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THE 100% YARDSTICK

NEW YORK RADIO STATION AUDIENCES

Vol. VII No. IV

April 1, 2, 3, 7, 11, 12, 13 1947

6:00 A.M. - 12 Midnight



Survey Based Upon

151, 200

Quarter Hour Reports

THE PULSE, Inc.

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New York 7, N. Y.

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THE RADIO AUDIENCE



Published by The Pulse, Inc.

110 FULTON STREET, NEW YORK 7, N. Y.

New York

April 1947

THE RADIO AUDIENCE

The seasonal decline in listening became apparent in April. While the loss in listening from February to March of this year was insignificant, the decrease from March to April is approximately a ten percent loss from an average quarter hour Sets-in-Use of 27.0 to 24.8. The level of listening for this April is slightly below that of a year ago April. The trend will no doubt be down from now through the summer. It will be interesting to compare the level with that of 1946 for corresponding months since the summer listening in 1946 was above that of previous years.

AVERAGE QUARTER HOUR SETS-IN-USE FOR THE WEEK STUDIED

April	1947	24.8
March	1947	27.0
April	1946	25.1

THE RADIO AUDIENCE



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TOP TEN EVENING & DAYTIME SHOWS

	HIGHEST ¼ HR. RATING			HIGHEST ¼ HR. RATING	
<i>Evening</i>	<i>Apr.</i>	<i>Mar.</i>	<i>Daytime - 5 a week</i>	<i>Apr.</i>	<i>Mar.</i>
JACK BENNY	25.0	24.0	NEWS-H. CLARK	6.5	6.8
BOB HOPE	25.0	21.7	KATE SMITH SPEAKS	6.3	7.3
LUX THEATRE	24.3	24.7	ARTHUR GODFREY	5.8	
FIBBER MCGEE & MOLLY	23.7	21.3	HELEN TRENT	5.8	6.8
RED SKELTON	21.7	19.3	MY TRUE STORY	5.6	5.9
CHASE-SANBORN PROGRAM	20.0	22.3	OUR GAL SUNDAY	5.6	6.9
FRED ALLEN	19.7	21.7	AUNT JENNY	5.5	7.1
WALTER WINCHELL	19.7	21.7	BREAKFAST CLUB	5.5	
SCREEN GUILD	19.0		NEWS-G. PUTNAM	5.5	
AMOS 'N' ANDY	19.0		WHEN A GIRL MARRIES	5.4	5.9

SATURDAY & SUNDAY DAYTIME

	<i>Apr.</i>	<i>Mar.</i>
THE SHADOW	11.3	13.0
COUNTERSPY	9.3	11.3
TRUE DETECTIVE MYSTERIES	8.3	9.3
QUICK AS A FLASH	7.7	10.0
CHILDREN'S HOUR	7.0	
HOUSE OF MYSTERY	7.0	
NEWS-G. PUTNAM	6.3	
STARS OVER HOLLYWOOD	6.0	
HOUR OF CHARM	6.0	9.3
YANKEES VS. BROOKLYN (SUN)	9.7	
(WHN, WINS)		

THE METHOD

PERSONAL INTERVIEW • ROSTER TECHNIQUE • 8400 RADIO HOMES

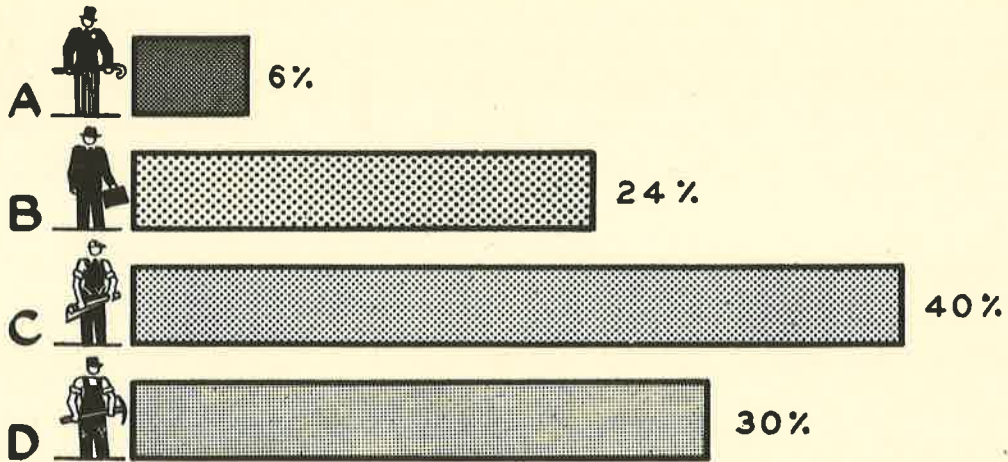
ROSTER PERIODS

8 A.M. — 12 Noon	Interviewing at	12 Noon
12 Noon — 4 P.M.	" "	4 P.M.
4 P.M. — 6 P.M.	" "	} 6 P.M.
6 A.M. — 8 A.M.	" "	
6 P.M. — Midnight	" "	Next Morning

COUNTIES

	%
Manhattan	20
Brooklyn	25
Bronx	13
Queens	13
Richmond	2
Nassau	4
Westchester	5
Hudson	6
Bergen	4
Essex	8

ECONOMIC DISTRIBUTION



TELEPHONE OWNERSHIP



RATINGS

Two figures are used in reporting the size of the audience for each quarter hour. The first column, "*% of Homes*", gives the rating of the audience to each station as the percentage of all radio homes interviewed. The second column, "*% of Listeners*", gives the rating of each quarter hour program as a percentage of the homes listening to the radio during the quarter hour. The sum of the separate figures in the column *% of Homes* may total slightly more or less than the *Total Sets-in-Use*, and the sum of the separate figures in the column *% of Listeners* may total slightly more or less than 100. This result arises from the process of rounding off to the nearest tenth of a percent in the first case and to the nearest whole percent in the second. In addition, there are a few instances where a listener reported listening to parts of two programs in the same quarter hour. In such cases, both programs are credited with a listener but *Sets-in-Use* is credited with only one. Where a program name is incorrect, the ratings are nevertheless correct for the station at the given quarter hour.

An asterisk (*) indicates that the radio station was off the air. A dash (—) is used, rather than 0.0 when no listeners were found for a particular program. This procedure has been established because it is not believed that there were absolutely no listeners, but rather that the number of listeners is small and none was found in the sample.

PRIVILEGES

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This service is an impartial one designed to measure the radio audience and report the information to its subscribers, who are supporting the service cooperatively. For this reason, this report may be utilized in any promotional or advertising matter by the subscriber only if identification of other stations and programs is not disclosed. In reproduction of any of this material, the ratings must be properly identified as percent of radio homes and percent of listeners.

Morning Hours

Station	6-7	7-8	8-9	9-10	10-11	11-12
WAAT	4	2	4	3	2	2
WCBS	41	29	16	13	12	19
WHN	9	4	4	4	6	6
WINS	6	3	2	4	3	3
WJZ	13	10	11	25	16	16
WMCA	3	4	3	4	4	4
WNEC	5	12	13	9	10	10
WNEW	5	5	6	7	16	16
WOR	9	22	23	10	16	11
WQXR	*	3	5	5	3	3
Misc.	6	6	13	16	11	10
Total Percent	100	100	100	100	100	100
Total Mentions	303	1141	1158	1221	1557	1539

Afternoon Hours

	12-1	1-2	2-3	3-4	4-5	5-6
WAAT	3	4	4	3	5	5
WCBS	24	20	16	10	13	7
WHN	4	4	6	6	6	7
WINS	4	5	7	8	8	5
WJZ	15	12	9	10	8	10
WMCA	8	7	4	6	8	7
WNEC	8	12	11	21	20	17
WNEW	9	8	10	10	9	14
WOR	8	8	14	8	9	14
WQXR	4	4	4	4	4	4
Misc.	13	14	13	14	10	10
Total Percent	100	100	100	100	100	100
Total Mentions	1441	1428	1313	1355	1415	1653

Night Hours

	6-7	7-8	8-9	9-10	10-11	11-12
WAAT	5	3	1	2	3	3
WCBS	9	18	26	28	21	12
WHN	5	5	4	3	4	5
WINS	3	3	3	2	4	5
WJZ	12	16	12	11	15	13
WMCA	3	4	3	3	3	6
WNEC	14	15	23	28	30	16
WNEW	18	11	3	3	3	8
WOR	14	11	13	11	8	16
WQV	4	4	3	2	2	3
WQXR	5	4	4	4	4	6
Misc.	8	7	5	4	4	7
Total Percent	100	100	100	100	100	100
Total Mentions	1717	1983	2604	2671	2097	804

These figures are percentages indicating the relative popularity of the stations during the day by hours. The base, total mentions, is the sum of the number of stations listened to during the four 15 minute periods of the hour. This base divided into the total mentions of each station for the four 15 minute periods gives the figures listed above.

The dot (.) indicates less than 1/2 of a percent.

Station	Morning Hours					
	6-7	7-8	8-9	9-10	10-11	11-12
WAAT	-	5	4	7	2	3
WCBS	36	28	12	10	8	18
WHN	17	6	4	5	10	6
WINS	8	2	2	5	4	4
WJZ	6	9	12	13	7	9
WMCA	8	4	5	3	6	6
WNBC	-	5	11	9	12	8
WNEW	8	11	8	10	19	19
WOR	6	15	23	15	17	11
WQXR	*	4	4	6	5	5
Misc.	11	10	15	17	11	11
Total Percent	100	100	100	100	100	100
Total Mentions	36	163	182	199	254	293

Station	Afternoon Hours					
	12-1	1-2	2-3	3-4	4-5	5-6
WAAT	4	5	2	3	5	5
WCBS	26	20	10	8	4	8
WHN	7	12	23	22	14	9
WINS	4	6	15	16	9	6
WJZ	5	7	5	5	14	16
WMCA	9	10	10	11	9	6
WNBC	10	6	6	7	10	8
WNEW	8	8	7	7	6	13
WOR	10	7	9	11	11	13
WQXR	7	8	4	3	4	5
Misc.	9	11	9	8	13	12
Total Percent	100	100	100	100	100	100
Total Mentions	267	220	256	274	345	311

Station	Night Hours					
	6-7	7-8	8-9	9-10	10-11	11-12
WAAT	5	4	1	2	2	3
WCBS	9	18	17	25	18	9
WHN	5	5	2	4	5	8
WINS	4	3	3	4	5	7
WJZ	8	9	17	28	12	9
WMCA	5	4	3	3	4	7
WNBC	11	14	30	15	22	15
WNEW	17	10	4	3	4	14
WOR	18	16	11	9	17	13
WQV	4	4	3	2	2	3
WQXR	4	4	4	4	3	7
Misc.	9	9	5	3	6	6
Total Percent	100	100	100	100	100	100
Total Mentions	301	377	498	506	346	150

These figures are percentages indicating the relative popularity of the stations during the day by hours. The base, total mentions, is the sum of the number of stations listened to during the four 15 minute periods of the hour. This base divided into the total mentions of each station for the four 15 minute periods gives the figures listed above.

The dot (.) indicates less than $\frac{1}{2}$ of a percent.

Morning Hours

Station	6-7	7-8	8-9	9-10	10-11	11-12
WAAT	-	4	2	4	4	2
WCBS	27	13	10	15	9	9
WHN	*	9	7	5	2	2
WINS	*	2	5	2	4	3
WJZ	.7	9	7	11	10	11
WMCA	27	15	9	9	6	4
WNBC	*	*	11	11	15	22
WNEW	20	20	9	12	12	18
WOR	7	15	18	8	20	14
WQXR	*	*	4	8	9	3
Misc.	13	13	18	16	9	12
Total Percent	100	100	100	100	100	100
Total Mentions	15	54	111	167	265	336

Afternoon Hours

	12-1	1-2	2-3	3-4	4-5	5-6
WAAT	4	2	1	2	1	1
WCBS	11	9	8	17	14	13
WHN	5	9	19	17	15	9
WINS	5	7	13	12	10	6
WJZ	18	11	6	4	7	15
WMCA	5	5	6	9	7	8
WNBC	17	14	18	15	10	13
WNEW	10	11	4	4	4	4
WOR	15	13	12	11	22	24
WQXR	3	7	5	3	3	3
Misc.	8	11	7	6	7	6
Total Percent	100	100	100	100	100	100
Total Mentions	275	298	354	372	416	487

Night Hours

	6-7	7-8	8-9	9-10	10-11	11-12
WAAT	1	1	2	1	2	4
WCBS	27	16	18	16	27	21
WHN	3	2	.1	1	3	6
WINS	3	1	2	.	2	4
WJZ	18	11	13	27	29	15
WMCA	5	3	2	3	3	7
WNBC	15	46	43	26	13	12
WNEW	5	1	3	2	3	5
WOR	15	8	9	17	9	12
WQXR	3	4	3	3	4	5
Misc.	6	5	5	5	5	8
Total Percent	100	100	100	100	100	100
Total Mentions	361	508	545	526	352	130

These figures are percentages indicating the relative popularity of the stations during the day by hours. The base, total mentions, is the sum of the number of stations listened to during the four 15 minute periods of the hour. This base divided into the total mentions of each station for the four 15 minute periods gives the figures listed above.

The dot (.) indicates less than $\frac{1}{2}$ of a percent.

Monday through Friday

Station	6 AM - 12 Noon	12 Noon - 6 PM	6 PM - 12 Midnight
WAAT	3	4	2
WCBS	19	15	21
WHN	5	6	4
WINS	3	6	3
WJZ	16	11	13
WMCA	4	7	3
WNEC	10	15	22
WNEW	11	10	7
WOR	16	10	12
WOV			3
WQXR	3	4	4
Misc.	11	12	6
Total Percent	100	100	100
Total Mentions	6919	8605	11876

Saturday, April 12, 1947

Station	6 AM - 12 Noon	12 Noon - 6 PM	6 PM - 12 Midnight
WAAT	4	4	3
WCBS	16	12	18
WHN	7	14	4
WINS	4	9	4
WJZ	9	9	16
WMCA	5	9	4
WNEC	9	8	19
WNEW	14	8	7
WOR	15	10	14
WOV			3
WQXR	5	5	4
Misc.	13	11	6
Total Percent	100	100	100
Total Mentions	1127	1673	2178

Sunday, April 13, 1947

Station	6 AM - 12 Noon	12 Noon - 6 PM	6 PM - 12 Midnight
WAAT	3	2	1
WCBS	11	12	20
WHN	4	12	2
WINS	3	9	2
WJZ	10	10	19
WMCA	7	7	3
WNEC	15	14	30
WNEW	14	6	3
WOR	15	17	12
WQXR	6	4	3
Misc.	12	7	5
Total Percent	100	100	100
Total Mentions	948	2202	2422

These figures are percentages indicating the relative popularity of the stations during the day by 6 hour parts. The base, total mentions, is the sum of the number of stations listed during the 15 minute periods of each part. The base, divided into the total mentions of each station gives the figures listed above.

The dot (.) indicates less than $\frac{1}{2}$ of a percent.

April 1947

6:00 AM		Percent of Homes Lisnrs		Percent of Homes Lisnrs		7:00 AM	
News, Musical Clock	.1	4	WAAT	.4	3	News, Morning Musicales	
Arthur Godfrey	1.3	39	WCBS	4.7	31	Arthur Godfrey	
Newsreel Theatre	.1	4	WHN	.6	4	Tedd Lawrence	
Musical Coffee Pot	.3	10	WINS	.5	3	News	
Galen Drake	.4	12	WJZ	1.8	12	News-G. Fraser	
All through the Night	.1	2	WMCA	.5	3	News, John McKnight	
The Modern Farmer	.2	6	WNBC	1.4	9	News, Bob Smith Show	
Dawns Early Light	.3	8	WNEW	.7	4	Anything Goes	
News of the Farm	.3	8	WOR	3.7	24	News-M. Elliott	
	*		WQXR	.3	2	News, Morning Parade	
	.2	6	Misc.	.7	5		
Sets-in-Use	3.3	100		15.3	100	Sets-in-Use	
6:15		Percent of Homes Lisnrs		Percent of Homes Lisnrs		7:15	
Musical Clock	.1	4	WAAT	.1	1	Morning Meditations	
Arthur Godfrey	1.5	39	WCBS	5.2	31	Arthur Godfrey	
Newsreel Theatre	.5	14	WHN	.6	4	Tedd Lawrence	
Musical Coffee Pot	.3	7	WINS	.5	2	Prayer Period	
Galen Drake	.5	14	WJZ	1.5	9	Weather, Ray Knight	
All through the Night	.1	2	WMCA	.8	5	Morning Herald	
The Modern Farmer	.2	5	WNBC	1.7	10	Bob Smith Show	
Dawns Early Light	.1	4	WNEW	.9	5	Anything Goes	
News of the Farm	.3	7	WOR	4.0	24	Gambling Musical Clock	
	*		WQXR	.6	4	Morning Parade	
	.2	5	Misc.	1.0	6		
Sets-in-Use	3.8	100		16.6	100	Sets-in-Use	
6:30		Percent of Homes Lisnrs		Percent of Homes Lisnrs		7:30	
Musical Clock	.3	5	WAAT	.7	3	Val Frank-News	
Arthur Godfrey	2.4	41	WCBS	5.8	28	Arthur Godfrey	
Newsreel Theatre	.5	8	WHN	.8	4	Tedd Lawrence	
Hymn Time	.3	6	WINS	.7	3	O'Sullivan's Serenade	
Galen Drake	.6	10	WJZ	1.8	8	Zeke Manners Show	
All through the Night	.2	3	WMCA	.7	3	John McKnight	
The Modern Farmer	.3	6	WNBC	3.5	17	News-C.F. McCarthy	
News, Songs of Faith	.4	7	WNEW	1.2	6	News, Anything Goes	
News, Monaghans Watch	.5	9	WOR	4.6	22	Gambling Musical Clock	
	*		WQXR	.5	2	Breakfast Symphony	
	.3	6	Misc.	1.3	6		
Sets-in-Use	5.9	100		21.3	100	Sets-in-Use	
6:45		Percent of Homes Lisnrs		Percent of Homes Lisnrs		7:45	
Musical Clock	.2	3	WAAT	.6	3	Your Breakfast Treat	
Arthur Godfrey	3.1	42	WCBS	6.5	30	News-Harry Clark	
Newsreel Theatre	.6	8	WHN	.9	4	Tedd Lawrence	
Musical Coffee Pot	.3	5	WINS	.5	2	Morning Serenade	
Galen Drake	1.0	14	WJZ	2.7	12	News, Ray Knight	
All through the Night	.3	5	WMCA	.7	3	John McKnight	
The Modern Farmer	.3	4	WNBC	2.7	12	Bob Smith Show	
Morning Meditations, Misc.	.3	4	WNEW	1.0	5	Anything Goes	
Monaghans Morning Watch	.8	11	WOR	4.9	22	Gambling Musical Clock	
	*		WQXR	.5	2	Breakfast Symphony	
	.4	6	Misc.	1.4	6		
Sets-in-Use	7.3	100		22.1	100	Sets-in-Use	

April 1947

8:00 AM	Percent of		Percent of		9:00 AM	
	Homes	Lisnrs	Homes	Lisnrs		
News, Home Town Frolic	.6	3	WAAT	.7	3	News, Coffee Club
CBS Morning News	4.1	20	WCBS	3.1	15	News-J. King
Tedd Lawrence	.7	4	WIN	.7	4	Carlton Fredericks, Misc.
Time to Shine, Trail Blazers	.5	2	WINS	.7	4	Morning Matinee
Martin Agronsky	1.9	9	WJZ	4.9	24	The Breakfast Club
News, John McKnight	.7	4	WMCA	.7	3	News, Isabella Beach
News, Bob Smith Show	1.9	9	WNBC	2.2	11	Honeymoon in New York
Anything Goes	1.0	5	WNEW	1.2	6	Denver Darling
News-G. Putnam	5.5	28	WOR	2.1	10	Editor's Diary
News, Breakfast Symphony	.7	4	WQXR	1.0	5	News, Piano Personalities
	2.5	13	Misc.	3.3	16	
Sets-in-Use	20.1	100		20.5	100	Sets-in-Use

8:15	Percent of		Percent of		9:15	
	Homes	Lisnrs	Homes	Lisnrs		
Home Town Frolic	.6	3	WAAT	.6	3	Coffee Club
Phil Cook Show	3.0	16	WCBS	2.7	13	This is New York
Tedd Lawrence	.7	4	WHN	.9	4	Misc., News
News	.3	2	WINS	.7	4	Morning Matinee
The Fitzgeralds	2.1	12	WJZ	5.1	26	The Breakfast Club
John McKnight	.6	3	WMCA	.7	4	Isabella Beach
Bob Smith Show	2.1	12	WNBC	2.3	11	Honeymoon in New York
Anything Goes	1.1	6	WNEW	1.2	6	Songs on Parade
Dorothy & Dick	4.6	25	WOR	1.7	8	Record Riddles
Breakfast Symphony	.9	5	WQXR	.9	5	Request Program
	2.5	13	Misc.	3.1	16	
Sets-in-Use	18.5	100		19.9	100	Sets-in-Use

8:30	Percent of		Percent of		9:30	
	Homes	Lisnrs	Homes	Lisnrs		
Home Town Frolic	.8	4	WAAT	.6	3	Musical Comedy Favorites
Missus Goes Ashopping	2.7	14	WCBS	2.5	13	This is New York
Tedd Lawrence	.7	3	WHN	.9	4	Misc., A. Ames
Morning Matinee	.4	2	WINS	.8	4	News
The Fitzgeralds	2.4	12	WJZ	5.3	26	The Breakfast Club
News, John McKnight	.7	3	WMCA	.9	5	The Music Box
Hi! Jinx	2.9	15	WNBC	1.5	8	Jim Fleming Show
News, Anything Goes	1.4	7	WNEW	1.5	7	News, Johnny Andrews
Dorothy & Dick	4.0	21	WOR	2.0	10	Alfred W. McCann
Breakfast Symphony	.9	5	WQXR	1.0	5	Request Program
	2.5	13	Misc.	3.3	17	
Sets-in-Use	19.3	100		20.2	100	Sets-in-Use

8:45	Percent of		Percent of		9:45	
	Homes	Lisnrs	Homes	Lisnrs		
Home Town Frolic	.7	4	WAAT	.6	3	Frank Sinatra
Margaret Arlen	2.6	14	WCBS	2.4	12	This is New York
Tedd Lawrence	.8	4	WHN	1.0	6	Footlight Echoes
Morning Matinee	.7	4	WENS	.7	4	Your Morning Star
The Fitzgeralds, Talk	2.2	12	WJZ	5.5	27	The Breakfast Club
Unity Viewpoints	.7	4	WMCA	.7	4	The Music Box
Hi! Jinx	2.9	15	WNBC	1.4	7	Jim Fleming Show
Anything Goes	1.3	7	WNEW	1.6	8	Johnny Andrews Show
Dorothy & Dick, News	3.7	19	WOR	2.2	11	Alfred W. McCann
Breakfast Symphony	1.0	5	WQXR	1.0	5	Request Program
	2.5	13	Misc.	3.5	17	
Sets-in-Use	19.0	100		20.5	100	Sets-in-Use

April 1947

10:00 AM	Percent of Homes Lisnrs			Percent of Homes Lisnrs		11:00 AM
News,Parade of Stars	.7	3	WAAT	.6	2	News,Bing Crosby
Hits and Misses	2.5	10	WCBS	4.5	16	Arthur Godfrey
Husing's Bandstand	1.5	6	WHN	1.4	5	Husing's Bandstand
Dorothy Day	.7	3	WINS	.7	2	Surprise Package
My True Story	5.6	21	WJZ	4.9	18	Bkfst.in Hollywood
News,The Music Box	1.0	4	WMCA	1.0	4	News,The Music Box
Katie's Daughter	2.4	9	WNBC	2.7	10	Fred Waring Show
Make Believe Ballroom	4.0	15	WNEW	4.3	16	Make Believe Ballroom
News-H.Gladstone	4.7	18	WOR	4.3	16	News-G.Putnam
News,Charlotte Adams	.7	3	WQXR	.8	3	News,Alma Dettinger
	2.8	11	Misc.	2.5	9	
Sets-in-Use	26.5	100		27.0	100	Sets-in-Use
10:15	Percent of Homes Lisnrs			Percent of Homes Lisnrs		11:15
Easy Aces	.6	2	WAAT	.5	2	Bing Crosby
Hits and Misses	2.7	10	WCBS	4.5	17	Arthur Godfrey Show
Husing's Bandstand	1.5	6	WHN	1.5	6	Husing's Bandstand
Gart-Herth Trio	.6	2	WINS	.9	4	Surprise Package
My True Story	5.5	21	WJZ	4.7	18	Bkfst.in Hollywood
The Music Box	.9	3	WMCA	.9	4	Sing Session,Serenade
Jack Kilty,Misc.	2.3	9	WNBC	2.7	10	Fred Waring Show
Make Believe Ballroom	4.1	16	WNEW	4.2	16	Make Believe Ballroom
Bessie Beatty,M.Deane	4.1	16	WOR	3.3	12	Tello Test Quiz
Charlotte Adams	.7	3	WQXR	.7	3	Alma Dettinger
	2.9	11	Misc.	2.6	10	
Sets-in-Use	25.9	100		26.3	100	Sets-in-Use
10:30	Percent of Homes Lisnrs			Percent of Homes Lisnrs		11:30
Album Revue	.6	2	WAAT	.7	3	Dialing for Silver
Evelyn Winters	3.9	15	WCBS	5.2	21	Grand Slam
Husing's Bandstand	1.6	6	WHN	1.7	7	Husing's Bandstand
Bachelor Quarters	.7	3	WINS	.9	4	Surprise Package
Betty Crocker	3.0	12	WJZ	3.4	14	Hollywood Story
The Music Box	1.0	4	WMCA	1.0	4	News
Road of Life	3.3	13	WNBC	2.2	9	Jack Berch Show
News,Ballroom	4.5	17	WNEW	4.3	17	News,Bing Crosby
Bessie Beatty,M.Deane	4.1	16	WOR	2.1	9	Easy Does It,Kate Smith
Stringtime,Musical	.9	3	WQXR	.7	3	Along the Danube,Composers
	2.8	11	Misc.	2.7	11	
Sets-in-Use	26.1	100		24.6	100	Sets-in-Use
10:45	Percent of Homes Lisnrs			Percent of Homes Lisnrs		11:45
Album Revue	.5	2	WAAT	.6	3	Fashions in Rhythm
David Harum	3.8	15	WCBS	5.1	22	Rosemary
Husing's Bandstand	1.5	6	WHN	1.7	7	Husing's Bandstand
Bachelor Quarters	.7	3	WINS	.9	4	Surprise Package
Listening Post,Misc.	2.8	11	WJZ	3.1	13	Ted Malone
The Music Box	1.0	4	WMCA	.9	4	Broadway Showcase
Joyce Jordan	2.8	11	WNBC	2.1	9	Lora Lawton
Make Believe Ballroom	4.4	18	WNEW	3.9	16	Bing Crosby
Bessie Beatty,M.Deane	3.9	16	WOR	2.0	8	Victor H.Lindlahr
Stringtime,Musical	.9	3	WQXR	.8	3	Tom Scott,Composers
	2.7	11	Misc.	2.6	11	
Sets-in-Use	24.8	100		23.5	100	Sets-in-Use

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12 Noon	Percent of			Percent of		1:00 PM
	Homes	Lisnrs		Homes	Lisnrs	
News, Midday Serenade	.7	3	WAAT	1.1	4	News, Home Town Frolic
Kate Smith Speaks	6.3	24	WCBS	5.0	20	Big Sister
World at Noon	.9	4	WHN	1.0	4	News, Serenade, Misc.
News-P. Grant	.8	3	WINS	1.1	5	Surprise Package
Kenny Baker Show	4.5	17	WJZ	3.3	13	Baukhage Talking
News, Mr. & Mrs. Music	1.9	7	WMCA	1.7	7	News, Mr. & Mrs. Music
News-R. Hall	2.3	9	WNBC	3.3	13	Mary M. McBride
Take it Easy	2.5	10	WNEW	1.6	6	Luncheon with Lopez
News	1.9	7	WOR	2.3	9	Better Half
News, Luncheon Concert	1.0	4	WQXR	1.1	5	News, Midday Symphony
	3.3	13	Misc.	3.5	14	
Sets-in-Use	25.9	100		24.8	100	Sets-in-Use

12:15			1:15			
Among my Souvenirs	.5	2	WAAT	1.1	5	Home Town Frolic
Aunt Jenny	5.5	23	WCBS	4.7	20	Ma Perkins
Melody Theatre	.9	4	WHN	1.0	4	Adrienne Ames, Misc.
Jack Lacy	.9	4	WINS	1.1	5	Surprise Package
Kenny Baker Show	4.6	19	WJZ	2.5	11	Powers Charm School
Mr. & Mrs. Music	1.8	8	WMCA	1.7	7	Mr. & Mrs. Music
Metropolitan News	2.0	8	WNBC	3.1	13	Mary M. McBride
Take it Easy	2.4	10	WNEW	1.7	7	Salute to a Star
Checkerboard Jamboree	1.6	7	WOR	2.2	9	Better Half
Luncheon Concert	.9	4	WQXR	1.1	5	Midday Symphony
	3.1	13	Misc.	3.4	15	
Sets-in-Use	24.0	100		23.1	100	Sets-in-Use

12:30			1:30			
Broadwayites	.8	3	WAAT	.9	4	Home Town Frolic
Helen Trent	5.8	25	WCBS	4.9	21	Young Dr. Malone
Ask Ella Mason	1.0	4	WHN	1.1	5	News, Weather, Misc.
Bundy Time	.9	4	WINS	1.3	6	Surprise Package
News, Nancy Craig	3.0	13	WJZ	2.9	12	Galen Drake
Mr. & Mrs. Music	1.8	8	WMCA	1.6	7	Mr. & Mrs. Music
Maggi's Private Wire	1.9	8	WNBC	3.1	13	Mary M. McBride
News, Richard Willis	1.9	8	WNEW	2.0	8	News, Singing Stars
News-H. Gladstone	2.6	11	WOR	1.7	7	Listen Here, Ladies
Luncheon Concert	1.0	4	WQXR	.9	4	Midday Symphony
	3.1	13	Misc.	3.4	14	
Sets-in-Use	23.3	100		23.7	100	Sets-in-Use

12:45			1:45			
Broadwayites	.9	4	WAAT	.9	4	Home Twon Frolic
Our Gal Sunday	5.6	26	WCBS	4.9	22	Road of Life
Ask Ella Mason	.9	4	WHN	1.1	5	Misc.
Bundy Time	.9	4	WINS	1.3	6	Surprise Package, Misc.
Nancy Craig	2.7	13	WJZ	2.7	12	Galen Drake
Mr. & Mrs. Music	1.9	9	WMCA	1.5	7	Mr. & Mrs. Music
Memory Album, Farm News	1.4	6	WNBC	2.3	10	Holy Week, R. McCormick
Richard Willis	1.7	8	WNEW	1.9	9	Your Singing Stars
So this is Love	1.6	7	WOR	1.8	8	The Answer Man
Luncheon Concert	1.1	5	WQXR	.9	4	Midday Symphony
	3.3	15	Misc.	3.3	15	
Sets-in-Use	21.7	100		22.6	100	Sets-in-Use

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2:00 PM	Percent of Homes Lisnrs			Percent of Homes Lisnrs		3:00 PM
News, Home Town Frolic	.9	4	WAAT	.9	4	News, Bing Crosby
Second Mrs. Burton	3.9	18	WCBS	1.9	8	Bouquet for You
Misc., Baseball	1.3	6	WHN	1.6	7	Misc., Baseball
Surprise Package, Baseball	1.3	6	WINS	2.0	9	Misc., Baseball
Walter Kiernan	2.4	11	WJZ	2.6	11	Ladies be Seated
News, Spotlight Varieties	1.0	5	WMCA	1.3	5	News, Misc., Baseball
Today's Children	2.3	10	WNBC	4.7	21	Life Can Be Beautiful
Music Hall	2.3	11	WNEW	2.3	10	Music Hall
Queen for a Day	3.0	14	WOR	2.1	9	Martha Deane
News, Program Favorites	.9	4	WQXR	1.0	4	News, Recent Releases, Misc.
	2.8	13	Misc.	3.2	14	
Sets-in-Use	21.7	100		23.1	100	Sets-in-Use

2:15	Percent of Homes Lisnrs			Percent of Homes Lisnrs		3:15
Home Town Frolic	.9	4	WAAT	.7	3	Bing Crosby
Perry Mason	3.9	18	WCBS	2.0	9	Bouquet for You
Misc., Baseball	1.3	6	WHN	1.5	7	Misc., Baseball
Surprise Package, Baseball	1.6	8	WINS	2.0	9	Misc., Baseball
Alma Kitchell	1.7	8	WJZ	2.8	12	Ladies be Seated
Spotlight Varieties	1.0	5	WMCA	1.3	6	Misc., Baseball
Woman in White	2.3	11	WNBC	4.5	20	Ma Perkins
Music Hall	2.3	11	WNEW	2.1	9	Music Hall
Queen for a Day	3.0	14	WOR	2.0	9	Martha Deane
Program Favorites	.9	4	WQXR	.8	4	Recent Releases, Misc.
	2.7	13	Misc.	3.1	14	
Sets-in-Use	21.3	100		22.8	100	Sets-in-Use

2:30	Percent of Homes Lisnrs			Percent of Homes Lisnrs		3:30
Home Town Frolic	1.1	5	WAAT	.7	3	Band Revue
Lone Journey	3.1	15	WCBS	2.4	11	Winner Take All
Misc., Baseball	1.3	6	WHN	1.3	6	Misc., Baseball
Surprise Package, Baseball	1.7	8	WINS	1.9	9	Misc., Baseball
Bride and Groom	2.1	10	WJZ	1.7	8	Patt Barnes
Elton Britt, Bandstand	.9	4	WMCA	1.5	7	News, Fiesta, Baseball
Masquerade	2.5	11	WNBC	4.9	22	Pepper Young's Family
News, Music Hall	2.2	10	WNEW	2.4	11	News, Music Hall
Daily Dilemmas	3.3	15	WOR	1.6	7	Rambling with Gambling
Curtain at 2:30	.8	4	WQXR	.9	4	Recent Releases, Misc.
	2.7	13	Misc.	3.1	14	
Sets-in-Use	21.5	100		22.2	100	Sets-in-Use

2:45	Percent of Homes Lisnrs			Percent of Homes Lisnrs		3:45
Home Town Frolic	.9	4	WAAT	.7	3	Band Revue
Rose of my Dreams	2.9	13	WCBS	2.3	11	Hint Hunt
Misc., Baseball	1.4	6	WHN	1.3	6	Misc., Baseball
Surprise Package, Baseball	1.8	8	WINS	1.8	8	Misc., Baseball
Bride and Groom	2.1	10	WJZ	1.5	7	Hollywood Tour
Elton Britt, Bandstand	1.0	5	WMCA	1.5	7	Jerry Baker, Baseball
Light of the World	2.9	14	WNBC	4.9	23	Right to Happiness
Music Hall	2.2	10	WNEW	2.2	10	Music Hall
Daily Dilemmas	3.3	15	WOR	1.3	6	Rambling with Gambling
Musical Memory Game	.8	4	WQXR	.8	4	Recent Releases, Misc.
	2.7	12	Misc.	2.9	14	
Sets-in-Use	21.6	100		21.3	100	Sets-in-Use

THE PULSE, INC.
Monday to Friday, Inclusive

100% YARDSTICK

THE PULSE OF NEW YORK
Base for Each 1/4 Hour 1500 Radio Homes

April 1947

4:00 PM	Percent of		Percent of		5:00 PM	
	Homes	Lisnrs	Homes	Lisnrs		
News, Band Revue	.8	4	WAAT	1.6	6	News, Requestfully Yours
House Party	3.2	14	WCBS	2.2	8	Amer. School of the Air
Misc., Baseball	1.3	6	WHN	1.9	7	Husing's Bandstand
Misc., Baseball	1.9	9	WINS	1.5	5	Battle Royal, Misc.
Tommy Bartlett Show, Misc.	1.5	7	WJZ	3.4	12	Terry & the Pirates
News, Mr. & Mrs., Baseball	1.9	9	WMCA	2.4	9	News, Mr. & Mrs. Music, Misc.
Backstage Wife	4.6	21	WNBC	5.4	19	When a Girl Marries
Fun at Four	2.1	10	WNEW	2.7	10	Hollywood Showtime
Ask Dr. Tobey	1.8	8	WOR	3.5	12	Hop Harrigan
News, Symphonic Matinee	.9	4	WQXR	1.1	4	News, Today in Music
	2.4	11	Misc.	2.5	9	
Sets-in-Use	22.3	100		27.8	100	Sets-in-Use

4:15	Percent of		Percent of		5:15	
	Homes	Lisnrs	Homes	Lisnrs		
Band Revue	.9	4	WAAT	1.5	6	Requestfully Yours
House Party, News	3.2	14	WCBS	1.9	7	Amer. School of the Air
Misc.	1.3	6	WHN	1.9	7	Husing's Bandstand
Misc., Baseball	2.0	9	WINS	1.5	6	Singing Battle Royal
Tommy Bartlett Show, Misc.	1.4	6	NJZ	2.5	9	Sky King
Mr. & Mrs., Baseball	1.9	8	WMCA	2.3	9	Mr. & Mrs., Songs
Stella Dallas	4.6	20	WNBC	5.0	19	Portia Faces Life
Fun at Four	2.2	10	WNEW	2.8	10	Green Light Revue
Ask Dr. Tobey	1.8	8	WOR	3.8	14	Superman
Symphonic Matinee	1.0	4	WQXR	1.1	4	Rhythm Time, Misc.
	2.5	11	Misc.	2.8	10	
Sets-in-Use	22.7	100		27.0	100	Sets-in-Use

4:30	Percent of		Percent of		5:30	
	Homes	Lisnrs	Homes	Lisnrs		
Band Revue	1.2	5	WAAT	1.4	5	Requestfully Yours
Give and Take	3.0	13	WCBS	2.1	8	Treasury Bandstand, Misc.
Misc.	1.4	6	WHN	1.8	7	Husing's Bandstand
Battle Royal, Baseball	1.9	8	WINS	1.4	5	Singing Battle Royal
Cliff Edwards	1.8	8	WJZ	2.8	10	Jack Armstrong
Mr. & Mrs., Baseball	1.9	8	WMCA	1.5	5	Musicland
Lorenzo Jones	4.9	21	WNBC	4.5	16	Just Plain Bill
News, Three Aces	2.1	9	WNEW	4.7	17	News, Ballroom
Barry Gray	1.9	8	WOR	3.9	14	Capt. Midnight
Symphonic Matinee	.9	4	WQXR	.9	3	Cocktail Time, Misc.
	2.3	10	Misc.	2.6	10	
Sets-in-Use	23.1	100		27.2	100	Sets-in-Use

4:45	Percent of		Percent of		5:45	
	Homes	Lisnrs	Homes	Lisnrs		
Joe Pica-Piano	1.4	6	WAAT	1.3	5	Requestfully Yours
Give and Take	2.9	12	WCBS	1.9	7	Treasury Bandstand, Misc.
Misc.	1.5	6	WHN	1.8	7	Husing's Bandstand
Battle Royal, Baseball	1.9	8	WINS	1.4	5	Singing Battle Royal
Dick Tracy	2.5	10	WJZ	2.6	10	Tennessee Jer
Mr. & Mrs., Baseball	2.3	9	WMCA	1.3	5	Listen to a Story
Young Widder Brown	4.7	18	WNBC	4.3	16	Front Page Farrell
Cocktails for Two	2.2	9	WNEW	5.1	19	Make Believe Ballroom
Adventure Parade	3.0	12	WOR	4.1	15	Tom Mix
Symphonic Matinee	1.0	4	WQXR	.9	3	Cocktail Time, Misc.
	2.3	9	Misc.	2.7	10	
Sets-in-Use	25.4	100		27.2	100	Sets-in-Use

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6:00 PM		Percent of Homes Lisnrs		Percent of Homes Lisnrs		7:00 PM	
News, Requestfully Yours	1.4	5	WAAT	1.1	4	News, Requestfully Yours	
News-E. Severeid	2.9	10	WCBS	4.6	15	Mystery of the Week	
Husing's Bandstand	1.8	6	WHN	1.3	4	On the Century	
News	.7	2	WINS	.9	3	Special Delivery	
News, Sports	3.9	14	WJZ	2.5	8	Headline Edition	
News, Miniature Revue	.9	3	WMCA	1.2	4	News, Harmonies	
News-K. Banghart	4.0	14	WNBC	6.1	19	Chesterfield Club	
Make Believe Ballroom	4.9	17	WNEW	4.7	15	Make Believe Ballroom	
George C. Putnam	4.3	15	WOR	4.9	16	Fulton Lewis, Jr.	
Music	.7	3	WOV	1.3	4	1280 Club	
News, Music to Remember	1.4	5	WQXR	1.3	4	News, Concert Stage, Misc.	
	2.2	8	Misc.	2.3	7		
Sets-in-Use	28.7	100		31.3	100	Sets-in-Use	
6:15		Percent of Homes Lisnrs		Percent of Homes Lisnrs		7:15	
Requestfully Yours	1.5	5	WAAT	1.0	3	Requestfully Yours	
Misc.	2.3	8	WCBS	5.8	19	Jack Smith Show	
Husing's Bandstand	1.7	6	WHN	1.3	4	Sports Final	
Wolf Call	.7	3	WTNS	1.1	3	News-G. Kingsbury	
Ethel and Albert	4.8	18	WJZ	3.1	10	Elmer Davis	
Movie Gossip, Classics, Misc.	.8	3	WMCA	1.3	4	Echoes of the Big Time	
Serenade to America, Misc.	2.9	11	WNBC	4.2	14	News of the World	
Make Believe Ballroom	5.2	19	WNEW	4.7	15	Make Believe Ballroom	
Bob Elson	3.0	11	WOR	4.3	14	Answer Man, Misc.	
Music, Do you Know	.9	3	WOV	1.3	4	1280 Club, Do you Know	
Music to Remember, Weather	1.4	5	WQXR	1.2	4	Concert Stage, Misc.	
	2.1	8	Misc.	2.4	8		
Sets-in-Use	26.9	100		31.1	100	Sets-in-Use	
6:30		Percent of Homes Lisnrs		Percent of Homes Lisnrs		7:30	
Requestfully Yours	1.3	5	WAAT	.6	2	Stardust Time, Symphonette	
Red Barber	2.8	10	WCBS	6.7	20	Misc.	
George H. Combs	1.3	4	WHN	2.0	6	Morey Amsterdam Show	
Crossroads Cafe	.9	3	WINS	1.1	3	Top of the Evening, Misc.	
Allen Prescott	2.9	10	WJZ	7.7	23	Lone Ranger, Misc.	
Racing Results	.9	3	WMCA	1.3	4	J. Raymond Walsh	
Serenade, Sports, Misc.	3.2	11	WNBC	4.5	13	Misc.	
News, Ballroom	5.4	19	WNEW	2.4	7	News, Bird's Eye Review	
News-Van Deventer	5.5	19	WOR	2.7	8	Arthur Hale, Misc.	
1280 Club	1.2	4	WOV	1.5	4	1280 Club	
Dinner Concert	1.4	5	WQXR	1.4	4	Misc.	
	2.3	8	Misc.	2.4	7		
Sets-in-Use	28.6	100		33.4	100	Sets-in-Use	
6:45		Percent of Homes Lisnrs		Percent of Homes Lisnrs		7:45	
Requestfully Yours	1.3	5	WAAT	.6	2	Songs your Way, Symphonette	
Robert Trout-News	2.9	10	WCBS	7.1	21	Misc.	
Adrienne Ames	1.2	4	WHN	1.7	5	Morey Amsterdam, B. Rose	
Don Dunphy-Sports	.9	3	WINS	.9	3	Top of the Evening	
The Fitzgeralds	2.5	9	WJZ	7.7	23	Lone Ranger, Misc.	
Giant Jottings	.9	3	WMCA	1.1	3	Vocal Spotlight	
Lowell Thomas	5.3	19	WNBC	4.7	14	H.V. Kaltenborn, Misc.	
Make Believe Ballroom	5.2	18	WNEW	2.4	7	Jeff Clark-Vaudeville	
Stan Lomax	3.7	13	WOR	2.3	7	Inside of Sports	
1280 Club	1.3	4	WOV	1.5	4	1280 Club	
Dinner Concert	1.3	5	WQXR	1.3	4	Misc.	
	2.3	8	Misc.	2.5	8		
Sets-in-Use	28.3	100		33.4	100	Sets-in-Use	

April 1947

8:00 PM			Percent of Homes Lisnrs			Percent of Homes Lisnrs			9:00 PM		
News, Misc.	.6	1	WAAT	.7	2	News, Night Time Frolic					
Misc.	11.7	27	WCBS	12.1	27	Misc.					
Jack Eigen, Misc.	1.9	5	WHN	1.3	3	Disc Delights					
Lum & Abner, Misc.	1.2	3	WINS	.8	2	Celebrity Corner					
News, Elton Britt	4.3	10	WJZ	5.7	13	Misc.					
Misc.	1.1	2	WMCA	1.3	3	News, Misc.					
Standby for Rhythm	9.9	23	WNBC	11.7	26	Misc.					
Misc.	1.4	3	WNEW	1.1	2	Misc.					
1280 Club	5.6	13	WOR	7.3	16	Gabriel Heatter					
News, Symphony Hall	1.3	3	WOV	1.1	2	Band Parade					
Sets-in-Use	2.0	5	WQXR	1.5	3	News, Concert Hall					
	2.3	5	Misc.	1.7	4	Sets-in-Use					
	42.8	100		45.5	100						
8:15			8:15			9:15			9:15		
Misc.	.5	1	WAAT	.7	2	Night Time Frolic					
Misc.	11.9	28	WCBS	12.2	28	Misc.					
Misc.	2.0	5	WHN	1.4	3	Keyboard Variations					
Record Shop	1.1	3	WINS	1.2	3	Misc.					
Misc.	4.0	9	WJZ	5.3	12	Misc.					
Album of Favorites, E. Britt	1.2	3	WMCA	1.4	3	Misc.					
Misc.	10.0	24	WNBC	11.6	27	Misc.					
Standby for Rhythm	1.4	3	WNEW	1.1	2	Misc.					
Misc.	5.3	13	WOR	4.9	11	Real Life Stories					
1280 Club, Do you Know	1.3	3	WOV	1.0	2	Band Parade					
Symphony Hall	1.9	4	WQXR	1.5	3	Concert Hall					
	2.1	5	Misc.	1.9	4	Sets-in-Use					
Sets-in-Use	42.3	100		43.5	100						
8:30			8:30			9:30			9:30		
Misc.	.5	1	WAAT	.7	2	Night Time Frolic					
Misc.	10.9	25	WCBS	12.9	29	Misc.					
Bunkhouse Jamboree	1.2	3	WHN	1.0	2	Vocal Varieties					
Misc.	1.0	2	WINS	1.0	2	News					
Misc.	6.1	14	WJZ	4.2	10	Misc.					
Misc.	1.1	3	WMCA	1.6	4	Misc.					
Misc.	10.3	24	WNBC	13.3	31	Misc.					
News, Rhythm	1.3	3	WNEW	1.3	3	News, Meet Mr. Crosby					
Misc.	5.7	13	WOR	4.2	10	Misc.					
1280 Club	1.5	3	WOV	.8	2	Band Parade					
Symphony Hall	1.8	4	WQXR	1.7	4	Designs-Harmony, Misc.					
	2.2	5	Misc.	1.5	4	Sets-in-Use					
Sets-in-Use	43.1	100		43.5	100						
8:45			8:45			9:45			9:45		
Princeton Program, Misc.	.7	2	WAAT	.6	1	Night Time Frolic					
Misc.	10.9	25	WCBS	12.5	29	Misc.					
Bunkhouse Jamboree	1.1	2	WHN	1.2	3	Rhumba Rhapsody					
Misc.	1.1	2	WINS	.7	2	Road to Rhythm					
Misc.	6.3	15	WJZ	4.1	10	Misc.					
Misc.	1.1	3	WMCA	1.5	3	Misc.					
Misc.	10.3	24	WNBC	13.5	32	Misc.					
Standby for Rhythm	1.1	3	WNEW	1.3	3	Meet Mr. Crosby					
Misc.	5.8	13	WOR	4.0	9	Misc.					
1280 Club	1.4	3	WOV	.8	2	Band Parade					
Symphony Hall	1.7	4	WQXR	1.7	4	Great Names, Misc.					
	2.3	5	Misc.	1.5	4	Sets-in-Use					
Sets-in-Use	43.2	100		42.7	100						

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10:00 PM	Percent of Homes Lisnrs		Percent of Homes Lisnrs		11:00 PM	
News,Boxing,Serenade	1.0	3	WAAT	.7	3	News,Zeb Carver,Serenade
Misc.	9.0	24	WCBS	3.3	14	News Analysis
Misc.	1.7	4	WHN	1.2	5	Newsreel Theatre
Misc.	.9	2	WINS	.9	4	News-P.Grant
Misc.	5.9	15	WJZ	3.5	15	News,News of Tomorrow
News,Footlight Revue,Misc.	.9	2	WMCA	.9	4	News,Bandbox,Misc.
Misc.	11.3	30	WNBC	4.7	20	News-K.Banghart
Music U.S.A.,Misc.	.9	2	WNEW	1.1	5	Music until Midnight
Misc.	3.5	9	WOR	4.7	20	News-Van Deventer
News,Prairie Stars	.6	2	WOV	.8	3	Lisa Sergio
News,Record Album,Misc.	1.3	4	WQXR	.9	4	News,Hour of Symphony
	1.5	4	Misc.	1.3	5	
Sets-in-Use	38.2	100		23.5	100	Sets-in-Use
10:15	Percent of Homes Lisnrs		Percent of Homes Lisnrs		11:15	
Boxing,Serenade	1.0	3	WAAT	.5	4	Zeb Carver,Serenade
Misc.	9.1	24	WCBS	1.5	10	Joseph C.Harsch,Misc.
Misc.	1.6	4	WHN	.8	5	Newsreel Theatre
Misc.	.9	2	WINS	.9	6	Concert Hall
Misc.	5.9	15	WJZ	2.1	14	J.Hasel-Sports
Footlight Revue,Misc.	.8	2	WMCA	.7	5	Unity Viewpoints,Misc.
Misc.	11.3	30	WNBC	2.4	16	Richard Harkness
Music U.S.A.,Misc.	.9	2	WNEW	1.1	8	Music until Midnight
Misc.	3.4	9	WOR	2.7	18	News,Weather
Prairie Stars	.6	2	WOV	.5	3	Music to Dream By,Misc.
Record Album,Misc.	1.3	3	WQXR	.8	5	Hour of Symphony
	1.6	4	Misc.	1.1	7	
Sets-in-Use	38.0	100		14.7	100	Sets-in-Use
10:30	Percent of Homes Lisnrs		Percent of Homes Lisnrs		11:30	
Boxing,Misc.	.9	3	WAAT	.3	4	Shorty Warren,W.Oakland
Misc.	5.6	17	WCBS	.7	9	Misc.
Misc.	1.5	4	WHN	.6	8	Newsreel Theatre
Frank Kingdon	2.1	7	WINS	.4	5	Concert Hall
Misc.	5.0	15	WJZ	.7	8	Talk,Misc.
Music by Americans	.9	3	WMCA	.8	10	South of the Border,Misc.
Misc.	9.9	30	WNBC	.8	10	Misc.
News,Frank Sinatra	1.2	4	WNEW	1.1	13	News,Music
Symphonette	2.1	7	WOR	.8	10	Misc.
Prairie Stars	.7	2	WOV	.3	3	Night Winds
Just Music,Showcase	1.3	4	WQXR	.7	8	Hour of Symphony
	1.7	5	Misc.	.9	12	
Sets-in-Use	32.8	100		8.0	100	Sets-in-Use
10:45	Percent of Homes Lisnrs		Percent of Homes Lisnrs		11:45	
Boxing,Misc.	.9	3	WAAT	.1	2	Shorty Warren,W.Oakland
Misc.	5.2	17	WCBS	.7	11	Misc.
Misc.	1.5	5	WHN	.3	5	Newsreel Theatre
Ten Ten Varieties,Misc.	1.3	4	WINS	.3	4	Concert Hall
Misc.	4.7	16	WJZ	.6	9	Misc.
Misc.	.9	3	WMCA	.7	11	Great Music,Misc.
Misc.	9.3	31	WNBC	.6	9	Misc.
Bud Taylor-Organ	.9	3	WNEW	.9	15	Music until Midnight
Symphonette	2.1	7	WOR	.6	9	Misc.
Prairie Stars	.7	2	WOV	.1	2	Misc.
Just Music,Showcase	1.3	4	WQXR	.7	12	Hour of Symphony
	1.5	5	Misc.	.7	11	
Sets-in-Use	29.8	100		6.3	100	Sets-in-Use

6:00 PM	Percent of			Percent of		7:00 PM
	Homes	Lisnrs		Homes	Lisnrs	
News, Requestfully Yours	1.3	4	WAAT	1.0	3	News, Requestfully Yours
News-E, Sevaried	3.7	12	WCBS	5.3	17	Mystery of the Week
Husing's Bandstand	1.7	5	WHN	1.3	4	On the Century
News	.7	2	WINS	1.0	3	Special Delivery
News, Sports	4.7	15	WJZ	2.3	7	Headline Edition
News, Miniature Revue	1.3	4	WMCA	1.0	3	News, Harmonies
News-K. Banghart	4.3	14	WNBC	7.0	22	Chesterfield Club
Make Believe Ballroom	4.7	15	WNEW	4.3	14	Make Believe Ballroom
George C. Putnam	5.3	17	WOR	5.3	17	Fulton Lewis Jr.
Music	.7	2	WOV	1.0	3	1280 Club
News, Music to Remember	1.3	4	WQXR	1.0	3	News, Concert Hour
	2.0	6	Misc.	2.3	7	
Sets-in-Use	31.3	100		32.0	100	Sets-in-Use

6:15	Percent of			Percent of		7:15
	Homes	Lisnrs		Homes	Lisnrs	
Requestfully Yours	1.3	5	WAAT	1.0	3	Requestfully Yours
In My Opinion	3.0	11	WCBS	7.0	20	Jack Smith Show
Husing's Bandstand	1.3	5	WHN	1.7	5	Sports Final
Wolf Call	.7	2	WINS	1.0	3	News-G. Kingsbury
Ethel and Albert	5.0	18	WJZ	3.0	9	Elmer Davis
Movie Gossip, Mills Bros	1.0	4	WMCA	1.3	4	Echoes of the Big Time
Serenade to America	2.7	10	WNBC	5.3	16	News of the World
Make Believe Ballroom	5.3	19	WNEW	4.7	14	Make Believe Ballroom
Bob Elson	4.0	14	WOR	5.3	16	The Answer Man
Music, Do you Know	1.0	4	WOV	1.3	4	1280 Club, Do you Know
Music to Remember, Weather	1.0	4	WQXR	1.0	3	The Concert Hour
	1.7	6	Misc.	3.0	9	
Sets-in-Use	27.7	100		34.3	100	Sets-in-Use

6:30	Percent of			Percent of		7:30
	Homes	Lisnrs		Homes	Lisnrs	
Requestfully Yours	1.0	3	WAAT	.7	2	Stardust Time
Red Barber	3.7	13	WCBS	8.0	23	Bob Hawk Show
George H. Combs	1.3	5	WHN	2.0	6	Morey Amsterdam Show
Crossroads Cafe	.7	2	WINS	1.0	3	Top of the Evening
Allen Prescott	3.3	11	WJZ	10.0	28	The Lone Ranger
Racing Results	1.0	3	WMCA	1.3	4	J. Raymond Walsh
Serenade, Sports	3.0	10	WNBC	4.7	13	Barry Wood Show
News, Ballroom	5.3	18	WNEW	2.7	8	News, Birds Eye Review
News-Van Deventer	5.3	18	WOR	2.0	6	Henry J. Taylor
1280 Club	1.0	3	WOV	1.3	4	1280 Club
Dinner Concert	1.0	3	WQXR	1.3	4	The Concert Hour
	3.0	10	Misc.	1.7	5	
Sets-in-Use	29.3	100		35.3	100	Sets-In-Use

6:45	Percent of			Percent of		7:45
	Homes	Lisnrs		Homes	Lisnrs	
Requestfully Yours	1.0	3	WAAT	.7	2	Songs your Way
Robert Trout-News	3.7	13	WCBS	8.3	23	Bob Hawk Show
Adrienne Ames	1.3	5	WHN	1.7	5	Morey Amsterdam Show
Don Dunphy-Sports	.7	2	WINS	.7	2	Top of the Evening
The Fitzgeralds	3.0	10	WJZ	10.0	28	The Lone Ranger
Giant Jottings	1.0	3	WMCA	1.3	4	Vocal Spotlight
Lowell Thomas	5.3	18	WNBC	5.0	14	H.V. Kaltenborn
Make Believe Ballroom	5.0	17	WNEW	2.7	7	Vaudeville isn't Dead
Stan Lomax	3.7	13	WOR	1.7	5	Inside of Sports
1280 Club	1.0	3	WOV	1.3	4	1280 Club
Dinner Concert	1.0	3	WQXR	1.0	3	The Concert Hour
	3.0	10	Misc.	2.0	6	
Sets-in-Use	29.3	100		35.7	100	Sets-in-Use

8:00 PM		Percent of Homes Lisnrs		Percent of Homes Lisnrs		9:00 PM	
News, American Music	1.0	2	WAAT	.7	1	News, Night Time Frolic	
Inner Sanctum	14.7	31	WCBS	24.0	46	Lux Theatre	
Books on Trial	2.0	4	WHN	1.7	3	Disc Delights	
Jack Eigen	1.7	3	WINS	.7	1	Celebrity Corner	
Lum & Abner	3.7	7	WJZ	6.0	11	Beulah Show	
News, Elton Britt	1.0	2	WMCA	1.0	2	News, Fox Amateur Hour	
Cavalcade of America	10.7	22	WNBC	9.0	17	The Telephone Hour	
Standby for Rhythm	1.7	3	WNEW	1.0	2	Turn Back the Clock	
Scotland Yard	6.3	13	WOR	6.7	13	Gabriel Heatter	
1280 Club	1.3	3	WOV	1.0	2	Band Parade	
News, Symphony Hall	1.7	3	WQXR	1.3	3	News, Concert Hall	
	3.0	6	Misc.	1.3	3		
Sets-in-Use	48.3	100		52.7	100	Sets-in-Use	
8:15						9:15	
Your American Music	.7	1	WAAT	1.0	2	Night Time Frolic	
Inner Sanctum	15.3	32	WCBS	24.3	48	Lux Theatre	
Books on Trial	2.0	4	WHN	1.7	3	Keyboard-Variations	
Record Shop	1.3	3	WINS	1.0	2	L. Brown Orch	
Skip Farrell Show	3.3	7	WJZ	4.3	9	Beulah Show	
Elton Britt	1.0	2	WMCA	1.3	3	Fox Amateur Hour	
Cavalcade of America	11.0	23	WNBC	9.3	18	The Telephone Hour	
Standby for Rhythm	1.7	3	WNEW	1.0	2	Turn Back the Clock	
Scotland Yard	6.3	13	WOR	3.7	7	Real Life Stories	
1280 Club, Do you Know	1.3	3	WOV	.7	1	Band Parade	
Symphony Hall	1.7	3	WQXR	1.3	3	Concert Hall	
	2.7	6	Misc.	2.0	4		
Sets-in-Use	48.0	100		50.7	100	Sets-in-Use	
8:30						9:30	
Concert Miniature	.7	1	WAAT	.7	1	Night Time Frolic	
Joan Davis Show	15.0	31	WCBS	24.0	49	Lux Theatre	
Bunkhouse Jamboree	.7	1	WHN	1.3	3	Vocal Variations	
Stop that Record	1.0	2	WINS	1.0	2	News	
Sherlock Holmes	7.7	16	WJZ	3.3	7	Sammy Kaye Show	
Album of Favorites	1.3	3	WMCA	1.7	3	Fox Amateur Hour	
Voice of Firestone	9.3	19	WNBC	8.0	16	Victor Borge Show	
News, Rhythm	1.3	3	WNEW	1.3	3	News, Meet Mr. Crosby	
Gregory Hood	6.7	14	WOR	5.0	10	G. Lombardo Orch	
1280 Club	1.0	2	WOV	.7	1	Band Parade	
Symphony Hall	1.7	3	WQXR	1.0	2	Designs in Harmony	
	2.0	4	Misc.	1.7	3		
Sets-in-Use	48.0	100		49.0	100	Sets-in-Use	
8:45						9:45	
Concert Miniature	.7	1	WAAT	.7	1	Night Time Frolic	
Joan Davis Show, News	14.3	30	WCBS	23.7	50	Lux Theatre	
Bunkhouse Jamboree	.7	1	WHN	1.3	3	Rhumba Rhapsody	
Stop that Record	1.0	2	WINS	.7	1	Road to Rhythm	
Sherlock Holmes	7.7	16	WJZ	3.0	6	Sammy Kaye Show	
News from Washington	1.3	3	WMCA	1.7	3	Fox Amateur Hour	
Voice of Firestone	9.3	20	WNBC	8.0	17	Victor Borge Show	
Standby for Rhythm	1.3	3	WNEW	1.3	3	Meet Mr. Crosby	
Gregory Hood	7.0	15	WOR	5.0	10	G. Lombardo Orch	
1280 Club	1.0	2	WOV	.3	1	Band Parade	
Symphony Hall	1.3	3	WQXR	1.3	3	Continental Memories	
	2.3	5	Misc.	1.7	3		
Sets-in-Use	47.7	100		47.7	100	Sets-in-Use	

10:00 PM	Percent of Homes Lisnrs		Percent of Homes Lisnrs		11:00 PM	
News, Boxing	1.0	3	WAAT	1.0	4	News, Zeb Carver
Screen Guild	19.0	47	WCBS	4.0	17	News Analysis
Boxing	2.3	6	WHN	1.0	4	Newsreel Theatre
A. Kostelanetz Orch	1.0	3	WINS	1.0	4	News-P. Grant
Doctors Talk it Over	2.7	7	WJZ	3.7	15	News, News of Tomorrow
News, Footlight Revue	1.0	3	WMCA	1.0	4	News, The Bandbox
Carnation Program	5.3	13	WNBC	3.0	13	News-K. Banghart
Music U.S.A.	1.0	3	WNEW	1.3	6	Music until Midnight
Fishing-Hunting Club	2.3	6	WOR	5.0	21	News-Van Deventer
News, Prairie Stars	.7	2	WOV	1.0	4	Lisa Sergio
News, Opera-Concert Favorites	1.3	3	WQXR	1.3	6	News, Hour of Symphony
	2.0	5	Misc.	1.3	6	
Sets-in-Use	39.3	100		24.0	100	Sets-in-Use

10:15	Percent of Homes Lisnrs		Percent of Homes Lisnrs		11:15	
Boxing	1.3	3	WAAT	.7	4	Zeb Carver
Screen Guild	19.0	48	WCBS	2.0	12	Quincy Howe, Footnote
Boxing	2.3	6	WHN	.7	4	Newsreel Theatre
A. Kostelanetz Orch	1.0	3	WINS	1.0	6	Concert Hall
Eugene Dennis	2.7	7	WJZ	2.3	14	Joe Hasel-Sports
Footlight Revue	1.0	3	WMCA	.7	4	Unity Viewpoints
Carnation Program	5.3	13	WNBC	1.3	8	Richard Harkness
Music U.S.A.	1.3	3	WNEW	1.3	8	Music until Midnight
Fishing-Hunting Club	2.3	6	WOR	3.7	22	News, Weather
Prairie Stars	.7	2	WOV	.7	4	Alias Romeo
Opera-Concert Favorites	1.3	3	WQXR	1.0	6	Hour of Symphony
	2.0	5	Misc.	1.3	8	
Sets-in-Use	39.7	100		16.3	100	Sets-in-Use

10:30	Percent of Homes Lisnrs		Percent of Homes Lisnrs		11:30	
Boxing	1.3	4	WAAT	.3	4	Shorty Warren
Sweeny & March	6.0	18	WCBS	1.0	11	Columbia Concert Orch
Boxing	2.0	6	WHN	.7	7	Newsreel Theatre
Frank Kingdon	2.0	6	WINS	.3	4	Concert Hall
Murder at Midnight	6.7	20	WJZ	.7	7	Talk, R. Brook Orch
Music by Americans	1.0	3	WMCA	.7	7	South of the Border
Doctor I.Q.	6.0	18	WNBC	.7	7	A. Mooney Orch
News, Frank Sinatra	1.3	4	WNEW	1.0	11	News, Music
Symphonette	2.3	7	WOR	1.7	19	Cleveland Symphony
Prairie Stars	1.0	3	WOV	.3	4	Night Winds
The Showcase	1.7	5	WQXR	.7	7	Hour of Symphony
	2.0	6	Misc.	1.0	11	
Sets-in-Use	32.7	100		9.0	100	Sets-in-Use

10:45	Percent of Homes Lisnrs		Percent of Homes Lisnrs		11:45	
Boxing	1.0	4	WAAT	-	-	Shorty Warren
Sweeny & March	4.3	16	WCBS	.7	9	Columbia Concert Orch
Boxing, Orch	2.0	7	WHN	.3	4	Newsreel Theatre
Ten Ten Varieties	1.0	4	WINS	.3	4	Concert Hall
Murder at Midnight	6.7	24	WJZ	.7	9	R. Brook Orch
The UN this Week	.7	2	WMCA	.7	9	Highlights-Great Music
Doctor I.Q.	6.0	22	WNBC	.7	9	A. Mooney Orch
Bud Taylor-Organ	1.0	4	WNEW	1.0	13	Music until Midnight
Symphonette	2.3	8	WOR	1.7	22	Cleveland Symphony
Prairie Stars	.7	2	WOV	-	-	Broadened Horizons
The Showcase	1.7	6	WQXR	.7	9	Hour of Symphony
	1.3	5	Misc.	1.0	13	
Sets-in-Use	27.7	100		7.7	100	Sets-in-Use

6:00 PM	Percent of			Percent of		7:00 PM
	Homes	Lisnrs		Homes	Lisnrs	
News, Requestfully Yours	1.3	4	WAAT	1.3	4	News, Requestfully Yours
News-E. Severeid	2.7	8	WCBS	4.7	14	Mystery of the Week
Husing's Bandstand	2.0	6	WHN	1.3	4	On the Century
News	.7	2	WINS	1.0	3	Special Delivery
News, Sports	4.7	14	WJZ	4.0	12	Headline Edition
News, Miniature Revue	1.0	3	WMCA	1.3	4	News, Harmonies
News-K. Banghart	4.7	14	WNBC	5.0	15	Chesterfield Club
Make Believe Ballroom	5.7	17	WNEW	4.7	14	Make Believe Ballroom
George C. Putnam	5.7	17	WOR	5.3	16	Fulton Lewis Jr.
Music	1.0	3	WOV	2.0	6	1280 Club
News, Music to Remember	2.0	6	WQXR	1.3	4	News, Hall of Celebrities
	1.7	5	Misc.	1.7	5	
Sets-in-Use	32.7	100		33.7	100	Sets-in-Use

6:15			7:15			
Requestfully Yours	1.3	4	WAAT	1.0	3	Requestfully Yours
Frontiers of Science	2.3	8	WCBS	5.7	18	Jack Smith Show
Husing's Bandstand	2.0	7	WHN	1.7	5	Sports Final
Wolf Call	.7	2	WINS	1.0	3	News-G. Kingsbury
Ethel and Albert	5.0	17	WJZ	4.0	13	Elmer Davis
Movie Gossip Classics	.7	2	WMCA	1.3	4	Echoes of the Big Time
Serenade to America	4.3	14	WNBC	3.0	9	News of the World
Make Believe Ballroom	6.0	20	WNEW	4.3	14	Make Believe Ballroom
Bob Elson	3.7	11	WOR	4.3	14	Answer Man
Music for Dinner, Do you Know	.7	2	WOV	2.0	6	1280 Club, Do you Know
Music to Remember, Weather	2.0	7	WQXR	1.7	5	Hall of Celebrities
	1.7	6	Misc.	2.0	6	
Sets-in-Use	30.0	100		32.0	100	Sets-in-Use

6:30			7:30			
Requestfully Yours	1.0	3	WAAT	.7	2	Symphonette
Red Barber	2.0	6	WCBS	4.7	13	American Melody Hour
George H. Combs	1.7	5	WHN	2.7	7	Morey Amsterdam Show
Crossroads Cafe	.7	2	WINS	1.3	4	Top of the Evening
Allen Prescott	3.0	10	WJZ	10.3	28	Boston Blackie
Racing Results	.7	2	WMCA	1.3	4	J. Raymond Walsh
Serenade, Sports	4.7	15	WNBC	5.0	14	Skippy Theatre
News, Ballroom	5.3	17	WNEW	2.0	5	News, Bird's Eye Review
News-Van Deventer	6.7	21	WOR	3.7	10	Arthur Hale
1280 Club	2.0	6	WOV	1.7	5	1280 Club
Dinner Concert	2.0	6	WQXR	1.7	5	Record Rarities
	2.0	6	Misc.	2.0	5	
Sets-in-Use	31.3	100		37.0	100	Sets-in-Use

6:45			7:45			
Requestfully Yours	1.0	3	WAAT	.7	2	Symphonette
Robert Trout-News	2.0	6	WCBS	4.7	13	American Melody Hour
Adrienne Ames	1.7	5	WHN	2.3	7	Morey Amsterdam, B. Rose
Don Dunphy-Sports	.7	2	WINS	1.0	3	Top of the Evening
The Fitzgeralds	3.0	9	WJZ	10.3	29	Boston Blackie
Giant Jottings	.7	2	WMCA	1.0	3	Vocal Spotlight
Lowell Thomas	6.0	19	WNBC	5.0	14	Skippy Theatre
Make Believe Ballroom	5.3	17	WNEW	2.0	6	Jeff Clark-Songs
Stan Lomax	5.7	18	WOR	3.0	8	Inside of Sports
1280 Club	2.0	6	WOV	1.7	5	1280 Club
Dinner Concert	1.7	5	WQXR	1.7	5	Record Rarities
	2.3	7	Misc.	2.0	6	
Sets-in-Use	31.7	100		35.3	100	Sets-in-Use

8:00 PM		Percent of Homes Lisnrs		Percent of Homes Lisnrs		9:00 PM	
News, Rutgers Forum	.7	2	WAAT	1.0	2	News, Night Time Frolic	
Big Town	9.3	21	WCBS	8.3	18	Vox Pop	
South American Sway	2.7	6	WHN	2.0	4	Disc Delights	
Pru Devon	1.3	3	WINS	.7	1	Celebrity Corner	
Lum & Abner	3.7	8	WJZ	3.3	7	Boston Symphony	
News, Elton Britt	1.0	2	WMCA	1.3	3	News, Collectors Concert	
Milton Berle Show	11.7	27	WNBC	18.7	39	Amos 'n' Andy	
Standby for Rhythm	1.3	3	WNEW	1.0	2	For Parents	
Scotland Yard	6.0	14	WOR	7.3	15	Gabriel Heatter	
1280 Club	2.0	5	WOV	1.3	3	Band Parade	
News, Symphony Hall	2.7	6	WQXR	2.0	4	News, Concert Hall	
Sets-in-Use	43.7	100	Misc.	1.3	3	Sets-in-Use	
				47.3	100		
8:15		Percent of Homes Lisnrs		Percent of Homes Lisnrs		9:15	
Rutgers Forum	.7	2	WAAT	1.0	2	Night Time Frolic	
Big Town	9.3	22	WCBS	8.0	17	Vox Pop	
South American Sway	2.7	6	WHN	2.0	4	Keyboard Variations	
Record Shop	1.0	2	WINS	1.3	3	S. Kenton Orch	
Skip Farrell Show	2.3	6	WJZ	3.7	7	Boston Symphony	
Album of Favorites	1.3	3	WMCA	1.7	3	Collectors Concert	
Milton Berle Show	11.7	28	WNBC	19.0	40	Amos 'n' Andy	
Standby for Rhythm	1.3	3	WNEW	1.0	2	For Parents	
Scotland Yard	6.0	14	WOR	6.0	13	Real Life Stories	
1280 Club, Do you Know	2.0	5	WOV	1.3	3	Band Parade	
Symphony Hall	2.3	6	WQXR	2.0	4	Concert Hall	
Sets-in-Use	42.3	100	Misc.	1.3	3	Sets-in-Use	
				47.7	100		
8:30		Percent of Homes Lisnrs		Percent of Homes Lisnrs		9:30	
One Man's Family	.7	2	WAAT	.7	1	Night Time Frolic	
Mel Blanc Show	6.0	14	WCBS	9.0	19	Godfrey's Talent Scouts	
Bunkhouse Jamboree	1.7	4	WHN	1.7	3	Vocal Varieties	
N.Y. Cancer Comm.	1.0	2	WINS	1.0	2	News	
Boston Symphony	3.0	7	WJZ	2.7	6	R. Maupin Orch	
Business Forum	1.0	2	WMCA	1.3	3	Final Judgment	
A Date with Judy	12.0	29	WNBC	23.7	50	Fibber McGee & Molly	
News, Rhythm	1.3	3	WNEW	1.3	3	News, Meet Mr. Crosby	
The Falcon	9.3	22	WOR	2.3	5	American Forum	
1280 Club	2.0	5	WOV	1.3	3	Band Parade	
Symphony Hall	2.3	6	WQXR	2.7	6	Horsing the Opera	
Sets-in-Use	41.7	100	Misc.	1.0	2	Sets-in-Use	
				47.7	100		
8:45		Percent of Homes Lisnrs		Percent of Homes Lisnrs		9:45	
Concert Miniature	1.0	2	WAAT	.7	1	Night Time Frolic	
Mel Blanc Show	6.3	15	WCBS	8.7	18	Godfrey's Talent Scouts	
Bunkhouse Jamboree	1.3	3	WHN	1.7	4	Rhumba Rhapsody	
N.Y. Cancer Comm.	1.0	2	WINS	.7	1	Road to Rhythm	
Boston Symphony	3.3	8	WJZ	3.0	6	R. Maupin Orch	
Business Forum	1.0	2	WMCA	1.0	2	Senator Kilgore	
A Date with Judy	11.7	28	WNBC	23.7	50	Fibber McGee & Molly	
Standby for Rhythm	1.3	3	WNEW	1.3	3	Meet Mr. Crosby	
The Falcon	9.7	23	WOR	2.3	5	American Forum	
1280 Club	2.0	5	WOV	1.3	3	Band Parade	
Symphony Hall	2.3	6	WQXR	2.7	6	Horsing the Opera	
Sets-in-Use	42.3	100	Misc.	1.0	2	Sets-in-Use	
				47.0	100		

10:00 PM	Percent of Homes Lisnrs		Percent of Homes Lisnrs		11:00 PM	
News, Boxing	1.3	3	WAAT	1.0	4	News, Serenade of Stars
One World Flight	4.0	9	WCBS	3.0	11	News, News of N.Y.
Boxing	2.7	6	WHN	1.7	6	Newsreel Theatre
M. Gould Orch	1.0	2	WINS	1.0	4	News-P. Grant
Museum Modern Music	2.7	6	WJZ	3.0	11	News, News of Tomorrow
News, Footlight Revue	1.0	2	WMCA	.7	2	News, The Bandbox
Bob Hope Show	25.0	56	WNBC	9.3	35	News-K. Banghart
Music U.S.A.	1.0	2	WNEW	1.7	6	News until Midnight
American Forum	2.7	6	WOR	4.0	15	News-Van Deventer
News, Prairie Stars	1.0	2	WOV	.3	1	Lisa Sergio
News, The Record Album	1.7	4	WQXR	1.0	4	News, Hour of Symphony
	1.0	2	Misc.	1.0	4	
Sets-in-Use	45.0	100		27.0	100	Sets-in-Use

10:15	Percent of Homes Lisnrs		Percent of Homes Lisnrs		11:15	
Boxing	1.3	3	WAAT	.7	4	Serenade of Stars
One World Flight	4.3	10	WCBS	1.3	8	Joseph C. Harsch
Boxing	2.3	5	WHN	1.0	6	Newsreel Theatre
M. Gould Orch	1.0	2	WINS	.7	4	Concert Hall
Museum Modern Music	3.0	7	WJZ	1.0	6	J. Hasel-Sports
Footlight Revue	.7	2	WMCA	.7	4	Unity Viewpoints
Bob Hope Show	24.0	55	WNBC	6.0	35	Richard Harkness
Music U.S.A.	1.0	2	WNEW	1.7	10	Music until Midnight
Vic Damone & Orch	2.3	5	WOR	2.7	15	News, Weather
Prairie Stars	1.0	2	WOV	.3	2	Daniel Duke
The Record Album	1.7	4	WQXR	.7	4	Hour of Symphony
	1.0	2	Misc.	1.0	6	
Sets-in-Use	43.7	100		17.3	100	Sets-in-Use

10:30	Percent of Homes Lisnrs		Percent of Homes Lisnrs		11:30	
Boxing	1.3	3	WAAT	.3	5	Will Oakland
Open Hearing	3.3	8	WCBS	.7	9	V. Lombardo Orch
Boxing	2.0	5	WHN	.7	9	Newsreel Theatre
Frank Kingdon	2.3	6	WINS	.3	5	Concert Hall
Hoosier Hop	2.3	6	WJZ	.3	5	Talk, H. McIntyre Orch
Music by Americans	1.0	2	WMCA	.7	9	South of the Border
Red Skelton Show	21.7	54	WNBC	.7	9	Your United Nations
News, Frank Sinatra	1.0	2	WNEW	1.7	23	News, Music
Symphonette	2.0	5	WOR	.7	9	E. Coleman Orch
Prairie Stars	1.0	2	WOV	-	-	Guest Star
Just Music	1.3	3	WQXR	.3	5	Hour of Symphony
	1.0	2	Misc.	1.0	14	
Sets-in-Use	40.3	100		7.3	100	Sets-in-Use

10:45	Percent of Homes Lisnrs		Percent of Homes Lisnrs		11:45	
Evening Sonata	1.3	3	WAAT	-	-	Will Oakland
Open Hearing	3.3	9	WCBS	.7	13	V. Lombardo Orch
Boxing, Interlude	2.0	5	WHN	.3	7	Newsreel Theatre
Ten Ten Varieties	1.3	3	WINS	.3	7	Concert Hall
Earl Godwin	2.0	5	WJZ	.3	7	H. McIntyre Orch
F. Martin Orch	1.0	3	WMCA	.3	7	Highlights-Great Music
Red Skelton Show	21.0	55	WNBC	.3	7	Your United Nations
Bud Taylor-Organ	.7	2	WNEW	1.3	27	Music until Midnight
Symphonette	2.0	5	WOR	.3	7	E. Coleman Orch
Prairie Stars	1.0	3	WOV	-	-	Here's to Veterans
Just Music	1.3	3	WQXR	.3	7	Hour of Symphony
	1.3	3	Misc.	.7	13	
Sets-in-Use	38.3	100		5.0	100	Sets-in-Use

6:00 PM	Percent of Homes Lisnrs			Percent of Homes Lisnrs		7:00 PM
News, Requestfully Yours	1.3	5	WEAT	1.3	5	News, Requestfully Yours
News-E. Severeid	2.7	10	WCBS	3.7	13	Mystery of the Week
Husing's Bandstand	1.7	6	WHN	1.3	5	On the Century
News	.7	2	WINS	.7	2	Special Delivery
News, Sports	4.7	17	WJZ	2.7	9	Headline Edition
News, Miniature Revue	1.0	4	WMCA	1.0	4	News, Harmonies
News-K. Banghart	3.0	11	WNBC	5.7	20	Chesterfield Club
Make Believe Ballroom	4.7	17	WNEW	3.0	11	Make Believe Ballroom
George C. Putnam	3.7	14	WOR	4.7	16	Fulton Lewis, Jr.
Music	.7	2	WOV	1.0	4	1280 Club
News, Music to Remember	1.0	4	WQXR	1.0	4	News, Concert Stage
	2.3	9	Misc.	3.0	11	
Sets-in-Use	27.0	100		28.3	100	Sets-in-Use

6:15	Percent of Homes Lisnrs			Percent of Homes Lisnrs		7:15
Requestfully Yours	1.7	6	WAAT	1.3	5	Requestfully Yours
Word from the Country	1.3	5	WCBS	6.3	22	Jack Smith Show
Husing's Bandstand	1.7	6	WHN	.7	2	Sports Final
Wolf Call	.7	3	WINS	1.0	3	News-G. Kingsbury
Ethel and Albert	5.7	22	WJZ	3.0	10	Elmer Davis
Movie Gossip, Classics	.7	3	WMCA	1.3	5	Echoes of the Big Time
Serenade to America	2.7	10	WNBC	3.3	11	News of the World
Make Believe Ballroom	4.7	18	WNEW	3.3	11	Make Believe Ballroom
Bob Elson	2.7	10	WOR	4.0	14	Answer Man
Music for Dinner, Do you Know	.7	3	WOV	1.0	3	1280 Club, Do you Know
Music to Remember, Weather	1.3	5	WQXR	1.0	3	The Concert Stage
	2.3	9	Misc.	3.0	10	
Sets-in-Use	26.0	100		29.0	100	Sets-in-Use

6:30	Percent of Homes Lisnrs			Percent of Homes Lisnrs		7:30
Requestfully Yours	1.7	6	WAAT	.7	2	Stardust Time
Red Barber	2.3	9	WCBS	9.0	27	Ellery Queen
George H. Combs	1.0	4	WHN	1.7	5	Morey Amsterdam Show
Crossroads Cafe	.7	2	WINS	1.0	3	Top of the Evening
Allen Prescott	3.0	11	WJZ	6.7	20	Lone Ranger
Racing Results	1.0	4	WMCA	1.0	3	J. Raymond Walsh
Serenade, Sports	3.0	11	WNBC	3.3	10	Barry Wood Show
News, Ballroom	4.7	17	WNEW	2.0	6	News, Bird's Eye Review
News-Van Deventer	5.0	19	WOR	2.3	7	Strange as it Seems
1280 Club	1.0	4	WOV	1.7	5	1280 Club
Dinner Concert	1.0	4	WQXR	1.3	4	Guest Conductor
	2.7	10	Misc.	2.7	8	
Sets-in-Use	26.7	100		33.0	100	Sets-in-Use

6:45	Percent of Homes Lisnrs			Percent of Homes Lisnrs		7:45
Requestfully Yours	1.7	6	WAAT	.7	2	Songs your Way
Robert Trout-News	2.7	10	WCBS	9.3	28	Ellery Queen
Adrienne Ames	1.3	5	WHN	1.3	4	Morey Amsterdam Show
Don Dunphy-Sports	1.0	4	WINS	.7	2	Top of the Evening
The Fitzgeralds	3.0	11	WJZ	7.0	21	Lone Ranger
Giant Jottings	1.0	4	WMCA	1.3	4	Vocal Spotlight
Lowell Thomas	5.0	19	WNBC	3.3	10	H.V. Kaltenborn
Make Believe Ballroom	4.3	16	WNEW	2.0	6	Vaudeville isn't Dead
Stan Lomax	2.3	9	WOR	2.0	6	Inside of Sports
1280 Club	1.3	5	WOV	1.7	5	1280 Club
Dinner Concert	.7	3	WQXR	1.3	4	Guest Conductor
	2.0	8	Misc.	2.7	8	
Sets-in-Use	26.3	100		33.3	100	Sets-in-Use

8:00 PM		Percent of Homes Lisnrs		Percent of Homes Lisnrs		9:00 PM	
News, Jr. Town Meeting	.3	1	WAAT	.7	2	News, Night Time Frolic	
Jack Carson Show	8.7	22	WCBS	10.3	23	Songs by Sinatra	
Mystery is My Hobby	2.0	5	WHN	1.0	2	Disc Delights	
Jack Eigen	1.3	3	WINS	.7	2	Celebrity Corner	
Lum & Abner	2.7	7	WJZ	5.3	12	Paul Whiteman Show	
News, Elton Britt	1.3	3	WMCA	1.3	3	News, Great Voices	
Dennis Day Show	9.0	23	WNBC	14.7	33	Duffy's Tavern	
Standby for Rhythm	1.0	3	WNEW	1.3	3	Guest Star	
Can you Top This	8.0	20	WOR	5.3	12	Gabriel Heatter	
1280 Club	1.0	3	WOV	1.0	2	Band Parade	
News, Symphony Hall	2.3	6	WQXR	1.3	3	News, Concert Hall	
	2.7	7	Misc.	1.7	4		
Sets-in-Use	40.0	100		44.7	100	Sets-in-Use	

8:15		Percent of Homes Lisnrs		Percent of Homes Lisnrs		9:15	
Jr. Town Meeting	.3	1	WAAT	.7	2	Night Time Frolic	
Jack Carson Show	9.0	22	WCBS	10.0	23	Songs by Sinatra	
Mystery is my Hobby	2.3	6	WHN	1.0	2	Keyboard Variations	
Record Shop	1.3	3	WINS	1.3	3	X. Cugat Orch	
Skip Farrell Show	2.3	6	WJZ	5.3	13	Paul Whiteman Show	
Album of Favorites	1.3	3	WMCA	.7	2	Veterans News Service	
Dennis Day Show	9.0	22	WNBC	14.3	33	Duffy's Tavern	
Standby for Rhythm	1.0	2	WNEW	1.3	3	Here's to Veterans	
Can you Top This	8.0	20	WOR	4.0	9	Real Life Stories	
1280 Club, Do you Know	1.0	2	WOV	1.0	2	Band Parade	
Symphony Hall	2.3	6	WQXR	1.3	3	Concert Hall	
	2.7	7	Misc.	1.7	4		
Sets-in-Use	40.3	100		42.7	100	Sets-in-Use	

8:30		Percent of Homes Lisnrs		Percent of Homes Lisnrs		9:30	
Jr. Town Meeting	.7	2	WAAT	.7	2	Night Time Frolic	
Dr. Christian	12.7	31	WCBS	10.7	24	Dinah Shore Show	
Bunkhouse Jamboree	1.3	3	WHN	.7	2	Vocal Varieties	
Ad Club	.7	2	WINS	1.0	2	News	
Court Missing Heirs	4.0	10	WJZ	4.7	11	Beulah Show	
Music that Lives	1.0	2	WMCA	1.3	3	Concert on the Mall	
Great Gildersleeve	9.0	22	WNBC	17.7	40	Mr. District Attorney	
News, Rhythm	1.0	2	WNEW	1.7	4	News, Meet Mr. Crosby	
The Bitter Herb	4.7	11	WOR	3.3	8	Let's go to the Movies	
1280 Club	1.3	3	WOV	.3	1	Band Parade	
Symphony Hall	1.7	4	WQXR	1.0	2	Designs in Harmony	
	3.0	7	Misc.	1.7	4		
Sets-in-Use	40.7	100		44.3	100	Sets-in-Use	

8:45		Percent of Homes Lisnrs		Percent of Homes Lisnrs		9:45	
Princeton Program	.7	2	WAAT	.3	1	Night Time Frolic	
Dr. Christian, News	12.3	30	WCBS	10.0	23	Dinah Shore Show	
Bunkhouse Jamboree	1.3	3	WHN	.7	2	Rhumba Rhapsody	
Ad Club	.7	2	WINS	.7	2	Road to Rhythm	
Court Missing Heirs	4.3	11	WJZ	4.7	11	Beulah Show	
Business Outlook	.7	2	WMCA	1.3	3	Concert on the Mall	
Great Gildersleeve	9.3	23	WNBC	17.7	41	Mr. District Attorney	
Standby for Rhythm	1.0	2	WNEW	1.3	3	Meet Mr. Crosby	
The Bitter Herb	5.0	12	WOR	3.0	7	Let's go to the Movies	
1280 Club	1.3	3	WOV	.7	2	Band Parade	
Symphony Hall	1.7	4	WQXR	1.0	2	Great Names	
	3.0	7	Misc.	1.7	4		
Sets-in-Use	41.0	100		43.0	100	Sets-in-Use	

10:00 PM	Percent of Homes Lisnrs			Percent of Homes Lisnrs		11:00 PM
News, Serenade of Stars	.7	2	WAAT	.7	3	News, Zeb Carver
The Whistler	6.3	18	WCBS	3.0	14	News Analysis
A. Kostelanetz Orch	.7	2	WHN	1.0	5	Newsreel Theatre
D. Rose Orch	.3	1	WINS	.7	3	News-P. Grant
Bing Crosby Show	16.0	44	WJZ	5.3	25	News, News of Tomorrow
News, Footlight Revue	.7	2	WMCA	1.0	5	News, Harlem Amateur Night
The Big Story	5.7	16	WNBC	3.0	14	News-K. Banghart
Music U.S.A.	.7	2	WNEW	1.0	5	Music until Midnight
Did Justice Triumph	3.0	8	WOR	4.0	19	News-Van Deventer
News, Prairie Stars	.3	1	WOV	.7	3	Lisa Sergio
News, Opera-Concert Favorites	.7	2	WQXR	.3	2	News, Hour of Symphony
	1.3	4	Misc.	1.0	5	
Sets-in-Use	36.0	100		21.3	100	Sets-in-Use

10:15	Percent of Homes Lisnrs			Percent of Homes Lisnrs		11:15
Alias Romeo	.7	2	WAAT	.3	3	Zeb Carver
The Whistler	6.0	17	WCBS	1.7	13	Joseph C. Harsch
Punch Bowl, Interlude	.7	2	WHN	.7	5	Newsreel Theatre
D. Rose Orch	.7	2	WINS	.7	5	Concert Hall
Bing Crosby Show	15.7	44	WJZ	2.0	16	J. Hasel-Sports
Footlight Revue	.3	1	WMCA	1.0	8	Harlem Amateur Night
The Big Story	5.7	16	WNEC	1.3	10	Richard Harkness
Music U.S.A.	.7	2	WNEW	1.0	8	Music until Midnight
Did Justice Triumph	2.7	7	WOR	3.0	24	News, Weather
Prairie Stars	.3	1	WOV	.3	3	Music to Dream By
Opera-Concert Favorites	1.0	3	WQXR	.3	3	Hour of Symphony
	1.7	5	Misc.	1.0	8	
Sets-in-Use	35.7	100		12.7	100	Sets-in-Use

10:30	Percent of Homes Lisnrs			Percent of Homes Lisnrs		11:30
Evening Sonata	1.0	3	WAAT	.3	5	Shorty Warren
Information Please	7.0	21	WCBS	.7	10	Invitation to Music
S. Kaye Orch	.7	2	WHN	.3	5	Newsreel Theatre
Frank Kingdon	2.0	6	WINS	.3	5	Concert Hall
Henry Morgan Show	9.0	27	WJZ	.7	10	Talk, B. Barron Orch
Music by Americans	.7	2	WMCA	1.0	14	Harlem Amateur Night
Kay Kyser's College	6.0	18	WNBC	1.0	14	H. McIntyre Orch
News, Frank Sinatra	1.0	3	WNEW	1.0	14	News, Music
Symphonette	1.7	5	WOR	.7	10	E. Stone Orch
Prairie Stars	.7	2	WOV	.3	5	Night Winds
Just Music	1.3	4	WQXR	.3	5	Hour of Symphony
	2.0	6	Misc.	.7	10	
Sets-in-Use	33.0	100		7.0	100	Sets-in-Use

10:45	Percent of Homes Lisnrs			Percent of Homes Lisnrs		11:45
Evening Sonata	.7	2	WAAT	-	-	Shorty Warren
Information Please	7.0	23	WCBS	.7	12	Invitation to Music
A. Arturos Orch	.7	2	WHN	.3	6	Newsreel Theatre
Auto Races	1.3	4	WINS	-	-	Concert Hall
Henry Morgan Show	8.7	28	WJZ	.7	12	B. Barron Orch
G. Lombardo Orch	.7	2	WMCA	1.0	18	Harlem Amateur Night
Kay Kyser's College	6.0	20	WNBC	.7	12	H. McIntyre Orch
Bud Taylor-Organ	.7	2	WNEW	.7	12	Music until Midnight
Symphonette	1.7	6	WOR	.3	6	E. Heywood Orch
Prairie Stars	.7	2	WOV	.3	6	Rev. Gibson
Just Music	1.3	4	WQXR	.3	6	Hour of Symphony
	1.3	4	Misc.	.7	12	
Sets-in-Use	30.7	100		5.7	100	Sets-in-Use

6:00 PM	Percent of			Percent of		7:00 PM
	Homes	Lisnrs		Homes	Lisnrs	
News, Requestfully Yours	1.3	5	WAAT	1.0	3	News, Requestfully Yours
News-E. Severeid	3.0	11	WCBS	5.7	18	Mystery of the Week
Husing's Bandstand	2.0	8	WHN	1.0	3	On the Century
News	.7	3	WINS	.7	2	Special Delivery
News, Sports	3.3	13	WJZ	2.0	6	Headline Edition
News, Miniature Revue	.7	3	WMCA	1.0	3	News, Harmonies
News-K. Banghart	3.3	13	WNBC	7.0	22	Chesterfield Club
Make Believe Ballroom	4.7	18	WNEW	5.0	16	Make Believe Ballroom
George C. Putnam	3.3	13	WOR	4.3	14	Fulton Lewis Jr.
Music	.7	3	WOV	1.0	3	1280 Club
News, Music to Remember	1.3	5	WQXR	1.7	5	News, Hall of Celebrities
	2.7	10	Misc.	2.3	7	
Sets-in-Use	26.3	100		31.7	100	Sets-in-Use

6:15			7:15			
Requestfully Yours	1.3	5	WAAT	.7	2	Requestfully Yours
In My Opinion	3.3	13	WCBS	7.0	23	Jack Smith Show
Husing's Bandstand	2.0	8	WHN	1.0	3	Sports Final
Wolf Call	.7	3	WINS	1.0	3	News-G. Kingsbury
Ethel and Albert	4.7	18	WJZ	2.3	8	Elmer Davis
Movie Gossip, Classics	1.0	4	WMCA	1.3	4	Echoes of the Big Time
Passover Program	2.0	8	WNBC	5.0	17	News of the World
Make Believe Ballroom	4.7	18	WNEW	5.0	17	Make Believe Ballroom
Bob Elson	2.3	9	WOR	3.7	12	The Answer Man
Music for Dinner, Do you Know	1.0	4	WOV	1.0	3	1280 Club, Do you Know
Music to Remember, Weather	1.3	5	WQXR	1.0	3	Hall of Celebrities
	2.3	9	Misc.	2.0	7	
Sets-in-Use	26.0	100		30.0	100	Sets-in-Use

6:30			7:30			
Requestfully Yours	1.7	6	WAAT	.7	2	Symphonette
Red Barber	3.7	14	WCBS	9.0	29	Mr. Keen
George H. Combs	1.0	4	WHN	1.7	5	Morey Amsterdam Show
Crossroads Cafe	1.0	4	WINS	1.0	3	Top of the Evening
Allen Prescott	2.7	10	WJZ	2.3	8	Studs Terkel Show
Racing Results	1.0	4	WMCA	1.3	4	J. Raymond Walsh
Passover Program, Sports	2.3	9	WNBC	5.3	17	Grand Marquee
News, Ballroom	5.0	19	WNEW	2.3	8	News, Birds Eye Review
News-Van Deventer	4.7	18	WOR	3.0	10	Arthur Hale
1280 Club	1.0	4	WOV	1.3	4	1280 Club
Dinner Concert	1.3	5	WQXR	1.0	3	Record Rarities
	2.0	8	Misc.	2.7	9	
Sets-in-Use	26.3	100		30.7	100	Sets-in-Use

6:45			7:45			
Requestfully Yours	1.7	6	WAAT	.7	2	Symphonette
Robert Trout-News	3.7	14	WCBS	9.0	30	Mr. Keen
Adrienne Ames	1.0	3	WHN	1.7	6	Morey Amsterdam Show
Don Dumphy Sports	1.0	4	WINS	1.0	3	Top of the Evening
The Fitzgeralds	1.7	6	WJZ	2.0	7	Studs Terkel Show
Giant Jottings	.7	3	WMCA	.7	2	Vocal Spotlight
Lowell Thomas	5.0	19	WNBC	5.7	19	Grand Marquee
Make Believe Ballroom	4.7	18	WNEW	2.3	8	Jeff Clark-Songs
Stan Lomax	3.3	13	WOR	2.3	8	Inside of Sports
1280 Club	1.0	4	WOV	1.3	4	1280 Club
Dinner Concert	1.7	6	WQXR	1.0	3	Record Rarities
	2.0	8	Misc.	3.0	10	
Sets-in-Use	26.0	100		30.0	100	Sets-in-Use

8:00 PM		Percent of Homes Lisnrs		Percent of Homes Lisnrs		9:00 PM	
News,World Affairs	.3	1	WAAT	.7	2	News,Night Time Frolic	
Suspense	15.7	39	WCBS	10.3	27	Dick Haymes Show	
C.Thornhill Orch	1.0	2	WHN	.7	2	Disc Delights	
Photo Show	.3	1	WINS	1.0	3	Celebrity Corner	
Lum & Abner	2.0	5	WJZ	4.7	12	American Town Meeting	
News,Elton Britt	1.0	2	WMCA	1.7	4	News,Labor Arbitration	
Aldrich Family	11.0	27	WNBC	7.3	19	Kraft Music Hall	
Standby for Rhythm	1.3	3	WNEW	1.0	3	You Decide	
California Melodies	3.7	9	WOR	9.0	23	Gabriel Heatter	
1280 Club	1.3	3	WOV	1.0	3	Band Parade	
News,Symphony Hall	1.7	4	WQXR	1.3	3	News,Concert Hall	
Sets-in-Use	2.0	5	Misc.	1.3	3	Sets-in-Use	
	40.3	100		38.7	100		
8:15		Percent of Homes Lisnrs		Percent of Homes Lisnrs		9:15	
Tax Payers Meeting	.3	1	WAAT	.3	1	Night Time Frolic	
Suspense	15.7	39	WCBS	11.0	31	Dick Haymes Show	
D.Ellington Orch	1.0	2	WHN	1.0	3	Keyboard Variations	
Record Shop	.7	2	WINS	1.0	3	B.Crosby Orch	
Christian Science News	2.3	6	WJZ	4.7	13	American Town Meeting	
Album of Favorites	1.0	2	WMCA	2.0	6	Labor Arbitration	
Aldrich Family	11.3	28	WNBC	7.0	19	Kraft Music Hall	
Standby for Rhythm	1.3	3	WNEW	.7	2	Adventures of the Spirit	
California Melodies	3.3	8	WOR	5.7	16	Real Life Stories	
1280 Club,Do you Know	1.0	2	WOV	.7	2	Band Parade	
Symphony Hall	1.7	4	WQXR	1.3	4	Concert Hall	
Sets-in-Use	1.7	4	Misc.	1.3	4	Sets-in-Use	
	40.3	100		36.0	100		
8:30		Percent of Homes Lisnrs		Percent of Homes Lisnrs		9:30	
This is New Jersey	.3	1	WAAT	.7	2	Night Time Frolic	
F.B.I.in Peace & War	13.3	32	WCBS	9.3	26	Crime Photographer	
Bunkhouse Jamboree	1.0	2	WHN	.7	2	Vocal Varieties	
Harlem Hospitality Club	1.0	2	WINS	1.0	3	News	
American Town Meeting	4.0	9	WJZ	4.0	11	Echoes of New York	
Music that Lives	1.0	2	WMCA	2.3	6	Labor Arbitration	
Burns & Allen	13.3	32	WNBC	9.3	26	Jack Haley-Eve Arden	
News,Rhythm	1.3	3	WNEW	1.3	4	News,Meet Mr.Crosby	
Count Monte Cristo	3.3	8	WOR	4.3	12	Treasury Hour of Song	
1280 Club	1.3	3	WOV	.7	2	Band Parade	
Symphony Hall	1.7	4	WQXR	2.3	6	Author Meets Critic	
Sets-in-Use	1.7	4	Misc.	1.0	3	Sets-in-Use	
	42.3	100		36.3	100		
8:45		Percent of Homes Lisnrs		Percent of Homes Lisnrs		9:45	
Reverend Dolan	.7	2	WAAT	.7	2	Night Time Frolic	
F.B.I.in Peace & War,News	13.7	33	WCBS	9.0	26	Crime Photographer	
Bunkhouse Jamboree	.7	2	WHN	1.0	3	Rhumba Rhapsody	
Harlem Hospitality Club	1.3	3	WINS	.7	2	Road to Rhythm	
American Town Meeting	4.0	10	WJZ	3.7	10	Echoes of New York	
Music that Lives	1.3	3	WMCA	2.0	6	Labor Arbitration	
Burns & Allen	13.0	31	WNBC	9.3	27	Jack Haley-Eve Arden	
Standby for Rhythm	1.0	2	WNEW	1.3	4	Meet Mr.Crosby	
Count Monte Cristo	3.0	7	WOR	4.0	11	Treasure Hour of Song	
1280 Club	1.0	2	WOV	.7	2	Band Parade	
Symphony Hall	1.7	4	WQXR	2.3	7	Author Meets Critic	
Sets-in-Use	1.7	4	Misc.	1.3	4	Sets-in-Use	
	42.0	100		35.0	100		

10:00 PM	Percent of Homes Lisnrs			Percent of Homes Lisnrs		11:00 PM
News, Serenade of Stars	1.0	3	WAAT	.3	2	News, Zeb Carver
Reader's Digest	5.7	17	WCBS	3.3	16	News, George Bryan
A. Kostelanetz Orch	1.3	4	WHN	1.0	5	Newsreel Theatre
A. Kostelanetz Orch	1.0	3	WINS	1.0	5	News-P. Grant
World Security Workshop	2.3	7	WJZ	1.7	8	News, News of Tomorrow
News, Footlight Revue	.7	2	WMCA	1.0	5	News, The Bandbox
Abbott and Costello	11.3	34	WNBC	5.3	26	News-K. Banghart
Music U.S.A.	.7	2	WNEW	.7	3	Music until Midnight
Crime Club	5.7	17	WOR	4.0	20	News-Van Deventer
News, Prairie Stars	.3	1	WOV	1.0	5	Lisa Sergio
News, Record Album	1.7	5	WQXR	1.0	5	News, Hour of Symphony
	1.3	4	Misc.	1.0	5	
Sets-in-Use	33.0	100		20.3	100	Sets-in-Use

10:15	Percent of Homes Lisnrs			Percent of Homes Lisnrs		11:15
Serenade of Stars	1.0	3	WAAT	.3	3	Zeb Carver
Reader's Digest	6.0	18	WCBS	1.3	11	Joseph C. Harsch
Congress Doing Job	1.3	4	WHN	.7	6	Newsreel Theatre
A. Kostelanetz Orch	.7	2	WINS	1.0	8	Concert Hall
World Security Workshop	2.3	7	WJZ	2.0	17	Joe Hasel-Sports
Footlight Revue	.7	2	WMCA	.3	3	Unity Viewpoints
Abbott and Costello	12.0	36	WNBC	2.0	17	Richard Harkness
Music U.S.A.	.7	2	WNEW	.7	6	Music until Midnight
Crime Club	5.7	17	WOR	1.7	14	News, Weather
Prairie Stars	.3	1	WOV	.3	3	Music to Dream By
Record Album	1.0	3	WQXR	1.0	8	Hour of Symphony
	1.3	4	Misc.	.7	6	
Sets-in-Use	33.0	100		12.0	100	Sets-in-Use

10:30	Percent of Homes Lisnrs			Percent of Homes Lisnrs		11:30
Jimmy Dale	.3	1	WAAT	.3	4	Will Oakland
Man Called X	6.3	21	WCBS	.7	8	L. Week Orch
Punch Bowl	.7	2	WHN	.7	8	Newsreel Theatre
Frank Kingdon	2.3	8	WINS	.3	4	Concert Hall
Fantasy in Melody	1.0	3	WJZ	1.0	12	Talk, Edison Orch
Music by Americans	1.0	3	WMCA	1.0	12	South of the Border
Eddie Cantor Show	12.7	42	WNBC	1.0	12	Story of Music
News, Frank Sinatra	1.3	4	WNEW	1.0	12	News, Music
Symphonette	2.0	7	WOR	.3	4	E. Heywood Orch
Prairie Stars	.3	1	WOV	.3	4	Night Winds
Just Music	1.0	3	WQXR	1.0	12	Hour of Symphony
	1.3	4	Misc.	.7	8	
Sets-in-Use	30.3	100		8.3	100	Sets-in-Use

10:45	Percent of Homes Lisnrs			Percent of Homes Lisnrs		11:45
Jimmy Dale	.3	1	WAAT	.3	5	Will Oakland
Man Called X	6.3	22	WCBS	.7	11	L. Week Orch
A. Arturo Orch	.7	2	WHN	.3	5	Newsreel Theatre
Ten Ten Varieties	1.3	5	WINS	-	-	Concert Hall
Earl Godwin	1.3	5	WJZ	.7	11	Hotel Edison Orch
T. Beneke Orch	1.0	4	WMCA	.7	11	Highlights Great Music
Eddie Cantor Show	12.0	42	WNBC	.7	11	Story of Music
Bud Taylor-Organ	1.0	4	WNEW	1.0	16	Music until Midnight
Symphonette	1.7	6	WOR	.3	5	E. Heywood Orch
Prairie Stars	.3	1	WOV	-	-	Front Page Drama
Just Music	1.0	4	WQXR	1.3	21	Hour of Symphony
	1.3	5	Misc.	.3	5	
Sets-in-Use	28.3	100		6.3	100	Sets-in-Use

6:00 PM	Percent of			Percent of		7:00 PM
	Homes	Lisnrs		Homes	Lisnrs	
News, Requestfully Yours	1.7	6	WAAT	1.0	3	News, Requestfully Yours
News-E. Severeid	2.3	9	WCBS	3.7	12	Mystery of the Week
Husing's Bandstand	1.7	6	WHN	1.3	4	On the Century
News	.7	3	WINS	1.0	3	Special Delivery
News, Sports	2.3	9	WJZ	1.7	5	Headline Edition
News, Miniature Revue	.7	3	WMCA	1.7	5	News, Harmonies
News-K. Banghart	4.7	18	WNBC	5.7	18	Chesterfield Club
Make Believe Ballroom	5.0	19	WNEW	6.7	22	Make Believe Ballroom
George C. Putnam	3.7	14	WOR	5.0	16	Fulton Lewis Jr.
Music	.7	3	WOV	1.3	4	1280 Club
News, Music to Remember	1.3	5	WQXR	1.3	4	News, Concert Stage
	2.3	9	Misc.	2.0	7	
Sets-in-Use	26.0	100		30.7	100	Sets-in-Use

6:15			7:15			
Requestfully Yours	1.7	7	WAAT	1.0	3	Requestfully Yours
Report from Washington	1.3	5	WCBS	3.0	10	Jack Smith Show
Husing's Bandstand	1.7	7	WHN	1.7	5	Sports Final
Wolf Call	1.0	4	WINS	1.3	4	News-G. Kingsbury
Ethel and Albert	3.7	15	WJZ	3.0	10	Elmer Davis
Movie Gossip, Mills Bros.	.7	3	WMCA	1.3	4	Echoes of the Big Time
Serenade to America	3.0	12	WNBC	4.3	14	News of the World
Make Believe Ballroom	5.3	21	WNEW	6.7	22	Make Believe Ballroom
Bob Elson	2.3	9	WOR	4.3	14	The Answer Man
Music, Do you Know	1.0	4	WOV	1.3	4	1280 Club, Do you Know
Music to Remember, Weather	1.3	5	WQXR	1.3	4	Concert Stage
	2.7	11	Misc.	2.0	7	
Sets-in-Use	25.0	100		30.3	100	Sets-in-Use

6:30			7:30			
Requestfully Yours	1.3	5	WAAT	.3	1	Stardust Time
Red Barber	2.3	8	WCBS	3.0	10	Sound Off
George H. Combs	1.3	5	WHN	2.0	6	Morey Amsterdam Show
Crossroads Cafe	1.3	5	WINS	1.3	4	Top of the Evening
Allen Prescott	2.3	8	WJZ	9.3	30	Lone Ranger
Racing Results	1.0	3	WMCA	1.3	4	J. Raymond Walsh
Serenade, Sports	3.0	10	WNBC	4.0	13	B. Barron Orch
News, Ballroom	6.7	23	WNEW	3.0	10	News, Bird's Eye Review
News-Van Deventer	6.0	20	WOR	2.3	7	Henry J. Taylor
1280 Club	1.0	3	WOV	1.3	4	1280 Club
Dinner Concert	1.7	6	WQXR	1.7	5	Guest Conductor
	2.0	7	Misc.	3.0	10	
Sets-in-Use	29.3	100		31.3	100	Sets-in-Use

6:45			7:45			
Requestfully Yours	1.3	5	WAAT	.3	1	Songs Your Way
Robert Trout-News	2.3	8	WCBS	4.3	13	Sound Off
Adrienne Ames	1.0	4	WHN	1.7	5	Morey Amsterdam, B. Rose
Don Dunphy-Sports	1.3	5	WINS	1.0	3	Top of the Evening
The Fitzgeralds	1.7	6	WJZ	9.3	29	Lone Ranger
Giant Jottings	1.0	4	WMCA	1.0	3	Vocal Spotlight
Lowell Thomas	5.3	19	WNBC	4.7	14	H.V. Kaltenborn
Make Believe Ballroom	6.7	24	WNEW	3.0	9	Vaudeville isn't Dead
Stan Lomax	3.3	12	WOR	2.7	8	Inside of Sports
1280 Club	1.0	4	WOV	1.3	4	1280 Club
Dinner Concert	1.7	6	WQXR	1.7	5	Guest Conductor
	2.3	8	Misc.	3.0	9	
Sets-in-Use	28.0	100		32.7	100	Sets-in-Use

8:00 PM		Percent of Homes Lisnrs		Percent of Homes Lisnrs		9:00 PM	
News, American Music	.7	2	WAAT	.7	2	News, Night Time Frolic	
Baby Snooks Show	10.3	25	WCBS	7.7	18	Ginny Simms Show	
South American Sway	2.0	5	WHN	1.0	2	Disc Delights	
Jack Eigen	1.3	3	WINS	1.0	2	Celebrity Corner	
The Fat Man	9.7	23	WJZ	9.0	21	Break the Bank	
News, Elton Britt	1.0	2	WMCA	1.0	2	News, Adventures-Mind	
Highways in Melody	7.0	17	WNBC	8.7	20	People are Funny	
Standby for Rhythm	1.7	4	WNEW	1.3	3	Broadened Horizons	
Burl Ives	4.0	10	WOR	8.0	18	Gabriel Heatter	
1280 Club	1.0	2	WOV	1.3	3	Band Parade	
News, Symphony Hall	1.7	4	WQXR	1.3	3	News, Concert Hall	
	2.0	5	Misc.	3.0	7		
Sets-in-Use	41.3	100		43.7	100	Sets-in-Use	
8:15		Percent of Homes Lisnrs		Percent of Homes Lisnrs		9:15	
Your American Music	.3	1	WAAT	.7	2	Night Time Frolic	
Baby Snooks Show	10.3	26	WCBS	7.7	19	Ginny Simms Show	
South American Sway	2.0	5	WHN	1.3	3	Keyboard Variations	
Record Shop	1.3	3	WINS	1.3	3	Aptitude Test	
The Fat Man	9.7	24	WJZ	8.3	20	Break the Bank	
Elton Britt	1.3	3	WMCA	1.3	3	Adventures into the Mind	
Highways in Melody	7.0	17	WNBC	8.3	20	People are Funny	
Standby for Rhythm	1.7	4	WNEW	1.3	3	X. Cugat Orch	
Memorable Moments	3.0	8	WOR	5.3	13	Real Life Stories	
1280 Club, Do You Know	1.0	3	WOV	1.3	3	Band Parade	
Symphony Hall	1.3	3	WQXR	1.3	3	Concert Hall	
	2.0	5	Misc.	3.0	7		
Sets-in-Use	40.0	100		41.0	100	Sets-in-Use	
8:30		Percent of Homes Lisnrs		Percent of Homes Lisnrs		9:30	
Speaking of Schools	.3	1	WAAT	1.0	2	Night Time Frolic	
The Thin Man	7.7	18	WCBS	11.3	28	Durante-Moore Show	
Bunkhouse Jamboree	1.3	3	WHN	.7	2	Vocal Varieties	
Harlem Hospitality Club	1.3	3	WINS	1.0	2	News	
This is your FBI	12.0	28	WJZ	6.3	16	The Sheriff	
Music tha Lives	1.3	3	WMCA	1.3	3	Final Judgment	
Alan Young Show	8.0	19	WNBC	8.0	20	Waltz Time	
News, Rhythm	1.3	3	WNEW	1.0	2	News, Meet Mr. Crosby	
Leave it to the Girls	4.7	11	WOR	6.0	15	Bulldog Drummond	
1280 Club	1.7	4	WOV	1.0	2	Band Parade	
Symphony Hall	1.7	4	WQXR	1.3	3	Designs in Harmony	
	2.7	6	Misc.	2.3	6		
Sets-in-Use	43.0	100		40.7	100	Sets-in-Use	
8:45		Percent of Homes Lisnrs		Percent of Homes Lisnrs		9:45	
Concert Miniature	.7	2	WAAT	.7	2	Night Time Frolic	
The Thin Man, News	8.0	19	WCBS	11.0	27	Durante-Moore Show	
Bunkhouse Jamboree	1.3	3	WHN	1.3	3	Rhumba Rhapsody	
Harlem Hospitality Club	1.3	3	WINS	1.0	2	Road to Rhythm	
This is your FBI	12.0	28	WJZ	6.3	16	The Sheriff, H. Wismer	
Music that Lives	1.3	3	WMCA	1.3	3	Waltz Kings	
Alan Young Show	8.0	19	WNBC	8.7	21	Waltz Time	
Standby for Rhythm	1.0	2	WNEW	1.0	2	Meet Mr. Crosby	
Leave it to the Girls	4.3	10	WOR	5.7	14	Bulldog Drummond	
1280 Club	1.7	4	WOV	1.0	2	Band Parade	
Symphony Hall	1.7	4	WQXR	1.3	3	Great Names	
	2.7	6	Misc.	2.0	5		
Sets-in-Use	43.0	100		40.7	100	Sets-in-Use	

10:00 PM	Percent of Homes Lisnrs		Percent of Homes Lisnrs		11:00 PM	
News, Boxing	1.0	3	WAAT	.7	3	Boxing, News, Zeb Carver
Pays to be Ignorant	10.0	27	WCBS	3.0	12	News, CBS News Feature
A. Kostelanetz Orch	1.3	4	WHN	1.3	5	Newsreel Theatre
A. Goodman Orch	1.0	3	WINS	1.0	4	News, P. Grant
Boxing*	5.7	15	WJZ	3.7	15	News, News of Tomorrow
News, Times Square Revue	1.3	4	WMCA	1.0	4	News, The Bandbox
Molle Mystery Theatre	9.3	25	WNBC	3.0	12	News-K. Banghart
Philo Vance	1.0	3	WNEW	1.0	4	Music until Midnight
Meet the Press	3.7	10	WOR	6.3	25	News-Van Deventer
News, Prairie Stars	.7	2	WOV	1.0	4	Lisa Sergio
News, Nights in Lat. Amer.	1.3	4	WQXR	1.0	4	News, UN Report
	1.7	4	Misc.	2.0	8	
Sets-in-Use	37.3	100		25.0	100	Sets-in-Use

10:15	Percent of Homes Lisnrs		Percent of Homes Lisnrs		11:15	
Boxing	.7	2	WAAT	.7	4	Zeb Carver
Pays to be Ignorant	10.0	26	WCBS	1.3	9	Joseph C. Harsch
Funch Bowl, Interlude	1.3	4	WHN	1.0	6	Newsreel Theatre
A. Goodman Orch	1.3	4	WINS	1.0	6	Concert Hall
Boxing	5.7	15	WJZ	3.3	21	Joe Hasel-Sports
Times Square Revue	1.3	4	WMCA	.7	4	Unity Viewpoints
Molle Mystery Theatre	9.3	25	WNBC	1.3	9	Richard Harkness
Philo Vance	1.0	3	WNEW	1.0	6	Music until Midnight
Meet the Press	4.0	11	WOR	2.7	17	News, Weather
Prairie Stars	.7	2	WOV	.7	4	Music to Dream By
Nights in Latin Amer.	1.3	4	WQXR	1.0	6	Hour of Symphony
	2.0	5	Misc.	1.3	9	
Sets-in-Use	38.0	100		15.7	100	Sets-in-Use

10:30	Percent of Homes Lisnrs		Percent of Homes Lisnrs		11:30	
Boxing	.7	2	WAAT	.3	4	Shorty Warren
My Friend Irma	5.3	20	WCBS	.7	8	G. Krupa Orch
Robert Hall of Fame	2.0	7	WHN	.7	8	Newsreel Theatre
Frank Kingdon	2.0	7	WINS	.7	8	Concert Hall
Boxing, Sports Page	6.0	22	WJZ	.7	8	Talk, T. Straeter Orch
Music by Americans	1.0	4	WMCA	.7	8	Verdoux Premiere
Colgate Sports Newsreel	3.3	12	WNBC	.7	8	World's Great Novels
News, Frank Sinatra	1.3	5	WNEW	.7	8	News, Music
Symphonette	2.7	10	WOR	.7	8	B. Barron Orch
Prairie Stars	.3	1	WOV	.3	4	Evelyn Olsen
The Showcase	1.0	4	WQXR	1.0	12	Hour of Symphony
	2.0	7	Misc.	1.3	16	
Sets-in-Use	27.3	100		8.3	100	Sets-in-Use

10:45	Percent of Homes Lisnrs		Percent of Homes Lisnrs		11:45	
Boxing	1.0	4	WAAT	.3	5	Shorty Warren
My Friend Irma	5.0	21	WCBS	.7	10	G. Krupa Orch
Irving Field Trio	2.0	8	WHN	.3	5	Newsreel Theatre
Ten Ten Varieties	1.3	6	WINS	.7	10	Concert Hall
Sports Page	4.7	19	WJZ	.7	10	T. Straeter Orch
S. Kaye Orch	1.0	4	WMCA	.7	10	Highlights Great Music
Lowell B. Mason	1.7	7	WNBC	.7	10	World's Great Novels
Bud Taylor-Organ	1.3	6	WNEW	.7	10	Music until Midnight
Symphonette	3.0	13	WOR	.3	5	Dance Orch
Prairie Stars	.7	3	WOV	.3	5	Evelyn Olsen
The Showcase	1.0	4	WQXR	1.0	14	Hour of Symphony
	2.0	8	Misc.	.7	10	
Sets-in-Use	24.0	100		7.0	100	Sets-in-Use

*Fox vs. Kochan

6:00 AM	Percent of Homes	Lisnrs	Percent of Homes	Lisnrs	7:00 AM	
News, Musical Clock	-	-	WAAT	.3	3	News, Morning Musicales
Arthur Godfrey	.3	20	WCBS	3.3	30	Arthur Godfrey
Newsreel Theatre	.3	20	WHN	.7	6	Tedd Lawrence
Musical Coffee Pot	.3	20	WINS	-	-	News
Galen Drake	-	-	WJZ	1.0	9	News-J. Anthony
All through the Night	-	-	WMCA	.7	6	News, John McKnight
The Modern Farmer	-	-	WNBC	1.0	9	News, Bob Smith Show
Dawns Early Light	.3	20	WNEW	1.3	12	Anything Goes
News of the Farm	-	-	WOR	2.3	21	News-M. Elliott
	*	-	WQXR	-	-	News, Morning Parade
	.3	20	Misc.	.7	6	
Sets-in-Use	1.7	100		11.0	100	Sets-in-Use
6:15					7:15	
Musical Clock	-	-	WAAT	.3	3	Morning Meditations
Arthur Godfrey	.7	33	WCBS	3.7	32	Arthur Godfrey
Newsreel Theatre	.3	17	WHN	1.0	9	Tedd Lawrence
Musical Coffee Pot	.3	17	WINS	-	-	Prayer Period
Galen Drake	-	-	WJZ	.7	6	Weather, Ray Knight
All through the Night	.3	17	WMCA	.7	6	Morning Herald
The Modern Farmer	-	-	WNBC	.3	3	Bob Smith Show
Dawns Early Light	-	-	WNEW	1.3	12	Anything Goes
News of the Farm	-	-	WOR	1.7	15	Gambling Musical Clock
	*	-	WQXR	.7	6	Morning Parade, Weather
	.3	17	Misc.	1.0	9	
Sets-in-Use	2.0	100		11.3	100	Sets-in-Use
6:30					7:30	
Musical Clock	-	-	WAAT	1.0	7	Val Frank-News
Arthur Godfrey	1.3	33	WCBS	4.0	26	Arthur Godfrey
Newsreel Theatre	.7	17	WHN	1.0	7	Tedd Lawrence
Hymn Time	.3	8	WINS	.7	4	O'Sullivan's Serenade
Galen Drake	.3	8	WJZ	1.0	7	Good Morning it's Knight
All through the Night	.3	8	WMCA	.3	2	John McKnight
The Modern Farmer	-	-	WNBC	1.0	7	News-C.F. McCarthy
News, Songs of Faith	.3	8	WNEW	1.7	11	News, Anything Goes
News, Monaghans Watch	.3	8	WOR	2.0	13	Gambling Musical Clock
	*	-	WQXR	1.0	7	Breakfast Symphony
	.3	8	Misc.	2.0	13	
Sets-in-Use	4.0	100		15.3	100	Sets-in-Use
6:45					7:45	
Musical Clock	-	-	WAAT	1.0	6	Your Breakfast Treat
Arthur Godfrey	2.0	47	WCBS	4.3	27	News-H. Clark
Newsreel Theatre	.7	15	WHN	.7	4	Tedd Lawrence
Musical Coffee Pot	-	-	WINS	.3	2	Morning Serenade
Galen Drake	.3	8	WJZ	2.0	12	News, Ray Knight
All through the Night	.3	8	WMCA	.7	4	John McKnight
The Modern Farmer	-	-	WNBC	.3	2	Bob Smith Show
Morning Meditations	.3	8	WNEW	1.7	10	Anything Goes
Monaghans Morning Watch	.3	8	WOR	2.3	15	Gambling Musical Clock
	*	-	WQXR	.7	4	Breakfast Symphony
	.3	8	Misc.	2.0	12	
Sets-in-Use	4.3	100		16.0	100	Sets-in-Use

8:00 AM	Percent of Homes Lisnrs		Percent of Homes Lisnrs		9:00 AM	
News, Home Town Frolic	.7	4	WAAT	1.3	8	News, Coffee Club
CBS Morning News	2.3	16	WCBS	2.0	11	News-J. King
Tedd Lawrence	.7	4	WHN	1.0	6	Carlton Fredericks
Trail Blazers	.3	2	WINS	.7	4	Morning Matinee
Martin Agronsky	1.7	11	WJZ	2.3	13	Wake up and Smile
News, John McKnight	.3	2	WMCA	.7	4	News, Lillian Okun
Bob Smith Show	1.7	11	WNBC	1.7	9	Triple B Ranch
Anything Goes	.7	4	WNEW	1.7	9	Denver Darling
News-G. Putnam	4.0	27	WOR	2.7	15	Record Riddles
News, Breakfast Symphony	.7	4	WQXR	1.0	6	News, Request Program
	2.0	13	Misc.	3.0	17	
Sets-in-Use	15.0	100		17.7	100	Sets-in-Use

8:15	Percent of Homes Lisnrs		Percent of Homes Lisnrs		9:15	
Home Town Frolic	.7	5	WAAT	1.3	8	Coffee Club
Phil Cook Show	1.3	10	WCBS	1.3	8	This is New York
Tedd Lawrence	.7	5	WHN	1.0	6	Music, Weather, News
News	.3	2	WINS	.7	4	Morning Matinee
The Fitzgeralds	1.7	12	WJZ	2.3	15	Wake up and Smile
Front Page Drama	.7	5	WMCA	.3	2	Religion and Life
Bob Smith Show	1.7	12	WNBC	1.3	8	Triple B Ranch
Anything Goes	.7	5	WNEW	1.7	10	Songs on Parade
Dorothy & Dick	3.0	22	WOR	2.7	17	They May See, Let's Go
Breakfast Symphony	.7	5	WQXR	1.0	6	Request Program
	2.3	17	Misc.	2.7	17	
Sets-in-Use	13.7	100		15.0	100	Sets-in-Use

8:30	Percent of Homes Lisnrs		Percent of Homes Lisnrs		9:30	
Home Town Frolic	.7	4	WAAT	1.0	7	Musical Comedy Favorites
Missus Goes Ashopping	2.0	13	WCBS	1.7	11	This is New York
Tedd Lawrence	.3	2	WHN	.7	4	Musical Street
Morning Matinee	.3	2	WINS	1.0	7	News
The Fitzgeralds	2.0	13	WJZ	1.7	11	Wake up and Smile
News, John McKnight	.7	4	WMCA	.3	2	The Music Box
Frank Luther	1.7	10	WNBC	1.3	9	All Aboard Adventure
News, Anything Goes	1.7	10	WNEW	1.7	11	News, Perry Como
Dorothy & Dick	3.7	23	WOR	2.3	16	Uncle Don
Breakfast Symphony	.7	4	WQXR	1.0	7	Request Program
	2.3	15	Misc.	2.7	18	
Sets-in-Use	16.0	100		15.0	100	Sets-in-Use

8:45	Percent of Homes Lisnrs		Percent of Homes Lisnrs		9:45	
Home Town Frolic	.7	4	WAAT	1.0	6	Frank Sinatra
Margaret Arlen	1.7	10	WCBS	1.7	10	Robbins-Records Shop
Tedd Lawrence	.7	4	WHN	.7	4	Footlight Echoes
Morning Matinee	.3	2	WINS	1.0	6	Your Morning Star
The Fitzgeralds	2.0	13	WJZ	2.0	12	Wake up and Smile
Unity Viewpoints	1.3	8	WMCA	.7	4	The Music Box
Frank Luther	1.3	8	WNBC	1.7	10	Saturday Stamp Club
Anything Goes	1.3	8	WNEW	1.7	10	Calling all Girls
Dorothy & Dick, News	3.3	21	WOR	2.3	14	Uncle Don
Breakfast Symphony	.7	4	WQXR	1.0	6	Request Program
	2.7	17	Misc.	3.0	18	
Sets-in-Use	16.0	100		16.3	100	Sets-in-Use

10:00 AM	Percent of Homes Lisnrs			Percent of Homes Lisnrs		11:00 AM
News, Parade of Stars	.7	3	WAAT	.7	3	News, Bing Crosby
Robbins Record Shop	1.7	8	WCBS	4.3	16	News, Let's Pretend
Husing's Bandstand	1.7	8	WHN	1.7	6	Husing's Bandstand
Building Counsellor	1.0	5	WINS	1.0	4	Primer for Jazz
Your Home Beautiful	1.3	6	WJZ	2.3	9	Elizabeth Woodward
News, The Music Box	1.0	5	WMCA	1.7	6	News, The Music Box
Frank Merriwell	2.7	13	WNBC	1.7	6	Teentimers Club
Make Believe Ballroom	3.3	16	WNEW	5.0	19	Make Believe Ballroom
News-H. Gladstone	4.3	21	WOR	4.3	16	News-G. Putnam
News, Gilbert & Sullivan	1.0	5	WQXR	1.3	5	News, Symphonic Favorites
	2.7	13	Misc.	2.7	10	
Sets-in-Use	21.0	100		26.3	100	Sets-in-Use

10:15	Percent of Homes Lisnrs			Percent of Homes Lisnrs		11:15
Books Bring Adventure	.3	2	WAAT	.7	3	Bing Crosby
The Garden Gate	1.0	5	WCBS	4.3	18	Let's Pretend
Husing's Bandstand	2.0	10	WHN	1.3	6	Husing's Bandstand
Tales of Fairyland	.7	3	WINS	1.0	4	C. Spivak Orch
Bible Message	1.0	5	WJZ	1.7	7	Buddy Weed Trio
The Music Box	1.0	5	WMCA	1.3	6	Western Serenade
Frank Merriwell	2.7	14	WNBC	1.7	7	Teentimers Club
Make Believe Ballroom	3.7	19	WNEW	5.0	21	Make Believe Ballroom
Kate Smith Serenade	4.0	20	WDR	3.7	15	Tello-Test
Gilbert & Sullivan	1.0	5	WQXR	1.3	6	Symphonic Favorites
	2.7	14	Misc.	2.3	10	
Sets-in-Use	19.7	100		24.0	100	Sets-in-Use

10:30	Percent of Homes Lisnrs			Percent of Homes Lisnrs		11:30
Album Revue	.3	2	WAAT	.7	3	Music-Newark Schools
Mary Lee Taylor	2.0	10	WCBS	4.7	20	Adventurers Club
Husing's Bandstand	2.3	11	WHN	1.3	6	Husing's Bandstand
Sport Club of the Air	1.0	5	WINS	1.0	4	Between us Teens
Junior Junction	1.3	6	WJZ	2.3	10	Piano Playhouse
The Music Box	1.3	6	WMCA	1.3	6	Young Book Reviewers
Archie Andrews	2.7	13	WNBC	2.0	9	Smilin' Ed McConnell
News, Ballroom	4.3	21	WNEW	4.7	20	News, Bing Crosby
P.A.L. Show	2.7	13	WOR	1.7	7	Man on the Farm
N.Y. Times Youth Forum	1.0	5	WQXR	1.0	4	Symphonic Favorites
	2.0	10	Misc.	3.0	13	
Sets-in-Use	20.7	100		23.3	100	Sets-in-Use

10:45	Percent of Homes Lisnrs			Percent of Homes Lisnrs		11:45
Album Revue	.7	3	WAAT	.7	3	Fashions in Rhythm
Mary Lee Taylor	2.3	11	WCBS	4.7	21	Adventurers Club
Husing's Bandstand	2.3	11	WHN	1.3	6	Husing's Bandstand
Sports Club of the Air	1.0	5	WINS	1.0	4	Between us Teens
Junior Junction	2.0	9	WJZ	2.0	9	Piano Playhouse
The Music Box	1.3	6	WMCA	1.7	7	Young Book Reviewers
Archie Andrews	2.3	11	WNBC	2.0	9	Smilin' Ed McConnell
Make Believe Ballroom	4.3	20	WNEW	4.3	19	Bing Crosby
P.A.L. Show	3.0	14	WOR	1.3	6	Man on the Farm
N.Y. Times Youth Forum	1.3	6	WQXR	1.3	6	Symphonic Favorites
	1.7	8	Misc.	2.7	12	
Sets-in-Use	22.0	100		22.7	100	Sets-in-Use

12 Noon			Percent of Homes Lisnrs		Percent of Homes Lisnrs		1:00 PM		
News, Midday Serenade	.7	3	WAAT	1.3	7	News, Home Town Frolic			
Theatre of Today	5.3	24	WCBS	4.3	23	Grand Central Station			
For Children Only	1.0	4	WHN	1.3	7	Weather, Show Tune Time			
News	1.3	6	WINS	.7	4	Surprise Package			
Children & Schools	1.3	6	WJZ	1.3	7	Youth Asks the Gov't			
News, Mr. & Mrs. Music	2.3	10	WMCA	2.0	11	News, Mr. & Mrs. Music			
News-R. Hall	2.7	12	WNBC	1.7	9	Farm & Home Hour			
Take it Easy	2.7	12	WNEW	1.7	9	Luncheon with Lopez			
Shirley Eder Presents	2.0	9	WOR	1.3	7	Luncheon at Sardi's			
News, Luncheon Concert	1.7	7	WQXR	1.7	9	News, Midday Symphony			
	1.7	7	Misc.	2.0	11				
Sets-in-Use	22.3	100		19.0	100	Sets-in-Use			
12:15			Percent of Homes Lisnrs		Percent of Homes Lisnrs		1:15		
Among my Souvenirs	.7	3	WAAT	1.0	6	Home Town Frolic			
Theatre of Today	5.7	26	WCBS	4.0	23	Grand Central Station			
For Children Only	1.0	5	WHN	1.7	9	Joan Edwards			
Jack Lacy	1.0	5	WINS	.7	4	Surprise Package			
Tell me Doctor	1.0	5	WJZ	1.3	8	Youth Asks the Gov't			
Mr. & Mrs. Music	2.3	11	WMCA	2.0	11	Mr. & Mrs. Music			
Consumer's Time	2.3	11	WNBC	1.0	6	Farm & Home Hour			
Take it Easy	2.3	11	WNEW	1.3	8	I'll Take Romance			
New York Soap Box	2.0	9	WOR	1.3	8	Luncheon at Sardi's			
Luncheon Concert	1.7	8	WQXR	1.7	9	Midday Symphony			
	2.0	9	Misc.	2.0	11				
Sets-in-Use	21.7	100		17.7	100	Sets-in-Use			
12:30			Percent of Homes Lisnrs		Percent of Homes Lisnrs		1:30		
Broadwayites	1.3	6	WAAT	.7	4	Home Town Frolic			
Stars over Hollywood	6.0	26	WCBS	3.3	19	County Fair			
G. Lombardo Orch	2.0	9	WHN	2.7	15	News, Warm up Time			
Currier School	.7	3	WINS	1.3	8	Surprise Package			
News, American Farmer	1.3	6	WJZ	1.3	8	Galen Drake			
Mr & Mrs. Music	1.7	7	WMCA	1.7	9	Mr. & Mrs. Music			
Spending for Happiness	2.0	9	WNBC	1.0	6	Veterans Advisor			
News, Juke Box Jury	1.3	6	WNEW	1.7	9	News, Singing Stars			
News-H. Gladstone	3.0	13	WOR	1.3	8	What's name of Song			
Luncheon Concert	1.7	7	WQXR	1.3	8	Midday Symphony			
	2.0	9	Misc.	2.0	11				
Sets-in-Use	22.7	100		17.7	100	Sets-in-Use			
12:45			Percent of Homes Lisnrs		Percent of Homes Lisnrs		1:45		
Broadwayites	1.3	6	WAAT	.7	4	Home Town Frolic			
Stars over Hollywood	6.0	29	WCBS	3.0	18	County Fair			
Frank Sinatra	2.0	10	WHN	3.0	18	Warm up Time			
Currier School	.7	3	WINS	1.7	10	Surprise Package			
The American Farmer	1.0	5	WJZ	1.3	8	Galen Drake			
Mr. & Mrs. Music	1.7	8	WMCA	1.7	10	Mr. & Mrs. Music			
Let's Ask Mom	2.0	10	WNBC	.7	4	Here's to Veterans			
Juke Box Jury	1.0	5	WNEW	1.3	8	Your Singing Stars			
The Answer Man	2.0	10	WOR	1.3	8	What's name of Song			
Luncheon Concert	1.7	8	WQXR	1.0	6	Midday Symphony			
	2.0	10	Misc.	2.0	12				
Sets-in-Use	21.0	100		17.0	100	Sets-in-Use			

2:00 PM	Percent of Homes Lisnrs		Percent of Homes Lisnrs		3:00 PM	
News, Home Town Frolic	.7	3	WAAT	.7	3	News, Bing Crosby
Give and Take	3.0	16	WCBS	1.7	8	Cross Section U.S.A.
Yankees at Brooklyn	4.7	24	WHN	4.7	22	Baseball
Yankees at Brooklyn	3.0	16	WINS	3.7	17	Baseball
Our Town	1.0	5	WJZ	1.7	8	P. Brestoff Orch
News, Spotlight Varieties	1.7	9	WMCA	2.3	11	Baseball
How's your Health	1.0	5	WNBC	1.7	8	Orchs of the Nation
Music Hall	1.7	9	WNEW	1.3	6	Music Hall
On the Swing Side	1.3	7	WOR	2.3	11	Army Day Parade
News, Program Favorites	1.0	5	WQXR	.7	3	News, Recent Releases
	1.7	9	Misc.	1.7	8	
Sets-in-Use	19.3	100		21.3	100	Sets-in-Use

2:15	Percent of Homes Lisnrs		Percent of Homes Lisnrs		3:15	
Home Town Frolic	.3	2	WAAT	.3	2	Bing Crosby
Give and Take	2.7	14	WCBS	2.0	9	Cross Section U.S.A.
Baseball	4.7	25	WHN	5.3	24	Baseball
Baseball	3.3	18	WINS	3.7	17	Baseball
Our Town	1.0	5	WJZ	1.7	8	P. Brestoff Orch
Spotlight Varieties	1.7	9	WMCA	2.7	12	Baseball
Your Radio Reporter	.7	4	WNBC	1.3	6	Orchs of the Nation
Music Hall	1.3	7	WNEW	1.3	6	Music Hall
On the Swing Side	1.3	7	WOR	2.3	11	Barry Gray Show
Program Favorites	1.0	5	WQXR	.7	3	Recent Releases
	2.0	11	Misc.	1.7	8	
Sets-in-Use	18.7	100		22.0	100	Sets-in-Use

2:30	Percent of Homes Lisnrs		Percent of Homes Lisnrs		3:30	
Home Town Frolic	.3	2	WAAT	.7	3	Band Revue
Country Journal	1.3	6	WCBS	1.7	8	Cappella Choir
Baseball	5.0	23	WHN	5.0	23	Baseball
Baseball	3.3	16	WINS	3.7	17	Baseball
Hill Toppers	1.0	5	WJZ	.7	3	Sunset Roundup
Cleveland Vs. Giants	2.7	13	WMCA	2.7	12	Baseball
The Baxters	2.3	11	WNBC	1.7	8	Orchs of the Nation
News, Music Hall	1.7	8	WNEW	1.7	8	News, Music Hall
This is Jazz	2.3	11	WOR	2.7	12	Barry Gray Show
Curtain at 2:30	.7	3	WQXR	.7	3	Music of our Time
	2.0	9	Misc.	2.0	9	
Sets-in-Use	21.3	100		22.0	100	Sets-in-Use

2:45	Percent of Homes Lisnrs		Percent of Homes Lisnrs		3:45	
Home Town Frolic	.7	3	WAAT	.7	3	Band Revue
Country Journal	1.3	6	WCBS	1.7	8	Davidson Glee Club
Baseball	5.3	26	WHN	5.0	23	Baseball
Baseball	3.0	15	WINS	3.7	17	Baseball
This is for You	1.0	5	WJZ	.7	3	Sunset Roundup
Baseball	2.7	13	WMCA	2.7	12	Baseball
Story to Order	1.3	6	WNBC	1.3	6	Orchs of the Nation
Music Hall	1.3	6	WNEW	2.0	9	Music Hall
This is Jazz	2.7	13	WOR	2.7	12	Barry Gray Show
Musical Memory Game	.7	3	WQXR	.7	3	Music of our Time
	2.0	10	Misc.	2.0	9	
Sets-in-Use	20.7	100		22.0	100	Sets-in-Use

4:00 PM	Percent of Homes Lisnrs			Percent of Homes Lisnrs		5:00 PM
News, Band Revue	1.3	5	WAAT	1.3	5	News, Requestfully Yours
Racing	1.7	6	WCBS	1.7	7	Philadelphia Orch
Baseball, Sports Extra	4.7	16	WHN	2.3	9	Husing's Bandstand
Baseball, Orch	3.0	11	WINS	1.7	7	Tea Time
Racing	4.3	15	WJZ	5.0	7	Saturday Concert
Baseball	2.7	9	WMCA	1.7	7	News, Grandstand-Bandstand
Doctors-Then and Now	2.3	8	WNBC	2.0	8	Home is What You Make It
H. James Orch	1.7	6	WNEW	2.3	9	High School Hour
Racing	3.0	11	WOR	3.7	14	For your Approval
News, Symphony Matinee	1.3	5	WQXR	1.3	5	News, Invitation-Dance
	3.3	12	Misc.	3.3	13	
Sets-in-Use	28.3	100		25.3	100	Sets-in-Use

4:15	Percent of Homes Lisnrs			Percent of Homes Lisnrs		5:15
Band Revue	1.3	5	WAAT	1.3	6	Requestfully Yours
Phila. Bulletin Program	.7	3	WCBS	1.7	7	Philadelphia Orch
Sports Extra	4.3	17	WHN	2.3	10	Husing's Bandstand
D. Ellington Orch	2.7	10	WINS	1.3	6	Tea Time
Stars in the Afternoon	3.0	12	WJZ	4.0	17	Saturday Concert
Baseball	2.7	10	WMCA	1.3	6	Grandstand-Bandstand
Doctors-Then and Now	2.0	8	WNBC	1.7	7	Home is What you Make It
H. James Orch	1.7	7	WNEW	2.3	10	High School Hour
Barry Gray Show	3.0	12	WOR	3.7	15	For your Approval
Symphonic Matinee	1.0	4	WQXR	1.3	6	E. Pizuto-Piano
	3.3	13	Misc.	3.3	14	
Sets-in-Use	25.3	100		23.7	100	Sets-in-Use

4:30	Percent of Homes Lisnrs			Percent of Homes Lisnrs		5:30
Band Revue	1.7	6	WAAT	1.3	5	Requestfully Yours
Adventures in Science	1.3	5	WCBS	2.3	9	Philadelphia Orch
Sports Extra, X. Cugat Orch	4.0	14	WHN	2.3	9	Husing's Bandstand
Tea Time	2.3	8	WINS	1.7	7	Tea Time
F. D. R. Memorial	4.3	15	WJZ	3.7	14	Saturday Concert
" "	2.3	8	WMCA	1.3	5	News
" "	3.3	11	WNBC	2.3	9	Three Suns Shine
" "	2.0	7	WNEW	4.0	16	News, Ballroom
" "	3.7	13	WOR	2.7	10	Jean Tighe Show
" "	1.3	5	WQXR	1.3	5	Cocktail Time
	4.3	15	Misc.	3.0	12	
Sets-in-Use	29.3	100		25.3	100	Sets-in-Use

4:45	Percent of Homes Lisnrs			Percent of Homes Lisnrs		5:45
Joe Pica-Piano	1.7	6	WAAT	1.3	5	Requestfully Yours
Of Men and Books	1.0	4	WCBS	3.0	12	Philadelphia Orch
R. Bloch Orch	3.3	12	WHN	2.0	7	Husing's Bandstand
Tea Time	2.0	7	WINS	1.3	5	Tea Time
F. D. R., T. Straeter Orch	4.3	16	WJZ	3.7	14	Saturday Concert
" , A. Wallenstien Orch	2.3	8	WMCA	1.7	6	Matinee at WMCA
" , W. Berquist Orch	3.3	12	WNBC	2.3	9	King Cole Trio
" , News, Cocktails for Two	2.0	7	WNEW	4.3	16	Make Believe Ballroom
" , Barry Gray Show	3.7	13	WOR	3.0	12	Jan August Show
" , Symph. Varieties	1.3	5	WQXR	1.3	5	Cocktail Time
	4.3	16	Misc.	3.0	12	
Sets-in-Use	28.0	100		26.7	100	Sets-in-Use

6:00 PM	Percent of Homes Lisnrs			Percent of Homes Lisnrs		7:00 PM
News, Requestfully Yours	1.3	5	WAAT	1.7	6	News, Requestfully Yours
News-B.Hite	2.7	11	WCBS	2.7	9	Waitin for Clayton
Husing's Bandstand	1.7	7	WHN	2.0	7	Here's to Veterans
News	.7	3	WINS	1.0	4	Spotlight
News, Jimmy Blair	2.3	9	WJZ	2.3	8	Voice of Business
News, Miniature Revue	1.0	4	WMCA	1.3	5	News, Harmonies
News-K. Banghart	3.3	14	WNBC	2.7	9	Our Foreign Policy
Make Believe Ballroom	4.3	18	WNEW	4.7	16	Make Believe Ballroom
George C. Putnam	4.3	18	WOR	6.0	21	Guess Who
Music	.7	3	WOV	1.0	4	1280 Club
News, Music to Remember	1.0	4	WQXR	1.0	4	News, Concert Stage
	1.7	7	Misc.	2.3	8	
Sets-in-Use	24.7	100		28.3	100	Sets-in-Use

6:15	Percent of Homes Lisnrs			Percent of Homes Lisnrs		7:15
Requestfully Yours	1.3	6	WAAT	1.7	6	Requestfully Yours
The Chicagoans	2.3	10	WCBS	3.3	11	Jean Sablon Show
Husing's Bandstand	1.7	7	WHN	2.0	7	Sports Final
H. James Orch	1.0	4	WINS	1.0	3	Spotlight
Chittison Trio	1.3	6	WJZ	2.3	8	Song Spinners
Mills Bros.	1.0	4	WMCA	1.3	4	Echoes of Big Time
WNEC Ballot Box	2.7	11	WNBC	3.0	10	Our Foreign Policy
Make Believe Ballroom	4.3	19	WNEW	4.7	16	Make Believe Ballroom
Guest House	3.7	16	WOR	6.3	21	Guess Who
Music for Dinner, Do you Know	1.0	4	WOV	1.0	3	1280 Club, Do you Know
Music to Remember, Weather	1.0	4	WQXR	1.0	3	Concert Stage
	2.0	9	Misc.	2.7	9	
Sets-in-Use	23.3	100		30.0	100	Sets-in-Use

6:30	Percent of Homes Lisnrs			Percent of Homes Lisnrs		7:30
Requestfully Yours	1.3	5	WAAT	1.0	3	Symphonette
The Chicagoans	2.0	8	WCBS	8.3	26	Vaughn Monroe Show
George H. Combs	1.0	4	WHN	1.3	4	Morey Amsterdam Show
F.D.R. Memorial	1.0	4	WINS	.7	2	Top of the Evening
H. Wismer-Sports	1.7	7	WJZ	3.3	10	Amer. Cancer Society
Racing Results	1.7	7	WMCA	1.3	4	Let's Dance Preview
WNEC Ballot Box	2.7	10	WNBC	6.0	18	Curtain Time
News, Ballroom	4.3	17	WNEW	2.0	6	News, Bird's Eye Review
News-Van Deventer	6.0	23	WOR	4.0	12	Listener Reports
1280 Club	1.3	5	WOV	1.3	4	1280 Club
Dinner Concert	1.0	4	WQXR	1.3	4	Memorable Moments
	2.3	9	Misc.	3.0	9	
Sets-in-Use	25.7	100		32.7	100	Sets-in-Use

6:45	Percent of Homes Lisnrs			Percent of Homes Lisnrs		7:45
Requestfully Yours	1.3	5	WAAT	1.0	3	Symphonette
News-L. Lesueur	2.3	9	WCBS	8.0	25	Vaughn Monroe Show
Melody Theatre	.7	3	WHN	1.3	4	Morey Amsterdam Show
Don Dunphy-Sports	1.0	4	WINS	1.3	4	Top of the Evening
Labor U.S.A.	2.7	10	WJZ	3.3	10	Amer. Cancer Society
Giant Jottings	1.3	5	WMCA	1.3	4	Guest Star
Religion in the News	2.7	10	WNBC	5.7	18	Curtain Time
Make Believe Ballroom	4.3	17	WNEW	1.7	5	Jeff Clark-Songs
Stan Lomax	4.3	17	WOR	4.0	12	The Answer Man
1280 Club	1.0	4	WOV	1.3	4	1280 Club
Dinner Concert	1.0	4	WQXR	1.3	4	Memorable Moments
	3.0	12	Misc.	2.7	8	
Sets-in-Use	25.3	100		32.3	100	Sets-in-Use

8:00 PM	Percent of			Percent of		9:00 PM
	Homes	Lisnrs		Homes	Lisnrs	
News,World Affairs	.7	2	WAAT	1.0	2	News,Night Time Frolic
Once Upon a Tune	4.7	11	WCBS	13.0	31	Your Hit Parade
Word of Life Hour	.7	2	WHN	1.3	3	South American Sway
Conversation at Eight	1.0	2	WINS	1.3	3	Cincinnati Symphony
Famous Jury Trials	7.3	18	WJZ	13.7	33	Gang Busters
News,One Night Stand	1.0	2	WMCA	1.0	2	News,Let's Dance
Life of Riley	12.7	31	WNBC	4.3	10	Time-Place-Tune
Dance Parade	1.7	4	WNEW	1.0	2	Swing Session
Twenty Questions	7.3	18	WOR	3.3	8	The Mighty Casey
1280 Club	1.3	3	WOV	.7	2	Band Parade
News,Symphony Hall	1.3	3	WQXR	1.7	4	News,Saturday Concert
Sets-in-Use	41.0	100	Misc.	1.3	3	Sets-in-Use
				41.7	100	

8:15	Percent of			Percent of		9:15
	Homes	Lisnrs		Homes	Lisnrs	
Your Dog and Mine	.3	1	WAAT	.7	2	Night Time Frolic
Once Upon a Tune	4.7	11	WCBS	12.3	30	Your Hit Parade
Word of Life Hour	.3	1	WHN	1.3	3	South American Sway
Conversation at Eight	1.0	2	WINS	1.3	3	Cincinnati Symphony
Famous Jury Trials	7.3	18	WJZ	13.7	33	Gang Busters
One Night Stand	1.3	3	WMCA	1.3	3	Let's Dance
Life of Riley	12.7	31	WNBC	4.0	10	Time-Place-Tune
Dance Parade	1.7	4	WNEW	1.0	2	Swing Session
Twenty Questions	7.3	18	WOR	3.0	7	The Mighty Casey
1280 Club,Do you Know	1.3	3	WOV	.7	2	Band Parade
Symphony Hall	1.3	3	WQXR	1.7	4	Saturday Eve.Concert
Sets-in-Use	41.0	100	Misc.	1.3	3	Sets-in-Use
				41.0	100	

8:30	Percent of			Percent of		9:30
	Homes	Lisnrs		Homes	Lisnrs	
Highways to Safety	.3	1	WAAT	.7	2	Night Time Frolic
Mayor of the Town	9.7	23	WCBS	10.3	25	Your Hit Parade
Bunkhouse Jamboree	1.0	2	WHN	1.7	4	South American Sway
Cincinnati Symphony	1.3	3	WINS	1.7	4	Cincinnati Symphony
I Deal in Crime	7.3	18	WJZ	10.0	24	Murder & Mr.Malone
Shoot the Works	1.3	3	WMCA	1.3	3	Let's Dance
Truth or Consequences	12.0	29	WNBC	8.0	19	Can You Top This
News,Swing Session	1.3	3	WNEW	1.3	3	News,Dance Parade
Scramby Amby	2.3	6	WOR	4.0	10	High Adventure
1280 Club	1.0	2	WOV	.7	2	Band Parade
Symphony Hall	1.7	4	WQXR	1.3	3	Saturday Eve.Concert
Sets-in-Use	41.3	100	Misc.	1.3	3	Sets-in-Use
				41.3	100	

8:45	Percent of			Percent of		9:45
	Homes	Lisnrs		Homes	Lisnrs	
Ceiling Unlimited	.3	1	WAAT	.7	2	Night Time Frolic
Mayor of the Town,News	9.7	24	WCBS	7.3	19	Saturday Night Serenade
Bunkhouse Jamboree	1.0	2	WHN	1.7	4	Guest Star
Cincinnati Symphony	1.7	4	WINS	1.7	4	Cincinnati Symphony
I Deal in Crime	7.0	17	WJZ	10.7	27	Murder & Mr.Malone
Shoot the Works	1.0	2	WMCA	1.0	3	Let's Dance
Truth or Consequences	12.0	30	WNBC	8.3	21	Can You Top This
Swing Session	1.3	3	WNEW	1.3	3	Dance Parade
Scramby Amby	2.0	5	WOR	4.3	11	High Adventure
1280 Club	1.3	3	WOV	.7	2	Band Parade
Symphony Hall	1.7	4	WQXR	1.3	3	Saturday Eve.Concert
Sets-in-Use	40.3	100	Misc.	1.3	3	Sets-in-Use
				39.3	100	

10:00 PM	Percent of Homes Lisnrs			Percent of Homes Lisnrs		11:00 PM
News, Serenade of Stars	.3	1	WAAT	.3	2	News, Zeb Carver
Saturday Night Serenade	6.3	21	WCBS	2.0	10	News, George Bryan
F.D.R. Memorial	1.3	4	WHN	1.3	7	Newsreel Theatre
Cincinnati Symphony	1.7	5	WINS	1.3	7	News, P. Grant
Professor Quiz	4.3	14	WJZ	2.0	10	News, News of Tomorrow
News, Let's Dance	1.0	3	WMCA	1.3	7	News, The Bandbox
Judy Canova Show	8.0	26	WNBC	4.0	20	News-B. Grauer
Dance Parade	1.0	3	WNEW	2.0	10	Dance Parade
Chicago Theatre	4.7	15	WOR	3.0	16	News-Van Deventer
News, Prairie Stars	.7	2	WOV	.3	2	Rev. Roberts
News, The Record Album	1.0	3	WQXR	1.3	7	News, Chamber Music
	1.7	5	Misc.	1.0	5	
Sets-in-Use	31.0	100		19.7	100	Sets-in-Use

10:15	Percent of Homes Lisnrs			Percent of Homes Lisnrs		11:15
F.D.R. Memorial	.3	1	WAAT	.3	3	Zeb Carver
This is Hollywood	6.7	21	WCBS	1.3	10	Quincy Howe, Footnote
I. Herron Orch	1.3	4	WHN	1.0	8	Newsreel Theatre
Cincinnati Symphony	1.7	5	WINS	1.3	10	Time to Dance
Professor Quiz	4.7	14	WJZ	1.0	8	George Hicks
Living Memorial	1.3	4	WMCA	.7	5	Unity Viewpoints
Judy Canova Show	8.0	25	WNBC	1.3	11	W.W. Chaplin
Dance Parade	1.0	3	WNEW	2.0	16	Dance Parade
Chicago Theatre	5.0	15	WOR	1.7	13	News, Weather
Prairie Stars	.3	1	WOV	.3	3	Rev. Roberts
The Record Album	1.0	3	WQXR	1.0	8	Chamber Music
	1.7	5	Misc.	.7	5	
Sets-in-Use	32.3	100		12.7	100	Sets-in-Use

10:30	Percent of Homes Lisnrs			Percent of Homes Lisnrs		11:30
Evening Sonata	.7	2	WAAT	.3	4	Serenade of Stars
This is Hollywood	6.7	24	WCBS	.7	7	West Point Choir
Robert Hall of Fame	1.3	5	WHN	1.0	11	Newsreel Theatre
Ten Ten Varieties	1.3	5	WINS	.7	7	Time to Dance
Greece-Turkey Aid	2.3	8	WJZ	.7	7	L. Noble Orch
Blue Nocturne	1.3	5	WMCA	.7	7	South of the Border
Grand Ole Opry	4.7	17	WNBC	1.0	11	L. Welk Orch
News, Dance Parade	1.3	5	WNEW	1.7	18	News, Dance Parade
Chicago Theatre	5.0	18	WOR	1.0	11	E. Coleman Orch
Prairie Stars	.7	2	WOV	.3	4	Rev. Roberts
Just Music	1.0	4	WQXR	.7	7	Chamber Music
	1.7	6	Misc.	.7	7	
Sets-in-Use	28.0	100		9.3	100	Sets-in-Use

10:45	Percent of Homes Lisnrs			Percent of Homes Lisnrs		11:45
Evening Sonata	.7	3	WAAT	.3	4	Serenade of Stars
General McNarney	1.3	6	WCBS	.3	4	West Point Choir
Irving Field Trio	1.3	6	WHN	.7	8	Newsreel Theatre
Ten Ten Varieties	1.3	6	WINS	.3	4	Time to Dance
Greece-Turkey Aid	2.0	9	WJZ	.7	8	L. Noble Orch
Blue Nocturne	1.3	6	WMCA	.7	8	South of the Border
Grand Ole Opry	5.0	22	WNBC	1.0	13	L. Welk Orch
Dance Parade	1.3	6	WNEW	1.3	17	Dance Parade
Chicago Theatre	4.7	21	WOR	1.0	13	E. Coleman Orch
Prairie Stars	.7	3	WOV	.3	4	Rev. Roberts
Just Music	1.0	4	WQXR	.7	8	Chamber Music
	1.7	7	Misc.	.7	8	
Sets-in-Use	22.3	100		8.0	100	Sets-in-Use

	Percent of			Percent of		
	Homes	Lisnrs		Homes	Lisnrs	
6:00 AM						7:00 AM
News, Musical Clock	-	-	WAAT	-	-	News, Musical Clock
News, Sunday Serenade	.3	50	WCBS	.3	11	News, Sunday Service
	*		WHN	.3	11	Newsreel Theatre
	*		WINS	*		
All Night Show	-	-	WJZ	.3	11	News, Concert Hall
All through the Night	.3	50	WMCA	.7	22	News, Music of all Faiths
	*		WNBC	*		
Milkman's Matinee	-	-	WNEW	.7	22	Songs of Faith
Sunrise Serenade	-	-	WOR	.3	11	Sunrise Serenade
	*		WQXR	*		
	-	-	Misc.	.3	11	
Sets-in-Use	.7	100		3.0	100	Sets-in-Use
6:15						7:15
Musical Clock	-	-	WAAT	-	-	Musical Clock
Sunday Serenade	.3	33	WCBS	.3	11	Sunday Service
	*		WHN	.3	11	Newsreel Theatre
	*		WINS	*		
All Night Show	-	-	WJZ	.3	11	Concert Hall
All through the Night	.3	33	WMCA	.7	22	Music of all Faiths
	*		WNBC	*		
Milkman's Matinee	.3	33	WNEW	.7	22	Songs of Faith
Sunrise Serenade	-	-	WOR	.3	11	Sunrise Serenade
	*		WQXR	*		
	-	-	Misc.	.3	11	
Sets-in-Use	1.0	100		3.0	100	Sets-in-Use
6:30						7:30
Musical Clock	-	-	WAAT	.3	6	Musical Clock
News, Sunday Serenade	.3	25	WCBS	1.0	17	News, Sunday Service
	*		WHN	.7	11	Newsreel Theatre
	*		WINS	-	-	Mail Bag
All Night Show	-	-	WJZ	.3	6	Concert Hall
All through the Night	.3	25	WMCA	.7	11	Sacred Heart Program
	*		WNBC	*		
News, Milkman's Matinee	.3	25	WNEW	1.3	22	News, Program Periscope
Sunrise Serenade	-	-	WOR	1.0	17	Sunrise Serenade
	*		WQXR	*		
	.3	25	Misc.	.7	11	
Sets-in-Use	1.3	100		6.0	100	Sets-in-Use
6:45						7:45
Musical Clock	-	-	WAAT	.3	6	Wandering Boys Quartet
Sunday Serenade	.3	17	WCBS	.7	11	Sunday Service
	*		WHN	.3	6	Newsreel Theatre
	*		WINS	.3	6	Mail Bag
All Night Show	.3	17	WJZ	.7	11	Concert Hall
All through the Night	.3	17	WMCA	.7	11	Music of all Faiths
	*		WNBC	*		
Milkman's Matinee	.3	17	WNEW	1.0	17	Front Page Drama
Sunrise Serenade	.3	17	WOR	1.0	17	Sunrise Serenade
	*		WQXR	*		
	.3	17	Misc.	1.0	17	
Sets-in-Use	2.0	100		6.0	100	Sets-in-Use

8:00 AM	Percent of Homes Lisnrs			Percent of Homes Lisnrs		9:00 AM
News, Goodwill Mission	.3	3	WAAT	.3	2	News, Religious Reporter
News	1.3	13	WCBS	2.7	18	CBS Morning News
Today and Yesterday	.7	7	WHN	.7	5	Young Peoples Church
News Organ Reveries	.7	7	WINS	.3	2	Pilgrim Hour
News Summary	1.0	10	WJZ	1.3	9	Sunday Men's Page
News, Musical Reflections	1.0	10	WMCA	1.3	9	News, Musicland
News, Organ Recital	1.0	10	WNBC	2.0	14	World News Roundup
Sunday Song Service	1.0	10	WNEW	1.3	9	Childrens Playhouse
Silver Strains	1.0	10	WOR	.7	5	Your Problems
News, Morning Parade	.3	3	WQXR	1.3	9	News, Breakfast Symphony
	1.7	17	Misc.	2.7	18	
Sets-in-Use	10.0	100		14.7	100	Sets-in-Use
8:15	Percent of Homes Lisnrs			Percent of Homes Lisnrs		9:15
Goodwill Mission	-	-	WAAT	.3	3	Religious Reporter, Frolics
The Mariners	.7	7	WCBS	2.0	16	Organ-E. Power Biggs
Choral Music	.7	7	WHN	.7	5	Young Peoples Church
Sacred Heart Program	.7	7	WINS	-	-	Pilgrim Hour
Folk Songs	.7	7	WJZ	1.3	11	Sunday Men's Page
Musical Reflections, News	1.0	11	WMCA	1.3	11	Musicland
Organ Recital	1.0	11	WNBC	1.3	11	Your City How it Works
Sunday Song Service	1.0	11	WNEW	1.3	11	Children's Playhouse
Lorraine Sherwood	1.3	15	WOR	1.0	8	Sermon of the Week
Morning Parade	.3	4	WQXR	1.3	11	Breakfast Symphony
	1.7	19	Misc.	2.0	16	
Sets-in-Use	9.0	100		12.7	100	Sets-in-Use
8:30	Percent of Homes Lisnrs			Percent of Homes Lisnrs		9:30
Goodwill Mission	-	-	WAAT	.7	5	Sunday Morning Frolics
Carolina Calling	.7	8	WCBS	1.7	12	Organ-E. Power Biggs
Bible Study Singers	.7	8	WHN	.7	5	Bible Auditorium
Pop Concert	.3	4	WINS	.3	2	Wadsworth Church
Coffee Concerts	.3	4	WJZ	1.7	12	Coast to Coast Bus
Bible Institute Hour	.7	8	WMCA	1.3	10	News
Coffee with Congress	1.0	12	WNBC	1.3	10	Kirt Maier-Piano
News, Living Bible	.7	8	WNEW	2.0	14	News, Picture Story
News-G. Putnam	2.3	28	WOR	1.3	10	Sunday Radio Chapel
Breakfast Symphony	.3	4	WQXR	1.0	7	Breakfast Symphony
	1.7	20	Misc.	2.0	14	
Sets-in-Use	8.3	100		14.0	100	Sets-in-Use
8:45	Percent of Homes Lisnrs			Percent of Homes Lisnrs		9:45
Melody Mirror	.3	4	WAAT	.7	5	Sunday Morning Frolics
Carolina Calling	1.0	11	WCBS	2.0	14	News-H. Marble
Bible Study Singers	.7	7	WHN	.7	5	Bible Auditorium
The Chosen People	.3	4	WINS	.3	2	Christian Science
Coffee Concerts	.7	7	WJZ	2.0	14	Coast to Coast Bus, News
Bible Institute Hour	.7	7	WMCA	1.0	7	Religious News
Coffee with Congress	1.0	11	WNBC	1.3	9	D & H Miners, News
The Living Bible	.7	7	WNEW	2.0	14	Talking Picture Story
Uncle Don	2.0	22	WOR	1.3	9	Sunday Radio Chapel
Breakfast Symphony	.3	4	WQXR	1.0	7	Breakfast Symphony
	1.7	19	Misc.	2.0	14	
Sets-in-Use	9.0	100		14.3	100	Sets-in-Use

10:00 AM		Percent of Homes Lisnrs		Percent of Homes Lisnrs		11:00 AM	
News, Music Revue	.7	3	WAAT	1.0	3	News, Sweet Swing	
Church of the Air	2.0	10	WCBS	2.7	9	News, Wings over Jordan	
Radio Bible Class	.7	3	WHN	.3	1	America Back to God	
News	1.0	5	WINS	.7	2	G. Davis-Sports	
Message of Israel	2.0	10	WJZ	3.3	11	The Fitzgeralds	
News, Musical Showcase	1.3	6	WMCA	1.3	5	News, Musical Showcase	
National Radio Pulpit	1.0	5	WNBC	6.7	23	Children's Hour	
Music in the Air	2.0	10	WNEW	4.3	15	Music in the Air	
News-G. Putnam	6.3	31	WOR	5.0	17	News-G. Putnam	
News, Gilbert & Sullivan	2.0	10	WQXR	1.3	5	News, Masterworks	
	1.7	8	Misc.	3.0	10		
Sets-in-Use	20.7	100		29.3	100	Sets-in-Use	

10:15		Percent of Homes Lisnrs		Percent of Homes Lisnrs		11:15	
Music Revue	.7	3	WAAT	.7	2	Sweet Swing	
Church of the Air	2.0	10	WCBS	2.3	8	Wings over Jordan	
Radio Bible Class	.3	2	WHN	.3	1	America Back to God	
Ivory Tower	1.0	5	WINS	1.0	4	Music	
Message of Israel	2.0	10	WJZ	3.3	12	The Fitzgeralds	
Musical Showcase	1.3	6	WMCA	1.3	5	Musical Showcase	
National Radio Pulpit	1.7	8	WNBC	7.0	24	Children's Hour	
Music in the Air	2.3	11	WNEW	5.0	18	Music in the Air	
Frank Kingdon	5.7	27	WOR	3.7	13	Brunch-Dorothy & Dick	
Gilbert & Sullivan	2.0	10	WQXR	1.0	4	Ethical Culture	
	1.7	8	Misc.	3.0	11		
Sets-in-Use	20.7	100		28.3	100	Sets-in-Use	

10:30		Percent of Homes Lisnrs		Percent of Homes Lisnrs		11:30	
Music Revue	1.0	4	WAAT	.3	1	Old First Church	
Church of the Air	2.0	9	WCBS	2.7	10	Tabernacle Choir	
Voice of Prophecy	.7	3	WHN	.7	2	Calvary Baptist Church	
Circle Arrow Show	1.0	4	WINS	1.0	4	Sunday Fiesta	
Southernaires	2.3	10	WJZ	2.7	10	Hour of Faith	
News, Musical Showcase	1.3	6	WMCA	1.3	5	Musical Showcase	
Children's Hour	5.0	22	WNBC	5.3	20	News-G. McCarthy	
News, Music in the Air	3.0	13	WNEW	5.3	20	News, Bing Crosby	
Time for Remembrance	2.7	11	WOR	3.7	14	Brunch-Dorothy & Dick	
Gilbert & Sullivan	2.0	9	WQXR	.7	2	Ethical Culture	
	2.3	10	Misc.	3.3	12		
Sets-in-Use	23.0	100		26.7	100	Sets-in-Use	

10:45		Percent of Homes Lisnrs		Percent of Homes Lisnrs		11:45	
Music Revue	1.3	6	WAAT	.3	1	Old First Church	
Church of the Air	2.0	9	WCBS	2.7	10	Tabernacle Choir	
Voice of Prophecy	.3	1	WHN	.7	3	Calvary Baptist Church	
Circle Arrow Show	.7	3	WINS	1.0	4	Sunday Fiesta	
Southernaires	2.7	11	WJZ	3.0	11	Hour of Faith	
Musical Showcase	1.0	4	WMCA	1.0	4	Inquiring Parent	
Children's Hour	6.0	25	WNBC	5.0	19	Solitaire Time	
Music in the Air	3.3	14	WNEW	5.3	20	Bing Crosby	
Stardust Time	2.7	11	WOR	3.3	13	Brunch-Dorothy & Dick	
Gilbert & Sullivan	1.7	7	WQXR	.7	3	Ethical Culture	
	2.0	9	Misc.	3.7	14		
Sets-in-Use	23.7	100		26.3	100	Sets-in-Use	

12 Noon		Percent of Homes Lisnrs		Percent of Homes Lisnrs		1:00 PM	
News, Midday Serenade	1.0	4	WAAT	.7	3	News, Sunday Frolics	
Invitation to Learning	3.0	13	WCBS	3.0	13	People's Platform	
Calvary Baptist Church	.7	3	WHN	2.0	8	Yiddish Swing	
World Front	1.0	4	WINS	1.3	6	Battle of Baritones	
F.H. LaGuardia	5.7	25	WJZ	2.3	10	Johnny Thompson Show	
News, Kings of Song	1.0	4	WMCA	1.0	4	News, Fiesta	
Hi! Jinx	3.0	13	WNEC	4.3	18	News-Ed. Herlihy	
Bing Crosby	2.7	12	WNEW	2.7	11	Sunday Best	
The Show Shop	2.7	12	WOR	2.3	10	Canary Pet Show	
Ethical Culture	.3	2	WQXR	1.7	7	News, Farkas Presents	
	2.0	9	Misc.	2.7	11		
Sets-in-Use	22.7	100		23.7	100	Sets-in-Use	

12:15		Percent of Homes Lisnrs		Percent of Homes Lisnrs		1:15	
Among my Souvenirs	1.0	4	WAAT	.3	1	Sunday Frolics	
Invitation to Learning	3.0	13	WCBS	2.7	11	People's Platform	
Bing Crosby	.7	3	WHN	2.0	8	Wm. S. Gailmor	
World Front	1.0	4	WINS	1.7	7	Battle of Baritones	
F.H. LaGuardia, News	5.3	24	WJZ	2.0	8	Melodies to Remember	
Kings of Song	1.3	6	WMCA	1.3	6	Fiesta	
Hi! Jinx	3.0	13	WNEC	3.7	16	Frank Parker Show	
Vaudeville isn't Dead	2.7	12	WNEW	2.7	11	Sunday Best	
The Show Shop	2.7	12	WOR	2.3	10	Take These Notes	
Symphonic Varieties	.3	2	WQXR	2.0	8	Remy Farkas Presents	
	1.7	7	Misc.	3.0	13		
Sets-in-Use	22.3	100		23.7	100	Sets-in-Use	

12:30		Percent of Homes Lisnrs		Percent of Homes Lisnrs		1:30	
Musical Comedy Favorites	1.0	4	WAAT	.7	3	Sunday Frolics	
As Others See Us	2.0	9	WCBS	1.7	7	Lyman Bryson	
Hour of Champions	1.7	7	WHN	2.3	9	Harry Hershfield	
Battle of Baritones	1.3	6	WINS	1.7	7	Battle of Baritones	
Sunday Strings	2.7	12	WJZ	3.0	12	S. Kaye Serenade	
Ask Dr. Cyclo	1.0	4	WMCA	1.3	5	Sachs Show	
Eternal Light	4.7	21	WNEC	3.3	13	Chicago Round Table	
News, Something New	2.0	9	WNEW	3.0	12	News, Singing Stars	
Special Assignment	4.0	18	WOR	4.3	17	Juvenile Jury	
Piano thru Centuries	1.0	4	WQXR	1.7	7	Remy Farkas Presents	
	1.7	7	Misc.	2.7	10		
Sets-in-Use	22.3	100		25.7	100	Sets-in-Use	

12:45		Percent of Homes Lisnrs		Percent of Homes Lisnrs		1:45	
Winnie the Wave	.7	3	WAAT	.7	3	Sunday Frolics	
As Others See Us	2.0	9	WCBS	1.7	6	Howard K. Smith	
Hour of Champions	1.7	7	WHN	3.0	12	Warm up Time	
Battle of Baritones	1.3	6	WINS	2.0	8	Don Dumphy	
Raymond Swing	2.7	12	WJZ	3.3	13	S. Kaye Serenade, Fact	
Jerry Baker-Songs	1.0	4	WMCA	1.3	5	Sachs Show	
Eternal Light	4.7	21	WNEC	2.7	10	Chicago Round Table	
Something New	2.0	9	WNEW	2.7	10	Singing Stars	
News-G. Putnam	4.0	18	WOR	4.3	17	Juvenile Jury	
Piano thru Centuries	1.3	6	WQXR	1.7	6	Remy Farkas Presents	
	1.7	7	Misc.	2.7	10		
Sets-in-Use	22.3	100		26.0	100	Sets-in-Use	

2:00 PM	Percent of			Percent of		3:00 PM
	Homes	Lisnrs		Homes	Lisnrs	
News, Sunday Frolics	.7	2	WAAT	.7	2	News, Sports Show
Weekly News Review	2.7	9	WCBS	5.0	17	N.Y. Philharmonic
Yankees at Brooklyn	5.3	19	WHN	5.0	17	Baseball
Yankees at Brooklyn	3.3	12	WINS	2.7	13	Baseball
Danger, Dr. Danfield	2.0	7	WJZ	1.7	6	Warriors of Peace
News, Stars to Remember	1.0	3	WMCA	2.7	9	Baseball
RCA Victor Show	5.3	19	WNBC	4.3	15	Sheaffer Parade
The Perfect Program	1.3	5	WNEW	1.3	5	Maxine Sullivan
Married for Life	3.7	13	WOR	3.0	10	Dedication World Capital
News, Catholic Charities	1.7	6	WQXR	1.0	3	News, Christian Science
	2.0	7	Misc.	2.0	7	
Sets-in-Use	28.7	100		29.0	100	Sets-in-Use

2:15	Percent of			Percent of		3:15
	Homes	Lisnrs		Homes	Lisnrs	
Sunday Frolics	.3	1	WAAT	.7	2	Sports Show
Weekly News Review	2.7	9	WCBS	5.3	18	N.Y. Philharmonic
Baseball	5.3	18	WHN	4.7	16	Baseball
Baseball	4.0	14	WINS	3.7	13	Baseball
Danger, Dr. Danfield	2.0	7	WJZ	1.7	6	Warriors of Peace
Stars to Remember	1.7	6	WMCA	2.7	9	Baseball
RCA Victor Show	5.3	18	WNBC	4.3	15	Sheaffer Parade
The Perfect Program	1.3	5	WNEW	1.3	5	Johnny Guarnieri
Married for Life	3.3	11	WOR	3.0	10	Dedication World Capital
Catholic Charities Prog.	1.7	6	WQXR	1.0	3	Christian Science
	2.0	7	Misc.	2.0	7	
Sets-in-Use	29.3	100		29.0	100	Sets-in-Use

2:30	Percent of			Percent of		3:30
	Homes	Lisnrs		Homes	Lisnrs	
Sunday Frolics	.3	1	WAAT	.3	1	Album Revue
Here's to You	2.0	7	WCBS	5.7	19	N.Y. Philharmonic
Baseball	5.7	19	WHN	5.3	18	Baseball
Baseball	4.0	14	WINS	3.7	12	Baseball
National Vespers	1.3	5	WJZ	1.0	3	Vagabonds Quartet
Cleveland vs. Giants	2.0	7	WMCA	2.7	9	Baseball
Harvest of Stars	5.3	18	WNBC	5.3	18	One Man's Family
News, T. Dorsey Orch	1.0	3	WNEW	1.3	4	News, V. Monroe Orch
News-G. Putnam	4.0	14	WOR	3.7	12	Crimes of Carelessness
Author Meets Critic	1.7	6	WQXR	1.0	3	Christian Science
	2.3	8	Misc.	1.7	6	
Sets-in-Use	29.3	100		29.7	100	Sets-in-Use

2:45	Percent of			Percent of		3:45
	Homes	Lisnrs		Homes	Lisnrs	
Sunday Frolics	.3	1	WAAT	.7	2	Animal Week
Here's to You	2.3	8	WCBS	5.7	19	N.Y. Philharmonic
Baseball	5.7	20	WHN	5.7	19	Baseball
Baseball	4.0	14	WINS	3.3	11	Baseball
National Vespers	1.3	5	WJZ	1.0	3	Samuel Pettengill
Baseball	2.7	9	WMCA	2.7	9	Baseball
Harvest of Stars	5.3	18	WNBC	5.0	17	One Man's Family
T. Dorsey Orch	1.3	5	WNEW	1.0	3	V. Monroe Orch
Word Stories	3.3	11	WOR	3.7	12	Crimes of Carelessness
Author Meets Critic	1.3	5	WQXR	1.0	3	Christian Science
	2.0	7	Misc.	2.0	7	
Sets-in-Use	29.0	100		29.7	100	Sets-in-Use

4:00 PM	Percent of Homes Lisnrs			Percent of Homes Lisnrs		5:00 PM
News, Glad Tidings	.3	1	WAAT	.3	1	News, Catholic Youth
N.Y. Philharmonic	4.0	12	WCBS	5.0	13	Family Hour
Baseball	5.0	15	WHN	6.0	15	Baseball
Baseball	3.3	10	WINS	3.7	9	Baseball
Are These our Children	2.7	8	WJZ	2.3	6	Quizdom Class
Baseball	2.7	8	WMCA	3.0	8	Baseball
Quiz Kids	4.3	13	WNBC	4.7	12	NBC Symphony
Richard Willis	1.7	5	WNEW	1.3	3	Show Business
House of Mystery	6.7	20	WOR	11.3	28	The Shadow
News, Symphonic Matinee	1.0	3	WQXR	1.3	3	News, Melodies Old Vienna
	2.7	8	Misc.	2.7	7	
Sets-in-Use	33.7	100		40.0	100	Sets-in-Use

4:15	Percent of Homes Lisnrs			Percent of Homes Lisnrs		5:15
Glad Tidings	.3	1	WAAT	.3	1	Catholic Youth Presents
N.Y. Philharmonic	4.0	12	WCBS	5.0	13	Family Hour
Baseball	4.7	14	WHN	4.0	10	Sports Extra
Baseball	3.3	10	WINS	2.7	7	Don Dunphy, Asking
Are These our Children	2.3	7	WMCA	3.0	8	Quizdom Class
Baseball	2.3	7	WMCA	3.3	8	Baseball
Quiz Kids	5.0	15	WNBC	5.0	13	NBC Symphony
Richard Willis	1.7	5	WNEW	1.7	4	Show Business
House of Mystery	7.0	21	WOR	11.3	29	The Shadow
Symphonic Matinee	1.0	3	WQXR	1.3	3	Melodies of Old Vienna
	2.7	8	Misc.	2.3	6	
Sets-in-Use	34.0	100		39.3	100	Sets-in-Use

4:30	Percent of Homes Lisnrs			Percent of Homes Lisnrs		5:30
Glad Tidings	-	-	WAAT	.3	1	Lutheran Hour
Hour of Charm	5.3	15	WCBS	4.7	12	Hoagy Carmichael
Baseball	5.3	15	WHN	2.0	5	Vic Domone
Baseball	4.0	12	WINS	2.0	5	Yours for the Asking
This Week Around World	2.3	7	WJZ	9.3	24	Counterspy
Baseball	2.3	7	WMCA	3.3	9	Baseball, Bandstand
America United	2.7	8	WNBC	5.7	15	NBC Symphony
News, P. Weston Orch	1.3	4	WNEW	1.7	4	News, Perry Como
True Detective Mysteries	8.3	24	WOR	7.7	20	Quick as a Flash
Symphonic Matinee	1.0	3	WQXR	1.0	3	The Opera House
	2.3	7	Misc.	2.3	6	
Sets-in-Use	34.7	100		39.0	100	Sets-in-Use

4:45	Percent of Homes Lisnrs			Percent of Homes Lisnrs		5:45
Glad Tidings, Music	-	-	WAAT	.3	1	Lutheran Hour
Hour of Charm	6.0	17	WCBS	5.7	14	Joseph C. Harsch
Baseball	5.3	16	WHN	2.0	5	T. Beneke Orch
Baseball	3.7	11	WINS	1.3	3	Yours for the Asking
This Week Around World	2.7	8	WJZ	9.3	23	Counterspy
Baseball	2.3	7	WMCA	3.0	8	Grandstand-Bandstand
America United	2.3	7	WNBC	5.7	14	NBC Symphony
P. Weston Orch	.7	2	WNEW	1.7	4	Perry Como
True Detective Mysteries	8.3	24	WOR	7.7	19	Quick as a Flash
Symphonic Matinee	1.3	4	WQXR	1.3	3	The Opera House
	2.0	6	Misc.	2.7	7	
Sets-in-Use	34.3	100		40.0	100	Sets-in-Use

6:00 PM	Percent of			Percent of		7:00 PM
	Homes	Lisnrs		Homes	Lisnrs	
News,Orch,Veteran	.3	1	WAAT	.7	2	News,Church News
Ozzie and Harriet	8.0	29	WCBS	4.7	11	Gene Autry Show
Bridge League	.7	2	WHN	1.0	2	Frank Sinatra
News	.7	2	WINS	.7	2	Bible Hour
Drew Pearson	6.7	24	WJZ	3.3	7	Willie Piper
News,American Panorama	1.0	4	WMCA	1.3	3	News,Conductors Podium
Catholic Hour	4.0	14	WNBC	24.7	56	Jack Benny Show
Night Life in New York	1.3	5	WNEW	.3	1	Limited Editions
Those Websters	3.0	11	WOR	4.7	11	Mysterious Traveler
The Opera House	.7	2	WQXR	1.3	3	News,Two Pianos
	2.0	7	Misc.	2.0	5	
Sets-in-Use	28.0	100		44.3	100	Sets-in-Use

6:15	Percent of			Percent of		7:15
	Homes	Lisnrs		Homes	Lisnrs	
Sermons in Songs	-	-	WAAT	.3	1	Catholic Youth Talks
Ozzie and Harriet	8.0	28	WCBS	4.3	10	Gene Autry Show
News	1.0	4	WHN	1.7	4	Sports Final
Message to Israel	.7	2	WINS	.7	2	Bible Hour
Don Gardiner-News	5.7	20	WJZ	3.3	7	Willie Piper
American Panorama	1.3	5	WMCA	1.0	2	Conductors Podium
Catholic Hour	4.3	15	WNBC	25.0	56	Jack Benny Show
Night Life in New York	1.3	5	WNEW	.3	1	Limited Editions
Those Websters	3.3	12	WOR	4.3	10	Mysterious Traveler
The Opera House	.7	2	WQXR	1.7	4	Two Pianos
	2.0	7	Misc.	2.0	5	
Sets-in-Use	28.3	100		44.3	100	Sets-in-Use

6:30	Percent of			Percent of		7:30
	Homes	Lisnrs		Homes	Lisnrs	
Trinity Church	-	-	WAAT	.3	1	Andy Hayes
Kate Smith Sings	8.0	25	WCBS	9.0	23	Blondie
F.Martin Orch	1.0	3	WHN	.7	2	Voice of Prophecy
Top Three	1.0	3	WINS	.3	1	Bellerose Church
Greatest Story Ever Told	4.7	15	WJZ	6.7	17	The Clock
Ave Maria Hour	1.7	5	WMCA	1.3	3	Music that Lives
Bob Burns Show	5.0	16	WNBC	14.7	37	Fitch Bandwagon
News,Balance the Books	1.7	5	WNEW	.7	2	News,What's it Worth
Nick Carter	6.0	19	WOR	2.3	6	News-M.Elliott
The Opera House	1.0	3	WQXR	2.0	5	I Was a Convict
	1.7	5	Misc.	2.3	6	
Sets-in-Use	31.3	100		39.7	100	Sets-in-Use

6:45	Percent of			Percent of		7:45
	Homes	Lisnrs		Homes	Lisnrs	
Everyday Adventures	.3	1	WAAT	.7	2	South American Rhythms
Kate Smith Sings	8.0	25	WCBS	9.0	23	Blondie
Surplus Property	1.0	3	WHN	.7	2	Voice of Prophecy
Top Three	1.0	3	WINS	.3	1	Bellerose Church
Greatest Story Ever Told	4.7	15	WJZ	6.0	16	The Clock
Ave Maria Hour	1.7	5	WMCA	1.3	3	Broadened Horizons
Bob Burns Show	5.3	17	WNBC	14.3	37	Fitch Bandwagon
Lets Balance the Books	1.3	4	WNEW	.7	2	What's it Worth
Nick Carter	5.7	18	WOR	2.7	7	Max Lerner
The Opera House	1.3	4	WQXR	1.7	4	I Was a Convict
	1.7	5	Misc.	2.3	6	
Sets-in-Use	31.7	100		38.7	100	Sets-in-Use

8:00 PM		Percent of Homes Lisnrs		Percent of Homes Lisnrs		9:00 PM	
News, Baptist Church	.7	2	WAAT	.7	1	News, Night Time Frolic	
Adventures Sam Spade	6.3	14	WCBS	5.7	12	Meet Corliss Archer	
Calvary Baptist Church	.7	2	WHN	.3	1	Revival Hour	
Bellerose Church	.7	2	WINS	.3	1	Baltimore Gospel	
Sunday Evening Hour	5.7	13	WJZ	19.7	40	Walter Winchell	
News, Elton Britt	.7	2	WMCA	1.3	3	News, Old Refrains	
Chase-Sanborn Program	20.0	44	WNBC	11.3	23	Man, Merry Go Round	
Piano Rhapsody	1.3	3	WNEW	.7	1	Mormon Choir	
A.L. Alexander	5.3	12	WOR	7.0	14	Exploring the Unknown	
News, Symphony Hall	1.7	4	WQXR	1.0	2	News, Sunday Eve. Concert	
	2.0	4	Misc.	1.7	3		
Sets-in-Use	45.0	100		49.0	100	Sets-in-Use	

8:15		Percent of Homes Lisnrs		Percent of Homes Lisnrs		9:15	
Baptist Church	.7	2	WAAT	.7	2	Night Time Frolic	
Adventures Sam Spade	6.0	14	WCBS	6.3	15	Meet Corliss Archer	
Calvary Baptist Church	.7	2	WHN	.3	1	Revival Hour	
Bellerose Church	.7	2	WINS	-	-	Baltimore Gospel	
Sunday Evening Hour	5.7	13	WJZ	9.7	23	Louella Parsons	
Elton Britt	.7	2	WMCA	1.3	3	Old Refrains	
Chase-Sanborn Program	19.7	45	WNBC	11.7	27	Man, Merry Go Round	
Piano Rhapsody	1.3	3	WNEW	.7	2	Mormon Choir	
A.L. Alexander	5.3	12	WOR	8.7	20	Exploring the Unknown	
Symphony Hall	1.3	3	WQXR	1.3	3	Sunday Eve. Concert	
	2.0	5	Misc.	2.7	6		
Sets-in-Use	44.0	100		42.7	100	Sets-in-Use	

8:30		Percent of Homes Lisnrs		Percent of Homes Lisnrs		9:30	
Baptist Church	.7	2	WAAT	-	-	Allenwood Church	
Crime Doctor	10.0	22	WCBS	8.0	19	Tony Martin Show	
Calvary Baptist Church	.3	1	WHN	.3	1	Revival Hour	
Lutheran League	.7	2	WINS	-	-	Baltimore Gospel	
Sunday Evening Hour	6.3	14	WJZ	9.0	22	Jimmy Fidler	
Composer's Notebook	1.3	3	WMCA	1.3	3	Concert on the Mall	
Fred Allen Show	19.7	43	WNBC	11.3	27	American Album	
News, Piano Rhapsody	1.3	3	WNEW	1.3	3	News, Music you Want	
Sports J.O'Reilly	2.7	6	WOR	7.3	18	Double or Nothing	
Symphony Hall	1.3	3	WQXR	1.0	2	Sunday Eve. Concert	
	2.0	4	Misc.	2.0	5		
Sets-in-Use	45.7	100		41.3	100	Sets-in-Use	

8:45		Percent of Homes Lisnrs		Percent of Homes Lisnrs		9:45	
Baptist Church	.7	2	WAAT	.3	1	Allenwood Church	
Crime Doctor, News	10.0	22	WCBS	7.7	19	Tony Martin Show	
Calvary Baptist Church	.3	1	WHN	.3	1	Revival Hour	
Lutheran League	.7	2	WINS	-	-	Baltimore Gospel	
Sunday Evening Hour	6.0	13	WJZ	8.3	21	Policewomen	
Composer's Notebook	1.3	3	WMCA	1.3	3	Concert on the Mall	
Fred Allen Show	19.0	42	WNBC	11.0	27	American Album	
Piano Rhapsody	1.0	2	WNEW	1.3	3	Music you Want	
George Putnam	3.7	8	WOR	7.0	17	Double or Nothing	
Symphony Hall	1.3	3	WQXR	1.3	3	Sunday Eve. Concert	
	2.3	5	Misc.	2.0	5		
Sets-in-Use	45.0	100		40.0	100	Sets-in-Use	

10:00 PM	Percent of Homes Lisnr		Percent of Homes Lisnr		11:00 PM	
News, Serenade of Stars	1.0	3	WAAT	.7	3	News, Zeb Carver
Take it or Leave it	9.7	29	WCBS	5.3	28	News, CBS News Feature
Manhattan Impressions	1.0	3	WHN	1.0	5	Newsreel Theatre
Cancer Society Program	1.0	2	WINS	.7	3	News
Theatre Guild	9.0	27	WJZ	4.0	21	News, News of Tomorrow
News, Footlight Revue	.7	2	WMCA	1.0	5	News, The Bandbox
Drene Show	5.3	16	WNBC	2.0	10	News-B. Grauer
Balalaika Quartet	.7	2	WNEW	.7	3	Music until Midnight
Gabriel Heatter Show	3.3	10	WOR	2.7	14	News-M. Elliott
News, Candlelight Concert	1.3	4	WQXR	1.0	5	News, Hour of Symphony
	1.3	4	Misc.	1.3	7	
Sets-in-Use	33.0	100		19.3	100	Sets-in-Use

10:15	Percent of Homes Lisnr		Percent of Homes Lisnr		11:15	
Serenade of Stars	1.0	3	WAAT	.3	3	Zeb Carver
Take it or Leave it	10.3	31	WCBS	1.7	15	U.N.O. Report
Manhattan Impressions	1.0	3	WHN	.7	6	Newsreel Theatre
Washington Front	.7	2	WINS	.7	6	Concert Hall
Theatre Guild	9.0	27	WJZ	1.7	15	Shirley Wolff
Footlight Revue	.7	2	WMCA	.7	6	Unity Viewpoints
Drene Show	5.3	16	WNBC	1.0	9	Cesar Saerchinger
Balalaika Quartet	.7	2	WNEW	.7	6	Music until Midnight
Gabriel Heatter Show	3.3	10	WOR	1.7	15	News, Weather
Candlelight Concert	1.3	4	WQXR	.7	6	Hour of Symphony
	1.3	4	Misc.	1.3	12	
Sets-in-Use	33.7	100		11.0	100	Sets-in-Use

10:30	Percent of Homes Lisnr		Percent of Homes Lisnr		11:30	
Jimmy Dale	.3	1	WAAT	.3	5	Shorty Warren
We, the People	5.7	23	WCBS	1.0	14	Music you Know
Robert Hall of Fame	1.0	4	WHN	.7	10	Newsreel Theatre
Soldiers of God	.7	3	WINS	.3	5	Concert Hall
Theatre Guild	8.3	34	WJZ	.7	10	L. Noble Orch
Algermon D. Black	1.0	4	WMCA	.7	10	South of the Border
West Point Choir	2.7	11	WNBC	1.0	14	Amer. Unitarians
News, Dancing in the Dark	1.0	4	WNEW	.7	10	News, Music
Family Theatre	2.3	10	WOR	.7	10	J. Edwards Orch
Just Music	1.3	5	WQXR	.3	5	Hour of Symphony
	1.3	5	Misc.	.7	10	
Sets-in-Use	24.3	100		7.0	100	Sets-in-Use

10:45	Percent of Homes Lisnr		Percent of Homes Lisnr		11:45	
Jimmy Dale	.3	2	WAAT	.3	7	Shorty Warren
We, the People	5.7	26	WCBS	1.0	20	Music you Know
Irving Field Trio	1.0	5	WHN	.3	7	Newsreel Theatre
Here's to Veterans	.7	3	WINS	-	-	Concert Hall
Theatre Guild	7.7	35	WJZ	.3	7	L. Noble Orch
London Column	1.0	5	WMCA	.7	13	Highlights Great Music
West Point Choir	1.7	8	WNBC	1.0	20	Amer. Unitarians
Pleasure Parade	.7	3	WNEW	.3	7	Music until Midnight
Family Theatre	2.0	9	WOR	.3	7	J. Edwards Orch
Just Music	1.0	5	WQXR	.3	7	Hour of Symphony
	1.3	6	Misc.	.3	7	
Sets-in-Use	22.0	100		5.0	100	Sets-in-Use