

# CITY **CAB** REPORT

*This city report is private, for members only, and is not for publication,*

*quotation, redistribution or reproduction in whole or in part.*

PERIOD: May - June, 1945

CITY SIZE GROUP: 50,000-100,000

TIME ZONE: Eastern

GEOGRAPHIC AREA: Middle Atlantic

## ALTOONA, PA.

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	(CBS) WABC	NBC WFBG	(ABC) WJZ	(MBS) WOR	(NBC) KDKA	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>							
9:00-12:00 NOON	12.5	0.0%	89.4%	1.0%	0.0%	7.7%	1.9%
<b>AFTERNOON (Mon.-Fri.)</b>							
12:00-3:00 P.M.	11.3	0.0	88.0	0.0	0.0	12.0	0.0
3:00-6:00 P.M.	13.4	0.0	92.7	0.0	0.0	6.4	0.9
12:00-6:00 P.M.	12.4	0.0	90.6	0.0	0.0	8.9	0.5
<b>EVENING (Mon.-Sun.)</b>							
6:00- 8:00 P.M.	17.9	0.8	84.9	0.0	0.0	11.8	2.5
8:00-10:30 P.M.	25.8	5.2	84.3	2.5	2.5	3.4	2.1
6:00-10:30 P.M.	22.4	3.7	84.5	1.7	1.7	6.2	2.2

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

# CITY CAB REPORT

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PERIOD: May - June, 1945

CITY SIZE GROUP: 100,000-500,000

TIME ZONE: Eastern

GEOGRAPHIC AREA: East No. Central

## AKRON, OHIO

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS WADC	(NBC) WTAM	ABC WAKR	MBS WHKK	(MBS) WHK	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>							
9:00-12:00 NOON	18.6	25.9%	20.7%	45.7%	4.3%	2.6%	0.8%
<b>AFTERNOON (Mon.-Fri.)</b>							
12:00-3:00 P.M.	19.3	32.0	24.8	32.8	4.0	1.2	5.2
3:00-6:00 P.M.	15.6	26.7	37.6	28.7	3.0	0.0	4.0
12:00-6:00 P.M.	17.4	29.6	30.5	31.0	3.5	0.7	4.7
<b>EVENING (Mon.-Sun.)</b>							
6:00- 8:00 P.M.	25.0	32.4	37.3	23.4	5.2	0.7	1.0
8:00-10:30 P.M.	31.1	39.0	34.8	20.9	2.1	1.7	1.5
6:00-10:30 P.M.	28.4	36.4	35.8	21.9	3.3	1.3	1.3

WTAM - Cleveland, Ohio  
WHK - Cleveland, Ohio

# CITY CAB REPORT

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PERIOD: May - June, 1945

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

TIME ZONE: Eastern

GEOGRAPHIC AREA: South Atlantic

## BALTIMORE, MD.

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS WCAO	NBC WBAL	ABC. WCBM*	MBS WFBR†	WITH	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>							
9:00-12:00 NOON	14.8%	24.4%	29.9%	19.8%	13.7%	12.2%	0.0%
<b>AFTERNOON (Mon.-Fri.)</b>							
12:00-3:00 P.M.	13.8	38.6	21.7	7.6	16.9	14.7	0.5
3:00-6:00 P.M.	12.3	18.7	35.8	5.7	13.1	26.1	0.6
12:00-6:00 P.M.	13.0	28.9	28.6	6.6	15.0	20.3	0.6
<b>EVENING (Mon.-Sun.)</b>							
6:00-8:00 P.M.	17.2	21.2	38.3	6.9	13.5	18.1	2.0
8:00-10:30 P.M.	19.8	31.5	35.7	9.0	13.2	10.4	0.2
6:00-10:30 P.M.	18.7	27.6	36.7	8.2	13.3	13.3	0.9

\* Changed network affiliation to MBS, effective June 15, 1945.

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

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PERIOD: May - June, 1945

CITY SIZE GROUP: 100,000-500,000

TIME ZONE: Central

GEOGRAPHIC AREA: East So. Central

## BIRMINGHAM, ALA.

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	STATION INDEX			
		CBS WAPI	NBC WBRC	ABC WSGN	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>					
9:00-12:00 NOON	13.2	22.3%	19.6%	54.5%	3.6%
<b>AFTERNOON (Mon.-Fri.)</b>					
12:00-3:00 P.M.	13.5	18.9	47.5	31.1	2.5
3:00-6:00 P.M.	11.8	25.9	24.1	45.4	4.6
12:00-6:00 P.M.	12.7	22.2	36.5	37.8	3.5
<b>EVENING (Mon.-Sun.)</b>					
6:00- 8:00 P.M.	26.6	31.2	34.3	32.7	1.8
8:00-10:30 P.M.	27.2	30.6	46.8	21.4	1.2
6:00-10:30 P.M.	27.0	30.8	41.7	26.0	1.5

# CITY CAB REPORT

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**PERIOD:** May - June, 1945

**CITY SIZE GROUP:** Over 1,000,000

**TIME ZONE:** Eastern

**GEOGRAPHIC AREA:** New England

## BOSTON, MASS.

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	(Average Share of the Listening Audience)						
		CBS WEEI	NBC WBZ	ABC WHDH†	MBS WNAC	WCOP‡	WMEX	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>								
9:00-12:00 NOON	14.6	23.6%	19.5%	12.9%	17.5%	11.9%	7.5%	7.1%
<b>AFTERNOON (Mon.-Fri.)</b>								
12:00-3:00 P.M.	11.9	38.0	24.5	6.9	14.6	4.3	5.0	6.7
3:00-6:00 P.M.	14.2	18.2	36.5	13.2	13.0	7.3	4.8	7.0
12:00-6:00 P.M.	13.1	27.4	30.9	10.3	13.7	5.9	4.9	6.9
<b>EVENING (Mon.-Sun.)</b>								
6:00- 8:00 P.M.	21.9	20.3	36.3	11.3	22.2	4.1	1.8	4.0
8:00-10:30 P.M.	23.5	31.0	35.6	12.3	15.0	3.6	1.5	1.0
6:00-10:30 P.M.	22.8	26.5	35.9	11.8	18.1	3.8	1.6	2.3

† Terminated ABC network affiliation, effective June 15, 1945.

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

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PERIOD: May - June, 1945

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

TIME ZONE: Eastern

GEOGRAPHIC AREA: Middle Atlantic

## BUFFALO, N. Y.

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS WKBW	NBC WBEN	ABC WGR	MBS WEBR	WBNY	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>							
9:00-12:00 NOON	17.2	7.3%	43.4%	19.0%	8.2%	16.1%	6.0%
<b>AFTERNOON (Mon.-Fri.)</b>							
12:00-3:00 P.M.	16.2	19.7	40.8	7.9	15.1	12.2	4.3
3:00-6:00 P.M.	15.8	7.3	43.3	14.7	11.3	16.0	7.4
12:00-6:00 P.M.	16.0	13.6	42.0	11.3	13.2	14.1	5.8
<b>EVENING (Mon.-Sun.)</b>							
6:00-8:00 P.M.	22.5	15.4	44.6	12.4	9.3	10.3	8.0
8:00-10:30 P.M.	33.3	26.9	46.7	8.8	7.0	8.0	2.6
6:00-10:30 P.M.	28.7	23.1	46.0	10.0	7.8	8.7	4.4

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PERIOD: May - June, 1945

CITY SIZE GROUP: Over 1,000,000

TIME ZONE: Central

GEOGRAPHIC AREA: East North Central

## CHICAGO, ILL.

Page 1.

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS WBBM	NBC WMAQ	ABC WLS-WENR	MBS WGHN	OTHER STATIONS*
<b>MORNING (Mon.-Fri.)</b>						
9:00-12:00 NOON	15.7	38.4%	16.9%	12.0%	15.1%	17.6%
<b>AFTERNOON (Mon.-Fri.)</b>						
12:00-3:00 P.M.	15.0	34.3	24.2	5.2	14.7	21.6
3:00-6:00 P.M.	13.5	22.3	31.8	11.5	10.3	24.1
12:00-6:00 P.M.	14.2	28.7	27.8	8.2	12.5	22.8
<b>EVENING (Mon.-Sun.)</b>						
6:00-8:00 P.M.	25.1	30.4	29.1	12.6	17.1	10.8
8:00-10:30 P.M.	27.9	29.3	38.2	11.8	14.9	5.8
6:00-10:30 P.M.	26.7	29.7	34.6	12.1	15.7	7.9

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

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CITY SIZE GROUP: Over 1,000,000

TIME ZONE: Central

GEOGRAPHIC AREA: East North Central

## CHICAGO, ILL.

Page 2.

### STATION INDEX\*

(Average Share of the Listening Audience)

Local Time	WAAF	WAIT	WCFL	WIND	WJJD	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>						
9:00-12:00 NOON	0.8%	1.5%	5.9%	5.0%	0.9%	3.5%
<b>AFTERNOON (Mon.-Fri.)</b>						
12:00-3:00 P.M.	2.1	2.9	1.1	6.8	2.6	6.1
3:00-6:00 P.M.	4.4	3.3	1.7	7.9	2.4	4.4
12:00-6:00 P.M.	3.2	3.1	1.4	7.3	2.6	5.2
<b>EVENING (Mon.-Sun.)</b>						
6:00-8:00 P.M.	1.1	1.5	1.9	2.5	0.9	2.9
8:00-10:30 P.M.	†	†	1.3	2.1	††	1.9
6:00-10:30 P.M.	†	†	1.5	2.3	††	2.3

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

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



# CITY CAB REPORT

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CITY SIZE GROUP: 100,000-500,000

TIME ZONE: Central

GEOGRAPHIC AREA: East North Central

## CINCINNATI, OHIO

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-In-Use	CBS		NBC		ABC		MBS	
		WKRC*	WLW	WSAI	WCPO †	WCKY ‡	ALL OTHERS		
<b>MORNING (Mon.-Fri.)</b>									
9:00-12:00 NOON	19.9	24.4%	26.9%	20.6%	17.5%	7.5%	3.1%		
<b>AFTERNOON (Mon.-Fri.)</b>									
12:00-3:00 P.M.	19.2	24.7	38.0	11.4	17.7	7.0	1.2		
3:00-6:00 P.M.	19.6	17.6	47.3	7.3	13.3	11.5	3.0		
12:00-6:00 P.M.	19.4	21.1	42.7	9.3	15.5	9.3	2.1		
<b>EVENING (Mon.-Sun.)</b>									
6:00-8:00 P.M.	27.3	20.8	45.4	8.8	12.2	11.3	1.5		
8:00-10:30 P.M.	27.7	12.0	51.6	8.3	12.5	13.2	2.4		
6:00-10:30 P.M.	27.5	15.4	49.2	8.5	12.4	12.4	2.1		

\* Changed network affiliation from MBS to CBS, effective June 1, 1945

† Became MBS local network outlet, effective June 1, 1945

‡ No longer affiliated with CBS, effective June 1, 1945

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

TIME ZONE: Eastern

GEOGRAPHIC AREA: East North Central

## CLEVELAND, OHIO

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	STATION INDEX					ALL OTHERS
		CBS WGAR	NBC WTAM	ABC WJW	MBS WHK		
<b>MORNING (Mon.-Fri.)</b>							
9:00-12:00 NOON	11.5%	16.7%	28.3%	36.4%	9.3%	9.3%	
<b>AFTERNOON (Mon.-Fri.)</b>							
12:00-3:00 P.M.	9.5	24.2	32.6	22.5	10.6	10.1	
3:00-6:00 P.M.	10.5	10.4	44.6	20.3	12.0	12.7	
12:00-6:00 P.M.	10.1	17.0	38.9	21.3	11.3	11.5	
<b>EVENING (Mon.-Sun.)</b>							
6:00-8:00 P.M.	20.2	20.9	42.6	13.7	11.3	11.5	
8:00-10:30 P.M.	26.7	24.9	43.2	11.8	12.5	7.6	
6:00-10:30 P.M.	23.9	23.4	43.0	12.5	12.1	9.0	

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CITY SIZE GROUP: 50,000-100,000

TIME ZONE: Eastern

GEOGRAPHIC AREA: South Atlantic

## COLUMBIA, S. C.

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	NBC WIS	ABC WCOS	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>				
9:00-12:00 NOON	10.0	31.3%	54.7%	14.0%
<b>AFTERNOON (Mon.-Fri.)</b>				
12:00-3:00 P.M.	11.4	50.7	33.8	15.5
3:00-6:00 P.M.	12.8	58.2	29.1	12.7
12:00-6:00 P.M.	12.1	54.7	31.3	14.0
<b>EVENING (Mon.-Sun.)</b>				
6:00-8:00 P.M.	13.4	64.3	22.8	12.9
8:00-10:30 P.M.	20.6	54.1	26.5	19.4
6:00-10:30 P.M.	17.7	57.2	25.4	17.4

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CITY SIZE GROUP: 100,000 - 500,000

TIME ZONE: Eastern

GEOGRAPHIC AREA: East North Central

## COLUMBUS, OHIO

Local Time	Average Sets-in-Use	STATION INDEX				
		(Average Share of the Listening Audience)				
		CBS WBNS	(NBC) WLW	ABC WCOL	MBS WHKC	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>						
9:00-12:00 NOON	13.9%	37.0%	12.6%	41.7%	3.2%	5.5%
<b>AFTERNOON (Mon.-Fri.)</b>						
12:00-3:00 P.M.	15.2	49.7	15.6	27.7	5.6	1.4
3:00-6:00 P.M.	12.6	24.8	39.3	25.6	6.0	4.3
12:00-6:00 P.M.	13.8	38.4	26.4	26.7	5.8	2.7
<b>EVENING (Mon.-Sun.)</b>						
6:00- 8:00 P.M.	22.5	37.4	36.8	14.7	8.5	2.6
8:00-10:30 P.M.	27.0	37.7	31.4	20.8	8.9	1.2
6:00-10:30 P.M.	25.1	37.6	33.5	18.5	8.7	1.7

WLW - Cincinnati, Ohio

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CITY SIZE GROUP: 100,000-500,000

TIME ZONE: Central

GEOGRAPHIC AREA: West So. Central

## DALLAS, TEX.

Local Time	Average Sets-in-Use	STATION INDEX (Average Share of the Listening Audience)					
		CBS KRLD	NBC WFAA-WBAP	ABC KGKO	MBS WRR	KSKY	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>							
9:00-12:00 NOON	16.8	35.6%	26.0%	11.0%	11.6%	9.6%	6.2%
<b>AFTERNOON (Mon.-Fri.)</b>							
12:00-3:00 P.M.	14.8	21.9	34.7	14.2	15.6	10.1	3.5
3:00-6:00 P.M.	13.4	21.0	37.7	12.3	7.2	13.8	8.0
12:00-6:00 P.M.	14.1	21.4	36.2	13.3	11.5	11.9	5.7
<b>EVENING (Mon.-Sun.)</b>							
6:00- 8:00 P.M.	17.3	29.1	35.5	11.9	16.1	4.2	3.2
8:00-10:30 P.M.	18.0	35.1	41.0	11.8	10.2	†	1.9
6:00-10:30 P.M.	17.7	32.7	38.8	11.9	12.6	†	2.3

†KSKY operates only until local sunset. Data for the 8:00-10:30 P.M. and the total Evening indices, therefore, not shown.

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TIME ZONE: Central

GEOGRAPHIC AREA: East No. Central

## DAYTON, OHIO

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	STATION INDEX				ALL OTHERS
		CBS WHIO	(NBC) WLW	ABC WING	(MBS) WKRC †	
<b>MORNING (Mon. - Fri.)</b>						
9:00-12:00 NOON	19.0	30.3%	27.6%	31.9%	4.3%	5.9%
<b>AFTERNOON (Mon. - Fri.)</b>						
12:00-3:00 P.M.	17.4	21.6	48.3	19.3	4.0	6.8
3:00-6:00 P.M.	18.4	21.6	54.2	13.2	6.2	4.8
12:00-6:00 P.M.	17.9	21.6	51.4	16.1	5.2	5.7
<b>EVENING (Mon. - Sun.)</b>						
6:00-8:00 P.M.	25.8	29.5	42.0	19.1	4.0	5.4
8:00-10:30 P.M.	30.6	32.4	51.1	10.3	1.7	4.5
6:00-10:30 P.M.	28.5	31.2	47.5	13.8	2.6	4.9

WLW - Cincinnati, Ohio

WKRC - Cincinnati, Ohio

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

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CITY SIZE GROUP: 100,000-500,000

TIME ZONE: Mountain

GEOGRAPHIC AREA: Mountain

## DENVER, COLORADO

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS						NBC	ABC	MBS	ALL OTHERS
		KLZ	KOA	KVOD	KFEL	KMYR					
<b>MORNING (Mon.-Fri.)</b>											
9:00-12:00 NOON	19.9	30.2%	27.5%	27.0%	6.8%	7.2%				1.3%	
<b>AFTERNOON (Mon.-Fri.)</b>											
12:00-3:00 P.M.	15.9	13.8	52.3	15.5	12.1	5.2				1.1	
3:00-6:00 P.M.	13.0	23.1	36.8	15.9	16.5	7.7				-	
12:00-6:00 P.M.	14.3	18.5	44.4	15.7	14.3	6.5				.6	
<b>EVENING (Mon.-Sun.)</b>											
6:00-8:00 P.M.	26.9	29.9	34.0	19.1	12.5	4.1				.4	
8:00-10:30 P.M.	26.3	26.5	40.1	11.9	15.2	4.3				2.0	
6:00-10:30 P.M.	26.6	28.0	37.4	15.1	14.0	4.2				1.3	

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TIME ZONE: Central

GEOGRAPHIC AREA: West No. Central

## DES MOINES, IOWA

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS KRNT*	NBC WHO	ABC-MBS KSO†	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>					
9:00-12:00 NOON	8.2	40.9%	21.6%	29.5%	8.0%
<b>AFTERNOON (Mon.-Fri.)</b>					
12:00-3:00 P.M.	8.9	10.6	59.6	24.0	5.8
3:00-6:00 P.M.	11.7	23.4	42.6	24.8	9.2
12:00-6:00 P.M.	10.4	18.0	49.8	24.5	7.7
<b>EVENING (Mon.-Sun.)</b>					
6:00- 8:00 P.M.	17.5	27.7	46.2	22.5	3.6
8:00-10:30 P.M.	16.5	34.0	43.7	20.1	2.2
6:00-10:30 P.M.	16.9	31.3	44.8	21.1	2.8

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

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



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CITY SIZE GROUP: Over 1,000,000

TIME ZONE: Eastern

GEOGRAPHIC AREA: East No. Central

## DETROIT, MICHIGAN

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS	NBC	ABC	MBS	WJ8K	WJLB	WEXL	ALL OTHERS
		WJR	WWJ	WXYZ	CKLW*				
<b>MORNING (Mon.-Fri.)</b>									
9:00-12:00 NOON	14.9	30.8%	25.4%	36.8%	2.3%	1.1%	1.3%	1.0%	1.3%
<b>AFTERNOON (Mon.-Fri.)</b>									
12:00-3:00 P.M.	14.2	32.4	27.3	26.2	8.1	2.4	1.0	1.5	1.1
3:00-6:00 P.M.	13.2	24.2	36.9	15.3	9.1	1.1	7.2	3.4	2.8
12:00-6:00 P.M.	14.0	28.4	32.0	20.9	8.6	1.8	4.0	2.4	1.9
<b>EVENING (Mon.-Sun.)</b>									
6:00- 8:00 P.M.	20.5	28.7	36.7	21.3	7.3	2.5	1.3	1.0	1.2
8:00-10:30 P.M.	25.8	37.4	37.2	14.3	6.8	1.0	1.4	1.0	0.9
6:00-10:30 P.M.	23.6	34.2	37.0	16.9	6.9	1.6	1.3	1.0	1.1

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

WEXL - Royal Oak, Michigan

# CITY CAB REPORT

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PERIOD: May - June, 1945

CITY SIZE GROUP: 100,000-500,000

TIME ZONE: Central

GEOGRAPHIC AREA: West North Central

## DULUTH, MINN.

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS KDAL	NBC WEBC	ABC-MBS WDSM <sup>†</sup>	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>					
9:00-12:00 NOON	12.5	36.9%	18.4%	44.7%	0.0%
<b>AFTERNOON (Mon.-Fri.)</b>					
12:00-3:00 P.M.	11.7	29.2	57.3	13.5	0.0
3:00-6:00 P.M.	10.2	23.3	53.5	23.2	0.0
12:00-6:00 P.M.	10.9	26.4	55.5	18.1	0.0
<b>EVENING (Mon.-Sun.)</b>					
6:00-8:00 P.M.	25.0	31.8	43.5	22.5	2.2
8:00-10:30 P.M.	20.5	37.6	46.3	14.8	1.3
6:00-10:30 P.M.	22.3	35.0	45.0	18.3	1.7

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

# CITY **CAR** REPORT

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PERIOD: May - June, 1945

CITY SIZE GROUP: 100,000-500,000

TIME ZONE: Central

GEOGRAPHIC AREA: East No. Central

## GRAND RAPIDS, MICH.

Local Time	Average Sets-in-Use	STATION INDEX (Average Share of the Listening Audience)							
		CBS WJEF	NBC WOOD	ABC WLAV	(MBS) WGN	(CBS) WBBM	(CBS) WJR	(NBC) WMAQ	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>									
9:00-12:00 NOON	12.6	7.2%	28.9%	39.2%	3.1%	0.0%	5.2%	4.1%	12.3%
<b>AFTERNOON (Mon.-Fri.)</b>									
12:00-3:00 P.M.	15.3	3.3	35.4	21.2	5.3	6.7	5.0	11.7	10.9
3:00-6:00 P.M.	16.0	7.9	44.3	18.6	1.4	2.8	5.0	8.6	11.4
12:00-6:00 P.M.	15.6	5.8	40.2	19.8	3.5	4.6	5.0	10.0	11.1
<b>EVENING (Mon.-Sun.)</b>									
6:00-8:00 P.M.	30.2	12.1	37.4	13.6	7.4	7.0	7.2	4.5	10.8
8:00-10:30 P.M.	23.3	8.2	47.0	9.7	10.6	8.6	2.8	3.0	10.1
6:00-10:30 P.M.	26.4	10.2	42.1	11.7	8.9	7.8	5.0	3.8	10.5

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

# CITY CAB REPORT

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PERIOD: May - June, 1945

CITY SIZE GROUP: 100,000-500,000

TIME ZONE: Eastern

GEOGRAPHIC AREA: New England

## HARTFORD, CONN.

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS WDRC	NBC WTIC	ABC WHTD	MBS WTHT	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>						
9:00-12:00 NOON	13.0	17.8%	23.3%	34.1%	15.5%	9.3%
<b>AFTERNOON (Mon.-Fri.)</b>						
12:00-3:00 P.M.	10.5	40.0	20.0	10.0	13.6	16.4
3:00-6:00 P.M.	10.5	22.0	45.8	10.2	9.3	12.7
12:00-6:00 P.M.	10.5	30.7	33.3	10.1	11.4	14.5
<b>EVENING (Mon.-Sun.)</b>						
6:00-8:00 P.M.	17.2	26.5	37.2	11.6	13.7	11.0
8:00-10:30 P.M.	19.5	31.0	40.5	8.6	13.7	6.2
6:00-10:30 P.M.	18.5	29.3	39.2	9.8	13.7	8.0

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PERIOD: May - June, 1945

CITY SIZE GROUP: 100,000-500,000

TIME ZONE: Central

GEOGRAPHIC AREA: West So. Central

## HOUSTON, TEX.

Local Time	Average Sets-in-Use	STATION INDEX				
		(Average Share of the Listening Audience)				
		CBS KTRH	NBC KPRC	ABC KXYZ	MBS KTHT	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>						
9:00-12:00 NOON	16.2	28.1%	14.4%	45.6%	11.3%	0.6%
<b>AFTERNOON (Mon.-Fri.)</b>						
12:00-3:00 P.M.	17.5	21.3	44.2	27.0	6.9	0.6
3:00-6:00 P.M.	15.2	16.4	45.9	18.2	18.2	1.3
12:00-6:00 P.M.	16.3	18.9	45.1	22.8	12.3	0.9
<b>EVENING (Mon.-Sun.)</b>						
6:00- 8:00 P.M.	20.6	26.9	29.7	30.5	12.6	0.3
8:00-10:30 P.M.	25.0	28.4	44.1	17.1	9.8	0.6
6:00-10:30 P.M.	23.1	27.8	38.6	22.3	10.9	0.4

# CITY CAB REPORT

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PERIOD: May - June, 1945

CITY SIZE GROUP: 100,000-500,000

TIME ZONE: Central

GEOGRAPHIC AREA: East No. Central

## INDIANAPOLIS, IND.

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	STATION INDEX					
		CBS WFBSM	HBC WIRE	ABC WISH	MBS WIBC	(NBC) WLW	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>							
9:00-12:00 NOON	10.1	24.2%	13.7%	40.0%	15.8%	3.2%	3.1%
<b>AFTERNOON (Mon.-Fri.)</b>							
12:00-3:00 P.M.	11.5	27.5	30.3	18.4	8.3	6.4	9.1
3:00-6:00 P.M.	11.2	17.1	28.9	9.0	27.9	8.1	9.0
12:00-6:00 P.M.	11.4	22.3	29.6	13.6	18.2	7.3	9.0
<b>EVENING (Mon.-Sun.)</b>							
6:00-8:00 P.M.	24.3	32.7	24.1	16.3	17.0	3.3	6.6
8:00-10:30 P.M.	24.6	28.4	37.8	16.2	10.0	2.2	5.4
6:00-10:30 P.M.	24.5	30.2	32.1	16.2	12.9	2.7	5.9

WLW - Cincinnati, Ohio

# CITY CAB REPORT

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PERIOD: May - June, 1945

CITY SIZE GROUP: 100,000-500,000

TIME ZONE: Eastern

GEOGRAPHIC AREA: South Atlantic

## JACKSONVILLE, FLA.

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	STATION INDEX					ALL OTHERS
		CBS WMBR	NBC WJAX	ABC WJHP <sup>†</sup>	MBS WPDQ <sup>§</sup>		
<b>MORNING (Mon.-Fri.)</b>							
9:00-12:00 NOON	12.7	20.2%	26.9%	20.2%	30.2%		2.5%
<b>AFTERNOON (Mon.-Fri.)</b>							
12:00-3:00 P.M.	15.1	30.5	28.4	22.7	14.9		3.5
3:00-6:00 P.M.	12.4	8.9	46.4	25.9	17.0		1.8
12:00-6:00 P.M.	13.8	20.9	36.4	24.1	15.8		2.8
<b>EVENING (Mon.-Sun.)</b>							
6:00- 8:00 P.M.	17.9	21.7	48.7	13.3	15.5		0.8
8:00-10:30 P.M.	23.8	25.5	43.1	14.3	15.7		1.4
6:00-10:30 P.M.	21.4	24.2	45.1	14.0	15.6		1.1

<sup>†</sup> Changed network affiliation to MBS, effective June 15, 1945.

<sup>§</sup> Changed network affiliation to ABC, effective June 15, 1945.

# CITY C A B REPORT

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PERIOD: May - June, 1945

CITY SIZE GROUP: 50,000-100,000

TIME ZONE: Eastern

GEOGRAPHIC AREA: Middle Atlantic

## JOHNSTOWN, PA.

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	NBC WJAC	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>			
9:00-12:00 NOON	18.4	100.0%	0.0%
<b>AFTERNOON (Mon.-Fri.)</b>			
12:00-3:00 P.M.	22.3	100.0	0.0
3:00-6:00 P.M.	20.6	100.0	0.0
12:00-6:00 P.M.	21.4	100.0	0.0
<b>EVENING (Mon.-Sun.)</b>			
6:00-8:00 P.M.	24.7	97.6	2.4
8:00-10:30 P.M.	37.4	97.2	2.8
6:00-10:30 P.M.	32.1	97.3	2.7



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PERIOD: May - June, 1945

CITY SIZE GROUP: 50,000-100,000

TIME ZONE: Central

GEOGRAPHIC AREA: West So. Central

## LITTLE ROCK, ARK.

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS KLRA	NBC KARK	ABC KGHI	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>					
9:00-12:00 NOON	18.6	21.4%	24.1%	39.3%	15.2%
<b>AFTERNOON (Mon.-Fri.)</b>					
12:00-3:00 P.M.	17.8	11.3	47.2	28.3	13.2
3:00-6:00 P.M.	21.2	17.0	48.1	21.7	13.2
12:00-6:00 P.M.	19.5	14.5	47.6	24.7	13.2
<b>EVENING (Mon.-Sun.)</b>					
6:00-8:00 P.M.	27.3	25.3	37.4	24.2	13.1
8:00-10:30 P.M.	29.8	30.5	42.2	15.2	12.1
6:00-10:30 P.M.	28.7	28.5	40.3	18.7	12.5

# CITY CAB REPORT

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PERIOD: May - June, 1945

CITY SIZE GROUP: Over 1,000,000

TIME ZONE: Pacific

GEOGRAPHIC AREA: Pacific

## LOS ANGELES, CALIF.

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS KNX	NBC KFI	ABC KECA	MBS KHJ	KFAC	KFWB	KMPC	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>									
9:00-12:00 NOON	11.8	32.3%	21.7%	17.7%	11.5%	1.0%	8.2%	1.7%	5.9%
<b>AFTERNOON (Mon.-Fri.)</b>									
12:00-3:00 P.M.	10.9	19.3	31.5	9.7	11.6	1.1	13.2	3.0	10.6
3:00-6:00 P.M.	12.2	23.1	27.8	11.2	16.4	1.5	5.0	2.2	12.8
12:00-6:00 P.M.	11.5	21.3	29.5	10.5	14.1	1.3	9.0	2.6	11.7
<b>EVENING (Mon.-Sun.)</b>									
6:00- 8:00 P.M.	26.3	26.5	32.6	10.6	16.0	1.1	4.8	2.9	5.5
8:00-10:30 P.M.	24.1	29.5	22.3	12.7	18.0	3.2	4.5	4.0	5.8
6:00-10:30 P.M.	25.0	28.1	27.0	11.7	17.1	2.3	4.6	3.5	5.7

# CITY CAB REPORT

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PERIOD: May-June, 1945

CITY SIZE GROUP: 50,000-100,000

TIME ZONE: Eastern

GEOGRAPHIC AREA: New England

## MANCHESTER, N. H.

### STATION INDEX

Local Time	Average Sets-In-Use	(Average Share of the Listening Audience)						
		(CBS) WEEI	NBC WFEA§	ABC WNUR	(MBS) WNAC	(NBC) WBZ	(ABC) WLAW	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>								
9:00-12:00 NOON	12.1	2.6%	13.5%	71.3%	0.0%	5.7%	2.6%	4.3%
<b>AFTERNOON (Mon.-Fri.)</b>								
12:00-3:00 P.M.	13.2	3.8	18.1	60.5	1.0	8.1	1.9	6.6
3:00-6:00 P.M.	12.5	2.0	23.1	37.7	1.0	18.6	6.5	11.1
12:00-6:00 P.M.	12.8	2.9	20.5	49.4	1.0	13.2	4.2	8.8
<b>EVENING (Mon.-Sun.)</b>								
6:00-8:00 P.M.	20.7	1.6	30.9	34.3	2.0	18.0	2.5	10.7
8:00-10:30 P.M.	19.2	3.4	43.1	27.8	1.9	8.5	2.7	11.6
6:00-10:30 P.M.	19.8	2.6	38.1	31.2	1.9	12.4	2.6	11.2

WEEI- Boston, Mass.

WNAC- Boston, Mass.

WBZ - Boston, Mass.

WLAW- Lawrence, Mass.

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

# CITY CAB REPORT

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PERIOD: May-June, 1945

CITY SIZE GROUP: 100,000-500,000

TIME ZONE: Central

GEOGRAPHIC AREA: East So. Central

## MEMPHIS, TENN.

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	STATION INDEX					ALL OTHERS
		CBS WREC	NBC WMC	ABC WMPB	MBS WHBQ		
<b>MORNING (Mon.-Fri.)</b>							
9:00-12:00 NOON	17.0	37.9%	30.5%	11.6%	20.0%	0.0%	
<b>AFTERNOON (Mon.-Fri.)</b>							
12:00-3:00 P.M.	16.8	30.3	49.5	9.2	10.1	0.9	
3:00-6:00 P.M.	16.8	17.7	56.8	9.2	15.6	0.7	
12:00-6:00 P.M.	16.8	23.2	53.6	9.2	13.2	0.8	
<b>EVENING (Mon.-Sun.)</b>							
6:00-8:00 P.M.	19.6	28.9	38.0	17.1	14.8	1.2	
8:00-10:30 P.M.	24.8	31.2	42.0	10.5	15.2	1.1	
6:00-10:30 P.M.	22.3	30.2	40.3	13.3	15.1	1.1	

# CITY **CAB** REPORT

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PERIOD: May - June, 1945

CITY SIZE GROUP: 100,000-500,000

TIME ZONE: Central

GEOGRAPHIC AREA: West No. Central

## MINNEAPOLIS & ST. PAUL, MINN.

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS WCCO	NBC KSTP	ABC WTCN	MBS WLOL	WMIN	WDGY	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>								
9:00-12:00 A.M.	17.3	35.1%	21.4%	29.0%	5.5%	2.1%	6.9%	0.0%
<b>AFTERNOON (Mon.-Fri.)</b>								
12:00-3:00 P.M.	18.2	41.6	25.5	8.1	7.4	3.4	12.7	1.3
3:00-6:00 P.M.	19.0	30.7	26.0	14.2	9.4	6.3	11.8	1.6
12:00-6:00 P.M.	18.5	36.6	25.7	10.9	8.3	4.7	12.3	1.5
<b>EVENING (Mon.-Sun.)</b>								
6:00-8:00 P.M.	32.8	36.3	36.7	13.4	9.1	1.7	2.6	0.2
8:00-10:30 P.M.	31.5	37.9	41.6	8.8	6.4	4.4	0.5	0.4
6:00-10:30 P.M.	32.0	37.2	39.4	10.8	7.6	3.2	1.5	0.3

# CITY CAB REPORT

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PERIOD: May - June, 1945

CITY SIZE GROUP: Over 1,000,000

TIME ZONE: Eastern

GEOGRAPHIC AREA: Middle Atlantic

## NEW YORK, N.Y.

Page 1.

Local Time	Average Sets-in-Use	STATION INDEX					OTHER STATIONS*
		(Average Share of the Listening Audience)					
		CBS WABC	NBC WEAF	ABC WJZ	MBS WOR		
<b>MORNING (Mon.-Fri.)</b>							
9:00-12:00 NOON	13.1	20.9%	13.4%	18.6%	17.3%		29.8%
<b>AFTERNOON (Mon.-Fri.)</b>							
12:00-3:00 P.M.	12.7	25.6	14.6	12.5	16.2		31.1
3:00-6:00 P.M.	10.4	9.6	25.9	13.4	12.4		38.7
12:00-6:00 P.M.	11.6	18.5	19.6	12.9	14.5		34.5
<b>EVENING (Mon.-Sun.)</b>							
6:00- 8:00 P.M.	20.9	16.2	22.7	13.1	19.8		28.2
8:00-10:30 P.M.	28.1	26.0	28.4	12.6	15.8		17.2
6:00-10:30 P.M.	25.0	22.5	26.4	12.8	17.2		21.1

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

# CITY CAB REPORT

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PERIOD: May - June, 1945

CITY SIZE GROUP: Over 1,000,000

TIME ZONE: Eastern

GEOGRAPHIC AREA: Middle Atlantic

## NEW YORK, N. Y.

Page 2.

### STATION INDEX\*

(Average Share of the Listening Audience)

Local Time	WAAT†	WEVD	WHN	WINS	WMCA	WNEW	WNYC	WOV	WQXR	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>										
9:00-12:00 NOON	0.4%	§	2.3%	1.0%	1.4%	9.2%	1.4%	0.5%	1.1%	9.8%
<b>AFTERNOON (Mon.-Fri.)</b>										
12:00-3:00 P.M.	1.6	3.5	1.6	1.3	2.7	4.5	1.1	1.1	2.8	10.9
3:00-6:00 P.M.	1.8	1.4	2.9	2.1	3.8	8.7	1.3	1.3	2.7	12.7
12:00-6:00 P.M.	1.7	2.6	2.1	1.7	3.2	6.4	1.1	1.2	2.8	11.7
<b>EVENING (Mon.-Sun.)</b>										
6:00-8:00 P.M.	0.8	§	3.1	1.4	2.0	8.0	1.3	1.0	2.6	7.5
8:00-10:30 P.M.	0.3	§	3.7	1.4	0.9	1.8	††	1.4	2.5	4.3
6:00-10:30 P.M.	0.5	§	3.5	1.4	1.3	4.0	††	1.3	2.5	5.4

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

† WAAT - Jersey City, N.J.

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

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

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PERIOD: May-June, 1945

CITY SIZE GROUP: 100,000-500,000

TIME ZONE: Central

GEOGRAPHIC AREA: West So. Central

## OKLAHOMA CITY, OKLA.

Local Time	Average Sets-in-Use	STATION INDEX (Average Share of the Listening Audience)				
		CBS KOMA	NBC WKY	ABC KTOK	MBS KOCY	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>						
9:00-12:00 NOON	14.3	15.0%	33.4%	29.4%	18.3%	3.9%
<b>AFTERNOON (Mon.-Fri.)</b>						
12:00-3:00 P.M.	13.8	13.0	46.6	18.7	13.0	8.7
3:00-6:00 P.M.	12.0	8.6	54.7	14.4	12.2	10.1
12:00-6:00 P.M.	12.9	11.0	50.3	16.7	12.7	9.3
<b>EVENING (Mon.-Sun.)</b>						
6:00-8:00 P.M.	20.7	22.3	43.7	18.2	9.7	6.1
8:00-10:30 P.M.	23.5	24.8	47.4	11.4	11.4	5.0
6:00-10:30 P.M.	22.3	23.8	45.9	14.2	10.7	5.4



# CITY CAB REPORT

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

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PERIOD: May-June, 1945

CITY SIZE GROUP: 100,000-500,000

TIME ZONE: Central

GEOGRAPHIC AREA: West No. Central

## OMAHA, NEB.

Local Time	Average Sets-in-Use	STATION INDEX						
		(Average Share of the Listening Audience)						
		CBS KOIL	NBC WOW	ABC KOWH	MBS KBON	(CBS) KFAB	(ABC-MBS) KMA	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>								
9:00-12:00 NOON	16.6	30.3%	23.0%	29.1%	9.1%	3.7%	2.4%	2.4%
<b>AFTERNOON (Mon.-Fri.)</b>								
12:00-3:00 P.M.	17.5	15.2	54.2	13.6	5.4	3.3	3.0	5.3
3:00-6:00 P.M.	16.4	16.7	49.4	17.8	8.0	4.0	0.6	3.5
12:00-6:00 P.M.	17.0	15.9	51.8	15.7	6.7	3.7	1.8	4.4
<b>EVENING (Mon.-Sun.)</b>								
6:00- 8:00 P.M.	21.8	37.0	45.6	4.7	7.5	1.0	1.3	2.9
8:00-10:30 P.M.	27.3	32.9	54.3	†	8.6	1.0	1.0	0.8
6:00-10:30 P.M.	24.9	34.4	51.0	†	8.2	1.0	1.1	1.6

KFAB - Lincoln, Neb.  
KMA - Shenandoah, Iowa

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

# CITY CAB REPORT

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

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PERIOD: May - June, 1945

CITY SIZE GROUP: Over 1,000,000

TIME ZONE: Eastern

GEOGRAPHIC AREA: Middle Atlantic

## PHILADELPHIA, PA.

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS WCAU	NBC KYW	ABC WFIL	MBS WIP	WPEN	WDAS	WIBG	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>									
9:00-12:00 NOON	15.3	21.9%	18.7%	20.7%	14.7%	5.9%	1.6%	3.9%	12.6%
<b>AFTERNOON (Mon.-Fri.)</b>									
12:00-3:00 P.M.	16.0	36.8	16.3	13.2	8.9	7.3	1.9	3.1	12.5
3:00-6:00 P.M.	14.0	17.0	28.8	10.0	10.6	11.2	1.4	8.9	12.1
12:00-6:00 P.M.	15.0	27.3	22.3	11.7	9.7	9.2	1.6	5.9	12.3
<b>EVENING (Mon.-Sun.)</b>									
6:00-8:00 P.M.	23.1	21.0	23.9	12.8	12.7	8.6	1.4	7.2	12.4
8:00-10:30 P.M.	29.3	30.8	31.3	11.3	11.3	2.8	2.4	3.3	6.8
6:00-10:30 P.M.	26.6	27.1	28.5	11.9	11.8	5.0	2.0	4.8	8.9

# CITY CAB REPORT

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**PERIOD:** May - June, 1945

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

**TIME ZONE:** Eastern

**GEOGRAPHIC AREA:** Middle Atlantic

## PITTSBURGH, PA.

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-In-Use	CBS	NBC	ABC	MBS	WWSW	ALL OTHERS
		WJAS	KDKA	KQV <sup>†</sup>	WCAE <sup>§</sup>		
<b>MORNING: (Mon.-Fri.)</b>							
9:00-12:00 NOON	15.9	22.5%	26.9%	18.4%	23.6%	4.3%	4.3%
<b>AFTERNOON (Mon.-Fri.)</b>							
12:00-3:00 P.M.	18.9	29.0	25.1	13.2	24.2	5.9	2.6
3:00-6:00 P.M.	18.3	13.3	41.4	9.3	17.9	15.0	3.1
12:00-6:00 P.M.	18.6	21.2	33.2	11.3	21.0	10.5	2.8
<b>EVENING (Mon.-Sun.)</b>							
6:00- 8:00 P.M.	21.6	20.9	41.9	11.0	15.1	7.1	4.0
8:00-10:30 P.M.	30.1	28.0	38.0	11.1	16.5	4.9	1.5
6:00-10:30 P.M.	26.5	25.5	39.4	11.0	16.0	5.7	2.4

<sup>†</sup> Changed network affiliation to MBS, effective June 15, 1945.

<sup>§</sup> Changed network affiliation to ABC, effective June 15, 1945.

# CITY **CAB** REPORT

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PERIOD: May-June, 1945

CITY SIZE GROUP: 100,000-500,000

TIME ZONE: Pacific

GEOGRAPHIC AREA: Pacific

## PORTLAND, ORE.

Local Time	Average Sets-in-Use	STATION INDEX (Average Share of the Listening Audience)						
		CBS KOIN	NBC KGW	ABC KEX	MBS KALE	KXL	KWJJ	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>								
9:00-12:00 NOON	15.6	34.2%	25.0%	20.4%	8.6%	7.2%	1.0%	3.6%
<b>AFTERNOON (Mon.-Fri.)</b>								
12:00-3:00 P.M.	17.5	24.4	33.3	20.0	5.6	12.8	2.2	1.7
3:00-6:00 P.M.	15.4	24.3	33.3	12.7	10.3	12.2	2.4	4.8
12:00-6:00 P.M.	16.4	24.4	33.3	16.5	7.8	12.5	2.3	3.2
<b>EVENING (Mon.-Sun.)</b>								
6:00-8:00 P.M.	28.8	32.1	38.1	11.6	10.3	2.1	3.2	2.6
8:00-10:30 P.M.	27.6	33.5	25.3	10.2	10.9	†	15.0	3.6
6:00-10:30 P.M.	28.1	32.9	30.8	10.8	10.6	†	9.9	3.2

† KXL operates only until local sunset. Sign-off time for May was 8:30 P.M.; for June, 9:00 P.M.  
Data for the 8:00-10:30 P.M. and 6:00-10:30 P.M. indices, therefore, not shown.

# CITY CAB REPORT

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PERIOD: May - June, 1945

CITY SIZE GROUP: 100,000-500,000

TIME ZONE: Eastern

GEOGRAPHIC AREA: New England

## PROVIDENCE, R. I.

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS WPRO	NBC WJAR	ABC WFCI	MBS WEAN	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>						
9:00-12:00 NOON	12.1	27.7%	16.2%	32.3%	23.8%	0.0%
<b>AFTERNOON (Mon.-Fri.)</b>						
12:00-3:00 P.M.	14.1	43.0	25.6	10.8	19.8	0.8
3:00-6:00 P.M.	11.7	17.8	51.5	13.9	16.8	0.0
12:00-6:00 P.M.	12.9	31.5	37.4	12.2	18.5	0.4
<b>EVENING (Mon.-Sun.)</b>						
6:00-8:00 P.M.	21.2	18.3	39.1	9.5	32.9	0.3
8:00-10:30 P.M.	23.9	33.1	40.9	9.9	15.9	0.2
6:00-10:30 P.M.	22.8	27.3	40.2	9.7	22.5	0.3

# CITY CAB REPORT

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PERIOD: May - June, 1945

CITY SIZE GROUP: 100,000-500,000

TIME ZONE: Eastern

GEOGRAPHIC AREA: Middle Atlantic

## ROCHESTER, N. Y.

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS WHEC	NBC WHAM	(ABC) WGR	MBS WSAY	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>						
9:00-12:00 NOON	11.8	34.6%	39.5%	7.4%	17.3%	1.2%
<b>AFTERNOON (Mon.-Fri.)</b>						
12:00-3:00 P.M.	14.4	52.0	34.0	3.0	11.0	0.0
3:00-6:00 P.M.	12.3	26.2	50.0	0.0	22.6	1.2
12:00-6:00 P.M.	13.4	40.2	41.3	1.6	16.3	0.6
<b>EVENING (Mon.-Sun.)</b>						
6:00- 8:00 P.M.	21.9	35.5	46.6	1.1	16.0	0.8
8:00-10:30 P.M.	23.9	41.7	38.7	1.5	15.3	2.8
6:00-10:30 P.M.	23.1	39.2	41.8	1.4	15.6	2.0

WGR - Buffalo, N.Y.

# CITY CAB REPORT

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PERIOD: May - June, 1945

CITY SIZE GROUP: 100,000-500,000

TIME ZONE: Pacific

GEOGRAPHIC AREA: Pacific

## SACRAMENTO, CALIF.

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS	NBC	ABC	MBS	(NBC)	(MBS)	KSFO	ALL OTHERS
		KROY	KCRA	KFBK	KXOA	KPO	KFRC		
<b>MORNING (Mon.-Fri.)</b>									
9:00-12:00 NOON	17.0	29.1%	1.4%	39.0%	3.5%	17.0%	4.3%	5.7%	0.0%
<b>AFTERNOON (Mon.-Fri.)</b>									
12:00-3:00 P.M.	16.3	11.9	7.7	21.0	1.4	48.2	2.1	4.9	2.8
3:00-6:00 P.M.	14.7	23.3	4.6	22.5	1.6	34.9	8.5	3.8	0.8
12:00-6:00 P.M.	15.5	17.2	6.3	21.7	1.6	41.9	5.1	4.4	1.9
<b>EVENING (Mon.-Sun.)</b>									
6:00- 8:00 P.M.	24.0	18.7	7.3	23.0	1.5	32.3	11.6	1.8	3.8
8:00-10:30 P.M.	23.2	22.8	3.7	27.9	4.1	27.8	7.0	4.7	2.0
6:00-10:30 P.M.	23.5	21.0	5.3	25.7	2.9	29.8	9.1	3.4	2.8

KPO - San Francisco, Calif.

KFRC - San Francisco, Calif.

KSFO - San Francisco, Calif.

# CITY CAB REPORT

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PERIOD: May - June, 1945

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

TIME ZONE: Central

GEOGRAPHIC AREA: West North Central

## ST. LOUIS, MISSOURI

### STATION INDEX

(Average Share of the Listening Audience)

	Average Sets-in-Use	STATION INDEX					
		CBS KNOX	NBC KSD	ABC KXOK	MBS KWK	WIL	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>							
9:00-12:00 NOON	17.6	44.7%	14.7%	16.7%	19.2%	2.5%	2.2%
<b>AFTERNOON (Mon.-Fri.)</b>							
12:00-3:00 P.M.	14.4	34.0	28.8	8.2	19.0	7.3	2.7
3:00-6:00 P.M.	14.3	27.5	29.4	9.7	24.5	3.0	5.9
12:00-6:00 P.M.	14.3	30.7	29.1	8.9	21.8	5.2	4.3
<b>EVENING (Mon.-Sun.)</b>							
6:00- 8:00 P.M.	24.7	30.0	30.0	13.0	20.4	3.2	3.4
8:00-10:30 P.M.	27.0	29.9	33.9	9.9	8.3	11.5	6.5
6:00-10:30 P.M.	26.1	29.9	32.4	11.2	13.0	8.3	5.2



# CITY CAB REPORT

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PERIOD: May - June, 1945

CITY SIZE GROUP: 100,000-500,000

TIME ZONE: Central

GEOGRAPHIC AREA: Mountain

## SALT LAKE CITY, UTAH

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS KSL	HBC KDYL	ABC KUTA	MBS KLO*	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>						
9:00-12:00 NOON	19.2	37.1%	21.0%	35.3%	3.0%	3.6%
<b>AFTERNOON (Mon.-Fri.)</b>						
12:00-3:00 P.M.	17.2	24.3	48.0	19.1	4.6	4.0
3:00-6:00 P.M.	17.3	28.2	31.4	24.5	11.7	4.2
12:00-6:00 P.M.	17.3	26.5	38.8	22.1	8.5	4.1
<b>EVENING (Mon.-Sun.)</b>						
6:00- 8:00 P.M.	29.1	35.8	41.5	15.3	5.2	2.2
8:00-10:30 P.M.	21.5	31.1	45.9	17.2	4.2	1.6
6:00-10:30 P.M.	24.9	33.5	43.7	16.2	4.7	1.9

\* Located in Ogden, Utah but considered by the Mutual Broadcasting System as their Salt Lake City outlet.

# CITY CAB REPORT

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PERIOD: May - June, 1945

CITY SIZE GROUP: 100,000-500,000

TIME ZONE: Central

GEOGRAPHIC AREA: West So. Central

## SAN ANTONIO, TEX.

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS KTSA	NBC WOAI	ABC KABC	MBS KMAC	KONO	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>							
9:00-12:00 NOON	12.3	18.1%	38.5%	13.3%	6.0%	21.7%	- %
<b>AFTERNOON (Mon.-Fri.)</b>							
12:00-3:00 P.M.	15.3	8.2	58.2	6.4	6.3	18.2	-
3:00-6:00 P.M.	12.3	10.5	54.3	13.3	8.6	11.4	-
12:00-6:00 P.M.	13.7	9.3	56.3	9.8	7.4	14.9	-
<b>EVENING (Mon.-Sun.)</b>							
6:00-8:00 P.M.	15.2	22.9	43.9	11.2	4.7	15.9	-
8:00-10:30 P.M.	16.2	19.0	48.0	14.0	6.3	10.4	-
6:00-10:30 P.M.	15.8	20.6	46.3	12.8	5.6	12.7	-

# CITY CAB REPORT

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PERIOD: May - June, 1945

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

TIME ZONE: Pacific

GEOGRAPHIC AREA: Pacific

## SAN FRANCISCO, CALIF.

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Sets-in-Use	CBS	NBC	ABC	MBS	KJBS	KSFO	KYA	ALL OTHERS
		KQW	KPO	KGO	KFRC				
<b>MORNING (Mon.-Fri.)</b>									
9:00-12:00 NOON	12.1	19.8%	23.3%	15.3%	21.8%	9.9%	4.0%	2.5%	3.4%
<b>AFTERNOON (Mon.-Fri.)</b>									
12:00-3:00 P.M.	12.0	12.2	37.1	15.2	12.7	8.1	6.6	3.6	4.5
3:00-6:00 P.M.	12.0	14.7	29.8	13.8	15.6	7.8	5.0	4.6	8.7
12:00-6:00 P.M.	12.0	13.5	33.2	14.4	14.2	8.0	5.8	4.1	6.8
<b>EVENING (Mon.-Sun.)</b>									
6:00-8:00 P.M.	25.3	19.9	39.0	8.5	18.2	3.0	4.5	1.9	5.0
8:00-10:30 P.M.	23.6	17.3	26.9	10.6	23.7	1.0	8.5	2.4	9.6
6:00-10:30 P.M.	24.3	18.5	32.4	9.6	21.2	1.9	6.7	2.2	7.5

# CITY **CAB** REPORT

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PERIOD: May - June, 1945

CITY SIZE GROUP: 100,000-500,000

TIME ZONE: Eastern

GEOGRAPHIC AREA: Middle Atlantic

## SCRANTON, PA.

### STATION INDEX

Local Time	Average Sets-in-Use	(Average Share of the Listening Audience)					
		CBS WGBI	(NBC) WEAF	ABC WARK	(MBS) WOR	(ABC) WJZ	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>							
9:00-12:00 NOON	13.7	44.5%	0.0%	46.2%	0.0%	5.1%	4.2%
<b>AFTERNOON (Mon.-Fri.)</b>							
12:00-3:00 P.M.	22.1	79.9	0.0	16.7	0.0	1.0	2.4
3:00-6:00 P.M.	14.7	59.9	2.1	28.9	1.0	2.1	6.0
12:00-6:00 P.M.	18.3	71.8	1.0	21.7	0.5	1.4	3.6
<b>EVENING (Mon.-Sun.)</b>							
6:00-8:00 P.M.	27.2	70.5	3.0	19.4	0.7	1.6	4.8
8:00-10:30 P.M.	31.7	72.1	1.6	17.2	1.3	1.3	6.5
6:00-10:30 P.M.	29.8	71.5	2.1	18.1	1.1	1.4	5.8

WEAF - New York City  
 WOR - New York City  
 WJZ - New York City

# CITY CAB REPORT

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PERIOD: May-June, 1945

CITY SIZE GROUP: 100,000-500,000

TIME ZONE: Pacific

GEOGRAPHIC AREA: Pacific

## SEATTLE, WASH.

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS KIRO	NBC KOMO	ABC KJR	MBS KOL	KRSC	KVI	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>								
9:00-12:00 NOON	15.9	27.2%	15.2%	36.4%	5.3%	3.3%	2.7%	9.9%
<b>AFTERNOON (Mon.-Fri.)</b>								
12:00-3:00 P.M.	12.0	15.8	32.5	17.5	10.8	4.2	5.8	13.4
3:00-6:00 P.M.	11.2	17.4	30.3	18.3	10.1	4.6	2.8	16.5
12:00-6:00 P.M.	11.6	16.6	31.4	17.9	10.5	4.4	4.4	14.8
<b>EVENING (Mon.-Sun.)</b>								
6:00-8:00 P.M.	25.1	26.2	39.0	11.8	11.2	3.6	1.4	6.8
8:00-10:30 P.M.	25.9	24.0	27.6	14.8	10.7	8.2	0.3	14.4
6:00-10:30 P.M.	25.5	24.9	32.4	13.5	10.9	6.2	0.8	11.3

KVI - Tacoma, Wash.

# CITY CAB REPORT

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PERIOD: May-June, 1945

CITY SIZE GROUP: 50,000-100,000

TIME ZONE: Central

GEOGRAPHIC AREA: West So. Central

## SHREVEPORT, LA.

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	STATION INDEX			
		CBS KWKH	NBC KTBS	A&C KRMD	ALL OTHERS
<b>MORNING (Mon-Fri)</b>					
9:00-12:00 NOON	14.9	35.1%	35.6%	24.1%	5.2%
<b>AFTERNOON (Mon.-Fri.)</b>					
12:00-3:00 P.M.	13.9	41.3	28.7	25.0	5.0
3:00-6:00 P.M.	13.9	34.1	36.0	18.9	11.0
12:00-6:00 P.M.	13.9	37.7	32.4	21.9	8.0
<b>EVENING (Mon.-Sun.)</b>					
6:00-8:00 P.M.	16.6	40.4	31.0	24.0	4.6
8:00-10:30 P.M.	18.1	34.0	36.9	22.3	6.8
6:00-10:30 P.M.	17.5	36.6	34.5	23.0	5.9

*Handwritten notes:*  
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# CITY CAB REPORT

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PERIOD: May - June, 1945

CITY SIZE GROUP: 100,000 - 500,000

TIME ZONE: Central

GEOGRAPHIC AREA: East North Central

## SOUTH BEND, IND.

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS WSBT	(NBC) WMAQ	ABC WHOT	(MBS) WGN	(CBS) WBBM	(ABC) WLS-WENR	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>								
9:00-12:00 NOON	19.6	44.0%	5.6%	9.8%	9.1%	11.2%	11.9%	8.4%
<b>AFTERNOON (Mon.-Fri.)</b>								
12:00-3:00 P.M.	17.6	32.6	15.5	10.0	9.3	17.8	4.7	10.1
3:00-6:00 P.M.	18.7	39.7	11.8	8.8	8.8	13.3	8.8	8.8
12:00-6:00 P.M.	18.2	36.2	13.6	9.4	9.0	15.5	6.8	9.5
<b>EVENING (Mon.-Sun.)</b>								
6:00-8:00 P.M.	25.6	42.3	17.0	6.1	11.9	5.7	11.2	5.8
8:00-10:30 P.M.	25.2	43.0	18.9	7.2	13.8	4.0	6.3	6.8
6:00-10:30 P.M.	25.3	42.7	18.1	6.8	13.0	4.7	8.3	6.4

WMAQ - Chicago, Ill.

WGN - Chicago, Ill.

WBBM - Chicago, Ill.

WLS-WENR - Chicago, Ill.

# CITY CAB REPORT

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PERIOD: May-June, 1945

CITY SIZE GROUP: 100,000-500,000

TIME ZONE: Eastern

GEOGRAPHIC AREA: Middle Atlantic

## SYRACUSE , N. Y.

Local Time	Average Sets-in-Use	STATION INDEX (Average Share of the Listening Audience)				
		CBS WFBL	NBC WSYR	ABC WAGE	MBS WOLF	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>						
9:00-12:00 NOON	20.8	32.2%	18.5%	38.4%	10.9%	0.0%
<b>AFTERNOON (Mon.-Fri.)</b>						
12:00-3:00 P.M.	19.2	40.0	24.3	21.8	13.1	0.8
3:00-6:00 P.M.	15.0	25.6	35.4	28.0	11.0	0.0
12:00-6:00 P.M.	17.0	33.5	29.3	24.6	12.2	0.4
<b>EVENING (Mon.-Sun.)</b>						
6:00- 8:00 P.M.	25.2	23.8	28.5	20.3	27.0	0.4
8:00-10:30 P.M.	31.7	34.7	32.8	17.4	14.4	0.7
6:00-10:30 P.M.	28.9	30.6	31.1	18.5	19.2	0.6



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TIME ZONE: Eastern

GEOGRAPHIC AREA: Middle Atlantic

## TRENTON, N. J.

Local Time	Average Sets-in-Use	STATION INDEX (Average Share of the Listening Audience)						ALL OTHERS
		(CBS) WABC	NBC WTTM	(ABC) WJZ	(MBS) WOR	(NBC) WEAF		
<b>MORNING (Mon.-Fri.)</b>								
9:00-12:00 NOON	9.1	10.1%	11.1%	34.3%	30.3%	8.1%	6.1%	
<b>AFTERNOON (Mon.-Fri.)</b>								
12:00-3:00 P.M.	10.4	21.1	5.7	18.4	32.9	6.1	15.8	
3:00-6:00 P.M.	7.1	9.2	15.8	18.4	15.8	19.7	21.1	
12:00-6:00 P.M.	8.7	16.3	11.6	18.4	26.1	9.7	17.9	
<b>EVENING (Mon.-Sun.)</b>								
6:00-8:00 P.M.	15.6	11.5	12.9	22.0	22.0	15.8	15.8	
8:00-10:30 P.M.	23.2	23.4	6.5	17.5	22.8	23.1	6.7	
6:00-10:30 P.M.	20.0	19.5	8.6	19.0	22.5	20.7	9.7	

WABC - New York, N. Y.

WJZ - New York, N. Y.

WOR - New York, N. Y.

WEAF - New York, N. Y.

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TIME ZONE: Eastern

GEOGRAPHIC AREA: Middle Atlantic

## UTICA, N.Y.

Local Time	Average Sets-In-Use	STATION INDEX					ALL OTHERS
		(Average Share of the Listening Audience)					
		CBS WIBX	(NBC) WGY	(NBC) WSYR	(ABC) WAGE	(ABC) WJZ	
<b>MORNING (Mon.-Fri.)</b>							
9:00-12:00 NOON	14.8	58.2%	9.0%	7.4%	23.0%	0.0%	2.4%
<b>AFTERNOON (Mon.-Fri.)</b>							
12:00-3:00 P.M.	18.8	64.4	5.8	13.2	10.3	0.6	5.7
3:00-6:00 P.M.	15.3	61.8	22.9	5.6	8.3	0.7	0.7
12:00-6:00 P.M.	17.0	63.2	13.5	9.8	9.4	0.7	3.4
<b>EVENING (Mon.-Sun.)</b>							
6:00-8:00 P.M.	24.5	58.1	22.0	9.7	6.2	1.1	2.9
8:00-10:30 P.M.	27.5	60.8	25.5	5.4	1.2	1.7	5.4
6:00-10:30 P.M.	26.2	59.7	24.1	7.1	3.2	1.5	4.4

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

# CITY **CAB** REPORT

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

TIME ZONE: Eastern

GEOGRAPHIC AREA: South Atlantic

## WASHINGTON, D. C.

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	STATION INDEX							
		CBS WTOP	NBC WRC	ABC WMAL	MBS WOL	WINX	WWDC	ALL OTHERS	
<b>MORNING (Mon.-Fri.)</b>									
9:00-12:00 NOON	13.7	19.7%	24.1%	18.5%	10.8%	8.0%	6.0%	12.9%	
<b>AFTERNOON (Mon.-Fri.)</b>									
12:00-3:00 P.M.	11.5	23.7	21.8	12.3	9.0	7.1	11.4	14.7	
3:00-6:00 P.M.	10.4	14.7	31.9	15.2	3.7	4.2	16.7	13.6	
12:00-6:00 P.M.	11.0	19.4	26.6	13.7	6.5	5.7	13.9	14.2	
<b>EVENING (Mon.-Sun.)</b>									
6:00- 8:00 P.M.	18.9	13.9	29.3	19.0	9.2	6.4	6.6	15.6	
8:00-10:30 P.M.	20.9	22.6	34.4	11.8	7.8	2.6	13.3	7.5	
6:00-10:30 P.M.	20.0	19.1	32.4	14.6	8.4	4.1	10.6	10.8	

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PERIOD: May - June, 1945

CITY SIZE GROUP: 100,000-500,000

TIME ZONE: Central

GEOGRAPHIC AREA: West No. Central

## WICHITA, KAN.

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-In-Use	CBS KFH	NBC KANS	ABC-MBS KFBI	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>					
9:00-12:00 NOON	16.9	38.7%	13.7%	37.5%	10.1%
<b>AFTERNOON (Mon.-Fri.)</b>					
12:00-3:00 P.M.	15.3	34.0	28.2	30.1	7.7
3:00-6:00 P.M.	13.5	33.8	24.6	28.2	13.4
12:00-6:00 P.M.	14.4	33.9	26.5	29.2	10.4
<b>EVENING (Mon.-Sun.)</b>					
6:00-8:00 P.M.	20.0	30.5	29.9	26.0	13.6
8:00-10:30 P.M.	26.3	39.1	36.8	17.0	7.1
6:00-10:30 P.M.	23.7	36.1	34.4	20.1	9.4

# CITY CAB REPORT

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CITY SIZE GROUP: 50,000-100,000

TIME ZONE: Eastern

GEOGRAPHIC AREA: Middle Atlantic

## WILKES-BARRE, PA.

Local Time	Average Sets-in-Use	STATION INDEX (Average Share of the Listening Audience)					ALL OTHERS
		(CBS) WGBI	NBC WBRE	(ABC) WJZ	MBS WBAX	(CBS) WABC	
<b>MORNING (Mon.-Fri.)</b>							
9:00-12:00 NOON	16.2	5.4%	59.6%	16.3%	16.3%	1.0%	1.4%
<b>AFTERNOON (Mon.-Fri.)</b>							
12:00-3:00 P.M.	17.5	†	47.1	4.4	21.3	0.7	5.2
3:00-6:00 P.M.	14.8	†	60.7	5.7	21.3	2.5	4.1
12:00-6:00 P.M.	16.1	†	53.4	5.0	21.3	1.6	4.7
<b>EVENING (Mon.-Sun.)</b>							
6:00- 8:00 P.M.	22.5	6.3	56.0	6.7	28.0	0.7	2.3
8:00-10:30 P.M.	28.2	7.4	59.8	4.7	22.8	2.5	2.8
6:00-10:30 P.M.	25.8	7.0	58.4	5.4	24.7	1.8	2.7

WGBI - Scranton, Pa.

WJZ - New York, N.Y.

WABC - New York, N.Y.

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

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REPORT

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PERIOD: May - June, 1945

CITY SIZE GROUP: 50,000-100,000

TIME ZONE: Eastern

GEOGRAPHIC AREA: Middle Atlantic

## WILMINGTON, DELAWARE

## STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	(Average Share of the Listening Audience)						
		CBS WCAU*	NBC WDEL	ABC WFIL**	MBS WILM	WIP†	WOR‡	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>								
9:00-12:00 NOON	19.0	19.7%	53.9%	9.6%	3.0%	5.4%	3.6%	4.8%
<b>AFTERNOON (Mon.-Fri.)</b>								
12:00-3:00 P.M.	14.6	25.5	45.3	5.8	2.2	5.1	6.6	9.5
3:00-6:00 P.M.	11.1	10.5	60.0	11.4	5.7	2.9	2.9	6.6
12:00-6:00 P.M.	12.8	19.0	51.6	8.3	3.7	4.1	5.0	8.3
<b>EVENING (Mon.-Sun.)</b>								
6:00- 8:00 P.M.	17.2	20.8	53.2	7.9	5.3	4.9	1.9	6.4
8:00-10:30 P.M.	22.9	28.6	46.0	9.8	2.7	9.3	1.0	2.6
6:00-10:30 P.M.	20.5	25.8	48.5	9.1	3.6	7.6	1.4	4.0

\* CBS - Philadelphia, Pa.

\*\* ABC - Philadelphia, Pa.

† MBS - Philadelphia, Pa.

‡ MBS - New York, N. Y.

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CITY SIZE GROUP: 50,000-100,000

TIME ZONE: Eastern

GEOGRAPHIC AREA: South Atlantic

## WINSTON-SALEM, N. C.

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	NBC WSJS	ABC WAIR	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>				
9:00-12:00 NOON	13.4	35.5%	62.3%	2.2%
<b>AFTERNOON (Mon.-Fri.)</b>				
12:00-3:00 P.M.	15.1	55.3	37.9	6.8
3:00-6:00 P.M.	14.7	68.3	23.8	7.9
12:00-6:00 P.M.	14.9	61.7	30.9	7.4
<b>EVENING (Mon.-Sun.)</b>				
6:00- 8:00 P.M.	21.7	63.4	34.6	2.0
8:00-10:30 P.M.	21.3	57.9	40.7	1.4
6:00-10:30 P.M.	21.5	60.2	38.2	1.6

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CITY SIZE GROUP: 100,000-500,000

TIME ZONE: Eastern

GEOGRAPHIC AREA: New England

## WORCESTER, MASS.

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS WTAG	(NBC) WBZ	ABC WORC	MBS WAAB	WORL	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>							
9:00-12:00 NOON	19.2	35.9%	4.4%	38.7%	14.9%	2.8%	3.3%
<b>AFTERNOON (Mon.-Fri.)</b>							
12:00-3:00 P.M.	17.9	67.1	8.2	13.5	5.3	2.3	3.6
3:00-6:00 P.M.	11.1	27.3	20.8	18.9	19.8	3.8	9.4
12:00-6:00 P.M.	14.5	51.8	13.0	15.6	10.9	2.9	5.8
<b>EVENING (Mon.-Sun.)</b>							
6:00- 8:00 P.M.	23.4	48.6	11.7	14.1	19.3	†	5.5
8:00-10:30 P.M.	25.0	54.6	14.7	14.3	13.2	†	3.2
6:00-10:30 P.M.	24.3	52.1	13.5	14.2	15.7	†	4.2

WBZ - Boston, Mass.

WORL - Boston, Mass.

† Radio Station WORL Operates Only Until Local Sunset.