jordan, M. D. Base - 12 Cities	C - 22.0	A - 21.0	M - 10.3	N - 24.5	O - 22.2
			DATA INADEQUATE				
HEADLINE MYSTERY Knox Company Robert B. Rainsbeck Agency (Broadcast on April 20th only)	ABC-Sunday 2:00-2:30 PM	C - Various Sustaining M - Various Sustaining N - R.C.A. Victor Show	DATA INADEQUATE				
			DATA INADEQUATE				
DICK TRACY Cooperative	ABC-MTWTF 4:45-5:00 PM	C - Various Programming M - Various Programming N - Young Widow Brown	DATA INADEQUATE				
			DATA INADEQUATE				
DR. CHRISTIAN Chesebrough Mfg. Co. McCann-Erickson, Inc.	CBS-Wednesday 8:30-8:55 PM	A - Various Sustaining M - It's Up To Youth (March) Various Sustaining N - Great Gildersleeve Base - 25 Cities	C - 34.9	A - 6.7	M - 6.5	N - 42.1	O - 9.8
			C - 36.3	A - 6.8	M - 6.0	N - 42.9	O - 8.0
DR. I. Q. † Wars, Inc. Great Advertising, Inc. (Figures exclude March 3rd data)	NBC-Monday 10:30-11:00 PM	A - Various Sustaining C - Bob Hawk Show M - Various Sustaining Base - 11 Cities	N - 37.6	A - 5.2	C - 44.3	M - 10.3	O - 2.7
			N - 37.8	A - 4.9	C - 41.6	M - 13.0	O - 2.7
DOCTORS 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 - Contented Program Base - 20 Cities	A - 4.0	C - 62.2	M - 3.8	N - 24.9	O - 5.1
			DATA INADEQUATE				
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 Show Base - 27 Cities	N - 22.8	A - 25.6	C - 41.2	M - 6.4	O - 4.0
			N - 25.0	A - 23.8	C - 42.8	M - 4.7	O - 3.7
			DATA INADEQUATE				
			DATA INADEQUATE				

† Excludes Eastern Area

UNIFORM NETWORK COMPETITION

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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%				
			M	A	C	N	O
DOUBLE OR NOTHING Pharmaco, Inc. Ruthrauff & Ryan, Inc.	MBS-Sunday 9:30-10:00 PM	A - Jimmy Fidler (9:30 PM) Police Woman (9:45 PM) C - Eddie Braeken Show (Karoh) Tony Martin Show (April) N - American Album of Familiar Music Base - 27 Cities	M - 18.7	A - 25.5	C - 19.8	N - 31.8	O - 4.2
			M - 23.0	A - 20.1	C - 25.0	N - 28.8	O - 4.2
DREW PEARSON Frank H. Lee Co. Wm. H. Weintraub & Co., Inc.	ABC-Sunday 6:00-6:15 PM	C - Adventures of Ozzie & Harriet M - Those Websters N - Various Sustaining Base - 20 Cities	A - 26.5	C - 36.1	M - 14.6	N - 11.6	O - 11.6
DUFFY'S TAVERN Bristol Myers Co. Yount & Rubican, Inc.	NBC-Wednesday 9:00-9:30 PM	A - Various Sustaining C - Songs By Sinatra M - Gabriel Heatter (9:30 PM) Real Stories From Real Life (9:15 PM) Base - 24 Cities	N - 50.2	A - 7.3	C - 23.9	M - 13.9	O - 4.7
			N - 50.4	A - 6.6	C - 28.3	M - 10.5	O - 4.2
DURANTE-MOORE Rexall Drug Co. N. W. Ayer & Son, Inc.	CBS-Friday 9:30-10:00 PM	A - The Sheriff Various Sustaining (9:55 PM) M - Adventures of Bulldog Drummond N - Waltz Time Base - 17 Cities	C - 34.8	A - 25.6	M - 11.0	N - 24.6	O - 4.0
			C - 29.1	A - 22.6	M - 10.5	N - 32.3	O - 5.5
EASY DOES IT Hershel California Fruit Prod. Co. G. L. Brown Adv. Co.	MBS-MWF 11:30-11:45 AM	A - Calen Drake Hollywood Story C - Grand Slam N - Jack Beroh Base - 12 Cities	M - 8.7	A - 16.2	C - 28.3	N - 22.3	O - 24.5
EDDIE BRACKEN SHOW Texas Co. Buchanan & Co., Inc. (Figures based on March data only)	CBS-Sunday 9:30-10:00 PM	A - Jimmie Fidler (9:30 PM) Police Woman (9:45 PM) M - Double or Nothing N - American Album of Familiar Music Base - 27 Cities	C - 20.8	A - 23.8	M - 19.1	N - 32.5	O - 3.6
			C - 26.0	A - 17.4	M - 23.9	N - 30.0	O - 3.6
EDDIE CANTOR † Pabst Sales Co. Warwick & Legier, Inc.	NBC-Thursday 10:30-11:00 PM	A - Various Sustaining C - That's Finnegun (March) Man Called X (April) M - Various Sustaining Base - 8 Cities	N - 50.3	A - 4.4	C - 27.1	M - 13.8	O - 4.4
			N - 54.9	A - 4.0	C - 26.6	M - 12.1	O - 4.4
EDWIN C. HILL Southern Cotton Oil Co. Kenyon & Eckhardt, Inc.	ABC-MTWTF 3:30-3:45 PM	C - Various Sustaining M - Various Sustaining N - Pepper Young's Family Base - 8 Cities	A - 12.0	C - 22.8	M - 9.2	N - 45.7	O - 10.3
ELMER DAVIS Cooperative	ABC-MTWTF 7:15-7:30 PM	C - Jack Smith Show M - Various Sustaining N - News of The World Base - 7 Cities	A - 10.8	C - 29.2	M - 15.7	N - 19.1	O - 25.2

UNIFORM NETWORK COMPETITION

Months: March, April - 1947

PROGRAM-SPONSOR AGENCY PLACING	NETWORK DAY N.Y.T.	UNIFORM NETWORK COMPETITION	SHARE OF AUDIENCE By Fifteen Minute Periods LISTENERS TO RADIO=100%				
			C-14.1	A-8.2	M - 18.5	N - 24.2	O - 35.0
ERIC SEVAREID Metropolitan Life Ins. Co. Young & Rubicam, Inc.	CBS-MTWTF 6:00-6:15 P.M.	A-Various Sustaining M-Various Sustaining N-Various Sustaining Base - 3 Cities	C-14.1	A-8.2	M - 18.5	N - 24.2	O - 35.0
ETHEL AND ALBERT Cooperative	ABC-MTWTF 2:15-2:30 P.M.	C-Perry Mason M-Various Sustaining N-Woman in White	DATA INADEQUATE				
EXPLORING THE UNKNOWN Revere Copper & Brass, Inc. St. Georges & Keyes	MBS-Sunday 9:00-9:30 P.M.	A-Walter Winchell (9:00) New Louella Parsons' Show (9:15)	M-7.7	A - 48.6	C - 15.5	N - 24.8	O-3.3
		C-Hildegard (March) Meet Corliss Archer (April) N-Manhattan Merry-Go-Round Base - 27 Cities	A-11.9	A - 34.4	C - 16.4	N - 33.0	O-2.3
FAMILY HOUR Prudential Insurance Co. of America Benton & Bowles, Inc.	CBS-Sunday 5:00-5:30 P.M.	A-Darts for Dough M-The Shadow N-Various Sustaining Base - 15 Cities	C - 22.8	A - 14.4	M - 36.5	N-11.8	O - 14.5
			C - 18.3	A - 14.5	M - 41.5	N - 16.3	O-9.4
FANNIE BRICE SHOW General Foods Sales Co., Inc. Young & Rubicam, Inc.	CBS-Friday 8:00-8:30 P.M.	A-Dashiell Hammett's "Fat Man" M-Burl Ives (8:00) Various Sustaining (8:15) N-Highways in Melody Base - 21 Cities	C - 36.5	A - 33.6	M-6.4	N - 18.1	O-5.4
			C - 34.2	A - 35.6	M-3.8	N - 20.2	O-6.2
F.B.I. IN PEACE AND WAR Procter & Gamble Co. The Biow Company	CBS-Thursday 8:30-8:55 P.M.	A-Various Programming M-Various Sustaining N-George Burns & Gracie Allen Base - 26 Cities	C - 36.0	A-11.2	M-4.5	N - 40.9	O-7.4
			C - 38.9	A-7.5	M-5.1	N - 41.7	O-6.8
FIBBER McGee & Molly S. C. Johnson & Son, Inc. Needham, Louis & Brorby, Inc.	NBC-Tuesday 9:30-10:00 P.M.	A-Various Sustaining C-Various Sustaining M-Various Sustaining Base - 26 Cities	N - 61.3	A-4.4	C - 24.0	M-4.2	O-6.1
			N - 65.6	A-2.9	C - 21.8	M-5.1	O-4.6
FISHING & HUNTING CLUB OF THE AIR Mail Pouch Tobacco Co. Walker & Downing	MBS-Monday 10:00-10:30 P.M.	A-Doctors Talk It Over (10:00) Various Sustaining (10:15) C-Screen Guild Players N-Contented Program Base - 7 Cities	M-6.7	A-4.8	C - 53.8	N - 29.3	O-5.4
			M-8.9	A-1.2	C - 65.8	N - 20.3	O-3.5

UNIFORM NETWORK COMPETITION

Months: March, April - 1947

PROGRAM-SPONSOR AGENCY PLACING	NETWORK DAY N.Y.T.	UNIFORM NETWORK COMPETITION	SHARE OF AUDIENCE					
			By Fifteen Minute Periods LISTENERS TO RADIO - 100%					
FORD SHOW STARRING DINAH SHORE Ford Motor Co. J. Walter Thompson Co.	CBS-Wednesday 9:30-10:00 P.M.	A-Pot o' Gold (March) Various Sustaining (April) M-Various Sustaining N-Mr. District Attorney Base - 26 Cities	C - 24.3	A-9.8	M-7.5	N - 53.7	O - 4.1	
			C - 22.8	A-12.4	M-6.5	N - 54.1	O - 2.3	
FRANK MORGAN PROGRAM American Cigarettes & Cigar Co. Foote, Cone & Belding (Figures based on March data only.)	NBC-Wednesday 10:00-10:30 P.M.	A-Bing Crosby C-Various Sustaining M-Various Sustaining Base - 27 Cities	N - 26.3	A - 49.1	C-12.5	M-6.1	O-6.0	
			M - 23.4	A - 53.7	C - 13.8	M-4.2	O-4.9	
FRED ALLEN SHOW Standard Brands Incorporated J. Walter Thompson Co.	NBC-Sunday 8:30-9:00 P.M.	A-Sunday Evening Hour C-Crime Doctor Parker Pen News (8:55) M-Special Investigator (8:30 March) Various Sustaining Base - 22 Cities	N - 53.8	A - 15.7	C - 23.6	M-3.2	O-3.2	
			N - 58.4	A - 12.7	C - 23.1	M-1.7	O-1.7	
FRED WARING SHOW American Meat Institute Leo Burnett & Co., Inc.	NBC-Tu-Th 11:00-11:30 A.M.	A-Breakfast in Hollywood C-Various Sustaining M-Various Sustaining Base - 26 Cities	N - 20.1	A - 29.9	C - 23.0	M-10.8	O - 16.2	
			N - 21.1	A - 30.5	C - 27.4	M-9.2	O - 11.8	
FRED WARING SHOW Minnesota Valley Canning Co. Leo Burnett & Co., Inc. (Figures based on April data only.)	NBC-Friday 11:00-11:30 A.M.	A-Breakfast in Hollywood C-Various Sustaining M-Various Sustaining Base - 26 Cities	N - 24.7	A - 37.0	C - 15.7	M-4.5	O - 18.1	
			N - 24.7	A - 21.0	C - 25.9	M-12.3	O - 16.1	
FRONT PAGE FARRELL Whitehall Pharrnacial Co. Dancer-Fitzgerald-Sample	NBC-MTWTf 5:45-6:00 P.M.	A-Tennessee Jed C-Various Sustaining M-Tom Mix Base - 9 Cities	N - 25.2	A - 14.6	C - 14.8	M - 18.4	O - 27.0	
			M - 20.5	A-9.0	C - 19.3	N - 35.5	O - 15.7	
PULTON LEWIS Cooperative	MBS-MTWTf 7:00-7:15 P.M.	A-Various Programming C-Mystery of the Week N-Supper Club Base - 15 Cities	M - 11.8	A - 14.7	C - 33.4	N - 35.0	O - 4.1	
			M - 16.9	A-8.8	C - 26.8	N - 40.8	O - 6.7	
GABRIEL HEATTER Serutan Co. Roy S. Durstine, Inc.	MBS-MTWTf 9:00-9:15 P.M.	A-Various Programming C-Various Programming N-Various Programming Base - 26 Cities	M - 11.8	A - 14.7	C - 33.4	N - 35.0	O - 4.1	
			M - 16.9	A-8.8	C - 26.8	N - 40.8	O - 6.7	

UNIFORM NETWORK COMPETITION

Months: March, April - 1947

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
GABRIEL HEATTER SHOW Mutual Benefit, Health & Accident Ass'n of Omaha Arthur Meyerhoff & Co., Inc.	MBS - Sunday 10:00 - 10:30 P.M.	A - Theatre Guild on The Air C - Take It or Leave It N - Don Ameche Show Base - 27 Cities	M-6.4	A - 25.6	C - 41.2	N - 22.8	O - 4.0
			M 4.7	A - 23.8	C - 42.8	N - 25.0	O - 3.7
ALEN DRAKE Kellogg Co. Kenyon & Eckhardt, Inc.	ABC - MTWTF 11:30 - 11:45 A.M.	C - Grand Slam M - Easy Does It (MWF) Various Sustaining (TT) N - Jack Benny Base - 5 Cities	A - 21.5	C - 26.6	M - 10.7	N - 23.8	O - 17.4
ANGBUSTERS L. E. Waterman Co. Charles Dallas Reach Co.	NBC - Saturday 9:00 - 9:30 P.M.	C - Your Hit Parade M - Various Sustaining N - Roy Rogers Show (March) Various Sustaining (April) Base - 26 Cities	A - 34.8	C - 33.8	M - 4.1	N - 21.0	O - 6.3
			A - 33.6	C - 34.6	M - 5.7	N - 20.3	O - 5.8
ARDEN GATE Ferry Morse Seed Co. John & Adams Mac Manus, Inc.	CBS - Saturday 9:15 - 9:30 P.M.	A - Various Sustaining M - Various Sustaining N - Various Sustaining Base - 16 Cities	C - 23.5	A - 26.5	M - 11.8	N - 25.0	O - 13.2
ENE AUTRY SHOW Wrigley Co. Ruthrauff & Ryan, Inc.	CBS - Sunday 7:00 - 7:30 P.M.	A - Various Sustaining M - Various Sustaining N - Jack Benny Show Base - 19 Cities	C - 16.5	A - 6.1	M - 8.0	N - 66.8	O - 9.1
			C - 15.1	A - 5.9	M - 8.1	N - 67.8	O - 7.0
GEORGE BURNS AND GRACIE ALLEN General Foods Sales Co., Inc. Benton & Bowles, Inc.	NBC - Thursday 8:30 - 9:00 P.M.	A - Various Programming C - F. B. I. In Peace & War John-Manville News (8:55) M - Various Sustaining Base - 26 Cities	N - 40.9	A - 11.2	C - 36.0	M - 4.5	O - 7.4
			N - 41.6	A - 8.6	C - 37.7	M - 5.9	O - 6.2
GINNY SIMMS' SHOW Borden Co. Young & Rubicam, Inc.	CBS - Friday 9:00 - 9:30 P.M.	A - Break the Bank M - Gabriel Heatter (9:00) Real Stories From Real Life (9:15) N - People Are Funny Base - 24 Cities	C - 19.0	A - 28.4	M - 12.8	N - 36.2	O - 3.6
			C - 17.2	A - 28.7	M - 7.2	N - 41.9	O - 5.0
GIVE AND TAKE Toni Co. Foote, Cone & Belding	CBS - Saturday 2:00 - 2:30 P.M.	A - Various Sustaining (April) Metropolitan Opera (March) M - Various Sustaining N - Various Sustaining Base - 19 Cities	C - 33.3	A - 18.3	M - 11.9	N - 11.1	O - 25.4
			C - 29.1	A - 20.9	M - 13.9	N - 13.9	O - 22.2

UNIFORM NETWORK COMPETITION

Months: March, April - 1947

PROGRAM-SPONSOR AGENCY PLACING	NETWORK DAY N.Y.T.	UNIFORM NETWORK COMPETITION	SHARE OF AUDIENCE By Fifteen Minute Periods LISTENERS TO RADIO - 100%						
GRAND CENTRAL STATION Pillsbury Flour Mills Co. McCann-Erickson, Inc.	CBS-Saturday 1:00-1:30 P.M.	A-Various Sustaining M-Various Sustaining N-National Farm & Home Hour Base - 16 Cities	C - 42.7	A-8.0	M-11.3	N-11.3	O - 26.7		
			C - 47.4	A-6.4	M-9.6	N-7.7	O - 28.9		
GRAND MARQUEE William R. Warner Co. Roche, Williams & Cleary, Inc.	NHC-Thursday 7:30-8:00 P.M.	A-Various Sustaining C-Mr. Keen M-Arthur Hale (7:30) Inside of Sports (7:45)	DATA INADEQUATE						
			DATA INADEQUATE						
GRAND OLE OPRY † R. J. Reynolds Co. William Esty & Co., Inc. (Figures exclude April 5th data.)	NBC-Saturday 10:30-11:00 P.M.	A-Various Sustaining C-This Is Hollywood (10:30) Various Sustaining (10:45) M-Various Sustaining Base - 11 Cities	N - 39.0	A - 15.7	C - 26.7		M-11.6		
			N - 37.6	A - 18.8	C - 16.8	M-12.0	C -		
GRAND SLAM Continental Baking Co., Inc. Ted Bates, Inc.	CBS-MTMTF 11:30-11:45 A.M.	A-Various Programming M- Easy Does It (MTF) Var.Sus.(TT) N-Jack Berch Base - 12 Cities	C - 28.8	A - 19.7	M-9.2	N - 20.4	O - 21.		
GREATEST STORY EVER TOLD Goodyear Tire & Rubber Co. Kudner Agency, Inc.	ABC-Sunday 6:30-7:00 P.M.	C-Kate Smith Sings M-Nick Carter, Master Detective N-Bob Burns Show Base - 17 Cities	A-13.1	C - 32.8		M - 23.3	N - 23.7		
			A-10.3	C - 33.0		M - 26.6	N - 23.7		
GREAT GILDERS LEEVE Kraft Foods Co. Needham, Louis & Brorby, Inc.	NBC-Wednesday 8:30-9:00 P.M.	A-Various Sustaining C-Dr. Christian John-Manville News (8:55) M-It's Up to Youth (March) Various Sustaining (April) Base - 25 Cities	N - 42.1		A-6.7	C - 34.9		M-6.5	O-
			N - 43.2		A-7.2	C - 35.2		M-6.3	O-
HARVEST OF STARS International Harvester Co. McCann-Erickson, Inc.	NBC-Sunday 2:30-3:00 P.M.	A-Various Sustaining C-Here's to You M-Various Sustaining Base - 26 Cities	N - 30.5		A-13.2	C - 14.7	M - 15.2	O - 26.4	
			N - 36.1		A-9.2	C - 13.7	M - 15.5	O - 25	
HEADLINE EDITION Cooperative	ACB-MTMTF 7:00-7:15 P.M.	C-Mystery of the Week M-Fulton Lewis N-Supper Club	DATA INADEQUATE						

UNIFORM NETWORK COMPETITION

Months: March, April - 1947

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	
HENRY J. TAYLOR General Motors, Inc. Kudner Agency, Inc.	MBS-M & F 7:30-7:45 P.M.	A-Lone Ranger C-Various Programming N-Various Programming Base - 12 Cities	M - 10.2	A - 31.9	C - 28.4	N - 16.0	O - 13.5	
HENRY MORGAN SHOW† Eversharp, Inc. The Blaw Company	ABC-Wednesday 10:30-11:00 P.M.	C-The Eagle's Brood (Mar. 5) Information Please M-Various Sustaining N-Kay Kyser Base - 11 Cities	A - 24.2		C - 24.6	M - 11.3	N - 33.8	O - 6.1
			A - 24.3		C - 23.2	M - 8.4	N - 37.3	O - 6.8
HERE'S TO YOU Charles E. Hires Co. N.W. Ryer & Son, Inc.	CBS-Sunday 2:30-3:00 P.M.	A-Various Sustaining M-Various Sustaining N-Harvest of Stars Base - 26 Cities	C - 14.7	A - 13.2	M - 15.2	N - 30.5	O - 26.4	
			C - 13.7	A - 9.2	M - 15.5	N - 36.1	O - 25.5	
HIGHWAYS IN MELODY Cities Service Co. Foote, Cone & Belding	NBC-Friday 8:00-8:30 P.M.	A-Dashiell Hammett's Fat Man C-Fannie Brice Show M-Burl Ives(8:00) Various Sustaining(8:15) Base - 21 Cities	N - 18.1		A - 33.6	C - 36.5	M - 6.4	O - 5.4
			N - 20.2		A - 35.6	C - 34.2	M - 3.8	O - 6.2
HILDEGARDE Campbell Soup Co. Ward Wheelock Co. (Figures based on March data only.)	CBS-Sunday 9:00-9:30 P.M.	A-Walter Winchell(9:00) New Louella Parsons Show (9:15) M-Exploring the Unknown N-Manhattan Merry-Go-Round Base - 27 Cities	C - 13.1	A - 51.4		M - 7.3	N - 25.8	O - 2.0
			C - 16.3		A - 36.3	M - 9.8	N - 35.3	O - 2.0
HINT HUNT Amour & Co. Foote, Cone & Belding	CBS-MTWT 3:45-4:00 P.M.	A-Various Sustaining M-Various Sustaining N-Right to Happiness Base - 9 Cities	C - 21.5	A - 10.9	M - 9.6	N - 31.5	O - 26.5	
HOAGY CARMICHAEL SINGS Ludens, Inc J. M. Mather, Inc.	CBS-Sunday 5:30-5:45 P.M.	A-Counterspy M-Quick As a Flash N-Various Sustaining Base - 25 Cities	C - 21.5	A - 29.1		M - 23.0	N - 12.9	O - 13.5
HOLLYWOOD JACKPOT Whitehall Pharmacal Co. Dancer-Fitzgerald-Sample (Figures based on March data only)	CBS-MWF 4:30-5:00 P.M.	A-Various Sustaining M-Various Sustaining N-Lorenzo Jones Base - 10 Cities	C - 21.0	A - 5.6	M - 14.5	N - 35.5	O - 23.4	
			C - 12.7	A - 12.7	M - 11.1	N - 34.9	O - 28.6	

UNIFORM NETWORK COMPETITION

Months: March, April - 1947

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
HOLLYWOOD STAR TIME Frigidaire Division- General Motors Corp. Foots, Cone & Belding (Figures based on March data only)	CBS-Saturday 8:00-8:30 P.M.	A-Various Sustaining M-Twenty Questions N-Life of Riley Base - 25 Cities	C - 21.3	A - 14.1	M - 13.3	N - 42.4	
			C - 21.5	A - 15.3	M - 11.6	N - 43.3	
HOLLYWOOD STORY Kellogg Co. Kenyon & Eckhardt, Inc.	ABC-MTWTf 11:30-11:45 A.M.	C-Grand Slam M-Easy Does It(MWF) Various Sustaining (TT) N-Jack Berch Base - 7 Cities	A - 18.6	C - 30.1	M - 8.3	N - 18.3	O - 24.7
HOP HARRIGAN Taylor-Reed Corp. Ruthrauff & Ryan, Inc.	MBS-MWF 5:00-5:15 P.M.	A-Terry and the Pirates C-Various Sustaining N-When A Girl Marries Base - 14 Cities	M - 12.7	A - 12.2	C - 13.0	N - 39.8	O - 22.3
HOUR OF CHARM Elec. Companies' Adv. Program N.W. Ayer & Son, Inc.	CBS-Sunday 4:30-5:00 P.M.	A-Various Sustaining M-True Detective Mysteries N-Various Sustaining Base - 18 Cities	C - 23.9	A - 12.9	M - 29.6	N - 14.9	O - 18.
			C - 28.0		A - 11.1	M - 28.5	N - 16.5
HOUSE OF MYSTERY General Foods Sales Co., Inc. Benton & Bowles, Inc.	MBS-Sunday 4:00-4:30 P.M.	A-Various Sustaining C-New York Philharmonic Various Sustaining(Apr. 20) N-Quiz Kids Base - 12 Cities	M - 22.9	A - 6.1	C - 15.5	N - 29.0	O - 26.5
			M - 22.6	A - 11.9	C - 12.8	N - 34.5	O - 18.2
H.V. KALTENBORN Pure Oil Co. Leo Burnett & Co., Inc.	NBC-MTWTf 7:45-8:00 P.M.	A-Various Programming C-Various Programming. M-Various Programming.	DATA INADEQUATE				
HYMNS OF ALL CHURCHES General Mills, Inc. Dancer-Fitzgerald-Sample	ABC-MTWTf 10:25-10:45 A.M.	C-Various Programming M-Various Sustaining N-Various Programming Base - 25 Cities	A - 24.7	C - 22.1	M - 12.0	N - 26.8	O - 14.
I DEAL IN CRIME Hastings Mfg. Co. Keeling & Co.	ABC-Saturday 8:30-9:00 P.M.	C-Mayor of the Town Parker Pen News(8:55) M-Various Sustaining N-Truth or Consequences Base - 25 Cities	A - 19.0	C - 21.9	M - 6.3	N - 44.6	
			A - 21.2	C - 22.0	M - 7.7	N - 43.6	
INFORMATION PLEASE† Parker Pen Co. J. Walter Thompson Co. (Figures exclude March 5th data)	CBS-Wednesday 10:30-11:00 P.M.	A-Henry Morgan Show M-Various Sustaining N-Kay Kysar Base - 11 Cities	C - 23.3	A - 22.4	M - 11.9	N - 36.1	
			C - 22.5	A - 24.5	M - 7.4	N - 37.7	

UNIFORM NETWORK COMPETITION

Months: March, April - 1947

PROGRAM-SPONSOR AGENCY PLACING	NETWORK DAY N.Y.T.	UNIFORM NETWORK COMPETITION	SHARE OF AUDIENCE By Fifteen Minute Periods LISTENERS TO RADIO = 100%				
OWNER 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) M - McGarry & His Mouse March Various Sustaining (April) N - Cavalcade of America Base - 17 Cities	C - 41.7 A - 10.2 M - 8.3 N - 28.5 O - 11.3				
			C - 43.6 A - 5.7 M - 11.6 N - 31.6 O - 7.5				
INSIDE OF SPORTS Bauk Cigars, Inc. Neal D. Ivey & Co., Inc.	MBS-MTWTF 7:45-8:00 PM	A - Various Programming C - Various Programming N - Various Programming Base - 5 Cities	M - 8.1 A - 20.5 C - 37.7 N - 22.5 O - 11.2				
			IT PAYS TO BE IGNORANT Philip Morris & Co., Ltd, Inc. The Biow Company (Figures exclude April 4th data)	CBS-Friday 10:00-10:30 PM	A - Boxing Bout E - Various Sustaining N - Mystery Theatre Base - 27 Cities	C - 31.8 A - 20.0 M - 8.4 N - 34.7 O - 5.1	
C - 35.4 A - 14.9 M - 8.7 N - 33.0 O - 8.0							
IT'S HARVEL MUSIC TIME Harvel Watch Co. J.W. Levin Co., Inc. (Broadcast on Mar. 2nd only)	ABC-Sunday 1:00-1:15 PM	C - Various Sustaining M - Various Sustaining N - Various Sustaining	DATA INADEQUATE				
IT'S UP TO YOUTH Triangle Publication, Inc. Al Paul Lepton Co., Inc. (Figures based on March data only)	MBS-Wednesday 8:30-9:00 PM	A - Various Sustaining C - Dr. Christian Johns-Manville News (8:55 PM) N - Great Gildersleeve Base - 25 Cities	M - 5.4 A - 6.5 C - 35.4 N - 43.1 O - 9.6				
			M - 6.0 A - 6.0 C - 36.9 N - 43.2 O - 7.9				
JACK ARMSTRONG General Mills, Inc. Knox Reever Advertising, Inc.	ABC-MTWTF 5:30-5:45 PM	C - Various Sustaining M - Captain Midnight N - Just Plain Bill Base - 13 Cities	A - 13.3 C - 13.6 M - 17.2 N - 29.1 O - 26.8				
JACK BENNY SHOW American Tobacco Co. Foote, Cone & Belding	NBC-Sunday 7:00-7:30 PM	A - Various Sustaining C - Gene Autry Show M - Various Sustaining Base - 19 Cities	N - 66.8 A - 6.1 C - 16.5 M - 8.0 O - 2.6				
			N - 67.8 A - 5.9 C - 15.1 M - 8.1 O - 3.1				
JACK BERCH Prudential Insurance Co. of America Benton & Bowles, Inc.	NBC-MTWTF 11:30-11:45 AM	A - Galen Drake Hollywood Story C - Grand Slam M - Easy Does It (MWP) Various Sustaining (TT)	N - 20.4 A - 19.7 C - 28.8 M - 9.2 O - 21.9				
CK CARSON SHOW Campbell Soup Co. Hard Wheelock Co.	CBS-Wednesday 8:00-8:30 PM	A - Lum 'n' Abner (8:00 PM) Various Sustaining (8:15) M - Various Sustaining N - A Day in The Life of Dennis Day Base - 26 Cities	C - 27.8 A - 13.3 M - 16.5 N - 33.9 O - 8.5				
			C - 34.1 A - 7.3 M - 13.8 N - 38.1 O - 6.7				

UNIFORM NETWORK COMPETITION

Months: March, April - 1947

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	M	C	O		
JACK HALEY WITH EVE ARDEN Nat'l Dairy McKee & Albright, Inc.	NBC-Thursday 9:30-10:00 PM	A - Various Sustaining C - Crime Photographer M - Treasure Hour of Song Base - 20 Cities	N - 37.7	A - 7.0		C - 37.5	M - 9.4	O - 8.8	
			N - 36.0	A - 5.8		C - 42.0	M - 7.7	O - 8.8	
JACK SMITH SHOW Procter & Gamble Co. Dancer-Fitzgerald-Sample	CBS-MTWTF 7:15-7:30 PM	A - Various Programming M - Various Sustaining N - News of The World Base - 24 Cities	C - 33.6	A - 11.0	M - 15.7	N - 24.8	O - 14.8		
			DATA INADEQUATE						
JAN AUGUST SHOW Revere Camera Co. Roche, William & Cleary, Inc.	MBS-Saturday 5:45-6:00 PM	A - Various Sustaining C - Various Sustaining N - King Cole Trio	DATA INADEQUATE						
			DATA INADEQUATE						
JEAN SABLON SHOW Wm. R. Warner Co., Inc. Kenyon & Eckhardt, Inc.	CBS-Saturday 7:15-7:30 PM	A - Various Sustaining M - Various Sustaining N - Various Sustaining Base - 17 Cities	C - 22.9	A - 8.4	M - 18.4	N - 23.2	O - 27.1		
			DATA INADEQUATE						
JIMMIE FIDLER Carter Products Inc. Sullivan, Stauffer, Colwell & Bayler, Inc.	ABC-Sunday 9:30-9:45 PM	C - Eddie Bracken Show (March) Tony Martin Show (April) M - Double or Nothing N - American Album of Fam. Mus. Base - 27 Cities	A - 25.6	C - 19.8	M - 18.7	N - 31.8			
			DATA INADEQUATE						
JOAN DAVIS SHOW Lever Bros. Co. Young & Rubicam, Inc.	CBS-Monday 8:30-8:55 PM	A - New Adventures of Sherlock Holmes M - Casebook of Gregory Hood N - Voice of Firestone Base - 22 Cities	C - 37.3	A - 17.0	M - 16.8	N - 24.8			
			C - 41.7	A - 13.9	M - 18.7	N - 21.3			
JOYCE JORDAN, M. D. Procter & Gamble Co. Dancer-Fitzgerald-Sample	ABC-MTWTF 10:45-11:00 AM	A - Club Time (Mon.) The Listening Post (TWTF) C - David Harum M - Various Sustaining Base - 12 Cities	N - 24.5	A - 21.0	C - 22.0	M - 10.3	O - 22.2		
			DATA INADEQUATE						
JUDY CANOVA SHOW Colgate-Palmolive-Peet Co. Ted Bates Co. Inc. Sherman & Marquette, Inc.	NBC-Saturday 10:00-10:30 PM	A - Various Sustaining (March 1st only) Prof. Quiz C - Saturday Night Serenade (10:00 PM) This Is Hollywood (10:15) M - Various Sustaining Base - 8 Cities	N - 34.8	A - 17.6	C - 30.3	M - 7.8	O - 9.8		
			N - 37.8	A - 15.8	C - 26.1	M - 10.0	O - 11.8		
JUST PLAIN BILL Whitehall Pharmaceutical Co. Dancer-Fitzgerald-Sample	NBC-MTWTF 5:30-5:45 PM	A - Jack Armstrong C - Various Sustaining M - Captain Midnight Base - 13 Cities	N - 29.1	A - 13.3	C - 13.6	M - 17.2	O - 26.8		
			DATA INADEQUATE						
JUVENILE JURY General Foods Sales Co. Inc. Benton & Bowles, Inc.	MBS-Sunday 1:30-2:00 PM	A - Sammy Kaye Various Sustaining (1:55 PM) C - Various Sustaining N - Various Sustaining Base - 18 Cities	M - 14.0	A - 27.8	C - 12.2	N - 17.9	O - 28.1		
			M - 13.9	A - 28.7	C - 12.3	N - 16.7	O - 28.4		

UNIFORM NETWORK COMPETITION

Months: March, April - 1947

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
KATE SMITH SINGS General Foods Sales Co., Inc. Foots, Cone & Belding	CBS-Sunday 6:30-7:00 P.M.	A-Greatest Story Ever Told M-Nick Carter, Master Detective N-Bob Burns Show Base - 17 Cities	C - 32.8	A-13.1	M - 23.3	N - 23.7	O - 7.1
			C - 33.0	A-10.3	M - 26.6	N - 23.7	O - 6.4
KATE SMITH SPEAKS General Foods Sales Co., Inc. Benton & Bowles, Inc.	CBS-MTWTF 12:00-12:15 P.M.	A-Kenny Baker Show M-Various Sustaining N-Various Sustaining Base - 22 Cities	C - 38.6	A - 19.3	M - 6.3	N - 21.1	O - 14.7
			DATA INADEQUATE				
KATIE'S DAUGHTER Manhattan Soap Co. Duane Jones Co. (Based on April data only.)	NBC-MTWTF 10:00-10:15 A.M.	A-My True Story C-Various Sustaining M-Various Sustaining Base - 17 Cities	N 5.7	A - 38.4	C - 21.5	M - 16.8	O - 17.6
			DATA INADEQUATE				
GAY KYSER † Colgate-Palmolive-Feet Co. Ted Bates, Inc.	NBC-Wednesday 10:30-11:00 P.M.	A-Henry Morgan Show C-The Eagle's Brood (March 5) Information Please M-Various Sustaining Base - 11 Cities	N - 33.8	A - 24.2	C - 24.6	M-11.3	O - 6.1
			N - 37.3	A - 24.3	C - 23.2	M-8.4	O - 6.8
KENNY BAKER SHOW Procter & Gamble Co. Benton & Bowles, Inc. (Ivory Snow) Compton Advertising, Inc. (Crisco)	ABC-MTWTF 12:00-12:30 P.M.	C-Kate Smith Speaks (12:00) Aunt Jenny (12:15) M-Various Sustaining (12:00) Checkerboard Jamboree (12:15) N-Various Sustaining Base - 5 Cities	A - 17.6	C - 42.0	M - 6.5	N - 13.6	O - 20.3
			A - 20.2	C - 38.8	M - 5.2	N - 11.7	O - 24.1
KING COLE TRIO Wildroot Co., Inc. Batten, Barton, Durstine & Osborn, Inc.	NBC-Saturday 5:45-6:00 P.M.	A-Various Sustaining C-Various Sustaining M-Jan August Show	DATA INADEQUATE				
LADIES BE SEATED Quaker Oats Co. La Roche & Ellis, Inc.	ABC-MTWTF 3:00-3:15 P.M.	C-Various Sustaining M-Various Sustaining N-Life Can Be Beautiful Base - 20 Cities	A - 23.0	C - 15.0	M - 14.1	N - 29.4	O - 18.5
			DATA INADEQUATE				
LADIES BE SEATED Toni Co. - Div. Noma, Inc. Foots, Cone & Belding (Based on April data only.)	NBC-MWF 3:15-3:30 P.M.	C-Various Sustaining M-Various Sustaining N-Ma Perkins Base - 25 Cities	A - 23.0	C - 14.3	M-11.9	N - 36.1	O - 14.7
			DATA INADEQUATE				
LET'S PRETEND Cream of Wheat Corp. Batten, Barton, Durstine & Osborn, Inc.	CBS-Saturday 11:05-11:30 A.M.	A-Various Sustaining M-Various Sustaining N-Teentimers Club Base - 15 Cities	C - 23.6	A-10.1	M-12.4	N - 27.0	O - 26.9
			C - 30.7	A-10.2	M-14.6	N - 17.5	O - 27.0
LIFE CAN BE BEAUTIFUL Procter & Gamble Co. Dancer-Fitzgerald-Sample Compton Advertising, Inc.	NBC-MTWTF 3:00-3:15 P.M.	A-Ladies Be Seated C-Various Sustaining M-Various Sustaining Base - 20 Cities	N - 29.4	A - 23.0	C - 15.0	M - 14.1	O - 18.5
			DATA INADEQUATE				

† Excludes Eastern Area

UNIFORM NETWORK COMPETITION

Months: March, April - 1947

PROGRAM-SPONSOR AGENCY PLACING	NETWORK DAY N.Y.T.	UNIFORM NETWORK COMPETITION	SHARE OF AUDIENCE By Fifteen Minute Periods LISTENERS TO RADIO - 100%				
LIFE OF RILEY Procter & Gamble Co. Dancer-Fitzgerald-Sample	NBC-Saturday 8:00-8:30 P.M.	A-Various Sustaining C-Hollywood Star Time (March) Various Sustaining (April) M-Twenty Questions Base - 25 Cities	N - 43.3	A - 13.6	C - 18.5	M - 15.2	O - 9.
			N - 43.7	A - 17.0	C - 16.1	M - 14.9	O - 6
LIGHT OF THE WORLD General Mills, Inc. Dancer-Fitzgerald-Sample	NBC-MTWTf 2:45-3:00 P.M.	A-Bride and Groom C-Rose of My Dreams M-Various Programming Base - 14 Cities	N - 24.7	A - 20.8	C - 19.9	M - 18.1	O - 16.5
LONE JOURNEY Carnation Co. Erwin, Wasey & Co., Ltd.	CBS-MTWTf 2:30-2:45 P.M.	A-Bride and Groom M-Various Programming N-Masquerade Betty Crocker (2:40) Base - 16 Cities	C - 19.8	A - 20.9	M - 17.7	N - 25.5	O - 16.1
LONE RANGER General Mills, Inc. Dancer-Fitzgerald-Sample	ABC-MF 7:30-8:00 P.M.	C-Various Programming M-Various Programming N-Various Programming Base - 11 Cities	A - 29.3	C - 29.8	M - 9.2	N - 18.2	O - 13.5
			A - 31.1	C - 31.9	M - 7.0	N - 18.9	O - 11.1
LORA LAWTON B. T. Babbitt, Inc. Duane Jones Co.	NBC-MTWTf 11:45-12:00 N.	A-Ted Malone William Lang (TT-March) C-Rosemary M-Victor H. Lindlahr Base - 14 Cities	N - 17.4	A - 17.9	C - 37.7	M - 9.0	O - 18.0
LORENZO JONES Sterling Drug Inc. Dancer-Fitzgerald-Sample	NBC-MTWTf 4:30-4:45 P.M.	A-Various Sustaining C-Various Sustaining Hollywood Jackpot (MWF March) M-Various Sustaining Base - 17 Cities	N - 35.7	A - 8.3	C - 19.3	M - 13.4	O - 23.3
LOWELL THOMAS Sun Oil Co. Roche, Williams & Cleary, Inc.	NBC-MTWTf 6:45-7:00 P.M.	A-Various Sustaining C-Robert Trout M-Various Sustaining Base - 13 Cities	N - 42.3	A - 6.5	C - 14.1	M - 14.8	O - 20.3
LWE AND ABNER Miles Laboratories, Inc. Wade Advertising Agency	ABC-MTWT 8:00-8:15 P.M.	C-Various Programming M-Various Programming N-Various Programming Base - 16 Cities	A - 9.3	C - 39.2	M - 10.8	N - 30.8	O - 9.9
LUTHERAN HOUR Lutheran Layman's League Gotham Advertising Co., Inc.	MBS-Sunday 12:30-1:00 P.M.	A-Various Sustaining C-Various Sustaining N-Various Sustaining Base - 12 Cities	M - 10.7	A - 17.6	C - 17.0	N - 22.0	O - 32.7
			M - 13.5	A - 14.7	C - 22.7	N - 20.2	O - 28.9
MAISIE † Eversharp, Inc. The Blow Company (Figures based on March data only.)	CBS-Friday 10:30-11:00 P.M.	A-Various Sustaining M-Various Sustaining N-Bill Stern (10:30) Various Sustaining (10:45) Base - 11 Cities	C - 36.4	A - 23.5	M - 9.8	N - 23.5	O - 6.8
			C - 38.2	A - 26.8	M - 14.7	N - 16.3	O - 4.0

UNIFORM NETWORK COMPETITION

Months: March, April - 1947

PROGRAM-SPONSOR AGENCY PLACING	NETWORK DAY N.Y.T.	UNIFORM NETWORK COMPETITION	SHARE OF AUDIENCE By Fifteen Minute Periods LISTENERS TO RADIO = 100%				
MAN CALLED "X" † Frigidaire Div.-General Motors Corp. Foote, Cone & Belding (Broadcast during April only.)	CBS-Thursday 10:30-11:00 P.M.	A-VariouS Sustaining M-VariouS Sustaining N-Eddie Cantor Show	DATA INADEQUATE				
			DATA INADEQUATE				
MANHATTAN MERRY-GO-ROUND Sterling Drug Inc. Dancer-Fitzgerald-Sample	NBC-Sunday 9:00-9:30 P.M.	A-Walter Winchell (9:00) New Louella Parsons' Show (9:15) C-Hildegard (March) Meet Corliss Archer (April) Base - 27 Cities	N - 24.8	A - 48.6	C - 15.6	M - 7.7	O - 0.0
			N - 33.0	A - 34.4	C - 16.4	M - 11.9	O - 0.0
A PERKINS Procter & Gamble Co. Dancer-Fitzgerald-Sample (Not b'dcast Thurs. Mar. 6)	CBS-MTWTf 1:15-1:30 P.M.	A-VariouS Sustaining M-VariouS Sustaining N-VariouS Sustaining Base - 20 Cities	C - 41.9	A - 13.8	M - 9.3	N - 18.8	O - 16.2
A PERKINS Procter & Gamble Co. Dancer-Fitzgerald-Sample)	NBC-MTWTf 3:15-3:30 P.M.	A-VariouS Sustaining (March) Ladies Be Seated (April) C-VariouS Sustaining M-VariouS Sustaining Base - 20 Cities	N - 33.6	A - 21.2	C - 15.6	M - 12.2	O - 17.4
MARY LEE TAYLOR Pet Milk Sales Corp. Gardner Advertising Co.	CBS-Saturday 10:30-11:00 A.M.	A-VariouS Sustaining M-VariouS Sustaining N-VariouS Sustaining Base - 24 Cities	C - 19.7	A - 12.1	M - 18.9	N - 29.5	O - 19.8
			C - 20.1	A - 11.7	M - 9.1	N - 38.3	O - 20.8
MASQUERADE General Mills, Inc. Knox Reeves Adv. Agency	NBC-MTWTf 2:27-2:40 P.M.	A-VariouS Programming C-VariouS Programming M-VariouS Programming Base - 15 Cities	N - 25.5	A - 17.3	C - 20.5	M - 17.3	O - 19.4
MAYOR OF THE TOWN Noxzema Chemical Co. Sullivan, Stauffer, Colwell & Bayles, Inc.	CBS-Saturday 8:30-8:55 P.M.	A-I Deal In Crime M-VariouS Sustaining N-Truth or Consequences Base - 25 Cities	C - 21.9	A - 19.0	M - 6.3	N - 44.6	O - 8.2
			C - 22.5	A - 19.4	M - 6.2	N - 46.6	O - 5.3
McGARRY AND HIS MOUSE General Foods Sales Co., Inc. Young & Rubicam, Inc. (Figures based on March data only.)	MBS-Monday 8:00-8:30 P.M.	A-Lum and Abner (8:00) Various Sustaining (8:15) C-Inner Sanctum M-Cavalcade of America Base - 17 Cities	M - 8.0	A - 9.7	C - 40.9	N - 29.2	O - 12.2
			M - 11.8	A - 6.5	C - 43.6	N - 31.1	O - 7.0

† Excludes Eastern Area

UNIFORM NETWORK COMPETITION

Months: March, April - 1947

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		
MEET COMMISS ARCHER Campbell Soup Co. Ward Wheelock Co. (Figures based on April data only)	CBS-Sunday 9:00-9:30 P.M.	A-Walter Winchell(9:00) New Louella Parsons' Show (9:15) M-Exploring the Unknown N-Manhattan Merry-Go-Round Base - 27 Cities	C - 18.6	A - 45.4	M - 8.2	N - 23.7	O - 4.0		
			C - 21.0	A - 32.1	M - 14.3	N - 30.0	O - 2.0		
MEET ME AT PARRY'S P. Lorillard Co. Lennen & Mitchell, Inc. (Figures based on March & April 6th data)	NBC-Sunday 10:30-11:00 P.M.	A-Theatre Guild on the Air C-We, the People M-Various Sustaining Base - 22 Cities	N - 21.4	A - 30.3	C - 38.0	M - 4.3	O - 6.0		
			N - 21.5	A - 33.3	C - 34.5	M - 7.0	O - 3.0		
MEL BLANC SHOW Colgate-Palmolive-Peet Co. Sherman & Marquette, Inc.	CBS-Tuesday 8:30-8:55 P.M.	A-Boston Symphony Orchestra M-Adventures of the Falcon N-Date with Judy Base - 27 Cities	C - 22.2	A - 6.1	M - 25.0	N - 40.2	O - 6.5		
			C - 18.4	A - 8.5	M - 28.0	N - 38.3	O - 6.8		
METROPOLITAN OPERA Texas Co. Buchanan & Co. (Figures based on March data only. Reported by half hour time periods.)	ABC-Saturday 2:00-5:00 P.M.	C-Various Programming M-Various Sustaining N-Various Sustaining Base - 9 Cities	A - 26.4	C - 25.4	M - 7.7	N - 14.3	O - 25.2		
			A - 31.8	C - 15.3	M - 7.1	N - 14.1	O - 31.7		
			A - 33.3	C - 17.2	M - 12.1	N - 7.1	O - 30.3		
			A - 31.5	C - 5.5	M - 15.1	N - 8.2	O - 39.7		

UNIFORM NETWORK COMPETITION

Months: March, April - 1947

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
METROPOLITAN OPERA Carnegie Co. Cohan & Co. (Figures based on March data only. Reported by 15 min hour time periods)	ABC-Saturday 2:00-5:00 P.M.	C-Variou Programming. M-Variou Sustaining N-Variou Sustaining Base - 9 Cities	A - 22.0	C - 15.9	M - 12.2	N - 8.5	O - 41.4
			A - 28.4	C - 8.6	M - 17.3	N - 8.6	O - 37.1
FRANK CONRAD SHOW Clipp Morris & Co.Ltd., Inc. Blow Company (Figures exclude March data.)	NBC-Tuesday 8:00-8:30 P.M.	A-Lum 'n' Abner(8:00) Variou Sustaining(8:15) C-Big Town M-Variou Programming Base - 25 Cities	N - 26.6	A - 12.0	C - 41.0	M - 12.2	O - 8.2
			N - 31.7	A - 4.0	C - 42.7	M - 12.9	O - 8.7
TODAY MORNING HEADLINES Cowan Bros. Inc. H. Weintraub & Co., Inc.	ABC-Sunday - 6:15-6:30 P.M.	C-Adventures of Ozzie & Harriet M-Those Websters N-Variou Sustaining Base - 19 Cities	A - 22.2	C - 37.2	M - 16.5	N - 12.2	O - 11.9
EDITOR VIEWS THE NEWS Christian Science Publish- ing Soc. P. Humphrey Co.	ABC-Thursday 8:15-8:30 P.M.	C-Suspense M-Variou Sustaining N-Aldrich Family Base - 20 Cities	A - 6.4	C - 38.9	M - 7.7	N - 38.5	O - 8.5
DISTRICT ATTORNEY Hastol-Myers Co. Sherty, Clifford & Benfield, Inc.	NBC-Wednesday 9:30-10:00 P.M.	A-Pot o' Gold Variou Sustaining C-Ford Show Starring Dinah Shore M-Variou Sustaining Base - 26 Cities	N - 53.7	A - 9.8	C - 24.3	M - 7.5	O - 4.7
			N - 54.1	A - 12.4	C - 22.8	M - 6.5	O - 4.2
KEEN Mitchell Pharmacal Co. Under-Fitzgerald-Sample	CBS-Thursday 7:30-8:00 P.M.	A-Variou Sustaining M-Arthur Hale(7:30) Inside of Sprots (7:45) N-Variou Sustaining Base - 6 Cities	C - 48.9	A - 6.0	M - 12.0	N - 24.1	O - 9.0
			C - 49.6	A - 5.9	M - 11.9	N - 25.9	O - 6.7
FREDER AND MR. MALONE The Growers Guild of Lodi, Calif. Wing-Cooper Co.	ABC-Saturday 9:30-10:00 P.M.	C-Your Hit Parade(9:30) Saturday Night Serenade (9:45) M-Variou Sustaining N-Can You Top This? Base - 15 Cities	A - 27.6	C - 38.1		N - 24.4	O - 6.1
			A - 27.7	C - 30.0		N - 34.4	O - 4.1

UNIFORM NETWORK COMPETITION

Months: March, April - 1947

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
MUSIC HALL Kraft Foods Co. J. Walter Thompson Co.	NBC-Thursday 9:00-9:30 PM	A - Various Programming C - Your Thursday Meeting with Dick Haymes M - Gabriel Heatter (9:00 PM) Real Stories From Real Life (9:15 PM) Base - 16 Cities	N - 30.2	A - 12.0	C - 34.7	M - 17.0	O -
			N - 30.7	A - 12.1	C - 38.6	M - 12.1	O -
MYSTERY OF THE WEEK Procter & Gamble Co. Compton Advertising Agency	CBS-MTWTF 7:00-7:15 PM	A - Various Programming M - Fulton Lewis N - Supper Club Base - 15 Cities	C - 19.3	A - 9.0	M - 20.5	N - 35.5	O - 15.2
MYSTERY THEATRE Sterling Drug Inc. Young & Rubicam, Inc.	NBC-Friday 10:00-10:30 PM	A - Boxing Bout C - Special Event (April 4th only) It Pays to Be Ignorant M - Various Sustaining Base - 27 Cities	N - 37.4	A - 19.6	C - 29.3	M - 8.2	O -
			N - 35.3	A - 15.1	C - 31.7	M - 10.1	O -
MY TRUE STORY Libby McNeill & Libby J. Walter Thompson Co.	ABC-MTWTF 10:00-10:25 AM	C - Various Sustaining M - Various Sustaining N - Katie's Daughter (April- 10:00 PM) Various Sustaining Base - 17 Cities	A - 38.5	C - 20.2	M - 15.6	N - 9.0	O - 16.2
			A - 35.9	C - 17.0	M - 18.1	N - 11.7	O - 17.2
NATIONAL FARM AND HOME HOUR Allie-Chalmers Mfg. Co. Bert S. Gittens Advertising	NBC-Saturday 1:00-1:30 PM	A - Various Sustaining C - Grand Central Station M - Various Sustaining Base - 16 Cities	N - 11.3	A - 8.0	C - 42.7	M - 11.3	O - 26.7
			N - 7.7	A - 6.4	C - 47.4	M - 9.6	O - 28.9
NEW ADVENTURES OF SHERLOCK HOLMES R. B. Semler, Inc. Erwin, Wasey & Co., Ltd.	ABC-Monday 8:30-9:00 PM	C - Joan Davis Show Johns-Manville News (8:55 PM) M - Casebook of Gregory Hood N - Voice of Firestone Base - 22 Cities	A - 17.0	C - 37.3	M - 16.8	N - 24.8	O -
			A - 15.4	C - 38.2	M - 18.1	N - 23.4	O -
NEW LOUELLA PARSONS' SHOW Andrew Jergens Co. Robert W. Orr Associates Inc.	ABC-Sunday 9:15-9:30 PM	C - Hildegarda (March) Meet Corliss Archer (April) M - Exploring The Unknown N - Manhattan Merry-Go-Round Base - 27 Cities	A - 34.4	C - 18.4	M - 11.9	N - 33.0	O -
NEWS OF THE WORLD Miles Laboratories, Inc. Wade Advertising Agency	NBC-MTWTF 7:15-7:30 P.M.	A-Various Programming C-Jack Smith Show M-Various Sustaining Base - 24 Cities	N - 24.8	A - 11.0	C - 33.6	M - 15.7	O - 14.2

UNIFORM NETWORK COMPETITION

Months: March, April - 1947

PROGRAM-SPONSOR AGENCY PLACING	NETWORK DAY N.Y.T.	UNIFORM NETWORK COMPETITION	SHARE OF AUDIENCE By Fifteen Minute Periods LISTENERS TO RADIO=100%				
NEW YORK PHILHARMONIC S. Rubber Co. Campbell-Ewald Co., Inc. Figures based on March & April 6th data only. (Reported by half hour time period.)	CBS - Sunday 3:00 - 4:30 P.M.	A - Various Sustaining Samuel Pettengill (3:45) M - Various Sustaining (3:00-3:30) Crimes of Carelessness (3:30-4:00) House of Mystery (4:00-4:30) N - Carmen Cavallaro (3:00-3:30) One Man's Family (3:30-4:00) Quiz Kids (4:00-4:30) Base - 3 Cities	C - 22.3	A 3.6	M - 14.3	N - 35.7	O - 24.1
			C - 14.1	A - 10.2	M - 23.4	N - 26.6	O - 25.7
			C - 17.1	A 5.7	M - 26.4	N - 25.7	O - 25.1
BOB CARTER, MASTER DETECTIVE Cudahy Packing Co. Grant Advertising Inc.	MRS - Sunday 6:30-7:00 P.M.	A - Greatest Story Ever Told C - Kate Smith Sings M - Bob Burns Show Base - 17 Cities	M - 23.3	A - 13.1	C - 32.8	N - 23.7	O - 7.1
			M - 26.6	A - 10.3	C - 33.0	N - 23.7	O - 6.4
ONE MAN'S FAMILY Standard Brands Incorporated J. Walter Thompson Co.	NBC - Sunday 3:30-4:00 P.M.	A - Various Sustaining (3:30) Samuel Pettengill (3:45) C - New York Philharmonic Various Sustaining (Apr. 2) M - Various Sustaining Base - 16 Cities	N - 32.9	A - 10.9	C - 16.3	M - 19.5	O - 20.4
			N - 36.9	A - 7.0	C - 14.6	M - 15.3	O - 26.2
DUR GAL, SUNDAY Whitehall Pharmaceutical Co. Danoer-Fitzgerald-Sample	CBS - MTWTF 12:45-1:00 P.M.	A - Various Sustaining M - Various Sustaining N - Various Sustaining Base - 22 Cities	C - 40.4	A - 13.2	M - 11.1	N - 18.0	O - 17.3
PEOPLE ARE FUNNY B. & W. Tobacco Corp. Russel M. Seeds Co., Inc.	NBC - Friday 9:00-9:30 P.M.	A - Break the Bank C - Ginny Simms' Show M - Gabriel Heatter (9:00) Real Stories from Real Life (9:15) Base - 24 Cities	N - 36.2	A - 28.4	C - 19.0	M - 12.8	O - 3.6
			N - 41.9	A - 28.7	C - 17.2	M - 7.2	O - 5.0
PEPPER YOUNG'S FAMILY Procter & Gamble Co. Pedlar & Ryan, Inc. (Camay) Dancer-Fitzgerald-Sample (Dreit)	NBC - MTWTF 3:30-3:45 P.M.	A - Edwin C. Hill C - Various Sustaining M - Various Sustaining Base - 8 Cities	N - 45.7	A - 12.0	C - 22.8	M - 9.2	O - 10.3

UNIFORM NETWORK COMPETITION

Months: March, April - 1947

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	
PERRY MASON Procter & Gamble Co. Dancer-Fitzgerald-Sample	CBS-MTWTF 2:15-2:30 P.M.	A-Various Sustaining M-Various Programming N-Woman in White Masquerade (2:27) Base - 19 Cities	C - 25.2	A - 11.6	M - 16.9	N - 27.2	O - 19.1	
PILGRIM HOUR Fuller Evangelistic Foundation R. H. Alber Co.	MBS-Sunday 12:00-12:30 P.M.	A-Various Sustaining C-Various Sustaining N-Various Sustaining Base - 8 Cities	M - 11.0	A - 8.8	C - 15.4	N - 44.0	O - 20.8	
			M - 9.5	A - 22.1	C - 18.9	N - 33.7	O - 15.0	
POLICEWOMAN Carter Products Inc. Ted Bates, Inc.	ABC-Sunday 9:45-10:00 P.M.	C-Eddie Bracken Show (March) Tony Martin Show (April) M-Double or Nothing N-American Album of Fam. Mus. Base - 27 Cities	A - 20.1	C - 25.0	M - 23.0	N - 28.8	O - 0.0	
PORTIA FACES LIFE General Foods Sales Co., Inc. Young & Rubicam, Inc. Benton & Bowles, Inc.	NBC-MTWTF 5:15-5:30 P.M.	A-Sky King C-Various Sustaining M-Superman Base - 14 Cities	N - 36.3		A - 13.1	C - 12.9	M - 15.9	O - 21.8
POT O' GOLD Lewis-Howe Co. Roche, Williams & Cleary Inc. (Figures based on March data only.)	ABC-Wednesday 9:30-10:00 P.M.	C-Ford Show Starring Dinah Shore M-Various Sustaining N-Mr. District Attorney Base - 26 Cities	A - 12.1	C - 23.9	M - 6.8	N - 53.1	O - 0.0	
			A - 15.0	C - 22.8	M - 3.9	N - 54.4	O - 0.0	
PROFESSOR QUIZ American Oil Co. Joseph Katz & Co. (Figures exclude March 1 data.)	ABC-Saturday 10:00-10:30 P.M.	C-Saturday Night Serenade (10:00) This Is Hollywood (10:15) M-Various Sustaining N-Judy Canova Show Base - 8 Cities	A - 18.9	C - 29.7	M - 9.1	N - 33.7	O - 8.0	
			A - 15.3	C - 30.0	M - 10.6	N - 33.5	O - 10.0	
QUEEN FOR A DAY Miles Laboratories, Inc. Wade Advertising Agency (Figures based on April data only.)	MBS-MTWTF 2:00-2:15 P.M. or 2:15-2:30 P.M.	A-Various Sustaining C-Second Mrs. Burton (2:00) Perry Mason (2:15) N-Today's Children (2:00) Woman in White (2:15) Base - 15 Cities	M - 18.0	A - 10.8	C - 27.8	N - 24.2	O - 19.2	
			M - 18.9	A - 7.5	C - 20.8	N - 30.2	O - 22.6	
QUEEN FOR A DAY Philip Morris & Co., Ltd., Inc. Cecil & Presbrey, Inc.	MBS-MTWTF 2:00-2:15 P.M. or 2:15-2:30 P.M.	A-Various Sustaining C-Second Mrs. Burton (2:00) Perry Mason (2:15) N-Today's Children (2:00) Woman in White (2:15)	DATA INADEQUATE					
			DATA INADEQUATE					

UNIFORM NETWORK COMPETITION

Months: March, April - 1947

PROGRAM-SPONSOR AGENCY PLACING	NETWORK DAY N.Y.T.	UNIFORM NETWORK COMPETITION	SHARE OF AUDIENCE By Fifteen Minute Periods LISTENERS TO RADIO = 100%					
TICK AS A FLASH Elbros Watch Co., Inc. H. H. Weintraub & Co., Inc.	MBS-Sunday 5:30-6:00 P.M.	A-Counterspy C-Hoagy Carmichael Sings (5:30) William L. Shirer (5:45) (March) Various Sus. (5:45-April) N-Various Sustaining Base - 25 Cities	M - 23.0	A - 29.1	C - 21.5	N - 12.9	O - 13.5	
			M - 24.0	A - 31.0	C - 18.1	N - 14.1	O - 12.8	
EZ KIDS Liles Laboratories, Inc. Radio Advertising Agency	NBC-Sunday 4:00-4:30 P.M.	A-Various Sustaining C-New York Philharmonic Various Sustaining (April 20th) M-House of Mystery Base - 12 Cities	N - 29.0	A - 6.1	C - 15.5	M - 22.9	O - 26.5	
			N - 34.5	A - 11.9	C - 12.8	M - 22.6	O - 18.2	
DIO THEATRE Ever Bros. Co. Walter Thompson Co.	CBS-Monday 9:00-10:00 P.M.	A-Various Sustaining M-Gabriel Heatter (9:00) Real Stories From Real Life (9:15) Various Sustaining N-Telephone Hour (9:00) Victor Borge Show (9:30) Base - 23 Cities	C - 54.0		A - 8.0	M - 10.8	N - 22.9	O - 4.3
			C - 56.1		A - 9.5	M - 7.4	N - 20.8	O - 6.2
			C - 57.3		A - 8.5	M - 11.3	N - 17.4	O - 5.5
			C - 61.4		A - 7.0	M - 9.0	N - 17.2	O - 5.4
C.A. VICTOR SHOW Radio Corp. of America Walter Thompson Co.	NBC-Sunday 2:00-2:30 P.M.	A-Danger Dr. Danfield Deadline Mystery (April 15) C-Various Sustaining M-Warden Lawes (2:00 March) Various Sustaining Base - 6 Cities	N - 20.4	A - 15.0	C - 17.0	M - 10.2	O - 37.4	
			N - 21.0	A - 12.7	C - 11.5	M - 12.7	O - 42.1	
ADDER'S DIGEST-RADIO DITION Sale Brothers, Inc. Crote, Cone - Belding	CBS-Thursday 10:00-10:30 P.M.	A-Various Sustaining M-Various Sustaining N-Abbott & Costello Base - 27 Cities	C - 28.2	M - 10.9	N - 48.2		O - 8.3	
			C - 31.0	M - 12.1	N - 42.7		O - 10.6	
REAL STORIES FROM REAL LIFE Fitchell Pharmacal Co Lancer-Fitzgerald-Sample	MBS-MTWT 9:15-9:30 P.M.	A-Various Programming C-Various Programming N-Various Programming Base - 23 Cities	M - 9.4	A - 11.8	C - 33.2	N - 39.9		O - 5.7

UNIFORM NETWORK COMPETITION

Months: March, April - 1947

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	M	C	O
RED SKELTON B. & W. Tobacco Corp. Russel M. Seeds Co., Inc.	NBC-Tuesday 10:30-11:00 P.M.	A-Various Sustaining C-Various Sustaining M-Various Sustaining Base - 11 Cities	N - 75.8				
			N - 79.0				
RIGHT TO HAPPINESS Procter & Gamble Co. Compton Advertising, Inc.	NBC-MTWTW 3:45-4:00 P.M.	A-Various Sustaining C-Hint Hunt M-Various Sustaining Base - 9 Cities	N - 31.5	A - 10.9	C - 21.5	M - 9.6	O - 26.5
ROAD OF LIFE Procter & Gamble Co. Compton Advertising, Inc.	NBC-MTWTW 10:30-10:45 A.M.	A-Various Programming C-Strange Romance of Evelyn Winters M-Various Sustaining Base - 25 Cities	N - 27.1	A - 23.1	C - 21.0	M - 11.8	O - 17.0
ROAD OF LIFE Procter & Gamble Co. Compton Advertising, Inc.	CBS-MTWTW 1:45-2:00 P.M.	A-Various Sustaining M-Various Sustaining N-Various Sustaining Base - 15 Cities	C - 35.9	A - 15.2	M - 11.8	N - 13.6	O - 23.5
ROBERT TROUT WITH THE NEWS TILL NOW Campbell Soup Co. Ward Wheelock Co.	CBS-MTWTW 6:45-7:00 P.M.	A-Various Sustaining M-Various Sustaining N-Lowell Thomas Base - 13 Cities	C - 14.1	A - 8.5	M - 14.8	N - 42.3	O - 20.3
ROMANCE OF HELEN TRENT Whitehall Pharmacal Co. Dancer-Fitzgerald-Sample	CBS-MTWTW 12:30-12:45 P.M.	A-Various Sustaining M-Various Sustaining N-Various Sustaining Base - 24 Cities	C - 38.8	A - 17.2	M - 12.1	N - 15.5	O - 16.4
ROSEMARY Procter & Gamble Co. Benton & Bowles, Inc.	CBS-MTWTW 11:45-12:00 N	A-Ted Malone William Lang (TT-March) M-Victor H. Lindlahr N-Lora Lawton Base - 14 Cities	C - 37.7	A - 17.9	M - 9.0	N - 17.4	O - 18.0
ROSE OF MY DREAMS Manhattan Soap Co. Duane Jones Co.	CBS-MTWTW 2:45-3:00 P.M.	A-Bride and Groom M-Various Programming N-Light of the World Base - 14 Cities	C - 19.9	A - 20.8	M - 18.1	N - 24.7	O - 16.4
ROY ROGERS SHOW Miles Laboratories, Inc. Wade Advertising Agency (Figures based on March data only.)	NBC-Saturday 9:00-9:30 P.M.	A-Gangbusters C-Your Hit Parade M-Various Sustaining Base - 25 Cities	N - 23.5				
			N - 26.2				
RUDY VALLEE SHOW Philip Morris & Co., Ltd., Inc. The Blaw Company (Figures based on March 4 data only.)	NBC-Tuesday 8:00-8:30 P.M.	A-Lum 'n' Abner (8:00) Various Sustaining(8:15) C-Big Town M-Various Sustaining Base - 26 Cities	N - 20.3				
			N - 32.7				

UNIFORM NETWORK COMPETITION

Months: March, April - 1947

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
RAY KAYE'S SUNDAY SERENADE Raymond Laboratories, Inc. Hudnut Sales Co.-Div. Wm. Warner Co., Inc. Loche Williams & Cleary, Co.	ABC-Sunday 1:30-1:55 P.M.	C-Various Sustaining M-Juvenile Jury N-Various Sustaining Base - 18 Cities	A - 27.8	C-12.2	M-14.0	N - 17.9	O - 28.1
			A - 31.6	C-12.8	M - 15.3	N - 16.8	O - 23.5
MUEL PETTENGILL-THE TITELMAN FROM INDIANA America's Future, Inc. Hagan & Turnbull & Co, Inc.	ABC-Sunday 3:45-4:00 P.M.	C-New York Philharmonic Various Sustaining (April 15) M-Crimes of Carelessness N-One Man's Family Base - 16 Cities	A - 7.0	C-14.6	M-15.3	N - 36.9	O - 26.2
URDAY NIGHT SERENADE Milk Sales Corp. Rudner Advertising Co.	CBS-Saturday 9:45-10:15 P.M.	A-Murder & Mr. Malone (9:45) Various Sustaining (March 1st-10:00) Professor Quiz (10:00) M-Various Sustaining N-Can You Top This? (9:45) Judy Canova Show (10:00) Base - 9 Cities	C - 26.2	A - 29.4	M-4.3	N - 35.5	C-4.6
			C - 29.9	A - 18.3	M - 7.5	N - 35.1	O-9.1
EEN GUILD PLAYERS Ely Esther Sales Co., Inc. Blow Company	CBS-Monday 10:00-10:30 P.M.	A-Doctors Talk It Over (10:00) Various Sustaining (10:15) M-Various Sustaining N-Contented Program Base - 20 Cities	C - 62.2	A-4.0	M-3.8	N - 24.9	O-5.1
			C - 63.7	A - 5.9	M-4.1	N - 20.5	O - 5.8
OND MRS. BURTON General Foods Sales Co., Inc. Lung & Rubioam, Inc.	CBS-MTWTFF 2:00-2:15 P.M.	A-Various Sustaining M-Various Programming N-Today's Children Base - 16 Cities	C - 28.2	A-12.9	M-15.6	N - 23.8	O - 18.5
OW, THE Grey Salt Co.-Del.Lack. St. Coal Co.-G. Barr Junkin Adv. Co. (Carey) Guthrauff & Ryan (Del.Lack) Arthur Meyerhoff & Co. (G. Barr)	MBS-Sunday 5:00-5:30 P.M.	A-Darts for Dough C-Family Hour N-Various Sustaining Base - 15 Cities	M - 37.4	A - 15.7	C - 21.2	N-12.1	O - 13.6
			M - 42.9	A-15.0	C-15.5	N - 18.5	O-8.1
RIPP, THE Pacific Coast Borax Co. Cann-Eriokson, Inc.	ABC-Friday 9:30-9:55 P.M.	C-Durante-Moore M-Adventures of Bulldog Drummond N-Waltz Time Base - 17 Cities	A - 25.6	C - 34.8	M-11.0	N - 24.6	O - 4.0
			A - 25.3	C - 29.2	M-10.0	N - 30.6	O - 4.9
Y KING Arby Foods, Inc.-Div. Gift Co. Bedham, Louis & Brorby, Inc.	ABC-MTWTFF 5:15-5:30 P.M.	C-Various Sustaining M-Superman N-Portia Faces Life Base - 14 Cities	A - 13.1	C-12.9	M - 15.9	N - 36.3	O - 21.8

UNIFORM NETWORK COMPETITION

Months: March, April - 1947

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	
SMILIN' ED McCONNELL Brown Shoe Co., Inc. Leo Burnett Co., Inc.	NBC-Saturday 11:30-12:00 N.	A-VariouS Sustaining C-Adventurers' Club M-VariouS Sustaining Base - 27 Cities	N - 18.7	A - 17.1	C - 29.0	M-13.5	O - 21.7	
			N - 20.7	A-9.4	C - 36.5	M-11.3	O - 22.	
SONGS BY SINATRA P. Lorillard Co. Lennon & Mitchell, Inc.	CBS-Wednesday 9:00-9:30 P.M.	A-VariouS Sustaining M-Gabriel Heattar (9:00) Real Stories from Real Life (9:15) N-Duffy's Tavern Base - 24 Cities	C - 23.9	A-7.3	M - 13.9	N - 50.2		
			C - 28.3	A-6.6	M-10.5	N - 50.4		
SPARKLE TIME WITH MEREDITH WILLSON Canada Dry Ginger Ale, Inc. J. M. Mathes, Inc. (Figures based on March data only.)	CBS-Friday 7:30-8:00 P.M.	A-Lone Ranger M-Henry J. Taylor (7:30) Inside of Sports (7:45) N-VariouS Sustaining Base - 13 Cities	C - 24.6	A - 28.7	M-10.3	N - 19.0	O - 17	
			C - 26.5	A - 34.0	M-5.5	N - 20.5	O -	
SPECIAL INVESTIGATOR Comm'l Credit Co. Baltimore Sheldon, Quick & McElroy (Based on Apr. 15 data only)	MBS-Tuesday 8:15-8:30 P.M.	A-VariouS Sustaining C-Big Town N-Milton Berle Snow Base - 25 Cities	M-12.5	C - 39.5	N - 37.5		O-1	
STARS OVER HOLLYWOOD Bowey's, Inc. Sorenson & Co.	CBS-Saturday 12:30-1:00 P.M.	A-VariouS Sustaining M-VariouS Sustaining N-VariouS Sustaining Base - 15 Cities	C - 44.8	A-8.4	M-7.8	N-11.7	O - 27.3	
			C - 42.3	A-11.0	M-9.8	N-9.2	O - 27.7	
STELLA DALLAS Sterling Drug Inc. Dancoer-Fitzgerald-Sample	NBC-WTWF 4:15-4:30 P.M.	A-VariouS Sustaining C-VariouS Sustaining M-VariouS Sustaining Base - 27 Cities	N - 38.0		A-9.3	C - 22.6	M-13.0	O - 17.
STRANGE ROMANCE OF EVELYN WINTERS Manhattan Soap Co., Inc. Duane Jones Co.	CBS-MT#TF 10:30-10:45 A.M.	A-Hymns of All Churches Betty Crocker Mag. of Air M-VariouS Sustaining N-Road of Life Base - 25 Cities	C - 21.0	A - 23.1	M-11.8	N - 27.1	O - 17	

UNIFORM NETWORK COMPETITION

Months: March, April - 1947

PROGRAM-SPONSOR AGENCY PLACING	NETWORK DAY N.Y.T.	UNIFORM NETWORK COMPETITION	SHARE OF AUDIENCE						
			By Fifteen Minute Periods LISTENERS TO RADIO=100%						
DAY EVENING HOUR Sical Digest Magazine- v. Reichhold Chemical, o. nyon & Eckhardt, Inc.	ABC-Sunday 8:00-9:00 PM	C - Adventures of Sam Spade (8:00-8:30 PM) Crime Doctor (8:30-8:55) Parker Pen News(8:55-9:00) M - Various Sustaining Special Investigator (8:30-8:45 PM March) N - Charlie McCarthy Show (8:00-8:30 PM) Fred Allen Show(8:30-9:00) Base - 21 Cities	A - 14.5	C - 21.0	M - 11.2	N - 50.7		0-2.6	
			A - 15.0	C - 23.5	M - 9.7	N - 49.4		0-2.4	
			A - 15.7	C - 23.3	M- 3.9	N - 54.1		0-3.0	
			A - 12.7	C - 22.7	M- 4.4	N - 58.7		0-1.3	
ERIAN llogg Co. nyon & Eckhardt, Inc.	MBS-MTWTFF 5:15-5:30 PM	A - Sky King C - Various Sustaining N - Portia Faces' Life Base - 14 Cities	M - 15.9	A - 13.1	C - 12.9	N - 36.3	O - 21.3		
PER CLUB ggett & Myers Co. well - Emmett Co.	NBC-MTWTFF 7:00-7:15 PM	A - Various Programming C - Mystery of The Week M - Fulton Lewis Base - 15 Cities	N - 35.5		A - 9.0	C - 19.3	M - 20.5	O - 15.7	
PENSE ma Wine Co. e Biow Company	CBS-Thursday 8:00-8:30 PM	A - Lum 'n' Abner (8:00 PM) Monitor Views The News (8:15 PM) M - Various Sustaining N - Aldrich Family Base - 20 Cities	C - 41.1	A-7.5	M- 4.8	N - 38.4		O-8.2	
			C - 38.9		A - 6.4	M-7.7	N - 38.5		O-8.5
KE IT OR LEAVE IT ersharp, Inc. e Biow Company	CBS-Sunday 10:00-10:30 PM	A - Theatre Guild on The Air M - Gabriel Heatter Show N - Don Ameche Show Base - 27 Cities	C - 41.2		A - 25.6		M - 6.4	N - 22.8	O- 4.0
			C - 42.8		A - 23.8		M - 4.7	N - 25.0	
ED MALONE estinghouse Electric Corp. oCann-Erikson, Inc. uesday, Thursday broadcasts aded in April	ABC-MTWTFF 11:45-12:00 N	C - Rosemary M - Victor H. Lindlahr N - Lora Lawton Base - 15 Cities	A - 18.6	C - 37.8		M-7.7	N - 18.0	O - 17.9	
ENTIMERS CLUB eentimers, Inc. uchanan & Co., Inc.	NBC-Saturday 11:00-11:30 AM	A - Various Sustaining C - Various Sustaining(11:00 11:05) Let's Pretend M - Various Sustaining Base - 15 Cities	N - 27.6		A - 13.0	C - 20.3	M - 14.6	O - 24.5	
			N - 17.5	A - 10.2	C - 30.7		M - 14.6	O - 27.0	

UNIFORM NETWORK COMPETITION

Months: March, April - 1947

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
TELEPHONE HOUR Bell System N. W. Ayer & Son, Inc.	NBC-Monday 9:00-9:30 PM	A - Various Sustaining C - Radio Theatres M - Gabriel Heatter (9:00 PM) Real Stories From Real Life (9:15 PM) Base - 23 Cities	N - 22.9	A - 8.0	C - 54.0	M - 10.1	
			N - 20.8	A - 9.5	C - 56.1	M - 7.4	
TENNESSEE JED Ward Baking Co. J. Walter Thompson Co.	ABC-MWTF 5:45-6:00 PM	C - Various Sustaining M - Tom Mix N - Front Page Farrell Base - 9 Cities	A - 14.6	C - 14.8	M - 18.4	N - 25.2	O - 27.0
TERRY AND THE PIRATES Quaker Oats Co. Sherman & Marquette, Inc.	ABC-MWTF 5:00-5:15 PM	C - Various Sustaining M - Hop Harrigan (MWP) Various Sustaining (TR) N - When A Girl Marries Base - 14 Cities	A - 12.5	C - 13.6	M - 11.9	N - 38.0	O - 24.0
THAT'S FINNEGAN † Household Finance Corp. Shaw - LeVally, Inc. (Broadcast during March only)	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 (10:00-10:30 PM) We, The People(10:30- 11:00 PM) M - Gabriel Heatter Show (10:00-10:30 PM) Various Sustaining (10:30-11:00 PM) N - Don Ameche Show (10:00- 10:30 PM) Meet Me At Parky's (10:30- 11:00 PM) Various Sustaining(10:30- 11:00 PM April 20th) Base - 22 Cities	A - 27.2	C - 40.7	M - 6.9	N - 21.0	
			A - 25.4	C - 42.9	M - 5.1	N - 22.0	
			A - 30.7	C - 40.4	M - 4.7	N - 18.8	
			A - 32.7	C - 36.9	M - 6.7	N - 19.4	
THEATRE OF TODAY Armstrong Cork Co. Batten, Barton, Durstine & Osborn, Inc.	CBS-Saturday 12:00-12:30 PM	A - Various Sustaining M - Various Sustaining N - Various Sustaining Base - 26 Cities	C - 39.0	A - 7.5	M - 11.5	N - 22.0	O - 20.0
			C - 36.5	A - 15.1	M - 13.7	N - 12.8	O - 21.1
THE LISTENING POST Curtis Circulation Co. Batten, Barton, Durstine & Osborn, Inc.	ABC-TWTF 10:45-11:00 AM	C - David Harum M - Various Sustaining N - Joyce Jordan, M. D. Base - 20 Cities	A - 22.2	C - 20.4	M - 11.5	N - 27.6	O - 18.3

UNIFORM NETWORK COMPETITION

Months: March, April - 1947

PROGRAM-SPONSOR AGENCY PLACING	NETWORK DAY N.Y.T.	UNIFORM NETWORK COMPETITION	SHARE OF AUDIENCE By Fifteen Minute Periods LISTENERS TO RADIO = 100%					
IS HOLLYWOOD Foster & Gamble Co. Fidlar & Ryan, Inc.	CBS-Saturday 10:15-10:45 P.M.	A-Various Programming M-Various Programming N-Judy Canova Show (10:15) Grand Ole Opry (10:30 P.M.) Base - 11 Cities	C - 23.8	A - 16.1	M - 9.5	N - 41.4	O - 9.2	
			C - 25.9	A - 17.4	M - 10.0	N - 39.3	O - 7.4	
IS YOUR F.B.I. Suitable Life Assurance U.S. Arwick & Legler, Inc.	ABC-Friday 8:30-9:00 P.M.	C-Adventures of the Thin Man Johns-Manville News (8:55) M-Various Sustaining N-Alan Young Show Base - 23 Cities	A - 32.8	C - 30.0		M - 5.9	N - 25.3	O - 6.0
			A - 35.1	C - 23.8		M - 7.3	N - 27.6	O - 6.2
WEBSTERS Wacker Oats Co. Wirthrauff & Ryan, Inc.	MPS-Sunday 6:00-6:30 P.M.	A-Drew Pearson (6:00) Monday Morning Headlines (6:15) C-Those Websters N-Various Sustaining Base - 19 Cities	M - 14.7	A - 26.0	C - 36.0		N - 11.3	O - 11.5
			M - 16.5	A - 22.2	C - 37.2		N - 12.2	O - 11.9
DAY'S CHILDREN General Mills, Inc. Box Reeves Advertising, Inc.	NBC-MTWTF 2:00-2:15 P.M.	A-various Sustaining C-Second Mrs. Burton M-Various Programming Base - 16 Cities	N - 23.8		A - 12.9	C - 28.2	M - 16.6	O - 18.5
			M - 18.4		A - 14.6	C - 14.8	N - 25.2	O - 27.0
MIX Walston Purina Co. Wardner Advertising Co.	MBS-MTWTF 5:45-6:00 P.M.	A-Tennessee Jed C-Various Sustaining N-Front Page Farrell Base - 9 Cities	C - 18.8	A - 27.6		M - 18.2	N - 30.9	O - 4.5
			C - 24.0	A - 22.9		M - 22.1	N - 27.5	O - 6.0
MEASURE HOUR OF SONG Gontli Products Inc. Birmingham, Castleman & Pierce, Inc.	MBS-Thursday 9:30-10:00 P.M.	A-Various Sustaining C-Crime Photographer N-Jack Haley with Eve Arden Base - 20 cities	M - 9.4	A - 7.0	C - 37.5		N - 37.7	O - 8.4
			M - 7.7	A - 5.8	C - 42.0		N - 36.0	O - 8.5
TRUE DETECTIVE MYSTERIES Williamson Candy Co. Aubrey. Moore & Walker, Inc.	MPS-Sunday 4:30-5:00 P.M.	A-Various Sustaining C-Hour of Charm N-Various Sustaining Base - 18 Cities	M - 29.5		A - 12.9	C - 23.9	N - 14.9	O - 18.7
			M - 28.5		A - 11.1	C - 28.0	N - 16.5	O - 15.9

UNIFORM NETWORK COMPETITION

Months: March, April - 1947

PROGRAM-SPONSOR AGENCY PLACING	NETWORK DAY N.Y.T.	UNIFORM NETWORK COMPETITION	SHARE OF AUDIENCE By Fifteen Minute Periods LISTENERS TO RADIO = 100%			
TRUTH OR CONSEQUENCES Procter & Gamble Co. Compton Advertising, Inc.	NBC-Saturday 8:30-9:00 P.M.	A-I Deal in Crime C-Mayor of the Town Parker Pen News(8:55) M-Various Sustaining Base - 25 Cities	N - 44.6	A - 19.0	C - 21.9	M - 6.3
			N - 43.6	A - 21.2	C - 22.0	M - 7.7
TWENTY QUESTIONS Ransom Art Metal Works Cecil & Presbrey, Inc.	MBS-Saturday 8:00-8:30 P.M.	A-Various Sustaining C-Hollywood Startime(March) Various Sustaining(April) N-Life of Riley Base - 25 Cities	M - 15.2	A - 13.6	C - 18.5	N - 43.3
			M - 14.9	A - 17.0	C - 16.1	N - 43.7
VAUGHN MONROE SHOW R. J. Reynolds Co. William Esty & Co., Inc.	CBS-Saturday 7:30-8:00 P.M.	A-Various Sustaining M-Various Sustaining N-Curtain Time Base - 17 Cities	C - 29.0	A - 5.9	M - 12.0	N - 34.2
			C - 30.2	A - 10.3	M - 9.5	N - 37.9
VICTOR BORGE SHOW STARRING BENNY GOODMAN Socony Vacuum Oil Co. Compton Advertising Agency (Figures exclude March 3rd data.)	NBC-Monday 9:30-10:00 P.M.	A-Various Sustaining C-Radio Theatre M-Various Sustaining Base - 26 Cities	N - 14.6	A - 8.6	C - 58.9	M - 11.9
			N - 13.6	A - 7.8	C - 63.4	M - 9.0
VICTOR H. LINDIAHR Serutan Co. Roy S. Durstine, Inc.	MSS-MTWTF 12:00-12:15 P.M.	A-Ted Malone William Lang(TT-March) C-Rosemary N-Lora Lawton Base - 14 Cities	M - 9.0	A - 17.9	C - 37.7	N - 17.4
VOICE OF FIRESTONE Firestone Tire & Rubber Co. Sweeney & James Co.	NBC-Monday 8:30-9:00 P.M.	A-New Adventures of Sherlock Holmes C-Joan Davis Show Johns-Manville News(8:55) M-Casebook of Gregory Hood Base - 22 Cities	N - 24.8	A - 17.0	C - 37.3	M - 16.8
			N - 23.4	A - 15.4	C - 38.2	M - 18.1
VOX POP Thomas J. Lipton-Lever Bros. Co. Young & Rubicam, Inc.	CBS-Tuesday 9:00-9:30 P.M.	A-Boston Symphony Orchestra M-Gabriel Heatter(9:00) Real Stories From Real Life (9:15) N-Amos 'n' Andy Base - 20 Cities	C - 19.0	A - 5.6	M - 16.5	N - 53.1
			C - 21.5	A - 4.4	M - 12.2	N - 56.0
WALTER KIERNAN Cooperative	ABC-MTWTF 2:00-2:15 P.M.	C-Second Mrs. Burton M-Various Sustaining(April) Cedric Foster(March) N-Today's Children	DATA INADEQUATE			

UNIFORM NETWORK COMPETITION

Months: March, April - 1947

PROGRAM-SPONSOR AGENCY PLACING	NETWORK DAY N.Y.T.	UNIFORM NETWORK COMPETITION	SHARE OF AUDIENCE By Fifteen Minute Periods LISTENERS TO RADIO = 100%							
TER WINCHELL drew Jergens Co. bert W. Orr & Assoc., Inc.	ABC-Sunday 9:00-9:15 P.M.	C-Hildegard (March) Meet Corliss Archer (April) M-Exploring the Unknown N-Manhattan Merry-Go-Round Base - 27 Cities	A - 48.6		C-15.6	M-7.7	N - 24.8	O-3.0		
TZ TIME erling Drug Inc. ncer-Fitzgerald-Sample	NBC-Friday 9:30-10:00 P.M.	A-The Sheriff Various Sustaining (9:55) C-Durante-Moore M-Adventures of Bulldog Drummond Base - 17 Cities	N - 24.6	A - 25.6		C - 34.8		M-11.0	O-4.0	
			N - 32.3	A - 22.6		C - 29.1		M-10.5	O-5.5	
DEN LAWES' CRIME CASES mount Clothing Co. . H. Weintraub & Co., Inc. Based on Apr. 15 data only	MBS-Tuesday 8:00-8:15 P.M.	A-Lum and Abner C-Big Town N-Milton Berle Show Base - 25 Cities	M-10.5	A-9.2	C - 44.7		N - 27.6		O-8.0	
THE PEOPLE lf Oil Co. ung & Rubicam, Inc.	CBS-Sunday 10:30-11:00 P.M.	A-Theatre Guild on the Air M-Various Sustaining N-Meet Me at Parky's Various Sustaining (April 20 only) Base - 22 Cities	C - 40.4		A - 30.7		M-4.7	N - 16.8	O-5.4	
			C - 36.9		A - 32.7		M-6.7	N - 19.4	O-4.3	
N A GIRL MARRIES eneral Foods Sales Co., Inc. nton & Bowels, Inc. ung & Rubicam, Inc.	NBC-MTTF 5:00-5:15 P.M.	A-Ferry and the Pirates C-Various Sustaining M-Hop Harrigan (MWF) Various Sustaining (TT) Base - 14 Cities	N - 38.0		A-12.5	C-13.6	M-11.9	O - 24.0		
STLER, THE ousehold Finance Corp. aw-Le Vally, Inc. (Figures based on April data only.)	CBS-Wednesday 10:00-10:30 P.M.	A-Bing Crosby M-Various Sustaining N-Big Story Base - 19 Cities	C-16.8	A - 53.3		M-3.7	N - 22.1		O-4.1	
			C - 14.6	A - 56.6		M-4.9	N - 19.7	O-4.2		
LLIAM LANG m. H. Wise & Co., Inc. uber, Hoge & Sons (Based on Mar. data only)	ABC-Tu-Th 11:45-12:00 N.	C-Rosemary M-Victor H. Lindlahr N-Lora Lawton Base - 14 Cities	A - 15.0		C - 37.5		M - 14.2	N - 15.0	O - 18.3	
LLIAM L. SHIRER B. Williams Co. Walter Thompson Co. (Based on Mar. data only)	CBS-Sunday 5:45-6:00 P.M.	A-Counterspy M-Quick As a Flash N-Various Sustaining Base - 26 Cities	C - 22.4		A - 32.7		M - 24.3		N - 13.1	O-7.5
MAN IN WHITE eneral Mills, Inc. nox Reeves Advertising, Inc.	NBC-MTTF 2:15-2:27 P.M.	A-Various Sustaining C-Perry Mason M-Various Programming Base - 19 Cities	N - 28.8		A-11.1	C - 25.4		M - 16.0	O - 18.7	
ORLD FRONT unte Bros. resba, Fellers & Presba, Inc.	NBC-Sunday 12:00-12:30 P.M.	A-Various Sustaining C-Various Sustaining M-Various Sustaining Base - 9 Cities	N - 20.2		A - 18.5	C - 21.0		M - 14.5	O - 25.8	
			N - 20.4	A - 16.1		C - 22.6		M - 17.5	O - 23.4	

UNIFORM NETWORK COMPETITION

Months: March, April - 1947

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
YOUNG DR. MALONE Procter & Gamble Co. Compton Advertising, Inc. Dancer-Fitzgerald-Sample	CBS-MTWTW 1:30-1:45 P.M.	A-Various Sustaining M-Various Sustaining N-Various Sustaining Base - 14 Cities	C - 39.1	A - 15.9	M - 10.4	N - 13.9	O - 20.0
YOUNG WIDDER BROWN Sterling Drug Inc. Dancer-Fitzgerald-Sample	NBC-MTWTW 4:45-5:00 P.M.	A-Various Sustaining C-Var. Sus. Hlywd Jackpot W-Var. Sus. (Apr) M-Buck Rogers (Mon) Var. Sus. (Apr) Base - 11 Cities	N - 34.2	A - 12.9	C - 15.8	M - 12.0	O - 25.1
YOUR HIT PARADE American Tobacco Co. Foote Cone & Belding	CBS-Saturday 9:00-9:45 P.M.	A-Gangbusters (9:00) Murder & Mr. Malone (9:30) M-Various Sustaining N-Roy Rogers Show (9:00- March) Various Sustaining (9:00- April) Can You Top This? (9:30) Base - 16 Cities	C - 32.8	A - 36.2		M - 4.9	N - 19.5
			C - 35.1	A - 32.9		M - 5.0	N - 19.8
			C - 38.0	A - 27.4		M - 3.4	N - 25.1
YOUR HOME BEAUTIFUL Benjamin Moore & Co. St. Georges & Keyes, Inc.	ABC-Saturday 10:00-10:15 A.M.	C-Various Sustaining M-Various Sustaining N-Various Sustaining Base - 26 Cities	A-13.3	C - 22.4	M - 15.4	N - 32.2	O - 11.7
YOUR THURSDAY MEETING WITH DICK HAYMES Elec. Auto-Lite Co. Ruthrauff & Ryan, Inc.	CBS-Thursday 9:00-9:30 P.M.	A-Various Programming M-Gabriel Heatter (9:00) Real Stories from Real Life (9:15) N-Music Hall	C - 34.7	A-12.0	M - 17.0	N - 30.2	
			C - 38.6	A-12.1	M-12.1	N - 30.7	

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SECTION II

"SECTIONAL"
PROGRAM HOOPERATINGS

DAYTIME AND EVENING AUDIENCES

DECEMBER, 1946 thru APRIL, 1947

WINTER-SPRING



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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 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 8:00 P.M., New York Time because of sample limitations.

CH Computed Hooperating.



COMPOSITION OF THE RADIO AUDIENCE

NUMBER LISTENERS PER LISTENING SET

NEW YORK TIME		MONDAY thru FRIDAY DAYTIME					SATURDAY DAYTIME					SUNDAY (Afternoon)					NEW YORK TIME
		Over-All Averages	EAST	NORTH CENTRAL	SOUTH	MOUNTAIN & PACIFIC	Over-All Averages	EAST	NORTH CENTRAL	SOUTH	MOUNTAIN & PACIFIC	Over-All Averages	EAST	NORTH CENTRAL	SOUTH	MOUNTAIN & PACIFIC	
6:00-9:00 A.M.	Women	1.11	1.11				1.10	1.10									Women
	Men	0.43	0.43				0.59	0.59									Men
	Children	0.38	0.38				0.43	0.43									Children
	Total	1.92	1.92				2.12	2.12									Total
9:00-10:00 A.M.	Women	1.13	1.09	1.09	1.25		1.11	1.05	1.10	1.23							Women
	Men	0.31	0.25	0.33	0.43		0.45	0.40	0.47	0.53							Men
	Children	0.29	0.23	0.36	0.33		0.58	0.62	0.44	0.64							Children
	Total	1.73	1.57	1.78	2.01		2.14	2.07	2.01	2.40							Total
10:00-11:00 A.M.	Women	1.12	1.10	1.11	1.20		1.02	0.93	1.07	1.20							Women
	Men	0.23	0.22	0.19	0.24		0.41	0.40	0.46	0.34							Men
	Children	0.21	0.19	0.17	0.24		0.62	0.61	0.66	0.57							Children
	Total	1.56	1.51	1.47	1.68		2.05	1.94	2.19	2.11							Total
11:00-12:00 A.M.	Women	1.11	1.11	1.09	1.17	1.09	0.98	1.05	1.02	0.85	0.90						Women
	Men	0.28	0.27	0.21	0.26	0.39	0.39	0.42	0.38	0.32	0.39						Men
	Children	0.23	0.20	0.22	0.28	0.27	0.76	0.75	0.77	0.80	0.70						Children
	Total	1.62	1.58	1.52	1.71	1.75	2.13	2.22	2.17	1.97	1.99						Total
12:00-1:00 P.M.	Women	1.12	1.13	1.10	1.15	1.11	1.08	1.12	1.00	1.06	1.11	1.16	1.20	1.14	1.18	1.00	Women
	Men	0.28	0.30	0.22	0.31	0.27	0.40	0.46	0.32	0.39	0.32	0.83	0.91	0.80	0.71	0.67	Men
	Children	0.24	0.26	0.22	0.32	0.18	0.51	0.44	0.57	0.58	0.52	0.42	0.45	0.38	0.38	0.45	Children
	Total	1.64	1.69	1.54	1.78	1.56	1.99	2.02	1.89	2.03	1.95	2.41	2.56	2.32	2.27	2.12	Total
1:00-2:00 P.M.	Women	1.12	1.13	1.11	1.20	1.07	1.15	1.20	1.01	1.29	1.09	1.21	1.28	1.18	1.14	1.08	Women
	Men	0.27	0.27	0.31	0.30	0.21	0.52	0.56	0.49	0.60	0.40	0.89	0.99	0.86	0.76	0.74	Men
	Children	0.19	0.15	0.25	0.27	0.13	0.39	0.32	0.45	0.46	0.45	0.39	0.37	0.41	0.42	0.36	Children
	Total	1.58	1.55	1.67	1.77	1.41	2.06	2.08	1.95	2.35	1.94	2.49	2.64	2.45	2.32	2.18	Total
2:00-3:00 P.M.	Women	1.14	1.13	1.10	1.25	1.10	1.15	1.15	1.17	1.18	1.08	1.23	1.26	1.22	1.27	1.11	Women
	Men	0.26	0.25	0.25	0.28	0.27	0.60	0.58	0.58	0.63	0.37	0.96	1.04	1.00	0.85	0.76	Men
	Children	0.18	0.19	0.12	0.25	0.17	0.31	0.24	0.38	0.35	0.37	0.39	0.38	0.42	0.41	0.37	Children
	Total	1.58	1.57	1.47	1.78	1.54	2.06	2.07	2.13	2.16	1.82	2.58	2.68	2.64	2.53	2.24	Total
3:00-4:00 P.M.	Women	1.11	1.11	1.08	1.16	1.10	1.14	1.20	1.01	1.19	1.11	1.25	1.29	1.22	1.33	1.10	Women
	Men	0.26	0.26	0.25	0.22	0.30	0.65	0.71	0.61	0.71	0.53	0.90	0.97	0.93	0.83	0.70	Men
	Children	0.20	0.24	0.15	0.25	0.14	0.34	0.32	0.37	0.45	0.24	0.34	0.36	0.30	0.39	0.34	Children
	Total	1.57	1.61	1.48	1.63	1.54	2.13	2.23	1.99	2.35	1.88	2.49	2.62	2.45	2.55	2.14	Total
4:00-5:00 P.M.	Women	1.10	1.07	1.11	1.17	1.10	1.10	1.16	1.11	0.98	1.01	1.21	1.23	1.21	1.24	1.12	Women
	Men	0.29	0.31	0.25	0.28	0.27	0.72	0.76	0.70	0.69	0.63	0.90	0.97	0.95	0.80	0.75	Men
	Children	0.33	0.41	0.28	0.40	0.11	0.37	0.37	0.33	0.39	0.38	0.38	0.39	0.35	0.42	0.37	Children
	Total	1.72	1.79	1.64	1.85	1.48	2.19	2.29	2.14	2.06	2.02	2.49	2.59	2.51	2.46	2.24	Total
5:00-6:00 P.M.	Women	1.02	0.95	1.05	1.10	1.12	1.12	1.16	1.06	1.10	1.12	1.21	1.24	1.23	1.17	1.12	Women
	Men	0.42	0.50	0.32	0.42	0.28	0.78	0.87	0.69	0.69	0.67	0.92	1.04	0.88	0.80	0.71	Men
	Children	0.51	0.64	0.49	0.51	0.43	0.45	0.50	0.40	0.47	0.33	0.43	0.48	0.38	0.47	0.33	Children
	Total	1.95	2.09	1.86	2.03	1.83	2.35	2.53	2.15	2.26	2.12	2.56	2.76	2.49	2.44	2.16	Total

"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1946 THRU APRIL, 1947

DAYTIME AUDIENCES

DAYS: SUNDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
9:00 A.M.	ABC	3.1	3.7	1.9	4.4	2.5	1.1	9:00 A.M. to 9:30 A.M.
	CBS	3.9	4.4	3.5	4.0	6.6	1.6	
	MBS	2.3	2.4	3.3	1.5	1.4	1.9	
	NBC	4.5	4.9	4.0	6.2	3.4	2.4	
Sets-In-Use		16.3	20.9	18.2	19.1	16.5	10.3	
Available Homes		80.1	81.2	81.9	75.1	81.2	80.1	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
1:30 P.M.	ABC	6.9	7.2	7.5	6.9	8.7	4.0	10:30 A.M. to 11:00 A.M.
	CBS	3.0	2.8	4.1	3.1	4.1	1.2	
	MBS	3.0	3.4	3.4	2.2	3.5	2.0	
	NBC	4.3	4.1	4.7	4.6	5.2	3.8	
Sets-In-Use		22.6	24.5	24.6	19.5	23.2	16.7	
Available Homes		81.4	81.7	84.8	79.5	78.7	79.1	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
9:30 A.M.	ABC	3.1	3.5	2.6	4.7	1.7	1.2	9:30 A.M. to 10:00 A.M.
	CBS	3.7	4.1	3.4	3.9	5.0	2.2	
	MBS	2.4	2.8	3.1	1.3	1.7	1.9	
	NBC	4.0	4.4	2.6	5.6	4.2	2.3	
Sets-In-Use		19.3	22.0	16.5	18.9	15.4	14.0	
Available Homes		81.3	83.1	82.3	75.4	78.4	82.6	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
2:00 P.M.	ABC	5.3	5.1	7.2	5.6	5.5	3.0	11:00 A.M. to 11:30 A.M.
	CBS	3.4	2.8	5.0	3.4	3.5	2.5	
	MBS	2.7	3.2	3.6	1.8	3.1	1.1	
	NBC	6.7	6.9	6.3	6.8	7.8	5.9	
Sets-In-Use		23.3	24.6	26.5	21.1	21.7	17.2	
Available Homes		80.0	80.0	84.5	79.2	77.6	75.2	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:00 A.M.	ABC	3.7	3.3	4.1	5.0	4.0	2.4	10:00 A.M. to 10:30 A.M.
	CBS	4.1	3.9	5.2	4.2	6.1	2.6	
	MBS	3.0	3.0	3.5	1.8	2.5	3.8	
	NBC	3.9	4.5	3.3	3.9	7.1	2.0	
Sets-In-Use		20.3	21.6	21.6	18.1	21.7	16.5	
Available Homes		81.3	82.3	84.4	75.7	79.1	81.6	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
2:30 P.M.	ABC	3.7	3.4	3.8	5.1	2.9	2.6	11:30 A.M. to 12:00 NOON
	CBS	3.6	3.0	4.5	4.3	4.1	2.6	
	MBS	3.3	3.8	3.7	2.3	4.2	1.7	
	NBC	8.6	8.5	8.8	8.2	9.7	8.7	
Sets-In-Use		24.3	24.8	26.1	23.5	22.8	21.5	
Available Homes		79.3	78.2	84.6	77.9	77.1	77.1	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1946 THRU APRIL, 1947

DAYTIME AUDIENCES

DAYS: SUNDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
3:30 P.M.	ABC	4.5	4.3	6.0	4.6	4.6	2.8	12:00 NOON to 12:30 P.M.
	CBS	4.3	3.9	4.9	4.3	5.7	4.0	
to	MBS	3.4	3.7	4.2	2.5	2.0	2.4	
3:30 P.M.	NBC	9.2	8.9	9.7	9.1	10.4	8.9	
Sets-In-Use		25.8	26.1	29.3	23.4	23.9	23.0	
Available Homes		77.0	75.8	82.1	75.1	79.0	75.1	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
4:30 P.M.	ABC	3.4	3.9	2.6	3.1	3.2	3.4	1:30 P.M. to 2:00 P.M.
	CBS	6.8	7.0	7.2	5.4	8.0	6.7	
to	MBS	8.0	8.5	8.8	6.5	9.4	6.4	
5:00 P.M.	NBC	5.0	4.8	4.6	6.1	5.9	4.1	
Sets-In-Use		26.8	28.0	27.9	23.0	28.2	25.4	
Available Homes		74.2	73.7	76.7	72.2	72.7	74.9	

3:30 P.M.	ABC	2.9	3.6	2.8	2.6	2.0	1.6	12:30 P.M. to 1:00 P.M.
	CBS	4.1	4.2	4.7	2.9	4.0	4.4	
to	MBS	4.9	5.4	6.0	3.7	6.0	3.0	
4:00 P.M.	NBC	9.8	7.6	11.2	10.6	16.8	11.1	
Sets-In-Use		25.3	26.1	29.5	22.2	30.2	26.2	
Available Homes		76.4	74.1	80.4	75.2	79.4	78.5	

5:00 P.M.	ABC	3.9	3.5	3.9	4.8	3.4	4.3	2:00 P.M. to 2:30 P.M.
	CBS	6.3	6.9	6.5	4.6	7.8	5.7	
to	MBS	10.9	12.6	12.7	6.9	14.3	6.3	
5:30 P.M.	NBC	4.1	3.9	3.6	4.8	4.4	4.7	
Sets-In-Use		28.6	30.3	30.4	23.3	31.9	26.3	
Available Homes		74.1	74.7	76.3	71.6	74.8	72.2	

4:00 P.M.	ABC	3.2	3.5	3.6	3.1	2.5	2.0	1:00 P.M. to 1:30 P.M.
	CBS	4.5	4.6	4.8	4.2	5.0	3.8	
to	MBS	7.3	7.2	9.2	5.8	9.9	6.3	
4:30 P.M.	NBC	7.4	6.6	8.4	6.9	7.3	9.1	
Sets-In-Use		27.0	27.5	30.7	22.7	28.3	25.2	
Available Homes		75.6	74.7	79.6	73.7	76.4	74.9	

5:30 P.M.	ABC	8.7	9.0	9.1	8.4	9.7	7.2	2:30 P.M. to 3:00 P.M.
	CBS	6.1	6.4	6.9	6.0	5.6	4.5	
to	MBS	6.8	8.2	8.4	3.9	7.4	3.8	
6:00 P.M.	NBC	4.2	4.1	4.0	4.7	4.0	4.2	
Sets-In-Use		29.2	31.3	31.3	25.0	28.6	24.9	
Available Homes		74.3	75.5	77.6	71.9	71.5	69.3	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1946 THRU APRIL, 1947

EVENING AUDIENCES

DAYS: SUNDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:00 P.M.	ABC	5.6	6.5	5.1	5.7	5.5	3.3	3:00 P.M. to 3:30 P.M.
	CBS	11.2	12.8	11.8	9.4	9.8	7.9	
	MBS	5.6	6.2	6.3	4.1	5.6	4.8	
	NBC	4.5	4.5	4.9	5.5	3.5	3.0	
Sets-In-Use		30.3	33.2	31.3	27.0	27.4	24.6	
Available Homes		74.1	75.7	77.3	71.7	72.1	68.0	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:30 P.M.	ABC	4.0	5.0	3.0	3.3	4.3	3.0	4:30 P.M. to 5:00 P.M.
	CBS	11.9	12.6	14.8	13.4	14.0	2.4	
	MBS	2.2	2.9	2.2	1.3	0.7	1.4	
	NBC	19.8	19.9	21.6	20.0	13.8	18.8	
Sets-In-Use		39.8	42.6	43.0	39.3	33.7	29.6	
Available Homes		75.2	76.1	79.0	75.8	73.5	66.2	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
3:30 P.M.	ABC	3.8	4.3	3.6	4.0	2.6	2.8	3:30 P.M. to 4:00 P.M.
	CBS	10.3	12.6	10.4	8.2	9.7	5.3	
	MBS	7.9	9.2	8.5	5.9	9.5	4.8	
	NBC	8.1	8.2	9.1	9.6	4.9	5.2	
Sets-In-Use		32.5	36.6	34.3	23.8	27.9	22.3	
Available Homes		74.8	76.8	78.6	73.6	71.6	65.2	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:00 P.M.	ABC	4.0	4.5	4.0	3.4	3.3	3.1	5:00 P.M. to 5:30 P.M.
	CBS	8.9	9.6	10.3	11.1	10.5	1.1	
	MBS	4.1	6.1	3.3	2.0	3.1	1.6	
	NBC	25.2	24.5	28.4	22.4	21.9	27.0	
Sets-In-Use		43.7	46.5	46.5	40.3	39.9	35.6	
Available Homes		74.8	76.2	76.5	74.9	72.9	69.4	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:00 P.M.	ABC	5.1	5.5	5.0	5.6	3.7	3.7	4:00 P.M. to 4:30 P.M.
	CBS	5.9	6.0	7.5	5.5	8.4	2.6	
	MBS	2.9	3.9	1.9	2.1	2.5	1.9	
	NBC	24.8	26.8	27.4	21.7	17.8	20.8	
Sets-In-Use		40.4	44.1	42.9	35.9	34.6	32.0	
Available Homes		74.9	76.0	78.6	75.1	67.5	68.1	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:30 P.M.	ABC	4.2	4.8	3.4	3.6	3.9	4.5	5:30 P.M. to 6:00 P.M.
	CBS	9.9	10.1	13.2	12.1	5.1	2.8	
	MBS	2.3	2.9	2.2	1.6	3.2	1.4	
	NBC	25.5	27.2	26.8	22.5	20.5	23.5	
Sets-In-Use		43.4	46.4	46.2	41.3	34.0	35.3	
Available Homes		75.9	77.3	78.9	75.6	68.4	69.4	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1946 THRU APRIL, 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	16.3	18.0	14.1	17.3	15.6	13.5	6:00 P.M. to 6:30 P.M.
	CBS	6.2	5.9	8.9	5.7	4.2	3.3	
to	MBS	4.4	4.7	4.9	3.5	6.0	2.9	
9:30 P.M.	NBC	12.7	12.3	14.0	10.7	12.5	14.6	
Sets-In-Use		41.0	42.5	42.8	38.4	39.5	37.5	
Available Homes		76.0	77.2	77.3	75.9	71.2	71.6	

New York Time	Net-Work	HOOPERATINGS					Pacific Time
		Over-All Averages	"Sectional" Hooperatings				
			East	North Central	South	Mountain	
10:30 P.M.	ABC	8.5†	8.5	7.6	9.2	9.7	7:30 P.M. to 8:00 P.M.
	CBS	11.5†	14.2	11.0	7.5	9.1	
to	MBS	3.5†	4.1	1.2	3.1	6.0	
11:00 P.M.	NBC	8.5†	8.9	6.4	11.3	10.1	
Sets-In-Use		33.7†	36.6	27.7	33.5	37.6	
Available Homes		77.9†	82.2	78.3	75.3	71.4	

9:30 P.M.	ABC	8.2	8.5	7.1	9.4	6.3	7.5	6:30 P.M. to 7:00 P.M.
	CBS	8.7	8.4	11.1	8.0	10.2	6.3	
to	MBS	7.7	8.2	8.3	6.2	10.0	6.8	
10:00 P.M.	NBC	11.9	11.3	13.4	11.4	11.9	12.5	
Sets-In-Use		38.0	38.1	41.0	36.2	40.0	34.9	
Available Homes		76.7	77.4	79.6	76.8	72.9	71.3	

11:00 P.M.	ABC					4.9	7.4	8:00 P.M. to 8:30 P.M.
	CBS					8.9	9.5	
to	MBS					2.3	8.1	
11:30 P.M.	NBC					13.5	11.1	
Sets-In-Use						31.7	30.5	
Available Homes						76.4	73.0	

10:00 P.M.	ABC	9.1	8.5	8.8	9.0	11.3	10.7	7:00 P.M. to 7:30 P.M.
	CBS	16.1	15.6	19.0	14.6	18.0	15.1	
to	MBS	2.2	2.3	2.0	2.2	1.9	2.2	
10:30 P.M.	NBC	8.1	7.0	10.5	7.0	8.8	8.9	
Sets-In-Use		37.0	35.1	41.2	33.9	42.0	39.2	
Available Homes		76.9	77.5	79.9	77.4	74.2	70.1	

11:30 P.M.	ABC					3.1	4.8	8:30 P.M. to 9:00 P.M.
	CBS					10.4	18.2	
to	MBS					2.7	6.9	
12:00 Mid.	NBC					7.7	7.6	
Sets-In-Use						26.4	39.3	
Available Homes						77.2	74.2	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1946 THRU APRIL, 1947

EVENING AUDIENCES

DAYS: SUNDAYS

New ork me	Net- Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Moun- tain	Pacific	
9:00 id.	ABC						3.2	9:00 P.M. to 9:30 P.M.
	CBS						15.6	
to	MBS						7.4	
9:30 P.M.	NBC						8.0	
Sets-In-Use							36.8	
Available Homes							73.9	

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

9:30 P.M.	ABC						1.8	9:30 P.M. to 10:00 P.M.
	CBS						4.8	
to	MBS						2.3	
10:00 P.M.	NBC						20.2	
Sets-In-Use							32.1	
Available Homes							72.1	

	ABC							
	CBS							
	MBS							
	NBC							
Sets-In-Use								
Available Homes								

10:00 P.M.	ABC						1.3	10:00 P.M. to 10:15 P.M.
	CBS						5.7	
to	MBS						1.0	
10:15 P.M.	NBC						14.5	
Sets-In-Use							25.5	
Available Homes							73.5	

	ABC							
	CBS							
	MBS							
	NBC							
Sets-In-Use								
Available Homes								



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1946 THRU APRIL, 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	1.8†	1.8					
to	CBS	3.7†	3.7					
	MBS	3.3†	3.3					
8:15 A.M.	NBC	4.1†	4.1					
Sets-In-Use		15.4†	15.4					
Available Homes		82.6†	82.6					

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:45 A.M.	ABC	2.3†	2.3					
to	CBS	3.0†	3.0					
	MBS	2.4†	2.4					
9:00 A.M.	NBC	3.6†	3.6					
Sets-In-Use		14.1†	14.1					
Available Homes		79.0†	79.0					

8:15 A.M.	ABC	2.0†	2.0					
to	CBS	3.3†	3.3					
	MBS	2.8†	2.8					
9:30 A.M.	NBC	3.7†	3.7					
Sets-In-Use		14.5†	14.5					
Available Homes		82.1†	82.1					

9:00 A.M.	ABC	4.4†	4.1	4.6	4.9			
to	CBS	3.6†	3.6	3.7	3.6			
	MBS	2.8†	2.7	3.6	1.9			
9:15 A.M.	NBC	3.5†	2.9	3.5	4.9			
Sets-In-Use		16.5†	15.9	17.3	16.9			
Available Homes		80.4†	79.0	84.1	79.5			

8:30 A.M.	ABC	1.9†	1.9					
to	CBS	2.9†	2.9					
	MBS	2.4†	2.4					
8:45 A.M.	NBC	3.5†	3.5					
Sets-In-Use		13.5†	13.5					
Available Homes		80.9†	80.9					

9:15 A.M.	ABC	5.5†	5.2	5.6	6.1			
to	CBS	3.7†	3.2	4.5	3.9			
	MBS	2.3†	2.3	2.8	1.7			
9:30 A.M.	NBC	3.1†	2.6	3.3	4.1			
Sets-In-Use		16.4†	15.1	17.7	17.8			
Available Homes		79.7†	77.8	83.5	79.9			



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1946 THRU APRIL, 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	
30 M.	ABC	6.1†	5.7	6.0	7.1			
	CBS	3.3†	2.6	4.4	3.6			
45 M.	MBS	2.1†	2.2	2.4	1.7			
	NBC	2.8†	2.3	3.0	3.7			
Sets-In-Use		15.3†	15.2	17.0	17.8			
Available Homes		79.4†	78.1	82.3	78.9			

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:15 A.M.	ABC	5.6†	5.4	5.9	5.7	5.0		
	CBS	3.1†	2.7	3.5	3.5	2.5		
to	MBS	2.5†	2.5	3.1	1.7	2.0		
10:30 A.M.	NBC	2.7†	2.2	2.8	3.2	4.2		
Sets-In-Use		16.2†	15.8	17.2	16.2	15.4		
Available Homes		77.1†	75.5	80.3	76.2	80.3		

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:45 A.M.	ABC	6.2†	6.0	5.9	7.3			
	CBS	3.4†	2.8	4.7	3.4			
to	MBS	2.3†	2.3	2.7	1.8			
11:00 A.M.	NBC	2.3†	1.7	2.7	3.5			
Sets-In-Use		16.3†	15.1	17.3	18.2			
Available Homes		78.3†	76.9	81.7	77.8			

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:30 A.M.	ABC	4.3†	3.7	4.3	5.2	6.3		
	CBS	3.5†	3.0	4.3	3.9	3.6		
to	MBS	2.3†	2.4	2.5	2.0	1.8		
10:45 A.M.	NBC	4.5†	4.7	4.4	4.4	3.8		
Sets-In-Use		17.4†	17.4	17.8	17.2	16.7		
Available Homes		76.8†	75.5	80.2	75.3	78.6		

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:00 A.M.	ABC	6.2†	6.1	5.9	7.0	4.6		
	CBS	3.0†	2.5	3.6	3.4	2.9		
to	MBS	2.6†	2.6	3.1	1.8	2.5		
11:15 A.M.	NBC	2.4†	1.7	2.1	3.8	4.2		
Sets-In-Use		16.4†	16.0	16.5	17.4	15.0		
Available Homes		77.6†	75.9	80.3	77.5	81.3		

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:45 A.M.	ABC	3.9†	3.4	4.6	3.8	6.4		
	CBS	3.4†	3.5	3.7	3.2	2.3		
to	MBS	2.3†	2.2	2.5	2.2	2.5		
11:00 A.M.	NBC	4.4†	4.4	4.2	4.9	3.4		
Sets-In-Use		17.1†	17.6	17.1	16.2	15.9		
Available Homes		75.9†	75.0	78.9	74.0	77.1		



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1946 THRU APRIL, 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	5.9	5.4	7.2	6.7	8.1	3.8	8:00 A.M.
	CBS	3.7	4.4	3.2	4.3	2.1	2.4	
to	MBS	2.0	2.1	2.6	1.0	1.6	2.3	
11:15 A.M.	NBC	4.5	3.9	5.2	4.5	6.2	4.8	
Sets-In-Use		19.2	19.2	21.4	19.0	18.8	16.3	8:15 A.M.
Available Homes		75.6	74.3	77.8	74.7	75.9	77.2	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:45 A.M.	ABC	3.6	3.3	2.9	3.8	4.7	5.1	8:45 A.M.
	CBS	5.5	6.1	7.4	3.6	3.2	4.0	
to	MBS	1.7	1.7	1.9	1.6	3.6	1.3	
12:00 NOON	NBC	3.9	4.1	3.8	4.5	3.6	2.7	
Sets-In-Use		17.9	18.8	19.6	15.7	17.1	15.6	9:00 A.M.
Available Homes		74.1	73.6	75.7	72.7	74.9	74.8	

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	6.4	7.7	7.2	7.1	4.4	8:15 A.M.
	CBS	4.0	4.8	3.5	4.3	2.3	2.3	
to	MBS	2.0	2.3	2.1	1.4	1.7	1.6	
11:30 A.M.	NBC	4.3	3.8	4.7	4.5	5.1	4.4	
Sets-In-Use		19.5	20.4	20.2	19.5	17.0	16.3	8:30 A.M.
Available Homes		75.8	74.9	78.4	74.6	76.4	75.6	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:00 NOON	ABC	4.1	3.9	3.4	4.3	4.2	5.7	9:00 A.M.
	CBS	7.3	8.2	8.1	5.3	6.2	5.3	
to	MBS	1.7	2.0	1.8	1.3	2.3	0.8	
12:15 P.M.	NBC	3.9	3.9	3.5	6.2	2.3	2.4	
Sets-In-Use		20.0	20.9	20.5	19.0	17.8	17.7	9:15 A.M.
Available Homes		74.2	74.6	75.8	71.9	75.2	73.4	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:30 A.M.	ABC	4.6	4.5	4.8	4.4	4.2	4.6	8:30 A.M.
	CBS	4.6	5.2	5.0	4.1	4.2	3.0	
to	MBS	1.6	1.5	1.6	1.7	2.1	1.6	
11:45 A.M.	NBC	4.3	4.0	4.9	5.0	4.6	3.5	
Sets-In-Use		18.2	19.1	19.2	17.0	16.1	15.7	8:45 A.M.
Available Homes		73.9	73.8	76.0	71.1	74.6	84.5	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:15 P.M.	ABC	4.4	4.1	4.4	4.5	3.5	5.4	9:15 A.M.
	CBS	6.6	7.1	8.7	3.4	3.7	6.3	
to	MBS	2.0	2.0	2.2	2.0	2.7	1.4	
12:30 P.M.	NBC	3.1	3.0	2.7	4.0	1.9	2.0	
Sets-In-Use		19.1	20.0	20.8	16.1	14.2	18.3	9:30 A.M.
Available Homes		74.2	75.0	76.3	71.5	74.2	72.1	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1946 THRU APRIL, 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	
9:30 A.M.	ABC	4.2	3.3	3.0	3.8	5.0	9.3	9:30 A.M.	ABC	2.9	3.0	2.1	3.1	2.7	4.2	10:15 A.M.	
to	CBS	7.4	8.1	8.5	6.2	5.3	5.2	to	CBS	7.5	6.0	9.5	6.5	7.9	7.0	to	
	MBS	2.3	2.7	2.7	1.8	2.4	1.2		to	MBS	2.1	2.5	2.1	1.5	2.4		1.7
9:45 A.M.	NBC	2.9	3.1	2.6	3.8	4.0	1.4	9:45 A.M.		NBC	3.7	2.7	5.4	5.3	2.5	2.1	10:30 A.M.
Sets-In-Use		19.6	20.2	19.8	13.1	18.7	19.5	Sets-In-Use		19.3	13.5	21.8	13.8	18.1	13.3		
Available Homes		74.6	75.4	75.0	72.9	74.8	73.8	Available Homes		72.1	71.3	76.6	70.8	68.7	70.3		

9:45 A.M.	ABC	3.8	3.1	2.5	3.1	4.1	9.5	9:45 A.M.	1:30 P.M.	ABC	3.4	2.9	2.7	3.3	5.1	6.1	10:30 A.M.
to	CBS	7.2	7.2	9.2	6.6	6.3	4.7	to	CBS	6.6	6.3	10.1	4.7	5.1	4.2	to	
	MBS	2.2	2.3	3.0	1.2	2.1	1.5		to	MBS	2.0	2.4	1.8	1.8	2.2		1.6
10:00 P.M.	NBC	3.1	2.9	3.7	4.1	3.4	1.7	10:00 A.M.		1:45 P.M.	NBC	3.9	3.0	4.6	6.1	5.8	2.1
Sets-In-Use		19.5	19.1	21.5	17.5	17.2	20.2	Sets-In-Use		19.1	13.2	22.1	18.1	19.9	13.0		
Available Homes		73.3	72.9	75.7	71.5	71.6	71.9	Available Homes		71.0	70.5	75.5	68.5	73.1	68.3		

10:00 A.M.	ABC	2.9	2.6	2.3	3.4	2.6	4.4	10:00 A.M.	1:45 P.M.	ABC	3.0	2.6	2.5	2.8	5.8	4.5	10:45 A.M.
to	CBS	6.6	6.9	9.0	5.2	3.9	4.8	to	CBS	5.9	6.1	7.6	4.2	5.0	5.0	to	
	MBS	2.7	3.3	2.4	1.5	2.3	3.1		to	MBS	2.4	2.5	3.0	2.2	3.0		1.5
10:15 A.M.	NBC	3.6	2.7	5.2	5.5	3.1	1.7	10:15 A.M.		2:00 P.M.	NBC	3.8	3.0	4.5	5.0	5.3	2.9
Sets-In-Use		19.0	18.5	22.5	13.2	14.1	17.5	Sets-In-Use		13.4	13.0	20.7	15.7	19.9	17.7		
Available Homes		72.0	71.8	76.8	68.9	72.8	68.7	Available Homes		70.3	69.4	75.2	69.0	68.2	67.5		



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1946 THRU APRIL, 1947

DAYTIME AUDIENCES

DAYS: MONDAYS THRU FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings				Pacific	
			East	North Central	South	Mountain		
2:00 P.M. to	ABC	2.7	2.5	2.7	3.1	1.9	3.4	11:00 A.M. to
	CBS	5.0	4.8	7.1	3.6	4.6	4.3	
2:15 P.M.	MBS	2.9	2.6	3.6	3.2	4.2	1.9	11:15 A.M.
	NBC	5.0	4.5	4.5	5.4	6.1	5.0	
Sets-In-Use		18.6	17.6	21.4	18.2	19.7	17.8	
Available Homes		65.8	68.5	74.4	68.3	71.5	67.7	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings				Pacific	
			East	North Central	South	Mountain		
2:45 P.M. to	ABC	3.5	3.1	4.5	4.6	1.4	2.3	11:45 A.M. to
	CBS	3.3	3.5	4.3	2.0	2.3	3.2	
3:00 P.M.	MBS	3.8	3.1	4.1	3.6	4.8	5.2	12:00 NOON
	NBC	4.9	4.1	4.5	6.8	8.4	4.6	
Sets-In-Use		18.5	16.9	20.4	19.1	20.6	19.0	
Available Homes		68.7	67.9	73.0	66.2	66.8	65.8	

2:15 P.M. to	ABC	2.4	2.1	2.0	3.2	2.5	2.0	11:15 A.M. to
	CBS	4.8	4.3	6.3	4.3	5.1	4.5	
2:30 P.M.	MBS	2.7	2.5	3.2	2.5	4.8	1.4	11:30 A.M.
	NBC	5.4	5.3	5.3	6.0	7.3	4.6	
Sets-In-Use		12.7	17.7	20.7	18.6	21.9	18.0	
Available Homes		69.1	68.0	73.1	69.3	69.9	66.0	

3:00 P.M. to	ABC	3.9	3.6	4.6	5.1	1.6	2.3	12:00 NOON to
	CBS	2.9	2.8	3.7	2.3	1.6	3.3	
3:15 P.M.	MBS	2.9	2.6	3.0	1.9	1.9	5.1	12:15 P.M.
	NBC	5.6	5.3	5.2	7.3	7.5	4.3	
Sets-In-Use		15.8	18.1	19.6	19.4	17.0	19.4	
Available Homes		68.5	68.7	71.5	66.7	66.3	66.1	

2:30 P.M. to	ABC	3.7	3.6	3.9	5.4	2.5	2.0	11:30 A.M. to
	CBS	3.2	3.2	4.3	2.6	2.4	2.8	
2:45 P.M.	MBS	4.0	3.1	5.3	3.0	4.2	1.0	11:45 A.M.
	NBC	4.8	4.4	4.0	6.2	9.0	4.2	
Sets-In-Use		18.7	17.2	20.6	19.3	21.7	19.0	
Available Homes		68.3	67.7	73.4	69.0	70.1	67.7	

3:15 P.M. to	ABC	3.4	3.5	4.0	2.4	2.6	2.1	12:15 P.M. to
	CBS	2.8	3.1	3.2	2.2	1.6	2.8	
3:30 P.M.	MBS	2.5	3.4	2.1	1.8	3.6	3.8	12:30 P.M.
	NBC	6.2	5.1	6.2	9.3	6.6	5.8	
Sets-In-Use		18.3	17.6	18.3	19.4	18.0	18.7	
Available Homes		69.1	69.6	72.4	67.2	64.6	66.0	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER 1946 THRU APRIL, 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	
12:30 P.M.	ABC	2.3	2.1	2.5	2.0	1.9	3.3	12:30 P.M.	ABC	1.8	1.9	1.7	1.7	1.4	1.6	1:15 P.M.	
to	CBS	3.1	3.5	3.1	3.4	2.2	1.9	to	CBS	4.4	4.6	4.5	3.5	4.2	4.9	to	
	MBS	2.2	1.6	3.6	1.6	3.7	2.1		MBS	1.9	2.1	2.4	1.8	2.3	0.7		
	NBC	6.7	5.6	6.7	9.6	6.9	6.1		NBC	6.8	6.2	6.1	10.4	6.9	5.2		
12:45 P.M.								12:45 P.M.							1:30 P.M.		
Sets-In-Use		17.6	16.6	18.5	18.5	18.4	17.8	Sets-In-Use		18.2	18.9	17.6	19.3	16.8	16.3		
Available Homes		69.2	69.9	71.2	69.3	64.3	65.7	Available Homes		71.5	74.6	72.4	70.9	65.5	62.4		

1:45 P.M.	ABC	1.9	2.0	1.3	2.8	1.6	1.9	12:45 P.M.	4:30 P.M.	ABC	2.2	2.2	1.3	3.7	1.9	1.9	1:30 P.M.
to	CBS	3.4	3.8	3.1	3.5	2.2	3.0	to	CBS	3.5	3.6	3.6	3.2	3.0	3.2	to	
	MBS	2.1	1.9	3.1	1.7	2.8	1.8		MBS	2.1	2.1	2.7	1.9	3.8	0.8		
	NBC	7.2	6.4	6.5	9.8	9.9	6.6		NBC	6.9	6.6	6.5	8.9	5.6	6.1		
1:00 P.M.								1:00 P.M.	4:45 P.M.							1:45 P.M.	
Sets-In-Use		18.0	17.6	17.6	20.3	18.4	17.1	Sets-In-Use		16.1	18.7	17.9	19.8	17.0	14.9		
Available Homes		70.2	72.6	70.6	70.5	63.8	63.1	Available Homes		72.0	75.0	73.3	72.7	65.0	61.7		

1:00 P.M.	ABC	1.8	2.2	1.2	2.1	1.2	1.5	1:00 P.M.	4:45 P.M.	ABC	2.3	2.8	1.0	2.8	2.2	2.3	1:45 P.M.
to	CBS	4.2	4.5	3.9	4.1	4.3	4.0	to	CBS	3.3	3.8	3.7	2.7	3.1	2.1	to	
	MBS	1.8	1.5	2.7	1.5	2.3	1.6		MBS	2.3	2.2	2.9	2.2	3.8	1.1		
	NBC	6.6	5.4	6.8	10.0	5.5	6.4		NBC	7.9	7.2	8.4	10.3	7.9	6.2		
1:15 P.M.								1:15 P.M.	5:00 P.M.							2:00 P.M.	
Sets-In-Use		18.1	17.8	18.1	19.9	15.6	17.7	Sets-In-Use		19.4	20.7	18.9	20.2	18.8	15.3		
Available Homes		70.5	72.7	70.9	70.5	68.0	63.5	Available Homes		73.7	78.1	74.4	72.6	66.5	61.8		



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1946 THRU APRIL, 1947

DAYTIME - 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	
5:00 P.M.	ABC	2.6	2.8	1.7	2.8	2.9	3.0	2:00 P.M. to 2:15 P.M.
	CBS	3.0	2.9	4.0	3.2	3.2	1.4	
to	MBS	2.5	2.9	3.0	1.7	4.1	1.3	
5:15 P.M.	NBC	8.2	8.2	7.7	10.5	7.2	6.6	
Sets-In-Use		20.3	21.9	19.9	20.5	18.6	16.1	
Available Homes		75.0	79.9	75.6	73.2	66.4	63.6	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
5:45 P.M.	ABC	3.2	3.1	2.8	3.3	3.7	4.1	2:45 P.M. to 3:00 P.M.
	CBS	3.5	3.8	3.5	4.4	1.6	2.0	
to	MBS	3.5	4.3	3.6	2.2	5.3	1.6	
6:00 P.M.	NBC	5.8	6.4	4.8	6.6	5.6	4.4	
Sets-In-Use		20.2	23.5	18.7	18.5	17.1	14.9	
Available Homes		79.0	84.9	81.2	77.5	70.4	60.8	

5:15 P.M.	ABC	2.8	2.6	1.8	3.7	2.8	3.8	2:15 P.M. to 2:30 P.M.
	CBS	2.9	2.6	3.6	3.9	2.0	1.6	
to	MBS	2.9	3.4	3.2	2.2	3.1	1.2	
5:30 P.M.	NBC	7.6	7.5	7.2	9.2	7.0	6.9	
Sets-In-Use		20.0	21.1	19.7	20.8	16.9	16.6	
Available Homes		76.3	81.2	77.5	76.3	64.3	62.3	

6:00 P.M.	ABC	3.2	2.9	3.3	3.3	4.5	3.7	3:00 P.M. to 3:15 P.M.
	CBS	3.9	4.4	4.4	3.8	2.0	1.9	
to	MBS	3.2	4.0	3.9	1.7	4.4	0.9	
6:15 P.M.	NBC	6.3	7.4	4.3	7.6	5.1	4.2	
Sets-In-Use		21.0	24.8	20.0	18.7	18.7	13.5	
Available Homes		79.0	84.9	82.8	77.7	69.4	58.7	

5:30 P.M.	ABC	3.4	3.6	2.0	3.9	4.6	3.9	2:30 P.M. to 2:45 P.M.
	CBS	3.1	2.9	3.4	3.8	2.8	2.3	
to	MBS	3.1	3.5	3.6	2.3	4.2	2.0	
5:45 P.M.	NBC	6.3	6.2	6.1	8.6	5.2	4.7	
Sets-In-Use		20.1	22.0	18.6	20.7	19.7	15.8	
Available Homes		77.6	83.8	78.2	75.8	73.1	60.4	

6:15 P.M.	ABC	3.6	3.8	3.5	3.2	4.2	3.8	3:15 P.M. to 3:30 P.M.
	CBS	3.6	4.0	4.5	3.6	1.9	1.2	
to	MBS	3.8	4.4	5.0	3.2	3.1	1.0	
6:30 P.M.	NBC	5.7	6.0	4.2	7.7	5.8	4.3	
Sets-In-Use		21.2	24.1	21.2	20.0	18.8	14.4	
Available Homes		80.6	86.0	84.0	79.9	73.4	60.7	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1946 THRU APRIL, 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	
3:30 P.M.	ABC	3.7	3.7	4.4	3.7	2.6	2.9	3:30 P.M. to 3:45 P.M.
	CBS	4.4	4.1	6.3	5.5	2.0	1.5	
	MBS	4.2	5.3	4.4	3.2	5.3	1.0	
	NBC	6.0	6.8	5.3	6.3	5.2	4.9	
Sets-In-Use		22.9	26.0	24.7	21.0	19.3	13.7	
Available Homes		81.3	86.0	86.0	81.1	74.3	61.1	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:15 P.M.	ABC	3.1	3.4	2.8	4.0	2.1	2.1	4:15 P.M. to 4:30 P.M.
	CBS	7.7	9.3	8.7	8.1	4.8	1.7	
	MBS	4.8	5.4	6.5	2.2	5.4	3.2	
	NBC	7.9	8.3	8.2	9.5	6.8	4.9	
7:30 P.M.								
Sets-In-Use		27.7	31.3	30.2	25.6	23.5	16.4	
Available Homes		82.9	84.8	87.6	84.5	79.1	67.9	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
4:45 P.M.	ABC	3.2	2.7	4.3	3.6	2.2	2.5	4:45 P.M. to 4:00 P.M.
	CBS	5.0	4.4	7.1	5.8	4.1	2.7	
	MBS	4.2	4.1	6.0	4.3	5.0	1.5	
	NBC	8.8	12.6	5.6	6.8	6.9	4.8	
Sets-In-Use		25.5	29.4	27.0	22.4	21.9	15.7	
Available Homes		82.4	86.0	87.4	82.6	75.8	65.0	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:30 P.M.	ABC	6.4	7.4	7.1	6.7	4.6	2.2	4:30 P.M. to 4:45 P.M.
	CBS	8.7	11.2	10.1	7.0	4.9	1.8	
	MBS	3.5	3.3	5.4	2.1	5.6	2.3	
	NBC	5.9	7.1	7.5	8.4	6.2	3.8	
7:45 P.M.								
Sets-In-Use		29.1	33.4	32.6	26.2	24.4	14.9	
Available Homes		83.2	85.0	87.4	83.7	81.1	70.9	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:00 P.M.	ABC	2.7	2.7	2.5	3.9	3.3	1.5	8:00 P.M. to 4:15 P.M.
	CBS	5.5	5.7	7.6	5.5	5.8	1.1	
	MBS	5.4	6.2	5.6	3.8	4.2	5.2	
	NBC	9.4	11.7	8.8	9.1	5.1	4.8	
Sets-In-Use		27.0	31.3	28.9	23.9	21.4	16.6	
Available Homes		82.2	85.4	86.9	82.7	78.0	65.2	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:45 P.M.	ABC	7.3	8.6	8.1	7.5	4.7	2.4	4:45 P.M. to 5:00 P.M.
	CBS	9.9	12.7	11.5	8.0	6.5	2.3	
	MBS	3.0	2.3	4.4	2.4	7.1	2.6	
	NBC	7.9	7.9	8.8	10.1	7.1	4.2	
8:00 P.M.								
Sets-In-Use		31.6	35.5	36.0	29.9	28.4	15.6	
Available Homes		83.2	83.4	87.6	84.0	84.8	73.7	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1946 THRU APRIL, 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	
8:00 P.M.	ABC	5.6	5.0	6.0	8.4	6.0	2.9	5:00 P.M. to 5:15 P.M.
to	CBS	12.3	14.8	15.3	10.3	10.2	2.8	
8:15 P.M.	MBS	3.6	4.2	3.4	2.9	5.4	2.4	
	NBC	9.7	10.5	11.2	11.3	7.6	3.7	
Sets-In-Use		34.3	30.1	33.0	34.3	32.4	16.7	
Available Homes		83.3	83.8	87.2	83.8	84.4	74.6	

New York Time	Net-Work	Over-All Averages	HOOPERATINGS					Pacific Time
			"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:45 P.M.	ABC	5.5	6.1	6.1	6.0	4.4	2.4	5:45 P.M. to 6:00 P.M.
to	CBS	11.5	12.8	14.0	10.7	11.7	4.9	
9:00 P.M.	MBS	5.0	5.6	4.7	3.1	6.3	5.3	
	NBC	13.5	13.4	15.8	15.4	14.4	8.0	
Sets-In-Use		30.3	40.9	42.1	37.1	39.2	25.9	
Available Homes		82.5	81.6	84.4	82.0	85.6	82.1	

8:15 P.M.	ABC	4.2	3.8	3.8	5.6	6.6	3.8	5:15 P.M. to 5:30 P.M.
to	CBS	13.3	15.7	17.2	11.3	11.1	3.1	
8:30 P.M.	MBS	3.8	4.4	4.0	2.6	4.3	2.9	
	NBC	11.0	12.0	12.5	13.0	7.3	4.7	
Sets-In-Use		35.3	39.1	39.4	34.4	32.4	19.1	
Available Homes		83.0	82.2	86.6	83.7	85.3	78.0	

9:00 P.M.	ABC	5.0	6.1	4.7	5.0	4.1	2.3	6:00 P.M. to 6:15 P.M.
to	CBS	12.2	12.8	14.3	10.8	11.8	8.0	
9:15 P.M.	MBS	5.9	6.0	6.5	4.1	7.2	6.5	
	NBC	15.2	15.0	16.9	18.5	12.4	10.3	
Sets-In-Use		40.7	42.4	44.1	40.5	37.7	31.1	
Available Homes		82.8	82.3	84.2	81.7	83.6	83.7	

8:30 P.M.	ABC	5.3	5.8	5.2	6.0	4.1	3.1	5:30 P.M. to 5:45 P.M.
to	CBS	11.5	13.0	14.2	10.6	10.4	3.8	
8:45 P.M.	MBS	4.2	4.8	4.7	2.8	5.5	2.7	
	NBC	12.8	13.4	14.5	14.8	11.9	6.5	
Sets-In-Use		36.8	40.1	40.6	36.0	35.5	21.8	
Available Homes		82.8	82.7	85.1	82.4	85.1	79.7	

9:15 P.M.	ABC	5.1	5.8	5.2	4.8	5.0	2.8	6:15 P.M. to 6:30 P.M.
to	CBS	12.6	13.5	14.2	10.5	11.7	9.7	
9:30 P.M.	MBS	3.8	3.7	4.2	2.7	4.7	4.2	
	NBC	16.3	15.8	18.6	18.6	16.5	11.5	
Sets-In-Use		40.1	41.6	43.5	38.6	39.5	31.8	
Available Homes		82.3	81.7	82.9	81.4	83.4	84.0	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1946 THRU APRIL, 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	
6:30 P.M.	ABC	4.3	4.2	4.4	4.6	3.3	4.1	6:30 P.M. to 6:45 P.M.	10:15 P.M.	ABC	5.7	6.0	5.9	5.3	3.6	5.1	7:15 P.M. to 7:30 P.M.
	CBS	13.7	14.6	15.9	11.5	12.5	10.2			CBS	10.6	10.3	13.1	8.9	12.2	9.1	
	MBS	3.4	3.5	3.8	2.8	3.3	3.3			MBS	2.5	2.1	2.8	2.1	2.4	3.8	
	NBC	15.6	14.9	18.4	16.9	17.2	11.3			NBC	14.5	12.4	17.8	14.7	18.1	15.9	
Sets-In-Use		39.5	39.9	43.7	37.8	38.7	33.9		Sets-In-Use		35.5	33.3	40.9	33.2	38.1	37.0	
Available Homes		82.8	82.5	84.1	81.4	83.5	83.2		Available Homes		81.2	79.7	83.9	80.6	82.0	82.3	

6:45 P.M.	ABC	4.3	4.2	4.2	4.6	4.7	4.5	6:45 P.M. to 7:00 P.M.	10:30 P.M.	ABC	4.0†		4.4	3.8	3.7	3.7	7:30 P.M. to 7:45 P.M.
	CBS	13.2	14.0	14.6	11.3	12.0	11.1			CBS	9.2†		10.9	7.5	10.0	8.4	
	MBS	3.2	3.2	3.6	2.3	3.8	3.6			MBS	4.2†		4.1	2.3	3.7	7.0	
	NBC	15.6	14.7	19.1	16.5	17.0	11.5			NBC	15.6†		15.9	15.0	19.8	14.7	
Sets-In-Use		38.7	38.7	42.5	36.7	39.1	35.3		Sets-In-Use		35.3†		36.8	30.5	40.6	37.5	
Available Homes		81.7	81.0	82.9	81.4	81.0	83.3		Available Homes		81.9†		83.7	79.7	81.3	81.9	

7:00 P.M.	ABC	5.5	5.7	5.6	5.9	3.9	4.7	7:00 P.M. to 7:15 P.M.	10:45 P.M.	ABC	3.6†		4.2	3.2	3.7	3.2	7:45 P.M. to 8:00 P.M.
	CBS	10.8	10.9	13.1	9.3	11.3	5.8			CBS	8.5†		9.2	6.7	11.5	8.7	
	MBS	2.4	2.2	2.6	1.7	2.7	3.7			MBS	4.5†		4.4	2.3	2.9	8.6	
	NBC	15.2	13.4	18.2	16.1	18.8	14.3			NBC	15.2†		15.5	14.1	19.4	14.8	
Sets-In-Use		36.4	34.8	40.8	34.7	40.0	35.8		Sets-In-Use		33.9†		34.5	28.2	40.2	38.7	
Available Homes		81.4	80.6	83.1	80.3	81.1	82.9		Available Homes		81.4†		83.5	78.9	82.1	81.0	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1946 THRU APRIL, 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	3.7	3.9	3.5	3.2	3.4	3.7	3:00 P.M. to 3:30 P.M.
to	CBS	3.6	4.5	4.2	2.9	1.4	1.3	
	MBS	3.3	4.0	4.2	1.8	4.6	0.9	
5:30 P.M.	NBC	6.3	7.1	4.3	7.9	5.8	4.8	
Sets-In-Use		21.2	25.3	20.5	17.9	19.6	13.4	
Available Homes		80.3	85.8	83.5	79.6	74.9	60.4	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:30 P.M.	ABC	9.1	10.8	11.3	8.5	4.4	2.3	4:30 P.M. to 5:00 P.M.
to	CBS	9.9	13.8	10.2	7.7	4.0	1.9	
	MBS	3.0	2.3	4.1	2.3	5.6	3.0	
8:00 P.M.	NBC	6.7	6.1	7.6	8.7	6.7	4.8	
Sets-In-Use		32.0	37.2	36.2	29.1	23.9	15.5	
Available Homes		83.7	85.9	86.9	84.4	81.8	71.9	

6:30 P.M.	ABC	3.5	3.7	4.1	3.8	2.5	1.6	3:30 P.M. to 4:00 P.M.
to	CBS	4.5	4.0	6.8	5.1	3.0	2.3	
	MBS	4.2	5.1	4.7	3.1	5.9	1.3	
7:00 P.M.	NBC	7.3	9.6	5.1	6.8	5.9	4.4	
Sets-In-Use		23.6	27.9	24.4	20.6	21.9	13.0	
Available Homes		82.2	86.8	87.1	82.4	74.2	61.9	

8:00 P.M.	ABC	4.2	3.2	4.3	7.5	6.5	2.7	5:00 P.M. to 5:30 P.M.
to	CBS	13.8	16.7	17.2	11.2	11.5	3.3	
	MBS	3.6	4.0	4.2	2.5	4.3	2.1	
8:30 P.M.	NBC	9.9	11.6	10.8	10.1	5.6	3.7	
Sets-In-Use		34.7	38.9	38.8	33.2	31.2	17.3	
Available Homes		83.8	84.6	87.5	83.4	82.8	76.5	

7:00 P.M.	ABC	3.1	3.1	2.7	4.7	3.1	1.8	4:00 P.M. to 4:30 P.M.
to	CBS	6.5	7.0	8.9	6.8	4.6	0.9	
	MBS	5.4	6.4	6.2	2.6	5.0	5.0	
7:30 P.M.	NBC	8.6	9.9	8.1	9.2	6.1	5.0	
Sets-In-Use		27.6	31.3	30.5	24.6	23.7	16.4	
Available Homes		83.1	85.9	88.1	84.0	80.4	66.2	

8:30 P.M.	ABC	7.2	8.2	7.3	8.4	4.1	3.0	5:30 P.M. to 6:00 P.M.
to	CBS	14.2	15.0	17.7	13.0	13.3	5.1	
	MBS	5.8	6.3	6.7	3.5	9.7	4.7	
9:00 P.M.	NBC	10.0	10.5	9.6	11.0	11.8	7.2	
Sets-In-Use		39.8	43.7	42.7	38.0	40.4	24.8	
Available Homes		84.1	84.0	86.0	82.6	85.5	83.2	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1946 THRU APRIL, 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	
6:00 P.M.	ABC	4.6	4.8	5.3	5.3	3.9	2.4	6:00 P.M.	10:30 P.M.	ABC	2.6†		1.4	2.2	4.6	4.8	7:30 P.M.
	CBS	23.3	24.5	27.0	19.5	26.2	18.0		to		CBS	14.4†		16.6	12.0	17.6	
	MBS	4.7	4.4	5.0	4.4	5.5	5.6	6:30 P.M.	11:00 P.M.	MBS	4.7†		5.4	1.9	3.1	8.1	8:00 P.M.
	NBC	8.9	9.7	9.6	9.4	8.6	4.9				NBC	12.3†		13.1	11.1	14.7	
Sets-In-Use		43.7	45.6	48.2	40.3	45.5	34.6		Sets-In-Use		35.9†		37.6	29.0	42.0	40.4	
Available Homes		83.9	83.5	85.4	81.9	85.3	84.9		Available Homes		83.1†		84.5	80.5	83.8	84.0	

6:30 P.M.	ABC	3.6	3.2	3.9	3.9	3.7	3.7	6:30 P.M.	11:00 P.M.	ABC					6.0	4.8	8:00 P.M.
	CBS	24.6	25.5	23.2	21.0	26.2	19.5		to		CBS				9.8	7.4	
	MBS	4.0	4.3	4.4	3.4	4.6	3.3	7:00 P.M.	11:30 P.M.	MBS				4.5	10.8	8:30 P.M.	
	NBC	7.2	7.2	7.9	7.5	7.7	5.4				NBC				11.9		10.7
Sets-In-Use		41.7	42.7	45.9	37.9	44.1	35.3		Sets-In-Use					34.7	38.0		
Available Homes		84.3	83.4	85.1	84.4	84.4	86.3		Available Homes					82.0	81.3		

7:00 P.M.	ABC	1.9	1.2	1.0	1.8	2.7	5.9	7:00 P.M.	11:30 P.M.	ABC					3.5	3.8	8:30 P.M.
	CBS	22.1	22.4	27.3	18.8	24.7	16.8		to		CBS				9.8	13.0	
	MBS	2.2	1.8	2.0	2.7	2.1	3.1	7:30 P.M.	12:00 Mid.	MBS				4.4	11.1	9:00 P.M.	
	NBC	7.8	6.8	10.1	7.9	9.5	7.5				NBC				6.7		9.0
Sets-In-Use		36.3	34.5	42.3	33.2	41.5	36.3		Sets-In-Use					27.1	40.3		
Available Homes		83.1	82.6	85.4	81.4	83.4	83.7		Available Homes					81.0	82.4		

For Explanation of Symbols See Page D



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1946 THRU APRIL, 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						1.6	9:00 P.M. to 9:30 P.M.
to	CBS						19.1	
12:30 A.M.	MBS						5.4	
	NBC						8.5	
Sets-In-Use							38.3	
Available Homes							81.4	

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								

12:30 A.M.	ABC						2.6	9:30 P.M. to 10:00 P.M.
to	CBS						15.8	
1:00 A.M.	MBS						2.5	
	NBC						5.5	
Sets-In-Use							31.2	
Available Homes							76.2	

	ABC							
	CBS							
	MBS							
	NBC							
Sets-In-Use								
Available Homes								

1:00 A.M.	ABC						1.1	10:00 P.M. to 10:15 P.M.
to	CBS						5.9	
1:15 A.M.	MBS						3.5	
	NBC						8.9	
Sets-In-Use							22.9	
Available Homes							72.2	

	ABC							
	CBS							
	MBS							
	NBC							
Sets-In-Use								
Available Homes								



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1946 THRU APRIL, 1947

EVENING AUDIENCES

DAYS: TUESDAYS

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	
7:30 P.M.	ABC	3.3	3.1	3.4	3.6	4.6	3.5	3:00 P.M.	ABC	4.6	5.9	3.2	5.1	4.0	2.2	4:30 P.M.	
	CBS	3.5	4.0	4.3	3.6	1.4	1.6	to	CBS	9.9	11.9	11.2	9.6	6.6	2.6	to	
	MBS	3.6	4.3	4.5	2.5	3.9	0.6	3:30 P.M.	MBS	3.8	3.0	6.6	2.3	7.8	2.7	5:00 P.M.	
	NBC	5.8	6.5	4.4	7.5	4.6	3.7		NBC	7.8	8.2	9.8	8.5	6.5	3.2		
Sets-In-Use		20.6	23.8	20.5	19.5	16.8	12.5		Sets-In-Use		30.2	34.1	34.2	27.8	27.7	15.2	
Available Homes		79.9	86.2	83.4	78.9	69.6	57.9		Available Homes		83.9	85.0	88.9	84.5	83.5	72.0	

8:00 P.M.	ABC	3.6	3.5	4.9	3.4	2.4	2.3	3:30 P.M.	8:00 P.M.	ABC	3.7	2.7	3.7	5.8	4.1	4.3	5:00 P.M.
	CBS	4.8	4.2	7.1	5.5	2.4	2.6	to	to	CBS	14.3	16.1	18.7	14.0	11.2	3.2	to
	MBS	4.4	4.9	5.3	4.2	4.3	1.4	4:00 P.M.	8:30 P.M.	MBS	4.8	5.9	4.4	3.5	6.7	2.8	5:30 P.M.
	NBC	7.7	9.9	5.8	6.9	6.2	5.1		NBC	9.4	10.2	10.8	10.5	5.5	4.4		
Sets-In-Use		24.8	28.2	26.7	22.4	13.7	15.5		Sets-In-Use		35.1	38.3	39.8	35.3	31.0	19.1	
Available Homes		82.7	87.4	87.7	82.0	76.5	62.4		Available Homes		84.4	84.7	88.2	84.9	84.8	76.6	

8:30 P.M.	ABC	2.8	2.8	2.7	3.9	1.4	2.0	4:00 P.M.	8:30 P.M.	ABC	2.7	2.9	2.7	2.8	2.1	2.3	5:30 P.M.
	CBS	6.7	7.5	7.6	7.3	6.3	1.8	to	to	CBS	7.5	8.2	9.2	7.2	6.9	3.4	to
	MBS	5.3	5.9	6.3	3.4	4.3	4.5	4:30 P.M.	9:00 P.M.	MBS	9.2	11.8	9.5	6.3	9.5	3.6	6:00 P.M.
	NBC	8.7	10.5	8.1	8.8	5.9	4.4		NBC	15.4	14.3	18.6	19.1	13.6	10.5		
Sets-In-Use		27.4	31.7	23.5	25.0	21.5	16.5		Sets-In-Use		37.8	40.2	42.3	37.3	35.5	25.0	
Available Homes		82.7	85.7	86.5	83.8	77.0	66.9		Available Homes		83.4	82.6	86.8	83.3	86.1	80.1	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1946 THRU APRIL, 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	2.4	2.5	2.1	2.6	3.7	2.1	6:00 P.M.
to	CBS	8.0	8.4	10.4	6.0	6.5	6.3	
9:30 P.M.	MBS	5.6	5.4	6.3	3.2	6.3	5.0	6:30 P.M.
	NBC	24.3	22.5	27.2	31.0	22.5	17.6	
Sets-In-Use		43.0	43.3	47.0	44.6	40.7	34.4	
Available Homes		63.5	63.4	65.0	62.7	64.3	62.6	

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†		2.1	1.9	1.3	1.6	7:30 P.M.
to	CBS	2.5†		2.7	2.3	2.8	2.1	
11:00 P.M.	MBS	3.1†		3.1	1.6	2.6	5.4	8:00 P.M.
	NBC	29.4†		31.0	25.5	36.8	29.6	
Sets-In-Use		38.6†		40.4	32.5	45.7	41.8	
Available Homes		82.7†		84.7	80.0	85.4	82.1	

9:30 P.M.	ABC	1.7	1.5	2.2	1.8	1.2	1.6	6:30 P.M.
to	CBS	8.0	9.6	9.8	6.2	3.9	3.2	
10:00 P.M.	MBS	2.4	2.5	2.0	1.6	2.7	3.2	7:00 P.M.
	NBC	28.9	25.5	34.2	31.9	33.9	26.8	
Sets-In-Use		43.3	42.0	49.1	43.4	41.0	38.8	
Available Homes		63.3	63.1	64.5	62.2	62.0	63.6	

11:00 P.M.	ABC					2.6	3.7	8:00 P.M.
to	CBS					7.9	6.0	
11:30 P.M.	MBS					8.1	7.2	8:30 P.M.
	NBC					17.4	16.3	
Sets-In-Use						38.6	37.3	
Available Homes						83.5	82.3	

10:00 P.M.	ABC	1.5	1.2	1.9	1.9	0.9	1.8	7:00 P.M.
to	CBS	3.3	3.7	3.8	2.7	3.0	2.0	
10:30 P.M.	MBS	2.0	1.7	2.2	1.3	1.7	3.9	7:30 P.M.
	NBC	30.3	26.3	37.0	30.5	37.3	31.9	
Sets-In-Use		39.3	35.5	46.2	37.8	44.6	42.6	
Available Homes		82.3	80.4	86.8	80.8	85.6	82.9	

11:30 P.M.	ABC					2.1	5.8	8:30 P.M.
to	CBS					3.7	5.8	
12:00 Mid.	MBS					3.9	9.9	9:00 P.M.
	NBC					13.3	11.2	
Sets-In-Use						25.3	36.1	
Available Homes						81.3	80.2	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1946 THRU APRIL, 1947

EVENING AUDIENCES

DAYS: TUESDAYS

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. to 9:30 P.M.	ABC						3.1	9:00 P.M. to 9:30 P.M.	ABC								
	CBS						11.6		CBS								
	MBS						5.7		MBS								
	NBC						9.4		NBC								
Sets-In-Use							34.7	Sets-In-Use									
Available Homes							79.3	Available Homes									
9:30 P.M. to 10:00 P.M.	ABC						2.6	9:30 P.M. to 10:00 P.M.	ABC								
	CBS						10.1		CBS								
	MBS						2.2		MBS								
	NBC						5.4		NBC								
Sets-In-Use							26.6	Sets-In-Use									
Available Homes							76.0	Available Homes									
10:00 P.M. to 10:15 P.M.	ABC						3.0	10:00 P.M. to 10:15 P.M.	ABC								
	CBS						7.3		CBS								
	MBS						2.7		MBS								
	NBC						8.1		NBC								
Sets-In-Use							25.5	Sets-In-Use									
Available Homes							72.9	Available Homes									



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1946 THRU APRIL, 1947

EVENING AUDIENCES

DAYS: WEDNESDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
6:00 P.M.	ABC	3.7	3.7	3.9	3.5	4.0	3.6	3:00 P.M. to 3:30 P.M.
to	CBS	4.1	4.6	4.5	3.6	2.4	2.2	
6:30 P.M.	MBS	3.9	4.6	4.6	3.4	2.9	1.3	
	NBC	5.8	6.7	3.7	7.9	5.1	3.5	
Sets-In-Use		22.0	25.3	21.4	20.9	17.0	14.7	
Available Homes		79.8	85.8	82.5	79.4	70.7	59.3	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:30 P.M.	ABC	8.0	9.4	9.6	8.1	4.5	1.9	4:30 P.M.
to	CBS	8.7	11.1	10.2	6.8	5.6	2.0	to
8:00 P.M.	MBS	3.1	2.8	4.3	2.2	6.6	2.0	5:00 P.M.
	NBC	7.2	7.4	7.8	9.1	6.1	3.8	
Sets-In-Use		31.4	34.3	35.0	28.5	26.6	14.9	
Available Homes		83.2	83.9	86.4	83.7	82.1	72.5	

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	3.2	4.5	3.2	2.0	2.7	3:30 P.M. to 4:00 P.M.
to	CBS	4.6	4.2	6.4	5.8	3.2	2.0	
7:00 P.M.	MBS	4.5	4.8	5.9	4.4	4.5	1.4	
	NBC	7.4	9.9	5.5	6.5	6.0	4.3	
Sets-In-Use		24.6	20.4	26.5	22.0	19.9	14.5	
Available Homes		81.9	85.6	87.4	82.7	74.9	62.6	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:00 P.M.	ABC	4.0	2.7	4.0	6.9	8.3	3.0	5:00 P.M. to 5:30 P.M.
to	CBS	10.5	12.7	13.3	7.5	11.4	2.6	
8:30 P.M.	MBS	5.1	6.3	4.4	4.3	5.4	2.8	
	NBC	12.1	12.8	14.8	14.9	5.1	4.4	
Sets-In-Use		35.0	38.5	38.3	35.7	33.7	18.2	
Available Homes		82.9	82.8	86.2	83.4	86.2	76.3	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:00 P.M.	ABC	3.1	3.4	2.6	3.8	2.2	1.9	4:00 P.M. to 4:30 P.M.
to	CBS	6.7	7.6	7.6	7.1	6.9	1.3	
7:30 P.M.	MBS	5.0	6.0	5.5	3.4	5.1	3.1	
	NBC	6.9	9.8	9.0	9.8	5.8	5.8	
Sets-In-Use		26.0	31.9	29.7	25.6	22.8	17.3	
Available Homes		82.4	84.8	87.5	84.2	79.7	65.0	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
8:30 P.M.	ABC	2.5	2.8	2.7	3.7	3.5	2.3	5:30 P.M. to 6:00 P.M.
to	CBS	12.6	13.9	15.1	11.5	17.9	4.6	
9:00 P.M.	MBS	2.7	2.9	2.4	1.7	4.6	3.5	
	NBC	15.0	16.7	17.8	16.2	7.5	6.2	
Sets-In-Use		36.9	40.4	40.2	35.1	37.8	23.1	
Available Homes		82.4	82.4	84.3	81.1	83.7	81.2	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1946 THRU APRIL, 1947

EVENING AUDIENCES

DAYS: WEDNESDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:00 P.M.	ABC	3.9	4.3	3.6	4.1	3.9	2.9	6:00 P.M. to 6:30 P.M.
	CBS	9.7	10.5	11.6	9.0	8.3	6.1	
	MBS	4.6	4.4	5.1	3.7	6.1	5.5	
	NBC	18.7	19.9	21.3	20.7	15.2	10.3	
Sets-In-Use		39.2	41.4	43.0	39.3	35.2	28.2	
Available Homes		82.7	82.1	83.8	82.5	83.9	83.0	
10:30 P.M.	ABC	6.3†		9.6	5.8	2.7	2.3	7:30 P.M. to 8:00 P.M.
	CBS	9.5†		10.0	7.0	13.6	11.1	
	MBS	4.5†		3.4	2.7	2.3	9.7	
	NBC	12.6†		12.0	13.0	16.8	11.7	
Sets-In-Use		35.1†		36.5	30.7	38.0	38.1	
Available Homes		81.4†		83.7	79.2	81.6	80.6	
11:00 P.M.	ABC					16.7	5.1	8:00 P.M. to 8:30 P.M.
	CBS					4.3	7.5	
	MBS					3.6	10.2	
	NBC					10.5	11.9	
Sets-In-Use						37.9	38.4	
Available Homes						81.9	79.9	
11:30 P.M.	ABC					8.0	3.1	8:30 P.M. to 9:00 P.M.
	CBS					2.5	10.5	
	MBS					3.1	2.7	
	NBC					16.9	19.3	
Sets-In-Use						32.0	40.1	
Available Homes						81.9	79.2	
12:00 Mid.	ABC							
12:30 P.M.	ABC	16.2	18.9	17.7	16.2	5.3	6.9	7:00 P.M. to 7:30 P.M.
	CBS	6.9	6.8	8.7	4.9	8.4	6.6	
	MBS	2.3	1.7	2.4	1.6	4.0	5.3	
	NBC	10.1	7.5	12.1	11.4	16.3	12.4	
Sets-In-Use		37.5	37.1	41.7	35.7	36.5	34.9	
Available Homes		81.7	80.4	82.9	81.4	82.2	84.0	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1946 THRU APRIL, 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 Mid.	ABC						16.9	9:00 P.M.
to	CBS						4.1	
12:30 A.M.	MBS						3.9	
	NBC						12.3	
Sets-In-Use							41.0	
Available Homes							77.9	

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								

12:30 A.M.	ABC						9.7	9:30 P.M.
to	CBS						5.9	
1:00 A.M.	MBS						1.6	
	NBC						14.0	
Sets-In-Use							35.1	
Available Homes							75.4	

	ABC							
	CBS							
	MBS							
	NBC							
Sets-In-Use								
Available Homes								

1:00 A.M.	ABC						4.1	10:00 P.M.
to	CBS						4.3	
1:15 A.M.	MBS						2.4	
	NBC						10.7	
Sets-In-Use							26.4	
Available Homes							75.4	

	ABC							
	CBS							
	MBS							
	NBC							
Sets-In-Use								
Available Homes								



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1946 THRU APRIL, 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								Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific					East	North Central	South	Mountain	Pacific	
7:00 P.M.	ABC	3.4	3.0	3.4	2.9	6.3	4.7	3:00 P.M.	7:30 P.M.	ABC	3.5	3.2	3.6	4.8	4.8	2.4	4:30 P.M.
	CBS	3.7	4.0	5.0	3.8	1.7	1.1	to	to	CBS	11.5	15.1	14.2	7.4	7.3	2.7	to
	MBS	3.4	4.0	4.5	2.3	3.2	1.1	3:30 P.M.	8:00 P.M.	MBS	3.6	3.3	5.8	2.8	5.6	1.8	5:00 P.M.
	NBC	5.9	6.6	4.2	7.6	6.3	4.1			NBC	7.8	7.9	7.7	10.7	7.7	4.0	
Sets-In-Use		21.1	23.9	21.5	18.8	20.3	14.3		Sets-In-Use		29.7	33.4	33.7	27.6	28.2	14.9	
Available Homes		79.8	84.9	83.8	77.6	72.1	61.7		Available Homes		83.1	84.2	85.5	83.9	84.5	72.6	
8:00 P.M.	ABC	3.4	2.9	3.7	4.0	3.1	3.6	3:30 P.M.	8:00 P.M.	ABC	3.5	2.5	3.4	5.6	2.4	3.9	5:00 P.M.
	CBS	4.8	4.5	7.1	5.5	2.9	1.7	to	to	CBS	12.7	16.1	16.2	9.3	7.2	2.7	to
	MBS	4.1	4.6	5.2	3.6	5.7	1.0	4:00 P.M.	9:30 P.M.	MBS	2.7	2.5	3.0	1.7	3.6	3.1	5:30 P.M.
	NBC	7.6	10.1	5.2	6.5	6.5	5.3			NBC	13.5	14.2	15.2	17.0	14.5	4.3	
Sets-In-Use		24.7	28.4	25.4	22.3	22.4	15.3		Sets-In-Use		35.2	38.6	39.6	35.7	30.7	18.3	
Available Homes		81.6	85.6	82.3	80.6	74.3	64.1		Available Homes		83.1	82.5	86.7	83.9	84.8	77.7	
9:00 P.M.	ABC	2.9	2.7	2.6	4.1	3.5	1.9	4:00 P.M.	8:30 P.M.	ABC	3.7	3.7	4.3	3.6	2.7	3.4	5:30 P.M.
	CBS	6.7	7.8	9.0	5.8	4.8	1.2	to	to	CBS	12.7	16.0	15.0	10.5	2.7	4.6	to
	MBS	5.1	5.6	6.3	2.7	6.4	4.1	4:30 P.M.	9:00 P.M.	MBS	2.5	2.3	2.5	1.8	3.3	3.9	6:00 P.M.
	NBC	8.8	9.6	9.2	9.6	5.9	4.8			NBC	15.5	15.2	17.7	18.9	23.0	6.2	
Sets-In-Use		27.7	31.4	30.6	24.4	23.3	16.8		Sets-In-Use		37.0	39.9	41.0	36.6	34.7	23.2	
Available Homes		82.8	84.9	85.1	83.3	79.1	68.1		Available Homes		82.4	81.9	83.9	83.6	85.3	80.3	

For Explanation of Symbols See Page 3



THURSDAYS

Page 27

"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1946 THRU APRIL, 1947

EVENING AUDIENCES

DAYS: THURSDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
9:00 P.M.	ABC	4.4	4.8	4.4	4.9	4.4	2.5	6:00 P.M. to 6:30 P.M.
to	CBS	12.7	14.4	14.0	11.5	10.3	7.7	
9:30 P.M.	MBS	5.0	5.0	5.8	2.9	7.4	5.9	
	NBC	12.8	13.0	14.1	14.5	13.1	8.5	
Sets-In-Use		37.8	40.2	39.5	36.2	37.0	29.8	
Available Homes		82.4	81.8	81.8	81.7	83.8	85.6	

New York Time	Net-Work	Over-All Averages	"Sectional" Hooperatings					Pacific Time
			East	North Central	South	Mountain	Pacific	
			10:30 P.M.	ABC	2.2†	1.4	2.4	
to	CBS	6.9†	7.8	5.8	9.1	5.0		
11:00 P.M.	MBS	4.7†	4.9	2.4	5.1	7.6		
	NBC	16.2†	16.2	15.6	18.7	16.2		
Sets-In-Use		32.0†	31.4	27.9	37.6	36.9		
Available Homes		81.7†	83.0	80.0	79.6	82.4		

9:30 P.M. to 10:00 P.M.	ABC	2.9	2.5	2.4	3.8	4.6	3.1	6:30 P.M. to 7:00 P.M.
	CBS	13.1	13.8	14.9	12.2	13.7	8.9	
	MBS	3.4	3.5	3.5	2.5	4.6	3.5	
	NBC	12.1	11.9	14.8	11.5	10.4	9.2	
Sets-In-Use		34.3	34.8	36.9	32.1	35.2	30.8	
Available Homes		82.0	82.0	82.1	80.9	85.5	82.2	

11:00 P.M. to 11:30 P.M.	ABC					3.9	3.6	8:00 P.M. to 8:30 P.M.
	CBS					7.5	8.1	
	MBS					5.1	6.1	
	NBC					11.6	11.8	
Sets-In-Use						30.5	34.8	
Available Homes						78.3	80.0	

10:00 P.M. to 10:30 P.M.	ABC	2.1	1.2	1.6	3.0	3.5	4.5	7:00 P.M. to 7:30 P.M.
	CBS	10.5	9.3	13.1	10.7	13.0	9.0	
	MBS	3.1	3.3	3.7	1.9	3.3	3.1	
	NBC	14.3	13.0	17.2	14.8	15.3	12.8	
Sets-In-Use		32.8	30.2	36.9	32.7	38.3	33.4	
Available Homes		80.9	79.5	82.1	81.6	80.3	82.6	

11:30 P.M. to 12:00 Mide.	ABC					2.5	3.0	8:30 P.M. to 9:00 P.M.
	CBS					12.2	13.4	
	MBS					3.6	1.5	
	NBC					6.3	15.9	
Sets-In-Use						27.7	37.1	
Available Homes						80.5	79.4	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1946 THRU APRIL, 1947

EVENING AUDIENCES

DAYS: THURSDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
9:00 P.M.	ABC					1.9	9:00 P.M. to 9:30 P.M.	
	CBS					12.8		
	MBS					4.1		
	NBC					13.5		
Sets-In-Use						36.8		
Available Homes						78.2		
9:30 P.M.	ABC					4.2	9:30 P.M. to 10:00 P.M.	
	CBS					6.5		
	MBS					1.5		
	NBC					12.1		
Sets-In-Use						28.8		
Available Homes						76.5		
10:00 P.M.	ABC					2.5	10:00 P.M. to 10:15 P.M.	
	CBS					5.0		
	MBS					2.7		
	NBC					12.5		
Sets-In-Use						27.2		
Available Homes						76.0		



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1946 THRU APRIL, 1947

EVENING AUDIENCES

DAYS: FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
6:00 P.M.	ABC	3.1	3.1	3.0	3.1	3.4	3.2	3:00 P.M. to 3:30 P.M.
to	CBS	3.7	3.8	4.3	4.6	3.0	1.7	
6:30 P.M.	MBS	3.4	4.0	4.5	2.2	4.4	0.8	
	NBC	6.2	6.8	4.7	7.5	5.5	5.1	
Sets-In-Use		20.9	23.8	19.9	19.7	19.9	14.7	
Available Homes		79.2	84.6	83.7	78.3	69.7	59.1	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
7:30 P.M.	ABC	8.9	10.6	10.3	8.9	5.5	2.5	4:30 P.M. to 5:00 P.M.
to	CBS	6.6	7.8	8.1	5.8	5.3	1.3	
8:00 P.M.	MBS	2.9	2.7	3.8	1.6	5.9	3.0	
	NBC	7.5	7.7	7.9	9.4	6.5	4.3	
Sets-In-Use		29.3	33.2	32.4	27.1	26.1	15.8	
Available Homes		82.0	82.1	87.0	82.8	83.1	72.5	

6:30 P.M.	ABC	3.3	2.7	4.4	3.9	2.2	3.1	3:30 P.M. to 4:00 P.M.
to	CBS	4.7	4.2	6.2	6.3	3.6	1.9	
7:00 P.M.	MBS	3.8	4.1	4.9	3.5	5.4	1.2	
	NBC	7.1	9.0	5.8	5.9	5.6	5.1	
Sets-In-Use		23.3	25.6	26.1	21.1	20.0	15.3	
Available Homes		81.0	84.4	85.1	81.6	75.3	64.3	

8:00 P.M.	ABC	9.1	10.9	9.3	8.8	10.3	2.7	5:00 P.M. to 5:30 P.M.
to	CBS	12.8	14.7	10.1	11.8	12.0	2.9	
8:30 P.M.	MBS	2.6	2.8	2.6	1.9	4.1	2.4	
	NBC	7.0	7.3	7.4	7.9	6.8	3.9	
Sets-In-Use		34.0	38.7	36.9	31.8	35.4	16.4	
Available Homes		81.4	80.4	86.7	83.1	85.8	74.3	

7:00 P.M.	ABC	2.8	3.1	2.7	3.4	3.5	1.3	4:00 P.M. to 4:30 P.M.
to	CBS	6.5	7.7	7.3	6.9	3.9	1.6	
7:30 P.M.	MBS	4.7	5.1	6.1	3.0	3.3	4.4	
	NBC	8.4	9.8	8.1	8.9	5.9	4.2	
Sets-In-Use		26.2	30.0	28.1	23.9	20.8	15.5	
Available Homes		81.6	84.1	86.2	82.7	76.6	66.6	

8:30 P.M.	ABC	10.6	12.5	11.2	11.0	9.1	3.1	5:30 P.M. to 6:00 P.M.
to	CBS	10.5	10.3	13.6	11.2	14.0	4.2	
9:00 P.M.	MBS	2.7	2.7	2.9	1.6	2.2	4.1	
	NBC	9.9	10.0	11.7	10.5	10.1	6.1	
Sets-In-Use		36.3	38.2	40.6	36.0	38.1	23.3	
Available Homes		81.1	79.9	82.8	81.5	86.2	80.0	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1946 THRU APRIL, 1947

EVENING AUDIENCES

DAYS: FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
6:00 P.M.	ABC	9.9	13.3	9.2	7.7	7.1	3.0	6:00 P.M. to 6:30 P.M.
	CBS	8.0	8.0	9.8	7.4	7.8	6.3	
	MBS	4.2	4.2	4.6	2.9	4.6	5.0	
	NBC	14.0	11.9	16.6	17.1	12.8	13.2	
Sets-In-Use		38.3	39.7	41.8	37.2	34.9	30.5	
Available Homes		80.2	79.1	82.1	78.9	79.9	83.0	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:30 P.M.	ABC	6.1†		6.7	5.4	8.7	5.0	7:30 P.M. to 8:00 P.M.
	CBS	11.0†		13.1	8.6	10.7	10.5	
	MBS	4.7†		4.4	3.0	3.4	8.0	
	NBC	6.8†		6.7	7.4	10.3	5.2	
Sets-In-Use		31.5†		32.7	26.7	38.5	33.6	
Available Homes		79.2†		82.0	76.7	78.0	78.1	

6:30 P.M.	ABC	8.3	9.0	8.1	8.4	7.7	5.9	6:30 P.M. to 7:00 P.M.
	CBS	12.0	13.1	12.2	10.4	9.1	11.4	
	MBS	3.9	3.8	5.5	3.4	2.9	2.7	
	NBC	10.4	9.4	13.2	10.9	10.4	8.6	
Sets-In-Use		36.9	37.6	40.0	35.1	32.2	33.4	
Available Homes		79.4	78.7	81.2	79.1	74.5	81.4	

11:00 P.M.	ABC					11.4	4.7	8:00 P.M. to 8:30 P.M.
	CBS					8.4	8.3	
	MBS					4.0	7.0	
	NBC					6.3	8.1	
Sets-In-Use						32.7	33.7	
Available Homes						82.1	74.3	

7:00 P.M.	ABC	5.9	6.3	6.1	4.9	5.9	5.5	7:00 P.M. to 7:30 P.M.
	CBS	10.7	10.7	13.0	8.6	10.3	10.1	
	MBS	2.6	2.4	3.1	2.0	1.7	3.3	
	NBC	12.0	10.9	14.0	12.3	13.4	11.7	
Sets-In-Use		33.7	32.6	37.5	30.3	34.4	35.3	
Available Homes		73.4	77.7	80.6	77.0	76.3	79.6	

11:30 P.M.	ABC					5.8	12.0	8:30 P.M. to 9:00 P.M.
	CBS					7.5	5.8	
	MBS					6.6	2.8	
	NBC					3.9	8.2	
Sets-In-Use						26.5	34.0	
Available Homes						79.6	75.8	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1946 THRU APRIL, 1947

EVENING AUDIENCES

DAYS: FRIDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
12:00 Mid.	ABC						9.4	9:00 P.M.
to	CBS						12.6	to
12:30 A.M.	MBS						4.6	9:30 P.M.
	NBC						3.6	
Sets-In-Use							35.0	
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								

12:30 A.M.	ABC						4.0	9:30 P.M.
to	CBS						11.8	to
1:00 A.M.	MBS						1.9	10:00 P.M.
	NBC						4.5	
Sets-In-Use							28.4	
Available Homes							71.0	

	ABC							
	CBS							
	MBS							
	NBC							
Sets-In-Use								
Available Homes								

1:00 A.M.	ABC						1.6	10:00 P.M.
to	CBS						6.1	to
1:15 A.M.	MBS						3.5	10:15 P.M.
	NBC						7.3	
Sets-In-Use							23.1	
Available Homes							68.6	

	ABC							
	CBS							
	MBS							
	NBC							
Sets-In-Use								
Available Homes								



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1946 THRU APRIL, 1947

DAYTIME AUDIENCES

DAYS: SATURDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
9:30 A.M.	ABC	1.1†	1.1					
	CBS	2.4†	2.4					
	MBS	2.0†	2.0					
	NBC	2.4†	2.4					
Sets-In-Use		9.0†	9.0					
Available Homes		81.4†	81.4					

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:00 A.M.	ABC	2.4†	2.3	1.7	3.4			
	CBS	2.9†	2.6	3.2	3.5			
	MBS	2.2†	2.5	2.0	1.5			
	NBC	2.4†	1.8	2.4	4.0			
Sets-In-Use		11.9†	11.2	11.4	14.5			
Available Homes		84.1†	84.1	86.2	81.5			

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
9:30 A.M.	ABC	2.4†	2.6	1.3	3.6			
	CBS	3.3†	2.7	4.1	3.7			
	MBS	2.1†	2.2	2.2	1.5			
	NBC	2.8†	1.9	3.3	4.3			
Sets-In-Use		13.6†	12.8	13.0	16.3			
Available Homes		84.0†	84.0	86.7	80.7			

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:00 A.M.	ABC	2.1†	1.6	1.8	4.0	††		
	CBS	3.2†	2.4	4.0	3.9			
	MBS	2.3†	2.2	2.5	2.1			
	NBC	3.8†	3.5	3.7	4.7			
Sets-In-Use		14.4†	13.4	14.2	17.1			
Available Homes		82.3†	82.3	86.2	77.7			

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:30 A.M.	ABC	2.0†	1.8	1.7	2.9			
	CBS	3.4†	2.5	5.4	3.4			
	MBS	2.4†	1.9	3.6	2.2			
	NBC	4.6†	4.5	4.5	5.4			
Sets-In-Use		15.8†	15.2	17.7	15.7			
Available Homes		82.5†	82.1	85.7	79.9			

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
10:30 A.M.	ABC	2.0†	1.8	1.7	2.9			
	CBS	3.4†	2.5	5.4	3.4			
	MBS	2.4†	1.9	3.6	2.2			
	NBC	4.6†	4.5	4.5	5.4			
Sets-In-Use		15.8†	15.2	17.7	15.7			
Available Homes		82.5†	82.1	85.7	79.9			



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1946 THRU APRIL, 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	2.3	2.3	1.8	3.8	TT	1.4	8:00 A.M.	ABC	2.3	1.9	1.8	4.2	TT	1.6	9:30 A.M.	
to	CBS	6.5	5.4	8.5	7.1		4.8	to	CBS	8.3	8.7	9.3	6.2		7.8	to	
11:30 A.M.	MBS	2.2	2.4	2.9	1.9		1.2	8:30 A.M.	MBS	2.1	2.4	2.6	2.1		0.5	10:00 A.M.	
	NBC	3.9	4.2	3.3	4.7		3.3		NBC	2.9	2.4	2.6	4.4		3.1		
Sets-In-Use		18.6	19.5	19.3	19.7		13.6	Sets-In-Use		20.1	20.6	21.2	20.1		17.0		
Available Homes		80.1	80.7	81.8	77.1		79.8	Available Homes		79.6	80.1	82.0	76.7		79.7		

11:30 A.M.	ABC	2.7	2.7	1.7	4.5		1.9	8:30 A.M.
to	CBS	5.9	6.0	7.6	5.2		3.7	to
12:00 NOON	MBS	2.3	2.1	3.4	2.0		1.2	9:00 A.M.
	NBC	3.9	3.4	3.8	5.4		3.0	
Sets-In-Use		19.0	19.6	19.3	21.9		13.3	
Available Homes		80.2	80.7	81.9	78.9		79.1	

1:00 P.M.	ABC	2.0	1.9	1.4	3.6		1.2	10:00 A.M.
to	CBS	7.9	8.0	9.5	5.6		7.0	to
1:30 P.M.	MBS	2.6	2.6	3.0	2.5		1.7	10:30 A.M.
	NBC	2.8	2.0	4.1	4.9		1.1	
Sets-In-Use		20.0	20.1	23.1	18.6		15.4	
Available Homes		78.5	78.5	83.9	74.4		75.1	

12:00 NOON	ABC	2.2	2.5	1.3	3.4		1.4	9:00 A.M.
to	CBS	7.4	7.1	9.6	6.3		6.2	to
12:30 P.M.	MBS	2.4	2.1	2.9	3.1		1.0	9:30 A.M.
	NBC	3.3	3.4	2.7	4.3		2.1	
Sets-In-Use		19.4	20.1	20.5	19.3		15.1	
Available Homes		79.8	80.0	81.4	78.7		79.4	

1:30 P.M.	ABC	2.5	2.4	2.3	4.3		1.2	10:30 A.M.
to	CBS	6.9	6.2	7.4	6.6		7.7	to
2:00 P.M.	MBS	2.2	2.5	2.3	2.4		1.0	11:00 A.M.
	NBC	2.7	1.8	3.5	3.6		3.3	
Sets-In-Use		19.0	18.2	20.5	19.9		18.1	
Available Homes		78.4	79.3	81.5	75.4		73.7	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1946 THRU APRIL, 1947

DAYTIME AUDIENCES

DAYS: SATURDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:00 A.M.	ABC	3.8	4.0	3.2	4.4	TT	3.1	11:00 A.M.
	CBS	5.6	5.8	6.2	4.6		5.1	
	MBS	2.6	2.6	3.2	2.7		1.5	
	NBC	2.5	1.6	2.7	3.6		3.3	
Sets-In-Use		19.1	19.0	20.8	18.4		17.2	
Available Homes		77.1	77.1	82.6	75.8		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	4.0	4.5	3.4	4.1	TT	3.1	12:30 P.M.
	CBS	2.9	2.4	3.5	3.1		2.5	
	MBS	2.6	3.1	3.3	1.7		1.5	
	NBC	2.6	2.0	2.7	3.4		3.3	
Sets-In-Use		17.7	18.2	19.2	16.7		14.9	
Available Homes		75.5	74.5	80.5	75.2		71.9	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
11:30 A.M.	ABC	3.9	4.5	3.1	4.1		3.4	11:30 A.M.
	CBS	4.0	2.7	5.5	5.1		4.6	
	MBS	2.3	2.0	2.9	2.5		1.6	
	NBC	2.9	2.4	3.5	3.6		2.0	
Sets-In-Use		18.4	17.8	20.9	18.0		16.5	
Available Homes		76.1	75.9	81.8	74.9		70.6	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
4:00 P.M.	ABC	3.1	3.6	2.2	3.0		3.1	1:00 P.M.
	CBS	3.4	3.1	3.2	3.4		3.1	
	MBS	2.9	3.0	4.0	2.2		1.3	
	NBC	2.4	2.2	2.7	2.5		2.3	
Sets-In-Use		17.2	18.5	17.5	14.3		16.0	
Available Homes		75.2	75.0	81.4	72.6		70.8	

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	4.1	2.7	3.7		5.0	12:00 NOON
	CBS	3.3	2.6	3.8	4.4		3.2	
	MBS	2.6	2.5	2.7	2.7		3.0	
	NBC	2.3	1.9	2.3	3.0		2.0	
Sets-In-Use		17.4	17.7	16.2	17.1		19.1	
Available Homes		75.5	75.0	81.1	72.5		73.2	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
4:30 P.M.	ABC	3.9	4.6	3.4	2.4		4.2	1:30 P.M.
	CBS	3.3	2.5	3.7	3.1		4.5	
	MBS	2.8	2.6	4.0	2.3		0.8	
	NBC	2.3	2.2	2.9	2.4		1.3	
Sets-In-Use		18.0	18.7	18.8	15.0		17.7	
Available Homes		76.1	77.5	79.7	73.6		70.0	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1946 THRU APRIL, 1947

DAYTIME-EVENING AUDIENCES

DAYS: SATURDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
5:00 P.M.	ABC	3.3	3.8	3.2	2.7	††	2.5	2:00 P.M. to 2:30 P.M.
to	CBS	3.2	2.5	3.2	4.0		3.4	
	MBS	2.9	2.8	4.7	2.0		1.2	
5:30 P.M.	NBC	3.3	3.8	2.3	3.7		1.9	
Sets-In-Use		18.5	19.9	19.4	16.2		14.6	
Available Homes		77.0	79.7	80.8	73.6		67.9	

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings					
			East	North Central	South	Mountain	Pacific	
6:30 P.M.	ABC	2.4	2.5	2.0	3.4	1.9	1.5	3:30 P.M. to 4:00 P.M.
to	CBS	4.5	4.6	5.7	4.7	4.0	2.2	
	MBS	3.4	3.8	4.1	2.0	5.6	2.0	
7:00 P.M.	NBC	5.1	5.1	5.6	6.7	3.7	2.6	
Sets-In-Use		21.0	23.0	23.1	19.2	19.8	13.6	
Available Homes		79.4	81.4	83.0	79.4	74.7	70.2	

5:30 P.M.	ABC	3.0	3.9	2.1	2.7		1.9	2:30 P.M. to 3:00 P.M.
to	CBS	3.3	3.1	4.2	3.2		2.5	
	MBS	3.1	2.6	3.9	3.6		1.9	
6:00 P.M.	NBC	4.1	4.2	3.4	4.8		4.5	
Sets-In-Use		19.4	21.6	18.9	17.0		16.9	
Available Homes		78.4	81.0	83.2	74.7		68.6	

7:00 P.M.	ABC	2.8	2.6	2.4	4.3	1.9	2.0	4:00 P.M. to 4:30 P.M.
to	CBS	5.8	5.7	8.5	5.4	5.2	2.4	
	MBS	4.1	4.2	5.6	2.9	4.1	3.0	
7:30 P.M.	NBC	6.1	6.2	6.4	8.5	4.9	2.2	
Sets-In-Use		24.2	25.7	27.3	23.5	19.3	16.5	
Available Homes		80.6	81.2	86.3	79.8	76.9	72.0	

5:00 P.M.	ABC	2.7	3.0	2.5	2.6	2.8	2.1	3:00 P.M. to 3:30 P.M.
to	CBS	3.6	3.9	4.0	3.8	3.6	1.5	
	MBS	3.4	3.4	4.9	2.6	6.0	1.4	
6:30 P.M.	NBC	5.4	6.0	4.9	8.3	4.5	3.0	
Sets-In-Use		20.8	23.0	22.0	18.4	19.8	14.7	
Available Homes		78.7	81.6	82.2	77.4	72.7	67.2	

7:30 P.M.	ABC	2.9	2.7	2.3	4.4	3.1	2.0	4:30 P.M. to 5:00 P.M.
to	CBS	8.6	10.2	10.7	7.7	7.5	1.7	
	MBS	3.2	3.1	5.2	1.8	3.3	1.9	
8:00 P.M.	NBC	9.0	9.2	10.3	10.7	7.3	4.7	
Sets-In-Use		27.7	25.5	32.7	26.8	23.8	16.3	
Available Homes		79.3	78.7	84.7	79.1	78.4	73.1	



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1946 THRU APRIL, 1947

EVENING AUDIENCES

DAYS: SATURDAYS

New ork me	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	Moun- tain	Pacific					East	North Central	South	Moun- tain	Pacific		
10 M.	ABC	5.4	6.7	5.1	5.3	3.8	2.1	5:00 P.M. to 5:30 P.M.	9:30 P.M.	ABC	7.4	8.7	7.3	7.0	10.5	2.1	6:30 P.M. to 7:00 P.M.	
10 M.	CBS	6.7	6.7	9.2	5.9	9.1	3.0		to	CBS	11.5	11.7	14.8	11.0	16.7	4.3		to
1:30 M.	MBS	4.7	5.5	6.0	2.4	8.1	1.9		10:00 P.M.	MBS	2.2	2.2	3.1	1.5	1.7	2.1		7:00 P.M.
1:30 M.	NBC	13.0	13.8	16.4	15.4	5.3	4.0		to	NBC	12.3	10.7	13.8	12.4	11.5	15.8		7:00 P.M.
Sets-In-Use		33.1	36.3	38.8	30.8	29.1	17.8		Sets-In-Use		36.1	35.6	41.5	34.7	42.1	29.1		
Available Homes		79.2	77.6	83.7	78.2	82.5	77.7		Available Homes		76.4	74.1	79.4	74.9	81.2	79.3		

1:30 M.	ABC	7.5	8.6	6.7	9.2	12.1	1.6	5:30 P.M. to 6:00 P.M.	10:00 P.M.	ABC	4.2	3.7	3.9	3.9	9.4	5.6	7:00 P.M. to 7:30 P.M.	
1:30 M.	CBS	9.0	9.3	12.2	8.0	7.9	4.4		to	CBS	8.2	7.8	11.4	7.3	9.6	4.7		to
1:30 M.	MBS	2.8	2.6	3.2	2.3	7.3	2.5		10:30 P.M.	MBS	3.0	3.1	3.9	2.0	2.5	2.9		7:30 P.M.
1:30 M.	NBC	14.1	15.0	18.0	15.6	5.1	5.8		to	NBC	14.7	12.4	14.7	16.6	17.7	15.9		7:30 P.M.
Sets-In-Use		36.8	38.6	43.0	37.5	35.8	20.8		Sets-In-Use		33.1	30.2	36.9	34.7	41.6	32.4		
Available Homes		77.9	75.9	81.2	76.7	83.7	78.9		Available Homes		75.2	72.9	77.8	75.7	78.3	77.3		

6:00 M.	ABC	11.3	13.3	10.4	12.7	15.6	2.7	6:00 P.M. to 6:30 P.M.	10:30 P.M.	ABC	4.8†		4.2	3.8	3.9	7.3	7:30 P.M. to 8:00 P.M.	
6:00 M.	CBS	12.5	12.7	17.2	11.9	12.6	4.9		to	CBS	7.9†		10.4	6.8	10.7	4.2		to
6:30 M.	MBS	2.2	1.7	3.4	1.3	2.6	2.6		11:00 P.M.	MBS	3.9†		4.3	1.6	2.6	6.6		8:00 P.M.
6:30 M.	NBC	8.4	7.1	9.9	10.2	6.9	8.8		to	NBC	12.8†		10.3	15.1	18.0	12.2		8:00 P.M.
Sets-In-Use		37.2	37.5	43.4	38.2	39.6	23.9		Sets-In-Use		32.2†		31.4	30.3	39.3	33.9		
Available Homes		76.6	74.3	79.9	76.2	80.0	78.6		Available Homes		75.0†		76.4	76.6	77.8	74.1		



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1946 THRU APRIL, 1947

DAYS: SATURDAYS

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings				Pacific	
			East	North Central	South	Mountain		
11:00 P.M.	ABC				1.9	3.6	8:00 P.M.	
to	CBS				8.2	4.5	to	
11:30 P.M.	MBS				5.6	3.4	8:30 P.M.	
	NBC				24.2	18.6		
Sets-In-Use					42.9	34.4		
Available Homes					76.0	70.3		

New York Time	Net-Work	HOOPERATINGS						Pacific Time
		Over-All Averages	"Sectional" Hooperatings				Pacific	
			East	North Central	South	Mountain		
12:30 A.M.	ABC					4.7	9:30 P.M.	
to	CBS					8.6	to	
1:00 A.M.	MBS					2.5	10:00 P.M.	
	NBC					5.7		
Sets-In-Use						25.9		
Available Homes						68.8		

11:30 P.M.	ABC				1.3	4.5	8:30 P.M.
to	CBS				9.8	7.1	to
12:00 Mid.	MBS				3.3	3.4	9:00 P.M.
	NBC				15.5	14.8	
Sets-In-Use					32.9	33.8	
Available Homes					73.8	70.9	

1:00 A.M.	ABC					2.8	10:00 P.M.
to	CBS					8.6	to
1:15 A.M.	MBS					1.6	10:15 P.M.
	NBC					5.8	
Sets-In-Use						23.1	
Available Homes						67.3	

12:00 Mid.	ABC					9.0	9:00 P.M.
to	CBS					8.1	to
12:30 A.M.	MBS					4.6	9:30 P.M.
	NBC					7.3	
Sets-In-Use						33.4	
Available Homes						70.9	

	ABC						
	CBS						
	MBS						
	NBC						
Sets-In-Use							
Available Homes							



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1946 THRU APRIL, 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
BOTT & GOSTELLO	14.3	13.0	17.2	14.8	15.3	12.8	BANDWAGON	19.8	19.9	21.6	20.0	13.8	18.6
DAY IN THE LIFE OF DENNIS DAY	13.4	12.6	14.7	14.3	§	12.9	BAUKHAGE TALKING (Co-op) (Program cancelled Jan. 6)	2.7	3.7	1.5	5.0	††	2.6
ADVENTURERS' CLUB (Program broadcast Feb. thru April)	6.1	6.2	8.6	4.3	§	§	BETTY CROCKER (NBC)	4.7	4.6	3.5	7.2	§	3.1
ADVENTURES OF ELLERY QUEEN	9.8	11.1	9.4	††	8.7	6.5	BIG SISTER (Program cancelled Jan. 6 & March 6)	6.7	6.8	8.2	6.2	4.2	5.1
ADVENTURES OF OZZIE & HARRIET	11.4	13.1	12.5	9.4	9.8	7.9	BIG TOWN	15.4	16.1	18.7	14.0	11.2	11.6
ADVENTURES OF SAM SPADE	10.9	9.6	10.3	11.1	10.5	15.7	BILL STERN (Program cancelled Jan. 3)	7.5†		7.3	9.3	§	5.1
ADVENTURES OF THE FALCON	10.1	11.8	9.5	6.3	9.5	9.9	BING CROSBY SHOW	17.8	18.9	17.7	16.2	16.6	16.9
ADVENTURES OF THE THIN MAN	12.0	10.7	14.4	11.8	15.4	12.4	BLONDIE	14.0	12.6	14.8	13.4	14.0	18.2
ALAN YOUNG SHOW	10.2	10.0	11.7	10.5	10.2	8.2	BOB & VICTORIA (Program broadcast Feb. thru April)	2.1	††	§	§	§	2.4
ALDRICH FAMILY	15.1	14.2	15.2	17.0	14.5	15.9	BOB BURNS SHOW	9.9	9.1	9.7	10.4	13.5	11.1
AMERICAN ALBUM OF FAMILIAR MUSIC	11.9	11.3	13.4	11.4	10.9	12.5	BOB HAYK SHOW (Rebroadcast to Central. Mountain & Pacific areas cancelled March 3.)	14.3	13.9	17.0	12.4	17.5	12.8
AMERICAN MELODY HOUR	9.7	11.5	11.2	9.6	§	2.6	BOB HOPE	30.3	26.3	37.0	30.5	37.3	31.9
AMERICA'S TOWN MEETING ON THE AIR (Co-op) (Program broadcast Jan. thru April)	4.9	4.6	5.4	6.2	††	4.8	BOSTON SYMPHONY ORCH. (Program broadcast Jan. 21 thru April)	2.6	2.8	2.6	2.6	§	2.1
ANDY ANDY	24.3	22.5	27.2	31.0	22.5	17.6	BOXING BOUT	5.9	6.3	6.1	4.9	5.9	5.5
ARTHUR HALE (Effective Jan. 4 program no longer broadcast on Saturday)	4.6	4.6	††	††	††	††	BREAKFAST CLUB (Daumit. Inc.)	4.4	4.1	5.2	4.9	4.6	3.8
MISS JENNY	7.3	7.2	8.7	††	3.4	6.3	BREAKFAST CLUB (Philco)	6.1	6.0	5.9	7.3	6.4	5.1
BACKSTAGE WIFE	6.5	5.4	6.8	10.0	5.5	6.4	BREAKFAST CLUB (Swift 9:30)	5.9	5.7	6.0	7.0	6.3	4.8



§ Insufficient for Reporting † Computed Hooperating

†† Not broadcast in Designated Area

"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1946 THRU APRIL, 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
BREAKFAST CLUB(Swift 9:15)	5.4	5.2	6.0	6.1	5.0	4.4	CRIME PHOTOGRAPHER	13.2	13.8	15.5	12.2	13.7	9.0
BREAKFAST IN HOLLYWOOD (Kellogg)	7.2	6.3	7.7	7.2	7.1	9.5	CRIMES OF CARELESSNESS	4.2	4.6	4.7	3.5	6.0	3.0
BREAKFAST IN HOLLYWOOD (P & G)	6.6	5.4	7.2	6.7	8.1	9.3	CURTAIN TIME	9.0	9.4	9.6	13.1	7.3	4.7
BREAK THE BANK	10.7	13.3	9.2	7.7	7.1	9.4	DARTS FOR DOUGH	4.4	5.3	3.9	4.9	3.4	4.3
BRIDE AND GROOM	3.9	3.3	4.2	5.0	4.2	4.0	DATE WITH JUDY	15.4	14.3	18.6	18.8	13.6	10.9
BURL IVES	2.6	2.1	3.0	2.0	§	3.4	DAVID HARUM	3.7	3.9	3.9	3.1	2.3	3.0
CAN YOU TOP THIS?	11.9	10.7	12.0	12.4	11.5	15.8	DICK TRACY (Co-op)	2.9	§	2.4	4.3	††	1.9
CAPTAIN MIDNIGHT	3.6	3.5	4.1	3.1	6.6	2.7	DR. CHRISTIAN	13.6	13.9	15.1	11.8	18.1	11.0
CARMEN CAVALLARO ORCH.	9.2	6.9	9.7	9.0	10.4	8.9	DR. I. O. (Program cancelled Mar.3)	11.8†		13.6	11.4	15.5	11.2
CASEBOOK OF GREGORY HOOD	7.3	6.6	7.5	3.6	9.7	12.6	DOCTORS TALK IT OVER, THE	1.5	1.1	1.2	2.2	§	1.7
CAVALCADE OF AMERICA	10.6	11.6	10.8	10.1	6.7	9.0	DON AMECHE SHOW	8.1	7.0	10.5	7.0	8.8	8.9
CEDRIC FOSTER (Co-op)	3.4	3.5	3.0	4.0	3.6	2.7	DOUBLE OR NOTHING	7.7	8.2	8.3	6.2	10.0	6.8
CHARLIE MCCARTHY SHOW	25.2	24.5	28.4	22.4	21.9	27.0	DREW PEARSON	8.5	9.9	8.3	7.9	§	5.7
CHECKERBOARD JAMBOREE (TT) (Broadcast on Sat. in December)	2.3	2.1	2.6	3.1	§	1.6	DUFFY'S TAVERN	18.8	20.0	21.3	20.6	15.2	10.3
CHECKERBOARD JAMBOREE(M/F) (Broadcast on Saturday in December. Rebroadcast to Central & Mountain areas cancelled Jan. 6)	2.4	2.1	2.9	2.0	§	1.5	DURANTE-MOORE	12.0	13.1	12.2	10.4	9.1	11.4
CLUB TIME	3.1	3.0	4.0	††	§	§	EDDIE CANTOR SHOW	15.0†		16.4	16.3	18.7	18.2
CONTENTED PROGRAM	7.6	6.8	10.2	7.9	9.5	7.5	EDWIN C. HILL	2.6	††	††	2.2	1.6	3.6
COUNTERSPY	8.7	9.0	9.1	8.4	9.7	7.2	ELMER DAVIS (Co-op) (Effective Jan. 30th Report, program broadcast M-F)	3.0	3.0	1.8	5.0	††	§
COUNTY FAIR	6.7	6.1	7.2	6.1	§	7.7	ETHEL & ALBERT (Co-op)	2.1	2.6	0.6	††	††	2.4
CRIME DOCTOR	11.3	9.9	13.5	12.6	11.1	10.7	EXPLORING THE UNKNOWN	4.4	4.7	4.9	3.5	6.0	2.9
							FAMILY HOUR	6.2	6.9	6.5	4.6	6.8	5.1
							FANNIE BRICE SHOW	14.1	14.7	16.1	11.8	12.0	12.1



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1946 THRU APRIL, 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
B.I. IN PEACE & WAR	14.5	16.2	14.7	10.6	11.6	13.9	GIVE AND TAKE	5.7	6.2	6.6	4.5	§	4.2
BBER MCGEE & MOLLY	28.9	25.5	34.2	31.9	33.9	26.8	GRAND CENTRAL STATION	7.6	7.6	9.2	6.1	§	7.0
BISHING & HUNTING CLUB OF THE AIR	2.7	2.7	2.5	††	§	§	GRAND MARQUEE (Program broadcast Feb. thru April. Rebroadcast to South, Mountain & Pacific Areas cancelled Feb. 6)	8.4	7.3	8.4	9.1	§	9.8
BRD SHOW STARRING DINAH SHORE	9.6	9.6	11.2	7.5	8.0	10.8	GRAND OLE OPRY (Program cancelled April 5)	10.6†		10.6	14.5	18.7	12.3
BRED ALLEN SHOW	25.5	27.2	26.8	22.5	20.5	23.6	GRAND SLAM	4.6	5.3	5.2	3.6	§	3.0
BRED WARING SHOW (TT)	4.5	3.8	5.2	4.8	5.6	4.5	GREATEST STORY EVER TOLD (Program broadcast Feb. thru April)	3.9	4.5	3.6	4.0	§	2.2
BUNT PAGE FARRELL	5.8	6.5	4.8	6.9	5.6	4.4	GREAT GILDERSLEEVE	17.2	16.7	17.6	16.2	16.9	19.3
BULTON LEWIS (Co-op)	5.6	6.7	5.5	4.5	6.1	5.2	HARVEST OF STARS	8.6	8.5	8.6	6.2	9.7	8.7
BURIEL HEATTER (MTP) (Sponsored by various sponsors in December)	5.7	5.4	6.3	4.4	7.2	6.9	HEADLINE EDITION (Co-op) (Program broadcast Dec. 16 thru April)	2.0	2.2	1.4	§	††	2.2
BURIEL HEATTER (TT) (Program broadcast on Friday in December)	6.6	7.0	6.8	§	7.8	5.3	HENRY J. TAYLOR	2.6	2.6	3.3	2.0	2.5	1.8
BURIEL HEATTER SHOW	2.2	2.3	2.0	2.3	1.9	2.1	HENRY MORGAN SHOW	8.7†		9.6	6.2	8.0	9.9
BURDEN DRAKE (Program broadcast Jan. thru April)	4.6	††	4.7	4.5	4.7	4.5	HERE'S TO YOU (Listed as "Sunday Party" in Dec. & Jan.)	3.8	3.7	4.6	4.2	4.3	2.5
BURGLUSTERS (Includes second broadcast (WCFL) in Chicago)	12.2 12.6 *	12.3	10.4 12.6 *	12.8	15.6	9.0	HIGHWAYS IN MELODY	7.5	7.3	7.4	7.9	§	††
BURDEN GATE (Program broadcast Feb. thru April)	2.8	1.9	§	§	§	§	HICACY CARMICHAEL SINGS	6.7	6.7	8.0	6.3	§	6.1
BURIE AUTRY SHOW	6.2	6.0	8.8	5.5	8.4	2.6	HOLLYWOOD STORY (Program broadcast Jan. thru April)	4.2	4.2	††	††	††	††
BURGE BURNS & GRACIE ALLEN	16.5	15.2	17.7	18.9	23.0	13.5	HOP HARRIGAN (MTP) (Program broadcast Feb. thru April)	3.2	2.9	4.6	§	§	§
BURNNY SIMMS' SHOW	8.0	8.0	9.6	7.2	7.8	6.3							



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1946 THRU APRIL, 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
HOOR OF CHARM	6.7	6.9	7.2	5.4	7.0	6.7	JOYCE JORDAN, M.D.	4.4	4.4	4.2	5.3	4.5	4.0
HOUSE OF MYSTERY	7.3	7.1	9.2	5.8	9.9	6.3	JUDY CANOVA SHOW	14.6	12.4	14.7	18.4	17.7	15.9
H. V. KALTENBORN	9.8	9.8	8.5	12.5	††	††	JUST PLAIN BILL	6.4	6.3	6.1	9.0	5.2	4.7
HYMNS OF ALL CHURCHES	4.2	3.9	4.3	5.1	2.8	3.9	JUVENILE JURY (Program broadcast Dec. 15 thru April)	3.2	3.4	3.6	2.6	§	2.2
I DEAL IN CRIME (* Includes second broadcast (WCFL) in Chicago)	8.6 8.7 *	8.6	8.2	9.2	12.1	7.2	KATE SMITH SINGS	10.9	10.2	10.4	8.2	9.7	9.9
INFORMATION PLEASE (Program cancelled Mar.5)	8.9†		10.3	7.2	14.3	11.3	KATE SMITH SPEAKS	7.1	8.0	8.1	5.3	6.0	5.3
INNER SANCTUM	15.5	16.7	17.3	11.2	11.5	15.8	KAY KYSER	10.3†		12.0	13.1	16.8	11.7
INSIDE OF SPORTS	2.4	2.2	2.9	3.6	††	2.3	KENNY BAKER SHOW	4.1	3.9	3.9	4.4	3.9	4.6
IT PAYS TO BE IGNORANT (Program cancelled Apr. 4)	11.4	11.2	13.8	9.3	§	11.8	KING COLE TRIO	4.6	4.8	3.7	4.9	§	§
JACK ARMSTRONG	3.8	3.6	4.4	3.4	7.2	3.3	LADIES BE SEATED(Quaker)	4.3	3.6	4.6	5.1	5.3	4.2
JACK BENNY SHOW (* Includes second broadcast (NBC) on Pacific Coast)	24.8 27.6 *	26.8	27.4	21.7	17.8	20.8	LET'S PRETEND	6.8	5.9	8.8	7.2	§	4.8
JACK BERCH	4.3	4.0	4.9	5.0	4.6	3.5	LIFE CAN BE BEAUTIFUL	5.5	5.4	5.2	9.3	7.5	4.6
JACK CARSON SHOW	10.7	12.7	13.3	7.5	11.4	4.1	LIFE OF RILEY	14.6	13.8	16.4	15.4	15.5	14.6
JACK HALEY WITH EVE ARDEN (Program cancelled Feb. 6)	13.6	12.6	16.0	13.8	††	††	LIGHT OF THE WORLD	4.6	4.2	4.6	5.6	8.4	4.6
JACK SMITH SHOW	9.1	9.4	11.1	8.1	6.7	8.6	LONE JOURNEY	3.3	3.1	4.5	2.8	2.6	2.8
JEAN SABLON SHOW	6.3	6.1	6.8	6.3	§	6.4	LONE RANGER	9.7	10.6	10.4	10.3	8.3	5.7
JIMMIE FIDLER	9.2	9.8	8.5	9.5	§	8.7	LORA LAWTON	3.6	3.1	3.9	4.7	4.3	2.7
JOAN DAVIS SHOW	15.4	16.3	17.6	13.2	12.3	12.6	LORENZO JONES	6.9	6.6	6.5	8.9	5.6	6.1
JOHNS-MANVILLE NEWS	10.9	12.0	13.8	9.5	10.9	4.7	LOVELL THOMAS	12.7	12.7	††	††	††	††
							LUM AND ABNER	4.9	3.5	5.1	8.4	3.5	5.2
							LUTHERAN HOUR	1.8	1.6	2.8	1.5	§	1.9
							MANHATTAN MERRY-GO-ROUND	12.7	12.3	14.1	10.7	12.5	14.6
							MAN PERKINS (CBS) (Program cancelled Jan.3, 6 & March 6)	7.6	6.9	8.9	8.6	7.6	7.2

"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1946 THRU APRIL, 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
PERKINS (NBC)	6.2	5.1	6.2	9.3	6.6	5.8	OUR GAL, SUNDAY	7.2	7.3	9.2	6.6	6.3	4.7
Y LEE TAYLOR	3.4	2.5	4.4	3.4	§	5.1	PARKER PEN NEWS	9.2	9.8	11.5	9.0	§	4.2
QUERADE	5.0	4.5	4.6	4.8	10.0	5.3	PEOPLE ARE FUNNY	14.0	11.9	16.6	17.1	12.8	13.2
OR OF THE TOWN	9.6	9.4	13.2	8.0	9.7	7.1	PEPPER YOUNG'S FAMILY	6.7	5.7	6.7	9.6	6.9	6.1
BLANC SHOW	7.9	8.2	9.3	7.7	6.8	5.6	PERRY MASON	4.9	4.3	6.6	4.4	5.1	4.5
AY MORNING HEADLINES	5.6	6.0	5.5	6.5	§	4.2	PILGRIM HOUR (*Includes second broadcast (WREX) in Boston)	1.6 1.6*	1.5 1.6*	††	1.3	§	1.9
TOR VIEWS THE NEWS	2.1	2.3	2.0	§	§	1.6	POLICEMAN	7.1	7.3	5.7	9.4	§	6.3
DISTRICT ATTORNEY	20.4	20.1	23.6	21.4	23.4	14.0	PORTIA FACES LIFE	7.6	7.5	7.2	9.2	7.0	6.9
KEEN	12.6	15.1	14.3	††	§	2.7	PROFESSOR QUIZ (Because of day & time change not available March 30th Report)	4.4	4.6	††	§	††	††
ER & MR. MALONE (*Includes second broadcast (WCFL) in Chicago. Program broadcast Jan. 18 thru April)	8.6 *		10.2*			5.1	QUEEN FOR A DAY (Miles)	4.3	3.5	5.5	3.3	5.0	5.7
USE HALL	12.8	13.0	14.1	14.5	13.1	8.5	QUICK AS A FLASH	6.9	8.3	8.4	3.9	7.4	3.6
WERY OF THE WEEK	6.1	5.7	8.4	5.5	††	††	QUIZ KIDS	8.0	7.4	8.3	8.2	8.1	9.1
WERY THEATRE	12.0	10.9	14.0	12.3	13.4	11.5	RADIO THEATRE	23.9	25.0	27.6	20.3	26.2	18.7
Y TUE STORY (*Broadcast to Mt. & Pacific cancelled Jan. 6)	5.9	5.8	6.0	6.7	5.4	5.4	R.C.A. VICTOR SHOW	6.7	6.9	6.3	7.1	7.8	5.9
NATIONAL FARM & HOME HOUR	2.4	1.8	3.1	4.0	§	1.1	READERS DIGEST -RADIO EDITION	10.5	9.3	13.2	10.7	13.0	9.0
WENTURES OF SHERLOCK HOLMES	7.6	8.2	7.0	8.0	8.8	5.6	REAL STORIES FROM REAL LIFE (*Program broadcast Dec. 16 thru April)	3.8	3.8	4.0	3.2	4.6	4.1
WENUELLA PARSONS' SHOW	12.0	12.5	11.1	12.7	§	10.5	RED SKELTON	24.7†		31.0	25.9	36.7	29.6
WET OF THE WORLD	7.9	8.1	8.2	9.4	6.9	4.9	RIGHT TO HAPPINESS	7.2	6.4	6.5	9.8	9.9	6.6
WIM CARTER, MASTER DETECTIVE	7.9	9.2	8.5	5.9	9.5	4.8	ROAD OF LIFE (NBC)	4.7	4.7	4.4	4.6	6.1	4.4
WISMAN'S FAMILY	9.7	7.6	11.2	10.6	16.8	10.9							



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1946 THRU APRIL, 1947

ALPHABETIC INDEX	HOOPERATINGS						ALPHABETIC INDEX	HOOPERATINGS					
	Overall Average	By Individual Areas						PROGRAM NAME	Overall Average	By Individual Areas			
PROGRAM NAME		East	North Central	South	Mountain	Pacific	PROGRAM NAME			East	North Central	South	Mountain
ROAD OF LIFE (CBS) (Program cancelled Jan. 2 & 6)	6.0	6.0	7.7	5.0	3.8	5.0	STARS OVER HOLLYWOOD	9.0	8.7	9.9	11	§	8.9
ROBERT TROUT WITH THE NEWS TILL NOW	5.0	4.3	6.8	6.9	4.1	2.7	STELLA DALLAS	6.9	6.2	6.1	10.4	6.9	5.2
ROMANCE OF HELEN TRENT	7.1	7.6	8.5	6.2	4.9	5.2	STRANGE ROMANCE OF EVELYN WINTERS	3.4	3.0	4.3	3.9	§	1.8
ROSEMARY	6.0	6.2	7.7	5.5	3.2	4.0	SUNDAY EVENING HOUR	4.4	5.1	4.2	3.0	2.8	3.6
ROSE OF MY DREAMS	3.3	3.4	4.4	2.0	1.5	3.2	SUPERMAN	3.8	3.4	4.8	3.3	7.4	3.1
SAMMY KAYE'S SUNDAY SERENADE	6.6	7.4	5.5	7.6	8.7	4.0	SUPPER CLUB	11.4	11.7	10.7	9.1	13.8	13.9
SAMUEL PETTENGILL (Program cancelled Dec. 15)	1.7	2.0	1.8	§	§	0.8	SUSPENSE	15.2	16.2	17.3	11.1	§	13.8
SATURDAY NIGHT SERENADE	9.6	9.6	13.3	9.0	13.3	4.4	TAKE IT OR LEAVE IT	16.1	15.5	19.0	14.6	18.0	15.1
SCREEN GUILD PLAYERS	22.2	22.4	27.3	18.8	24.7	16.8	TED MALONE (* Includes second broadcast (WCFL) in Chicago. Effective April 1, TT added to schedule)	3.6 3.7 *	3.4	3.3	4.0	§	3.9
SECOND MRS. BURTON	5.3	4.8	7.1	††	4.4	4.3	TEENTIMERS CLUB	4.3	4.2	§	5.3	§	4.1
SHADOW, THE (Carey, Del.-Lack.-West Coal Co.)	11.7	13.2	11.3	8.2	§	††	TELEPHONE HOUR (Broadcast 9-10:00 P.M. March 3)	9.6	10.0	9.8	9.5	9.0	8.5
SHADOW, THE (Carey)	9.4	††	11.3	8.2	§	††	TENNESSEE JED	3.6	3.2	3.5	§	††	††
SHADOW, THE (Del.-Lack.-West Coal Co.)	13.2	13.2	††	††	††	††	TERRY & THE PIRATES	3.1	2.8	3.5	3.3	4.3	2.7
SHERIFF, THE	8.8	9.4	9.0	9.1	7.8	6.2	THEATRE GUILD ON THE AIR (10:00-10:30 P.M.)	9.1	8.5	8.8	9.0	11.3	10.7
SKY KING	3.1	2.6	4.0	2.9	3.4	4.1	THEATRE GUILD ON THE AIR (10:30-11:00 P.M.)	8.7	8.9	8.6	7.6	9.1	9.7
SMILIN' ED McCONNELL	3.9	3.4	3.5	5.4	§	3.0	THEATRE GUILD ON THE AIR (10:00-11:00 P.M.)	8.9	8.7	8.7	8.3	10.3	10.3
SONGS BY SINATRA	9.7	10.5	11.5	8.9	8.3	6.1	THEATRE OF TODAY	7.4	7.1	9.5	6.3	§	6.2
SPECIAL INVESTIGATOR (Because of day & time change not available in April 15 Report)	2.7	3.5	2.2	1.9	§	2.2	THE LISTENING POST	3.6	3.4	4.8	3.6	4.9	2.0
							THIS IS HOLLYWOOD	7.7	7.5	9.5	7.7	§	5.0



"SECTIONAL" HOOPERATINGS

PERIOD: DECEMBER, 1946 THRU APRIL, 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
THIS IS YOUR F.B.I.	11.7	12.5	11.2	10.9	9.1	12.0	WHEN A GIRL MARRIES	9.2	8.2	7.7	10.5	7.2	6.5
JOSE WEBSTERS	5.7	6.3	6.3	4.1	5.6	4.8	WOMAN IN WHITE	5.6	5.3	5.7	6.7	6.9	4.4
12 DAY'S CHILDREN Program cancelled April 21)	5.2	4.5	5.0	7.0	6.1	5.0	WORLD FRONT	4.3	5.4	3.9	5.4	§	††
13 PM MIX	5.2	4.3	6.3	4.8	9.2	5.5	YOUNG DR. MALONE (Program cancelled Jan. 3 & 6)	6.0	6.2	7.5	††	5.1	4.1
14 TREASURE HOUR OF SONG	3.4	3.5	3.5	2.5	4.5	3.5	YOUNG WIEDER BROWN	7.9	7.3	8.3	10.3	7.9	6.2
15 THE DETECTIVE MYSTERIES	8.0	8.5	8.8	6.5	9.4	6.4	YOUR HIT PARADE	13.3	13.2	17.1	12.2	14.6	9.0
16 BIRTH OR CONSEQUENCES	16.6	15.0	18.0	15.6	24.2	18.6	YOUR THURSDAY MEETING WITH DICK HAYMES	12.7	14.4	14.0	11.5	10.3	7.7
17 TWENTY QUESTIONS	5.6	5.5	6.0	2.6	8.1	8.5							
18 WIGHN MONROE SHOW	9.2	10.2	10.7	8.1	8.5	5.1							
19 VICTOR BORGE SHOW STARRING BENNY GOODMAN (Program cancelled Mar. 3)	6.8	6.7	7.3	7.2	7.2	5.5							
20 VICTOR H. LINDLAHR	1.8	1.7	1.9	2.1	3.6	1.3							
21 VOICE OF FIRESTONE	10.0	10.5	9.6	11.0	11.8	7.2							
22 W.C. POP	8.0	8.4	10.4	5.9	6.5	6.3							
23 WATER KIERNAN (Co-op)	3.3	§	§	††	§	2.4							
24 WATER WINCHELL (Includes second broad- cast (DLBS) on Pacific Coast)	20.7 *21.9	23.5	17.1	21.9	§	16.4 *25.2							
25 WENTZ TIME	10.4	9.4	13.2	11.0	10.4	8.6							
26 WIDEN LAWES' CRIME CASES Because of day & time change program not available in April 15th (Report)	2.7	3.3	3.6	1.7	§	1.0							
27 W. THE PEOPLE	11.5	11.0	16.3	11.3	§	††							



SECTION III

HOOOPERATINGS CHARTBOOK

WINTER-SPRING, 1946-1947

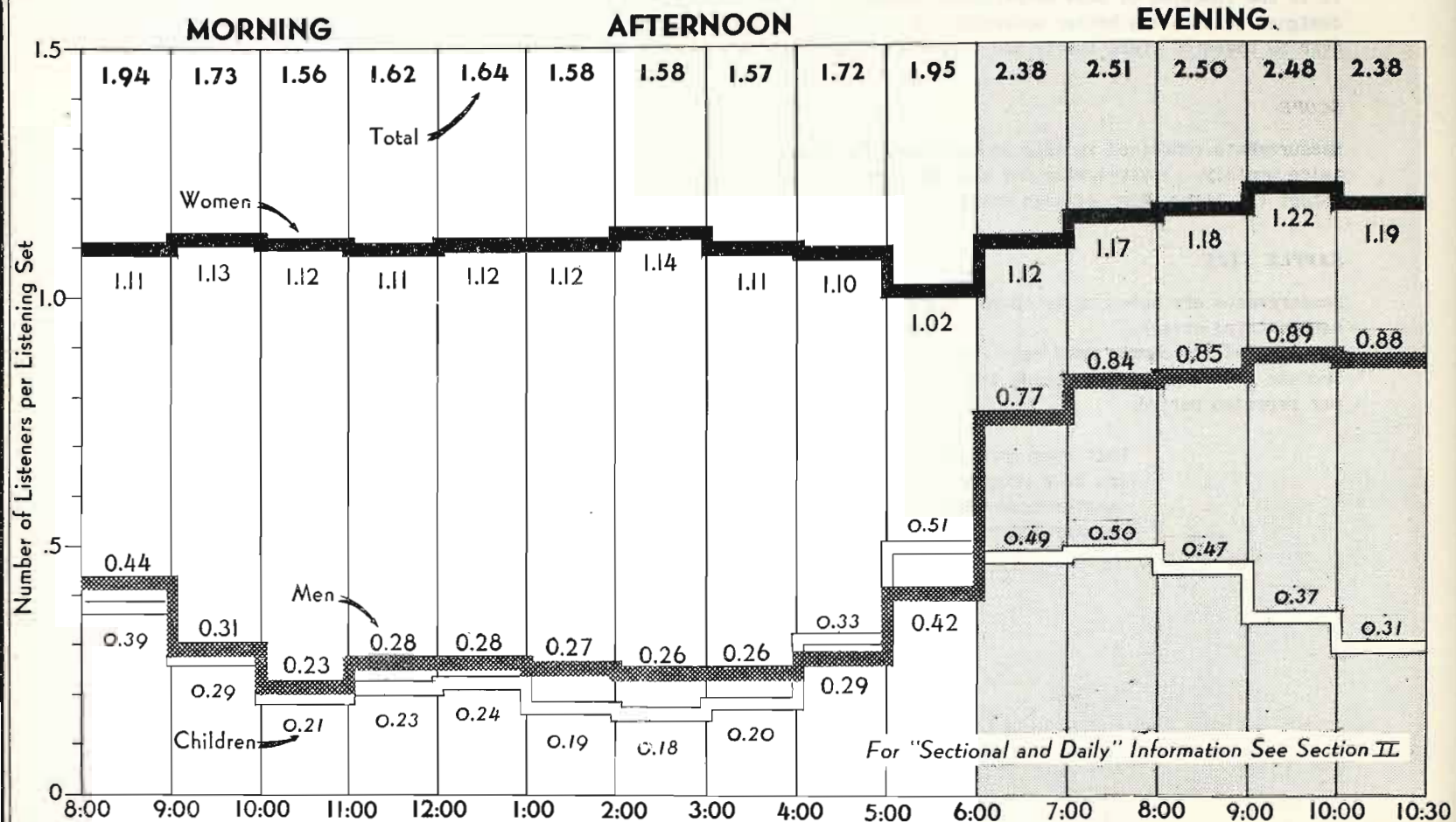


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COMPOSITION OF THE RADIO AUDIENCE

NUMBER OF LISTENERS PER LISTENING SET
December, 1946 - April, 1947



BASIC AUDIENCE TRENDS

Evening Trends based on Sunday - Saturday averages

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

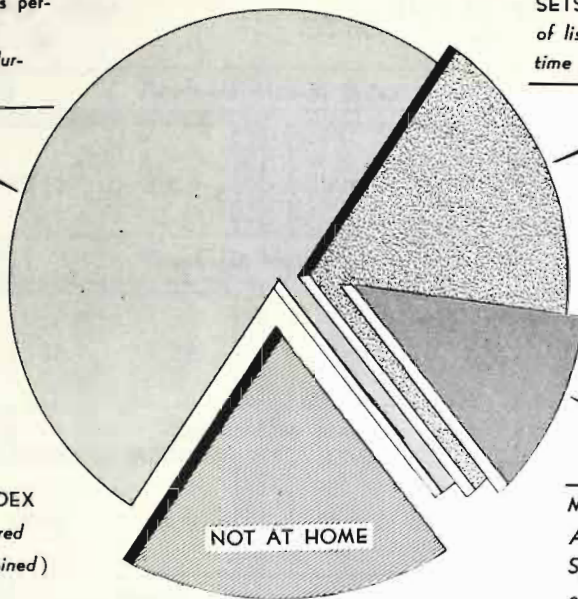
Daytime Trends based on Monday - Friday averages

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			
April 15, 1947	78.4	April 15, 1946	79.5
April 15, 1947	78.4	April 15, 1946	79.5
April 15, 1947	73.1	April 15, 1946	72.3
Broadcast Hours Index			
April 15, 1947	69.75	April 15, 1946	75.25
April 15, 1947	69.75	April 15, 1946	75.25
April 15, 1947	81.0	April 15, 1946	91.75
Sets-In-Use Index			
April 15, 1947	30.2	April 15, 1946	28.9
April 15, 1947	30.2	April 15, 1946	28.9
April 15, 1947	17.6	April 15, 1946	16.3
Monthly Hooperating Index			
April 15, 1947	10.1	April 15, 1946	9.5
April 15, 1947	10.1	April 15, 1946	9.5
April 15, 1947	4.8	April 15, 1946	4.4
Share of Audience Index			
April 15, 1947	29.6	April 15, 1946	28.8
April 15, 1947	29.6	April 15, 1946	28.8
April 15, 1947	26.8	April 15, 1946	26.7

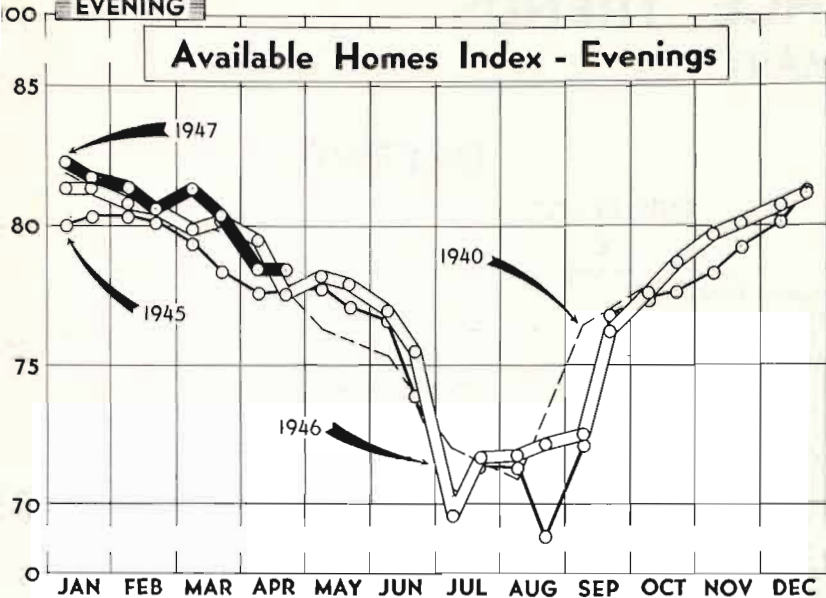


BASIC AUDIENCE TRENDS

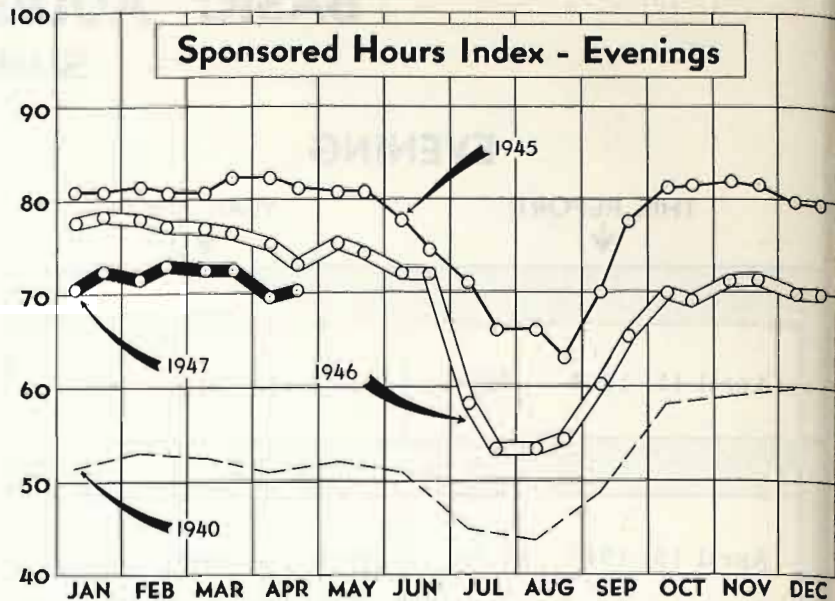


EVENING

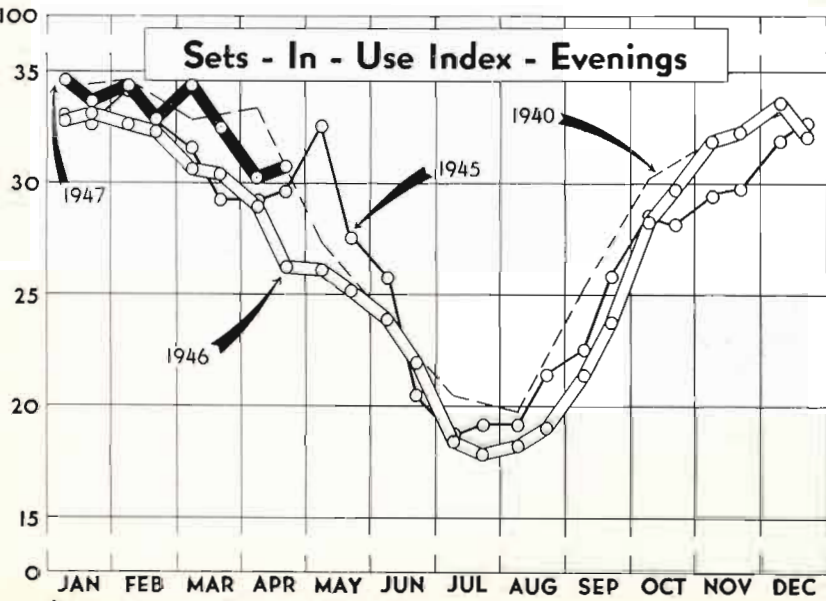
Available Homes Index - Evenings



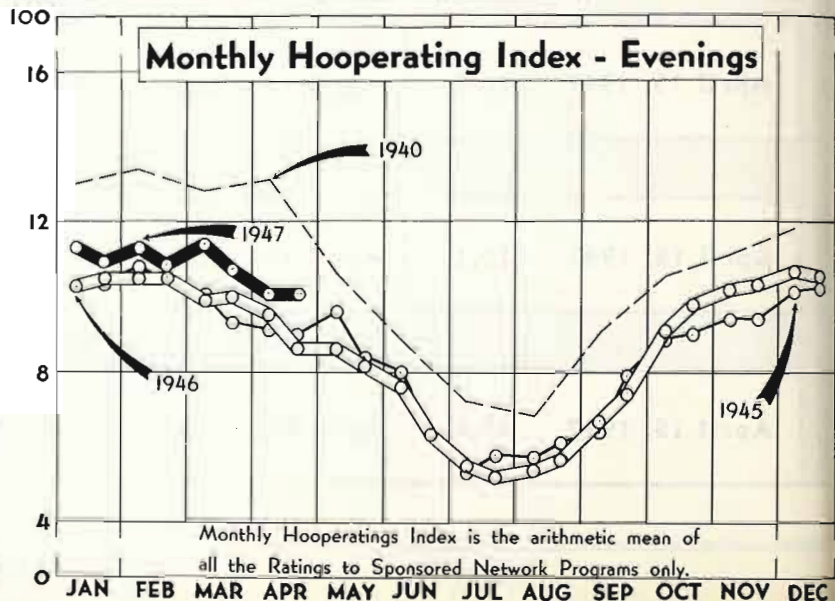
Sponsored Hours Index - Evenings



Sets - In - Use Index - Evenings



Monthly Hooperating Index - Evenings

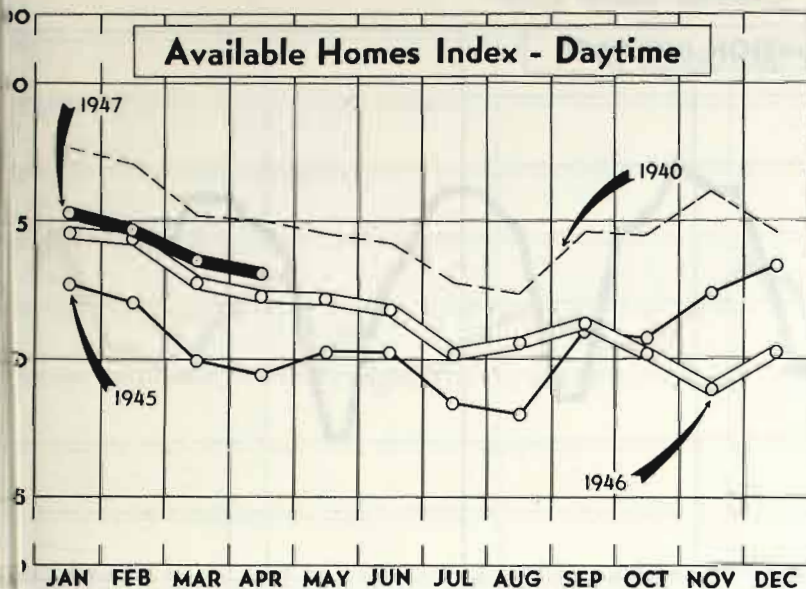


Monthly Hooperatings Index is the arithmetic mean of all the Ratings to Sponsored Network Programs only.

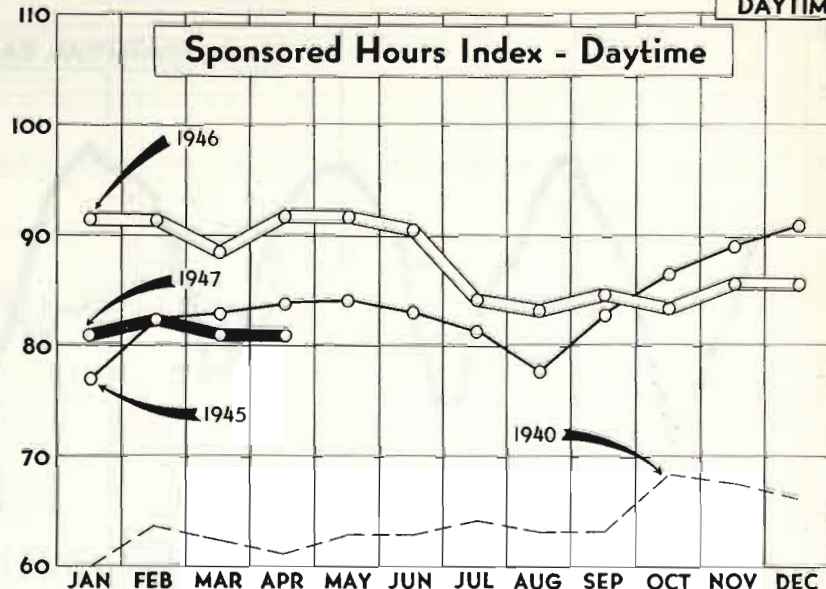
BASIC AUDIENCE TRENDS



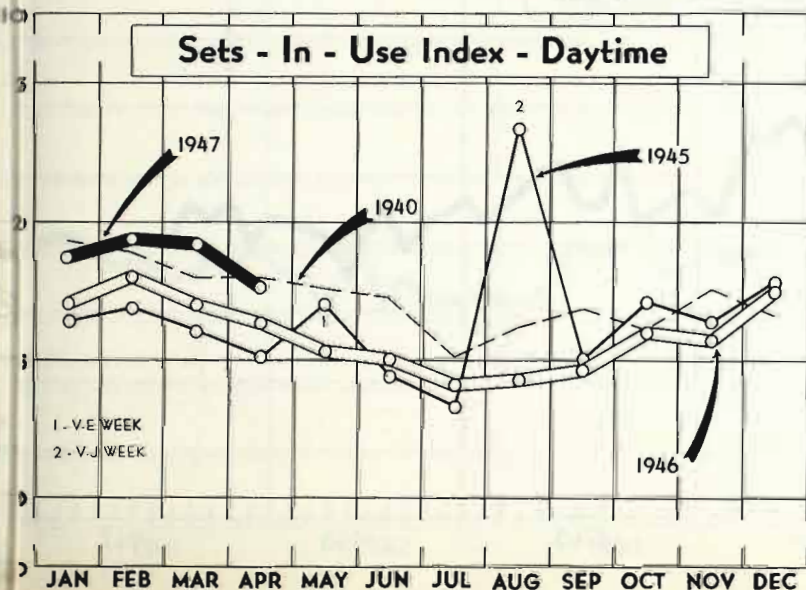
Available Homes Index - Daytime



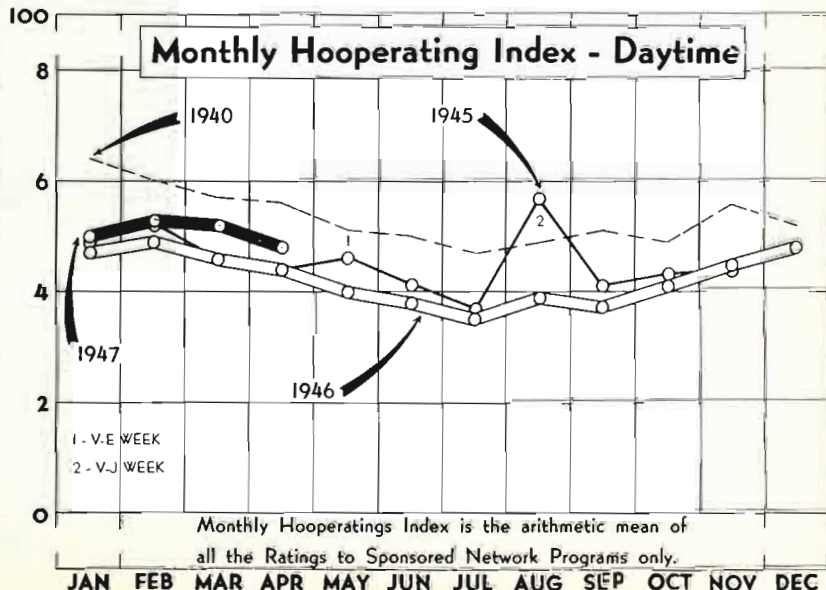
Sponsored Hours Index - Daytime



Sets - In - Use Index - Daytime



Monthly Hooperating Index - Daytime



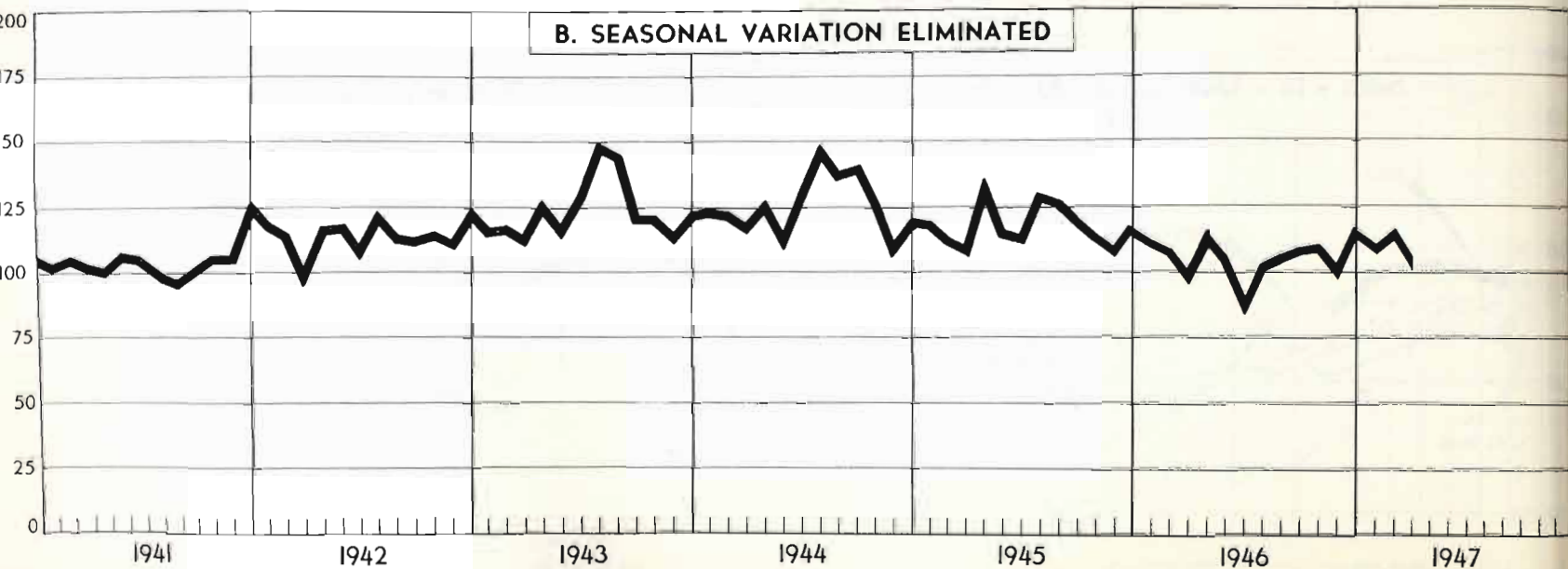
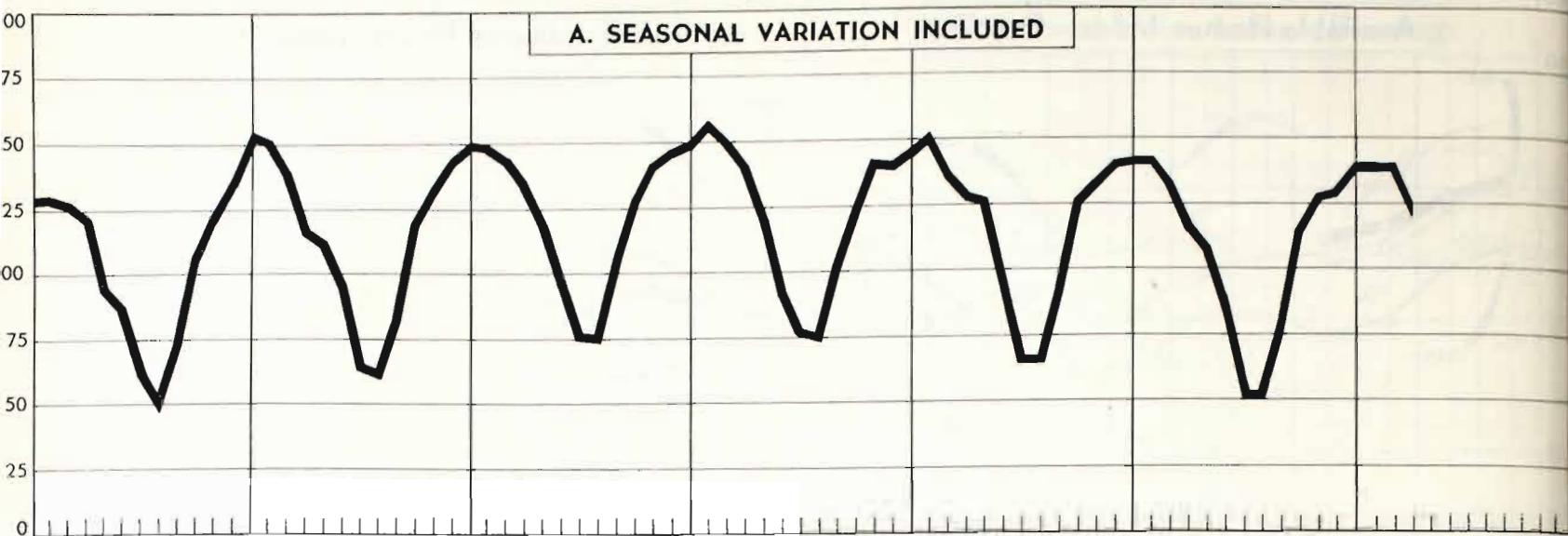
Monthly Hooperatings Index is the arithmetic mean of all the Ratings to Sponsored Network Programs only.

EVENING SPONSORED NETWORK LISTENER-HOUR INDEX

Legend: Average Hooperating \times Number of Sponsored Network Hours

Source: Network Hooperatings

1940-1941 Average = 100%

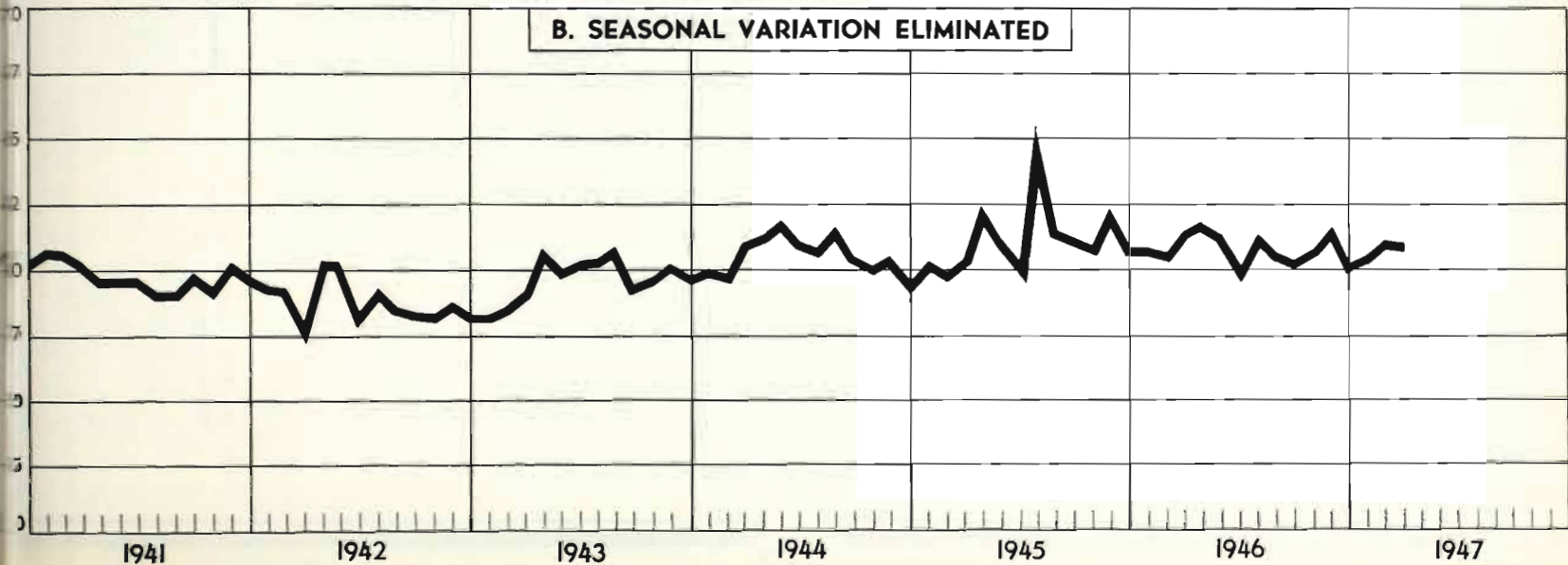
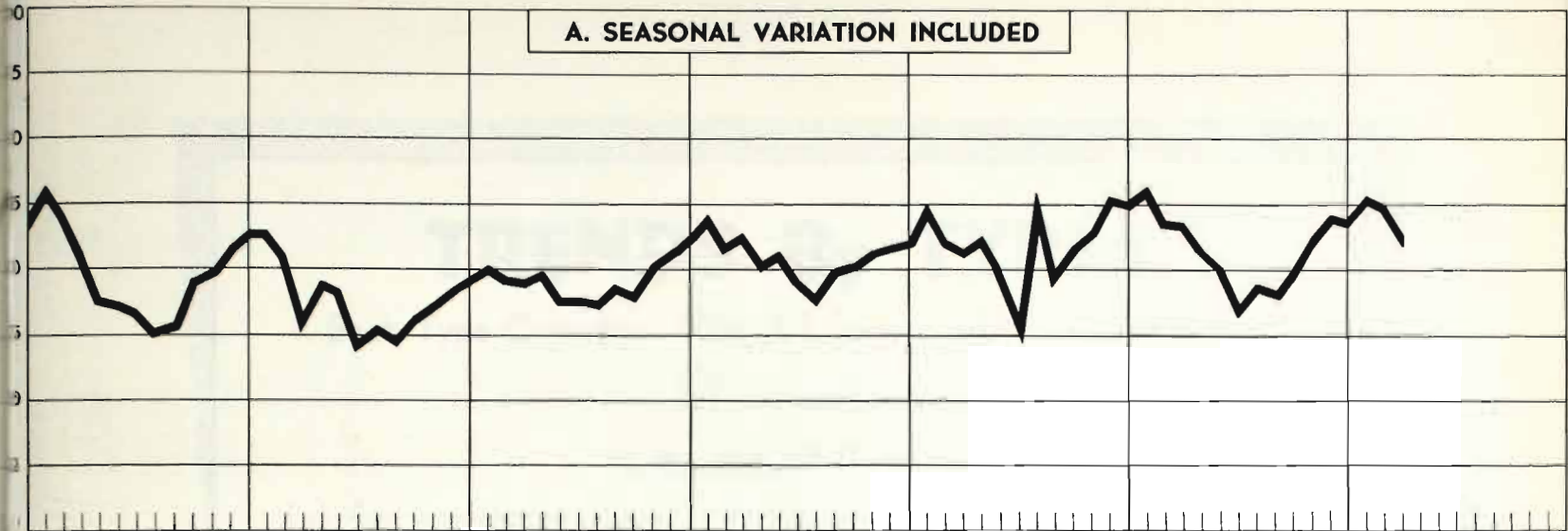


DAYTIME SPONSORED NETWORK LISTENER-HOUR INDEX

Legend: Average Hooperating \times Number of Sponsored Network Hours

Source: Network Hooperatings

1940-1941 Average = 100%



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

April 15, 1947	13.3	April 15, 1946	12.9
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Evening Quiz

April 15, 1947	11.2	April 15, 1946	11.6
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Evening Dramatic

April 15, 1947	10.2	April 15, 1946	9.9
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Evening Popular Music

April 15, 1947	9.4	April 15, 1946	8.3
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Evening News & Commentators

April 15, 1947	6.6	April 15, 1946	5.4
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Evening Concert Music

April 15, 1947	6.4	April 15, 1946	6.1
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Evening Miscellaneous

April 15, 1947	4.7	April 15, 1946	5.3
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Daytime Serial Drama

April 15, 1947	5.2	April 15, 1946	4.8
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Daytime Miscellaneous

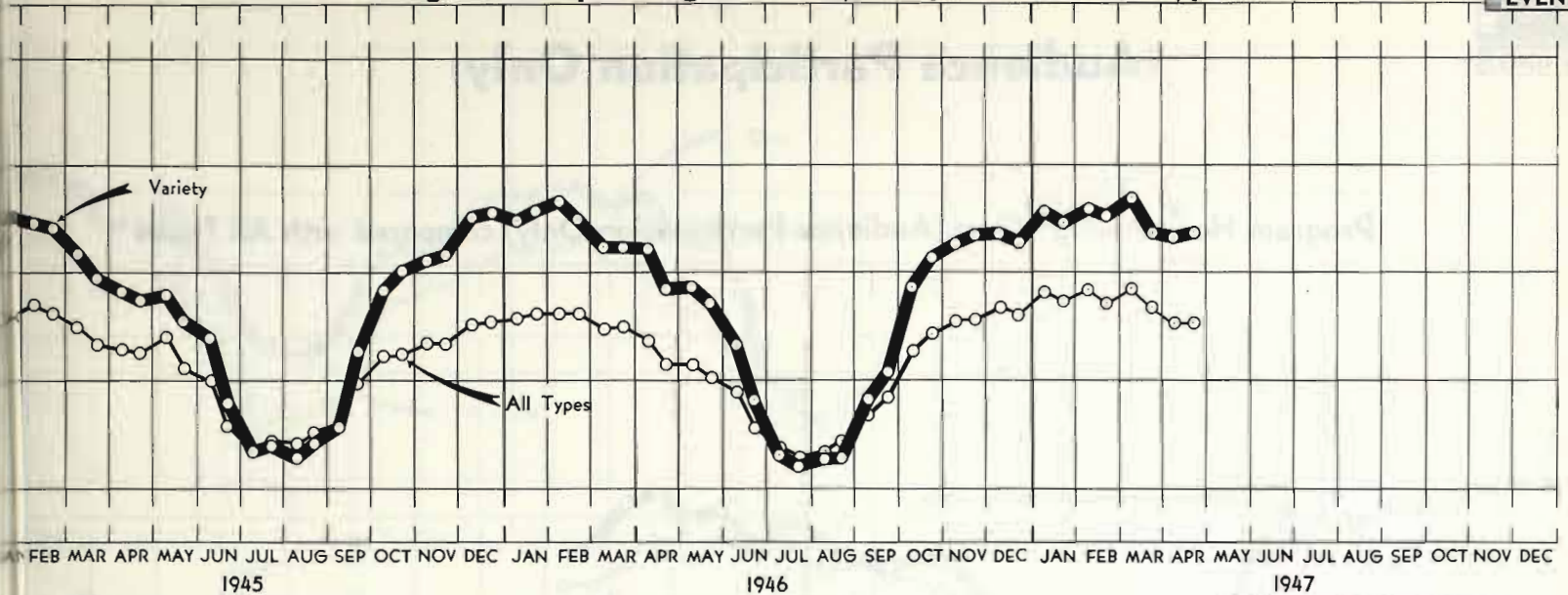
April 15, 1947	4.1	April 15, 1946	3.8
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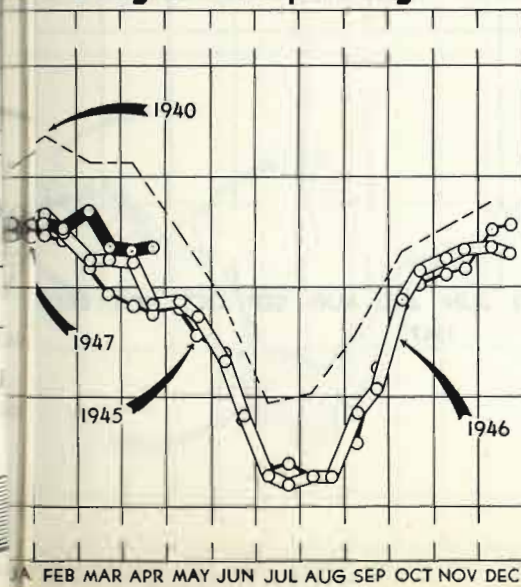
VARIETY



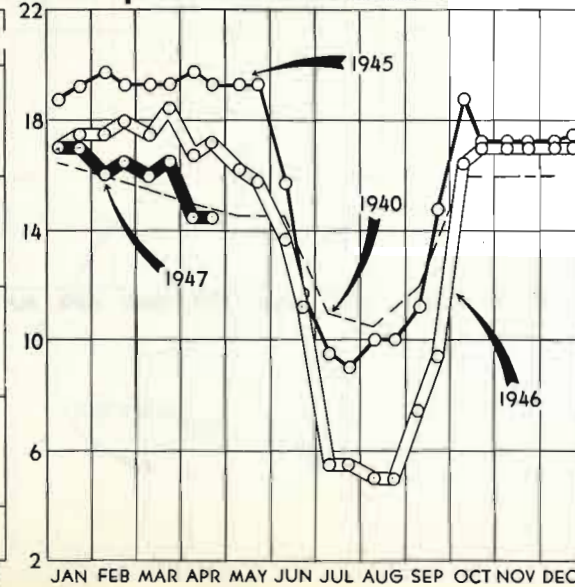
Program Hooperatings - Variety compared with All Types



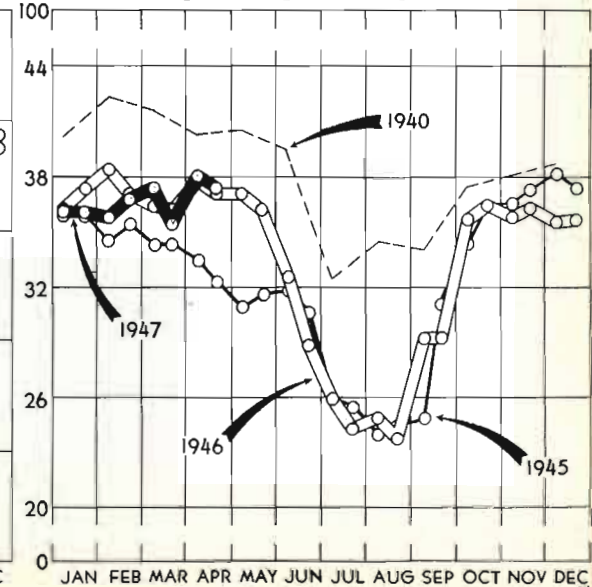
Program Hooperatings



Sponsored Broadcast Hours



Share of Audience

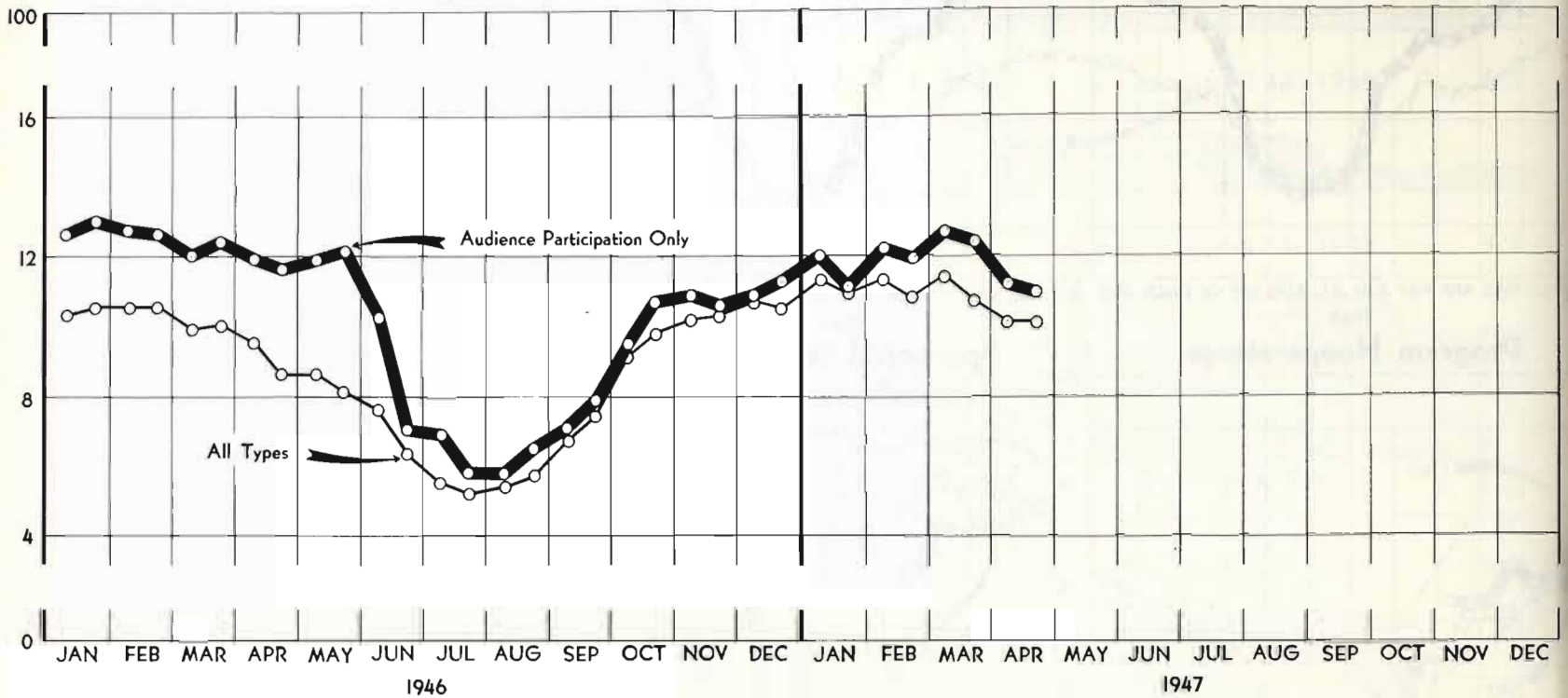




QUIZ

(Audience Participation Only)

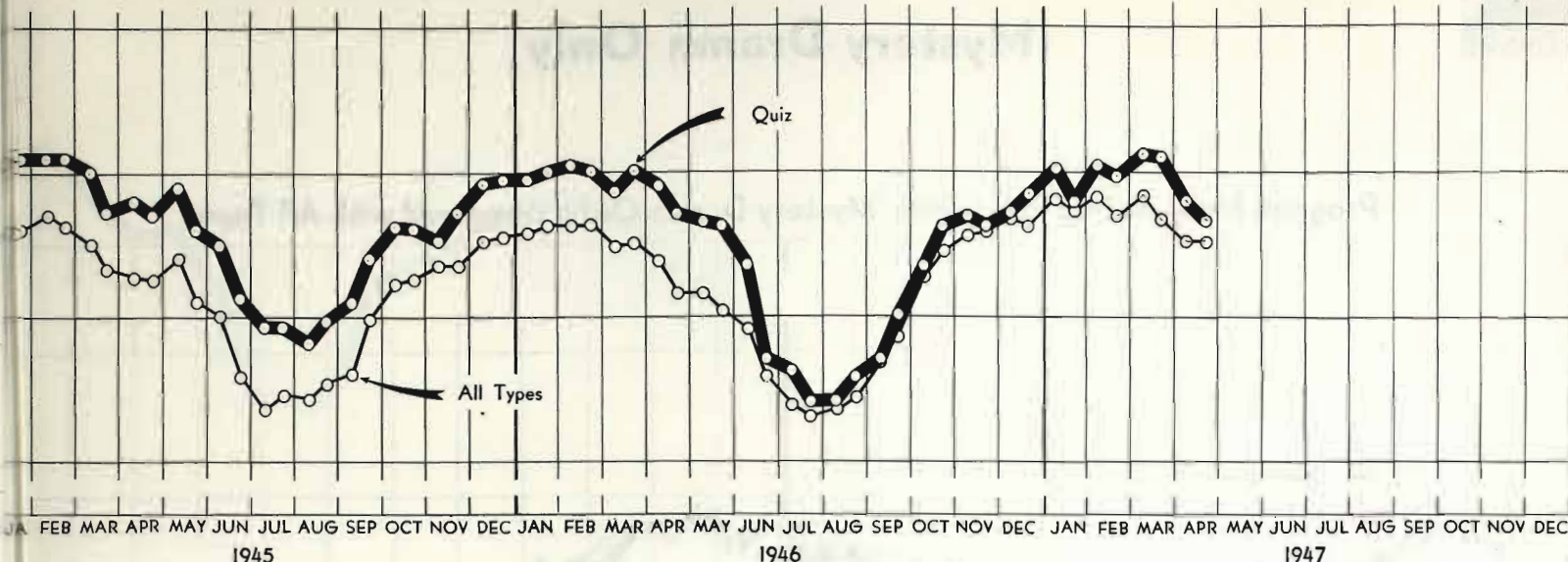
Program Hooperating - Quiz (Audience Participation Only) compared with All Types



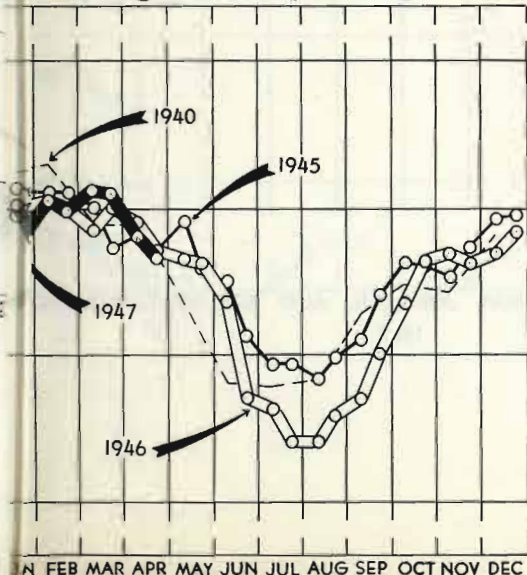
QUIZ



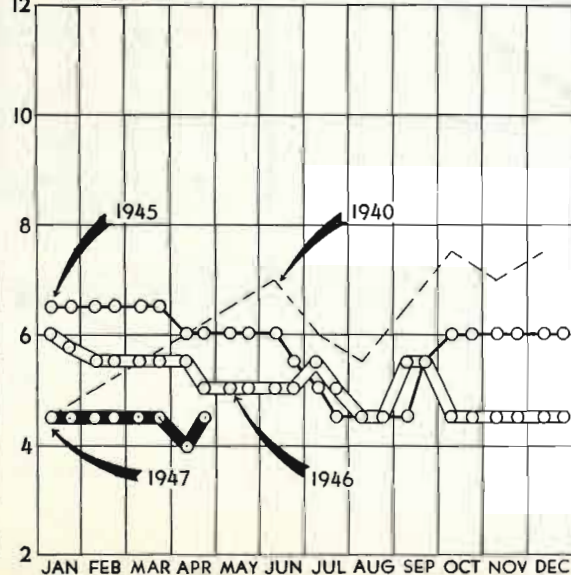
Program Hooperatings - Quiz compared with All Types



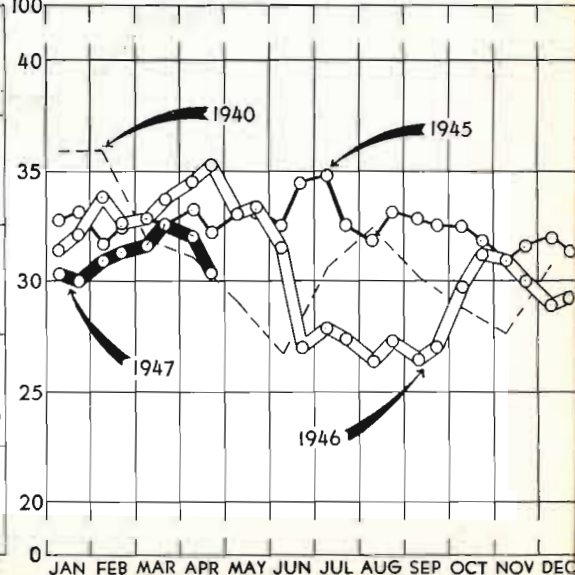
Program Hooperatings



Sponsored Broadcast Hours



Share of Audience

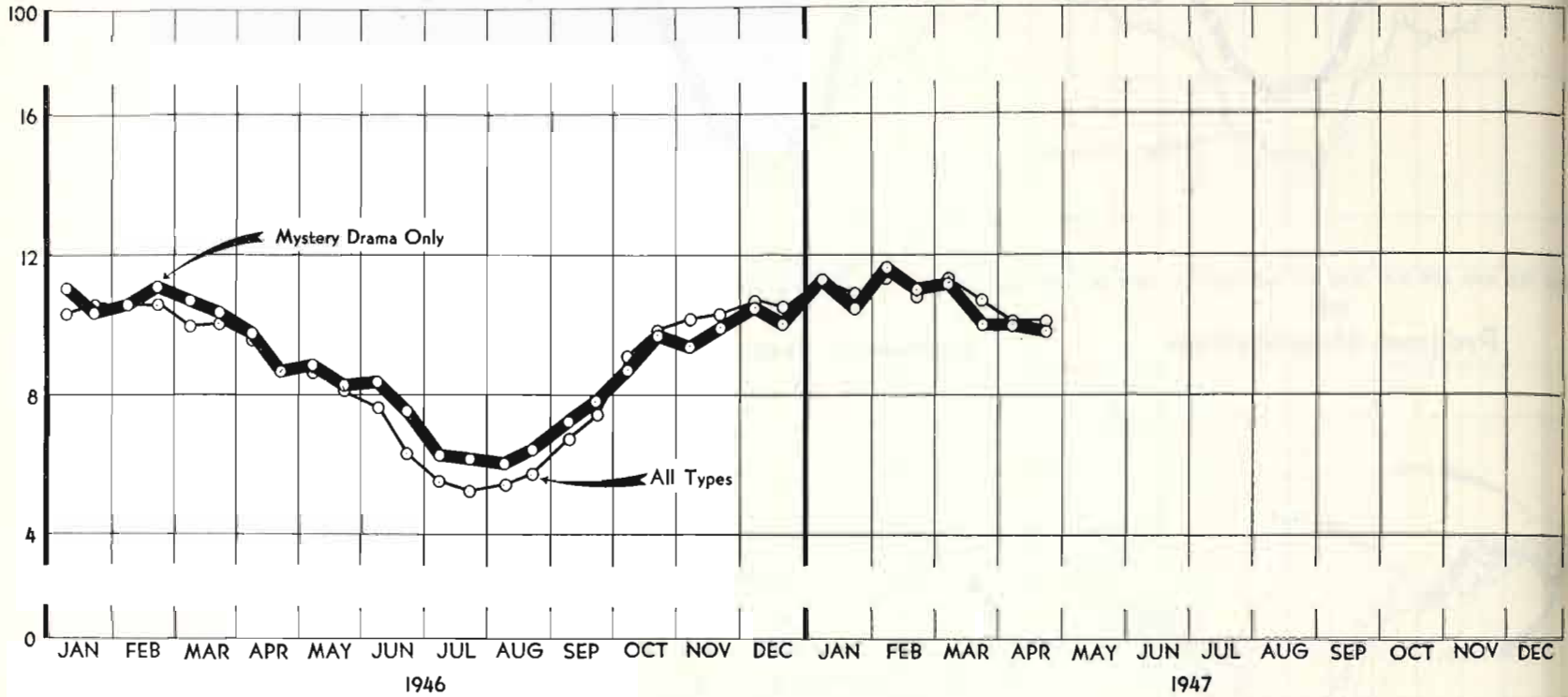




DRAMATIC

(Mystery Drama Only)

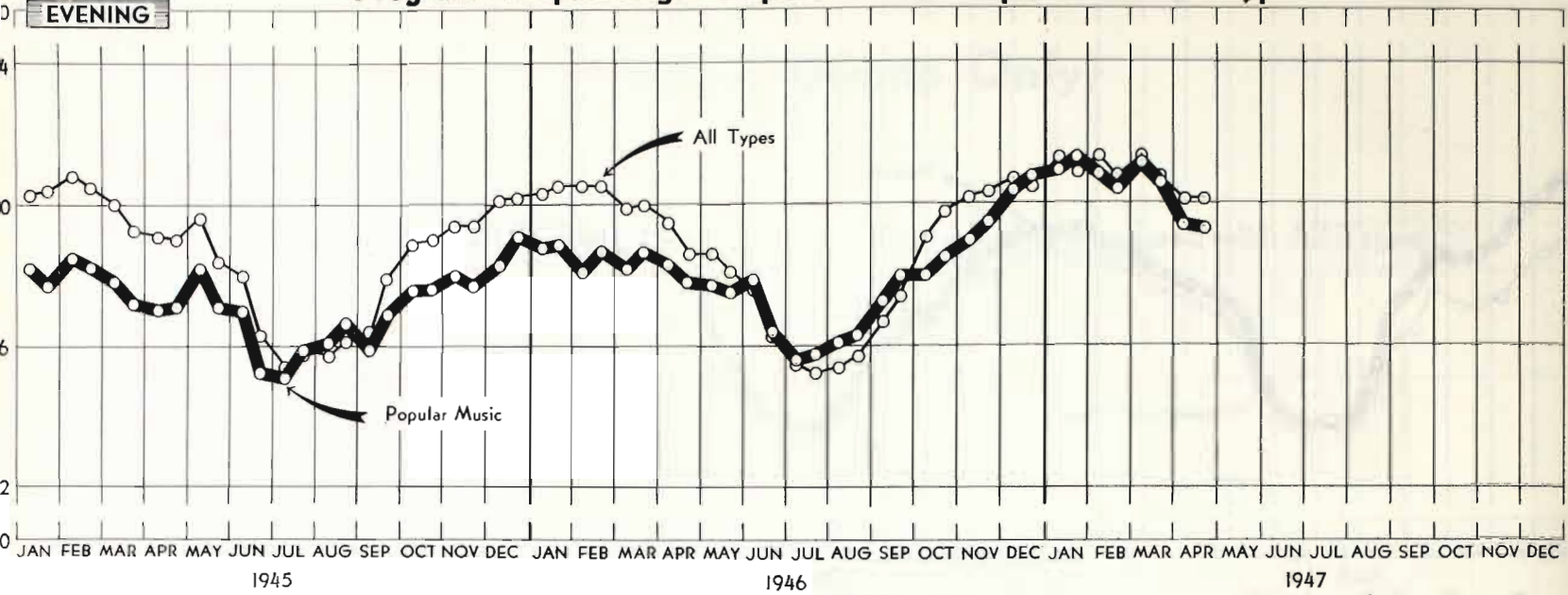
Program Hooperating - Dramatic (Mystery Drama Only) compared with All Types



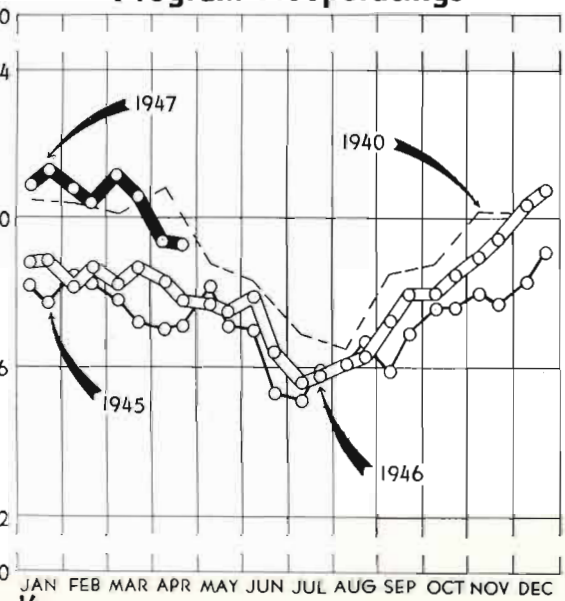


POPULAR MUSIC

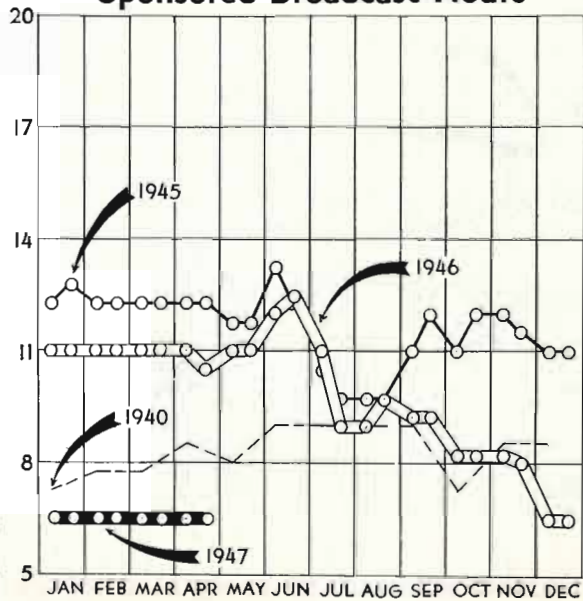
Program Hooperatings - Popular Music compared with All Types



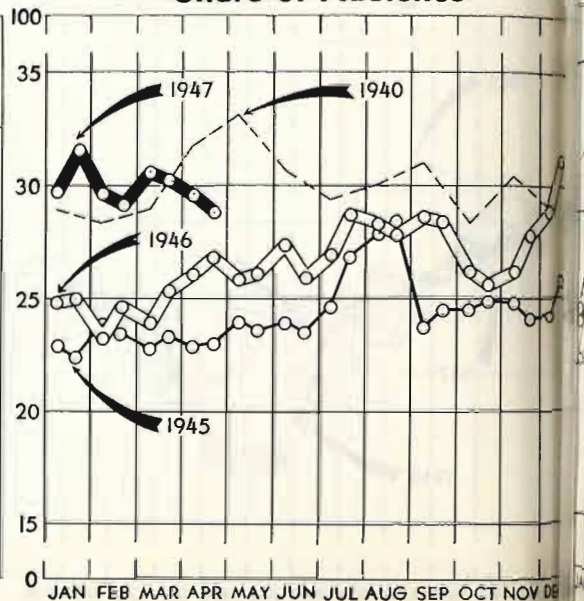
Program Hooperatings



Sponsored Broadcast Hours



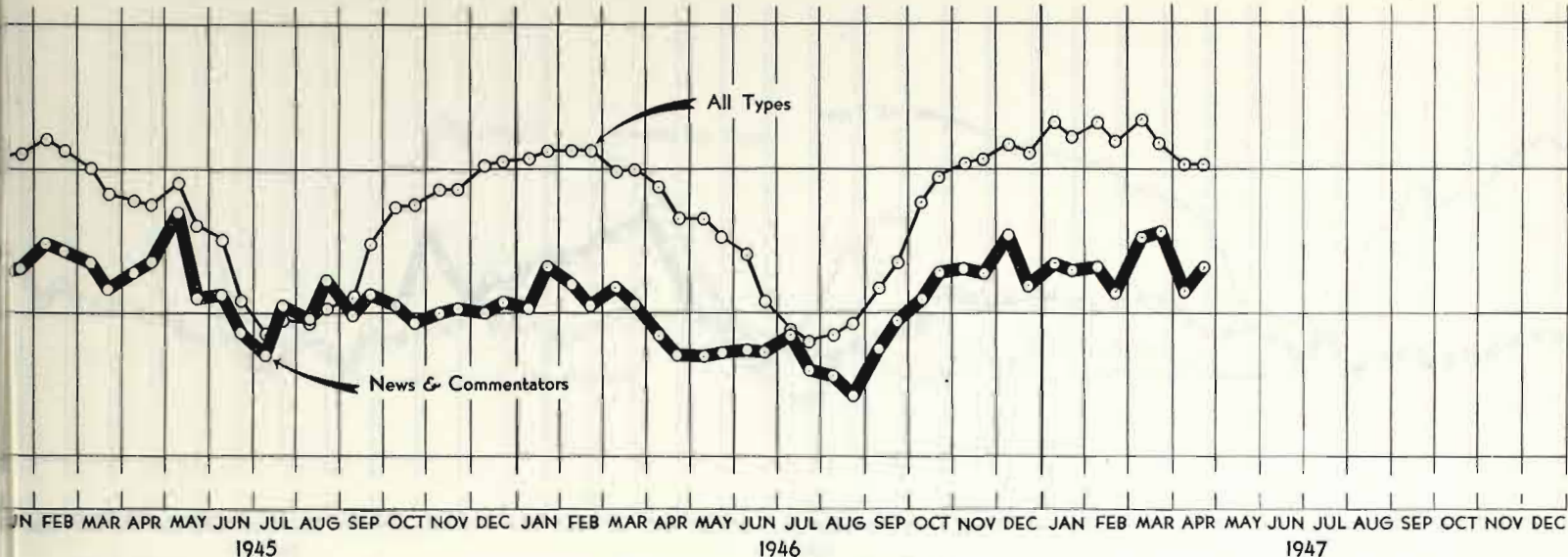
Share of Audience



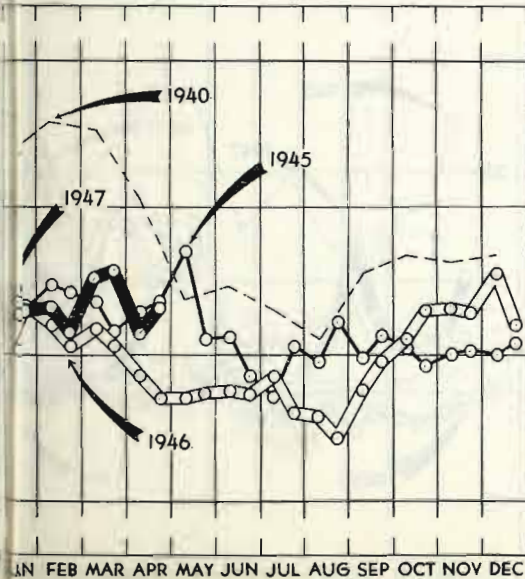
NEWS AND COMMENTATORS



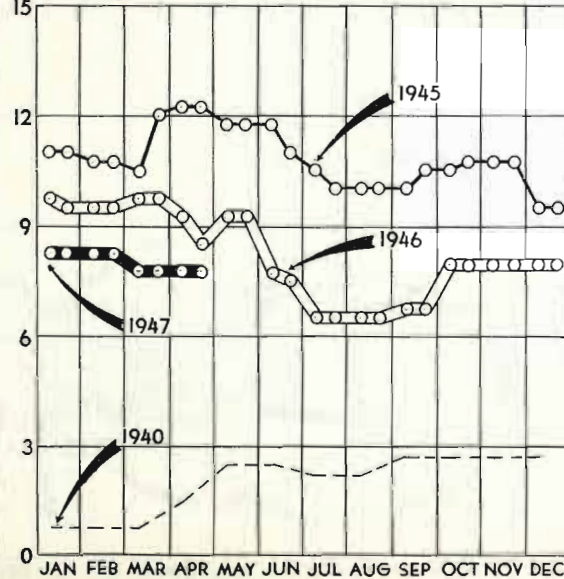
Program Hooperatings - News and Commentators compared with All Types



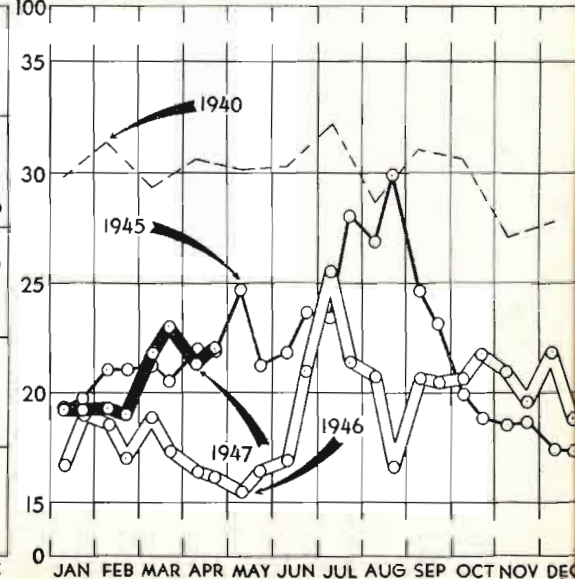
Program Hooperatings



Sponsored Broadcast Hours



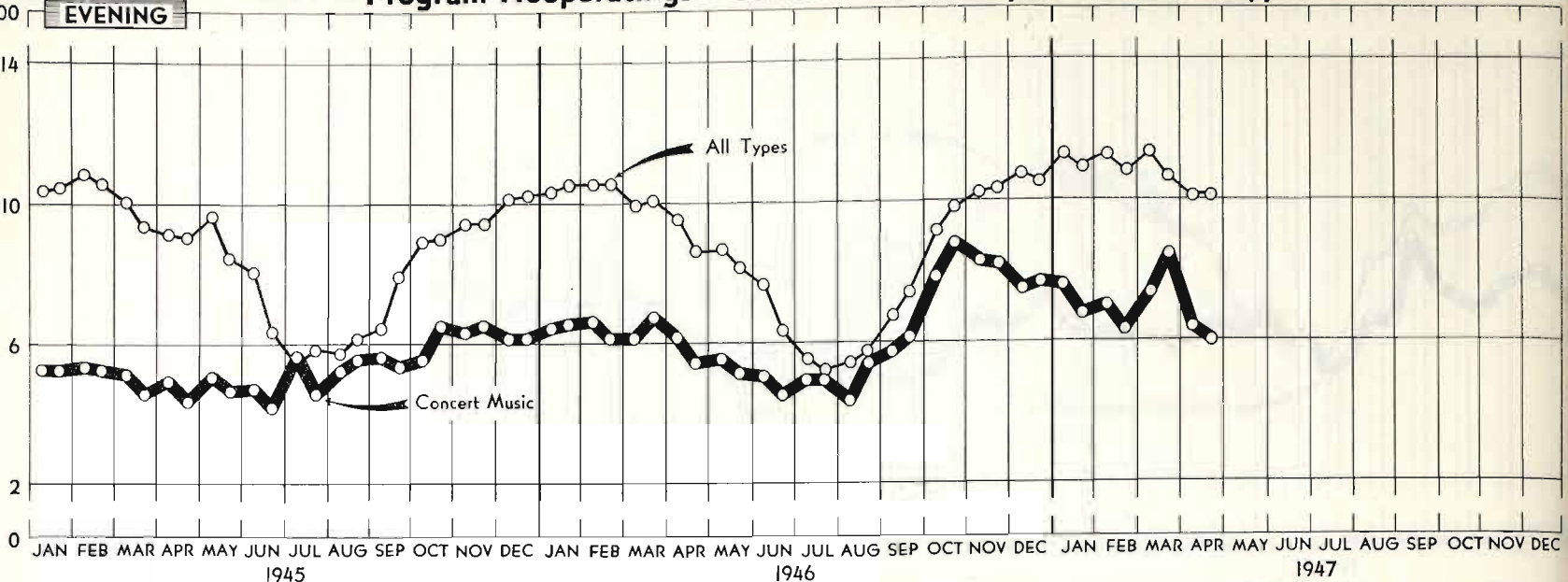
Share of Audience



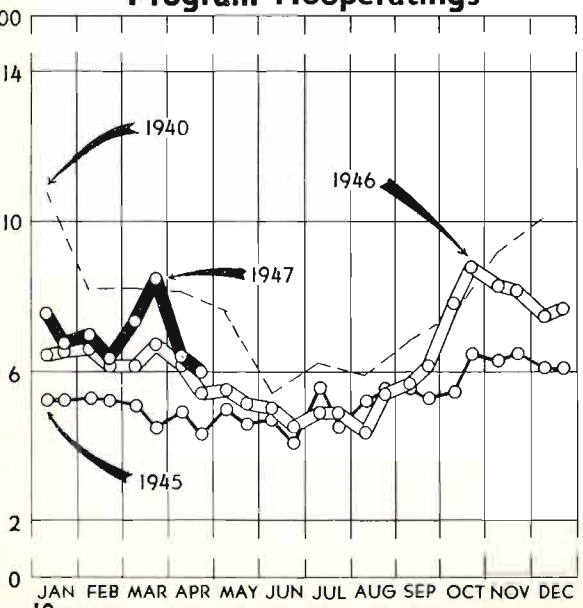


CONCERT MUSIC

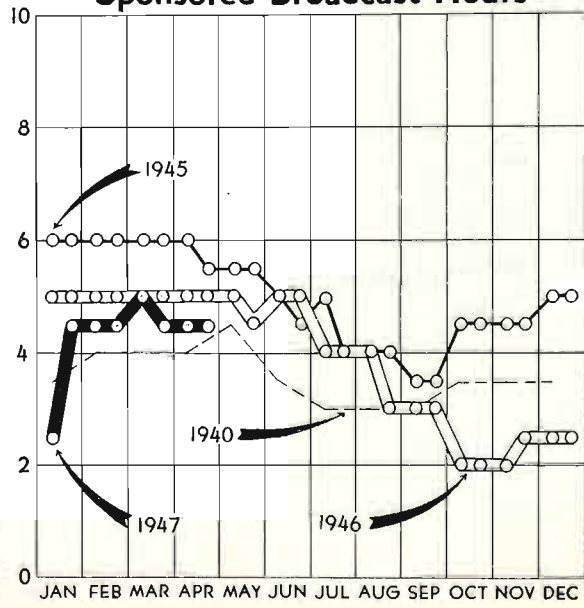
Program Hooperatings - Concert Music compared with All Types



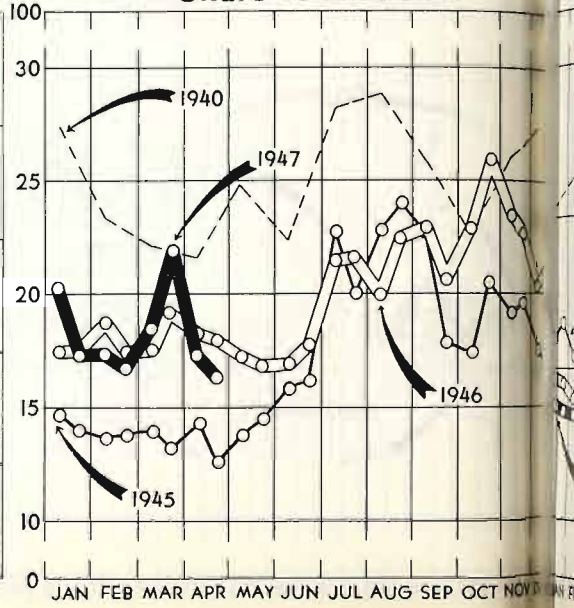
Program Hooperatings



Sponsored Broadcast Hours



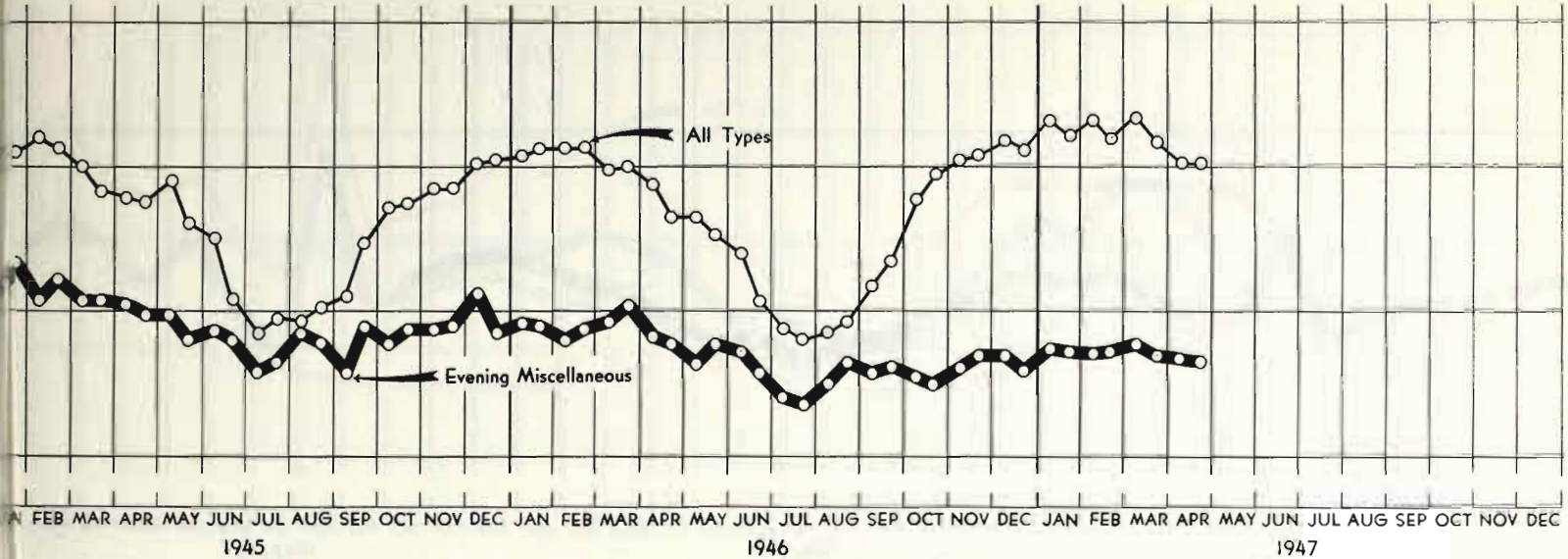
Share of Audience



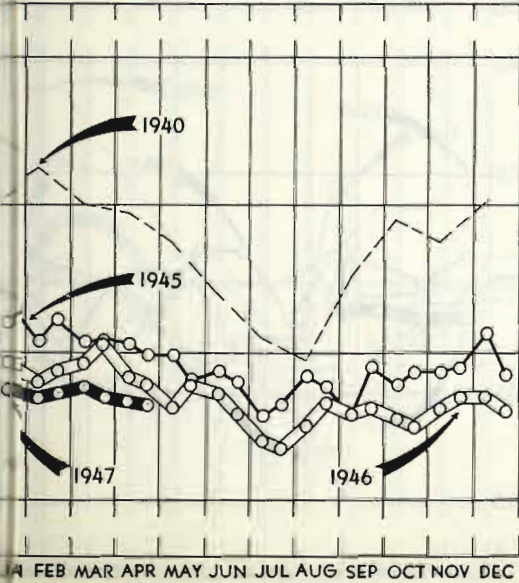
EVENING MISCELLANEOUS



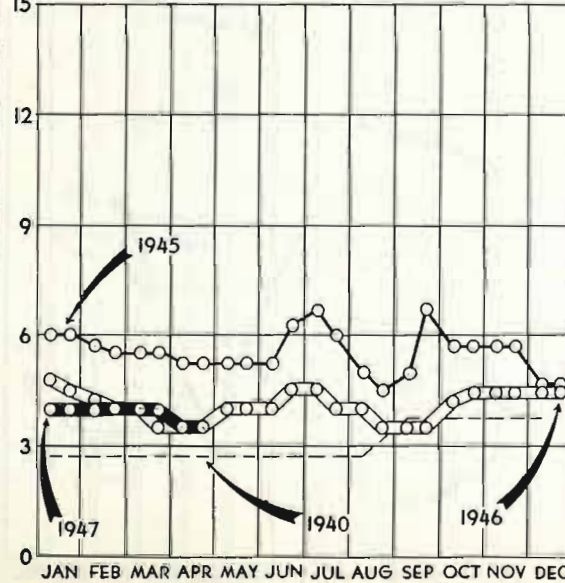
Program Hooperatings - Evening Miscellaneous compared with All Types



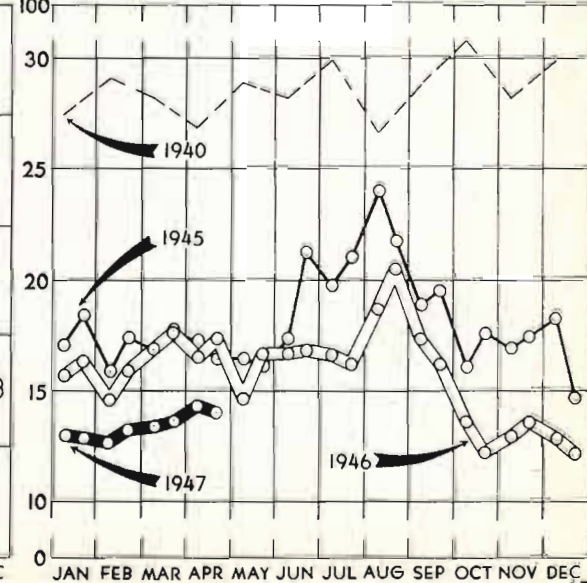
Program Hooperatings



Sponsored Broadcast Hours

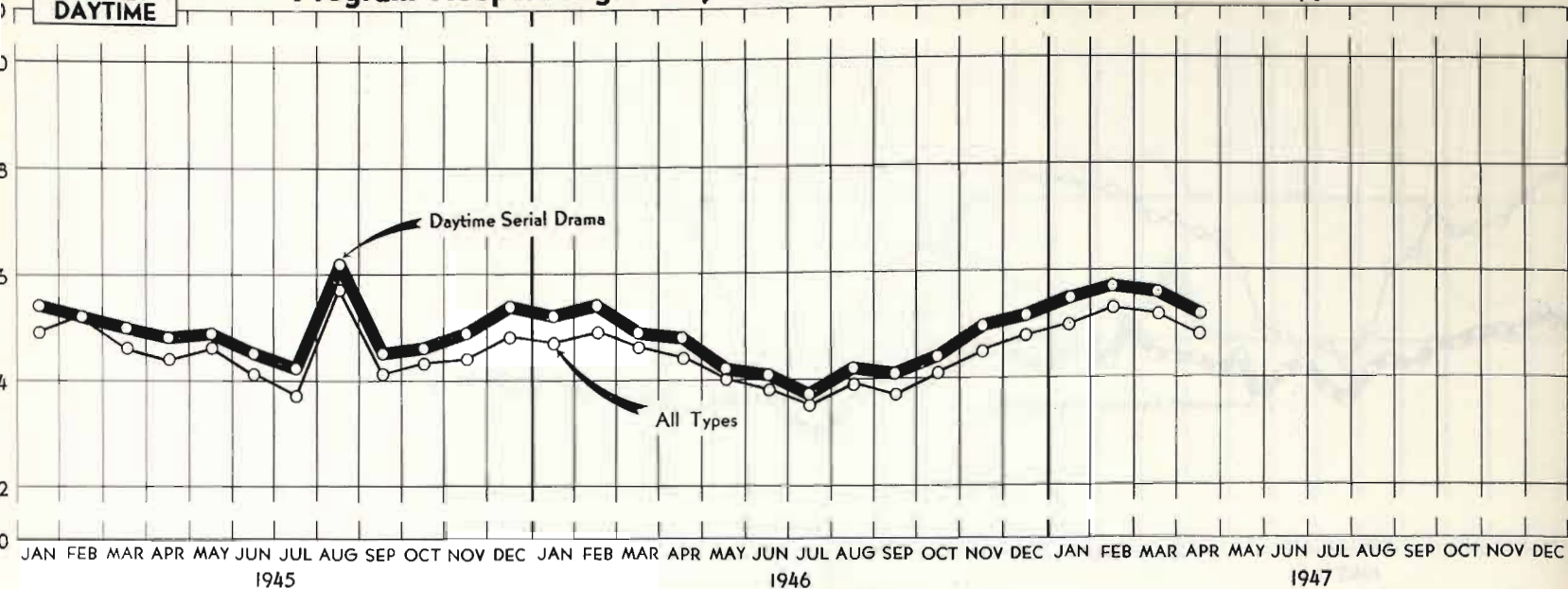


Share of Audience

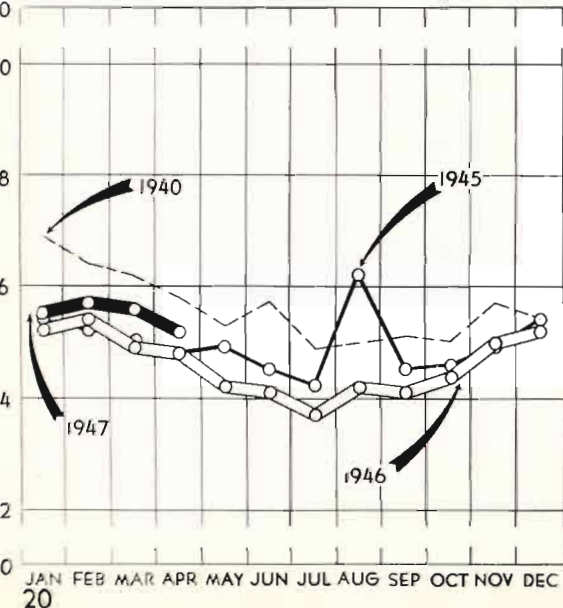


DAYTIME SERIAL DRAMA

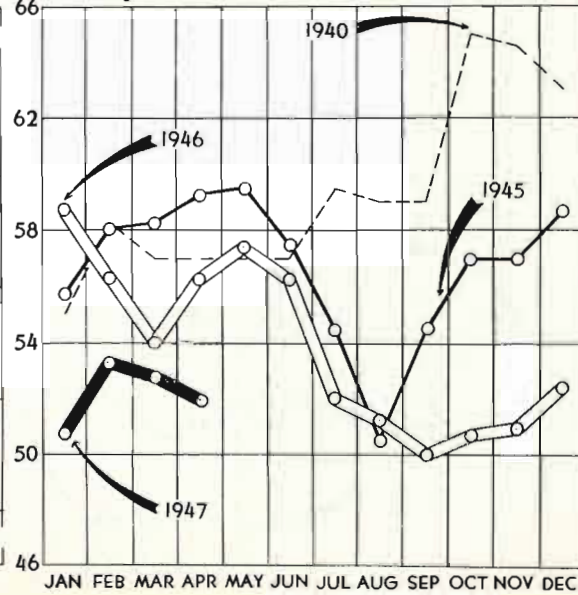
Program Hooperatings - Daytime Serial Drama compared with All Types



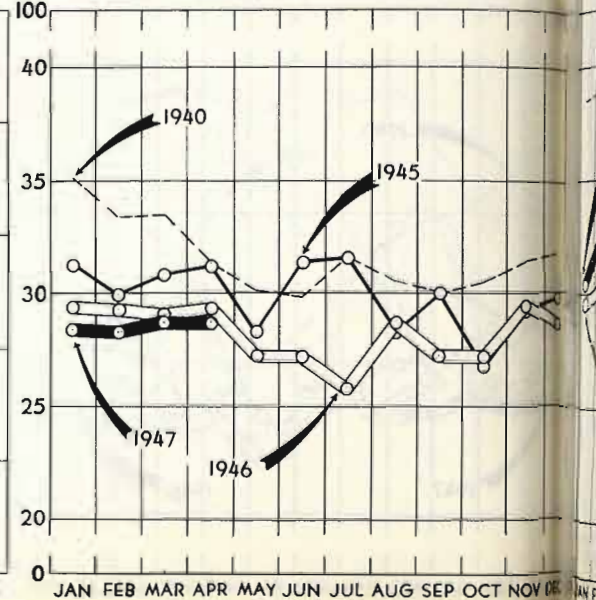
Program Hooperatings



Sponsored Broadcast Hours



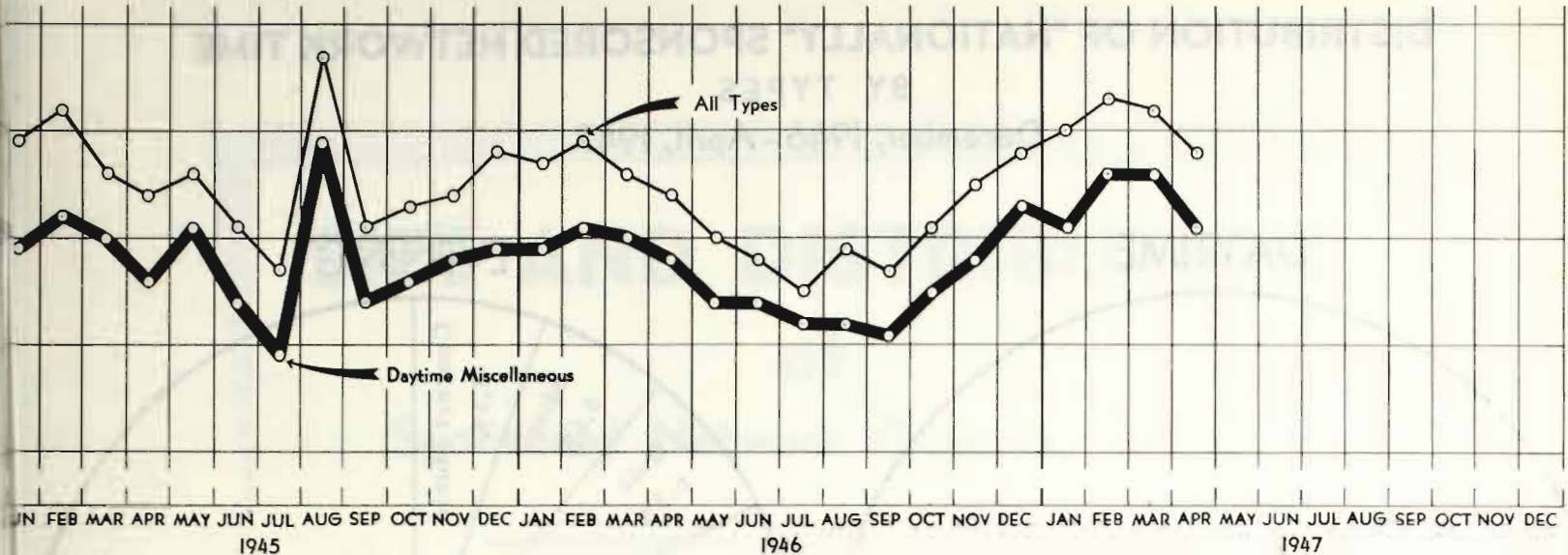
Share of Audience



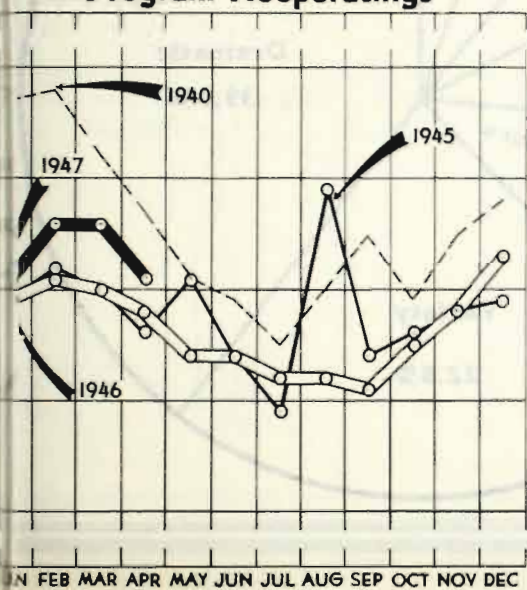
DAYTIME MISCELLANEOUS



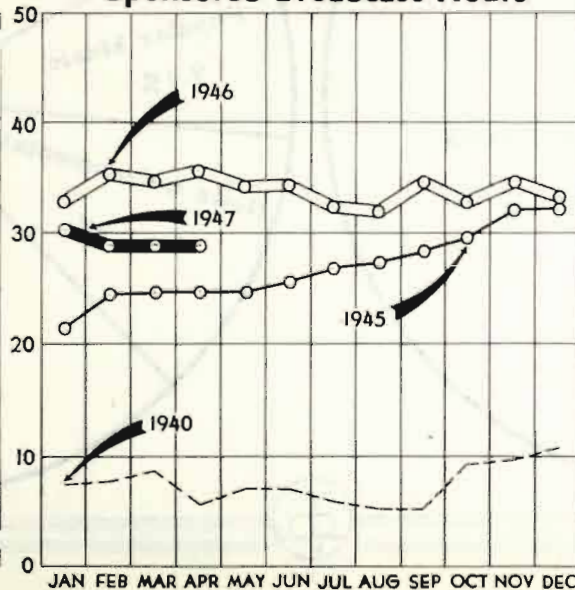
Program Hooperatings - Daytime Miscellaneous compared with All Types



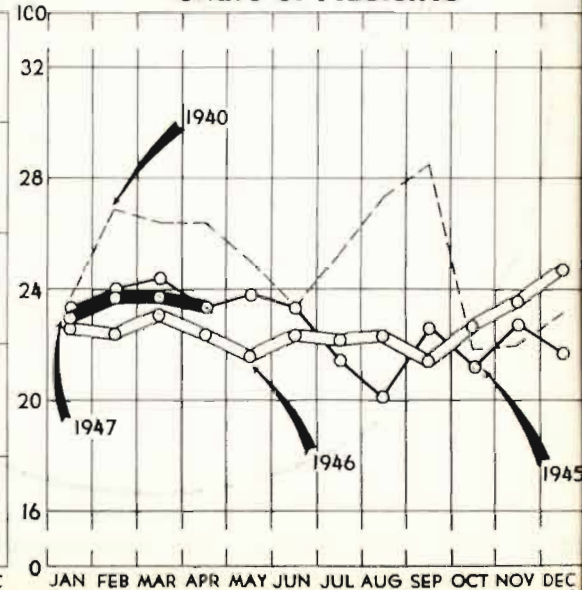
Program Hooperatings



Sponsored Broadcast Hours

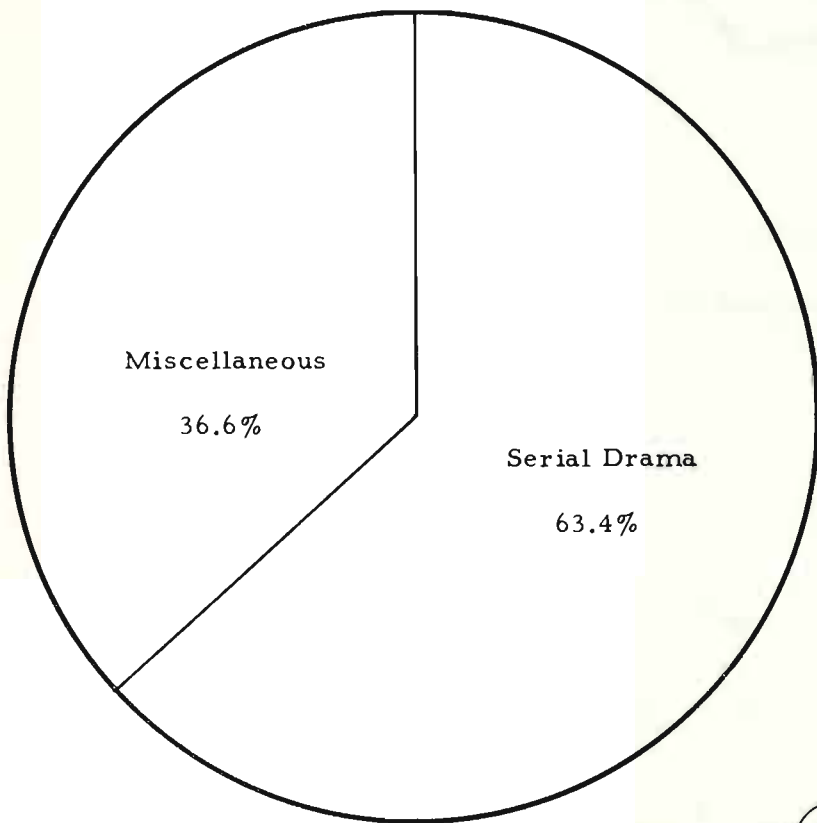


Share of Audience

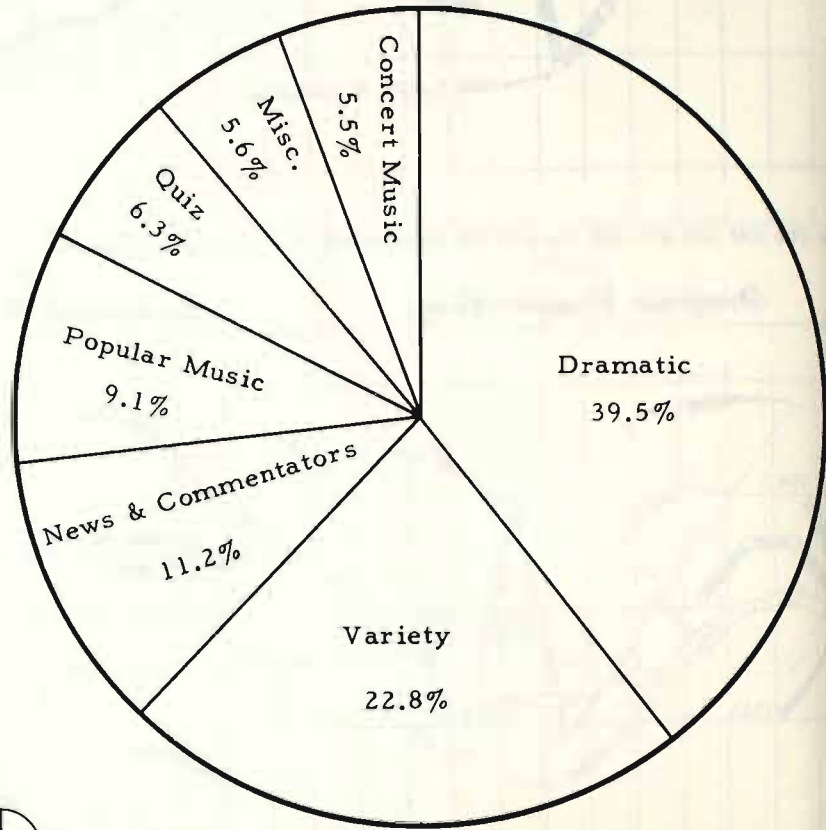


DISTRIBUTION OF "NATIONALLY" SPONSORED NETWORK TIME BY TYPES December, 1946 - April, 1947

DAYTIME



EVENING



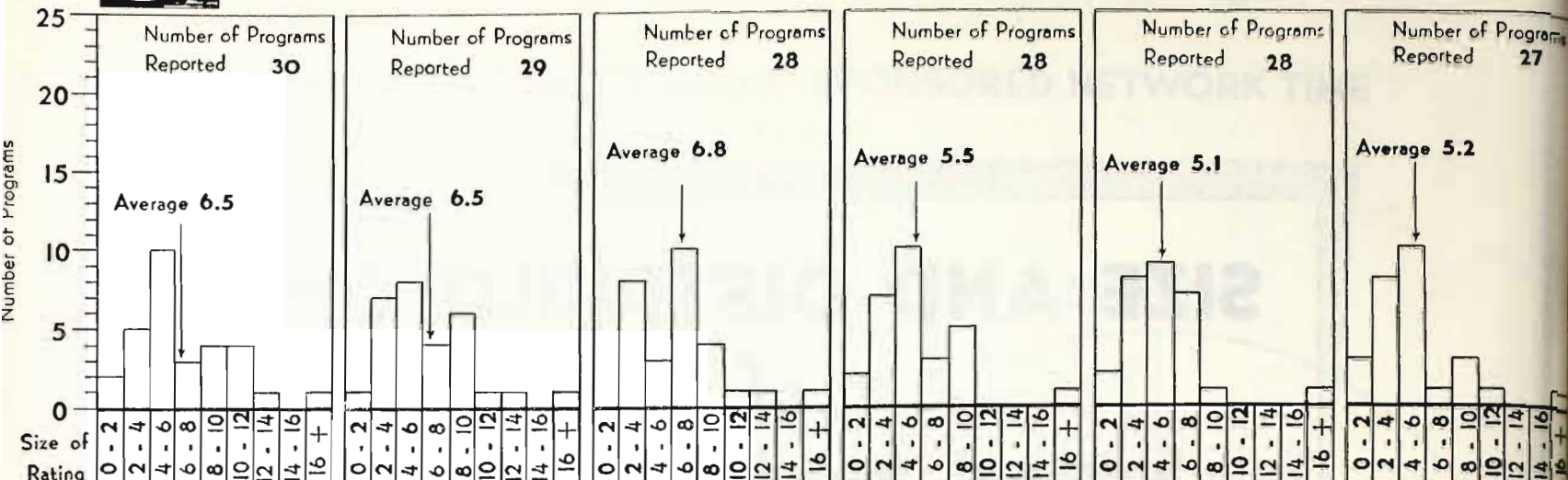
SIZE AND DISTRIBUTION
of
Sponsored Network Program Ratings





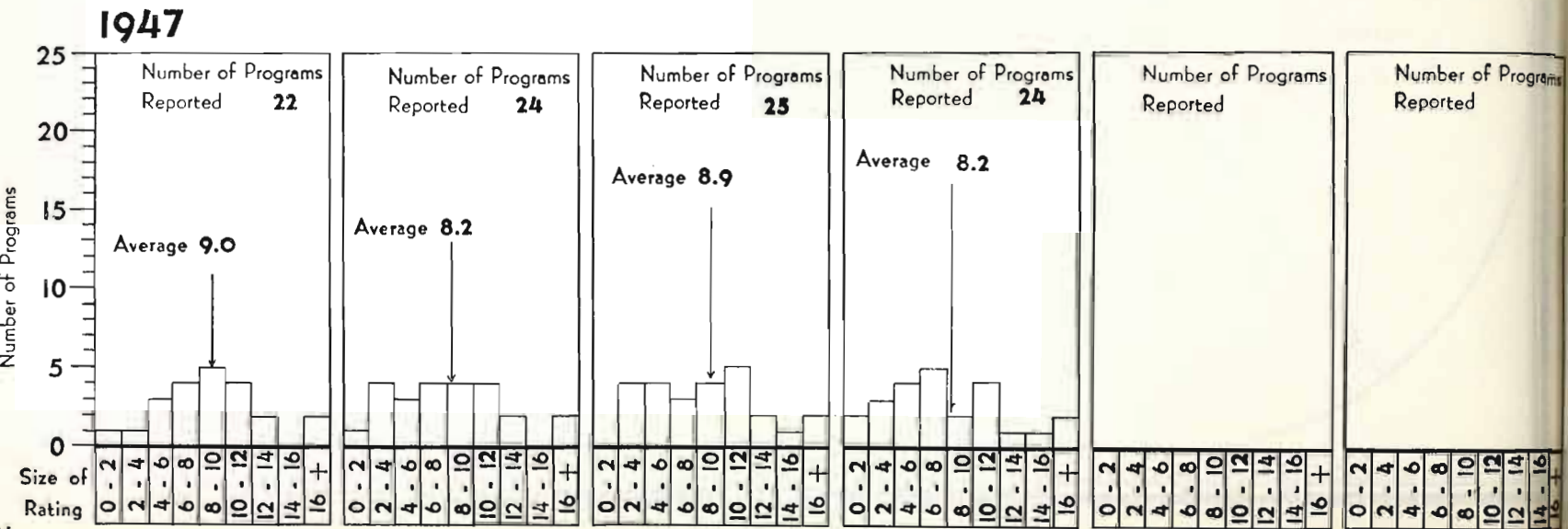
A B C EVENING

SIZE AND DISTRIBUTION OF SPONSORED NETWORK PROGRAM RATINGS



1946

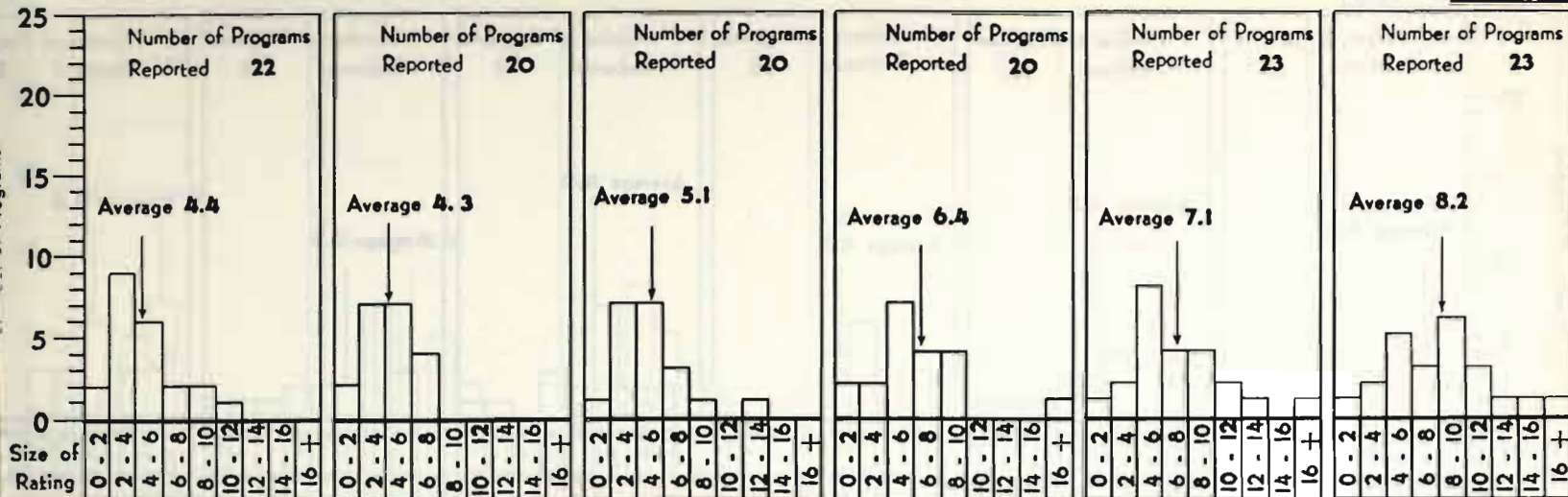
JANUARY FEBRUARY MARCH APRIL MAY JUNE



1947



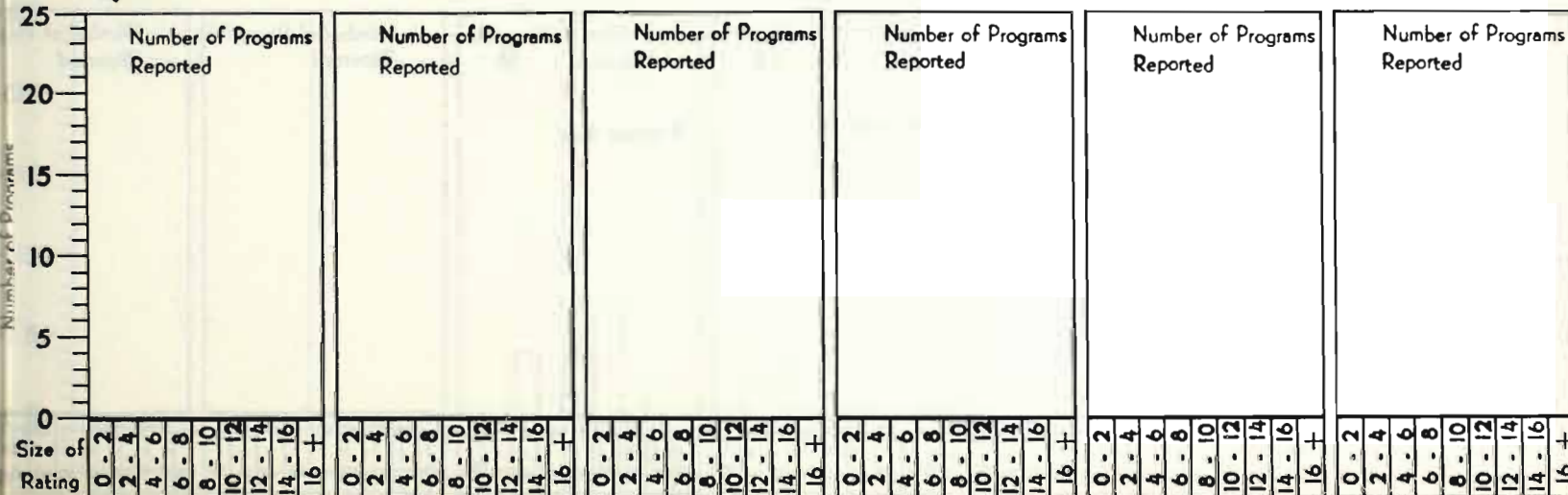
Source: 15th of Month Network Program Hooperatings



1946

JULY AUGUST SEPTEMBER OCTOBER NOVEMBER DECEMBER

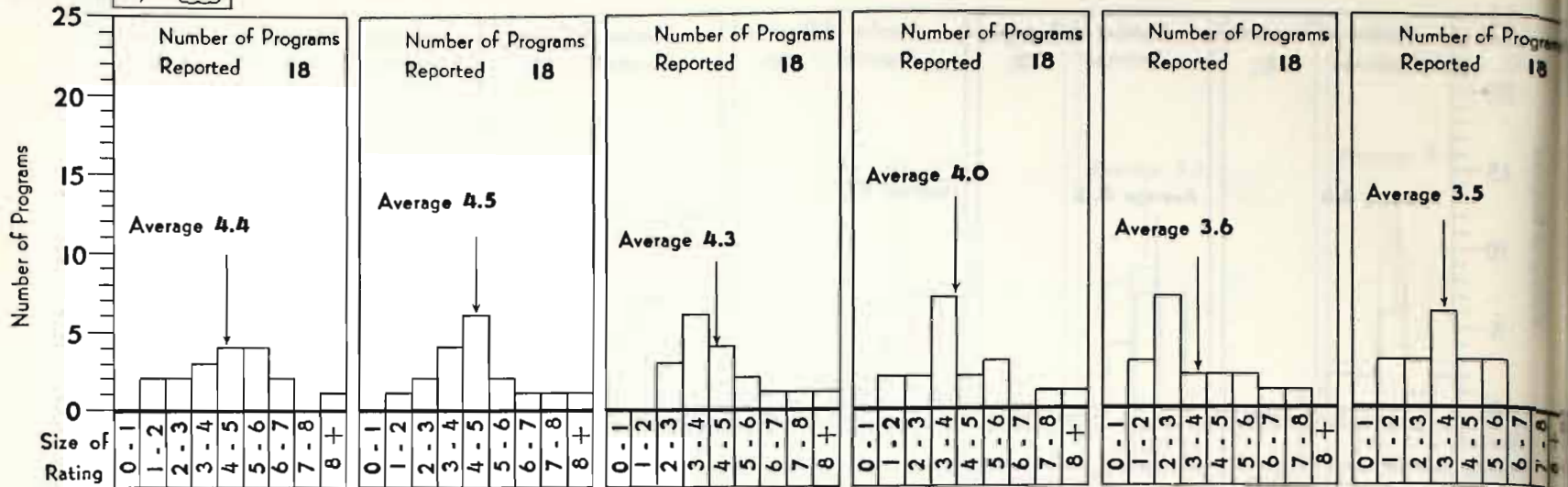
1947





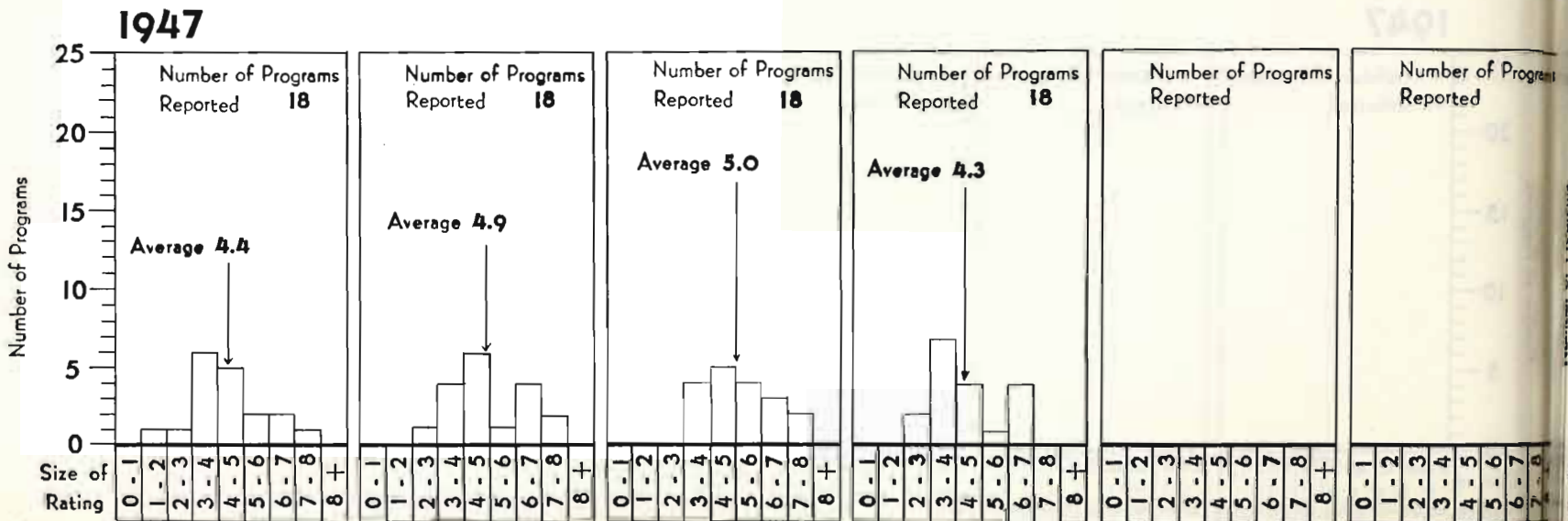
A B C DAYTIME

SIZE AND DISTRIBUTION OF PROGRAMS RATED

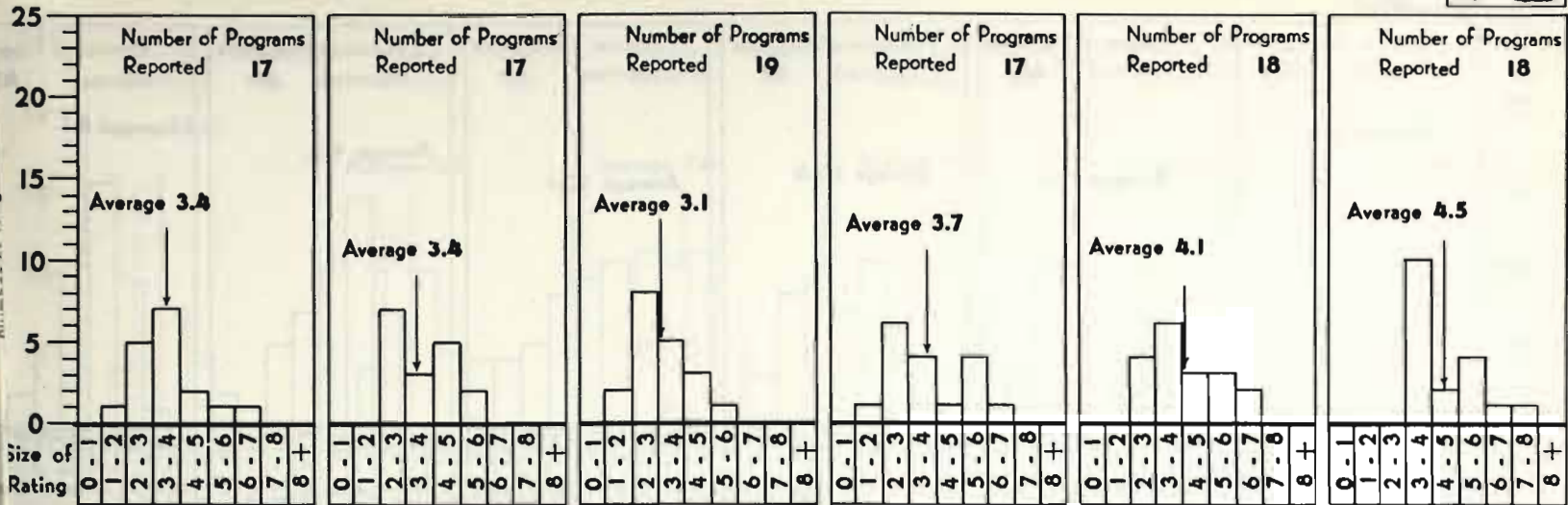


1946

JANUARY FEBRUARY MARCH APRIL MAY JUNE



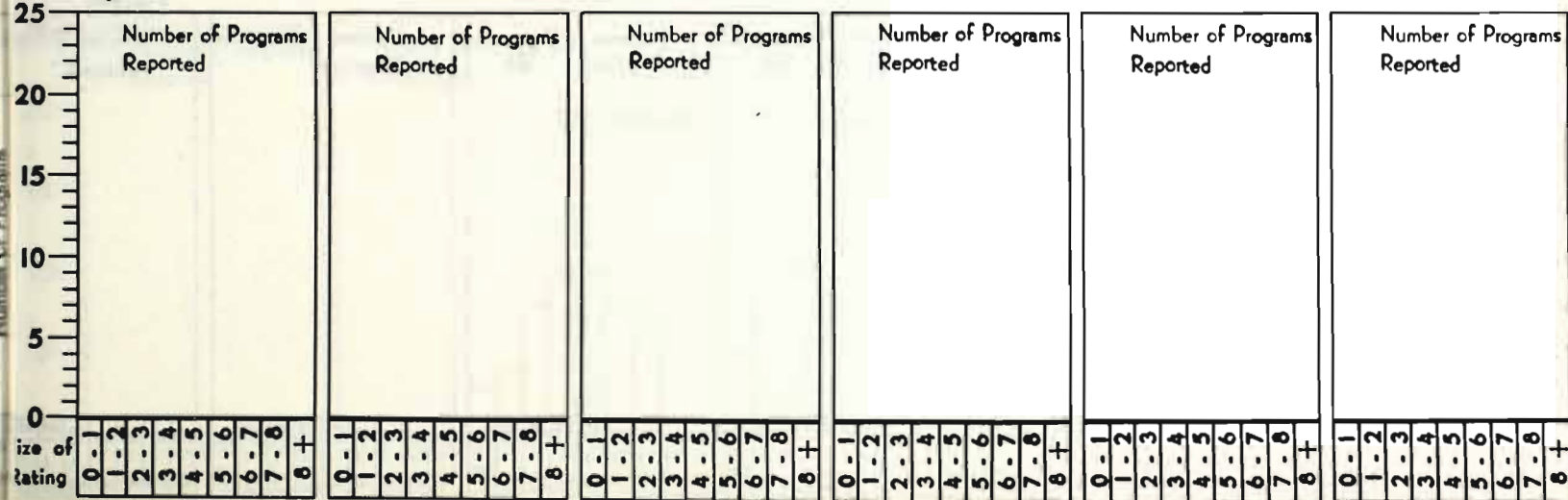
1947



1946

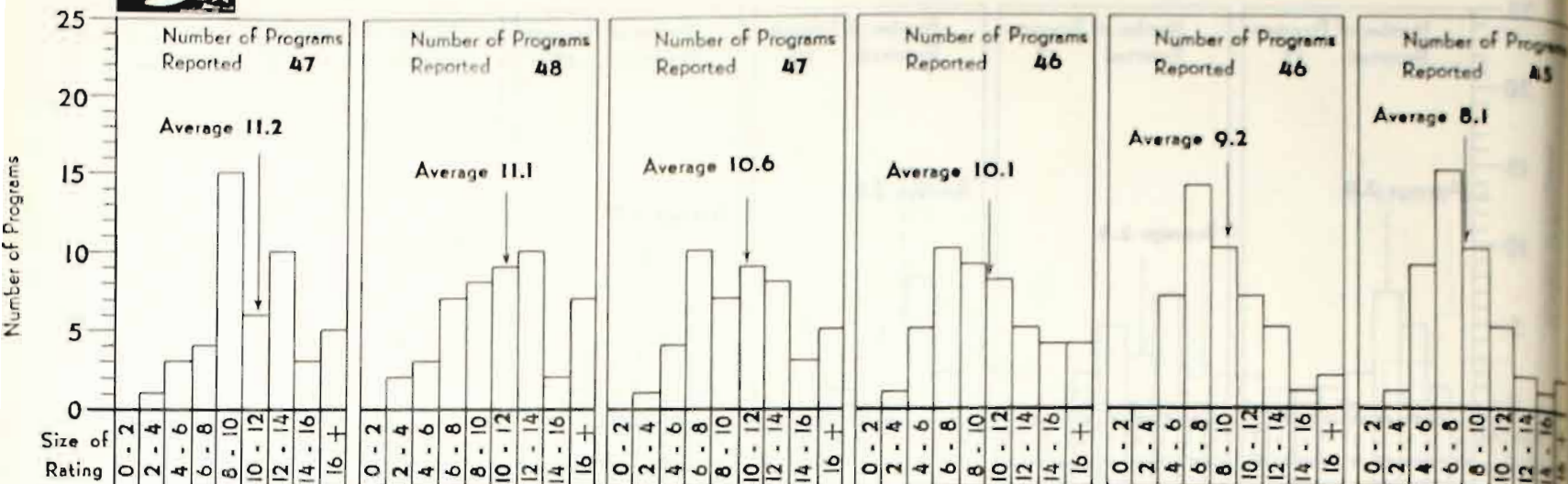
JULY AUGUST SEPTEMBER OCTOBER NOVEMBER DECEMBER

1947



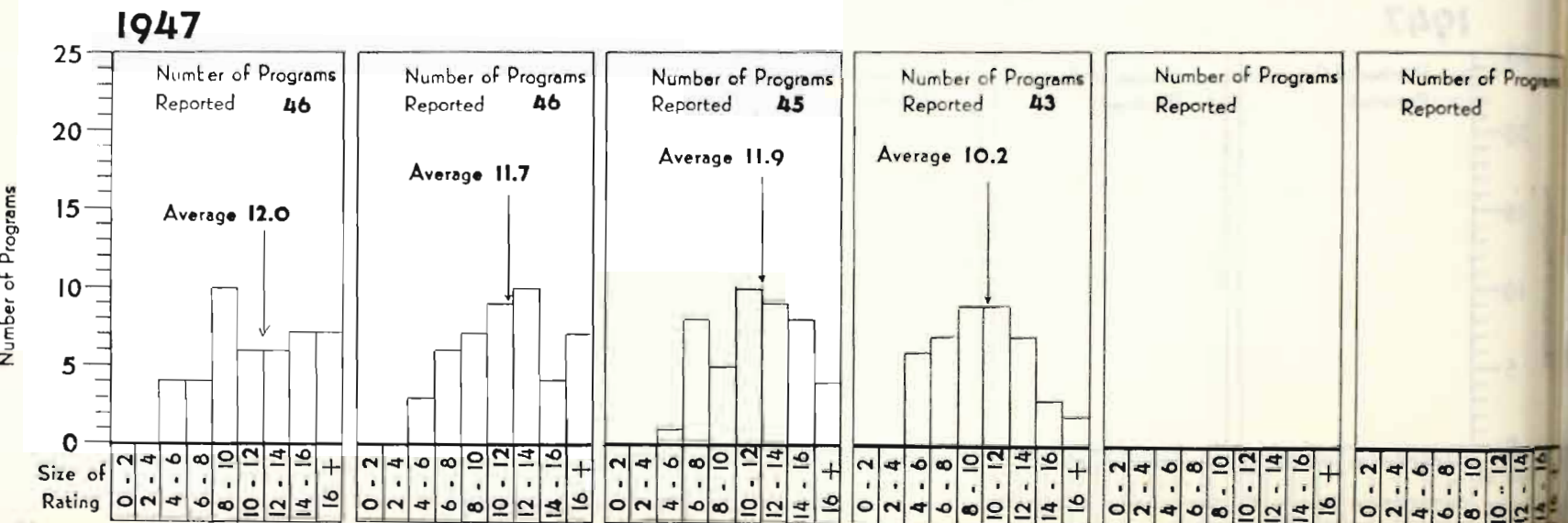


**SIZE AND DISTRIBUTION OF SPONSORED
NETWORK PROGRAM RATINGS**



1946

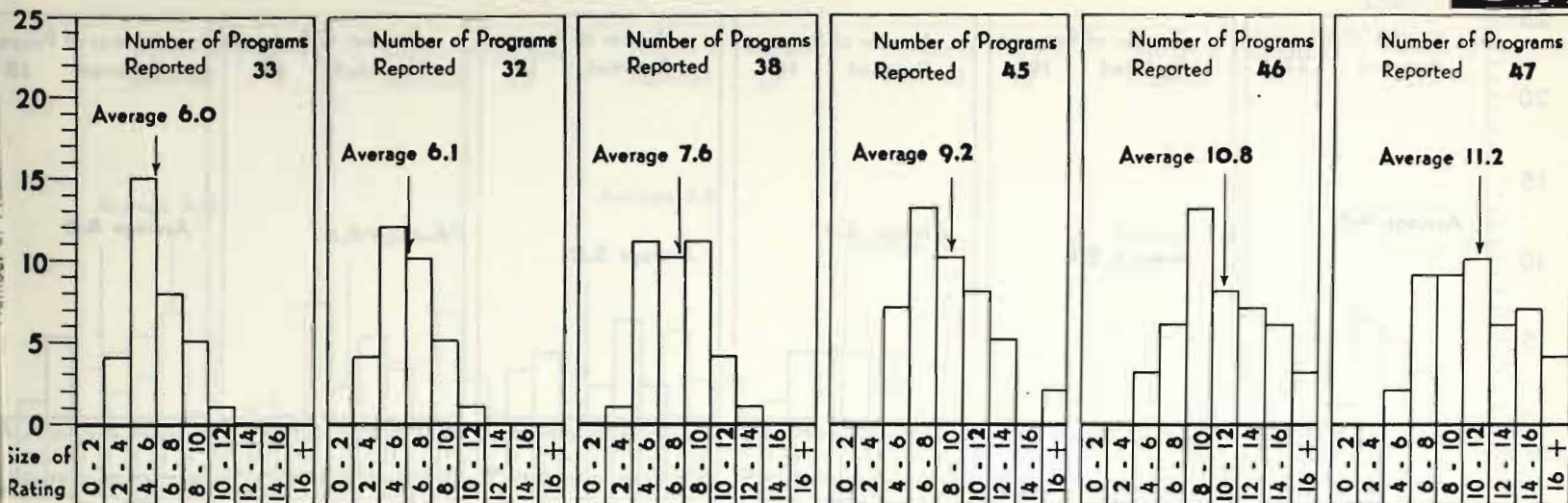
JANUARY FEBRUARY MARCH APRIL MAY JUNE



1947



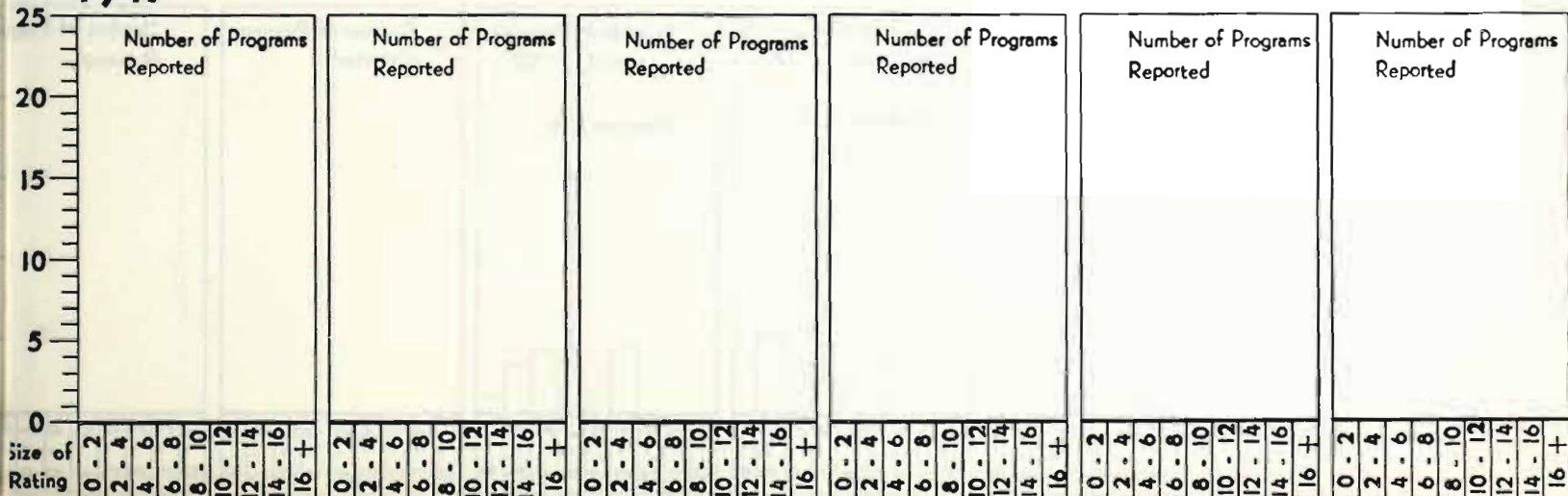
Source: 15th of Month Network Program Hooperatings



1946

JULY AUGUST SEPTEMBER OCTOBER NOVEMBER DECEMBER

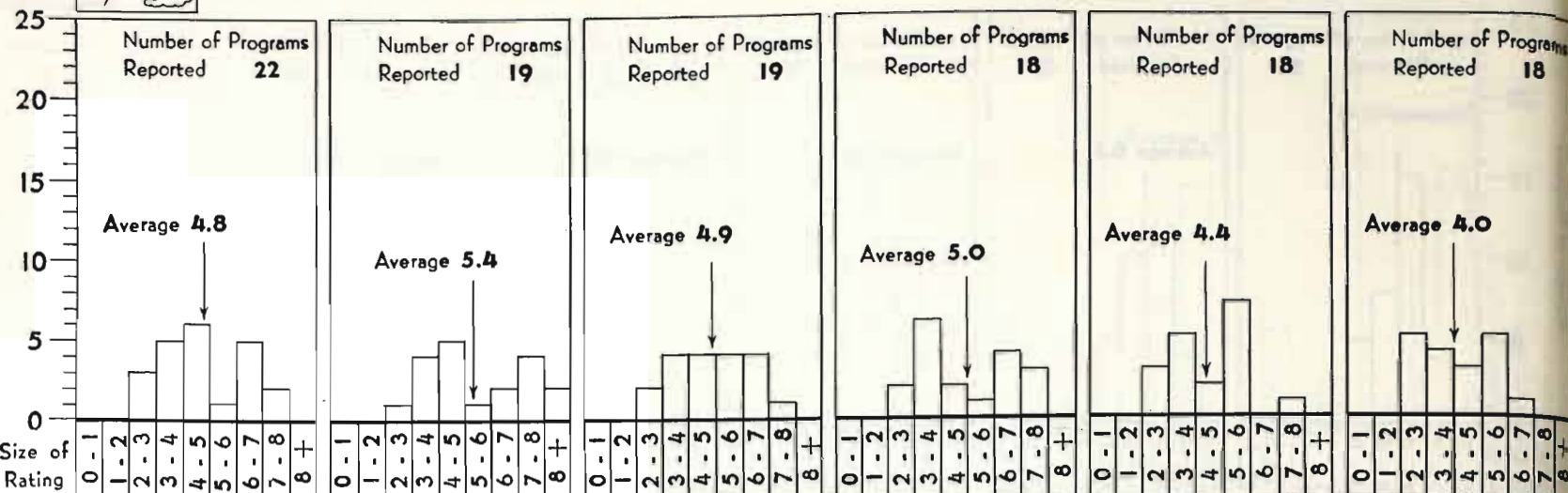
1947





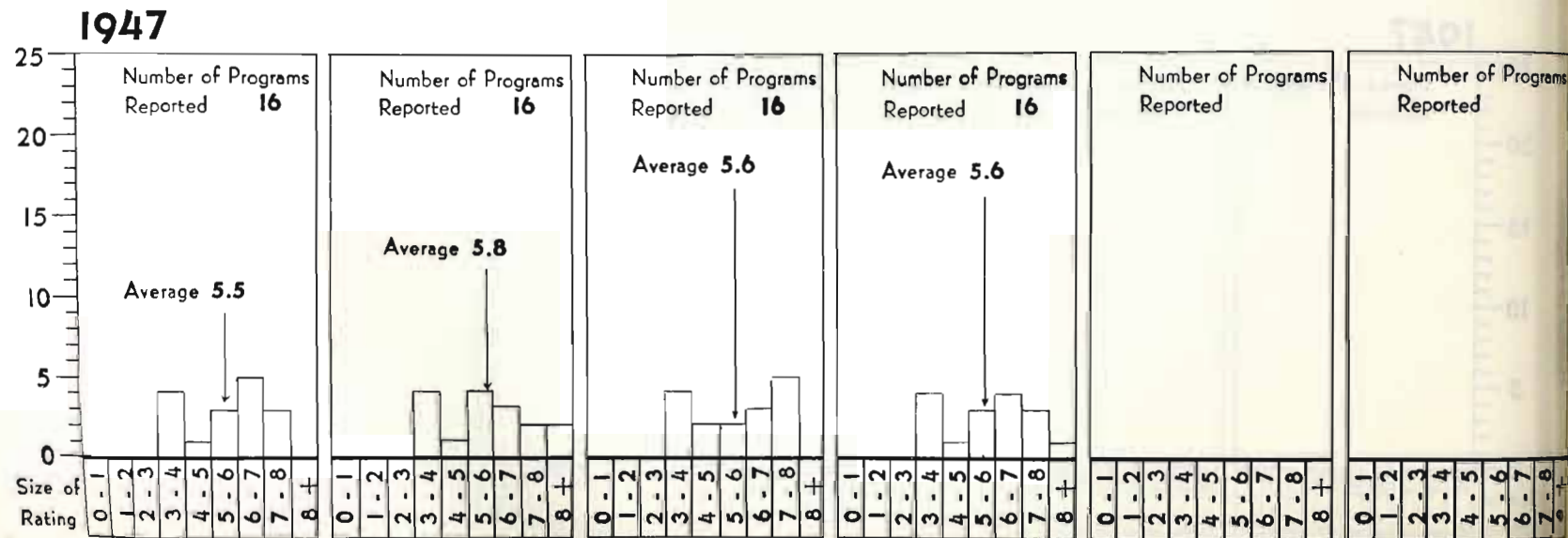
CBS DAYTIME

SIZE AND DISTRIBUTION OF SPONSORED NETWORK PROGRAM RATINGS

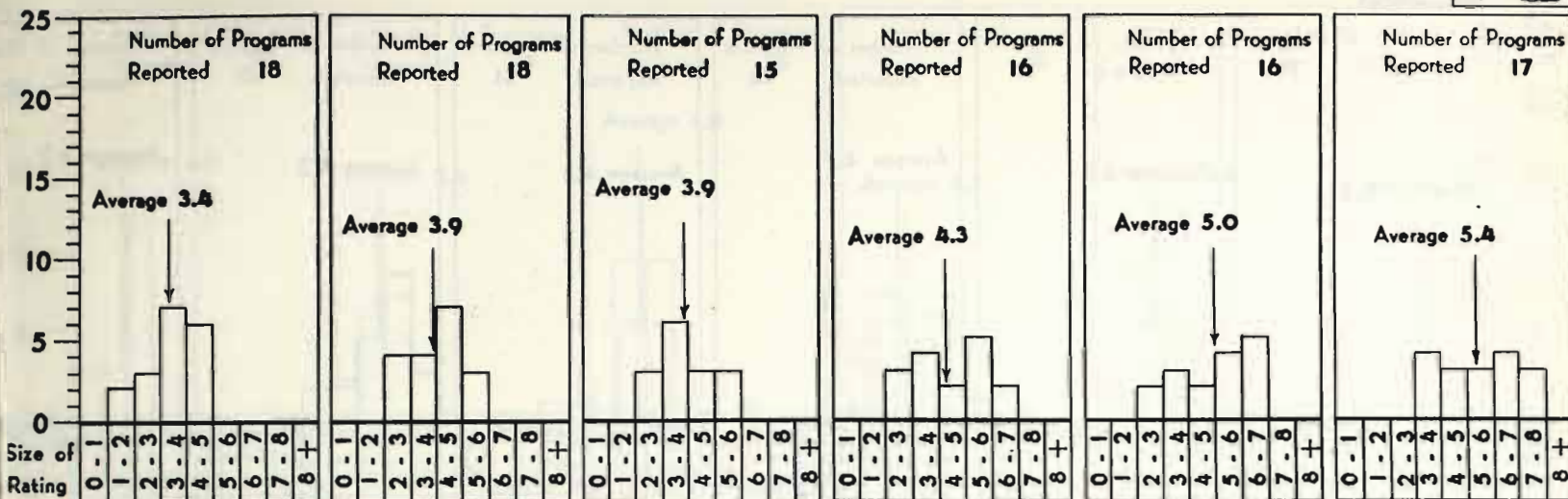


1946

JANUARY FEBRUARY MARCH APRIL MAY JUNE



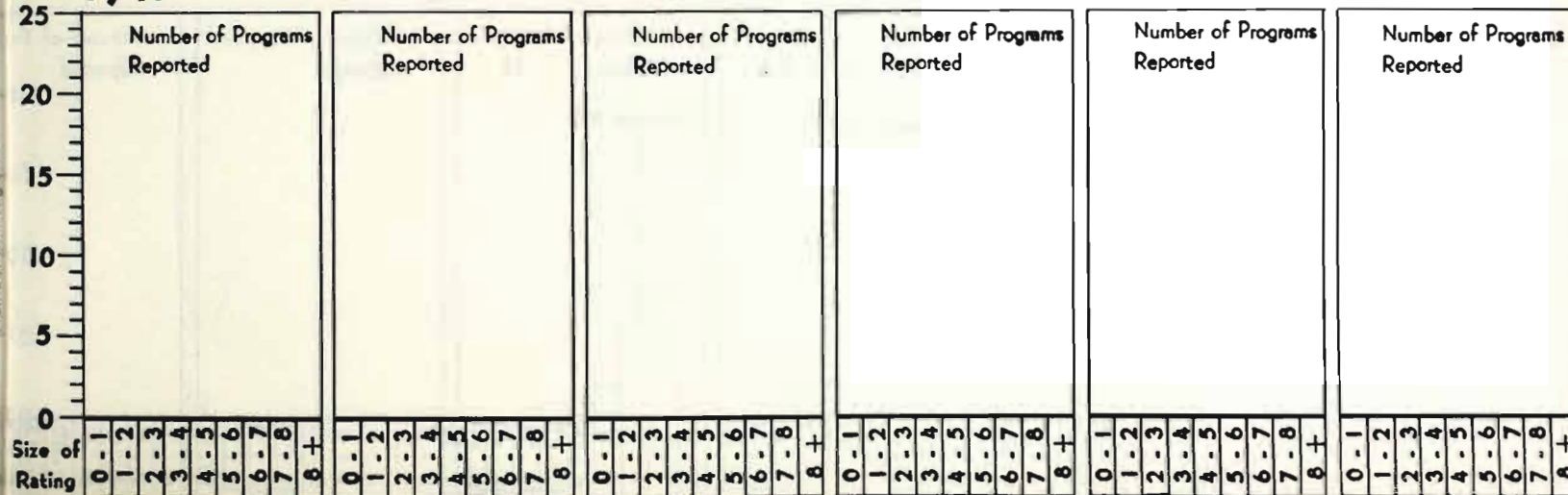
1947



1946

JULY AUGUST SEPTEMBER OCTOBER NOVEMBER DECEMBER

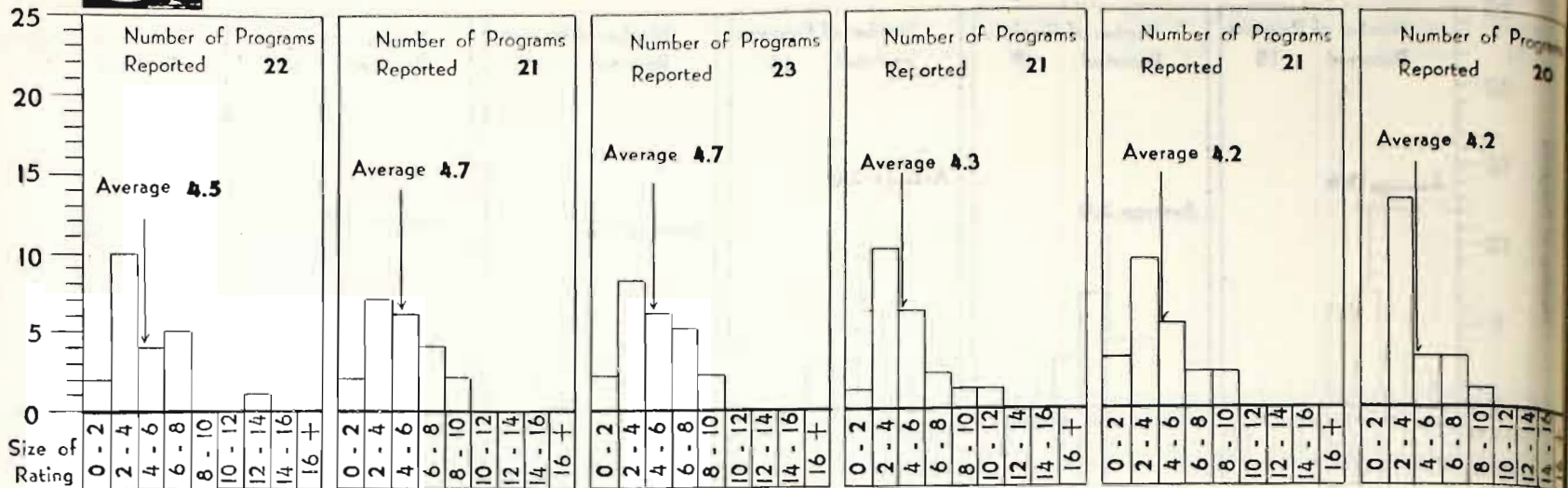
1947





M B S EVENING

SIZE AND DISTRIBUTION OF SPONSORED NETWORK PROGRAM RATINGS



1946

JANUARY

FEBRUARY

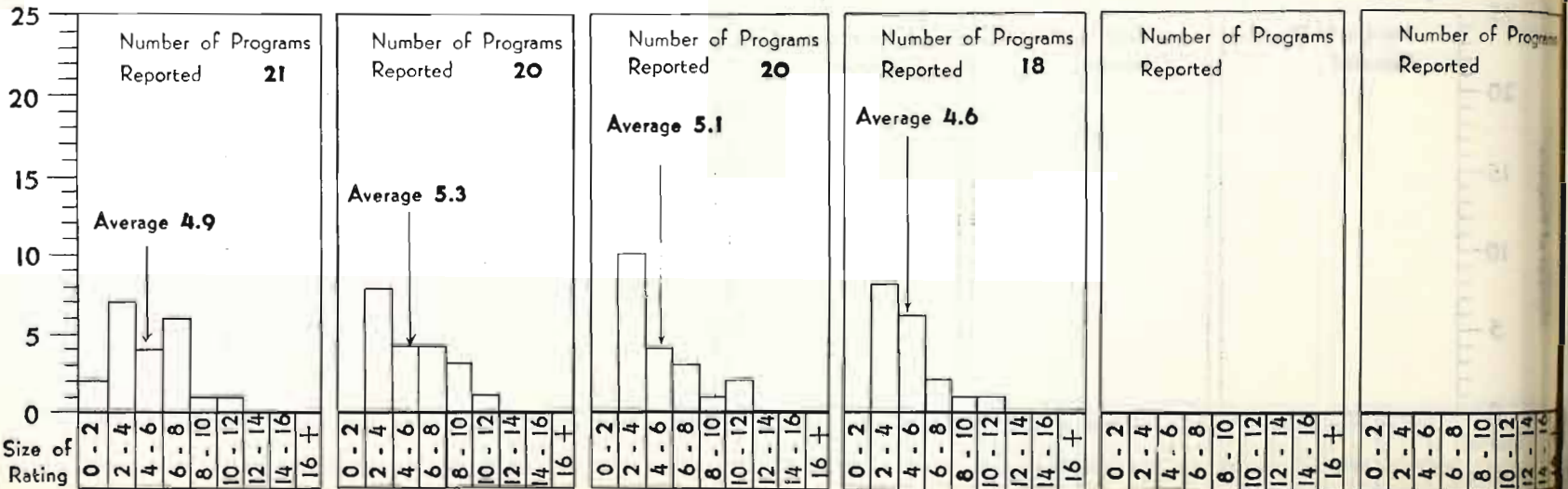
MARCH

APRIL

MAY

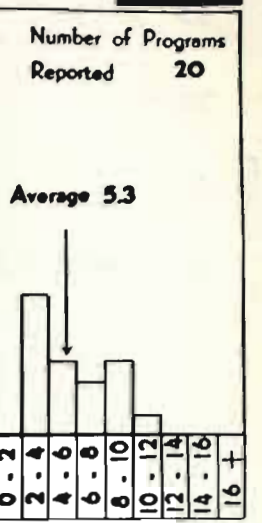
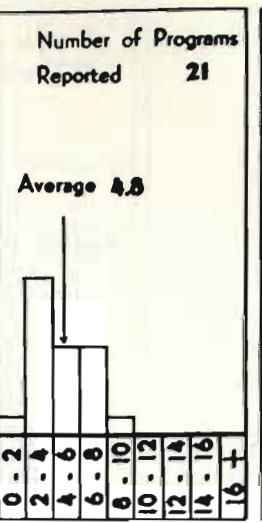
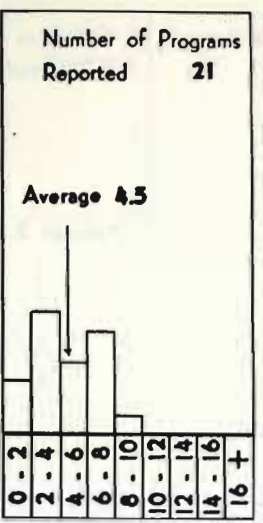
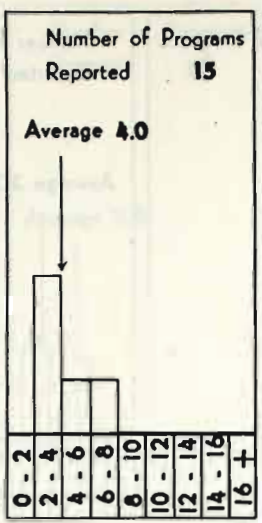
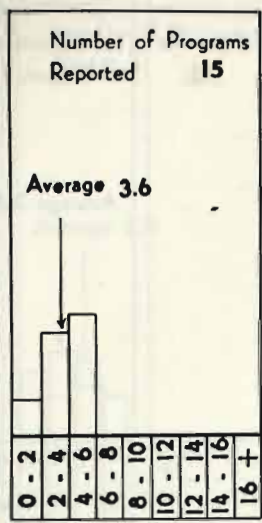
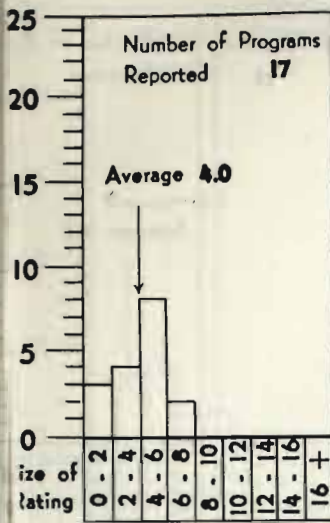
JUNE

1947





Source: 15th of Month Network Program Hooperatings



1946

JULY

AUGUST

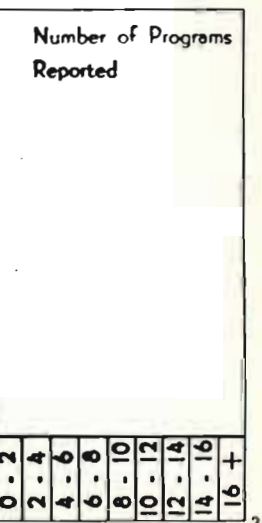
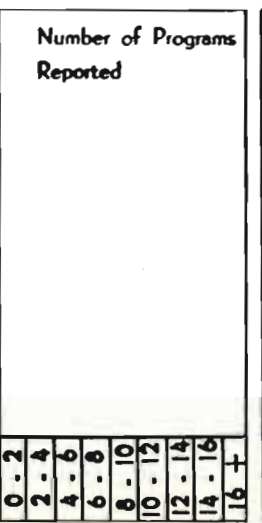
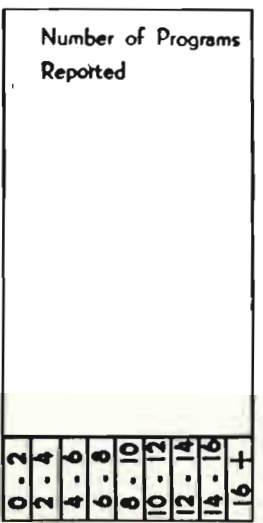
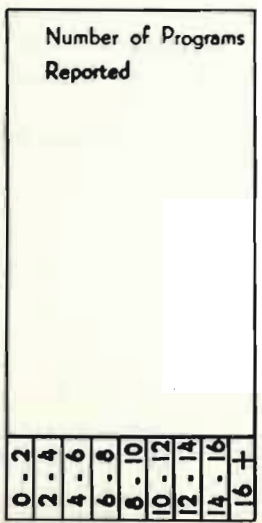
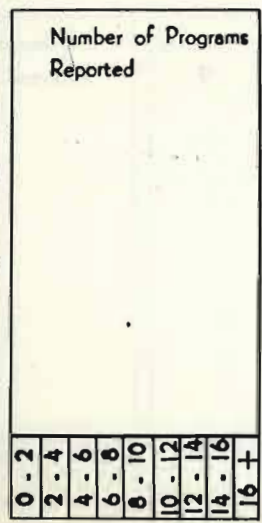
SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

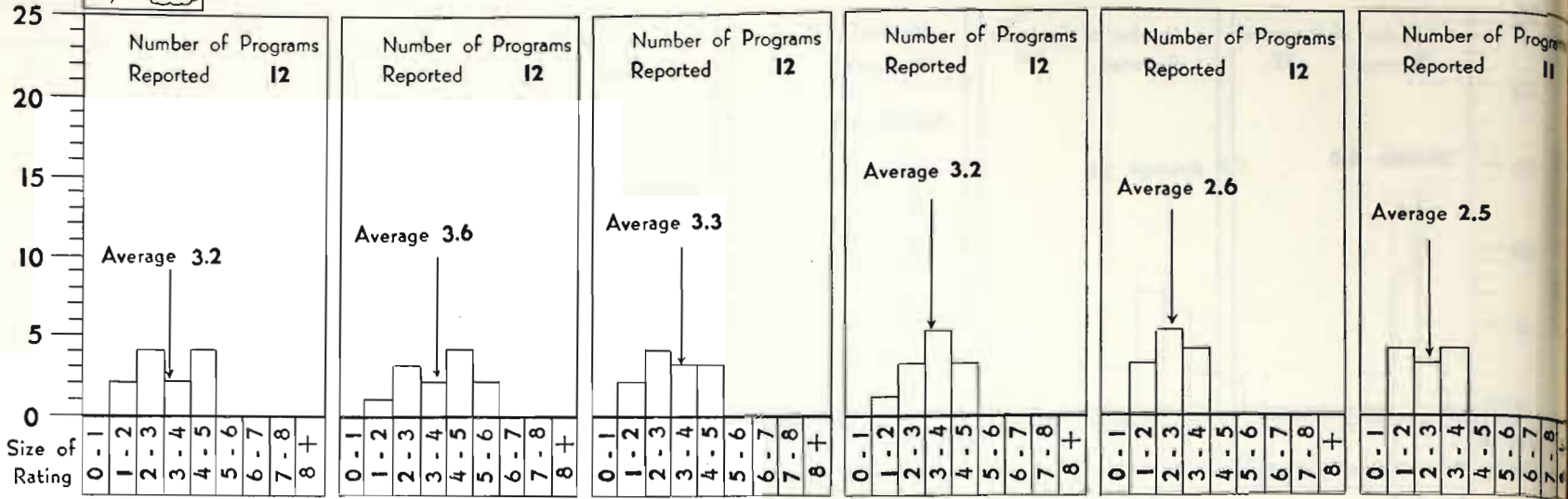
1947





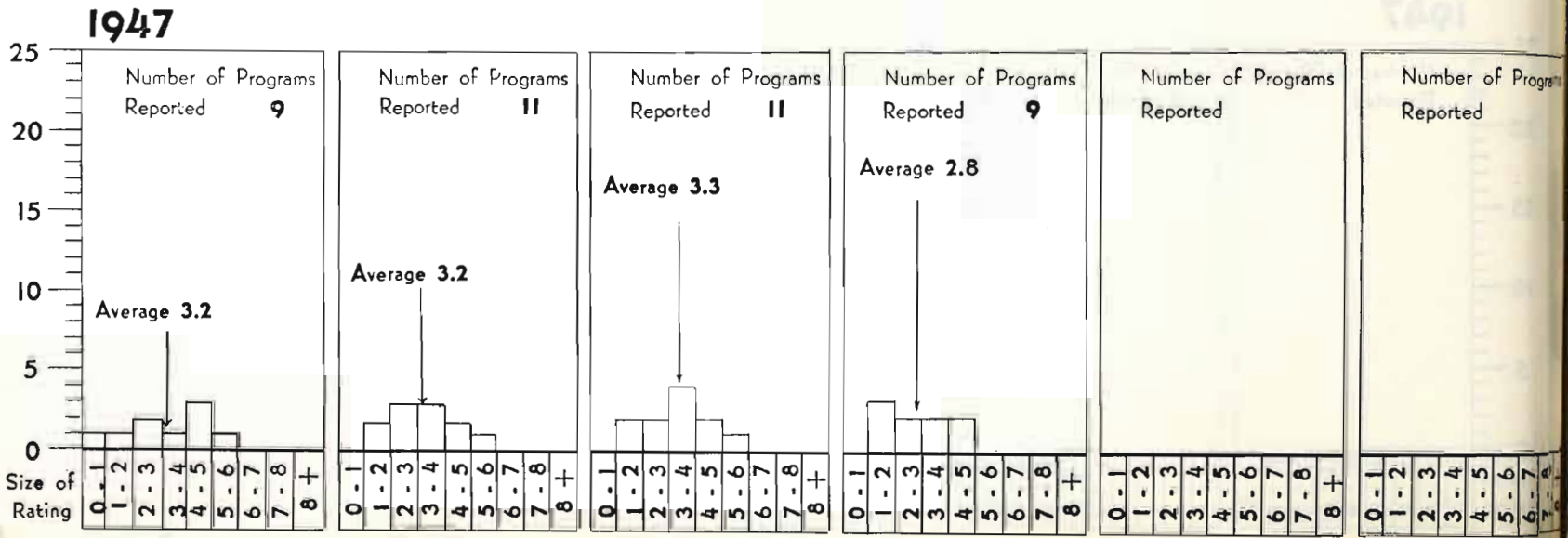
M B S DAYTIME

SIZE AND DISTRIBUTION OF SPONSORED NETWORK PROGRAM RATING



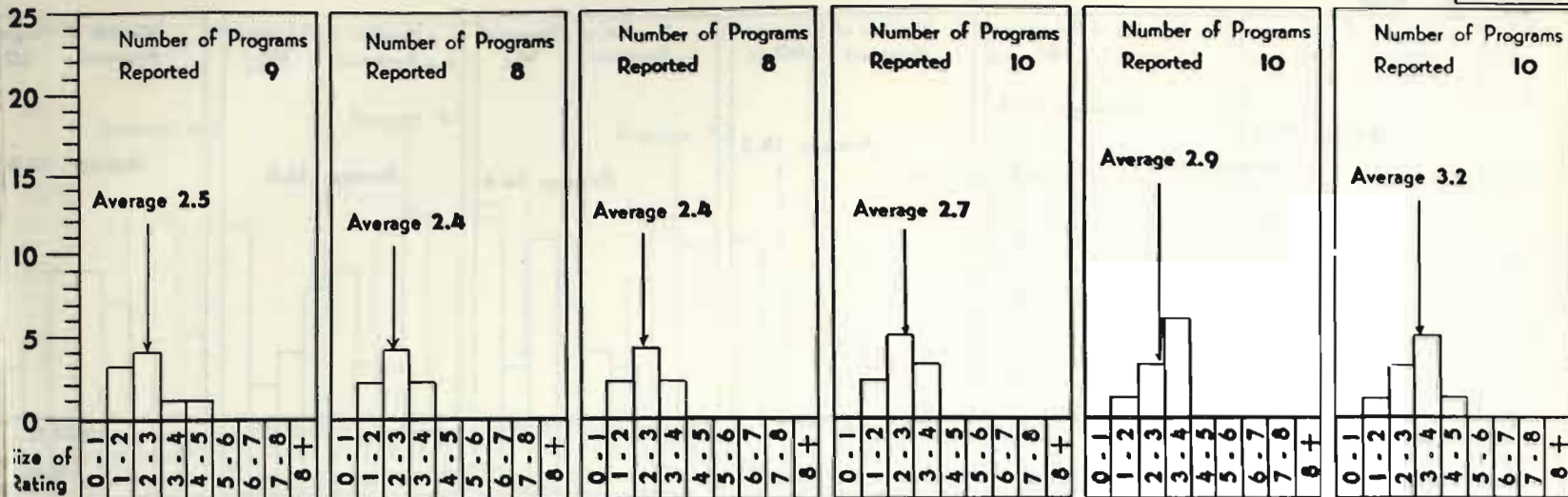
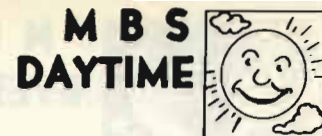
1946

JANUARY FEBRUARY MARCH APRIL MAY JUNE



1947

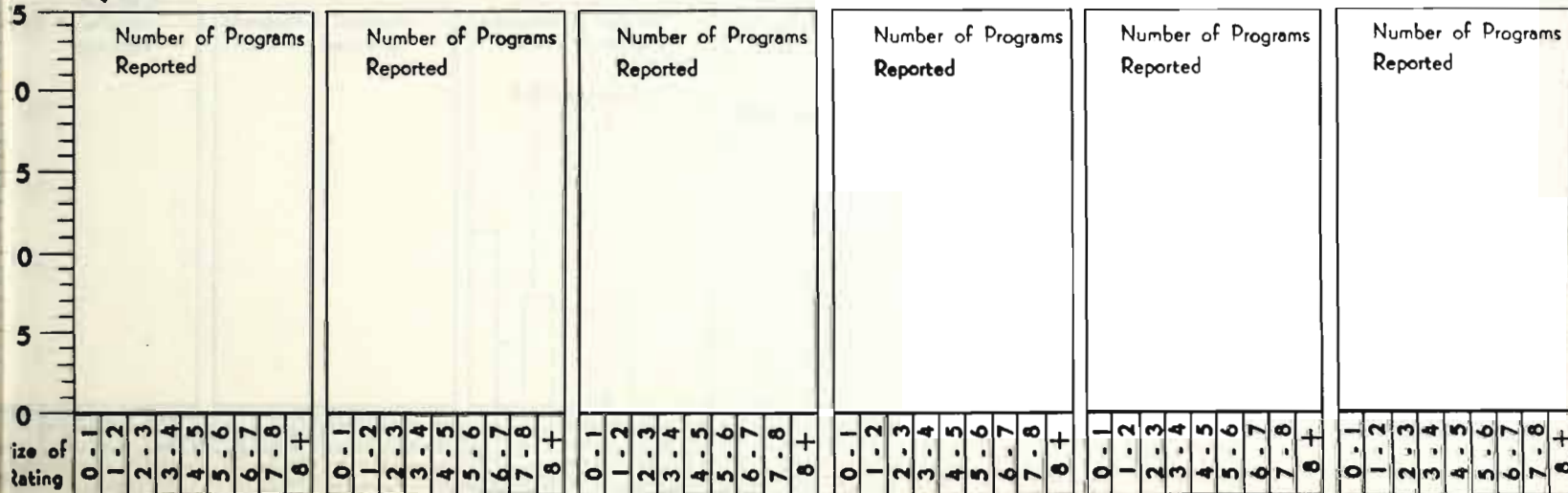
Source: 15th of Month Network Program Hooperatings



1946

JULY AUGUST SEPTEMBER OCTOBER NOVEMBER DECEMBER

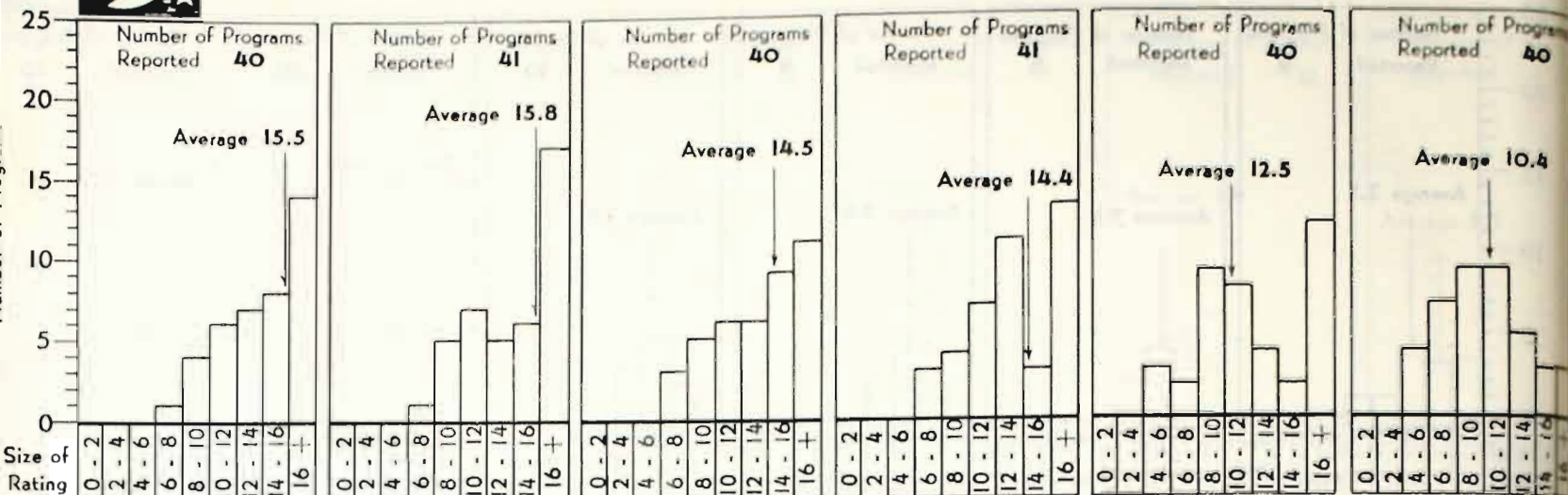
1947





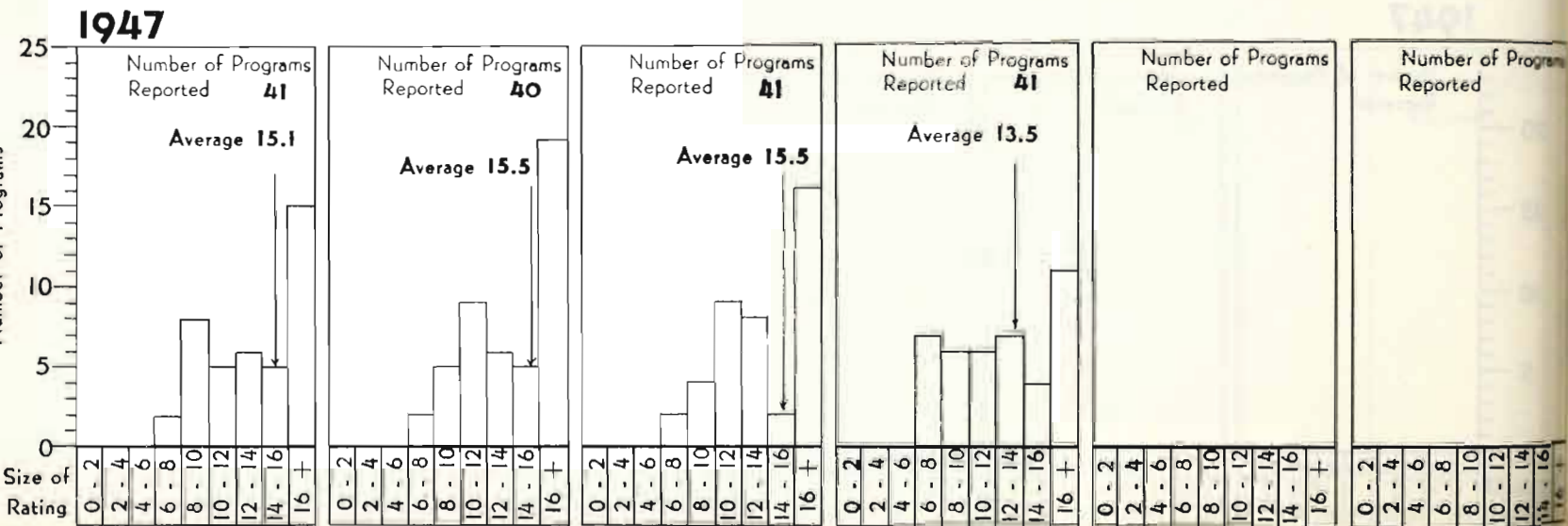
NBC EVENING

SIZE AND DISTRIBUTION OF SPONSORED NETWORK PROGRAM RATINGS

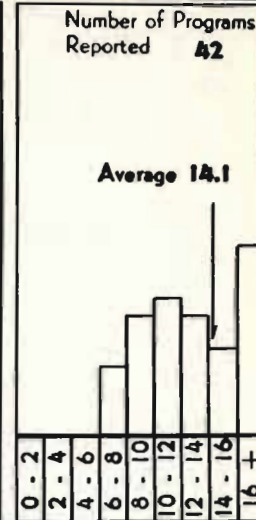
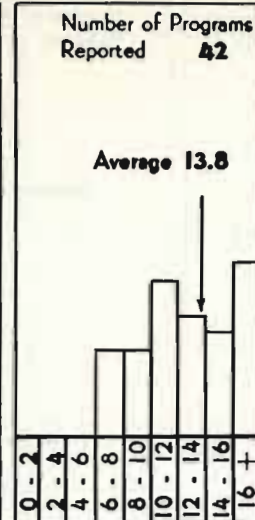
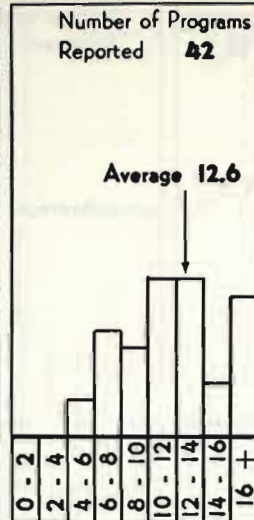
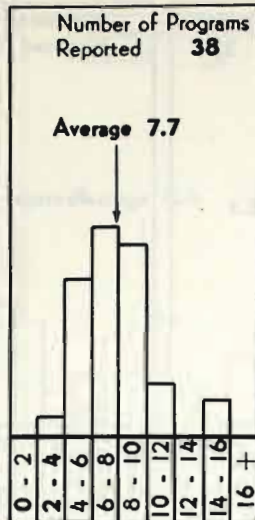
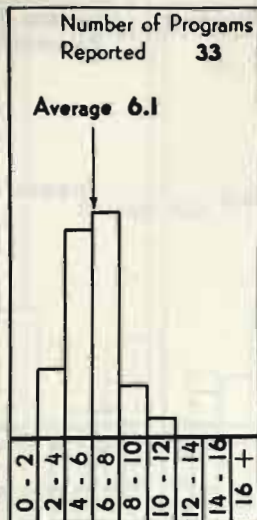
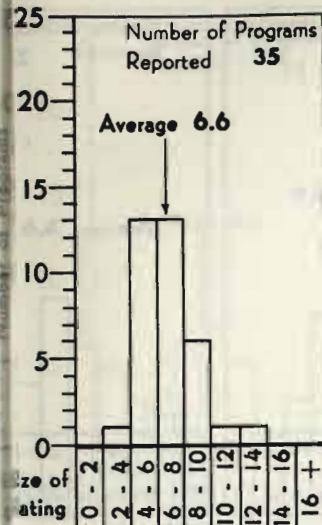
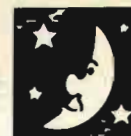


1946

JANUARY FEBRUARY MARCH APRIL MAY JUNE



1947



1946

JULY

AUGUST

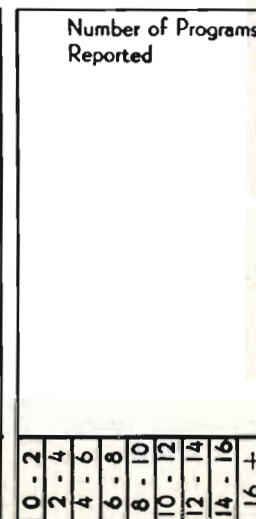
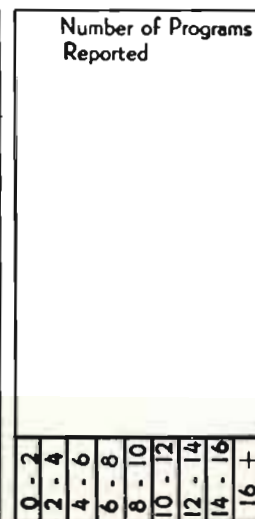
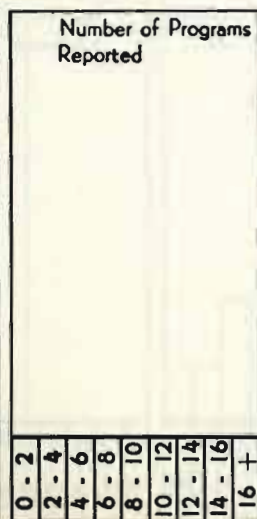
SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

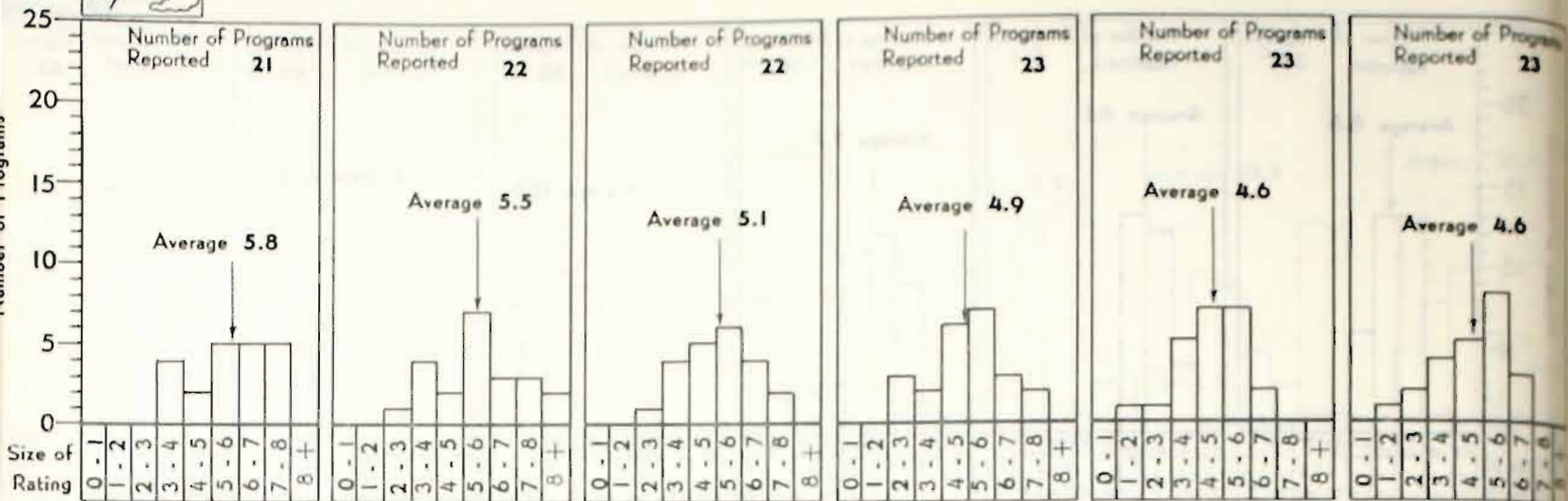
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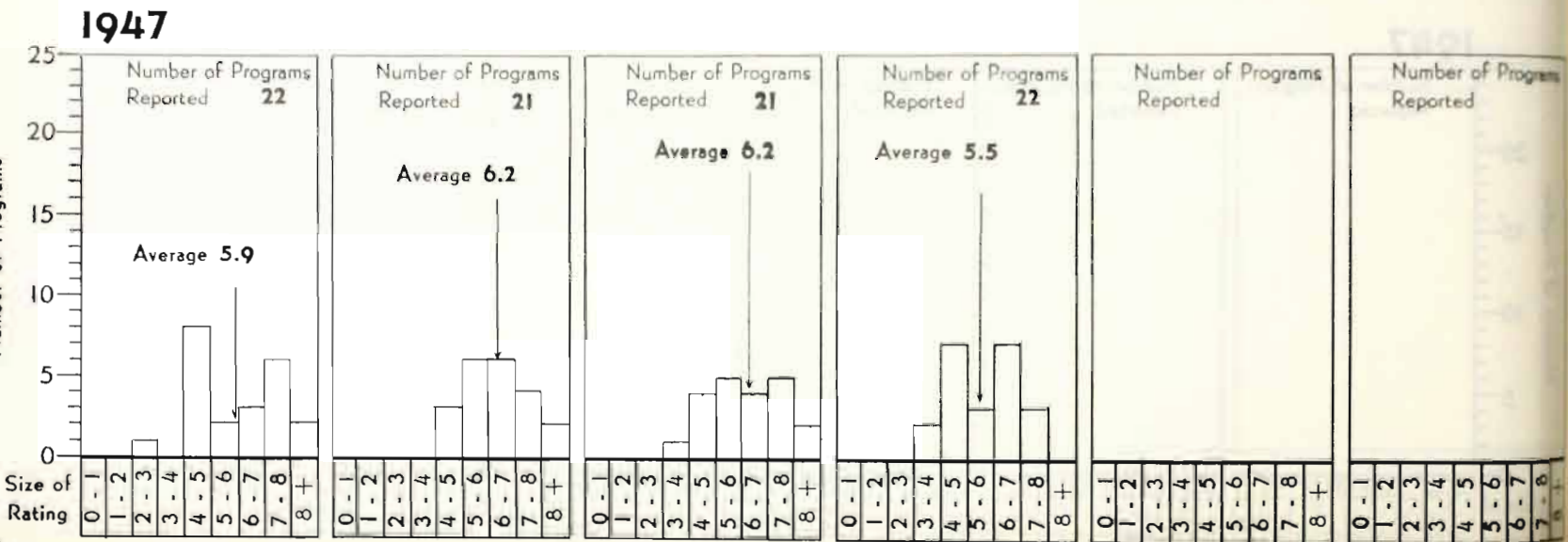
N B C DAYTIME

SIZE AND DISTRIBUTION OF SPONSORED NETWORK PROGRAM RATINGS



1946

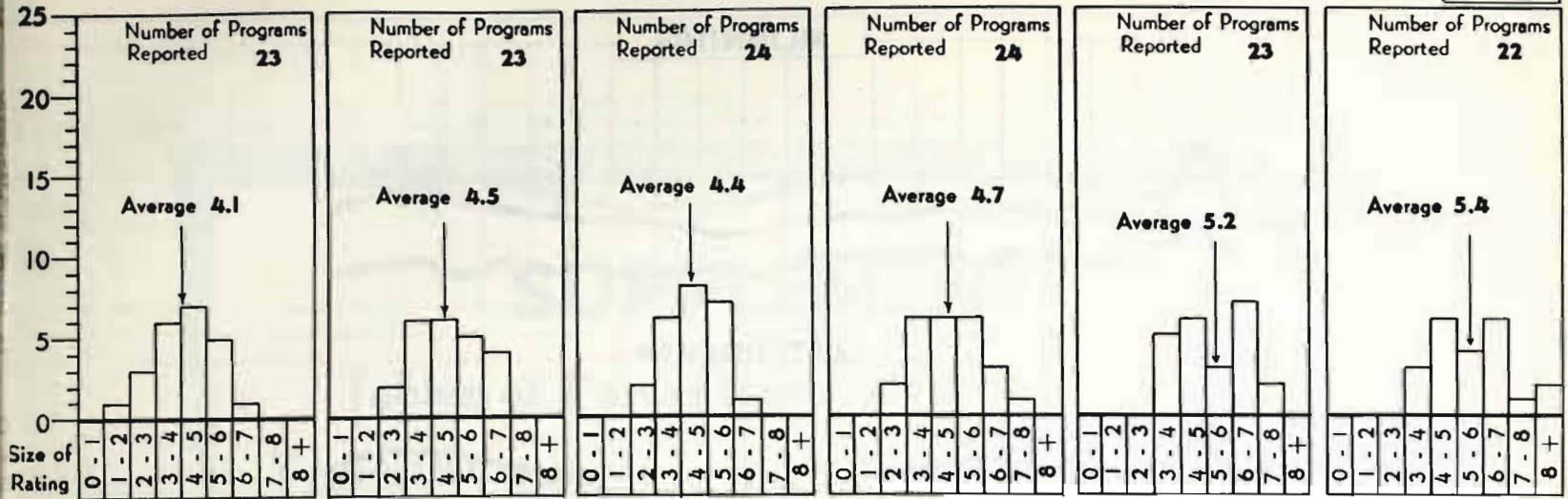
JANUARY FEBRUARY MARCH APRIL MAY JUNE



1947



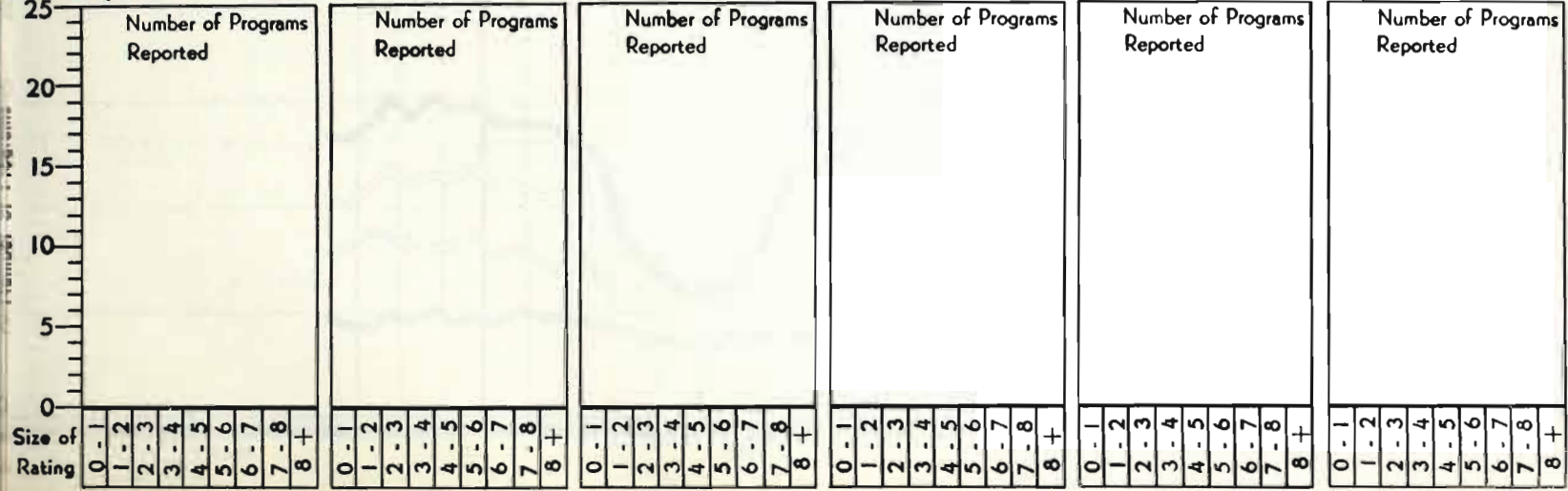
Source: 15th of Month Network Program Hooperatings



1946





JULY AUGUST SEPTEMBER OCTOBER NOVEMBER DECEMBER

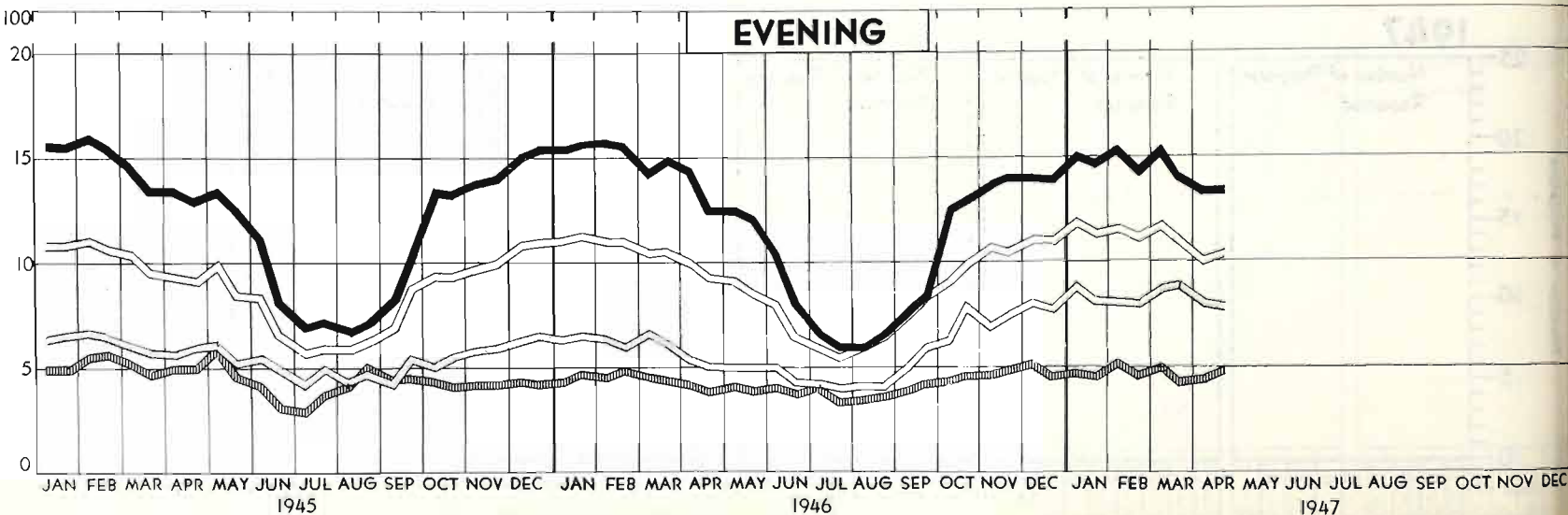
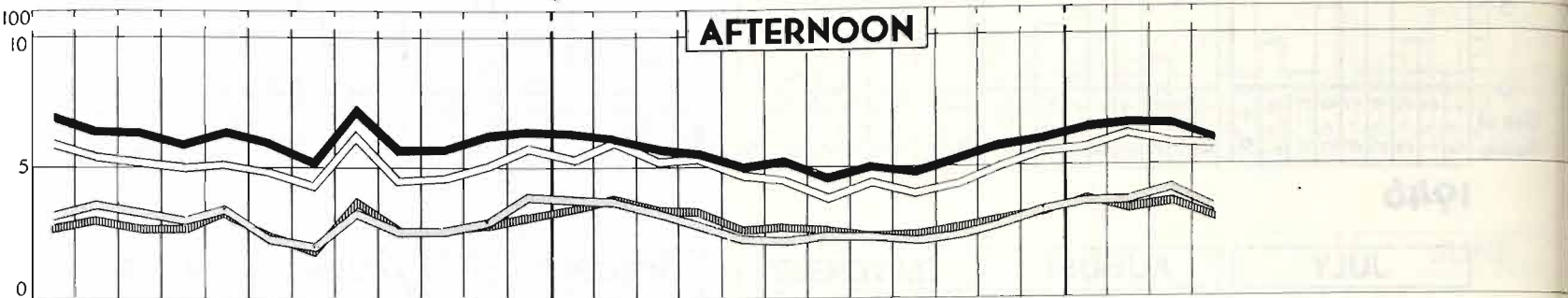
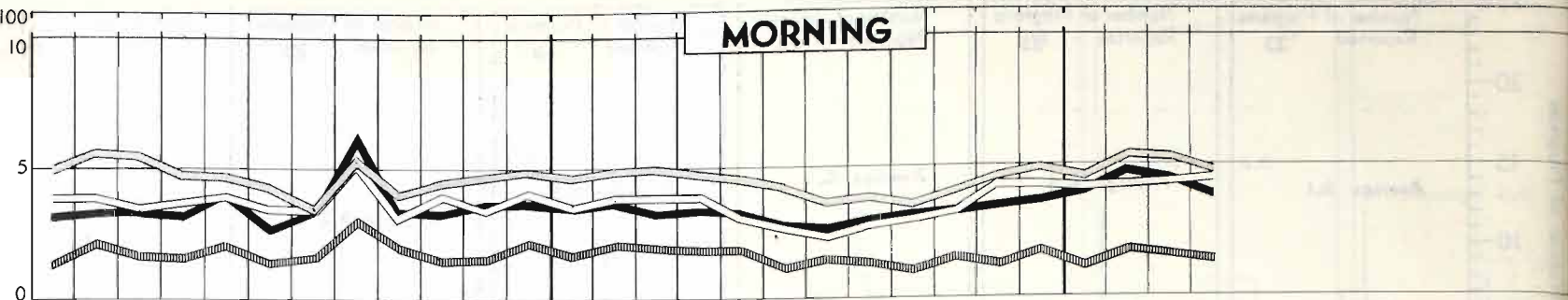
1947



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.**

BASIC AUDIENCE TRENDS

December, 1946 - April, 1947

EVENING

AVAILABLE HOMES INDEX	
December 15	80.8
30	81.2
January 15	82.3
30	81.7
February 15	81.4
28	80.6
March 15	81.3
30	80.3
April 15	78.4
30	78.4

BROADCAST HOURS INDEX	
December 15	70.00
30	70.00
January 15	70.50
30	72.50
February 15	71.50
28	73.00
March 15	72.50
30	72.50
April 15	69.75
30	70.25

SETS-IN-USE INDEX	
December 15	33.6
30	32.1
January 15	34.6
30	33.6
February 15	34.3
28	32.8
March 15	34.4
30	32.5
April 15	30.2
30	30.7

MONTHLY RATING INDEX	
December 15	10.7
30	10.5
January 15	11.3
30	10.9
February 15	11.3
28	10.8
March 15	11.4
30	10.7
April 15	10.1
30	10.1

DAYTIME

AVAILABLE HOMES INDEX	
December	71.3
January	75.3
February	74.7
March	73.6
April	73.1

BROADCAST HOURS INDEX	
December	85.75
January	81.00
February	82.25
March	81.00
April	81.00

SETS-IN-USE INDEX	
December	17.5
January	18.7
February	19.4
March	19.2
April	17.6

MONTHLY RATING INDEX	
December	4.8
January	5.0
February	5.3
March	5.2
April	4.8



TRENDS BY TYPES

December, 1946 - April, 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 & COMMENTARY			
	1	2	3		1	2	3		1	2	3		1	2	3		1	2	3
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	21.3
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	18.1
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	19.1
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	19.1
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	19.1
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	19.1
March 15	14.8	16.00	37.5	March 15	12.5	4.50	31.6	March 15	11.4	28.75	29.2	March 15	11.2	6.50	30.6	March 15	8.1	7.75	21.8
30	13.4	16.50	35.5	30	12.4	4.50	32.5	30	10.6	28.75	28.9	30	10.6	6.50	30.3	30	8.3	7.75	23.0
April 15	13.3	14.50	38.0	April 15	11.2	4.00	32.0	April 15	10.2	29.00	29.7	April 15	9.4	6.50	29.6	April 15	6.6	7.75	21.3
30	13.5	14.50	37.5	30	10.7	4.50	30.4	30	10.3	29.00	29.7	30	9.3	6.50	28.8	30	7.3	7.75	22.0

EVENING CONCERT MUSIC				EVENING MISCELLANEOUS			
	1	2	3		1	2	3
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
March 15	7.4	5.00	18.5	March 15	5.1	4.00	13.4
30	8.5	4.50	21.9	30	4.8	4.00	13.7
April 15	6.4	4.50	17.3	April 15	4.7	3.50	14.4
30	6.0	4.50	16.3	30	4.6	3.50	14.0

DAYTIME SERIAL DRAMA				DAYTIME MISCELLANEOUS			
	1	2	3		1	2	3
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
March 15	5.6	52.75	28.7	March 15	4.6	29.00	23.7
April 15	5.2	52.00	28.7	April 15	4.1	29.00	23.3





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
Milton Berle
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 & Harriet
Aldrich Family
Amos '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
Meet Corliss Archer
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
Adventures of Ellery Queen
Adventures of the Falcon
Adventures of Sam Spade



PROGRAMS IN EACH TYPE CLASSIFICATION (Cont'd)

2. MYSTERY DRAMA (Cont'd)

Adv. of Thin Man
Affairs of Ann Scotland
Big Story, The
Big Town
Casebook of Gregory Hock
Crime Doctor
Crime Photographer
Dashiell 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 of the Week
Mystery Theatre
New Adventures of Sherlock
Holmes
Nick Carter-Master Detective
Policewoman
Sheriff, The
Special Investigator
Suspense
Warden Lawes Crime Cases
Whistler, The

POPULAR MUSIC

American Album of Familiar
Music
Highways in Melody
Jack Smith Show

POPULAR MUSIC (Cont'd)

Jean Sablon Show
Manhattan Merry-Go-Round
Saturday Night Serenade
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

American Melody Hour
Boston Symphony
Contented Program
Sunday Evening Hour
Telephone Hour
Treasure Hour of Song
Voice of Firestone

MISCELLANEOUS

Boxing Bout
Burl Ives
Can You Top This?
Doctors Talk It Over
Fishing and Hunting Club of
The Air
Gene Autry Show
Henry J. Taylor
It's Up to Youth
Lum and Abner

DAYTIME PROGRAMS

SERIAL DRAMA

Aunt Jenny
Backstage Wife
Big Sister
Buck Rogers in the 25th
Century
Captain Midnight
David Harum
Front Page Farrell
Hop Harrigan
Jack Armstrong
Joyce Jordan, M.D.
Just Plain Bill
Life Can Be Beautiful
Light of the World
Lone Journey
Lora Lawton
Lorenzo Jones
Ma Perkins (CBS & NBC)
Masquerade
My True Story
Our Gal, Sunday



PROGRAMS IN EACH TYPE CLASSIFICATION (Cont'd)

SERIAL DRAMA (Cont'd)

Pepper Young's Family
Perry Mason
Portia 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

Breakfast Club (4)
Breakfast in Hollywood (2)
Bride and Groom
Cedric Foster
Checkerboard Jamboree (2)
Coke Club with Morton Downey
Easy Does It
Fred Waring (2)
Galen Drake
G.E. House Party
Grand Slam
Home Edition

DAYTIME MISCELLANEOUS (Cont'd)

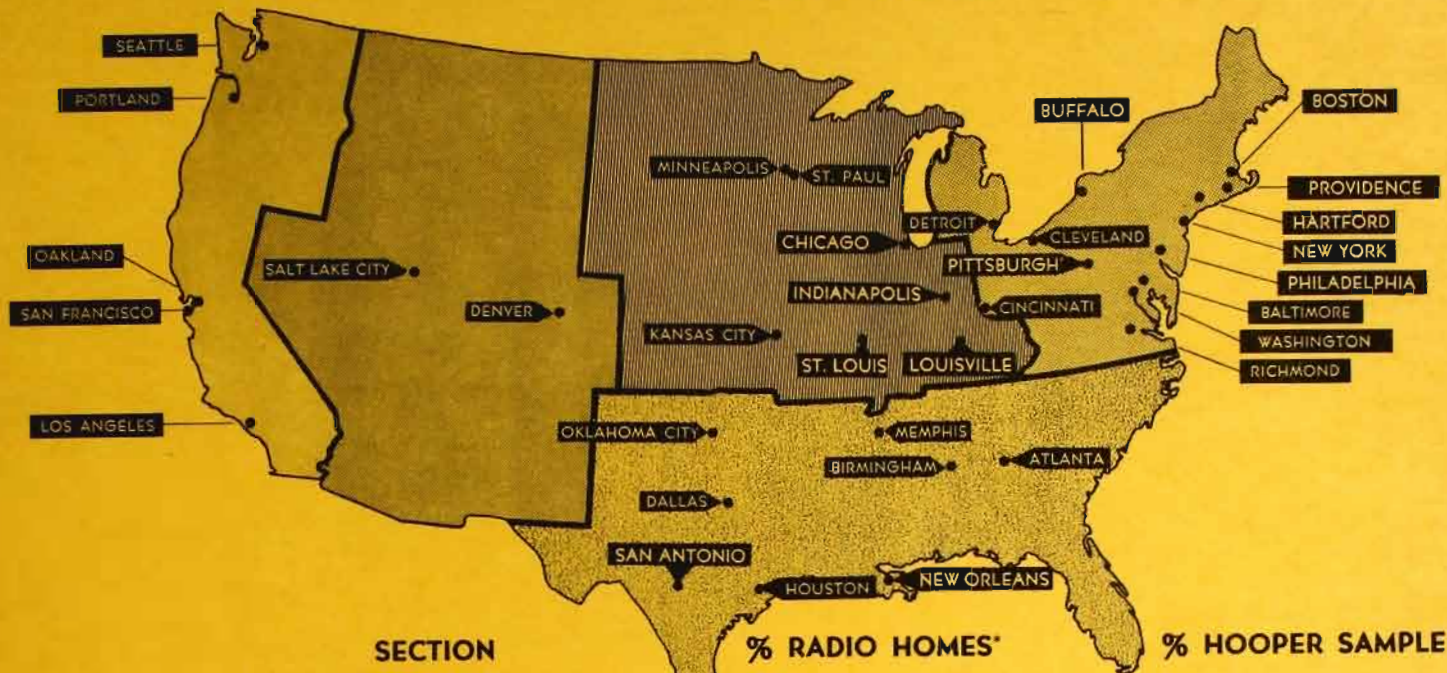
Hymns of All Churches
Jack Berch
John J. Anthony
Kate Smith Speaks
Kenny Baker Show
Ladies Be Seated (2)
Queen for a Day (2)
Surprise Party
Ted Malone
The Listening Post
Victor H. Lindlahr
William Lang

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.

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

