

CITY **CAB** REPORT

This city report is private, for members only, and is not for publication,

quotation, redistribution or reproduction in whole or in part.

TIME ZONE: Eastern

PERIOD: September-October, 1945

GEOGRAPHIC AREA: Middle Atlantic

CITY SIZE GROUP: 50,000-100,000

ALTOONA, PA.

Local Time	STATION INDEX						ALL OTHERS
	(Average Share of the Listening Audience)						
	Average Sets-in-Use	(CBS) WABC	NBC WFBG	(ABC) WJZ	(MBS) WOR	(NBC) KDKA	
MORNING (Mon.-Fri.)							
9:00-12:00 NOON	13.2	0.0%	97.0%	0.0%	0.0%	2.0%	1.0%
AFTERNOON (Mon.-Fri.)							
12:00-3:00 P.M.	13.3	0.0	89.7	0.0	0.0	7.5	2.8
3:00-6:00 P.M.	13.2	0.0	89.5	0.0	0.8	6.1	3.6
12:00-6:00 P.M.	13.3	0.0	89.6	0.0	0.5	6.8	3.1
EVENING (Mon.-Sun.)							
6:00-8:00 P.M.	18.4	3.6	80.3	4.0	0.4	8.5	3.2
8:00-10:30 P.M.	27.3	7.0	81.0	2.0	1.2	4.7	4.1
6:00-10:30 P.M.	23.4	5.8	80.8	2.7	0.9	6.0	3.8

WABC - New York, N.Y.
 WJZ - New York, N.Y.
 WOR - New York, N.Y.
 KDKA - Pittsburgh, Pa.

CITY

CAB

REPORT

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TIME ZONE: Central

PERIOD: September-October, 1945

GEOGRAPHIC AREA: East So. Central

CITY SIZE GROUP: 100,000-500,000

BIRMINGHAM, ALA.

Local Time	Average Sets-in-Use	STATION INDEX (Average Share of the Listening Audience)				
		CBS WAPI	NBC WBRC	ABC WSGN	(MBS) WJLD	ALL OTHERS
MORNING (Mon.-Fri.)						
9:00-12:00 NOON	11.4	24.3%	25.2%	49.5%	1.0%	0.0%
AFTERNOON (Mon.-Fri.)						
12:00-3:00 P.M.	11.3	19.2	39.4	30.8	10.6	0.0
3:00-6:00 P.M.	11.8	23.9	25.7	48.6	1.8	0.0
12:00-6:00 P.M.	11.6	21.6	32.4	39.9	6.1	0.0
EVENING (Mon.-Sun.)						
6:00-8:00 P.M.	26.1	34.8	38.2	25.5	1.5	0.0
8:00-10:30 P.M.	22.5	33.2	44.1	19.9	2.8	0.0
6:00-10:30 P.M.	24.0	33.9	41.4	22.5	2.2	0.0

WJLD-Bessemer, Ala.

CITY CAB REPORT

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TIME ZONE: Eastern

GEOGRAPHIC AREA: New England

quotation, redistribution or reproduction in whole or in part.

PERIOD: September-October, 1945

CITY SIZE GROUP: Over 1,000,000

BOSTON, MASS.

STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS WEEI	NBC WBZ	ABC WCOP	MBS WNAC	WHDH	WMEX	WORL	ALL OTHERS
MORNING (Mon.-Fri.)									
9:00-12:00 NOON	12.4	22.6%	19.3%	25.0%	14.5%	4.3%	3.8%	6.3%	4.2%
AFTERNOON (Mon.-Fri.)									
12:00-3:00 P.M.	10.5	30.2	22.5	11.4	17.1	5.1	5.4	5.4	2.9
3:00-6:00 P.M.	11.5	16.7	36.9	8.9	14.2	6.7	5.6	8.6	2.4
12:00-6:00 P.M.	11.0	23.2	30.0	10.1	15.6	5.9	5.5	7.0	2.7
EVENING (Mon.-Sun.)									
6:00-8:00 P.M.	17.8	26.4	30.7	10.0	20.5	6.6	2.8	†	2.6
8:00-10:30 P.M.	21.0	28.8	34.2	11.3	17.5	4.5	1.7	†	1.9
6:00-10:30 P.M.	19.6	27.9	32.9	10.8	18.6	5.3	2.1	†	2.2

† WORL operates only until local sunset. Sign-off time for September was 7:00 P.M.; for October, 5:00 P.M. Data for the Evening indices, therefore, not shown.

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TIME ZONE: Eastern

PERIOD: September-October, 1945.

GEOGRAPHIC AREA: New England

CITY SIZE GROUP: 100,000-500,000

BRIDGEPORT, CONN.

STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	(CBS)	(NBC)	ABC	MBS	(ABC)	(MBS)	ALL		
		WABC	WEAF	WNAB	WICC	WJZ	WOR	WHN	WNEW	OTHERS
MORNING (Mon.-Fri.)										
9:00-12:00 NOON	14.7	16.1%	11.2%	16.8%	36.6%	6.2%	5.0%	1.9%	1.9%	4.3%
AFTERNOON (Mon.-Fri.)										
12:00-3:00 P.M.	12.2	17.9	21.7	14.2	23.1	5.0	9.0	4.5	2.2	4.4
3:00-6:00 P.M.	13.7	9.7	29.7	11.5	19.4	4.2	7.9	4.8	6.7	6.1
12:00-6:00 P.M.	13.0	13.4	26.1	12.7	21.0	3.7	8.4	4.7	4.7	5.3
EVENING (Mon.-Sun.)										
6:00-8:00 P.M.	19.9	14.4	27.6	8.1	17.6	6.2	13.3	4.1	5.1	3.6
8:00-10:30 P.M.	23.8	31.5	32.2	7.5	10.8	4.4	8.1	1.6	0.3	3.6
6:00-10:30 P.M.	22.1	24.8	30.4	7.7	13.5	5.1	10.1	2.6	2.2	3.6

WABC - New York, N. Y.

WEAF - New York, N. Y.

WJZ - New York, N. Y.

WOR - New York, N. Y.

WHN - New York, N. Y.

WNEW - New York, N. Y.

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TIME ZONE: Eastern

PERIOD: September - October, 1945

GEOGRAPHIC AREA: Middle Atlantic

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

BUFFALO, N. Y.

STATION INDEX (Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS WKBW	NBC WBEN	ABC WGR	MBS WEBR	WBNY	ALL OTHERS
MORNING (Mon.-Fri.)							
9:00-12:00 NOON	12.3	8.9%	41.4%	22.4%	8.0%	14.7%	4.6%
AFTERNOON (Mon.-Fri.)							
12:00-3:00 P.M.	13.1	23.7	34.4	7.1	16.6	8.3	9.9
3:00-6:00 P.M.	14.9	7.6	42.0	15.3	10.1	15.3	9.7
12:00-6:00 P.M.	14.0	15.2	38.5	11.5	13.1	12.0	9.7
EVENING (Mon.-Sun.)							
6:00-8:00 P.M.	22.3	15.5	42.7	10.9	9.9	11.4	9.6
8:00-10:30 P.M.	29.4	25.5	43.6	8.8	8.8	7.8	5.5
6:00-10:30 P.M.	26.4	22.0	43.3	9.6	9.2	9.0	6.9

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TIME ZONE: Central §

PERIOD: September-October, 1945

GEOGRAPHIC AREA: East No. Central

CITY SIZE GROUP: Over 1,000,000

CHICAGO, ILL.

Page 1.

STATION INDEX (Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS WBBM	NBC WMAQ	ABC WLS-WENR	MBS WGN	ALL OTHERS*
MORNING (Mon.-Fri.)						
9:00-12:00 NOON	12.1	33.9%	16.8%	16.5%	11.1%	21.7%
AFTERNOON (Mon.-Fri.)						
12:00-3:00 P.M.	13.5	32.1	18.7	5.3	19.9	24.0
3:00-6:00 P.M.	15.4	15.3	28.6	8.0	18.5	29.6
12:00-6:00 P.M.	14.4	23.3	23.9	6.7	19.2	26.9
EVENING (Mon.-Sun.)						
6:00-8:00 P.M.	23.3	28.1	27.5	12.0	18.6	13.8
8:00-10:30 P.M.	27.6	33.0	36.6	11.2	13.4	5.8
6:00-10:30 P.M.	25.8	31.1	33.1	11.5	15.4	8.9

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

§ Effective midnight September 30th, the country reverted to Standard Time. Chicago, however, remained on Central War Time (Eastern Standard Time) until October 28th.

CITY

CAB

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TIME ZONE: Central §

PERIOD: September-October, 1945

GEOGRAPHIC AREA: East No. Central

CITY SIZE GROUP: Over 1,000,000

CHICAGO, ILL.

Page 2.

STATION INDEX *
(Average Share of the Listening Audience)

Local Time	WAAF	WAIT	WCFL	WIND	WJJD	ALL OTHERS
MORNING (Mon.-Fri.)						
9:00-12:00 NOON	1.1%	3.0%	8.0%	3.8%	1.0%	4.8%
AFTERNOON (Mon.-Fri.)						
12:00-3:00 P.M.	3.1	4.4	2.6	9.3	1.3	3.3
3:00-6:00 P.M.	4.5	5.4	2.6	11.0	1.5	4.6
12:00-6:00 P.M.	3.8	5.0	2.6	10.2	1.4	3.9
EVENING (Mon.-Sun.)						
6:00-8:00 P.M.	†	††	2.4	4.4	1.5	3.1
8:00-10:30 P.M.	†	††	1.6	2.5	**	1.6
6:00-10:30 P.M.	†	††	1.9	3.2	**	2.1

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

† WAAF operates only to local sunset. Sign-off time for September was 7:00 P.M.; for October, 6:15 P.M. Data for the Evening indices, therefore, not shown.

†† WAIT operates only to local sunset in Dallas, Tex. Sign-off time for September was 7:30 P.M.; for October, 6:00 P.M. Data for the Evening indices, therefore, not shown.

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

§ (same note as on Page 1)

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TIME ZONE: Eastern

PERIOD: September-October, 1945

GEOGRAPHIC AREA: East North Central

CITY SIZE GROUP: 100,000-500,000

CINCINNATI, OHIO

Local Time	Average Sets-in-Use	STATION INDEX (Average Share of the Listening Audience)					
		CBS WKRC	NBC WLW	ABC WSAI	MBS WCPO	WCKY	ALL OTHERS
MORNING (Mon.-Fri.)							
9:00-12:00 NOON	17.2	14.9%	25.4%	37.3%	14.9%	7.5%	0.0%
AFTERNOON (Mon.-Fri.)							
12:00-3:00 P.M.	18.3	17.7	41.5	11.5	21.1	6.8	1.4
3:00-6:00 P.M.	22.8	18.4	44.8	6.3	20.7	8.6	1.2
12:00-6:00 P.M.	20.5	18.1	43.3	8.7	20.9	7.8	1.2
EVENING (Mon.-Sun.)							
6:00-8:00 P.M.	27.7	18.8	44.4	11.5	11.0	12.6	1.7
8:00-10:30 P.M.	29.6	26.8	50.5	7.4	7.7	5.7	1.9
6:00-10:30 P.M.	28.9	23.7	48.2	9.0	9.0	8.3	1.8


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GEOGRAPHIC AREA: East No. Central

CITY SIZE GROUP: 500,000–1,000,000

CLEVELAND, OHIO

Local Time	Average Sets-in-Use	STATION INDEX (Average Share of the Listening Audience)					ALL OTHERS
		CBS WGAR	NBC WTAM	ABC WJW	MBS WHK		
MORNING (Mon.–Fri.)							
9:00–12:00 NOON	9.5	11.3%	25.0%	41.0%	12.7%	10.0%	
AFTERNOON (Mon.–Fri.)							
12:00–3:00 P.M.	9.3	26.1	28.9	21.3	14.7	9.0	
3:00–6:00 P.M.	12.6	18.7	36.6	13.0	18.0	13.7	
12:00–6:00 P.M.	10.9	21.8	33.3	16.6	16.6	11.7	
EVENING (Mon.–Sun.)							
6:00–8:00 P.M.	19.1	22.0	43.6	12.7	9.1	12.6	
8:00–10:30 P.M.	26.5	26.2	42.0	11.3	12.0	8.5	
9:00–10:30 P.M.	23.3	24.7	42.6	11.8	11.0	9.9	

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TIME ZONE: Eastern

PERIOD: September-October, 1945

GEOGRAPHIC AREA: South Atlantic

CITY SIZE GROUP: 50,000-100,000

COLUMBIA, S. C.

STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-In-Use	CBS WKIX	NBC WIS	ABC WCOS	ALL OTHERS
MORNING (Mon.-Fri.)					
9:00-12:00 NOON	13.3	10.2%	40.7%	40.7%	8.4%
AFTERNOON (Mon.-Fri.)					
12:00-3:00 P.M.	15.1	6.7	50.4	30.3	12.6
3:00-6:00 P.M.	14.9	14.4	52.3	23.4	9.9
12:00-6:00 P.M.	15.0	10.4	51.3	27.0	11.3
EVENING (Mon.-Sun.)					
6:00- 8:00 P.M.	19.2	10.9	55.7	20.0	13.4
8:00-10:30 P.M.	22.8	9.9	64.8	21.3	4.0
6:00-10:30 P.M.	21.3	10.2	61.5	20.8	7.5

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CITY CAB REPORT

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TIME ZONE: Eastern

PERIOD: September-October, 1945

GEOGRAPHIC AREA: East No. Central

CITY SIZE GROUP: 100,000-500,000

COLUMBUS, OHIO

STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	STATION INDEX					ALL OTHERS
		CRS WBNS	(NBC) WLW	ABC WCOL	MBS WHKC		
MORNING (Mon.-Fri.)							
9:00-12:00 NOON	14.4	32.8%	12.4%	43.1%	11.0%	0.7%	
AFTERNOON (Mon.-Fri.)							
12:00-3:00 P.M.	13.3	38.3	19.5	21.1	17.2	3.9	
3:00-6:00 P.M.	16.7	26.6	25.9	21.6	22.2	3.7	
12:00-6:00 P.M.	15.0	31.7	23.1	21.4	20.0	3.8	
EVENING (Mon.-Sun.)							
6:00-8:00 P.M.	23.0	35.9	35.3	17.1	9.0	2.7	
8:00-10:30 P.M.	27.6	43.6	32.5	15.9	6.9	1.1	
6:00-10:30 P.M.	25.5	40.6	33.6	16.4	7.6	1.8	

WLW - Cincinnati, Ohio

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TIME ZONE: Central

PERIOD: September-October, 1945

GEOGRAPHIC AREA: West So. Central

CITY SIZE GROUP: 100,000-500,000

DALLAS, TEX.

Local Time	Average Sets-in-Use	STATION INDEX (Average Share of the Listening Audience)					
		CBS KRLD	NBC WFAA-WBAP	ABC KGKO	MBS WRR	KSKY	ALL OTHERS
MORNING (Mon.-Fri.)							
9:00-12:00 NOON	10.8	39.8%	17.7%	25.7%	5.3%	11.5%	0.0%
AFTERNOON (Mon.-Fri.)							
12:00-3:00 P.M.	11.5	17.7	49.6	9.2	14.3	9.2	0.0
3:00-6:00 P.M.	11.3	25.0	55.5	7.4	1.9	10.2	0.0
12:00-6:00 P.M.	11.4	21.1	52.4	8.4	8.4	9.7	0.0
EVENING (Mon.-Sun.)							
6:00-8:00 P.M.	14.5	35.0	41.7	12.2	7.5	†	2.4
8:00-10:30 P.M.	17.1	34.1	44.4	7.1	12.6	†	1.8
6:00-10:30 P.M.	16.0	34.5	43.4	9.1	10.6	†	1.9

† KSKY operates only until local sunset. Sign-off time for September was 6:30 P.M.; for October, 6:00 P.M. Data for the Evening indices, therefore, not shown.

CITY CAB REPORT

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GEOGRAPHIC AREA: East No. Central

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PERIOD: September-October, 1945

CITY SIZE GROUP: 100,000-500,000

DAYTON, OHIO

STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS WHIO	(NBC) WLW	ABC WING	(CBS) WKRC	ALL OTHERS
MORNING (Mon.-Fri.)						
9:00-12:00 NOON	16.6	25.1%	30.0%	40.7%	0.0%	4.2%
AFTERNOON (Mon.-Fri.)						
12:00-3:00 P.M.	15.9	23.6	43.6	24.3	2.4	6.1
3:00-6:00 P.M.	19.8	20.2	54.2	14.3	3.9	7.4
12:00-6:00 P.M.	17.8	21.7	49.5	18.8	3.3	6.7
EVENING (Mon.-Sun.)						
6:00-8:00 P.M.	29.5	34.1	48.6	12.2	0.8	4.3
8:00-10:30 P.M.	34.6	36.6	47.6	10.2	0.6	5.0
6:00-10:30 P.M.	32.5	35.7	47.9	10.9	0.7	4.8

WLW -Cincinnati, Ohio
WKRC-Cincinnati, Ohio

CITY CAB REPORT

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TIME ZONE: Mountain

PERIOD: September-October, 1945

GEOGRAPHIC AREA: Mountain

CITY SIZE GROUP: 100,000-500,000

DENVER, COLORADO

Local Time	Average Sets-in-Use	STATION INDEX (Average Share of the Listening Audience)					
		CBS KLZ	NBC KOA	ABC KVOD	MBS KFEL	KMYR	ALL OTHERS
MORNING (Mon.-Fri.)							
9:00-12:00 NOON	17.0	29.3%	18.6%	33.5%	10.6%	7.5%	0.5%
AFTERNOON (Mon.-Fri.)							
12:00-3:00 P.M.	17.0	15.8	48.9	16.8	12.0	6.5	0.0
3:00-6:00 P.M.	11.1	19.8	46.5	12.1	9.5	12.1	0.0
12:00-6:00 P.M.	14.1	17.3	48.0	15.0	11.0	8.7	0.0
EVENING (Mon.-Sun.)							
6:00-8:00 P.M.	28.6	28.7	37.6	20.4	9.8	3.3	0.2
8:00-10:30 P.M.	25.3	26.1	42.2	13.0	13.0	4.2	1.5
6:00-10:30 P.M.	26.7	27.3	40.1	16.5	11.5	3.8	0.8

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TIME ZONE: Central

PERIOD: September-October, 1945

GEOGRAPHIC AREA: West No. Central

CITY SIZE GROUP: 100,000-500,000

DES MOINES, IOWA

STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS KSO	NBC WHO	ABC-MBS KRNT	ALL OTHERS
MORNING (Mon.-Fri.)					
9:00-12:00 NOON	10.1	13.3%	37.2%	41.9%	7.6%
AFTERNOON (Mon.-Fri.)					
12:00- 3:00 P.M.	11.7	19.0	58.6	19.0	3.4
3:00- 6:00 P.M.	10.2	24.8	41.9	24.8	8.5
12:00- 6:00 P.M.	11.0	21.7	50.9	21.7	5.7
EVENING (Mon.-Sun.)					
6:00- 8:00 P.M.	20.8	33.0	42.3	19.4	5.3
8:00-10:30 P.M.	15.4	27.8	49.7	18.7	3.8
6:00-10:30 P.M.	17.5	30.2	46.3	19.0	4.5

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TIME ZONE: Eastern

PERIOD: September-October, 1945

GEOGRAPHIC AREA: East No. Central

CITY SIZE GROUP: Over 1,000,000

DETROIT, MICHIGAN

Local Time	Average Sets-in-Use	STATION INDEX (Average Share of the Listening Audience)							
		CBS WJR	NBC WWJ	ABC WXYZ	MBS CKLW*	WJBK	WJLB	WEXL	ALL OTHERS
MORNING (Mon.-Fri.)									
9:00-12:00 NOON	13.9	29.3%	18.8%	41.0%	5.2%	1.7%	1.9%	0.9%	1.2%
AFTERNOON (Mon.-Fri.)									
12:00-3:00 P.M.	14.5	31.7	24.8	23.4	10.5	2.3	4.3	1.0	2.0
3:00-6:00 P.M.	15.7	15.7	32.2	14.3	19.7	3.0	10.4	1.6	3.1
12:00-6:00 P.M.	15.1	23.3	28.7	18.6	15.4	2.7	7.5	1.3	2.5
EVENING (Mon.-Sun.)									
6:00-8:00 P.M.	17.5	29.6	36.2	17.9	10.5	1.9	1.2	1.0	1.7
8:00-10:30 P.M.	24.1	39.3	38.8	11.8	6.2	0.7	0.9	1.1	1.2
6:00-10:30 P.M.	21.2	35.8	37.9	14.0	7.8	1.1	1.0	1.0	1.4

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

WEXL - Royal Oak, Michigan

5/3/46

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TIME ZONE: Central

GEOGRAPHIC AREA: West North Central

quotation, redistribution or reproduction in whole or in part.

PERIOD: September-October, 1945

CITY SIZE GROUP: 100,000-500,000

DULUTH, MINN.

STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	STATION INDEX			
		CBS KDAL	NBC WEBC	ABC-MBS WDSM†	ALL OTHERS
MORNING (Mon.-Fri.)					
9:00-12:00 NOON	9.8	33.8%	21.6%	44.6%	0.0%
AFTERNOON (Mon.-Fri.)					
12:00- 3:00 P.M.	12.0	38.6	42.8	27.6	1.0
3:00- 6:00 P.M.	9.7	24.5	52.1	23.4	0.0
12:00- 6:00 P.M.	10.8	26.6	47.4	25.5	0.5
EVENING (Mon.-Sun.)					
6:00- 8:00 P.M.	22.3	36.8	45.0	17.1	1.1
8:00-10:30 P.M.	20.7	32.6	52.6	13.0	1.8
6:00-10:30 P.M.	21.4	34.3	49.5	14.7	1.5

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

CITY **CAR** REPORT

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*TIME ZONE: Eastern

PERIOD: September-October, 1945

GEOGRAPHIC AREA: East No. Central

CITY SIZE GROUP: 100,000-500,000

GRAND RAPIDS, MICH.

Local Time	Average Sets-in-Use	STATION INDEX							ALL OTHERS
		(Average Share of the Listening Audience)							
		CBS WJEF	NBC WOOD	ABC WLAV	(MBS) WGN	(CBS) WBBM	(CBS) WJR	(NBC) WMAQ	
MORNING (Mon.-Fri.)									
9:00-12:00 NOON	17.7	3.9%	9.3%	50.4%	8.5%	10.1%	5.4%	4.7%	7.7%
AFTERNOON (Mon.-Fri.)									
12:00-3:00 P.M.	14.5	7.9	28.7	20.8	7.9	1.0	11.9	12.9	8.9
3:00-6:00 P.M.	14.7	9.2	60.5	15.1	2.5	2.5	1.7	5.0	3.5
12:00-6:00 P.M.	14.6	8.6	45.9	17.7	5.0	1.8	6.4	8.6	6.0
EVENING (Mon.-Sun.)									
6:00-8:00 P.M.	26.4	21.2	43.0	15.4	4.4	4.4	5.0	3.6	3.0
8:00-10:30 P.M.	21.3	13.9	51.1	12.4	9.0	3.6	7.1	1.0	2.9
6:00-10:30 P.M.	23.4	17.3	47.3	13.8	6.3	4.0	6.1	2.2	3.0

WGN - Chicago, Ill.

WBBM - Chicago, Ill.

WJR - Detroit, Mich.

WMAQ - Chicago, Ill.

* Grand Rapids was on Central Time in September; Eastern Time, in October, 1945.

CITY CAB REPORT

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TIME ZONE: Eastern

PERIOD: September-October, 1945

GEOGRAPHIC AREA: New England

CITY SIZE GROUP: 100,000-500,000

HARTFORD, CONN.

STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS WDRC	NBC WTIC	ABC WHTD	MBS WTHT	ALL OTHERS
MORNING (Mon.-Fri.)						
9:00-12:00 NOON	10.7	20.8%	18.5%	35.4%	14.6%	10.7%
AFTERNOON (Mon.-Fri.)						
12:00-3:00 P.M.	12.2	40.3	23.5	9.4	18.8	8.0
3:00-6:00 P.M.	11.7	20.1	56.9	6.3	9.7	7.0
12:00-6:00 P.M.	12.0	30.4	39.9	7.9	14.3	7.5
EVENING (Mon.-Fri.)						
6:00-8:00 P.M.	18.3	24.5	37.1	8.8	12.9	16.7
8:00-10:30 P.M.	20.1	36.0	34.8	11.8	12.0	5.4
6:00-10:30 P.M.	19.4	31.6	35.7	10.7	12.4	9.6

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CITY CAB REPORT

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TIME ZONE: Central

PERIOD: September-October, 1945

GEOGRAPHIC AREA: West So. Central

CITY SIZE GROUP: 100,000-500,000

HOUSTON, TEX.

STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	STATION INDEX				
		CBS KTRH	NBC KPRC	ABC KXYZ	MBS KTHT	ALL OTHERS
MORNING (Mon.-Fri.)						
9:00-12:00 NOON	18.8	32.9%	17.4%	36.5%	12.0%	1.2%
AFTERNOON (Mon.-Fri.)						
12:00-3:00 P.M.	21.7	16.9	46.3	26.3	10.5	0.0
3:00-6:00 P.M.	19.4	19.3	40.9	26.9	12.9	0.0
12:00-6:00 P.M.	20.6	18.0	43.8	26.6	11.6	0.0
EVENING (Mon.-Sun.)						
6:00-8:00 P.M.	23.2	28.1	34.6	23.1	14.2	0.0
8:00-10:30 P.M.	24.3	26.3	42.5	15.4	15.4	0.4
6:00-10:30 P.M.	23.8	27.1	39.1	18.8	14.8	0.2

CITY CAB REPORT

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TIME ZONE: Central

PERIOD: September-October, 1945

GEOGRAPHIC AREA: East So. Central

CITY SIZE GROUP: 50,000-100,000

JACKSON, MISS.

STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-In-Use	NBC	ABC	MBS	ALL OTHERS
		WJDX	WSLI	WJXN	
MORNING (Mon.-Fri.)					
9:00-12:00 NOON	12.7	38.2%	52.6%	6.6%	2.6%
AFTERNOON (Mon.-Fri.)					
12:00-3:00 P.M.	13.8	63.6	24.9	11.5	0.0
3:00-6:00 P.M.	17.1	61.8	29.6	5.4	3.2
12:00-6:00 P.M.	15.4	62.7	27.3	8.3	1.7
EVENING (Mon.-Sun.)					
6:00-8:00 P.M.	21.1	62.3	29.0	5.8	2.9
8:00-10:30 P.M.	23.0	70.7	19.7	4.0	5.6
6:00-10:30 P.M.	22.2	67.4	23.3	4.7	4.6

CITY **CAB** REPORT

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TIME ZONE: Eastern

PERIOD: September-October, 1945

GEOGRAPHIC AREA: South Atlantic

CITY SIZE GROUP: 100,000-500,000

JACKSONVILLE, FLA.

Local Time	Average Sets-in-Use	STATION INDEX (Average Share of the Listening Audience)				
		CBS WMBR	NBC WJAX	ABC WPDQ	MBS WJHP	ALL OTHERS
MORNING (Mon.-Fri.)						
9:00-12:00 NOON	10.6	12.9%	28.0%	47.3%	10.8%	1.0%
AFTERNOON (Mon.-Fri.)						
12:00-3:00 P.M.	12.5	35.4	27.3	21.8	15.5	0.0
3:00-6:00 P.M.	12.2	12.5	57.1	9.8	18.8	1.8
12:00-6:00 P.M.	12.3	23.9	42.3	15.7	17.1	1.0
EVENING (Mon.-Sun.)						
6:00-8:00 P.M.	17.6	28.0	43.3	14.2	13.0	1.5
8:00-10:30 P.M.	23.3	25.3	44.4	15.5	13.1	1.7
6:00-10:30 P.M.	20.9	26.3	44.0	15.0	13.1	1.6

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TIME ZONE: Eastern

PERIOD: September-October, 1945

GEOGRAPHIC AREA: Middle Atlantic

CITY SIZE GROUP: 50,000-100,000

JOHNSTOWN, PA.

STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	NBC WJAC	ALL OTHERS
MORNING (Mon.-Fri.)			
9:00-12:00 NOON	13.8	95.0%	5.0%
AFTERNOON (Mon.-Fri.)			
12:00-3:00 P.M.	13.6	100.0	0.0
3:00-6:00 P.M.	15.5	100.0	0.0
12:00-6:00 P.M.	14.6	100.0	0.0
EVENING (Mon.-Sun.)			
6:00- 8:00 P.M.	16.6	99.2	0.8
8:00-10:30 P.M.	27.2	98.7	1.3
6:00-10:30 P.M.	22.8	98.9	1.1

CITY CAB REPORT

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TIME ZONE: Pacific

PERIOD: September-October, 1945

GEOGRAPHIC AREA: Pacific

CITY SIZE GROUP: Over 1,000,000

LOS ANGELES, CALIF.

STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS KNX	NBC KFI	ABC KECA	MBS KHJ	KFAC	KFWB	KMPC	ALL OTHERS
MORNING (Mon.-Fri.)									
9:00-12:00 NOON	11.2	26.4%	14.8%	23.7%	14.9%	1.9%	6.2%	2.4%	9.7%
AFTERNOON (Mon.-Fri.)									
12:00-3:00 P.M.	11.7	15.4	35.6	10.4	12.6	2.5	14.2	1.8	7.5
3:00-6:00 P.M.	12.1	21.4	30.9	10.5	13.9	1.7	6.1	3.2	12.3
12:00-6:00 P.M.	11.9	18.4	33.2	10.4	13.3	2.1	10.2	2.5	9.9
EVENING (Mon.-Sun.)									
6:00-8:00 P.M.	23.5	26.7	34.0	11.2	12.5	1.4	4.1	4.0	6.1
8:00-10:30 P.M.	21.7	28.2	27.8	12.6	16.2	3.0	3.3	3.0	5.9
6:00-10:30 P.M.	22.5	27.5	30.6	11.9	14.5	2.3	3.7	3.5	6.0

CITY

CAB

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TIME ZONE: Central

PERIOD: September-October, 1945

GEOGRAPHIC AREA: East South Central

CITY SIZE GROUP: 100,000-500,000

LOUISVILLE, KY.

Local Time	Average Sets-in-Use	STATION INDEX (Average Share of the Listening Audience)				
		CBS WHAS	NBC WAVE	ABC WINN	MBS WGRC	ALL OTHERS
MORNING (Mon.-Fri.)						
9:00-12:00 NOON	13.4	27.8%	15.7%	33.3%	21.3%	1.9%
AFTERNOON (Mon.-Fri.)						
12:00-3:00 P.M.	15.8	29.5	31.8	13.1	24.3	0.8
3:00-6:00 P.M.	17.3	15.8	42.5	12.2	28.8	0.7
12:00-6:00 P.M.	16.6	22.4	37.3	12.7	26.9	0.7
EVENING (Mon.-Sun.)						
6:00-8:00 P.M.	23.0	37.7	40.0	13.3	7.7	1.3
8:00-10:30 P.M.	26.7	32.6	45.9	9.3	12.5	0.0
6:00-10:30 P.M.	25.1	34.6	43.5	10.9	10.5	0.5

CITY CAB REPORT

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TIME ZONE: Eastern

PERIOD: September-October, 1945

GEOGRAPHIC AREA: New England

CITY SIZE GROUP: 50,000-100,000

MANCHESTER, N. H.

Local Time	STATION INDEX							
	(Average Share of the Listening Audience)							
Average Sets-in-Use	CBS WFEA	(NBC) WBZ	ABC WMUR	(MBS) WNAC	(CBS) WEEI	(ABC) WLAW	ALL OTHERS	
MORNING (Mon.-Fri.)								
9:00-12:00 NOON	11.7	11.1%	3.0%	75.8%	0.0%	2.0%	2.0%	6.1%
AFTERNOON (Mon.-Fri.)								
12:00-3:00 P.M.	13.0	10.0	13.6	60.0	0.0	1.8	0.9	13.7
3:00-6:00 P.M.	9.1	17.3	25.9	50.7	1.2	1.2	0.0	3.7
12:00-6:00 P.M.	11.0	13.1	18.8	56.0	0.5	1.6	0.5	9.5
EVENING (Mon.-Sun.)								
6:00-8:00 P.M.	16.5	20.3	21.2	36.5	2.1	1.7	2.5	15.7
8:00-10:30 P.M.	16.7	26.9	29.0	33.5	0.6	0.6	1.2	8.2
6:00-10:30 P.M.	16.6	24.1	25.7	34.8	1.2	1.0	1.7	11.5

WBZ - Boston, Mass.
 WNAC - Boston, Mass.
 WEEI - Boston, Mass.
 WLAW - Lawrence, Mass.

5/17/46

CITY

CAB

REPORT

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TIME ZONE: Central

PERIOD: September-October, 1945

GEOGRAPHIC AREA: East So. Central

CITY SIZE GROUP: 100,000-500,000

MEMPHIS, TENN.

STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	STATION INDEX				
		CBS WREG	NBC WMC	ABC WMPS	MBS WHBQ	ALL OTHERS
MORNING (Mon.-Fri.)						
9:00-12:00 NOON	15.4	30.8%	42.3%	13.8%	13.1%	0.0%
AFTERNOON (Mon.-Fri.)						
12:00-3:00 P.M.	17.7	26.1	42.7	8.9	22.3	0.0
3:00-6:00 P.M.	21.0	25.3	46.6	11.2	16.9	0.0
12:00-6:00 P.M.	19.3	25.7	44.8	10.1	19.4	0.0
EVENING (Mon.-Sun.)						
6:00-8:00 P.M.	25.3	32.7	40.7	11.9	13.9	0.8
8:00-10:30 P.M.	27.2	34.9	46.0	8.4	9.9	0.8
6:00-10:30 P.M.	26.4	34.0	43.9	9.8	11.5	0.8

5/9/46

CITY CAB REPORT

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PERIOD: September-October, 1945

GEOGRAPHIC AREA: West No. Central

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

MINNEAPOLIS & ST. PAUL, MINN.

Local Time	Average Sets-in-Use	STATION INDEX (Average Share of the Listening Audience)						
		CBS WCCO	NBC KSTP	ABC WTCN	MBS WLOL	WMIN	WDGY	ALL OTHERS
MORNING (Mon.-Fri.)								
9:00-12:00 NOON	15.4	38.4%	16.7%	29.0%	6.5%	2.2%	4.3%	2.9%
AFTERNOON (Mon.-Fri.)								
12:00-3:00 P.M.	20.3	41.0	22.2	6.5	12.4	2.2	10.3	5.4
3:00-6:00 P.M.	17.3	25.2	22.6	12.9	12.9	3.9	18.1	4.4
12:00-6:00 P.M.	18.8	33.8	22.4	9.4	12.7	2.9	13.8	5.0
EVENING (Mon.-Sun.)								
6:00-8:00 P.M.	26.0	35.8	36.6	13.6	8.9	0.8	†	1.6
8:00-10:30 P.M.	30.0	37.2	43.0	8.8	5.4	4.6	†	0.8
6:00-10:30 P.M.	28.3	36.7	40.5	10.7	6.8	3.1	†	1.0

† WDGY operates only until one hour after local sunset. Sign-off time for September was 8:15 P.M.; for October, 6:30 P.M. Data for the Evening indices, therefore, not shown.

5/17/46

CITY

CAB

REPORT

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TIME ZONE: Central

PERIOD: September-October, 1945

GEOGRAPHIC AREA: West So. Central

CITY SIZE GROUP: 100,000-500,000

NEW ORLEANS, LA.

Local Time	Average Sets-in-Use	STATION INDEX					
		(Average Share of the Listening Audience)					
		CBS WWL	NBC WSMB	ABC WDSU	MBS WNQE	WJ&W	ALL OTHERS
MORNING (Mon.-Fri.)							
9:00-12:00 NOON	15.7	26.8%	13.0%	39.0%	4.9%	12.2%	4.1%
AFTERNOON (Mon.-Fri.)							
12:00-3:00 P.M.	14.6	22.6	28.7	13.9	15.7	14.8	4.3
3:00-6:00 P.M.	14.8	19.8	42.6	13.8	9.9	11.9	2.0
12:00-6:00 P.M.	14.7	21.3	35.2	13.9	13.0	13.4	3.2
EVENING (Mon.-Sun.)							
6:00-8:00 P.M.	33.3	32.6	36.2	18.4	7.8	5.0	0.0
8:00-10:30 P.M.	32.5	36.1	39.1	11.6	12.2	1.0	0.0
6:00-10:30 P.M.	32.9	34.6	37.9	14.4	10.4	2.7	0.0

CITY

CAB

REPORT

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TIME ZONE: Eastern

PERIOD: September-October, 1945.

GEOGRAPHIC AREA: Middle Atlantic

CITY SIZE GROUP: Over 1,000,000

NEW YORK, N.Y.

Page 1.

STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS WABC	NBC WEAF	ABC WJZ	MBS WOR	OTHER STATIONS*
MORNING (Mon.-Fri.)						
9:00-12:00 NOON	10.8	18.5%	12.6%	17.2%	17.1%	34.6%
AFTERNOON (Mon.-Fri.)						
12:00-3:00 P.M.	11.0	20.8	12.1	10.1	18.1	38.9
3:00-6:00 P.M.	10.8	8.5	24.1	9.2	13.5	44.7
12:00-6:00 P.M.	10.9	14.7	18.1	9.6	15.8	41.8
EVENING (Mon.-Sun.)						
6:00- 8:00 P.M.	21.0	16.5	21.4	13.3	16.9	31.9
8:00-10:30 P.M.	27.6	26.8	29.2	12.4	14.1	17.5
6:00-10:30 P.M.	24.8	23.0	26.3	12.7	15.1	22.9

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

CITY

CAB

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TIME ZONE: Eastern

PERIOD: September-October, 1945

GEOGRAPHIC AREA: Middle Atlantic

CITY SIZE GROUP: Over 1,000,000

NEW YORK, N.Y.

Page 2.

STATION INDEX*

(Average Share of the Listening Audience)

Local Time	WAAT†	WEVD	WHN	WINS	WMCA	WNEH	WNYC	WOV	WQXR	ALL OTHERS
MORNING (Mon.-Fri.)										
5:00-12:00 NOON	0.4%	§	2.4%	0.9%	1.7%	11.0%	1.5%	0.8%	2.0%	10.5%
AFTERNOON (Mon.-Fri.)										
12:00-3:00 P.M.	2.5	4.1	3.1	1.1	3.3	6.0	1.0	0.8	3.8	13.2
3:00-6:00 P.M.	1.4	1.5	4.2	3.1	3.4	9.5	0.9	1.6	3.0	16.1
12:00-6:00 P.M.	1.9	2.8	3.7	2.1	3.3	7.7	1.0	1.2	3.4	14.7
EVENING (Mon.-Sun.)										
6:00-8:00 P.M.	0.8	§	3.4	1.1	2.5	9.4	1.5	1.3	3.1	8.3
8:00-10:30 P.M.	0.5	§	1.8	0.4	1.4	2.3	††	1.7	2.5	5.9
6:00-10:30 P.M.	0.6	§	2.4	0.7	1.8	4.9	††	1.5	2.8	6.8

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

† WAAT - Jersey City, N.J. Jersey

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

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

CITY

CAB

REPORT

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TIME ZONE: Central

PERIOD: September-October, 1945

GEOGRAPHIC AREA: West So. Central

CITY SIZE GROUP: 100,000-500,000

OKLAHOMA CITY, OKLA.

STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS KOMA	NBC WKY	ABC KTOK	MBS KCCY	ALL OTHERS
MORNING (Mon.-Fri.)						
9:00-12:00 NOON	11.7	13.4%	22.4%	37.3%	22.4%	4.5%
AFTERNOON (Mon.-Fri.)						
12:00-3:00 P.M.	12.3	11.9	45.4	11.9	20.3	10.5
3:00-6:00 P.M.	11.7	10.3	54.5	19.2	10.9	5.1
12:00-6:00 P.M.	12.2	11.0	50.2	15.7	15.4	7.7
EVENING (Mon.-Sun.)						
6:00-8:00 P.M.	22.5	20.6	44.6	17.5	12.0	5.3
8:00-10:30 P.M.	24.3	23.9	51.2	10.9	8.8	5.2
6:00-10:30 P.M.	23.5	22.6	48.5	13.6	10.1	5.2

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TIME ZONE: Central

PERIOD: September-October, 1945

GEOGRAPHIC AREA: West No. Central

CITY SIZE GROUP: 100,000-500,000

OMAHA, NEB.

STATION INDEX (Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	STATION INDEX						
		CBS KOIL	NBC WOW	ABC KOWH	MBS KBON	(CBS) KFAB	(ABC-MBS) KMA	ALL OTHERS
MORNING (Mon.-Fri.)								
9:00-12:00 NOON	10.4	25.0%	31.3%	31.3%	10.7%	0.8%	0.0%	0.9%
AFTERNOON (Mon.-Fri.)								
12:00-3:00 P.M.	12.0	19.0	52.6	14.6	10.2	2.2	0.0	1.4
3:00-6:00 P.M.	11.6	22.6	54.0	8.1	8.9	3.2	0.0	3.2
12:00-6:00 P.M.	11.8	20.7	53.3	11.5	9.6	2.7	0.0	2.2
EVENING (Mon.-Sun.)								
6:00-8:00 P.M.	22.3	35.0	50.8	†	8.9	0.5	1.0	1.5
8:00-10:30 P.M.	23.7	31.3	57.6	†	7.6	0.7	1.4	1.4
6:00-10:30 P.M.	23.1	32.8	54.9	†	8.2	0.6	1.2	1.3

KFAB - Lincoln, Neb.

KMA - Shenandoah, Iowa

† KOWH signs off at local sunset. Sign-off time for September was 7:30 P.M.; for October 6:45 P.M. Data for KOWH have, therefore, been omitted from the Evening indices.

CITY CAB REPORT

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TIME ZONE: Eastern

PERIOD: September-October, 1945

GEOGRAPHIC AREA: Middle Atlantic

CITY SIZE GROUP: Over 1,000,000

PHILADELPHIA, PA.

STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS	NBC	ABC	MBS	(MBS)				ALL
		WCAU	KYW	WFIL	WIP	WDAS	WIBG	WPEN	WOR	OTHERS
MORNING (Mon.-Fri.)										
9:00-12:00 NOON	11.4	22.2%	17.9%	26.1%	12.0%	1.5%	4.3%	6.4%	3.3%	6.3%
AFTERNOON (Mon.-Fri.)										
12:00-3:00 P.M.	12.5	40.9	18.0	11.5	10.3	0.9	5.0	5.6	1.9	5.9
3:00-6:00 P.M.	13.1	13.5	36.9	7.3	11.3	1.7	9.0	12.1	0.6	7.1
12:00-6:00 P.M.	12.8	27.0	27.6	9.6	10.8	1.3	7.0	8.9	1.2	6.6
EVENING (Mon.-Sun.)										
6:00-8:00 P.M.	19.8	26.3	24.1	12.3	12.3	1.5	8.1	5.4	1.5	8.5
8:00-10:30 P.M.	26.7	35.9	32.5	10.2	8.8	1.4	3.0	2.8	0.7	4.7
6:00-10:30 P.M.	23.8	32.6	29.5	10.9	10.0	1.4	4.8	3.7	1.0	6.1

WOR - New York, N.Y.

CITY CAB REPORT

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TIME ZONE: Eastern

PERIOD: September-October, 1945

GEOGRAPHIC AREA: Middle Atlantic

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

PITTSBURGH, PA.

STATION INDEX (Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS	NBC	ABC	MBS	WWSW	ALL OTHERS
		WJAS	KDKA	WCAE	KQV		
MORNING (Mon.-Fri.)							
9:00-12:00 NOON	11.4	16.0%	30.8%	34.0%	10.8%	4.4%	4.0%
AFTERNOON (Mon.-Fri.)							
12:00-3:00 P.M.	17.4	31.5	21.3	15.6	20.2	8.2	3.2
3:00-6:00 P.M.	16.9	14.3	41.3	14.0	14.6	12.7	3.1
12:00-6:00 P.M.	17.1	22.9	31.4	14.8	17.3	10.5	3.1
EVENING (Mon.-Sun.)							
6:00-8:00 P.M.	23.6	20.6	44.0	15.5	8.5	6.8	4.6
8:00-10:30 P.M.	27.5	30.0	38.8	15.1	11.4	3.4	1.3
6:00-10:30 P.M.	25.8	26.4	40.8	15.2	10.3	4.7	2.6

CITY CAB REPORT

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TIME ZONE: Pacific

PERIOD: September-October, 1945

GEOGRAPHIC AREA: Pacific

CITY SIZE GROUP: 100,000-500,000

PORTLAND, ORE.

Local Time	Average Sets-in-Use	STATION INDEX (Average Share of the Listening Audience)						
		CBS KOIN	NBC KGW	ABC KEX	MBS KALE	KXL	KWJJ	ALL OTHERS
MORNING (Mon.-Fri.)								
9:00-12:00 NOON	16.9	26.4%	24.1%	20.8%	10.7%	9.0%	3.4%	5.6%
AFTERNOON (Mon.-Fri.)								
12:00-3:00 P.M.	14.2	29.9	27.9	16.3	8.2	8.2	2.7	6.8
3:00-6:00 P.M.	15.6	31.6	31.6	6.8	9.1	12.7	3.5	4.7
12:00-6:00 P.M.	15.1	30.5	29.3	10.4	10.7	10.4	3.1	5.6
EVENING (Mon.-Sun.)								
6:00-8:00 P.M.	28.1	33.3	37.7	12.1	11.0	†	2.3	2.8
8:00-10:30 P.M.	28.3	31.5	32.6	10.0	13.1	†	7.4	5.4
6:00-10:30 P.M.	28.2	32.3	34.8	10.9	12.2	†	5.2	4.3

† KXL operates only until local sunset. Sign-off time for September was 7:30 P.M.; for October, 6:30 P.M. Data for the Evening indices, therefore, not shown.

CITY CAB REPORT

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TIME ZONE: Eastern

PERIOD: September-October, 1945

GEOGRAPHIC AREA: New England

CITY SIZE GROUP: 100,000-500,000

PROVIDENCE, R. I.

STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	STATION INDEX					ALL OTHERS
		CBS WPRO	NBC WJAR	ABC WFCI	MBS WEAN		
MORNING (Mon.-Fri.)							
9:00-12:00 NOON	13.8	30.7%	18.5%	34.7%	16.1%	0.0%	
AFTERNOON (Mon.-Fri.)							
12:00-3:00 P.M.	17.5	48.1	19.5	10.4	20.1	1.9	
3:00-6:00 P.M.	12.9	20.9	39.1	9.1	30.0	0.9	
12:00-6:00 P.M.	15.2	36.7	27.7	9.8	24.2	1.6	
EVENING (Mon.-Sun.)							
6:00-8:00 P.M.	17.7	22.7	33.2	10.5	32.4	1.2	
8:00-10:30 P.M.	20.0	34.7	34.7	8.8	20.6	1.2	
6:00-10:30 P.M.	19.0	30.0	34.1	9.5	25.2	1.2	

CITY **CAB** REPORT

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TIME ZONE: Eastern

PERIOD: September-October, 1945

GEOGRAPHIC AREA: South Atlantic

CITY SIZE GROUP: 100,000-500,000

RICHMOND, VA.

STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS WRVA	NBC WMBG	ABC WRNL	ALL OTHERS*
MORNING (Mon.-Fri.)					
9:00-12:00 NOON	12.9	30.5%	10.4%	51.4%	7.7%
AFTERNOON (Mon.-Fri.)					
12:00-3:00 P.M.	9.3	45.3	18.9	20.7	15.1
3:00-6:00 P.M.	12.5	25.4	39.2	17.7	17.7
12:00-6:00 P.M.	10.8	34.3	30.1	19.1	16.5
EVENING (Mon.-Sun.)					
6:00- 8:00 P.M.	18.3	34.3	28.6	15.9	21.2
8:00-10:30 P.M.	21.7	37.4	31.6	17.7	13.3
6:00-10:30 P.M.	20.3	36.3	30.5	17.0	16.2

* Includes listeners to WLEE for October. WLEE, new MBS outlet in Richmond, began operating as of October 1, 1945.

CITY CAB REPORT

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TIME ZONE: Eastern

PERIOD: September-October, 1945

GEOGRAPHIC AREA: Middle Atlantic

CITY SIZE GROUP: 100,000-500,000

ROCHESTER, N. Y.

STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	STATION INDEX				
		CBS WHEC	NBC WHAM	(ABC) WGR	MBS WSAY	ALL OTHERS
MORNING (Mon.-Fri.)						
9:00-12:00 NOON	11.5	49.4%	26.8%	6.3%	15.2%	2.5%
AFTERNOON (Mon.-Fri.)						
12:00-3:00 P.M.	14.6	41.7	34.0	0.0	17.5	6.8
3:00-6:00 P.M.	11.0	44.1	32.5	0.0	20.8	2.6
12:00-6:00 P.M.	12.8	42.8	33.3	0.0	18.9	5.0
EVENING (Mon.-Sun.)						
6:00-8:00 P.M.	21.1	40.8	46.2	0.0	10.4	2.6
8:00-10:30 P.M.	23.7	40.4	44.9	1.8	11.1	1.8
6:00-10:30 P.M.	22.6	40.5	45.4	1.1	10.8	2.2

WGR - Buffalo, N.Y.

11/1/46

CITY **CAB** REPORT

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TIME ZONE: Pacific

PERIOD: September-October, 1945.

GEOGRAPHIC AREA: Pacific

CITY SIZE GROUP: 100,000-500,000

SACRAMENTO, CALIF.

STATION INDEX (Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	STATION INDEX							
		CBS KROY	NBC KCRA	ABC KFBK	MBS KXOA	(NBC) KPO	(MBS) KFRC	KSFO	ALL OTHERS
MORNING (Mon.-Fri.)									
9:00-12:00 NOON	16.6	27.6%	2.6%	32.3%	5.3%	17.1%	6.6%	3.3%	5.2%
AFTERNOON (Mon.-Fri.)									
12:00- 3:00 P.M.	13.5	11.2	0.0	21.6	5.2	44.8	4.5	3.0	9.7
3:00- 6:00 P.M.	13.3	22.1	3.3	20.5	3.3	39.4	5.7	4.1	1.6
12:00- 6:00 P.M.	13.4	16.4	1.6	21.1	4.3	42.2	5.1	3.5	5.8
EVENING (Mon.-Sun.)									
6:00- 8:00 P.M.	21.9	24.8	5.0	15.7	7.0	30.3	7.3	2.9	7.0
8:00-10:30 P.M.	21.9	25.4	7.6	21.2	0.4	21.6	11.8	3.6	8.4
6:00-10:30 P.M.	21.9	25.1	6.4	18.7	3.4	25.5	9.8	3.3	7.8

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

CITY CAB REPORT

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TIME ZONE: Central

GEOGRAPHIC AREA: West North Central

quotation, redistribution or reproduction in whole or in part.

PERIOD: September-October, 1945

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

ST. LOUIS, MISSOURI

Local Time	Average Sets-in-Use	STATION INDEX (Average Share of the Listening Audience)					
		CBS KMOX	NBC KSD	ABC KXOK	MBS KWK	WIL	ALL OTHERS
MORNING (Mon.-Fri.)							
9:00-12:00 NOON	16.2	39.8%	11.9%	20.3%	20.8%	4.2%	3.0%
AFTERNOON (Mon.-Fri.)							
12:00-3:00 P.M.	14.4	33.0	19.1	8.0	25.8	8.5	5.6
3:00-6:00 P.M.	16.2	23.6	25.9	12.5	24.2	8.2	5.6
12:00-6:00 P.M.	15.4	27.7	23.0	10.5	24.9	8.3	5.6
EVENING (Mon.-Sun.)							
6:00-8:00 P.M.	25.2	33.0	30.3	11.9	16.8	6.4	1.6
8:00-10:30 P.M.	25.1	34.0	35.4	11.1	9.1	7.4	3.0
6:00-10:30 P.M.	25.2	33.6	33.3	11.4	12.3	7.0	2.4

CITY

CAB

REPORT

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TIME ZONE: Mountain

PERIOD: September - October, 1945

GEOGRAPHIC AREA: Mountain

CITY SIZE GROUP: 100,000-500,000

SALT LAKE CITY, UTAH

STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS KSL	NBC KDYL	ABC KUTA	MBS KLO*	KNAK	ALL OTHERS ‡
MORNING (Mon.-Fri.)							
9:00-12:00 NOON	19.5	38.2%	23.0%	20.0%	1.6%	3.1%	14.1%
AFTERNOON (Mon.-Fri.)							
12:00-3:00 P.M.	17.1	15.3	41.8	18.0	3.2	4.8	16.9
3:00-6:00 P.M.	13.4	25.9	27.8	22.2	3.7	6.2	14.2
6:00-6:00 P.M.	15.2	20.2	35.3	20.0	3.4	5.4	15.7
EVENING (Mon.-Sun.)							
6:00-8:00 P.M.	22.9	34.1	30.6	14.8	2.2	4.7	13.6
8:00-10:30 P.M.	24.3	28.9	42.1	10.8	1.2	4.8	12.2
6:00-10:30 P.M.	23.7	31.1	37.2	12.5	1.6	4.7	12.9

* Located in Ogden, Utah but considered by the Mutual Broadcasting System as their Salt Lake City outlet until September 30, 1945, when the new station KALL became the local MBS outlet in Salt Lake City.

‡ Includes listening to the new MBS station, KALL, during October.

CITY CAB REPORT

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TIME ZONE: Central

PERIOD: September-October, 1945

GEOGRAPHIC AREA: West So. Central

CITY SIZE GROUP: 100,000-500,000

SAN ANTONIO, TEX.

Local Time	Average Sets-in-Use	STATION INDEX (Average Share of the Listening Audience)					
		CBS KTSA	NBC WOAI	ABC KABC	MBS KMAC	KONO	ALL OTHERS
MORNING (Mon.-Fri.)							
9:00-12:00 NOON	9.7	14.6%	40.2%	12.3%	2.4%	30.5%	0.0%
AFTERNOON (Mon.-Fri.)							
12:00-3:00 P.M.	10.5	9.1	56.8	2.3	14.8	15.9	1.1
3:00-6:00 P.M.	10.7	11.3	49.6	7.2	11.3	20.6	0.0
12:00-6:00 P.M.	10.6	10.3	53.0	4.8	13.0	18.4	0.5
EVENING (Mon.-Sun.)							
6:00-8:00 P.M.	16.1	19.4	47.8	15.5	5.3	10.2	1.8
8:00-10:30 P.M.	19.7	22.9	46.7	9.1	5.5	15.3	0.5
6:00-10:30 P.M.	18.2	21.6	47.1	11.5	5.4	13.4	1.0

5/9/46

CITY **CAB** REPORT

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TIME ZONE: Pacific

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PERIOD: September-October, 1945

GEOGRAPHIC AREA: Pacific

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

SAN FRANCISCO, CALIF.

STATION INDEX (Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS KQW	NBC KPO	ABC KGO	MBS KFRC	KJBS	KSFO	KYA	KLX	ALL OTHERS
MORNING (Mon.-Fri.)										
9:00-12:00 NOON	9.7	25.0%	16.5%	18.2%	18.7%	11.4%	2.8%	3.4%	1.1%	2.9%
AFTERNOON (Mon.-Fri.)										
12:00-3:00 P.M.	9.7	12.4	40.5	7.3	11.2	14.1	3.9	3.9	2.8	3.9
3:00-6:00 P.M.	11.1	20.7	27.9	6.0	15.9	9.9	7.5	3.3	1.9	6.4
12:00-6:00 P.M.	10.4	16.9	33.7	6.6	13.7	11.8	5.8	3.9	2.3	5.3
EVENING (Mon.-Sun.)										
6:00-8:00 P.M.	22.6	20.7	43.8	9.3	13.8	†	6.1	1.6	1.8	1.6
8:00-10:30 P.M.	20.7	21.7	24.9	9.5	21.8	†	11.5	2.7	4.7	2.7
6:00-10:30 P.M.	21.6	21.2	34.0	9.4	18.0	†	8.9	2.2	3.3	2.1

KLX - Oakland, Calif.

KJBS operating schedule is from 10:01 P.M. until local sunset of the following day. Sunset sign-off time for September was 6:15 P.M.; for October, 6:30 P.M. Data for the Evening indices, therefore, not shown.

CITY

CAB

REPORT

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TIME ZONE: Eastern

PERIOD: September-October, 1945

GEOGRAPHIC AREA: Middle Atlantic

CITY SIZE GROUP: 50,000-100,000

SCHENECTADY, N.Y.

STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	(CBS) WOKO	NBC WGY	(ABC) WTRY	WSNY	ALL OTHERS
MORNING (Mon.-Fri.)						
9:00-12:00 NOON	16.4	2.0%	44.7%	45.3%	2.7%	5.3%
AFTERNOON (Mon.-Fri.)						
12:00-3:00 P.M.	15.2	16.2	50.8	14.6	13.8	4.6
3:00-6:00 P.M.	19.2	6.3	71.6	13.9	7.0	1.2
12:00-6:00 P.M.	16.6	10.8	62.1	14.2	10.1	2.8
EVENING (Mon.-Sun.)						
6:00-8:00 P.M.	24.1	4.3	62.5	18.3	9.1	5.8
8:00-10:30 P.M.	30.9	8.3	65.7	17.8	3.4	4.8
6:00-10:30 P.M.	28.0	6.8	64.5	18.0	5.5	5.2

WOKO - Albany, N. Y.

WTRY - Troy, N. Y.

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TIME ZONE: Eastern

PERIOD: September-October, 1945

GEOGRAPHIC AREA: Middle Atlantic

CITY SIZE GROUP: 100,000-500,000

SCRANTON, PA.

Local Time	Average Sets-in-Use	STATION INDEX (Average Share of the Listening Audience)							ALL OTHERS
		CBS WGBI	(NBC) WEAF	ABC WARM	(MBS) WOR	(NBC) WBRE	(ABC) WJZ		
MORNING (Mon.-Fri.)									
9:00-12:00 NOON	14.1	37.7%	1.5%	54.3%	0.0%	4.3%	0.0%	2.2%	
AFTERNOON (Mon.-Fri.)									
12:00-3:00 P.M.	15.3	79.2	1.4	15.4	0.7	2.0	1.3	0.0	
3:00-6:00 P.M.	14.5	53.8	1.4	38.6	0.0	3.4	0.0	2.8	
12:00-6:00 P.M.	14.9	66.7	1.4	26.9	0.3	2.7	0.7	1.3	
EVENING (Mon.-Sun.)									
6:00-8:00 P.M.	21.8	80.2	2.7	12.6	1.1	0.0	1.9	1.5	
8:00-10:30 P.M.	27.5	79.7	4.3	12.7	0.8	0.3	0.8	1.4	
6:00-10:30 P.M.	25.1	79.9	3.7	12.7	0.9	0.2	1.2	1.4	

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

CITY CAB REPORT

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TIME ZONE: Pacific

PERIOD: September-October, 1945

GEOGRAPHIC AREA: Pacific

CITY SIZE GROUP: 100,000-500,000

SEATTLE, WASH.

STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	STATION INDEX						
		CBS KIRO	NBC KOMO	ABC KJR	MBS KOL	KRSC	KVI	ALL OTHERS
MORNING (Mon.-Fri.)								
9:00-12:00 NOON	13.3	21.3%	22.0%	30.7%	11.0%	5.5%	0.8%	8.7%
AFTERNOON (Mon.-Fri.)								
12:00- 3:00 P. M.	11.5	18.8	37.4	15.9	5.6	1.9	7.5	12.9
3:00- 6:00 P. M.	14.0	17.5	30.7	16.1	11.7	9.5	5.8	8.7
12:00- 6:00 P. M.	12.8	18.0	33.6	16.0	9.0	6.1	6.6	10.7
EVENING (Mon.-Sun.)								
6:00- 8:00 P. M.	24.8	27.5	41.0	7.4	12.3	1.2	1.4	9.2
8:00-10:30 P. M.	21.6	23.6	27.6	10.5	13.0	12.3	1.3	11.7
6:00-10:30 P. M.	23.0	25.5	33.9	9.0	12.7	7.1	1.3	10.5

KVI - Tacoma, Wash.

CITY CAB REPORT

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TIME ZONE: Central

PERIOD: September-October, 1945

GEOGRAPHIC AREA: East North Central

CITY SIZE GROUP: 100,000-500,000

SOUTH BEND, IND.

STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS WGBT	(NBC) WMAQ	ABC WHOT	(MBS) WGN	(CBS) WBBM	(ABC) WLS-WENR	ALL OTHERS
MORNING (Mon.-Fri.)								
9:00-12:00 NOON	17.5	43.4%	5.6%	14.6%	2.8%	11.2%	18.9%	3.5%
AFTERNOON (Mon.-Fri.)								
12:00-3:00 P.M.	14.5	42.7	13.7	8.1	11.3	10.5	8.1	5.6
3:00-6:00 P.M.	19.0	34.6	16.3	8.5	22.2	3.3	5.3	9.8
12:00-6:00 P.M.	16.7	38.3	15.2	8.3	17.7	6.5	6.5	7.5
EVENING (Mon.-Sun.)								
6:00-8:00 P.M.	21.5	44.7	14.9	9.6	11.3	3.0	8.3	8.2
8:00-10:30 P.M.	20.7	47.8	19.5	9.6	11.1	2.3	5.9	3.3
6:00-10:30 P.M.	21.2	46.5	17.5	9.6	11.2	2.9	6.9	5.4

WMAQ - Chicago, Ill.

WGN - Chicago, Ill.

WBBM - Chicago, Ill.

WLS-WENR - Chicago, Ill.

CITY CAB REPORT

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TIME ZONE: Pacific

PERIOD: September-October, 1945

GEOGRAPHIC AREA: Pacific

CITY SIZE GROUP: 100,000-500,000

SPOKANE, WASH.

Local Time	Average Sets-in-Use	STATION INDEX (Average Share of the Listening Audience)				
		CBS KFPY	NBC KHQ	ABC KGA	MBS KFIO	ALL OTHERS
MORNING (Mon.-Fri.)						
9:00-12:00 NOON	13.4	21.4%	28.2%	35.9%	13.0%	1.5%
AFTERNOON (Mon.-Fri.)						
12:00-3:00 P.M.	11.8	20.5	46.4	16.1	13.4	3.6
3:00-6:00 P.M.	11.7	28.7	37.7	20.5	11.5	1.6
12:00-6:00 P.M.	11.7	24.8	41.9	18.4	12.4	2.5
EVENING (Mon.-Sun.)						
6:00-8:00 P.M.	29.7	32.0	42.9	12.9	11.2	1.0
8:00-10:30 P.M.	23.5	33.4	30.5	20.1	12.6	3.4
6:00-10:30 P.M.	26.0	32.8	36.3	16.7	11.9	2.3

CITY CAB REPORT

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TIME ZONE: Eastern

PERIOD: September-October, 1945

GEOGRAPHIC AREA: Middle Atlantic

CITY SIZE GROUP: 100,000-500,000

SYRACUSE, N. Y.

STATION INDEX (Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS WFBL	NBC WSYR	ABC WAGE	MBS WOLF	ALL OTHERS
MORNING (Mon.-Fri.)						
9:00-12:00 NOON	16.8	23.5%	15.6%	49.2%	11.7%	0.0%
AFTERNOON (Mon.-Fri.)						
12:00-3:00 P.M.	17.1	33.5	14.9	26.6	25.0	0.0
3:00-6:00 P.M.	14.1	16.9	37.7	20.1	23.4	1.9
12:00-6:00 P.M.	15.6	26.0	25.1	23.7	24.3	0.9
EVENING (Mon.-Sun.)						
6:00-8:00 P.M.	25.5	24.3	30.2	21.0	23.7	0.3
8:00-10:30 P.M.	30.4	33.9	36.0	17.3	12.4	0.4
6:00-10:30 P.M.	28.4	30.4	33.8	18.7	16.6	0.5

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TIME ZONE: Eastern

PERIOD: September-October, 1945

GEOGRAPHIC AREA: East North Central

CITY SIZE GROUP: 100,000-500,000

TOLEDO, OHIO

Local Time	Average Sets-in-Use	STATION INDEX (Average Share of the Listening Audience)				
		(CBS) WJR	NBC WSPD	ABC WTOL	(MBS) CKLW	ALL OTHERS
MORNING (Mon.-Fri.)						
9:00-12:00 NOON	11.6	27.1%	29.2%	39.6%	2.1%	2.0%
AFTERNOON (Mon.-Fri.)						
12:00-3:00 P.M.	9.6	33.8	36.3	12.5	10.0	7.4
3:00-6:00 P.M.	9.8	28.9	41.0	18.1	9.6	2.4
12:00-6:00 P.M.	9.7	31.3	38.7	15.3	9.8	4.9
EVENING (Mon.-Sun.)						
6:00-8:00 P.M.	16.8	22.4	48.1	20.7	2.9	5.9
8:00-10:30 P.M.	25.6	34.2	45.9	13.2	4.0	2.7
6:00-10:30 P.M.	21.6	30.1	46.7	15.8	3.6	3.8

WJR -Detroit, Michigan

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

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TIME ZONE: Eastern

PERIOD: September-October, 1945

GEOGRAPHIC AREA: Middle Atlantic

CITY SIZE GROUP: 100,000-500,000

TRENTON, N. J.

STATION INDEX (Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	(CBS) WABC	NBC WTTM	(ABC) WJZ	(MBS) WOR	(CBS) WCAU	(NBC) WEAF	(MBS) WIP	WIBG	ALL OTHERS
MORNING (Mon.-Fri.)										
9:00-12:00 NOON	9.3	11.5%	10.4%	47.1%	12.7%	1.1%	6.9%	2.2%	1.1%	7.0%
AFTERNOON (Mon.-Fri.)										
12:00-3:00 P.M.	10.1	16.0	7.4	25.5	26.6	2.1	6.4	6.4	3.2	6.4
3:00-6:00 P.M.	9.8	9.8	15.2	22.8	15.3	1.1	16.3	0.0	3.3	15.2
12:00-6:00 P.M.	10.0	12.9	11.3	24.2	21.5	1.6	11.3	3.2	3.2	10.8
EVENING (Mon.-Sun.)										
6:00-8:00 P.M.	18.9	10.1	13.7	15.2	28.5	3.6	16.6	0.7	0.4	11.2
8:00-10:30 P.M.	25.2	22.7	10.1	15.4	22.4	6.2	18.1	0.6	0.2	4.3
6:00-10:30 P.M.	22.6	18.4	11.4	15.3	24.5	5.3	17.6	0.6	0.2	6.7

WABC - New York, N. Y.
 WJZ - New York, N. Y.
 WOR - New York, N. Y.
 WCAU - Philadelphia, Pa.
 WEAF - New York, N. Y.
 WIP - Philadelphia, Pa.
 WIBG - Philadelphia, Pa.

TULSA
5/15/46

CITY CAB REPORT

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TIME ZONE: Central

PERIOD: September-October, 1945

GEOGRAPHIC AREA: West So. Central

CITY SIZE GROUP: 100,000-500,000

TULSA, OKLA.

STATION INDEX (Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	STATION INDEX			
		CBS KTUL	NBC KV00	ABC-MBS KOME	ALL OTHERS
MORNING (Mon.-Fri.)					
9:00-12:00 NOON	15.1	18.2%	36.4%	37.7%	7.7%
AFTERNOON (Mon.-Fri.)					
12:00-3:00 P.M.	14.9	11.1	60.5	21.6	6.8
3:00-6:00 P.M.	15.7	17.3	54.9	22.2	5.6
12:00-6:00 P.M.	15.3	14.2	57.7	21.9	6.2
EVENING (Mon.-Sun.)					
6:00-8:00 P.M.	28.9	25.2	49.6	21.4	3.8
8:00-10:30 P.M.	26.7	23.2	58.9	14.5	3.4
6:00-10:30 P.M.	27.6	24.0	55.0	17.4	3.6

CITY **CAB** REPORT

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TIME ZONE: Eastern

PERIOD: September-October, 1945

GEOGRAPHIC AREA: Middle Atlantic

CITY SIZE GROUP: 100,000-500,000

UTICA, N. Y.

STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS WIBX	(NBC) WGY	(NBC) WSYR	(ABC) WAGE	(ABC) WJZ	ALL OTHERS
MORNING (Mon.-Fri.)							
9:00-12:00 NOON	16.7	58.5%	7.2%	6.6%	24.7%	0.0%	3.0%
AFTERNOON (Mon.-Fri.)							
12:00-3:00 P.M.	19.4	65.0	2.5	14.7	14.7	0.0	3.1
3:00-6:00 P.M.	17.5	71.7	14.5	6.6	5.4	0.6	1.2
12:00-6:00 P.M.	18.4	68.0	8.0	11.0	10.5	0.3	2.2
EVENING (Mon.-Sun.)							
6:00-8:00 P.M.	26.3	62.7	16.4	10.1	2.9	1.9	6.0
8:00-10:30 P.M.	28.4	68.0	22.8	2.6	0.5	0.7	5.4
6:00-10:30 P.M.	27.5	65.8	20.2	5.6	1.5	1.2	5.7

WGY - Schenectady, N.Y.
 WSYR - Syracuse, N.Y.
 WAGE - Syracuse, N.Y.
 WJZ - New York, N.Y.

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TIME ZONE: Eastern

PERIOD: September-October, 1945

GEOGRAPHIC AREA: South Atlantic

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

WASHINGTON, D.C.

STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS WTOP	NBC WRC	ABC WMAL	MBS WOL	WINX	WWDC	ALL OTHERS
MORNING (Mon.-Fri.)								
9:00-12:00 NOON	13.7	20.7%	21.1%	30.9%	6.3%	6.6%	7.4%	7.0%
AFTERNOON (Mon.-Fri.)								
12:00-3:00 P.M.	12.1	23.6	26.7	13.3	12.0	6.7	12.9	4.8
3:00-6:00 P.M.	12.0	10.3	36.2	10.7	13.8	8.5	12.9	7.6
12:00-6:00 P.M.	12.0	16.9	31.4	12.0	12.9	7.6	12.9	6.3
EVENING (Mon.-Sun.)								
6:00- 8:00 P.M.	20.6	18.5	34.3	16.3	10.1	4.2	7.6	9.0
8:00-10:30 P.M.	23.0	24.0	37.1	11.9	8.8	2.5	12.1	3.8
6:00-10:30 P.M.	22.0	21.8	36.0	13.7	9.3	3.0	10.3	5.9

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TIME ZONE: Central

PERIOD: September - October, 1945

GEOGRAPHIC AREA: West No. Central

CITY SIZE GROUP: 100,000-500,000

WICHITA, KAN.

STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	STATION INDEX			
		CBS KFH	NBC KANS	ABC - MBS KFBI	ALL OTHERS
MORNING (Mon.-Fri.)					
9:00-12:00 NOON	14.9	34.0%	16.6%	42.3%	7.1%
AFTERNOON (Mon.-Fri.)					
12:00-3:00 P.M.	16.0	34.7	22.9	34.7	7.7
3:00-6:00 P.M.	12.9	32.1	23.6	30.0	14.3
12:00-6:00 P.M.	14.4	33.6	23.2	32.6	10.6
EVENING (Mon.-Sun.)					
6:00-8:00 P.M.	26.5	35.5	29.9	23.6	11.0
8:00-10:30 P.M.	25.0	34.4	40.8	15.1	9.7
6:00-10:30 P.M.	26.2	34.9	36.1	18.7	10.3

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TIME ZONE: Eastern

PERIOD: September-October, 1945

GEOGRAPHIC AREA: Middle Atlantic

CITY SIZE GROUP: 50,000-100,000

WILKES-BARRE, PA.

STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	(CBS)	NBC	(ABC)	MBS	ALL OTHERS
		WGBI	WBRE	WJZ	WBAX	
MORNING (Mon.-Fri.)						
9:00-12:00 NOON	15.0	11.0%	52.8%	10.2%	22.8%	3.2%
AFTERNOON (Mon.-Fri.)						
12:00-3:00 P.M.	14.1	†	41.7	8.7	26.0	8.8
3:00-6:00 P.M.	14.8	†	61.1	2.5	22.3	5.0
12:00-6:00 P.M.	14.5	†	51.7	5.5	24.2	6.7
EVENING (Mon.-Sun.)						
6:00-8:00 P.M.	23.7	4.4	68.2	2.5	19.9	5.0
8:00-10:30 P.M.	29.8	8.4	62.1	2.7	20.4	6.4
6:00-10:30 P.M.	27.3	7.0	64.3	2.7	20.2	5.8

WGBI - Scranton, Pa.

WJZ - New York, N.Y.

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

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TIME ZONE: Eastern

PERIOD: September-October, 1945

GEOGRAPHIC AREA: South Atlantic

CITY SIZE GROUP: 100,000-500,000

WILMINGTON, DELAWARE

Local Time	Average Sets-in-Use	STATION INDEX (Average Share of the Listening Audience)							
		(CBS) WCAU	NBC WDEL	(ABC) WFIL	MBS WILM	(MBS) WIP	(MBS) WOR	WPEN	ALL OTHERS
MORNING (Mon.-Fri.)									
9:00-12:00 NOON	12.8	6.6%	51.2%	21.5%	5.0%	5.8%	2.5%	3.3%	4.1%
AFTERNOON (Mon.-Fri.)									
12:00-3:00 P.M.	9.7	32.3	35.5	2.2	10.7	10.7	4.3	3.2	1.1
3:00-6:00 P.M.	8.2	17.9	62.3	7.7	0.0	6.4	0.0	3.9	1.3
12:00-6:00 P.M.	9.0	25.7	48.0	4.7	5.8	8.8	2.3	3.5	1.2
EVENING (Mon.-Sun.)									
6:00-8:00 P.M.	19.8	14.3	57.0	6.1	3.2	5.7	3.2	4.1	6.4
8:00-10:30 P.M.	23.9	24.3	50.8	8.0	3.6	6.3	2.3	0.0	4.7
6:00-10:30 P.M.	22.2	20.6	53.1	7.3	3.5	6.0	2.6	1.6	5.3

WCAU - Philadelphia, Pa.

WFIL - Philadelphia, Pa.

WIP - Philadelphia, Pa.

WOR - New York, N.Y.

WPEN - Philadelphia, Pa.

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TIME ZONE: Eastern

PERIOD: September-October, 1945

GEOGRAPHIC AREA: New England

CITY SIZE GROUP: 100,000-500,000

WORCESTER, MASS.

Local Time	Average Sets-in-Use	STATION INDEX (Average Share of the Listening Audience)					ALL OTHERS
		CBS WTAG	(NBC) WBZ	ABC WORC	MBS WAAB	WORL	
MORNING (Mon.-Fri.)							
9:00-12:00 NOON	17.8	35.2%	10.3%	35.8%	13.3%	2.4%	3.0%
AFTERNOON (Mon.-Fri.)							
12:00-3:00 P.M.	18.4	51.1	2.8	14.8	19.3	6.3	5.7
3:00-6:00 P.M.	14.4	32.2	30.0	16.4	9.3	7.1	5.0
12:00-6:00 P.M.	16.4	42.7	14.9	15.5	14.9	6.7	5.3
EVENING (Mon.-Sun.)							
6:00-8:00 P.M.	24.1	55.8	10.3	13.1	18.0	†	2.8
8:00-10:30 P.M.	28.2	58.0	16.1	11.7	10.8	†	3.4
6:00-10:30 P.M.	26.5	57.2	13.9	12.3	13.6	†	3.0

WBZ - Boston, Mass.
 WORL - Boston, Mass.

† WORL operates only until local sunset. Sign-off time for September was 7:00 P.M.; for October, 8:00 P.M. Data for the Evening indices, therefore, not shown.