

SAN DIEGO, CALIFORNIA
METROPOLITAN AREA
Vol. IX No. 1
FEBRUARY, 1960*
TOTAL AUDIENCE
IN-HOME & OUT-OF-HOME



A PULSE REPORT

**THE PULSE, Inc., 730 Fifth Avenue, New York 100 N. Y.
CHICAGO, LOS ANGELES, LONDON**



SAN DIEGO, CALIFORNIA

METROPOLITAN AREA

Vol. IX

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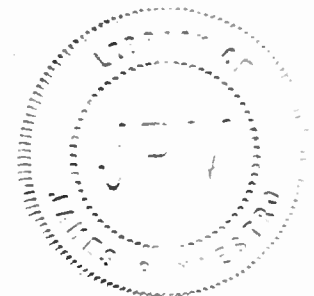
6:00 AM - 12 Midnight

Survey Based Upon

129,600

Quarter Hour Reports

*December 16-22, 1959
January 4-17, 1960
January 19 - February 15, 1960.



NEW YORK
730 Fifth Avenue
New York 19, New York

LOS ANGELES
6399 Wilshire Boulevard
Los Angeles 48, California

CHICAGO
435 North Michigan Ave.
Chicago 11, Illinois

LONDON
41-42 Dover Street
London W1, England

Stations*	Monday-Friday			Saturday			Sunday		
	6AM-12Nn	12Nn-6PM	6PM-12Mid.	6AM-12Nn	12Nn-6PM	6PM-12Mid.	6AM-12Nn	12Nn-6PM	6PM-12Mid.
KCBQ	18	17	14	22	19	17	31	20	19
KDEO	10	12	11	9	13	11	4a	11	12
KFMB	14	11	12	13	11	11	12	9	12
KFSD	9	9	10	10	8	10	8	7	8
KGB	8	8	9	5	5	5	5a	5	2
KSDO	9 11	9 13	8 11	9 11	9 10	7 12	10 13	10 14	11 17
KSON	6	6	7	4	5	8	4a	6	6
XEAK	12	14	12	15	16	13	13a	16	9
Misc.	11	11	13	11	14	14	12	13	14
Total Percent	100	100	100	100	100	100	100	100	100
H. U. R.	25.6	26.4	16.8	17.7	20.8	14.2	12.1	19.8	12.4

These figures are percentages indicating the relative popularity of the stations during the day. The base, total station quarter hour mentions, is the sum of the number of stations listened to during the period. This base, divided into the total mentions of each station gives the figures listed above.

Program names for the time periods in this report are those usually carried. These program names usually refer to the programming for the week of February 1-7, 1960, in addition to all sporting events broadcast during the survey period. These program names are obtained from the most reliable or available sources. PULSE cannot certify that these programs were broadcast at the times shown in the report. Special program circumstances may also be noted among the program names.

a - Does not broadcast for the complete period and the share of audience is unadjusted for this situation.

Station XEAK off the air on Thursday, January 28, 1960 from 8:01 to 8:12 AM and Thursday, February 11, 1960 from 9:25 to 10:00 AM due to technical difficulties; ratings were adjusted for this situation.

*December 16-22, 1959, January 4-17, January 19 - February 15, 1960.

OF RADIO HOMES PER RATING

Rating	# Of Radio Homes	Rating	# Of Radio Homes	Rating	# Of Radio Homes
.1	300	1.0	3,000	10.0	30,400
.2	600	2.0	6,100	20.0	60,800
.3	900	3.0	9,100	30.0	91,200
.4	1,200	4.0	12,200		
.4	1,500	5.0	15,200		
.6	1,800	6.0	18,200		
.7	2,100	7.0	21,300		
.8	2,400	8.0	24,300		
.9	2,700	9.0	27,400		

THE PULSE, INC. Mon-Fri, Feb, 1960		TOTAL AUDIENCE - RATINGS				SAN DIEGO METROPOLITAN AREA Base for Each 1/4 Hour 1000 Homes			
6:00 AM	In Home	Out of Home	Total		In Home	Out of Home	Total	7:00 AM	
Nws, Jerry Walker Coffee Jim Dandy Nws, Contact-Denny Bracken Nws, Gentry Blaine Worrell Limelight Nws, Johnny Huddleston Ernie Myers Homes using Radio	2.5 1.1 1.7 .7 .5 .9 .3 1.7 1.2 10.4	.6 .1 .2 .1 .1 .2 .1 .1 .1 1.6	3.1 1.2 1.9 .8 .6 1.1 .4 1.8 1.3 12.0	KCBQ KDEO KFMB KFSD KGB KSDO KSON XEAK Misc.	3.4 1.8 3.7 1.6 1.5 1.6 .9 2.4 2.2 18.7	1.3 .7 .8 .5 .5 .7 .2 .6 .4 5.7	4.7 2.5 4.5 2.1 2.0 2.3 1.1 3.0 2.6 24.4	Nws, Jerry Walker Coffee Jim Dandy World Nws Rndp Nws, Gentry Frank Hemingway-Nws Limelight Nws, Johnny Huddleston Ernie Myers Homes using Radio	
6:15								7:15	
Jerry Walker Coffee Jim Dandy, Nws Contact-Denny Bracken Gentry Blaine Worrell Limelight Johnny Huddleston Ernie Myers Homes using Radio	2.6 1.3 1.8 .9 .7 1.0 .5 1.7 1.4 11.7	.7 .1 .4 .2 .1 .2 .1 .1 .2 2.1	3.3 1.4 2.2 1.1 .8 1.2 .6 1.8 1.6 13.8	KCBQ KDEO KFMB KFSD KGB KSDO KSON XEAK Misc.	3.5 1.9 4.3 1.7 1.6 1.7 1.0 2.5 2.4 20.1	1.3 .8 1.1 .5 .7 .8 .3 .9 .5 6.9	4.8 2.7 5.4 2.2 2.3 2.5 1.3 3.4 2.9 27.0	Jerry Walker Coffee Jim Dandy, Nws Nws Gentry Nws-World Nws-Jim Brown Limelight Johnny Huddleston Ernie Myers Homes using Radio	
6:30								7:30	
Nws, Jerry Walker Coffee Jim Dandy Nws, Contact-Denny Bracken Nws, Gentry Home-Ranch Limelight Nws, Johnny Huddleston Ernie Myers Homes using Radio	2.9 1.5 1.8 1.0 .8 1.0 .5 1.8 1.7 12.8	.8 .2 .4 .3 .1 .3 .1 .1 .2 2.5	3.7 1.7 2.2 1.3 .9 1.3 .6 1.9 1.9 15.3	KCBQ KDEO KFMB KFSL KGB KSDO KSON XEAK Misc.	3.4 1.9 3.9 1.8 1.7 1.8 1.0 2.5 2.1 19.6	1.3 .8 1.0 .7 .5 .7 .5 1.0 .5 7.0	4.7 2.7 4.9 2.5 2.2 2.5 1.5 3.5 2.6 26.6	Nws, Jerry Walker Coffee Jim Dandy Contact-Don Ross Nws-Ed Deverill Nws-Jim Brown Nws-Depth, Limelight B. Stern, Johnny Huddleston Ernie Myers Homes using Radio	
6:45								7:45	
Jerry Walker Coffee Jim Dandy Contact-Denny Bracken Gentry Nws Limelight Johnny Huddleston Ernie Myers, Nws Homes using Radio	3.1 1.6 2.2 1.2 1.0 1.1 .6 2.0 1.8 14.4	1.1 .3 .5 .3 .1 .3 .2 .2 .4 3.4	4.2 1.9 2.7 1.5 1.1 1.4 .8 2.2 2.2 17.8	KCBQ KDEO KFMB KFSD KGB KSDO KSON XEAK Misc.	3.3 1.8 3.6 1.9 1.7 1.9 1.1 2.3 2.4 19.4	1.4 .8 1.2 .7 .7 .8 .6 .8 .6 7.6	4.7 2.6 4.8 2.6 2.4 2.7 1.7 3.1 3.0 27.0	Jerry Walker Coffee Jim Dandy Contact-Don Ross Gentry Nws, Business Nws, Sprts Limelight Fulton Lewis Jr. Ernie Myers, Nws Homes using Radio	

THE PULSE, INC.		TOTAL AUDIENCE - RATINGS						SAN DIEGO METROPOLITAN AREA	
Mon-Fri, Feb, 1960								Base for Each 1/4 Hour 1000 Homes	
8:00 AM	In Home	Out of Home	Total		In Home	Out of Home	Total	9:00 AM	
Nws, Jerry Walker	3.7	1.4	5.1	KCBQ	4.5	1.1	5.6	Nws, Don Howard	
Coffee Jim Dandy	2.0	.9	2.9	KDEO	2.3	.8	3.1	Smilin' Sam Babcock	
Nws-Frank Goss	3.7	1.0	4.7	KFMB	3.2	.8	4.0	Nws, Contact-Don Ross	
Nws, Genti	1.8	.7	2.5	KFSD	2.1	.7	2.8	Nws, Genti	
Cliff Engle-Nws	1.9	.7	2.6	KGB	2.4	.6	3.0	P. Harvey, Nws-Bob Regan	
Limelight	2.2	.9	3.1	KSDO	3.1	.7	3.8	Limelight	
Nws, Johnny Huddleston	1.3	.6	1.9	KSON	1.4	.5	1.9	Nws, Johnny Huddleston	
Ernie Myers	2.4	.9	3.3	XEAK	2.6	.8	3.4	Noel Confer	
	2.4	.5	2.9	Misc.	2.8	.4	3.2		
Homes using Radio	20.7	7.6	28.3		23.8	6.4	30.2	Homes using Radio	
8:15				9:15					
Jerry Walker	3.9	1.3	5.2	KCBQ	4.7	1.0	5.7	Don Howard	
Coffee Jim Dandy, Nws	2.2	.9	3.1	KDEO	2.4	.7	3.1	Smilin' Sam Babcock, Nws	
Nws	3.6	.9	4.5	KFMB	3.1	.7	3.8	Contact-Don Ross	
Genti	1.6	.6	2.2	KFSD	2.3	.7	3.0	Genti	
Mkt Rpt, Nws, Wea	1.8	.7	2.5	KGB	2.5	.5	3.0	Margie	
Limelight	2.3	.8	3.1	KSDO	2.9	.6	3.5	Limelight	
Johnny Huddleston	1.5	.5	2.0	KSON	1.3	.4	1.7	Johnny Huddleston	
Ernie Myers	2.6	1.0	3.6	XEAK	2.4	.9	3.3	Noel Confer	
	2.5	.6	3.1	Misc.	3.0	.4	3.4		
Homes using Radio	21.4	7.3	28.7		23.9	5.9	29.8	Homes using Radio	
8:30				9:30					
Nws, Jerry Walker	3.9	1.4	5.3	KCBQ	4.5	1.0	5.5	Nws, Don Howard	
Smilin' Sam Babcock	1.9	.8	2.7	KDEO	2.3	.7	3.0	Smilin' Sam Babcock	
Contact-Don Ross	3.5	.7	4.2	KFMB	3.1	.5	3.6	Nws, Contact-Don Ross	
Nws, Genti	1.8	.7	2.5	KFSD	2.2	.6	2.8	Emphasis, Genti	
Inquiring Rptr-Bob Regan	1.9	.6	2.5	KGB	2.2	.4	2.6	Margie	
Nws-Depth, Limelight	2.5	.8	3.3	KSDO	3.0	.8	3.8	Limelight	
Nws, Johnny Huddleston	1.4	.5	1.9	KSON	1.2	.5	1.7	Nws, Johnny Huddleston	
Ernie Myers	2.7	.8	3.5	XEAK	2.4	1.0	3.4	Wea, Noel Confer	
	2.7	.5	3.2	Misc.	2.8	.3	3.1		
Homes using Radio	21.6	6.8	28.4		22.9	5.8	28.7	Homes using Radio	
8:45				9:45					
Jerry Walker	3.7	1.2	4.9	KCBQ	4.5	.9	5.4	Don Howard	
Smilin' Sam Babcock	2.2	.8	3.0	KDEO	2.4	.8	3.2	Smilin' Sam Babcock	
Contact-Don Ross	3.6	.6	4.2	KFMB	3.2	.6	3.8	Molly Morse	
Genti	1.9	.7	2.6	KFSD	2.3	.6	2.9	Genti	
Inquiring Rptr-Bob Regan	1.8	.6	2.4	KGB	2.1	.4	2.5	Margie	
Limelight	2.6	.7	3.3	KSDO	3.1	.7	3.8	Limelight	
Johnny Huddleston	1.5	.4	1.9	KSON	1.4	.6	2.0	Johnny Huddleston	
Ernie Myers, Nws	2.8	.9	3.7	XEAK	2.3	.9	3.2	Noel Confer, Nws	
	2.7	.6	3.3	Misc.	2.7	.3	3.0		
Homes using Radio	22.2	6.5	28.7		23.3	5.8	29.1	Homes using Radio	

THE PULSE, INC.

TOTAL AUDIENCE - RATINGS

SAN DIEGO METROPOLITAN AREA

Mon-Fri, Feb, 1960

Base for Each 1/4 Hour 1000 Homes

10:00 AM	In Home	Out of Home	Total		In Home	Out of Home	Total	11:00 AM
Nws, Don Howard Smilin' Sam Babcock Nws, Right To Happiness Nws, Jim O'Leary Nws Gaslight Prvws Nws, Bob Conners Noel Confer Homes using Radio	4.4 2.3 3.0 2.2 2.4 3.0 1.2 2.4 2.9 23.1	.9 .8 .3 .5 .5 .6 .5 1.0 .4 5.5	5.3 3.1 3.3 2.7 2.9 3.6 1.7 3.4 3.3 28.6	KCBQ KDEO KFMB KFSD KGB KSDO KSON XEAK Misc.	4.0 2.1 2.6 2.2 2.0 2.8 1.0 2.9 3.0 22.0	.9 .7 .3 .5 .2 .7 .4 1.0 .5 5.2	4.9 2.8 2.9 2.7 2.2 3.5 1.4 3.9 3.5 27.2	Nws, Don Howard Smilin' Sam Babcock Nws, Whispering Streets Nws, Jim O'Leary Breakfast Club, Misc. Gaslight Prvws Nws, Bob Conners Noel Confer Homes using Radio
10:15								11:15
Don Howard Smilin' Sam Babcock, Nws 2nd Mrs. Burton Jim O'Leary Tello Test Gaslight Prvws Bob Conners Noel Confer Homes using Radio	4.5 2.3 2.9 2.1 2.2 2.8 1.1 2.4 2.8 22.5	.9 .7 .2 .6 .6 .5 .4 1.0 .4 5.3	5.4 3.0 3.1 2.7 2.8 3.3 1.5 3.4 3.2 27.8	KCBQ KDEO KFMB KFSD KGB KSDO KSON XEAK Misc.	3.8 2.1 2.5 2.1 1.9 2.7 1.0 2.8 3.1 21.4	1.0 .8 .2 .4 .3 .6 .6 .9 .3 5.1	4.8 2.9 2.7 2.5 2.2 3.3 1.6 3.7 3.4 26.5	Don Howard Smilin' Sam Babcock, Nws Couple Next Door Jim O'Leary Breakfast Club, Misc. Gaslight Prvws Bob Conners Noel Confer Homes using Radio
10:30								11:30
Nws, Don Howard Smilin' Sam Babcock Young Dr. Malone Emphasis, Jim O'Leary Breakfast Club Gaslight Prvws G. Heatter, Bob Conners Noel Confer Homes using Radio	4.3 2.2 2.8 2.2 2.0 3.0 1.0 2.5 3.0 22.3	1.0 .8 .2 .5 .4 .6 .4 .9 .5 5.3	5.3 3.0 3.0 2.7 2.4 3.6 1.4 3.4 3.5 27.6	KCBQ KDEO KFMB KFSD KGB KSDO KSON XEAK Misc.	3.7 2.0 2.6 1.9 1.7 2.9 1.1 2.7 3.2 21.3	.9 .7 .2 .6 .2 .6 .6 .9 .3 5.0	4.6 2.7 2.8 2.5 1.9 3.5 1.7 3.6 3.5 26.3	Nws, Don Howard Noon Whistle-Coffee Jim Dandy Helen Trent Emphasis, Jim O'Leary Blaine Worrell Nws, Gaslight Prvws Nws, Bob Conners Nws, Noel Confer Homes using Radio
10:45								11:45
Don Howard Smilin' Sam Babcock, Nws Ma Perkins Jim O'Leary Breakfast Club Gaslight Prvws Bob Conners Noel Confer, Nws Homes using Radio	4.2 2.2 2.8 2.1 2.2 2.9 1.0 2.5 2.9 22.2	1.0 .7 .3 .5 .3 .6 .5 1.1 .4 5.4	5.2 2.9 3.1 2.6 2.5 3.5 1.5 3.6 3.3 27.6	KCBQ KDEO KFMB KFSD KGB KSDO KSON XEAK Misc.	3.5 2.0 2.5 1.9 1.5 2.8 1.1 2.7 3.3 20.8	.8 .8 .2 .5 .2 .6 .5 .9 .3 4.8	4.3 2.6 2.7 2.4 1.7 3.4 1.6 3.6 3.6 25.6	Don Howard Noon Whistle-Coffee Jim Dandy Pat Buttram Jim O'Leary Blaine Worrell Gaslight Prvws Bob Conners Noel Confer, Nws Homes using Radio

THE PULSE, INC.

TOTAL AUDIENCE - RATINGS

SAN DIEGO METROPOLITAN AREA

Mon-Fri, Feb, 1960

Base for Each 1/4 Hour 1000 Homes

12:00 Noon	In Home	Out of Home	Total		In Home	Out of Home	Total	1:00 PM
Nws, Ralph James-Big "J"	3.6	.9	4.5	KCBQ	3.7	.9	4.6	Nws, Ralph James-Big "J"
Noon Whistle-Coffee Jim Dandy	2.1	.9	3.0	KDEO	2.3	.8	3.1	Noon Whistle-Coffee Jim Dandy
Nws	2.8	.6	3.4	KFMB	2.5	.4	2.9	Nws, Arthur Godfrey
Nws-Deverill, Farm Rptr	1.8	.5	2.3	KFSD	2.1	.4	2.5	Nws, Jim O'Leary
Carillon Concert, Nws	1.4	.4	1.8	KGB	1.3	.3	1.6	Lee Clark
Gaslight Prvws	3.0	.7	3.7	KSDO	2.9	.7	3.6	Gaslight Prvws
Nws, Bob Connors	1.0	.5	1.5	KSON	.9	.4	1.3	Nws, Bob Connors
Stan Evans	2.5	.8	3.3	XEAK	2.8	.8	3.6	Stan Evans
	3.0	.5	3.5	Misc.	2.7	.4	3.1	
Homes using Radio	20.6	5.8	26.4		20.6	5.1	25.7	Homes using Radio
12:15					1:15			
Ralph James-Big "J"	3.5	.9	4.4	KCBQ	3.8	.8	4.6	Ralph James-Big "J"
Noon Whistle-Coffee-Dandy, Nws	2.2	.8	3.0	KDEO	2.4	.9	3.3	Noon Whistle-Coffee-Dandy, Nws
Molly Morse	2.6	.4	3.0	KFMB	2.7	.5	3.2	Arthur Godfrey
Jim O'Leary	1.7	.5	2.2	KFSD	2.0	.5	2.5	Jim O'Leary
Home-Ranch	1.3	.5	1.8	KGB	1.2	.4	1.6	Lee Clark
Gaslight Prvws	2.8	.6	3.4	KSDO	2.8	.9	3.7	Gaslight Prvws
Bob Connors	.9	.4	1.3	KSON	.8	.5	1.3	Bob Connors
Stan Evans	2.4	1.0	3.4	XEAK	2.9	.9	3.8	Stan Evans
	2.7	.6	3.3	Misc.	2.7	.3	3.0	
Homes using Radio	19.5	5.7	25.2		20.6	5.7	26.3	Homes using Radio
12:30					1:30			
Nws, Ralph James-Big "J"	3.7	1.0	4.7	KCBQ	3.6	.8	4.4	Nws, Ralph James-Big "J"
Noon Whistle-Coffee Jim Dandy	2.3	.9	3.2	KDEO	2.4	.8	3.2	Mel Hall
Garry Moore, Funny Side Up	2.4	.4	2.8	KFMB	2.6	.5	3.1	Arthur Godfrey
Emphasis, Jim O'Leary	1.9	.4	2.3	KFSD	2.2	.4	2.6	Emphasis, Jim O'Leary
Nws, Lee Clark	1.3	.5	1.8	KGB	1.4	.5	1.9	Lee Clark
Nws-Depth, Gaslight Prvws	2.9	.7	3.6	KSDO	2.9	.8	3.7	Nws, Gaslight Prvws
Nws, Bob Connors	.8	.5	1.3	KSON	.9	.4	1.3	Nws, Bob Connors
Stan Evans	2.5	.8	3.3	XEAK	2.9	1.0	3.9	Stan Evans
	2.6	.5	3.1	Misc.	2.8	.3	3.1	
Homes using Radio	19.9	5.7	25.6		20.7	5.5	26.2	Homes using Radio
12:45					1:45			
Ralph James-Big "J"	3.6	.9	4.5	KCBQ	3.5	.8	4.3	Ralph James-Big "J"
Noon Whistle-Coffee Jim Dandy	2.1	.8	2.9	KDEO	2.3	.8	3.1	Mel Hall
Funny Side Up	2.3	.3	2.6	KFMB	2.8	.6	3.4	Arthur Godfrey
Jim O'Leary	2.0	.4	2.4	KFSD	2.2	.4	2.6	Jim O'Leary
Lee Clark	1.4	.4	1.8	KGB	1.3	.4	1.7	Lee Clark
Gaslight Prvws	2.7	.6	3.3	KSDO	3.0	.8	3.8	Gaslight Prvws
Bob Connors	.9	.4	1.3	KSON	1.0	.5	1.5	Bob Connors
Stan Evans, Nws	2.6	.9	3.5	XEAK	2.8	.9	3.7	Stan Evans, Nws
	2.7	.4	3.1	Misc.	2.6	.4	3.0	
Homes using Radio	19.8	5.1	24.9		20.9	5.6	26.5	Homes using Radio

THE PULSE, INC. Mon-Fri, Feb, 1960		TOTAL AUDIENCE - RATINGS						SAN DIEGO METROPOLITAN AREA Base for Each 1/4 Hour 1000 Homes	
	In Home	Out of Home	Total		In Home	Out of Home	Total		
2:00 PM				3:00 PM					
Nws, Jerry Walker	3.4	.9	4.3	KCBQ	3.4	.9	4.3	Nws, Jerry Walker	
Mel Hall	2.2	.7	2.9	KDEO	2.5	.7	3.2	Mel Hall	
Nws, House Party	2.6	.3	2.9	KFMB	2.1	.5	2.6	Nws, Pace-Denny Bracken	
Nws, Tiny Markle	2.2	.5	2.7	KFSD	2.1	.4	2.5	Nws, Tiny Markle	
Lee Clark	1.4	.3	1.7	KGB	1.7	.4	2.1	Lee Clark	
Limelight	2.9	.8	3.7	KSDO	2.8	.8	3.6	Limelight	
Nws, Earl McRoberts	1.2	.4	1.6	KSON	1.3	.5	1.8	Nws, Earl McRoberts	
Stan Evans	2.7	.8	3.5	XEAK	2.7	.9	3.6	Art Way	
	2.7	.4	3.1	Misc.	2.5	.4	2.9		
Homes using Radio	20.6	5.1	25.7		20.3	5.5	25.8	Homes using Radio	
2:15				3:15					
Jerry Walker	3.3	.8	4.1	KCBQ	3.4	1.1	4.5	Jerry Walker	
Mel Hall, Nws	2.1	.6	2.7	KDEO	2.6	.8	3.4	Mel Hall, Nws	
House Party	2.4	.2	2.6	KFMB	2.3	.6	2.9	Pace-Denny Bracken	
Tiny Markle	2.0	.5	2.5	KFSD	2.0	.4	2.4	Tiny Markle	
Lee Clark	1.5	.4	1.9	KGB	1.8	.5	2.3	Lee Clark	
Limelight	2.8	.7	3.5	KSDO	2.7	.6	3.3	Limelight	
Earl McRoberts	1.3	.5	1.8	KSON	1.3	.4	1.7	Earl McRoberts	
Stan Evans	2.8	.9	3.7	XEAK	2.8	.9	3.7	Art Way	
	2.8	.5	3.3	Misc.	2.7	.3	3.0		
Homes using Radio	20.2	5.1	25.3		20.7	5.6	26.3	Homes using Radio	
2:30				3:30					
Nws, Jerry Walker	3.2	.7	3.9	KCBQ	3.7	1.0	4.7	Nws, Jerry Walker	
Mel Hall	2.3	.6	2.9	KDEO	2.6	.7	3.3	Mel Hall	
Pace-Denny Bracken	2.4	.3	2.7	KFMB	2.2	.5	2.7	Nws, Pace-Denny Bracken	
Emphasis, Tiny Markle	2.2	.6	2.8	KFSD	2.0	.6	2.6	Emphasis, Tiny Markle	
Lee Clark	1.6	.4	2.0	KGB	2.0	.5	2.5	Paul Harvey	
Limelight	2.8	.8	3.6	KSDO	2.8	.7	3.5	Limelight	
Nws, Earl McRoberts	1.3	.5	1.8	KSON	1.1	.5	1.6	Nws, Earl McRoberts	
Stan Evans	2.9	.9	3.8	XEAK	2.8	1.0	3.8	Art Way	
	2.7	.4	3.1	Misc.	2.4	.4	2.8		
Homes using Radio	20.7	5.2	25.9		20.8	5.9	26.7	Homes using Radio	
2:45				3:45					
Jerry Walker	3.3	.9	4.2	KCBQ	3.7	1.1	4.8	Jerry Walker	
Mel Hall	2.4	.7	3.1	KDEO	2.5	.9	3.4	Mel Hall	
Pace-Denny Bracken	2.2	.4	2.6	KFMB	2.4	.6	3.0	Pace-Denny Bracken	
Tiny Markle	2.2	.5	2.7	KFSD	2.1	.5	2.6	Tiny Markle	
Lee Clark	1.5	.4	1.9	KGB	1.9	.6	2.5	San Diego Today, Scope	
Limelight	2.9	.7	3.6	KSDO	2.6	.7	3.3	Limelight	
Earl McRoberts	1.4	.5	1.9	KSON	1.0	.5	1.5	Earl McRoberts	
Stan Evans, Nws	2.8	.9	3.7	XEAK	2.9	.9	3.8	Art Way, Nws	
	2.8	.3	3.1	Misc.	2.6	.4	3.0		
Homes using Radio	20.7	5.3	26.0		20.6	6.2	26.8	Homes using Radio	

THE PULSE, INC. Mon-Fri, Feb, 1960		TOTAL AUDIENCE - RATINGS				SAN DIEGO METROPOLITAN AREA Base for Each 1/4 Hour 1000 Homes			
4:00 PM	In Home	Out of Home	Total		In Home	Out of Home	Total	5:00 PM	
Nws, Don Howard Mel Hall Nws, Pace-Denny Bracken Nws, Tiny Markle Edward P. Morgan Limelight Fulton Lewis Jr Frank Thompson Homes using Radio	3.7 2.6 2.2 2.0 2.1 2.6 1.2 2.9 2.6 20.9	1.2 .9 .7 .5 .7 .8 .5 .9 .4 6.6	4.9 3.5 2.9 2.5 2.8 3.4 1.7 3.8 3.0 27.5	KCBQ KDEO KFMB KFSD KGB KSDO KSON XEAK Misc.	3.3 2.5 2.9 1.8 1.7 2.5 1.1 2.8 2.4 20.0	1.3 .9 1.0 .8 .6 .8 .5 1.1 .4 7.4	4.6 3.4 3.9 2.6 2.3 3.3 1.6 3.9 2.8 27.4	Nws, Don Howard Big Prde-Shadoe Jackson Lowell Thomas, Sprts Nws, Tiny Markle Newsreel Limelight Nws, Earl McRoberts Frank Thompson Homes using Radio	
4:15								5:15	
Don Howard Mel Hall, Nws Pace-Denny Bracken Tiny Markle Nws-Quincy Howe Limelight Earl McRoberts Frank Thompson Homes using Radio	3.6 2.5 2.3 2.1 2.2 2.5 1.2 2.8 2.5 20.6	1.3 .9 .6 .5 .8 .7 .4 1.0 .5 6.7	4.9 3.4 2.9 2.6 3.0 3.2 1.6 3.8 3.0 27.3	KCBQ KDEO KFMB KFSD KGB KSDO KSON XEAK Misc.	3.2 2.5 3.1 1.8 1.6 2.4 1.0 2.9 2.6 20.1	1.4 .8 1.0 .7 .6 .9 .6 1.0 .3 7.3	4.6 3.3 4.1 2.5 2.2 3.3 1.6 3.9 2.9 27.4	Don Howard Big Prde-Shadoe Jackson, Sprts Local Nws Tiny Markle Newsreel Limelight Earl McRoberts Frank Thompson Homes using Radio	
4:30								5:30	
Nws, Don Howard Big Prde-Shadoe Jackson Nws, Pace-Denny Bracken Emphasis, Tiny Markle Newsreel Mkts, Limelight Nws, Earl McRoberts Frank Thompson Homes using Radio	3.7 2.4 2.2 1.9 2.3 2.6 1.1 2.8 2.3 20.3	1.3 .8 .8 .6 .7 .7 .5 1.0 .5 6.9	5.0 3.2 3.0 2.5 3.0 3.3 1.6 3.8 2.8 27.2	KCBQ KDEO KFMB KFSD KGB KSDO KSON XEAK Misc.	3.3 2.4 3.2 1.7 1.5 2.3 1.0 2.9 2.6 20.0	1.4 .7 .8 .7 .7 .8 .5 .9 .4 6.9	4.7 3.1 4.0 2.4 2.2 3.1 1.5 3.8 3.0 26.9	Nws, Don Howard Big Prde-Shadoe Jackson Tom Harmon-Sprts Nws, Tiny Markle William Winter, Stck-Rpt Nws-Depth, Limelight Nws, Earl McRoberts Frank Thompson Homes using Radio	
4:45								5:45	
Don Howard Big Prde-Shadoe Jackson Pace-Denny Bracken Tiny Markle Newsreel Limelight Earl McRoberts Frank Thompson, Nws Homes using Radio	3.5 2.4 2.0 2.0 2.1 2.6 1.2 2.7 2.5 20.0	1.4 .8 .9 .7 .7 .7 .6 1.0 .4 7.2	4.9 3.2 2.9 2.7 2.8 3.3 1.8 3.7 2.9 27.2	KCBQ KDEO KFMB KFSD KGB KSDO KSON XEAK Misc.	3.4 2.4 3.1 1.8 1.7 2.5 1.1 2.8 2.5 20.2	1.2 .6 .8 .6 .7 .8 .5 .8 .5 6.5	4.6 3.0 3.9 2.4 2.4 3.3 1.6 3.6 3.0 26.7	Don Howard Big Prde-Shadoe Jackson Montage-Don Ross Tiny Markle, Sprts Nws-Frank Goss, Paul Harvey Limelight Headline Nws Frank Thompson, Nws Homes using Radio	

THE PULSE, INC. Mon-Fri, Feb, 1960		TOTAL AUDIENCE - RATINGS				SAN DIEGO METROPOLITAN AREA Base for Each 1/4 Hour 1000 Homes			
6:00 PM	In Home	Out of Home	Total		In Home	Out of Home	Total	7:00 PM	
Nws, Ralph James-Big "J" Big Parade-Shadoe Jackson Nws, The Grotto-Geoff Edwards Nws, Point-Law, Bus Trends John Daly, Catch Rpt Mus For Dining Wax Museum Frank Thompson Homes using Radio	3.2 2.5 2.7 2.0 2.2 2.1 1.0 2.5 2.3 19.7	1.0 .6 .8 .6 .6 .7 .5 .6 .4 5.8	4.2 3.1 3.5 2.6 2.8 2.8 1.5 3.1 2.7 25.5	KCBO KDEO KFMB KFSD KGB KSDO KSON XEAK Misc.	2.6 2.2 2.4 1.9 1.5 2.0 1.2 2.3 2.0 17.4	.7 .6 .7 .5 .4 .4 .3 .6 .4 4.6	3.3 2.8 3.1 2.4 1.9 2.4 1.5 2.9 2.4 22.0	Nws, Ralph James-Big "J" Sir Rocky Riddle Nws, Amos-Andy Nws, Monitor-Jack Bayer, Box Nws, Masters Of Melody Mus For Dining Fulton Lewis Jr. Art Way Homes using Radio	
6:15								7:15	
Ralph James-Big "J" Big Parade-Shadoe Jackson, Nws The Grotto-Geoff Edwards Nws, Digest, Virgil Pinkley Mus For Dining Wax Museum Frank Thompson Homes using Radio	3.0 2.4 2.5 1.9 2.0 2.1 1.0 2.4 2.2 18.7	.9 .6 .8 .5 .5 .6 .4 .6 .5 5.4	3.9 3.0 3.3 2.4 2.5 2.7 1.4 3.0 2.7 24.1	KCBO KDEO KFMB KFSD KGB KSDO KSON XEAK Misc.	2.5 2.0 2.3 1.8 1.6 1.9 1.3 2.2 2.3 17.2	.6 .5 .5 .4 .3 .4 .3 .7 .4 4.1	3.1 2.5 2.8 2.2 1.9 2.3 1.6 2.9 2.7 21.3	Ralph James-Big "J" Sir Rocky Riddle, Nws Amos-Andy Monitor-Jack Bayer, Box Masters Of Melody Mus For Dining Hal Blaine Art Way Homes using Radio	
6:30								7:30	
Nws, Ralph James-Big "J" Sir Rocky Riddle The Grotto-Geoff Edwards Morgan Beatty William Winter, Rptr Mus For Dining Aircraft-Nws, Hal Blaine, Misc. Frank Thompson Homes using Radio	2.8 2.6 2.4 2.1 1.8 2.0 1.0 2.3 2.3 18.6	.8 .5 .7 .6 .4 .6 .4 .5 .5 5.0	3.6 3.1 3.1 2.7 2.2 2.6 1.4 2.8 2.8 23.6	KCBO KDEO KFMB KFSD KGB KSDO KSON XEAK Misc.	2.4 2.1 2.0 1.8 1.5 1.9 1.3 2.2 2.0 16.4	.8 .6 .6 .4 .3 .5 .2 .7 .3 4.4	3.2 2.7 2.6 2.2 1.8 2.4 1.5 2.9 2.3 20.8	Nws, Ralph James-Big "J" Shadoe Jackson Double, A. Griffith, Burns-Allen Nws, Monitor-Jack Bayer, Box Stereo Shcse Mus For Dining Nws, Hal Blaine Art Way Homes using Radio	
6:45								7:45	
Ralph James-Big "J" Sir Rocky Riddle The Grotto-Geoff Edwards Alex Dreier Inquiring Rptr Mus For Dining Aircraft-Nws, Sprts, H. Blaine Frank Thompson, Nws Homes using Radio	2.7 2.5 2.4 2.0 1.6 2.1 1.1 2.2 2.4 18.3	.7 .5 .7 .5 .4 .5 .3 .5 .5 4.6	3.4 3.0 3.1 2.5 2.0 2.6 1.4 2.7 2.9 22.9	KCBO KDEO KFMB KFSD KGB KSDO KSON XEAK Misc.	2.2 2.0 2.0 1.7 1.4 1.8 1.2 1.7 2.1 15.3	.7 .5 .4 .3 .3 .4 .2 .3 .5 3.6	2.9 2.5 2.4 2.0 1.7 2.2 1.4 2.0 2.6 18.9	Ralph James-Big "J" Shadoe Jackson Bob & Ray Monitor-Jack Bayer, Box Stereo Shcse Mus For Dining Hal Blaine Rosary Hr Homes using Radio	

THE PULSE, INC.

TOTAL AUDIENCE - RATINGS

SAN DIEGO METROPOLITAN AREA
Base for Each 1/4 Hour 1000 Homes

Mon-Fri, Feb, 1960

8:00 PM	In Home	Out of Home	Total		In Home	Out of Home	Total	9:00 PM
Nws, Johnny Holiday	1.7	.7	2.4	KCBQ	1.4	.6	2.0	Nws, Johnny Holiday
Shadoe Jackson	1.8	.5	2.3	KDEO	1.3	.5	1.8	Shadoe Jackson
Nightbeat-Mike Tully	1.6	.5	2.1	KFMB	1.5	.5	2.0	Nws, Nightbeat-Mike Tully
Nws, Monitor-Jack Bayer	1.5	.4	1.9	KFSD	1.3	.3	1.6	Nws, Monitor-Jack Bayer
Stereo Shcse	1.3	.3	1.6	KGB	1.2	.3	1.5	Stereo Shcse
Eve Concert	1.8	.4	2.2	KSDO	1.6	.4	2.0	Eve Concert
Nws, Hal Blaine	1.2	.3	1.5	KSON	1.1	.3	1.4	Nws, Hal Blaine
Lifeline	1.7	.5	2.2	XEAK	1.2	.5	1.7	Bob Donnelly
	2.0	.4	2.4	Misc.	1.9	.3	2.2	
Homes using Radio	13.9	4.0	17.9		11.9	3.7	15.6	Homes using Radio
8:15								
Johnny Holiday	1.6	.7	2.3	KCBQ	1.3	.7	2.0	Johnny Holiday
Shadoe Jackson, Nws	1.5	.5	2.0	KDEO	1.2	.5	1.7	Shadoe Jackson, Nws
Nightbeat-Mike Tully	1.5	.4	1.9	KFMB	1.4	.4	1.8	Nightbeat-Mike Tully
Monitor-Jack Bayer	1.3	.4	1.7	KFSD	1.3	.3	1.6	Monitor-Jack Bayer
Stereo Shcse	1.3	.2	1.5	KGB	1.3	.2	1.5	Stereo Shcse
Eve Concert	1.7	.5	2.2	KSDO	1.5	.5	2.0	Eve Concert
Hal Blaine	1.2	.2	1.4	KSON	1.2	.2	1.4	Hal Blaine
Art Way	1.7	.6	2.3	XEAK	1.3	.5	1.8	Bob Donnelly
	2.0	.5	2.5	Misc.	1.7	.3	2.0	
Homes using Radio	13.1	4.0	17.1		11.7	3.6	15.3	Homes using Radio
8:30								
Nws, Johnny Holiday	1.6	.6	2.2	KCBQ	1.3	.8	2.1	Nws, Johnny Holiday
Shadoe Jackson	1.4	.4	1.8	KDEO	1.3	.4	1.7	Sir Rocky Riddle-Run
Nws, Nightbeat-Mike Tully	1.6	.6	2.2	KFMB	1.2	.3	1.5	Nws, Nightbeat-Mike Tully
Nws, Monitor-Jack Bayer	1.4	.3	1.7	KFSD	1.2	.2	1.4	Nws, Monitor-Jack Bayer
Stereo Shcse	1.2	.3	1.5	KGB	1.3	.2	1.5	Stereo Shcse
Nws, Eve Concert	1.7	.4	2.1	KSDO	1.6	.5	2.1	Nws, Eve Concert
Nws, Hal Blaine	1.1	.2	1.3	KSON	1.1	.2	1.3	Budweiser Sh
Art Way	1.5	.6	2.1	XEAK	1.2	.6	1.8	Bob Donnelly
	1.8	.6	2.4	Misc.	1.8	.4	2.2	
Homes using Radio	12.7	4.0	16.7		11.4	3.6	15.0	Homes using Radio
8:45								
Johnny Holiday	1.5	.6	2.1	KCBQ	1.3	.7	2.0	Johnny Holiday
Shadoe Jackson	1.4	.5	1.9	KDEO	1.2	.4	1.6	Sir Rocky Riddle-Run
Nightbeat-Mike Tully	1.5	.5	2.0	KFMB	1.2	.4	1.6	Nightbeat-Mike Tully
Monitor-Jack Bayer	1.3	.3	1.6	KFSD	1.0	.2	1.2	Monitor-Jack Bayer
Stereo Shcse	1.1	.2	1.3	KGB	1.4	.2	1.6	Stereo Shcse
Eve Concert	1.6	.3	1.9	KSDO	1.5	.4	1.9	Eve Concert
Hal Blaine	1.0	.3	1.3	KSON	.9	.2	1.1	Budweiser Sh
Art Way, Nws	1.4	.5	1.9	XEAK	1.1	.4	1.5	Bob Donnelly, Nws
	1.8	.5	2.3	Misc.	1.8	.5	2.3	
Homes using Radio	12.0	3.7	15.7		10.9	3.4	14.3	Homes using Radio

THE PULSE, INC.
Mon-Fri, Feb, 1960

TOTAL AUDIENCE - RATINGS

SAN DIEGO METROPOLITAN AREA
Base for Each 1/4 Hour 1000 Homes

10:00 PM	In Home	Out of Home	Total		In Home	Out of Home	Total	11:00 PM
Nws, Johnny Holiday	1.3	.7	2.0	KCBQ	1.3	.6	1.9	Nws, Johnny Holiday
Sir Rocky Riddle-Run	1.1	.4	1.5	KDEO	1.0	.3	1.3	Sir Rocky Riddle-Run
Richfield Rptr	1.6	.7	2.3	KFMB	1.2	.3	1.5	Nws, Stereo Jazz-Dave Newton
Nws, Monitor-Jack Bayer	1.0	.2	1.2	KFSD	1.0	.2	1.2	Nws, Monitor Jazz-Chuck Dattilo
Stereo Shcse	1.2	.2	1.4	KGB	.9	.2	1.1	Newsweek
Gaslight Revw	1.4	.4	1.8	KSDO	1.1	.3	1.4	Gaslight Revw
Budweiser Sh	.9	.2	1.1	KSON	.7	.1	.8	Budweiser Sh
Bob Donnelly	1.3	.5	1.8	XEAK	1.0	.5	1.5	Bob Connelly
	1.7	.4	2.1	Misc.	1.5	.4	1.9	
Homes using Radio	11.0	3.7	14.7		9.1	2.9	12.0	Homes using Radio
10:15								11:15
Johnny Holiday	1.4	.7	2.1	KCBQ	1.2	.5	1.7	Johnny Holiday
Sir Rocky Riddle-Run, Nws	1.1	.4	1.5	KDEO	1.0	.3	1.3	Sir Rocky Riddle-Run
Nws	1.5	.6	2.1	KFMB	1.1	.3	1.4	Stereo Jazz-Dave Newton
Monitor-Jack Bayer	1.0	.3	1.3	KFSD	.9	.3	1.2	Monitor Jazz-Chuck Dattilo
Stereo Shcse	1.1	.2	1.3	KGB	.8	.2	1.0	Newsweek
Gaslight Revw	1.4	.4	1.8	KSDO	1.0	.2	1.2	Gaslight Revw
Budweiser Sh	.9	.1	1.0	KSON	.5	.1	.6	Budweiser Sh
Bob Donnelly	1.2	.6	1.8	XEAK	.9	.4	1.3	Bob Donnelly
	1.8	.3	2.1	Misc.	1.2	.3	1.5	
Homes using Radio	10.8	3.6	14.4		8.2	2.6	10.8	Homes using Radio
10:30								11:30
Nws, Johnny Holiday	1.4	.7	2.1	KCBQ	1.2	.5	1.7	Nws, Johnny Holiday
Sir Rocky Riddle-Run	1.0	.3	1.3	KDEO	.9	.2	1.1	Sir Rocky Riddle-Run
Stereo Jazz-Dave Newton	1.3	.5	1.8	KFMB	1.1	.2	1.3	Stereo Jazz-Dave Newton
Nws, Monitor-Jack Bayer	1.1	.3	1.4	KFSD	.8	.2	1.0	Monitor Jazz-Chuck Dattilo
Stereo Shcse	1.0	.2	1.2	KGB	.7	.1	.8	Newsweek
Nws, Gaslight Revw	1.3	.3	1.6	KSDO	.8	.2	1.0	Nws, Gaslight Revw
Budweiser Sh	.8	.2	1.0	KSON	.5	.1	.6	Misty Sh
Bob Donnelly	1.2	.6	1.8	XEAK	1.0	.4	1.4	Bob Donnelly
	1.8	.3	2.1	Misc.	1.1	.2	1.3	
Homes using Radio	10.3	3.4	13.7		7.8	2.1	9.9	Homes using Radio
10:45								11:45
Johnny Holiday	1.3	.6	1.9	KCBQ	1.0	.3	1.3	Johnny Holiday
Sir Rocky Riddle-Run	1.1	.3	1.4	KDEO	.8	.2	1.0	Sir Rocky Riddle-Run
Stereo Jazz-Dave Newton	1.2	.4	1.6	KFMB	1.0	.2	1.2	Stereo Jazz-Dave Newton
Monitor-Jack Bayer	1.0	.2	1.2	KFSD	.7	.1	.8	Monitor Jazz-Chuck Dattilo
Stereo Shcse	1.0	.2	1.2	KGB	.7	.1	.8	Newsweek
Gaslight Revw	1.3	.3	1.6	KSDO	.6	.2	.8	Gaslight Revw
Budweiser Sh	.8	.1	.9	KSON	.4	.1	.5	Misty Sh
Bob Donnelly, Nws	1.1	.5	1.6	XEAK	1.0	.3	1.3	Bob Donnelly, Nws
	1.6	.4	2.0	Misc.	1.0	.2	1.2	
Homes using Radio	9.8	3.0	12.8		7.2	1.7	8.9	Homes using Radio

THE PULSE, INC.

TOTAL AUDIENCE - RATINGS

SAN DIEGO METROPOLITAN AREA

Sat, Feb, 1960

Base for Each 1/4 Hour 400 Homes

6:00 AM	In Home	Out of Home	Total		In Home	Out of Home	Total	7:00 AM
Nws, Jerry Walker	1.0	.3	1.3	KCBQ	2.5	.3	2.8	Nws, Jerry Walker
Coffee Jim Dandy	.3	-	.3	KDEO	.5	-	.5	Coffee Jim Dandy
Nws, Contact-Denny Bracken	.8	.3	1.1	KFMB	2.5	.5	3.0	Wrld Nws Rndp
Nws, Monitor	.3	-	.3	KFSD	.8	.3	1.1	Nws, Monitor
Kaleidoscope	.3	-	.3	KGB	.5	.3	.8	Nws, Kaleidoscope
Limelight	.3	.3	.6	KSDO	.8	.3	1.1	Limelight
Nws, Johnny Huddleston	.3	-	.3	KSON	.3	-	.3	Nws, Johnny Huddleston
Ernie Myers	.5	.3	.8	XEAK	1.0	.5	1.5	Ernie Myers
	.5	-	.5	Misc.	.8	.3	1.1	
Homes using Radio	3.8	1.0	4.8		9.0	2.3	11.3	Homes using Radio
6:15								
Jerry Walker	1.0	.3	1.3	KCBQ	2.5	.3	2.8	Jerry Walker
Coffee Jim Dandy, Nws	.3	-	.3	KDEO	.5	.3	.8	Coffee Jim Dandy, Nws
Contact-Denny Bracken	.8	.3	1.1	KFMB	2.8	.8	3.6	Nws
Red Foley	.3	-	.3	KFSD	1.0	.3	1.3	Monitor
Kaleidoscope	.3	-	.3	KGB	.8	.3	1.1	Kaleidoscope
Limelight	.5	.3	.8	KSDO	.8	.3	1.1	Limelight
Johnny Huddleston	.3	-	.3	KSON	.5	-	.5	Johnny Huddleston
Ernie Myers	.5	.3	.8	XEAK	1.0	.5	1.5	Ernie Myers
	.5	.3	.8	Misc.	.8	.3	1.1	
Homes using Radio	4.0	1.3	5.3		10.0	2.8	12.8	Homes using Radio
6:30								
Nws, Jerry Walker	1.3	.3	1.6	KCBQ	2.5	.5	3.0	Nws, Jerry Walker
Coffee Jim Dandy	.3	-	.3	KDEO	.8	.3	1.1	Coffee Jim Dandy
Nws, Contact-Denny Bracken	1.0	.3	1.3	KFMB	3.0	.5	3.5	Contact-Denny Bracken
Nws, Monitor-Dick Roberts	.3	-	.3	KFSD	.8	.3	1.1	Nws, Monitor
Kaleidoscope	.5	-	.5	KGB	.8	.3	1.1	Kaleidoscope
Limelight	.5	.3	.8	KSDO	1.0	.3	1.3	Nws-Depth, Limelight
Nws, Johnny Huddleston	.3	-	.3	KSON	.3	-	.3	Nws, B. Stern, Johnny Huddleston
Ernie Myers	.8	.5	1.3	XEAK	1.3	.5	1.8	Ernie Myers
	.5	.3	.8	Misc.	1.0	.5	1.5	
Homes using Radio	5.0	1.5	6.5		10.5	3.0	13.5	Homes using Radio
6:45								
Jerry Walker	1.5	.3	1.8	KCBQ	2.8	.5	3.3	Jerry Walker
Coffee Jim Dandy	.3	-	.3	KDEO	.8	.3	1.1	Coffee Jim Dandy
Contact-Denny Bracken	1.3	.5	1.8	KFMB	2.8	.5	3.3	Contact-Denny Bracken
Monitor-Dick Roberts	.5	.3	.8	KFSD	1.0	.3	1.3	Monitor
Kaleidoscope	.3	-	.3	KGB	.8	.3	1.1	Nws & Wea, Nws Summary
Limelight	.5	.3	.8	KSDO	1.0	.3	1.3	Limelight
Johnny Huddleston	.3	-	.3	KSON	.5	.3	.8	Fulton Lewis Jr.
Ernie Myers, Nws	1.0	.5	1.5	XEAK	1.5	.5	2.0	Ernie Myers, Nws
	.8	.3	1.1	Misc.	1.3	.3	1.6	
Homes using Radio	6.0	2.0	8.0		11.5	3.0	14.5	Homes using Radio

THE PULSE, INC.

TOTAL AUDIENCE - RATINGS

SAN DIEGO METROPOLITAN AREA

Sat, Feb, 1960

Base for Each 1/4 Hour 400 Homes

8:00 AM	In Home	Out of Home	Total		In Home	Out of Home	Total	9:00 AM
Nws, Jerry Walker	3.5	.8	4.3	KCBO	4.5	1.0	5.5	Nws, Don Howard
Coffee Jim Dandy	1.0	.3	1.3	KDEO	2.0	.5	2.5	Smilin' Sam Babcock
Nws-Frank Goss	2.5	.8	3.3	KFMB	1.8	.5	2.3	Nws, Contact-Denny Bracken
Nws, Monitor	1.3	.3	1.6	KFSD	2.0	.5	2.5	Nws, Monitor
Kaleidoscope	.8	.3	1.1	KGB	.5	-	.5	Sacred Songs
Limelight	1.3	.3	1.6	KSDO	2.0	.5	2.5	Limelight
Nws, Johnny Huddleston	.5	.3	.8	KSON	.5	.3	.8	Nws, Johnny Huddleston
Ernie Myers	1.5	.8	2.3	XEAK	2.0	.8	2.8	Len East
	1.3	.5	1.8	Misc.	2.0	.8	2.8	
Homes using Radio	12.8	4.0	16.8		16.3	4.8	21.1	Homes using Radio
8:15				9:15				
Jerry Walker	3.8	1.0	4.8	KCBO	4.3	1.0	5.3	Don Howard
Coffee Jim Dandy, Nws	1.3	.3	1.6	KDEO	1.8	.5	2.3	Smilin' Sam Babcock, Nws
Nws	2.5	1.0	3.5	KFMB	2.0	.8	2.8	Contact-Denny Bracken
Monitor	1.5	.5	2.0	KFSD	1.8	.5	2.3	Monitor
Kaleidoscope	1.0	.3	1.3	KGB	.3	-	.3	Sacred Songs
Limelight	1.5	.5	2.0	KSDO	2.3	.8	3.1	Limelight
Johnny Huddleston	.8	.3	1.1	KSON	.8	.3	1.1	Johnny Huddleston
Ernie Myers	1.3	.8	2.1	XEAK	2.5	.5	3.0	Len East
	1.5	.3	1.8	Misc.	2.0	.8	2.8	
Homes using Radio	14.3	4.8	19.1		16.3	5.0	21.3	Homes using Radio
8:30				9:30				
Nws, Jerry Walker	4.3	1.0	5.3	KCBO	4.3	1.0	5.3	Nws, Don Howard
Smilin' Sam Babcock	1.5	.3	1.8	KDEO	1.5	.5	2.0	Smilin' Sam Babcock
Contact-Denny Bracken	2.0	.8	2.8	KFMB	1.8	1.0	2.8	Nws, Contact-Denny Bracken
Nws, Monitor	2.0	.3	2.3	KFSD	2.0	.5	2.5	Nws, Monitor-Dick Roberts
Kaleidoscope	1.3	.3	1.6	KGB	.5	.3	.8	Kaleidoscope
Nws-Depth, Limelight	1.8	.5	2.3	KSDO	2.3	.8	3.1	Nws, Limelight
Nws, Johnny Huddleston	.5	.3	.8	KSON	.8	.3	1.1	Nws, Johnny Huddleston
Ernie Myers	1.5	.8	2.3	XEAK	3.0	1.0	4.0	Len East
	1.8	.5	2.3	Misc.	2.3	.5	2.8	
Homes using Radio	15.5	4.5	20.0		17.3	5.8	23.1	Homes using Radio
8:45				9:45				
Jerry Walker	4.3	.8	5.1	KCBO	4.0	.8	4.8	Don Howard
Smilin' Sam Babcock	1.8	.5	2.3	KDEO	1.5	.3	1.8	Smilin' Sam Babcock
Contact-Denny Bracken	1.8	.5	2.3	KFMB	2.0	.5	2.5	Contact-Denny Bracken
Monitor	2.0	.5	2.5	KFSD	2.3	.3	2.6	Monitor-Dick Roberts
Kaleidoscope, Nws	1.0	.5	1.5	KGB	.8	.3	1.1	Kaleidoscope, Nws
Limelight	1.8	.3	2.1	KSDO	2.0	.5	2.5	Limelight
Johnny Huddleston	.5	.3	.8	KSON	.5	.3	.8	Johnny Huddleston
Ernie Myers, Nws	1.3	.8	2.1	XEAK	2.8	1.3	4.1	Len East, Nws
	1.8	.8	2.6	Misc.	2.3	.8	3.1	
Homes using Radio	15.0	4.8	19.8		17.0	4.8	21.8	Homes using Radio

THE PULSE, INC.

Sat, Feb, 1960

TOTAL AUDIENCE - RATINGS

SAN DIEGO METROPOLITAN AREA

Base for Each 1/4 Hour 400 Homes

10:00 AM	In Home	Out of Home	Total		In Home	Out of Home	Total	11:00 AM
Nws, Don Howard Smilin' Sam Babcock Nws, Weekend-Geoff Edwards Nws, Mus-Sweet Side Kaleidoscope Gaslight Prvw Nws, Bob Conners Len East Homes using Radio	4.3 1.8 2.0 2.0 1.0 2.0 .8 3.0 2.0 17.8	.8 .5 .5 .8 .3 .5 .3 1.3 .5 5.3	5.1 2.3 2.5 2.8 1.3 2.5 1.1 4.3 2.5 23.1	KCBQ KDEO KFMB KFSD KGB KSDO KSON XEAK Misc.	3.8 2.0 1.8 2.0 1.0 2.0 .5 3.5 2.3 17.8	1.0 .5 .8 .5 .3 .5 .5 1.0 .5 5.5	4.8 2.5 2.6 2.5 1.3 2.5 1.0 4.5 2.8 23.3	Nws, Don Howard Smilin' Sam Babcock Nws, Weekend-Geoff Edwards Nws, Monitor Kaleidoscope Gaslight Prvw Nws, Bob Conners Len East Homes using Radio
10:15								11:15
Don Howard Smilin' Sam Babcock, Nws Weekend-Geoff Edwards Mus-Sweet Side Kaleidoscope, Nws Gaslight Prvw Bob Conners Len East Homes using Radio	4.5 1.8 1.8 2.0 1.3 2.3 .5 3.3 2.0 18.3	1.0 .5 .5 .5 .5 .8 .3 1.3 .3 5.5	5.5 2.3 2.3 2.5 1.8 3.1 .8 4.6 2.3 23.8	KCBQ KDEO KFMB KFSD KGB KSDO KSON XEAK Misc.	4.3 2.0 1.5 1.8 1.0 2.3 .8 3.5 2.5 18.5	1.3 .5 .5 .5 .3 .8 .3 1.0 .3 5.3	5.6 2.5 2.0 2.3 1.3 3.1 1.1 4.5 2.8 23.8	Don Howard Smilin' Sam Babcock, Nws Weekend-Geoff Edwards Monitor Kaleidoscope, Nws Gaslight Prvw Bob Conners Len East Homes using Radio
10:30								11:30
Nws, Don Howard Smilin' Sam Babcock Nws, Weekend-Geoff Edwards Nws, Monitor-Dick Roberts Kaleidoscope Nws, Gaslight Prvw Nws, Bob Conners Len East Homes using Radio	4.3 1.5 1.8 2.3 1.0 2.3 .5 3.3 1.8 17.8	1.0 .5 .5 .5 .3 .5 .3 1.0 .5 5.0	5.3 2.0 2.3 2.8 1.3 2.8 .8 4.3 2.3 22.8	KCBQ KDEO KFMB KFSD KGB KSDO KSON XEAK Misc.	4.3 2.3 1.3 1.5 .8 1.8 1.0 3.3 2.5 17.3	1.0 .8 .5 .3 .3 .5 .3 1.0 .8 5.3	5.3 3.1 1.8 1.8 1.1 2.3 1.3 4.3 3.3 22.6	Nws, Don Howard Coffee Jim Dandy Nws, Weekend-Geoff Edwards Nws, Monitor Kaleidoscope Nws, Gaslight Prvw Nws, Bob Conners Len East Homes using Radio
10:45								11:45
Don Howard Smilin' Sam Babcock Weekend-Geoff Edwards Monitor-Dick Roberts Kaleidoscope, Nws Gaslight Prvw Bob Conners Len East, Nws Homes using Radio	4.0 2.0 2.0 2.3 .8 2.0 .5 3.5 2.3 18.3	.8 .5 .8 .5 .3 .8 .5 1.0 .5 5.5	4.8 2.5 2.8 2.8 1.1 2.8 1.0 4.5 2.8 23.8	KCBQ KDEO KFMB KFSD KGB KSDO KSON XEAK Misc.	4.0 2.3 1.8 1.5 1.0 1.8 .8 3.3 2.3 17.5	1.3 .8 .5 .3 .5 .5 .3 .8 .8 5.5	5.3 3.1 2.3 1.8 1.5 2.3 1.1 4.1 3.1 23.0	Don Howard Coffee Jim Dandy Weekend-Geoff Edwards Monitor Kaleidoscope, Nws Gaslight Prvw Bob Conners Len East, Nws Homes using Radio

THE PULSE, INC.

Sat, Feb, 1960

TOTAL AUDIENCE - RATINGS

SAN DIEGO METROPOLITAN AREA

Base for Each 1/4 Hour 400 Homes

12:00 Noon	In Home	Out of Home	Total		In Home	Out of Home	Total	1:00 P.M.
Nws, Ralph James-Big "J"	4.0	1.3	5.3	KCBQ	3.3	1.0	4.3	Nws, Ralph James-Big "J"
Coffee Jim Dandy	2.3	.8	3.1	KDEO	2.3	.5	2.8	Coffee Jim Dandy
Nws	2.0	.5	2.5	KFMB	2.0	.8	2.8	Nws, Weekend-Mike Tully
Nws, Monitor	1.8	.3	2.1	KFSD	1.3	.3	1.6	Nws, Monitor
Carillon, Kaleidoscope	1.0	.5	1.5	KGB	.8	.3	1.1	Kaleidoscope
Gaslight Prvw	1.8	.5	2.3	KSDO	1.3	.5	1.8	Gaslight Prvw
Nws, Bob Connors	.8	.3	1.1	KSON	.5	.3	.8	Nws, Bob Connors
Stan Evans	3.0	.8	3.8	XEAK	2.8	1.0	3.8	Stan Evans
	2.0	.8	2.8	Misc.	2.0	.8	2.8	
Homes using Radio	17.5	5.5	23.0		15.0	5.3	20.3	Homes using Radio
12:15				1:15				
Ralph James-Big "J"	3.8	1.3	5.1	KCBQ	3.3	1.0	4.3	Ralph James-Big "J"
Coffee Jim Dandy, Nws	2.3	.5	2.8	KDEO	2.8	.8	3.6	Coffee Jim Dandy, Nws
Weekend-Mike Tully	2.3	.8	3.1	KFMB	1.8	.5	2.3	Weekend-Mike Tully
Monitor	1.8	.5	2.3	KFSD	1.0	.3	1.3	Monitor
Kaleidoscope, Nws	.8	.3	1.1	KGB	.8	.3	1.1	Kaleidoscope, Nws
Gaslight Prvw	1.5	.3	1.8	KSDO	1.5	.8	2.3	Gaslight Prvw
Bob Connors	.5	.3	.8	KSON	.8	.3	1.1	Bob Connors
Stan Evans	2.8	.8	3.6	XEAK	2.8	.8	3.6	Stan Evans
	2.5	.8	3.3	Misc.	1.8	.5	2.3	
Homes using Radio	16.8	5.3	22.1		15.5	5.0	20.5	Homes using Radio
12:30				1:30				
Nws, Ralph James-Big "J"	3.8	1.0	4.8	KCBQ	3.0	1.3	4.3	Nws, Ralph James-Big "J"
Coffee Jim Dandy	2.5	.5	3.0	KDEO	2.5	.5	3.0	Shadoc Jackson
Weekend-Mike Tully	2.3	1.0	3.3	KFMB	1.8	.5	2.3	Nws, Weekend-Mike Tully
Nws, Monitor	1.5	.5	2.0	KFSD	1.3	.5	1.8	Nws, Monitor
Kaleidoscope	.8	.3	1.1	KGB	1.0	.3	1.3	Kaleidoscope
Nws, Gaslight Prvw	1.5	.4	2.0	KSDO	1.5	.5	2.0	Nws, Gaslight Prvw
Nws, Bob Connors	.3	.3	.6	KSON	.5	.3	.8	Nws, Bob Connors
Stan Evans	3.0	1.0	4.0	XEAK	3.0	1.3	4.3	Wea, Stan Evans
	2.3	1.0	3.3	Misc.	2.0	.5	2.5	
Homes using Radio	16.8	6.0	22.8		15.8	5.5	21.3	Homes using Radio
12:45				1:45				
Ralph James-Big "J"	3.5	1.0	4.5	KCBQ	3.0	1.3	4.3	Ralph James-Big "J"
Coffee Jim Dandy	2.0	.5	2.5	KDEO	2.5	.8	3.3	Shadoc Jackson
Weekend-Mike Tully	2.0	.8	2.8	KFMB	1.5	.5	2.0	Weekend-Mike Tully
Monitor	1.5	.5	2.0	KFSD	1.0	.3	1.3	Monitor
Kaleidoscope, Nws	.5	.3	.8	KGB	1.0	.3	1.3	Kaleidoscope, Nws
Gaslight Prvw	1.3	.5	1.8	KSDO	1.8	.8	2.6	Gaslight Prvw
Bob Connors	.5	.3	.8	KSON	.8	.5	1.3	Bob Connors
Stan Evans, Nws	3.0	1.0	4.0	XEAK	2.5	1.0	3.5	Stan Evans, Nws
	2.0	1.0	3.0	Misc.	2.3	.8	3.1	
Homes using Radio	15.3	5.8	21.1		15.5	6.0	21.5	Homes using Radio

THE PULSE, INC.
Sat, Feb, 1960

TOTAL AUDIENCE - RATINGS

SAN DIEGO METROPOLITAN AREA
Base for Each 1/4 Hour 400 Homes

2:00 PM	In Home	Out of Home	Total		In Home	Out of Home	Total	3:00 PM
Nws, Jerry Walker	3.3	1.3	4.6	KCBQ	2.8	1.3	4.1	Nws, Jerry Walker
Shadoe Jackson	2.3	.8	3.1	KDEO	2.3	.8	3.1	Shadoe Jackson
Nws, Weekend-Doug Best	1.5	.5	2.0	KFMB	1.8	.5	2.3	Nws, Weekend-Doug Best
Nws, Monitor	1.8	.5	2.3	KFSD	1.3	.3	1.6	Nws, Monitor
Kaleidoscope	1.0	.3	1.3	KGB	1.0	.3	1.3	Kaleidoscope
Limelight	2.0	.5	2.5	KSDO	1.5	.8	2.3	Limelight
Nws, Earl McRoberts	.8	.3	1.1	KSON	.5	.3	.8	Nws, Earl McRoberts
Stan Evans	2.5	1.0	3.5	XEAK	2.3	1.0	3.3	Stan Evans
Homes using Radio	16.5	5.5	22.0	Misc.	3.0	1.0	4.0	Homes using Radio
					15.0	6.0	21.0	
2:15								3:15
Jerry Walker	3.3	1.0	4.3	KCBQ	2.5	1.5	4.0	Jerry Walker
Shadoe Jackson, Nws	2.3	.5	2.8	KDEO	2.0	.5	2.5	Shadoe Jackson, Nws
Weekend-Doug Best	1.3	.5	1.8	KFMB	1.8	.8	2.6	Weekend-Doug Best
Monitor	1.5	.3	1.8	KFSD	1.3	.5	1.8	Monitor
Kaleidoscope, Nws	.8	.3	1.1	KGB	1.3	.3	1.6	Kaleidoscope, Sprts
Limelight	1.8	.5	2.3	KSDO	1.5	.5	2.0	Limelight
Earl McRoberts	.5	.3	.8	KSON	.3	.3	.6	Earl McRoberts
Stan Evans	2.5	1.3	3.8	XEAK	2.5	1.0	3.5	Stan Evans
Homes using Radio	2.0	.8	2.8	Misc.	2.5	.5	3.0	Homes using Radio
	14.8	5.3	20.1		14.5	5.8	20.3	
2:30								3:30
Nws, Jerry Walker	3.0	1.0	4.0	KCBQ	2.5	1.3	3.8	Nws, Jerry Walker
Shadoe Jackson	2.0	.5	2.5	KDEO	2.0	.8	2.8	Mel Hall
Nws, Weekend-Doug Best	1.3	.5	1.8	KFMB	1.5	.5	2.0	Nws, Weekend-Doug Best
Nws, Monitor	1.8	.5	2.3	KFSD	1.0	.5	1.5	Nws, Monitor
Kaleidoscope	.8	.3	1.1	KGB	1.0	.3	1.3	Kaleidoscope
Limelight	1.8	.8	2.6	KSDO	1.3	.5	1.8	Nws, Limelight
Nws, Earl McRoberts	.5	.3	.8	KSON	.8	.3	1.1	Nws, Earl McRoberts
Stan Evans	2.3	1.0	3.3	XEAK	2.3	1.3	3.6	Stan Evans
Homes using Radio	2.8	.8	3.6	Misc.	2.3	1.0	3.3	Homes using Radio
	15.0	5.5	20.5		13.3	6.3	19.6	
2:45								3:45
Jerry Walker	3.0	1.3	4.3	KCBQ	2.8	1.0	3.8	Jerry Walker
Shadoe Jackson	2.0	1.0	3.0	KDEO	1.8	.8	2.6	Mel Hall
Weekend-Doug Best	1.5	.8	2.3	KFMB	1.5	.8	2.3	Weekend-Doug Best
Monitor	1.3	.3	1.6	KFSD	1.3	.5	1.8	Monitor
Kaleidoscope, Nws	.8	.3	1.1	KGB	.8	.3	1.1	Kaleidoscope, Nws
Limelight	1.5	.8	2.3	KSDO	1.8	.5	2.3	Limelight
Earl McRoberts	.5	.3	.8	KSON	1.0	.5	1.5	Earl McRoberts
Stan Evans, Nws	2.3	1.0	3.3	XEAK	2.5	1.3	3.8	Stan Evans, Nws
Homes using Radio	2.5	.8	3.3	Misc.	2.3	.5	2.8	Homes using Radio
	14.3	6.3	20.6		14.5	6.0	20.5	

M60 W64 Teen18 Ch 6 Tot. 148
lbd

Listeners per 100 Homes

M57 W68 Teen19 Ch4 Tot.148

THE PULSE, INC.

Sat, Feb, 1960

TOTAL AUDIENCE - RATINGS

SAN DIEGO METROPOLITAN AREA

Base for Each 1/4 Hour 400 Homes

4:00 PM	In Home	Out of Home	Total		In Home	Out of Home	Total	5:00 PM
Nws, Don Howard	3.0	1.3	4.3	KCBQ	2.5	.8	3.3	Nws, Don Howard
Mel Hall	2.0	.8	2.8	KDEO	2.0	.5	2.5	Big Prde-Shadoe Jackson
Nws, Weekend-Doug Best	1.8	.8	2.6	KFMB	2.0	.8	2.8	Nws, Weekend-Doug Best
Nws, Monitor	1.3	.5	1.8	KFSD	1.3	.3	1.6	Nws, Monitor
Kaleidoscope	.8	.5	1.3	KGB	1.0	.3	1.3	Sprts & Catch Rpt
Limelight	1.8	.5	2.3	KSDO	1.8	.3	2.1	Limelight
Nws, Earl McRoberts	1.0	.5	1.5	KSON	1.0	.5	1.5	Nws, Earl McRoberts
Art Way	2.5	1.0	3.5	XEAK	2.3	.8	3.1	Art Way
Homes using Radio	15.0	6.3	21.3	Misc.	2.3	.8	3.1	Homes using Radio
					15.0	4.8	19.8	
4:15								5:15
Don Howard	2.8	1.0	3.8	KCBQ	2.8	.8	3.6	Don Howard
Mel Hall, Nws	1.8	.5	2.3	KDEO	2.3	.8	3.1	Big Prde-Shadoe Jackson, Sprts
Weekend-Doug Best	2.0	.5	2.5	KFMB	2.0	.5	2.5	Weekend-Doug Best
Monitor	1.3	.3	1.6	KFSD	1.5	.5	2.0	Monitor
Kaleidoscope, Nws	1.0	.3	1.3	KGB	1.0	.3	1.3	Rpt-Mayor
Limelight	1.5	.8	2.3	KSDO	2.0	.5	2.5	Limelight
Earl McRoberts	1.0	.3	1.3	KSON	1.3	.3	1.6	Earl McRoberts
Art Way	2.3	1.0	3.3	XEAK	2.5	1.3	3.8	Art Way
Homes using Radio	14.3	5.3	19.6	Misc.	1.8	.8	2.6	Homes using Radio
					16.3	5.5	21.8	
4:30								5:30
Nws, Don Howard	3.0	1.0	4.0	KCBQ	2.8	1.0	3.8	Nws, Don Howard
Big Prde-Shadoe Jackson	2.0	.8	2.8	KDEO	2.0	.8	2.8	Big Prde-Shadoe Jackson
Nws, Weekend-Doug Best	2.0	.8	2.8	KFMB	1.8	.8	2.6	Sports Final
Nws, Monitor	1.0	.3	1.3	KFSD	1.5	.5	2.0	Nws, Monitor
Marines-Revw	.8	.3	1.1	KGB	.5	.3	.8	Guest Star
Mkts, Limelight	1.8	.8	2.6	KSDO	1.8	.5	2.3	Nws, Limelight
Nws, Earl McRoberts	.8	.3	1.1	KSON	1.0	.3	1.3	Nws, Earl McRoberts
Art Way	2.0	.8	2.8	XEAK	2.0	1.0	3.0	Art Way
Homes using Radio	14.5	5.8	20.3	Misc.	2.3	.5	2.8	Homes using Radio
					14.5	5.5	20.0	
4:45								5:45
Don Howard	2.5	.8	3.3	KCBQ	2.5	.8	3.3	Don Howard
Big Prde-Shadoe Jackson	1.8	.5	2.3	KDEO	1.8	.5	2.3	Big Prde-Shadoe Jackson
Weekend-Doug Best	2.0	.8	2.8	KFMB	1.8	.8	2.6	Weekend-Jim Russell
Monitor	1.3	.3	1.6	KFSD	1.3	.5	1.8	Monitor
Marines-Revw, Nws	.5	-	.5	KGB	1.0	.5	1.5	Nws-Frank Goss, Summary
Limelight	1.5	.8	2.3	KSDO	1.5	.8	2.3	Limelight
Earl McRoberts	1.0	.5	1.5	KSON	1.0	.3	1.3	Earl McRoberts
Art Way, Nws	2.3	.8	3.1	XEAK	2.3	1.0	3.3	Art Way, Nws
Homes using Radio	13.8	5.3	19.1	Misc.	2.3	.8	3.1	Homes using Radio
					14.3	5.8	20.1	

THE PULSE, INC.
Sat, Feb, 1960

TOTAL AUDIENCE - RATINGS

SAN DIEGO METROPOLITAN AREA
Base for Each 1/4 Hour 400 Homes

6:00 PM	In Home	Out of Home	Total		In Home	Out of Home	Total	7:00 PM
Nws, Ralph James-Big "J"	2.5	.8	3.3	KCBQ	2.3	.5	2.8	Nws, Ralph James-Big "J"
Big Prde-Shadoc Jackson	2.0	.5	2.5	KDEO	1.5	.3	1.8	Sir Rocky Riddle-Run
Nws, Weekend-Jim Russell	1.8	.8	2.6	KFMB	1.5	.5	2.0	Nws, Weekend-Jim Russell
Nws, Monitor	1.3	.5	1.8	KFSD	1.0	.3	1.3	Nws, Monitor
Hawaii Calls	1.3	.3	1.6	KGB	.8	.3	1.1	Dance Time
Mus For Dining	1.8	.8	2.6	KSDO	1.5	.5	2.0	Mus For Dining
Nws, Hal Blaine	1.3	.3	1.6	KSON	1.0	.3	1.3	Nws, Hal Blaine
Art Way	2.3	1.0	3.3	XEAK	1.8	.5	2.3	Art Way
	2.3	.5	2.8	Misc.	2.0	.8	2.8	
Homes using Radio	15.5	5.3	20.8		12.5	3.8	16.3	Homes using Radio
6:15								7:15
Ralph James-Big "J"	2.5	.8	3.3	KCBQ	2.3	.8	3.1	Ralph James-Big "J"
Big Prde-Shadoc Jackson, Nws	1.5	.5	2.0	KDEO	1.8	.3	2.1	Sir Rocky Riddle-Run, Nws
Weekend-Jim Russell	1.5	.8	2.3	KFMB	1.3	.5	1.8	Weekend-Jim Russell
Monitor	1.0	.5	1.5	KFSD	1.0	.3	1.3	Monitor
Hawaii Calls	1.3	.3	1.6	KGB	.8	.3	1.1	Dance Time
Mus For Dining	2.0	.5	2.5	KSDO	1.8	.5	2.3	Mus For Dining
Hal Blaine	1.3	.3	1.6	KSON	1.0	.5	1.5	Hal Blaine
Art Way	2.0	.8	2.8	XEAK	1.8	.8	2.6	Art Way
	2.0	.5	2.5	Misc.	2.3	.3	2.6	
Homes using Radio	14.3	4.8	19.1		13.0	4.0	17.0	Homes using Radio
6:30								7:30
Nws, Ralph James-Big "J"	2.3	.5	2.8	KCBQ	2.0	.8	2.8	Nws, Ralph James-Big "J"
Sir Rocky Riddle-Run	1.5	.5	2.0	KDEO	1.8	.3	2.1	Sir Holiday
Weekend-Jim Russell	1.3	.5	1.8	KFMB	1.3	.3	1.6	Weekend-Jim Russell
Monitor	1.0	.3	1.3	KFSD	1.0	.5	1.5	Nws, Monitor
1st Presbyterian Chur	.5	-	.5	KGB	.5	.3	.8	Stereo Shcse
Mus For Dining	1.8	.5	2.3	KSDO	1.8	.5	2.3	Mus For Dining
Nws, Hal Blaine	1.0	.5	1.5	KSON	.8	.5	1.3	Nws, Hal Blaine
Art Way	2.0	1.0	3.0	XEAK	1.5	.5	2.0	Art Way
	2.0	.5	2.5	Misc.	2.0	.5	2.5	
Homes using Radio	12.5	4.3	16.8		11.8	4.0	15.8	Homes using Radio
6:45								7:45
Ralph James-Big "J"	2.3	.5	2.8	KCBQ	2.0	.5	2.5	Ralph James-Big "J"
Sir Rocky Riddle-Run	1.8	.3	2.1	KDEO	1.5	.5	2.0	Sir Holiday
Weekend-Jim Russell	1.8	.5	2.3	KFMB	1.0	.5	1.5	Weekend-Jim Russell
Monitor	1.0	.3	1.3	KFSD	1.3	.3	1.6	Monitor
Dance Time, Nws	.8	.3	1.1	KGB	.5	.5	1.0	Stereo Shcse
Mus For Dining	1.5	.5	2.0	KSDO	1.5	.5	2.0	Mus For Dining
Hal Blaine	1.5	.3	1.8	KSON	1.3	.3	1.6	Hal Blaine
Art Way, Nws	2.0	1.0	3.0	XEAK	.8	.3	1.1	Rosary Hr
	2.0	.8	2.8	Misc.	1.8	.8	2.5	
Homes using Radio	13.5	4.3	17.8		10.8	4.0	14.8	Homes using Radio

M 60 W 64 Teen 17 Ch 4 Tot. 145

Listeners per 100 Homes

M 63 W 62 Teen 16 Ch 4 Tot. 145

THE PULSE, INC.
Sat, Feb, 1960

TOTAL AUDIENCE - RATINGS

SAN DIEGO METROPOLITAN AREA
Base for Each 1/4 Hour 400 Homes

8:00 PM	In Home	Out of Home	Total		In Home	Out of Home	Total	9:00 PM
Nws, Johnny Holiday	2.3	.5	2.8	KCBQ	2.0	.8	2.8	Nws, Johnny Holiday
Sie Holiday	1.5	.5	2.0	KDEO	1.3	.3	1.6	Sie Holiday
Nws, Weekend-Jim Russell	1.0	.5	1.5	KFMB	1.3	.5	1.8	Nws, Weekend-Jim Russell
Nws, Race Re-Cap	1.3	.3	1.6	KFSD	1.8	.5	2.3	Nws, Monitor-Ed Hammond
Stereo Shcse	.5	.3	.8	KGB	.5	.3	.8	Stereo Shcse
Eve Concert	1.5	.5	2.0	KSDO	1.5	.3	1.8	Eve Concert
Nws, Hal Blaine	1.3	.5	1.8	KSON	.8	.3	1.1	Nws, Hal Blaine
Life Line	1.3	.5	1.8	XEAK	1.3	.8	2.1	Bob Donnelly
Homes using Radio	11.5	4.3	15.8	Misc.	1.8	.8	2.6	Homes using Radio
					11.3	4.3	15.6	
8:15								9:15
Johnny Holiday	2.3	.8	3.1	KCBQ	1.8	.5	2.3	Johnny Holiday
Sie Holiday, Nws	1.3	.3	1.6	KDEO	1.0	.3	1.3	Sie Holiday, Nws
Weekend-Jim Russell	1.0	.3	1.3	KFMB	1.3	.3	1.6	Weekend-Jim Russell
Race Re-Cap	1.3	.5	1.8	KFSD	1.5	.5	2.0	Monitor-Ed Hammond
Stereo Shcse	.8	.3	1.1	KGB	.8	.3	1.1	Stereo Shcse
Eve Concert	1.5	.5	2.0	KSDO	1.3	.5	1.8	Eve Concert
Hal Blaine	1.0	.3	1.3	KSON	.8	.3	1.1	Hal Blaine
Bob Donnelly	1.5	.8	2.3	XEAK	1.3	.5	1.8	Bob Donnelly
Homes using Radio	11.8	4.0	15.8	Misc.	1.5	.8	2.3	Homes using Radio
					10.3	3.8	14.1	
8:30								9:30
Nws, Johnny Holiday	2.3	.5	2.8	KCBQ	2.3	.5	2.8	Nws, Johnny Holiday
Sie Holiday	1.3	.5	1.8	KDEO	1.0	.5	1.5	Sie Holiday
Weekend-Jim Russell	1.3	.3	1.6	KFMB	1.0	.5	1.5	Weekend-Jim Russell
Nws, Monitor	1.5	.5	2.0	KFSD	1.5	.8	2.3	Nws, Monitor-Ed Hammond
Stereo Shcse	.5	.3	.8	KGB	.5	.3	.8	Stereo Shcse
Eve Concert	1.3	.3	1.6	KSDO	1.3	.3	1.6	Eve Concert
Nws, Hal Blaine	1.0	.3	1.3	KSON	.8	.3	1.1	Budweiser Sh
Bob Donnelly	1.3	1.0	2.3	XEAK	1.0	.5	1.5	Bob Donnelly
Homes using Radio	11.0	4.3	15.3	Misc.	1.8	.8	2.6	Homes using Radio
					10.5	4.3	14.8	
8:45								9:45
Johnny Holiday	2.0	.8	2.8	KCBQ	1.8	.8	2.6	Johnny Holiday
Sie Holiday	1.0	.3	1.3	KDEO	1.3	.5	1.8	Sie Holiday
Weekend-Jim Russell	1.3	.5	1.8	KFMB	1.0	.3	1.3	Weekend-Jim Russell
Monitor	1.5	.3	1.8	KFSD	1.3	.5	1.8	Monitor-Ed Hammond
Stereo Shcse	.5	.3	.8	KGB	.3	-	.3	Stereo Shcse
Eve Concert	1.3	.3	1.6	KSDO	1.3	.3	1.6	Eve Concert
Hal Blaine	.8	.3	1.1	KSON	1.0	.3	1.3	Budweiser Sh
Bob Donnelly, Nws	1.5	.8	2.3	XEAK	1.0	.5	1.5	Bob Donnelly, Nws
Homes using Radio	2.0	.8	2.8	Misc.	1.5	.5	2.0	Homes using Radio
	11.3	4.0	15.3		9.8	3.5	13.3	

THE PULSE, INC.

TOTAL AUDIENCE - RATINGS

SAN DIEGO METROPOLITAN AREA
Base for Each 1/4 Hour 400 Homes

Sat, Feb, 1960

10:00 PM	In Home	Out of Home	Total		In Home	Out of Home	Total	11:00 PM
Nws, Johnny Holiday	1.8	.8	2.6	KCBQ	1.5	.5	2.0	Nws, Johnny Holiday
Sie Holiday	1.3	.5	1.8	KDEO	1.0	.3	1.3	Sie Holiday
Nws, Weekend-Jim Russell	1.0	.3	1.3	KFMB	1.0	.5	1.5	Stereo Jazz-Dave Newton
Nws, Monitor, Ed Hammond	1.0	.5	1.5	KFSD	.8	.3	1.1	Nws, Monitor Jazz-Chuck Dattilo
Stereo Shcse	.3	-	.3	KGB	.3	.3	.6	Newsheel
Gaslight Revw	1.3	.3	1.6	KSDO	1.0	.5	1.5	Gaslight Revw
Budweiser Sh	1.0	.3	1.3	KSON	.8	.3	1.1	Budweiser Sh
Bob Donnelly	1.0	.5	1.5	XEAK	1.0	.5	1.5	Bob Donnelly
Homes using Radio	1.5	.5	2.0	Misc.	1.0	.3	1.3	Homes using Radio
	9.5	3.5	13.0		7.8	3.3	11.1	
10:15				11:15				
Johnny Holiday	1.8	.8	2.6	KCBQ	1.5	.5	2.0	Johnny Holiday
Sie Holiday, Nws	1.0	.5	1.5	KDEO	.8	.3	1.1	Sie Holiday, Nws
Weekend-Jim Russell	.8	.3	1.1	KFMB	1.0	.5	1.5	Stereo Jazz-Dave Newton
Monitor-Ed Hammond	1.0	.3	1.3	KFSD	.5	.3	.8	Monitor Jazz-Chuck Dattilo
Stereo Shcse	.3	-	.3	KGB	.3	-	.3	Newsheel
Gaslight Revw	1.0	.5	1.5	KSDO	1.0	.5	1.5	Gaslight Revw
Budweiser Sh	.8	.3	1.1	KSON	.5	.3	.8	Budweiser Sh
Bob Donnelly	1.0	.8	1.8	XEAK	.8	.3	1.1	Bob Donnelly
Homes using Radio	1.3	.5	1.8	Misc.	.8	.3	1.1	Homes using Radio
	8.3	3.8	12.1		6.8	2.8	9.6	
10:30				11:30				
Nws, Johnny Holiday	1.5	.5	2.0	KCBQ	1.3	.5	1.8	Nws, Johnny Holiday
Sie Holiday	1.0	.3	1.3	KDEO	.5	.3	.8	Sie Holiday
Stereo Jazz-Dave Newton	1.0	.3	1.3	KFMB	1.0	.3	1.3	Stereo Jazz-Dave Newton
Nws, Monitor-Ed Hammond	1.3	.5	1.8	KFSD	.5	.3	.8	Monitor Jazz-Chuck Dattilo
Stereo Shcse	.3	-	.3	KGB	.3	-	.3	Newsheel
Gaslight Revw	1.3	.5	1.8	KSDO	.8	.3	1.1	Nws, Gaslight Revw
Budweiser Sh	1.0	.3	1.3	KSON	.5	-	.5	Nws, Misty Show
Bob Donnelly	1.0	.8	1.8	XEAK	.5	.3	.8	Bob Donnelly
Homes using Radio	1.5	.5	2.0	Misc.	.5	-	.5	Homes using Radio
	9.3	3.5	12.8		5.5	1.8	7.3	
10:45				11:45				
Johnny Holiday	1.5	.5	2.0	KCBQ	1.3	.5	1.8	Johnny Holiday
Sie Holiday	1.0	.3	1.3	KDEO	.3	-	.3	Sie Holiday
Stereo Jazz-Dave Newton	1.3	.5	1.8	KFMB	.8	.3	1.1	Stereo Jazz-Dave Newton
Monitor-Ed Hammond	1.0	.3	1.3	KFSD	.3	.3	.6	Monitor Jazz-Chuck Dattilo
Stereo Shcse	.5	.3	.8	KGB	.3	-	.3	Newsheel
Gaslight Revw	1.3	.3	1.6	KSDO	.8	.3	1.1	Gaslight Revw
Budweiser Sh	.8	.3	1.1	KSON	.3	-	.3	Misty Show
Bob Donnelly, Nws	1.0	.3	1.3	XEAK	.5	.3	.8	Bob Donnelly, Nws
Homes using Radio	1.3	.5	1.8	Misc.	.5	-	.5	Homes using Radio
	9.0	3.3	12.3		4.8	1.5	6.3	

THE PULSE, INC.

Sun, Feb, 1960

TOTAL AUDIENCE - RATINGS

SAN DIEGO METROPOLITAN AREA

Base for Each 1/4 Hour 400 Homes

6:00 AM	In Home	Out of Home	Total		In Home	Out of Home	Total	7:00 AM
Nws, Scotty Day	.8	.3	1.1	KCBQ	1.8	.3	2.1	Nws, Scotty Day
Church-Air	.3	-	.3	KDEO				World Nws
Music On Deck	-	-	-	KFMB	1.0	.3	1.3	Nws, Natl Radio Pulpit
Best Of Gaslight	.3	-	.3	KFSD	.3	-	.3	Kaleidoscope
				KGB	-	-	-	Best Of Gaslight
				KSDO	.5	-	.5	Railroad Gospel Hr
				KSON	-	-	-	Frank Thompson
				XEAK	.3	-	.3	
Homes using Radio	.3	-	.3	Misc.	.3	.3	.6	
	1.5	.3	1.8		4.0	.8	4.8	Homes using Radio
6:15								7:15
Scotty Day	1.0	.3	1.3	KCBQ	2.3	.3	2.6	Scotty Day
Church-Air	.3	-	.3	KDEO				Religious Headlines
Here's To Veterans	-	-	-	KFMB	.8	.3	1.1	Natl Radio Pulpit
Best Of Gaslight	.3	-	.3	KFSD	.5	-	.5	Kaleidoscope, Nws
				KGB	-	-	-	Best Of Gaslight
				KSDO	.8	.3	1.1	Railroad Gospe! Hr.
				KSON	-	-	-	Frank Thompson
				XEAK	.5	-	.5	
Homes using Radio	.3	-	.3	Misc.	.3	.3	.6	
	1.8	.3	2.1		5.0	1.0	6.0	Homes using Radio
6:30								7:30
Nws, Scotty Day	1.0	.3	1.3	KCBQ	3.0	.3	3.3	Nws, Scotty Day
Salt Lake City Choir	.3	-	.3	KDEO	-	-	-	Message Of Israel
Manhattan Melodies	-	-	-	KFMB	1.0	.3	1.3	Master Control
Best Of Gaslight	.3	-	.3	KFSD	.3	-	.3	Eternal Light
				KGB	.3	-	.3	Kaleidoscope
				KSDO	.5	.3	.8	Best Of Gaslight
				KSON	.3	-	.3	Melody Aires Quartet
				XEAK	.5	.3	.8	Frank Thompson
Homes using Radio	.3	-	.3	Misc.	.3	.3	.6	
	1.8	.3	2.1		6.0	1.3	7.3	Homes using Radio
6:45								7:45
Scotty Day	1.3	.3	1.6	KCBQ	3.0	.5	3.5	Scotty Day
Salt Lake City Choir	.5	-	.5	KDEO	-	-	-	Message Of Israel
Christian Science	-	-	-	KFMB	.8	.3	1.1	Master Control
Best Of Gaslight	.3	-	.3	KFSD	.3	-	.3	Eternal Light
				KGB	.5	-	.5	Kaleidoscope, Nws
				KSDO	.8	.3	1.1	Best Of Gaslight
				KSON	.3	-	.3	Melody Aires Quartet
				XEAK	1.0	.3	1.3	Frank Thompson, Nws
Homes using Radio	.3	.3	.6	Misc.	.5	.3	.8	
	2.3	.5	2.8		6.8	1.5	8.3	Homes using Radio

THE PULSE, INC.

TOTAL AUDIENCE - RATINGS

SAN DIEGO METROPOLITAN AREA

Sun, Feb, 1960

Base for Each 1/4 Hour 400 Homes

8:00 AM	In Home	Out of Home	Total		In Home	Out of Home	Total	9:00 AM
Nws, Don Howard	3.3	.5	3.8	KCBO	3.5	.8	4.3	Nws, Don Howard
Sacred Heart	.3	-	.3	KDEO	.5	-	.5	Wings Of Healing
Nws, Weekend-Doug Best	1.0	.3	1.3	KFMB	1.0	.3	1.3	Nws, Rpt-Europe
Catholic Hr	.3	-	.3	KFSD	.8	-	.8	Inspirational Hr
Kaleidoscope	.5	-	.5	KGB	.8	.3	1.1	Kaleidoscope
Best Of Gaslight	1.0	.3	1.3	KSDO	1.5	.3	1.8	Best Of Gaslight
Bible Class	.3	-	.3	KSON	.3	-	.3	Greenwood Hr
Oral Roberts	1.0	-	1.0	XEAK	1.3	.3	1.6	Frank Thompson
	.8	.3	1.1	Misc.	1.5	.3	1.8	
Homes using Radio	7.8	1.3	9.1		10.5	2.0	12.5	Homes using Radio
8:15								9:15
Don Howard	3.5	.5	4.0	KCBO	4.0	1.3	5.3	Don Howard
Herald-Healing	.5	-	.5	KDEO	.5	-	.5	Wings Of Healing
Weekend-Doug Best	1.5	.3	1.8	KFMB	1.3	.3	1.6	Weekend-Doug Best
Catholic Hr	.5	-	.5	KFSD	.5	-	.5	Inspirational Hr
Kaleidoscope, Nws	.5	-	.5	KGB	1.0	.3	1.3	Kaleidoscope, Nws
Best Of Gaslight	1.0	.3	1.3	KSDO	1.8	.3	2.1	Best Of Gaslight
Bible Class	.3	-	.3	KSON	.3	-	.3	Greenwood Hr
Oral Roberts	.8	-	.8	XEAK	1.8	.3	2.1	Frank Thompson
	1.0	.3	1.3	Misc.	1.5	.3	1.8	
Homes using Radio	9.0	1.3	10.3		12.0	2.5	14.5	Homes using Radio
8:30								9:30
Nws, Don Howard	3.3	.5	3.8	KCBO	3.8	1.0	4.8	Nws, Don Howard
Sky Pilot	.5	-	.5	KDEO	.3	-	.3	Temple Time
Weekend-Doug Best	1.5	.5	2.0	KFMB	1.3	.3	1.6	Weekend-Doug Best
Nws, Monitor-Jack Bayer	1.0	-	1.0	KFSD	1.3	-	1.3	Nws, Monitor-Jack Bayer
Kaleidoscope	1.0	.3	1.3	KGB	.8	.3	1.1	Kaleidoscope
Best Of Gaslight	1.0	.3	1.3	KSDO	1.8	.5	2.3	Best Of Gaslight
Back To God	.3	-	.3	KSON	.3	-	.3	Voice Of Prophecy
Wings Of Healing	.8	-	.8	XEAK	2.3	.5	2.8	Frank Thompson
	1.3	.3	1.6	Misc.	1.8	.3	2.1	
Homes using Radio	10.0	1.8	11.8		12.8	2.8	15.6	Homes using Radio
8:45								9:45
Don Howard	3.0	.8	3.8	KCBO	4.0	1.0	5.0	Don Howard
Sky Pilot	.5	-	.5	KDEO	.3	-	.3	Temple Time
Weekend-Doug Best	1.3	.5	1.8	KFMB	1.5	.5	2.0	Weekend-Doug Best
Monitor-Jack Bayer	1.3	.3	1.6	KFSD	1.0	.3	1.3	Monitor-Jack Bayer
Kaleidoscope, Nws	1.0	.3	1.3	KGB	.8	.3	1.1	Kaleidoscope, Nws
Best Of Gaslight	1.0	.3	1.3	KSDO	1.5	.5	2.0	Best Of Gaslight
Back To God	-	-	-	KSON	.3	-	.3	Voice Of Prophecy
Wings Of Healing	.5	-	.5	XEAK	2.5	.8	3.3	Frank Thompson, Nws
	1.3	-	1.3	Misc.	2.0	-	2.0	
Homes using Radio	9.3	2.0	11.3		13.0	3.3	16.3	Homes using Radio

THE PULSE, INC.

Sun, Feb, 1960

TOTAL AUDIENCE - RATINGS

SAN DIEGO METROPOLITAN AREA

Base for Each 1/4 Hour 400 Homes

10:00 AM	In Home	Out of Home	Total		In Home	Out of Home	Total	11:00 AM
Nws, Don Howard	4.3	1.3	5.6	KCBQ	4.3	1.0	5.3	Nws, Don Howard
Chip Allen	.8	.3	1.1	KDEO	.8	-	.8	Chip Allen
Nws, Weekend-Doug Best	1.5	.3	1.8	KFMB	1.8	.5	2.3	Nws, Weekend-Doug Best
Nws, Monitor-Jack Bayer	1.3	.5	1.8	KFSD	1.3	.3	1.6	Nws, Monitor-Jack Bayer
Kaleidoscope	.8	.3	1.1	KGB	.5	.3	.8	Kaleidoscope
Best Of Gaslight	2.0	.5	2.5	KSDO	2.0	.8	2.8	Best Of Gaslight
Nws, Del Courtney	.5	-	.5	KSON	1.0	.3	1.3	Nws, Del Courtney
Frank Thompson	2.3	.8	3.1	XEAK	2.5	.8	3.3	Art Way
	2.3	-	2.3	Misc.	1.8	.5	2.3	
Homes using Radio	14.8	3.8	18.6		14.8	4.3	19.1	Homes using Radio
10:15				11:15				
Don Howard	4.5	1.3	5.8	KCBQ	4.0	1.3	5.3	Don Howard
Chip Allen, Nws	1.0	.3	1.3	KDEO	.5	-	.5	1st Baptist Chur
Weekend-Doug Best	1.5	.5	2.0	KFMB	1.5	.5	2.0	Weekend-Doug Best
Monitor-Jack Bayer	1.8	.3	2.1	KFSD	1.3	.5	1.8	Monitor-Jack Bayer
Kaleidoscope, Nws	.5	.3	.8	KGB	.8	.3	1.1	Kaleidoscope, Nws
Best Of Gaslight	2.3	.5	2.8	KSDO	2.3	.5	2.8	Best Of Gaslight
Del Courtney	.5	.3	.8	KSON	1.3	.3	1.6	Del Courtney
Frank Thompson	2.0	.5	2.5	XEAK	2.8	.8	3.6	Art Way
	2.5	.3	2.8	Misc.	1.5	.5	2.0	
Homes using Radio	15.8	4.0	19.8		15.0	4.5	19.5	Homes using Radio
10:30				11:30				
Nws, Don Howard	4.3	1.0	5.3	KCBQ	3.8	1.0	4.8	Nws, Don Howard
Chip Allen	1.3	.3	1.6	KDEO	.3	-	.3	1st Baptist Chur
Weekend-Doug Best	1.3	.3	1.6	KFMB	1.3	.8	2.1	Weekend-Doug Best
Nws, Monitor-Jack Bayer	2.0	.3	2.3	KFSD	1.0	.5	1.5	Nws, Monitor-Jack Bayer
Kaleidoscope	.5	.3	.8	KGB	.5	.3	.8	Kaleidoscope
Best Of Gaslight	2.5	.5	3.0	KSDO	2.3	.5	2.8	Best Of Gaslight
Frank & Ernest	.8	-	.8	KSON	1.3	.3	1.6	Nws, Del Courtney
Frank Thompson	2.0	.8	2.8	XEAK	2.5	1.0	3.5	Art Way
	2.0	.5	2.5	Misc.	2.0	.3	2.3	
Homes using Radio	15.8	3.8	19.6		14.0	4.5	18.5	Homes using Radio
10:45				11:45				
Don Howard	4.0	1.0	5.0	KCBQ	3.8	1.0	4.8	Don Howard
Chip Allen	1.5	.5	2.0	KDEO	.3	-	.3	1st Baptist Chur
Weekend-Doug Best	1.8	.5	2.3	KFMB	1.8	.8	2.6	Weekend-Doug Best
Monitor-Jack Bayer	1.5	.5	2.0	KFSD	1.5	.5	2.0	Monitor-Jack Bayer
Kaleidoscope, Nws	.5	.3	.8	KGB	.8	.3	1.1	Kaleidoscope
Best Of Gaslight	2.0	.8	2.8	KSDO	2.0	.8	2.8	Best Of Gaslight
Del Courtney	1.0	.3	1.3	KSON	1.0	.3	1.3	Del Courtney
Frank Thompson, Nws	2.3	.8	3.1	XEAK	2.3	1.0	3.3	Art Way, Nws
	1.8	.3	2.1	Misc.	2.3	.5	2.8	
Homes using Radio	15.3	4.8	20.1		14.8	5.0	19.8	Homes using Radio

M 60 W 63 Teen 18 Ch 4 Tot. 145

Listeners per 100 Homes

M 63 W 66 Teen 17 Ch 3 Tot. 149

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THE PULSE, INC.

TOTAL AUDIENCE - RATINGS

SAN DIEGO METROPOLITAN AREA
Base for Each 1/4 Hour 400 Homes

Sun, Feb, 1960

12:00 Noon	In Home	Out of Home	Total		In Home	Out of Home	Total	1:00 PM
Nws, Ralph James-Big "J" Mel Hall Nws, Weekend-Doug Best Nws, Monitor Drew Pearson Best Of Gaslight Del Courtney Art Way Homes using Radio	3.3 .8 1.8 1.5 1.3 2.3 1.0 2.5 2.3 15.8	1.0 .3 .8 .3 .5 .5 .3 1.0 .5 5.0	4.3 1.1 2.6 1.8 1.8 2.8 1.3 3.5 2.8 20.8	KCBQ KDEO KFMB KFSD KGB KSDO KSON XEAK Misc.	3.3 1.5 1.3 1.0 1.0 2.8 .3 2.8 2.8 15.3	1.3 .3 .5 .3 .3 .5 - .8 .8 4.5	4.6 1.8 1.8 1.3 1.3 3.3 .3 3.6 3.6 19.8	Nws, Ralph James-Big "J" Mel Hall Nws, Weekend-Doug Best Nws, Monitor Kaleidoscope Best Of Gaslight Billy Graham Art Way Homes using Radio
12:15								1:15
Ralph James-Big "J" Mel Hall, Nws Weekend-Doug Best Monitor Kaleidoscope Best Of Gaslight Del Courtney Art Way Homes using Radio	3.0 1.0 1.5 1.8 1.0 2.5 1.0 2.8 2.0 15.8	.8 .3 .5 .8 .3 1.0 .3 1.0 .5 5.3	3.8 1.3 2.0 2.6 1.3 3.5 1.3 3.8 2.5 21.1	KCBQ KDEO KFMB KFSD KGB KSDO KSON XEAK Misc.	3.3 1.8 1.0 1.0 1.3 2.5 .3 2.8 2.3 15.0	1.0 .5 .3 .5 .3 .8 - 1.0 .5 4.8	4.3 2.3 1.3 1.5 1.6 3.3 .3 3.8 2.8 19.8	Ralph James-Big "J" Mel Hall, Nws Weekend-Doug Best Monitor Kaleidoscope, Nws-West Best Of Gaslight Billy Graham Art Way Homes using Radio
12:30								1:30
Nws, Ralph James-Big "J" Mel Hall Weekend-Doug Best Nws, Monitor Kaleidoscope Best Of Gaslight Lutheran Hr Art Way Homes using Radio	3.3 1.3 1.5 1.5 .8 2.3 .5 2.8 2.5 15.3	1.0 .3 .5 .5 .3 .8 - .8 .8 4.8	4.3 1.6 2.0 2.0 1.1 3.1 .5 3.6 3.3 20.1	KCBQ KDEO KFMB KFSD KGB KSDO KSON XEAK Misc.	3.0 1.8 1.3 1.0 1.0 2.3 .5 2.5 2.0 14.3	1.0 .8 .5 .5 .3 .5 - .8 .8 5.0	4.0 2.6 1.8 1.5 1.3 2.8 .5 3.3 2.8 19.3	Nws, Ralph James-Big "J" Mel Hall Nws, Weekend-Doug Best Nws, Monitor Kaleidoscope Best Of Gaslight Nws, Del Courtney Art Way Homes using Radio
12:45								1:45
Ralph James-Big "J" Mel Hall, Nws Weekend-Doug Best Monitor Kaleidoscope, Nws Best Of Gaslight Lutheran Hr Art Way, Nws Homes using Radio	3.0 1.3 1.3 1.3 1.0 2.5 .3 2.5 2.5 14.5	1.3 .3 .5 .5 .3 - - .8 .8 4.8	4.3 1.6 1.8 1.8 1.3 3.0 .3 3.3 3.3 19.3	KCBQ KDEO KFMB KFSD KGB KSDO KSON XEAK Misc.	3.3 2.0 1.0 1.0 .8 2.5 1.0 2.5 1.8 14.8	1.0 .5 .5 .3 .3 .8 .3 1.0 .5 5.0	4.3 2.5 1.5 1.3 1.1 3.3 1.3 3.5 2.3 19.8	Ralph James-Big "J" Mel Hall Weekend-Doug Best Monitor Kaleidoscope, Nws Best Of Gaslight Del Courtney Art Way, Nws Homes using Radio

THE PULSE, INC.

Sun, Feb, 1960

TOTAL AUDIENCE - RATINGS

SAN DIEGO METROPOLITAN AREA

Base for Each 1/4 Hour 400 Homes

2:00 PM	In Home	Out of Home	Total		In Home	Out of Home	Total	3:00 PM
Nws, Johnny Holiday	3.0	1.0	4.0	KCBQ	2.8	1.0	3.8	Nws, Johnny Holiday
Mel Hall	2.3	.5	2.8	KDEO	2.3	.5	2.8	Smilin' Sam Babcock
Nws, Weekend-Doug Best	1.5	.5	2.0	KFMB	1.3	.3	1.6	Nws, Weekend-Jim Russell
Nws, Monitor	1.0	.3	1.3	KFSD	1.3	.3	1.6	Nws, Monitor
Kaleidoscope	.8	.3	1.1	KGB	.5	.3	.8	Kaleidoscope
Best Of Gaslight	2.5	.8	3.3	KSDO	2.3	.8	3.1	Best Of Gaslight
Rptr's Rndp	.8	.3	1.1	KSON	1.3	.5	1.8	"Alert"
Noel Confer	2.5	1.0	3.5	XEAK	2.5	.8	3.3	Noel Confer
	1.5	.5	2.0	Misc.	2.0	.5	2.5	
Homes using Radio	15.3	5.0	20.3		15.3	4.8	20.1	Homes using Radio
2:15								
Johnny Holiday	3.5	1.3	4.8	KCBQ	3.0	1.0	4.0	Johnny Holiday
Mel Hall, Nws	2.5	.5	3.0	KDEO	1.8	.3	2.1	Smilin' Sam Babcock, Nws
Weekend-Doug Best	1.8	.5	2.3	KFMB	1.3	.3	1.6	Weekend-Jim Russell
Monitor	1.3	.5	1.8	KFSD	1.5	.5	2.0	Bob Considine
Kaleidoscope, Wea	.5	.3	.8	KGB	.5	.3	.8	Kaleidoscope, Sprts
Best Of Gaslight	2.8	1.0	3.8	KSDO	2.3	.8	3.1	Best Of Gaslight
Rptr's Rndp	.8	.3	1.1	KSON	1.5	.3	1.8	Del Courtney
Noel Confer	2.8	.8	3.6	XEAK	2.0	.8	2.8	Noel Confer
	1.8	.3	2.1	Misc.	2.0	.5	2.5	
Homes using Radio	16.3	5.3	21.6		14.8	4.5	19.3	Homes using Radio
2:30								
Nws, Johnny Holiday	3.3	1.0	4.3	KCBQ	3.0	1.3	4.3	Nws, Johnny Holiday
Smilin' Sam Babcock	2.3	.5	2.8	KDEO	2.0	.5	2.5	Mel Hall
Nws, Weekend-Doug Best	1.8	.3	2.1	KFMB	1.0	.3	1.3	Nws, Weekend-Jim Russell
Nws, Monitor	1.3	.3	1.6	KFSD	1.3	.3	1.6	Meet-Press
Kaleidoscope	.5	.3	.8	KGB	.8	.3	1.1	Kaleidoscope
Best Of Gaslight	2.8	.8	3.6	KSDO	2.0	.5	2.5	Best Of Gaslight
Nws, Del Courtney	1.0	.3	1.3	KSON	1.5	.3	1.8	Nws, Del Courtney
Noel Confer	3.0	1.0	4.0	XEAK	2.0	1.0	3.0	Noel Confer
	2.3	.3	2.6	Misc.	2.0	.8	2.8	
Homes using Radio	16.8	4.5	21.3		14.5	5.0	19.5	Homes using Radio
2:45								
Johnny Holiday	3.0	1.0	4.0	KCBQ	2.8	1.0	3.8	Johnny Holiday
Smilin' Sam Babcock	2.0	.5	2.5	KDEO	1.5	.5	2.0	Mel Hall
Weekend-Doug Best	1.5	.3	1.8	KFMB	1.0	.3	1.3	Weekend-Jim Russell
Monitor	1.0	.3	1.3	KFSD	1.0	.3	1.3	Meet-Press
Kaleidoscope, Nws	.5	.3	.8	KGB	.8	-	.8	Kaleidoscope, Nws
Best Of Gaslight	2.5	.8	3.3	KSDO	2.0	.5	2.5	Best Of Gaslight
Del Courtney	1.0	.3	1.3	KSON	1.0	-	1.0	Chur Of Christ
Noel Confer, Nws	2.8	.8	3.6	XEAK	2.5	1.0	3.5	Noel Confer, Nws
	2.5	.5	3.0	Misc.	2.3	.8	3.1	
Homes using Radio	16.0	4.5	20.5		14.0	4.3	18.3	Homes using Radio

THE PULSE, INC.
Sun, Feb, 1960

TOTAL AUDIENCE - RATINGS

SAN DIEGO METROPOLITAN AREA
Base for Each 1/4 Hour 400 Homes

4:00 PM	In Home	Out of Home	Total		In Home	Out of Home	Total	5:00 PM
Nws, Johnny Holiday	3.0	1.0	4.0	KCBQ	3.0	.8	3.8	Nws, Johnny Holiday
Mel Hall	1.8	.5	2.3	KDEO	1.8	.5	2.3	Mel Hall
Nws, Weekend-Jim Russell	1.3	.3	1.6	KFMB	1.8	.5	2.3	Nws, Johnny Dollar
Nws, Monitor	1.0	.3	1.3	KFSD	1.0	.3	1.3	Nws, Monitor
Kaleidoscope	1.3	-	1.3	KGB	.5	-	.5	1st Presbyterian Chur
Best of Gaslight	2.0	.5	2.5	KSDO	2.0	.8	2.8	Best of Gaslight
Met Opera	1.3	-	1.3	KSON	1.3	.3	1.6	Met Opera
Noel Confer	2.5	1.0	3.5	XEAK	2.3	.8	3.1	Noel Confer
	2.3	.8	3.1	Misc.	2.0	.5	2.5	
Homes using Radio	15.5	4.3	19.8		14.8	4.3	19.1	Homes using Radio
4:15					5:15			
Johnny Holiday	3.3	1.3	4.6	KCBQ	2.8	.8	3.6	Johnny Holiday
Mel Hall, Nws	2.0	.5	2.5	KDEO	1.8	.3	2.1	Mel Hall, Nws
Weekend-Jim Russell	1.5	.3	1.8	KFMB	2.0	.5	2.5	Johnny Dollar
Monitor	1.0	.3	1.3	KFSD	.8	.3	1.1	Monitor
Kaleidoscope, Nws	1.3	.3	1.6	KGB	.5	-	.5	1st Presbyterian Chur
Best of Gaslight	1.8	.5	2.3	KSDO	1.8	.8	2.6	Best of Gaslight
Met Opera	1.3	.3	1.6	KSON	1.0	.3	1.3	Met Opera
Noel Confer	2.3	.8	3.1	XEAK	2.0	1.0	3.0	Noel Confer
	2.0	.5	2.5	Misc.	1.8	.8	2.6	
Homes using Radio	15.3	4.5	19.8		13.5	4.5	18.0	Homes using Radio
4:30					5:30			
Nws, Johnny Holiday	3.5	1.0	4.5	KCBQ	2.5	1.0	3.5	Nws, Johnny Holiday
Mel Hall	2.3	.5	2.8	KDEO	2.0	.5	2.5	Coffee Jim Dandy
Nws, Weekend-Jim Russell	1.8	.3	2.1	KFMB	2.0	.5	2.5	Suspense
Nws, Monitor	1.0	.3	1.3	KFSD	1.0	.3	1.3	Nws, Monitor
Kaleidoscope	1.0	.3	1.3	KGB	.3	-	.3	Dr. F. Lowe
Best of Gaslight	1.8	.8	2.6	KSDO	1.8	1.0	2.8	Best of Gaslight
Met Opera	1.3	.3	1.6	KSON	1.3	.3	1.6	Met Opera
Noel Confer	2.8	1.0	3.8	XEAK	2.0	1.0	3.0	Noel Confer
	2.0	.5	2.5	Misc.	2.0	.3	2.3	
Homes using Radio	16.0	4.8	20.8		14.0	4.8	18.8	Homes using Radio
4:45					5:45			
Johnny Holiday	3.5	.8	4.3	KCBQ	2.8	.8	3.6	Johnny Holiday
Mel Hall	1.8	.5	2.3	KDEO	1.8	.3	2.1	Coffee Jim Dandy
Weekend-Jim Russell	1.3	.5	1.8	KFMB	1.5	.3	1.8	Suspense, Analysis
Monitor	1.3	.3	1.6	KFSD	1.0	.5	1.5	Monitor
Kaleidoscope, Nws	1.0	-	1.0	KGB	.3	-	.3	Dr. F. Lowe
Best of Gaslight	2.0	.8	2.8	KSDO	1.5	1.0	2.5	Best of Gaslight
Met Opera	1.0	.3	1.3	KSON	1.0	.3	1.3	Met Opera
Noel Confer, Nws	2.5	.8	3.3	XEAK	2.0	.8	2.8	Noel Confer, Nws
	2.3	.8	3.1	Misc.	1.8	.8	2.6	
Homes using Radio	15.5	4.5	20.0		12.5	4.5	17.0	Homes using Radio

THE PULSE, INC.

Sun, Feb, 1960

TOTAL AUDIENCE - RATINGS

SAN DIEGO METROPOLITAN AREA

Base for Each 1/4 Hour 400 Homes

6:00 PM	In Home	Out of Home	Total		In Home	Out of Home	Total	7:00 PM
Nws, Jerry Walker	2.8	.8	3.6	KCBO	2.3	.8	3.1	Nws, Jerry Walker
Coffee Jim Dandy	1.8	.3	2.1	KDEO	1.5	.5	2.0	Sir Rocky Riddle
Nws, Have Gun Will Travel	2.0	.5	2.5	KFMB	2.0	.5	2.5	Nws, Analysis, Mitch Miller
Nws, Monitor	1.0	.5	1.5	KFSD	.8	.3	1.1	Nws, Monitor
Revival Hour	.3	-	.3	KGB	.5	-	.5	Road-Health
Best Of Gaslight	1.5	1.0	2.5	KSDO	1.8	.5	2.3	Best Of Gaslight
Met Opera	1.0	.3	1.3	KSON	.8	.3	1.1	Met Opera
Len East	1.8	.8	2.6	XEAK	1.0	.5	1.5	Len East
Homes using Radio	13.0	4.5	17.5	Misc.	1.5	.5	2.0	Homes using Radio
					11.3	3.8	15.1	
6:15								7:15
Jerry Walker	2.5	1.0	3.5	KCBO	2.0	.8	2.8	Jerry Walker
Coffee Jim Dandy, Nws	1.5	.5	2.0	KDEO	1.5	.3	1.8	Sir Rocky Riddle, Nws
Have Gun Will Travel	2.0	.8	2.8	KFMB	1.8	.8	2.6	Mitch Miller
Monitor	.8	.3	1.1	KFSD	1.0	.3	1.3	Monitor
Revival Hour	.3	-	.3	KGB	.3	-	.3	Dean Manion
Best Of Gaslight	1.8	.8	2.6	KSDO	1.5	.5	2.0	Best Of Gaslight
Met Opera	1.0	.3	1.3	KSON	.8	.3	1.1	Met Opera
Len East	1.5	.8	2.3	XEAK	1.0	.3	1.3	Len East
Homes using Radio	12.0	4.8	16.8	Misc.	1.5	.8	2.3	Homes using Radio
					10.5	3.8	14.3	
6:30								7:30
Nws, Jerry Walker	2.5	1.0	3.5	KCBO	2.3	1.0	3.3	Nws, Jerry Walker
Sir Rocky Riddle	1.5	.3	1.8	KDEO	1.3	.5	1.8	Sir Rocky Riddle
Gunsmoke	2.0	1.0	3.0	KFMB	1.8	.8	2.6	Mitch Miller
Nws, Monitor	1.0	.3	1.3	KFSD	1.0	.3	1.3	Nws, Monitor-Ed Hammond
College Nws Conf.	.3	-	.3	KGB	.5	-	.5	Senator Kuehel
Best Of Gaslight	2.0	.8	2.8	KSDO	2.0	.8	2.8	Best Of Gaslight
Met Opera	.8	.3	1.1	KSON	1.0	.3	1.3	Met Opera
Len East	1.5	.5	2.0	XEAK	1.3	.5	1.8	Len East
Homes using Radio	12.3	4.3	16.6	Misc.	1.8	.3	2.1	Homes using Radio
					11.8	4.3	16.1	
6:45								7:45
Jerry Walker	2.3	.8	3.1	KCBO	2.0	1.0	3.0	Jerry Walker
Sir Rocky Riddle	1.3	.5	1.8	KDEO	1.3	.3	1.6	Sir Rocky Riddle
Gunsmoke	1.8	.8	2.6	KFMB	1.5	.5	2.0	Mitch Miller, Double-Pleasure
Monitor	.8	.3	1.1	KFSD	1.3	.3	1.6	Monitor-Ed Hammond
College Nws Conf.	.3	-	.3	KGB	.5	-	.5	Dan Smoot
Best Of Gaslight	1.8	.8	2.6	KSDO	1.8	.5	2.3	Best Of Gaslight
Met Opera	.8	.3	1.1	KSON	.8	.3	1.1	Met Opera
Len East, Nws	1.3	.5	1.8	XEAK	1.0	.3	1.3	Len East, Nws
Homes using Radio	11.0	4.3	15.3	Misc.	1.3	.5	1.8	Homes using Radio
					10.5	3.5	14.0	

M 64 W62 Teen 15 Ch5 Tot. 146
lbd

Listeners per 100 Homes

M66 W60 Teen 14 Ch 3 Tot. 143

THE PULSE, INC.

TOTAL AUDIENCE - RATINGS

SAN DIEGO METROPOLITAN AREA

Sun, Feb, 1960

Base for Each 1/4 Hour 400 Homes

10:00 PM	In Home	Out of Home	Total		In Home	Out of Home	Total	11:00 PM
Nws, Mel Kent Sir Rocky Riddle Richfield Rptr Nws, Monitor-Ed Hammond Billy Graham Best Of Gaslight Budweiser Sh Bob McLaughlin Homes using Radio	1.5 1.0 1.0 1.3 .3 2.0 .3 .8 1.0 8.3	.5 .5 .3 .3 - .5 - .3 .5 2.8	2.0 1.5 1.3 1.6 .3 2.5 .3 1.1 1.5 11.1	KCBO KDEO KFMB KFSD KGB KSDO KSON XEAK Misc.	1.3 .8 .5 .8 .3 1.5 .5 .8 1.0 6.5	.5 .3 - - - .5 .3 .3 .5 2.3	1.8 1.1 .5 .8 .3 2.0 .8 1.1 1.5 8.8	Nws, Mel Kent Sir Rocky Riddle Church-Air Nws, Stereo Stardust Newsweek Best Of Gaslight Budweiser Sh Bob McLaughlin Homes using Radio
10:15								11:15
Mel Kent Sir Rocky Riddle, Nws Changing Times Monitor-Ed Hammond Billy Graham Best Of Gaslight Budweiser Sh Bob McLaughlin Homes using Radio	1.5 1.0 .8 1.3 - 1.8 .3 1.0 1.3 8.0	.8 .5 .3 .3 - .5 - .3 .5 3.0	2.3 1.5 1.1 1.6 - 2.3 .3 1.3 1.8 11.0	KCBO KDEO KFMB KFSD KGB KSDO KSON XEAK Misc.	1.0 .8 .3 .8 .3 1.3 .3 .8 .8 5.5	.5 .3 - - - .5 .3 .3 .3 2.0	1.5 1.1 .3 .8 .3 1.8 .6 1.1 1.1 7.5	Mel Kent Sir Rocky Riddle, Nws Church-Air Stereo Stardust Newsweek Best Of Gaslight Budweiser Sh Bob McLaughlin Homes using Radio
10:30								11:30
Nws, Mel Kent Sir Rocky Riddle Master Control Ask Your Mayor Revival Time Best Of Gaslight Budweiser Sh Bob McLaughlin Homes using Radio	1.3 1.0 1.0 1.0 - 1.5 .5 .8 7.5	.5 .3 .3 .3 - .8 - .3 2.8	1.8 1.3 1.3 1.3 - 2.3 .5 1.1 1.8 10.3	KCBO KDEO KFMB KFSD KGB KSDO KSON XEAK Misc.	1.0 .5 .3 .5 .3 1.3 .3 .5 .5 4.8	.3 .3 - - - .3 .3 .3 .3 1.5	1.3 .8 .3 .5 .3 1.6 .6 .8 .8 6.3	Nws, Mel Kent Sir Rocky Riddle Salt Lake City Choir Stereo Stardust Newsweek Best Of Gaslight Nws, Del Courtney Bob McLaughlin Homes using Radio
10:45								11:45
Mel Kent Sir Rocky Riddle Master Control Ask Your Mayor Revival Time Best Of Gaslight Budweiser Sh Bob McLaughlin, Nws Homes using Radio	1.3 1.0 .8 .8 - 1.5 .5 1.0 1.0 7.0	.5 .3 .3 - - .5 .3 .3 .8 2.8	1.8 1.3 1.1 .8 - 2.0 .8 1.3 1.8 9.8	KCBO KDEO KFMB KFSD KGB KSDO KSON XEAK Misc.	.8 .5 .3 .3 .3 1.0 .3 .5 .3 4.0	.3 - - - - .3 - .3 .3 1.0	1.1 .5 .3 .3 .3 1.3 .3 .8 .6 5.0	Mel Kent Sir Rocky Riddle Salt Lake City Choir Stereo Stardust Newsweek Best Of Gaslight Del Courtney Bob McLaughlin, Nws Homes using Radio

12 Noon - 6 PM

Lunch?
At work or out? Where? What doing?
Radio at work? Rest periods?
Afternoon snacks? Where?
Return home after work or school? How — use of a car?
What time returned home after work, school or being out?
Dinner — at home or out? Where?
Leave home before 6? Where? How — use of a car?

The purpose of these questions is to enable the family members to construct and review their activities during the preceding hours of the survey. As they mention their activities, the interviewer helps them to associate their activities with radio listening—their availability to and their use of the radio while they were engaged in these activities. With the association of these activities the interviewer obtains time estimates which define the limits of any radio listening that was done. After the time of radio listening has been determined, the interviewer shows the roster of programs.

Selection of Sample

The households to be interviewed are selected by a random process which takes the choice of the home out of the hands of the interviewer. The primary sampling points are blocks systematically selected from census housing statistics (when available) with due weight ascribed to population differences. Interviewers are sent to the selected blocks and conduct their interviewing according to a pre-assigned plan.

The sampling points are selected by a two-fold division. First, a town is selected with due emphasis on population. Second, a block is selected from block statistics for that town (if available) or from prepared geographic maps. In all cases the block selected is used as a starting point. In this manner a random selection of households, unbiased by interviewer's preferences, is assured. Statistical treatment is made for the "Not-at-Homes" to include their weight in the sample.

Stations originating in or serving the area surveyed are listed in this report only if they meet the standards and definitions for individual reporting. Otherwise these stations are included in the Miscellaneous category. Stations listed on the roster depend upon definitions and standards as above and audience levels previously found in surveys.

Nothing
takes the
place of
INTERVIEWS
in the
HOME



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SAN DIEGO, CALIFORNIA

METROPOLITAN AREA

Vol. IX No. 3

AUGUST, 1960*

TOTAL AUDIENCE

IN-HOME & OUT-OF-HOME



A PULSE REPORT

THE PULSE, Inc., 730 Fifth Avenue, New York 19, N. Y.

CHICAGO, LOS ANGELES, LONDON

A PULSE REPORT

THE PULSE, INC. 730 FIFTH AVENUE, NEW YORK 19, N. Y.



SAN DIEGO, CALIFORNIA

METROPOLITAN AREA

Vol. IX

No. 3

AUGUST, 1960*

TOTAL AUDIENCE

IN-HOME & OUT-OF-HOME

6 AM to 12 Midnight

*June 18-July 1
July 5-10, 16-24,
July 30-August 14, 1960

NEW YORK
730 Fifth Avenue

LOS ANGELES
6399 Wilshire Boulevard

CHICAGO
435 North Michigan Ave.
Chicago 11, Illinois

LONDON
41-42 Dover Street
London W1, England

THE PULSE, INC.
Mon-Fri, Aug, 1960

TOTAL AUDIENCE - RATINGS

SAN DIEGO METROPOLITAN AREA
Base for Each 1/4 Hour 1000 Homes

6:00 AM	In Home	Out of Home	Total		In Home	Out of Home	Total	7:00 AM
Nws, Jerry Walker Don MacKinnon Nws, Contact-Don Ross Nws, Ernie Myers Blaine Worrell Wake Up-Fred & Dottie Rabell Limelight Gary Fuller Frank Thompson Homes using Radio	2.3 .9 1.4 .7 .5 .1 .9 .4 .8 1.4 9.3	.7 .2 .1 - .2 - .3 .1 .2 .2 2.0	3.0 1.1 1.5 .7 .7 .1 1.2 .5 1.0 1.6 11.3	KCBQ KDEO KFMB KFSD KGB KITT KSDO KSON XEAK Misc.	4.1 1.6 4.4 1.3 1.9 .1 1.4 .9 1.5 1.3 18.4	1.6 .8 .8 .6 .4 - .7 .2 .4 .5 6.0	5.7 2.4 5.2 1.9 2.3 .1 2.1 1.1 1.9 1.8 24.4	Nws, Jerry Walker Don MacKinnon World Nws Rndp Nws, Ernie Myers-Ernie's Inn Frank Hemingway-Nws Wake Up-Fred & Dottie Rabell Limelight Gary Fuller Frank Thompson Homes using Radio
6:15								7:15
Jerry Walker Don MacKinnon Contact-Don Ross Ernie Myers-Ernie's Inn Blaine Worrell Wake Up-Fred & Dottie Rabell Limelight Gary Fuller Frank Thompson Homes using Radio	2.2 1.0 1.4 .9 .5 .1 1.1 .5 .8 1.6 10.0	.9 .1 .2 .1 .2 - .2 .1 .2 .3 2.3	3.1 1.1 1.6 1.0 .7 .1 1.3 .6 1.0 1.9 12.3	KCBQ KDEO KFMB KFSD KGB KITT KSDO KSON XEAK Misc.	4.0 2.0 4.3 1.3 2.3 .2 1.5 .7 1.6 1.7 19.4	1.5 .8 .7 .7 .5 - 1.0 .2 .5 .6 6.5	5.5 2.8 5.0 2.0 2.8 .2 2.5 .9 2.1 2.3 25.9	Jerry Walker Don MacKinnon Nws Ernie Myers-Ernie's Inn Nws-World, Nws-Jim Brown Wake Up-Fred & Dottie Rabell Limelight Gary Fuller Frank Thompson Homes using Radio
6:30								7:30
Nws, Jerry Walker Don MacKinnon Nws, Contact-Don Ross Wrld Nws Rndp Home-Ranch Wake Up-Fred & Dottie Rabell Limelight Nws, Gary Fuller Frank Thompson Homes using Radio	2.9 1.2 1.9 1.2 .8 .1 1.2 .6 1.2 1.7 12.7	1.6 .3 .2 .2 .2 - .5 - .1 .5 3.6	4.5 1.5 2.1 1.4 1.0 .1 1.7 .6 1.3 2.2 16.3	KCBQ KDEO KFMB KFSD KGB KITT KSDO KSON XEAK Misc.	4.0 1.8 2.8 2.2 1.6 .1 1.6 1.0 1.6 1.6 18.1	1.8 .7 .7 .6 .5 - 1.0 .3 .6 .6 6.8	5.8 2.5 3.5 2.8 2.1 .1 2.6 1.3 2.2 2.2 24.9	Nws, Jerry Walker Don MacKinnon Contact-Don Ross Nws-Ed Deverill & B. O'Mara Nws-Jim Brown Wake Up-Fred & Dottie Rabell Nws-Depth, Limelight Nws, Gary Fuller Frank Thompson Homes using Radio
6:45								7:45
Jerry Walker Don MacKinnon, Nws Contact-Don Ross Ernie Myers-Ernie's Inn Nws Wake Up-Fred & Dottie Rabell Limelight Gary Fuller, Nws Frank Thompson, Nws Homes using Radio	2.9 1.4 1.8 1.2 .9 .1 1.2 .6 1.2 1.7 12.9	1.6 .4 .3 .3 .2 - .5 .2 .1 .5 4.1	4.5 1.8 2.1 1.5 1.1 .1 1.7 .8 1.3 2.2 17.0	KCBQ KDEO KFMB KFSD KGB KITT KSDO KSON XEAK Misc.	3.9 1.6 3.0 2.0 1.6 .2 1.1 1.0 1.5 1.7 18.0	1.4 .6 1.3 .5 .5 - .7 .4 .5 .5 6.4	5.3 2.2 4.3 2.5 2.1 .2 2.3 1.4 2.0 2.2 24.4	Jerry Walker Don MacKinnon, Nws Contact-Don Ross Ernie Myers-Ernie's Inn Nws, Bus Nws, Sprts Wake Up-Fred & Dottie Rabell Limelight Gary Fuller, Nws Frank Thompson, Nws Homes using Radio

THE PULSE, INC.

TOTAL AUDIENCE - RATINGS

SAN DIEGO METROPOLITAN AREA

Mon-Fri, Aug, 1960

Base for Each 1/4 Hour 1000 Homes

	In Home	Out of Home	Total		In Home	Out of Home	Total	
8:00 AM					9:00 AM			
Nws, Jerry Walker	3.9	.9	4.8	KCBQ	5.9	1.3	7.2	Nws, Don Howard
Don MacKinnon	1.8	.7	2.5	KDEO	3.1	.6	3.7	Don MacKinnon
Nws	3.2	1.4	4.6	KFMB	2.5	.5	3.0	Nws, Contact-Don Ross
Nws, Genti	2.3	.5	2.8	KFSD	1.8	.5	2.3	Nws, Genti
Cliff Engle-Nws	1.4	.5	1.9	KGB	1.9	.4	2.3	P. Harvey, Nws-Bob Regan
Unity, Familiar Mus-Bill Lemmer	.2	.1	.3	KITT	.4	.1	.5	Familiar Mus-Bill Lemmer
Limelight	2.6	1.1	3.7	KSDO	2.3	.9	3.2	Limelight
Gary Fuller	1.0	.7	1.7	KSON	1.3	.5	1.8	Johnny Bell
Frank Thompson	1.6	.6	2.2	XEAK	2.0	.6	2.6	Frank Thompson
	1.7	.7	2.4	Misc.	2.7	.8	3.5	
Homes using Radio	19.6	7.2	26.8		23.6	6.2	29.8	Homes using Radio
8:15					9:15			
Jerry Walker	3.8	1.0	4.8	KCBQ	5.9	1.3	7.2	Don Howard
Don MacKinnon	1.8	.7	2.5	KDEO	3.0	.7	3.7	Don MacKinnon
Nws	3.1	1.2	4.3	KFMB	2.5	.5	3.0	Contact-Don Ross
Genti	2.1	.4	2.5	KFSD	1.8	.4	2.2	Genti
Mkt Rpt, Nws, Wea	1.7	.4	2.1	KGB	1.5	.3	1.8	Margie
Familiar Mus-Bill Lemmer	.2	.1	.3	KITT	.5	.1	.6	Familiar Mus-Bill Lemmer
Limelight	2.6	1.2	3.8	KSDO	2.4	.8	3.2	Limelight
Gary Fuller	1.1	.5	1.6	KSON	1.0	.5	1.5	Johnny Bell
Frank Thompson	1.7	.6	2.3	XEAK	1.6	.6	2.2	Frank Thompson
	1.8	.8	2.6	Misc.	2.7	.7	3.4	
Homes using Radio	19.8	6.9	26.7		22.6	5.9	28.5	Homes using Radio
8:30					9:30			
Nws, Jerry Walker	3.7	.9	4.6	KCBQ	5.8	1.3	7.1	Nws, Don Howard
Don MacKinnon	1.8	.7	2.5	KDEO	3.2	.7	3.9	Don MacKinnon
Contact-Don Ross	2.8	1.2	4.0	KFMB	2.3	.5	2.8	Nws, Contact-Don Ross
Nws-Deverill & O'Mara	2.1	.5	2.6	KFSD	1.9	.5	2.4	Genti, Emphasis
Inquiring Rptr-Bob Regan	1.7	.3	2.0	KGB	1.5	.3	1.8	Margie
Familiar Mus-Bill Lemmer	.3	.1	.4	KITT	.5	.1	.6	Familiar Mus-Bill Lemmer
Nws-Depth, Limelight	2.6	1.3	3.9	KSDO	2.3	.7	3.0	Limelight
Nws, Gary Fuller	1.1	.6	1.7	KSON	1.0	.5	1.5	Nws, Johnny Bell
Frank Thompson	1.7	.6	2.3	XEAK	1.6	.6	2.2	Frank Thompson
	1.8	.7	2.5	Misc.	3.0	.7	3.7	
Homes using Radio	19.6	6.9	26.5		22.8	5.9	28.7	Homes using Radio
8:45					9:45			
Jerry Walker	3.7	.9	4.6	KCBQ	5.8	1.0	6.8	Don Howard
Don MacKinnon, Nws	1.9	.6	2.5	KDEO	3.2	.7	3.9	Don MacKinnon, Nws
Contact-Don Ross	2.8	.9	3.7	KFMB	2.3	.4	2.7	Molly Morse
Genti	2.1	.5	2.6	KFSD	1.9	.5	2.4	Genti
Inquiring Rptr-Bob Regan	1.7	.3	2.0	KGB	1.5	.3	1.8	Margie
Familiar Mus-Bill Lemmer	.3	.1	.4	KITT	.4	.1	.5	Familiar Mus-Bill Lemmer
Limelight	2.6	1.2	3.8	KSDO	2.4	.7	3.1	Limelight
Gary Fuller, Nws	1.1	.5	1.6	KSON	1.0	.4	1.4	Johnny Bell, Nws
Frank Thompson, Nws	1.7	.6	2.3	XEAK	1.6	.6	2.2	Frank Thompson, Nws
	1.6	.8	2.4	Misc.	3.0	.5	3.5	
Homes using Radio	19.5	6.4	25.9		22.8	5.2	28.0	Homes using Radio

THE PULSE, INC.		TOTAL AUDIENCE - RATINGS						SAN DIEGO METROPOLITAN AREA	
Mon-Fri, Aug, 1960								Base for Each 1/4 Hour 1000 Homes	
10:00 AM	In Home	Out of Home	Total		In Home	Out of Home	Total	11:00 AM	
Nws, Don Howard Don Bowman Nws, Best Seller Nws, Jim O'Leary Nws Familiar Mus-Bill Lemmer Gaslight Prvws Johnny Bell Noel Confer Homes using Radio	5.3 3.2 2.4 1.8 2.3 .6 2.5 1.2 1.5 2.7 23.3	1.2 .7 .2 .6 .4 .1 .7 .5 .6 .6 5.6	6.5 3.9 2.6 2.4 2.7 .7 3.2 1.7 2.1 3.3 28.9	KCBQ KDEO KFMB KFSD KGB KITT KSDO KSON XEAK Misc.	4.7 2.8 2.2 1.4 1.0 .7 2.3 1.1 2.0 2.1 20.0	1.2 .9 .2 .5 .2 .1 .8 .5 .7 .5 5.6	5.9 3.7 2.4 1.9 1.2 .8 3.1 1.6 2.7 2.6 25.6	Nws, Don Howard Don Bowman Nws, Whispering Streets Nws, Jim O'Leary Brkfst Club Familiar Mus-Bill Lemmer Gaslight Prvws Johnny Bell Noel Confer Homes using Radio	
10:15								11:15	
Don Howard Don Bowman Best Seller Jim O'Leary Tello Test Familiar Mus-Bill Lemmer Gaslight Prvws Johnny Bell Noel Confer Homes using Radio	5.3 3.2 2.4 1.7 1.5 .6 2.4 1.2 1.5 2.6 22.2	1.3 .7 .1 .5 .3 .1 .7 .5 .5 .6 5.3	6.6 3.9 2.5 2.2 1.8 .7 3.1 1.7 2.0 3.2 27.5	KCBQ KDEO KFMB KFSD KGB KITT KSDO KSON XEAK Misc.	4.6 2.8 2.2 1.3 1.0 .5 2.4 1.1 2.0 2.0 19.6	1.1 .9 .2 .4 .3 .1 .9 .5 .7 .4 5.5	5.7 3.7 2.4 1.7 1.3 .6 3.3 1.6 2.7 2.4 25.1	Don Howard Don Bowman Ma Perkins Jim O'Leary Brkfst Club Familiar Mus-Bill Lemmer Gaslight Prvws Johnny Bell Noel Confer Homes using Radio	
10:30								11:30	
Nws, Don Howard Don Bowman Couple Next Door Jim O'Leary, Emphasis Brkfst Club Familiar Mus-Bill Lemmer Gaslight Prvws Nws, Johnny Bell Noel Confer Homes using Radio	5.0 3.1 2.2 1.7 1.3 .5 2.5 1.2 1.3 2.3 20.9	1.0 .7 .1 .5 .3 .1 .7 .5 .7 .5 5.1	6.0 3.8 2.3 2.2 1.6 .6 3.2 1.7 2.0 2.8 26.0	KCBQ KDEO KFMB KFSD KGB KITT KSDO KSON XEAK Misc.	4.4 2.7 2.1 1.3 1.0 .5 2.5 1.1 1.9 2.3 19.5	1.2 .9 .2 .4 .3 .1 .8 .5 .6 .6 5.6	5.6 3.6 2.3 1.7 1.3 .6 3.3 1.6 2.5 2.9 25.1	Nws, Don Howard Don Bowman Young Dr. Malone Jim O'Leary, Emphasis Blaine Worrell Familiar Mus-Bill Lemmer Gaslight Prvws Nws, Johnny Bell Noel Confer Homes using Radio	
10:45								11:45	
Don Howard Don Bowman, Nws Right-Happiness, Kingston Trio Jim O'Leary Brkfst Club Familiar Mus-Bill Lemmer Gaslight Prvws Johnny Bell, Nws Noel Confer, Nws Homes using Radio	4.9 3.2 2.3 1.6 1.3 .6 2.4 1.2 1.7 2.3 21.3	1.1 .8 .1 .5 .3 .1 .7 .4 .6 .5 5.1	6.0 4.0 2.4 2.1 1.6 .7 3.1 1.6 2.3 2.8 26.4	KCBQ KDEO KFMB KFSD KGB KITT KSDO KSON XEAK Misc.	4.3 2.7 2.1 1.2 .9 .5 2.4 1.1 2.0 2.3 19.2	1.3 .8 .2 .4 .3 .1 .8 .5 .5 .5 5.4	5.6 3.5 2.3 1.6 1.2 .6 3.2 1.6 2.5 2.8 24.6	Don Howard Don Bowman, Nws 2nd Mrs. Burton Jim O'Leary Blaine Worrell Familiar Mus-Bill Lemmer Gaslight Prvws Johnny Bell, Nws Noel Confer, Nws Homes using Radio	

THE PULSE, INC.

TOTAL AUDIENCE - RATINGS

SAN DIEGO METROPOLITAN AREA

Mon-Fri, Aug, 1960

Base for Each 1/4 Hour 1000 Homes

12:00 Noon	In Home	Out of Home	Total		In Home	Out of Home	Total	1:00 PM
Nws, Ralph James-Big "J" Don Bowman Nws Nws, Nws-Deverill Carillon Concert, Nws Familiar Mus-Bill Lemmer Gaslight Prvws Gary Fuller Noel Confer Homes using Radio	4.4 3.2 2.3 1.5 1.2 .6 2.2 1.3 1.8 2.4 20.4	1.2 .9 .6 .3 .3 .1 .8 .4 .5 .5 5.6	5.6 4.1 2.9 1.8 1.5 .7 3.0 1.7 2.3 2.9 26.0	KCBQ KDEO KFMB KFSD KGB KITT KSDO KSON XEAK Misc.	4.2 2.8 2.7 1.2 .9 .6 2.3 1.1 1.9 1.9 19.3	1.0 .7 .6 .5 .2 .1 .8 .4 .6 .5 5.4	5.2 3.5 3.3 1.7 1.1 .7 3.1 1.5 2.5 2.4 24.7	Nws, Ralph James-Big "J" Don Bowman Nws, Arthur Godfrey Nws, Ernie Myers-Ernie's Inn Lee Clark Familiar Mus-Bill Lemmer Gaslight Prvws Gary Fuller Noel Confer Homes using Radio
12:15								1:15
Ralph James-Big "J" Don Bowman Molly Morse Ernie Myers-Ernie's Inn Home-Ranch Familiar Mus-Bill Lemmer Gaslight Prvws Gary Fuller Noel Confer Homes using Radio	4.4 3.2 1.9 1.3 1.2 .6 2.1 1.3 1.7 2.4 19.6	1.0 .9 .5 .3 .3 .1 .8 .3 .5 .5 5.2	5.4 4.1 2.4 1.6 1.5 .7 2.9 1.6 2.2 2.9 24.8	KCBQ KDEO KFMB KFSD KGB KITT KSDO KSON XEAK Misc.	4.1 2.8 2.7 1.3 .7 .6 2.3 1.1 2.0 1.9 19.2	1.0 .7 .6 .6 .2 - .9 .3 .6 .5 5.4	5.1 3.5 3.3 1.9 .9 .6 3.2 1.4 2.6 2.4 24.6	Ralph James-Big "J" Don Bowman Arthur Godfrey Ernie Myers-Ernie's Inn Lee Clark Familiar Mus-Bill Lemmer Gaslight Prvws Gary Fuller Noel Confer Homes using Radio
12:30								1:30
Nws, Ralph James-Big "J" Don Bowman Garry Moore, Clooney-Crosby Ernie Myers, Emphasis Nws, Lee Clark Familiar Mus-Bill Lemmer Nws-Depth, Gaslight Prvws Nws, Gary Fuller Noel Confer Homes using Radio	4.4 3.0 2.0 1.3 .8 .6 2.2 1.3 1.6 2.1 18.8	1.0 .8 .4 .3 .3 .1 .6 .3 .4 .4 4.6	5.4 3.8 2.4 1.6 1.1 .7 2.8 1.6 2.0 2.5 23.4	KCBQ KDEO KFMB KFSD KGB KITT KSDO KSON XEAK Misc.	4.1 2.8 2.5 1.2 .8 .6 2.2 1.1 1.9 1.7 18.6	1.0 .7 .5 .4 .2 - .9 .3 .6 .5 5.1	5.1 3.5 3.0 1.6 1.0 .6 3.1 1.4 2.5 2.2 23.7	Nws, Ralph James-Big "J" Don Bowman Arthur Godfrey Ernie Myers, Emphasis Lee Clark Familiar Mus-Bill Lemmer Gaslight Prvws Nws, Gary Fuller Noel Confer Homes using Radio
12:45								1:45
Ralph James-Big "J" Don Bowman, Nws Cooleny-Crosby Ernie Myers-Ernie's Inn Lee Clark Familiar Mus-Bill Lemmer Gaslight Prvws Gary Fuller, Nws Noel Confer, Nws Homes using Radio	4.3 3.0 2.0 1.3 .8 .6 2.2 1.2 1.7 2.0 18.6	1.0 .7 .4 .2 .2 - .6 .4 .5 .4 4.4	5.3 3.7 2.4 1.5 1.0 .6 2.8 1.6 2.2 2.4 23.0	KCBQ KDEO KFMB KFSD KGB KITT KSDO KSON XEAK Misc.	4.1 2.7 2.5 1.3 .7 .6 2.3 1.1 2.0 1.6 18.6	1.0 .7 .6 .4 .2 .1 .9 .4 .6 .5 5.4	5.1 3.4 3.1 1.7 .9 .7 3.2 1.5 2.6 2.1 24.0	Ralph James-Big "J" Don Bowman, Nws Arthur Godfrey Ernie Myers-Ernie's Inn Lee Clark Familiar Mus-Bill Lemmer Gaslight Prvws Gary Fuller, Nws Noel Confer, Nws Homes using Radio

THE PULSE, INC. Mon-Fri, Aug, 1960		TOTAL AUDIENCE - RATINGS						SAN DIEGO METROPOLITAN AREA Base for Each 1/4 Hour 1000 Homes	
2:00 PM	In Home	Out of Home	Total		In Home	Out of Home	Total	3:00 PM	
Nws, Jerry Walker Mel Hall Nws, House Party Nws, Gentry Lee Clark Familiar Mus-Bill Lemmer Limelight Gary Fuller Art Way Homes using Radio	4.0 3.0 2.3 1.5 .7 .7 2.3 1.2 1.8 2.0 19.3	1.1 .6 .6 .7 .2 .1 1.1 .4 .7 .5 6.0	5.1 3.6 2.9 2.2 .9 .8 3.4 1.6 2.5 2.5 25.3	KCBQ KDEO KFMB KFSD KGB KITT KSDO KSON XEAK Misc.	4.8 2.5 1.6 1.6 .8 .4 2.5 1.2 2.0 1.8 19.1	1.1 .7 .5 .7 .3 .1 1.2 .5 .6 .5 6.2	5.9 3.2 2.1 2.3 1.1 .5 3.7 1.7 2.6 2.3 25.3	Nws, Jerry Walker Mel Hall Nws, Pace-Denny Bracken Nws, Gentry Lee Clark Familiar Mus-Bill Lemmer Limelight Bob Conners Art Way Homes using Radio	
2:15								3:15	
Jerry Walker Mel Hall House Party, Kingston Trio Gentry Lee Clark Familiar Mus-Bill Lemmer Limelight Gary Fuller Art Way Homes using Radio	4.1 3.0 2.3 1.5 .9 .6 2.2 1.2 1.7 1.9 19.2	1.1 .6 .5 .6 .2 .1 1.1 .3 .5 .5 5.5	5.2 3.6 2.8 2.1 1.1 .7 3.3 1.5 2.2 2.4 24.7	KCBQ KDEO KFMB KFSD KGB KITT KSDO KSON XEAK Misc.	4.8 2.5 1.8 1.7 .8 .4 2.5 1.2 2.0 1.7 19.3	.8 .8 .5 .7 .3 .1 1.1 .6 .6 .5 6.0	5.6 3.3 2.3 2.4 1.1 .5 3.6 1.8 2.6 2.2 25.3	Jerry Walker Mel Hall Pace-Denny Bracken Gentry Lee Clark Familiar Mus-Bill Lemmer Limelight Bob Conners Art Way Homes using Radio	
2:30								3:30	
Nws, Jerry Walker Mel Hall Pace-Denny Bracken Gentry, Emphasis Lee Clark Familiar Mus-Bill Lemmer Limelight Nws, Gary Fuller Art Way Homes using Radio	4.3 3.0 2.0 1.4 .9 .5 2.0 1.2 1.8 2.1 19.0	1.1 .8 .6 .6 .2 .1 1.1 .3 .6 .4 5.8	5.4 3.8 2.6 2.0 1.1 .6 3.1 1.5 2.4 2.5 24.8	KCBQ KDEO KFMB KFSD KGB KITT KSDO KSON XEAK Misc.	4.9 2.4 1.9 1.6 .9 .3 2.5 1.2 2.0 1.7 19.3	1.3 1.1 .6 .6 .4 - 1.1 .5 .6 .8 7.0	6.2 3.5 2.5 2.2 1.3 .3 3.6 1.7 2.6 2.5 26.3	Nws, Jerry Walker Mel Hall Nws, Pace-Denny Bracken Gentry, Emphasis Paul Harvey Familiar Mus-Bill Lemmer Limelight Nws, Bob Conners Art Way Homes using Radio	
2:45								3:45	
Jerry Walker Mel Hall, Nws Pace-Denny Bracken Gentry Lee Clark Familiar Mus-Bill Lemmer Limelight Gary Fuller, Nws Art Way, Nws Homes using Radio	4.4 3.1 2.0 1.4 1.0 .6 2.2 1.2 1.8 2.1 19.6	1.1 .6 .6 .7 .1 - 1.1 .4 .6 .5 5.7	5.5 3.7 2.6 2.1 1.1 .6 3.3 1.6 2.4 2.6 25.3	KCBQ KDEO KFMB KFSD KGB KITT KSDO KSON XEAK Misc.	4.8 2.4 1.9 1.5 1.0 .4 2.5 1.3 2.2 1.7 19.6	1.5 1.0 .6 .7 .3 .1 1.1 .4 .6 .7 7.0	6.3 3.4 2.5 2.2 1.3 .5 3.6 1.7 2.8 2.4 26.6	Jerry Walker Mel Hall, Nws Pace-Denny Bracken Gentry San Diego Today Familiar Mus-Bill Lemmer Limelight Bob Conners Art Way, Nws Homes using Radio	

THE PULSE, INC.

TOTAL AUDIENCE - RATINGS

SAN DIEGO METROPOLITAN AREA

Mon-Fri, Aug, 1960

Base for Each 1/4 Hour 1000 Homes

4:00 PM	In Home	Out of Home	Total		In Home	Out of Home	Total	5:00 PM
Nws, Don Howard Mel Hall Nws, Pace-Denny Bracken Nws, Jim O'Leary Edward P. Morgan Familiar Mus-Bill Lemmer Limelight Bob Connors Art Way Homes using Radio	4.2 2.5 1.8 1.8 1.5 .4 2.2 1.2 1.9 2.1 19.5	1.8 1.0 .4 .9 .6 .1 1.3 .4 .8 .5 7.8	6.0 3.5 2.2 2.7 2.1 .5 3.5 1.6 2.7 2.6 27.3	KCBQ KDEO KFMB KFSD KGB KITTT KSDO KSON XEAK Misc.	3.4 1.9 2.9 1.4 1.7 .4 2.5 1.0 1.6 1.4 18.1	1.3 .7 1.1 .5 .5 .1 1.1 .4 .8 .8 7.3	4.7 2.6 4.0 1.9 2.2 .5 3.6 1.4 2.4 2.2 25.4	Nws, Don Howard Mel Hall Lowell Thomas, Sprts Nws, Jim O'Leary Newsreel Carillon Concert Limelight Bob Connors Art Way Homes using Radio
4:15								5:15
Don Howard Mel Hall Pace-Denny Bracken Jim O'Leary Nws-Quincy Howe Familiar Mus-Bill Lemmer Limelight Bob Connors Art Way Homes using Radio	4.2 2.4 1.8 1.7 1.7 .5 2.2 1.1 1.9 1.9 19.3	1.7 1.0 .5 .8 .7 .1 1.4 .5 .8 .5 8.0	5.9 3.4 2.3 2.5 2.4 .6 3.6 1.6 2.7 2.4 27.3	KCBQ KDEO KFMB KFSD KGB KITTT KSDO KSON XEAK Misc.	3.1 1.9 2.9 1.1 1.6 .5 2.5 1.0 1.6 1.8 17.9	1.2 .7 .7 .5 .6 - 1.2 .3 .7 .8 6.7	4.3 2.6 3.6 1.6 2.2 .5 3.7 1.3 2.3 2.6 24.6	Don Howard Mel Hall Local Nws, Sprts Jim O'Leary Newsreel Familiar Mus-Bill Lemmer Limelight Bob Connors Art Way Homes using Radio
4:30								5:30
Nws, Don Howard Mel Hall Nws, Pace-Denny Bracken Jim O'Leary, Emphasis Newsreel Familiar Mus-Bill Lemmer Limelight Nws, Bob Connors Art Way Homes using Radio	3.6 2.6 1.7 1.6 1.8 .4 2.3 1.2 2.0 1.8 18.9	2.1 1.1 .6 .8 .7 .1 1.4 .4 .6 .5 8.3	5.7 3.7 2.3 2.4 2.5 .5 3.7 1.6 2.6 2.3 27.2	KCBQ KDEO KFMB KFSD KGB KITTT KSDO KSON XEAK Misc.	3.1 1.9 2.2 1.1 1.4 .5 2.6 1.0 1.9 1.9 17.6	1.2 .8 1.1 .5 .6 .1 .7 .5 .5 .6 6.6	4.3 2.7 3.3 1.6 2.0 .6 3.3 1.5 2.4 2.5 24.2	Nws, Don Howard Mel Hall Rptr, Bus. Rpt, Space Rpt Emphasis, Jim O'Leary John Daly, Mkt Rpt Familiar Mus-Bill Lemmer Nws-Depth, Limelight Nws, Bob Connors Art Way Homes using Radio
4:45								5:45
Don Howard Mel Hall, Nws Pace-Denny Bracken Jim O'Leary Newsreel Familiar Mus-Bill Lemmer Limelight Bob Connors, Nws Art Way, Nws Homes using Radio	3.7 2.5 1.6 1.5 1.8 .4 2.2 1.1 1.9 1.8 18.4	2.1 1.1 .6 .6 .5 .1 1.4 .4 .8 .6 8.2	5.8 3.6 2.2 2.1 2.3 .5 3.6 1.5 2.7 2.4 26.6	KCBQ KDEO KFMB KFSD KGB KITTT KSDO KSON XEAK Misc.	3.1 1.9 2.2 1.1 1.4 .5 2.6 1.0 1.4 1.9 17.1	.8 .6 1.0 .4 .4 - .6 .3 .5 .5 5.1	3.9 2.5 3.2 1.5 1.8 .5 3.2 1.3 1.9 2.4 22.2	Don Howard Mel Hall, Nws Montage-Don Ross Jim O'Leary, Sprts Nws Familiar Mus-Bill Lemmer Limelight Bob Connors, Nws Art Way, Nws Homes using Radio

THE PULSE, INC.
Mon-Fri, Aug, 1960

TOTAL AUDIENCE - RATINGS

SAN DIEGO METROPOLITAN AREA
Base for Each 1/4 Hour 1000 Homes

6:00 PM	In Home	Out of Home	Total		In Home	Out of Home	Total	7:00 PM
Nws, Ralph James-Big "J"	3.1	.8	3.9	KCBQ	2.7	.7	3.4	Nws, Ralph James-Big "J"
Floyd Thackrey	1.7	.5	2.2	KDEO	1.6	.5	2.1	Floyd Thackrey
Tom Harmon	1.6	.7	2.3	KFMB	1.3	.8	2.1	Nws, Amos-Andy
Nws, Point-Law, Digest	1.2	.7	1.9	KFSD	1.2	.7	1.9	Nws, Montgomery-Riggs, Box* Misc
Nws-F. Goss, Catch Rpt	2.2	.4	2.6	KGB	2.5	.3	2.8	A. Van Horn, Melody
Cloud 7-Fred Rabell	.2	.1	.3	KITT	.1	-	.1	Cloud 7-Fred Rabell
Mus For Dining	2.1	.5	2.6	KSDO	1.9	.3	2.2	Mus For Dining
Wax Museum-Dick Meads	.6	.3	.9	KSON	1.0	.2	1.2	Fulton Lewis Jr.
Jim Harrison	1.5	.4	1.9	XEAK	1.5	.3	1.8	Jim Harrison
	2.2	.3	2.5	Misc.	2.1	.5	2.6	
Homes using Radio	16.4	4.7	21.1		15.9	4.3	20.2	Homes using Radio
6:15								7:15
Ralph James-Big "J"	3.1	.8	3.9	KCBQ	2.7	.6	3.3	Ralph James-Big "J"
Floyd Thackrey	1.6	.5	2.1	KDEO	1.5	.5	2.0	Floyd Thackrey
Wrld Tonite	1.5	.7	2.2	KFMB	1.3	.8	2.1	Amos-Andy, Kingston Trio
Nws Digest, Bus Trends	1.1	.7	1.8	KFSD	1.1	.6	1.7	Dance-Montgomery-Riggs, Box
Virgil Pinkley	2.2	.3	2.5	KGB	2.3	.2	2.5	Masters Of Melody
Cloud 7-Fred Rabell	.2	-	.2	KITT	.1	-	.1	Cloud 7-Fred Rabell
Mus For Dining	2.1	.5	2.6	KSDO	1.9	.3	2.2	Mus For Dining
Wax Museum-Dick Meads	.6	.2	.8	KSON	.8	.2	1.0	Johnny Huddleston
Jim Harrison	1.4	.4	1.8	XEAK	1.5	.3	1.8	Jim Harrison
	2.2	.3	2.5	Misc.	2.1	.5	2.6	
Homes using Radio	16.0	4.4	20.4		15.3	4.0	19.3	Homes using Radio
6:30								7:30
Nws, Ralph James-Big "J"	3.1	.6	3.7	KCBQ	2.6	.8	3.4	Nws, Ralph James-Big "J"
Floyd Thackrey	1.7	.5	2.2	KDEO	1.6	.4	2.0	Floyd Thackrey
Pace-Denny Bracken	1.4	.7	2.1	KFMB	1.4	.8	2.2	In Person, Misc.
Morgan Beatty	1.3	.7	2.0	KFSD	1.0	.6	1.6	Dance-Montgomery-Riggs, Box
P. Harvey, Rptr-B. Browning	1.9	.3	2.2	KGB	2.2	.3	2.5	Stereo Shcse, Box*
Cloud 7-Fred Rabell	.2	-	.2	KITT	.1	-	.1	Cloud 7-Fred Rabell
Mus For Dining	2.1	.5	2.6	KSDO	1.8	.3	2.1	Mus For Dining
Nws, Johnny Huddleston	.6	.3	.9	KSON	.8	.2	1.0	Nws, Johnny Huddleston
Jim Harrison	1.6	.3	1.9	XEAK	1.3	.3	1.6	Jim Harrison
	2.1	.2	2.3	Misc.	1.9	.4	2.3	
Homes using Radio	16.0	4.1	20.1		14.7	4.1	18.8	Homes using Radio
6:45								7:45
Ralph James-Big "J"	3.1	.5	3.6	KCBQ	2.4	.8	3.2	Ralph James-Big "J"
Floyd Thackrey, Nws	1.6	.5	2.1	KDEO	1.5	.5	2.0	Floyd Thackrey, Nws
Pace-Denny Bracken	1.3	.7	2.0	KFMB	1.4	.8	2.2	In Person
William Winter	1.4	.7	2.1	KFSD	1.0	.5	1.5	Dance Time-Montgomery-Riggs
Inquiring Rptr-Bill Browning	1.9	.2	2.1	KGB	1.8	.2	2.0	Stereo Shcse, Box
Cloud 7-Fred Rabell	.2	-	.2	KITT	.1	-	.1	Cloud 7-Fred Rabell
Mus For Dining	2.1	.4	2.5	KSDO	1.8	.3	2.1	Mus For Dining
Johnny Huddleston, Nws	.6	.3	.9	KSON	.7	.2	.9	Johnny Huddleston, Nws
Jim Harrison, Nws	1.5	.3	1.8	XEAK	1.2	.3	1.5	Jim Harrison, Nws
	2.1	.3	2.4	Misc.	1.9	.5	2.4	
Homes using Radio	15.8	3.9	19.7		13.9	4.1	18.0	Homes using Radio

*Boxing - Championship Bout - Patterson vs Johansson - Monday, June 20

THE PULSE, INC.

TOTAL AUDIENCE - RATINGS

SAN DIEGO METROPOLITAN AREA

Mon-Fri, Aug, 1960

Base for Each 1/4 Hour 1000 Homes

8:00 PM	In Home	Out of Home	Total		In Home	Out of Home	Total	9:00 PM
Nws, Johnny Holiday	2.3	.5	2.8	KCBQ	2.1	.3	2.4	Nws, Johnny Holiday
Floyd Thackrey	1.3	.5	1.8	KDEO	1.0	.4	1.4	Floyd Thackrey
Bsbl, Misc.	2.0	.9	2.9	KFMB	2.0	.7	2.7	Bsbl, Misc.
Nws, Montgomery-Riggs, Misc.	1.0	.4	1.4	KFSD	.9	.3	1.2	Nws, Eve Nws Rndp
Stereo Shcse, Box*	1.8	.2	2.0	KGB	1.0	.2	1.2	Stereo Shcse
Cloud 7-Fred Rabell	.2	-	.2	KITT	.3	-	.3	Misc.
Eve Concert Hall	1.4	.3	1.7	KSDO	1.6	.4	2.0	Eve Concert Hall
Johnny Huddleston	.7	.1	.8	KSON	.5	.1	.6	Johnny Huddleston
Jim Harrison	1.1	.3	1.4	XEAK	1.0	.2	1.2	Bob Donnelly
	1.8	.3	2.1	Misc.	1.8	.3	2.1	
Homes using Radio	13.6	3.5	17.1		12.2	2.9	15.1	Homes using Radio
8:15				9:15				
Johnny Holiday	2.3	.5	2.8	KCBQ	1.7	.3	2.0	Johnny Holiday
Floyd Thackrey	1.1	.4	1.5	KDEO	.9	.3	1.2	Floyd Thackrey
Bsbl, Misc.	2.0	.8	2.8	KFMB	2.1	.8	2.9	Bsbl, Misc.
Dance Tm-Montgomery-Riggs	.9	.4	1.3	KFSD	.8	.4	1.2	Dance Tm-Montgomery-Riggs
Stereo Shcse, Box	1.8	.3	2.1	KGB	.8	.2	1.0	Stereo Shcse
Cloud 7-Fred Rabell	.3	-	.3	KITT	.3	-	.3	Misc.
Eve Concert Hall	1.4	.3	1.7	KSDO	1.6	.3	1.9	Eve Concert Hall
Johnny Huddleston	.7	.1	.8	KSON	.6	.1	.7	Johnny Huddleston
Jim Harrison	1.0	.3	1.3	XEAK	.8	.1	.9	Bob Donnelly
	1.8	.3	2.1	Misc.	1.8	.3	2.1	
Homes using Radio	13.3	3.4	16.7		11.4	2.8	14.2	Homes using Radio
8:30				9:30				
Nws, Johnny Holiday	2.3	.7	3.0	KCBQ	2.1	.4	2.5	Nws, Johnny Holiday
Floyd Thackrey	1.1	.5	1.6	KDEO	.9	.4	1.3	Floyd Thackrey
Bsbl, Misc.	2.1	.9	3.0	KFMB	2.1	.8	2.9	Bsbl, Misc.
Dance Tm-Montgomery-Riggs	.8	.4	1.2	KFSD	.8	.3	1.1	Dance Tm-Montgomery-Riggs
Stereo Shcse	1.1	.2	1.3	KGB	.9	.2	1.1	Stereo Shcse
Cloud 7-Fred Rabell	.2	-	.2	KITT	.3	-	.3	Misc.
Eve Concert Hall	1.5	.3	1.8	KSDO	1.5	.3	1.8	Eve Concert Hall
Nws, Johnny Huddleston	.7	.2	.9	KSON	.6	.1	.7	Budweiser Sh-Johnny Huddleston
Jim Harrison	.9	.2	1.1	XEAK	.7	.2	.9	Bob Donnelly
	1.8	.3	2.1	Misc.	1.8	.3	2.1	
Homes using Radio	12.5	3.7	16.2		11.7	3.0	14.7	Homes using Radio
8:45				9:45				
Johnny Holiday	1.9	.7	2.6	KCBQ	1.8	.4	2.2	Johnny Holiday
Floyd Thackrey, Nws	1.1	.4	1.5	KDEO	.9	.3	1.2	Floyd Thackrey
Bsbl, Misc.	2.1	.9	3.0	KFMB	2.1	.9	3.0	Bsbl, Misc.
Dance Tm-Montgomery-Riggs	.8	.4	1.2	KFSD	.8	.4	1.2	Dance Tm-Montgomery-Riggs
Stereo Shcse	1.1	.2	1.3	KGB	.9	.2	1.1	Stereo Shcse
Greenwood Singers	.3	-	.3	KITT	.3	-	.3	Misc.
Eve Concert Hall	1.5	.4	1.9	KSDO	1.5	.2	1.7	Eve Concert Hall
Johnny Huddleston, Nws	.6	.1	.7	KSON	.5	.1	.6	Budweiser Sh-J. Huddleston, Nws
Jim Harrison	.9	.3	1.2	XEAK	.7	.1	.8	Bob Donnelly
	1.8	.3	2.1	Misc.	1.8	.3	2.1	
Homes using Radio	12.1	3.7	15.8		11.3	2.9	14.2	Homes using Radio

*Boxing-Championship Bout-Patterson vs Johansson-Monday, June 20

THE PULSE, INC.

TOTAL AUDIENCE - RATINGS

SAN DIEGO METROPOLITAN AREA

Mon-Fri, Aug, 1960

Base for Each 1/4 Hour 1000 Homes

10:00 PM	In Home	Out of Home	Total		In Home	Out of Home	Total	11:00 PM
Nws, Johnny Holiday Floyd Thackrey Bsbl, Misc. Nws, Dance Tm-Montgomery-Riggs Stero Shcse Voice-World Gaslight Revw Budweiser Sh-Johnny Huddleston Len East Homes using Radio	1.5 .9 1.9 .8 .9 .2 1.1 .5 .7 1.3 9.8	.4 .3 .7 .4 .2 - .2 .1 .1 .2 2.6	1.9 1.2 2.6 1.2 1.1 .2 1.3 .6 .8 1.5 12.4	KCBQ KDEO KFMB KFSD KGB KITT KSDO KSON XEAK Misc.	1.5 .8 .8 .6 .6 .2 .9 .4 .5 .9 7.2	.6 .3 .4 .2 .2 - .2 - .1 .1 2.2	2.1 1.1 1.2 .8 .8 .2 1.1 .5 .6 1.0 9.4	Nws, Johnny Holiday Floyd Thackrey Nws, Grotto, Bsbl, Misc. Nws, Dance Tm-Montgomery-Riggs Newswheel Sandman Srnde-Bill Lemmer Gaslight Revw Budweiser Sh-Johnny Huddleston Len East Homes using Radio
10:15								11:15
Johnny Holiday Floyd Thackrey Bsbl, Misc. Dance Time-Montgomery-Riggs Stero Shcse Sandman Srnde-Bill Lemmer Gaslight Revw Budweiser Sh-Johnny Huddleston Len East Homes using Radio	1.5 1.0 1.9 .8 .9 .2 1.0 .5 .7 1.1 9.6	.4 .3 .7 .4 .1 - .3 .1 .2 .2 2.7	1.9 1.3 2.6 1.2 1.0 .2 1.3 .6 .9 1.3 12.3	KCBQ KDEO KFMB KFSD KGB KITT KSDO KSON XEAK Misc.	1.4 .7 .8 .6 .6 .2 .8 .4 .5 .9 6.9	.5 .3 .4 .2 .1 - .2 .1 .1 .2 2.1	1.9 1.0 1.2 .8 .7 .2 1.0 .5 .6 1.1 9.0	Johnny Holiday Floyd Thackrey Grotto, Bsbl Dance Time-Montgomery-Riggs Newswheel Sandman Srnde-Bill Lemmer Gaslight Revw Budweiser Sh-Johnny Huddleston Len East Homes using Radio
10:30								11:30
Nws, Johnny Holiday Floyd Thackrey Wrld Tonite, Grotto, Bsbl Dance Time-Montgomery-Riggs Stereo Shcse Sandman Srnde-Bill Lemmer Gaslight Revw Budweiser Sh-Johnny Huddleston Len East Homes using Radio	1.6 .8 1.3 .8 .8 .1 .9 .4 .7 1.1 8.5	.4 .3 .7 .3 .1 - .3 .1 .1 .2 2.5	2.0 1.1 2.0 1.1 .9 .1 1.2 .5 .8 1.3 11.0	KCBQ KDEO KFMB KFSD KGB KITT KSDO KSON XEAK Misc.	1.3 .7 .7 .5 .5 .2 .8 .3 .5 .8 6.3	.5 .3 .3 .2 .1 - .3 .1 .1 .2 2.1	1.8 1.0 1.0 .7 .6 .2 1.1 .4 .6 1.0 8.4	Nws, Johnny Holiday Floyd Thackrey Grotto, Bsbl Dance Time-Montgomery-Riggs Newswheel Sandman Srnde-Bill Lemmer Gaslight Revw Sahara Sh-Bob Conners Len East Homes using Radio
10:45								11:45
Johnny Holiday Floyd Thackrey, Nws Grotto, Bsbl Dance Time-Montgomery-Riggs Stereo Shcse Sandman Srnde-Bill Lemmer Gaslight Revw Budweiser Sh-J. Huddleston, Nws Len East Homes using Radio	1.6 .8 1.1 .8 .8 .1 1.0 .4 .6 1.1 8.3	.4 .3 .7 .3 .2 - .2 .1 .1 .2 2.5	2.0 1.1 1.8 1.1 1.0 .1 1.2 .5 .7 1.3 10.8	KCBQ KDEO KFMB KFSD KGB KITT KSDO KSON XEAK Misc.	1.3 .7 .7 .4 .5 .2 .3 .3 .5 .8 6.1	.5 .2 .3 .2 .1 - .3 - .1 .1 1.8	1.8 .9 1.0 .6 .6 .2 1.0 .3 .6 .9 7.9	Johnny Holiday Floyd Thackrey, Nws Grotto, Bsbl Dance Time-Montgomery-Riggs Newswheel Sandman Srnde-Bill Lemmer Gaslight Revw Sahara Sh-Bob Conners Len East Homes using Radio

THE PULSE, INC.

Sat, Aug, 1960

TOTAL AUDIENCE - RATINGS

SAN DIEGO METROPOLITAN AREA

Base for Each 1/4 Hour 400 Homes

6:00 AM	In Home	Out of Home	Total		In Home	Out of Home	Total	7:00 AM
Nws, Jerry Walker	.8	.5	1.3	KCBQ	1.8	.8	2.6	Nws, Jerry Walker
Don Bowman	-	.3	.3	KDEO	1.3	.3	1.6	Don Bowman
Nws, Contact-Denny Braken	.5	-	.5	KFMB	2.5	.5	3.0	Wrld Nws Rndp
Nws, Monitor	-	-	-	KFSD	.8	.3	1.1	Nws, Monitor
Kaleidoscope	-	-	-	KGB	.5	-	.5	Nws, Kaleidoscope
Sandman Srnde-Bill Lemmer	-	-	-	KITT	-	-	-	Brkfst Background-Schoolcraft
Limelight	.5	-	.5	KSDO	.8	.5	1.3	Limelight
Bill Woods	-	-	-	KSON	.5	-	.5	Bill Woods
Frank Thompson	.3	.3	.6	XEAK	1.0	.3	1.3	Frank Thompson
	.8	-	.8	Misc.	.8	-	.8	
Homes using Radio	2.8	1.0	3.8		9.8	2.5	12.3	Homes using Radio
6:15				7:15				
Jerry Walker	1.0	.5	1.5	KCBQ	1.8	1.0	2.8	Jerry Walker
Don Bowman	.3	.5	.8	KDEO	1.3	-	1.3	Don Bowman
Contact-Denny Braken	.5	.3	.8	KFMB	3.0	.5	3.5	Nws
Monitor	.5	-	.5	KFSD	1.0	-	1.0	Monitor
Kaleidoscope	-	-	-	KGB	.8	.3	1.1	Kaleidoscope
Sandman Srnde-Bill Lemmer	-	-	-	KITT	-	-	-	Brkfst Background-Schoolcraft
Limelight	.5	.3	.8	KSDO	1.0	.5	1.5	Limelight
Bill Woods	.3	-	.3	KSON	.5	-	.5	Bill Woods
Frank Thompson	.3	.5	.8	XEAK	1.3	.3	1.6	Frank Thompson
	.5	.3	.8	Misc.	.8	.3	1.1	
Homes using Radio	3.8	2.3	6.1		11.3	2.8	14.1	Homes using Radio
6:30				7:30				
Nws, Jerry Walker	1.0	.5	1.5	KCBQ	2.0	.3	2.3	Nws, Jerry Walker
Don Bowman	.3	-	.3	KDEO	1.0	-	1.0	Don Bowman
Nws, Contact-Denny Braken	.8	.5	1.3	KFMB	1.8	.5	2.3	Contact-Denny Braken
Nws, Monitor	.5	-	.5	KFSD	1.5	.3	1.8	Nws, Monitor
Kaleidoscope	.5	-	.5	KGB	.8	.3	1.1	Kaleidoscope
Sandman Srnde-Bill Lemmer	-	-	-	KITT	-	-	-	Brkfst Background-Schoolcraft
Limelight	.5	-	.5	KSDO	1.0	.5	1.5	Nws-Depth, Limelight
Nws, Bill Woods	.5	-	.5	KSON	.3	.3	.6	Nws, Bill Woods
Frank Thompson	.5	-	.5	XEAK	1.0	.3	1.3	Frank Thompson
	1.0	.5	1.5	Misc.	.8	.5	1.3	
Homes using Radio	5.5	1.5	7.0		10.0	2.8	12.8	Homes using Radio
6:45				7:45				
Jerry Walker	1.0	.5	1.5	KCBQ	2.0	.3	2.3	Jerry Walker
Don Bowman, Nws	.3	.3	.6	KDEO	1.3	.3	1.6	Don Bowman, Nws
Contact-Denny Braken	1.0	.5	1.5	KFMB	1.8	.5	2.3	Contact-Denny Braken
Monitor	.5	-	.5	KFSD	1.5	-	1.5	Monitor
Kaleidoscope	.5	-	.5	KGB	1.0	-	1.0	Nws & Wea, Nws Summary
Sandman Srnde-Bill Lemmer	-	-	-	KITT	-	-	-	Brkfst Background-Schoolcraft
Limelight	.5	.3	.8	KSDO	1.3	.5	1.8	Limelight
Bill Woods, Nws	.5	-	.5	KSON	.3	.3	.6	Bill Woods, Nws
Frank Thompson, Nws	.8	.3	1.1	XEAK	1.3	.3	1.6	Frank Thompson, Nws
	.8	-	.8	Misc.	.5	.3	.8	
Homes using Radio	5.8	1.8	7.6		10.8	2.3	13.1	Homes using Radio

THE PULSE, INC.

Sat, Aug, 1960

TOTAL AUDIENCE - RATINGS

SAN DIEGO METROPOLITAN AREA

Base for Each 1/4 Hour 400 Homes

8:00 AM	In Home	Out of Home	Total		In Home	Out of Home	Total	9:00 AM	
Nws, Jerry Walker	3.0	.5	3.5	KCBQ	5.8	1.5	7.3	Nws, Don Howard	
Don Bowman	1.5	.5	2.0	KDEO	1.3	.5	1.8	Don Bowman	
Nws	2.0	.5	2.5	KFMB	2.5	.5	3.0	Nws, Weekend-Denny Braken	
Nws, Monitor	1.5	.5	2.0	KFSD	1.3	.3	1.6	Nws, San Diego Monitor	
Kaleidoscope	1.0	.5	1.5	KGB	.8	.3	1.1	Sacred Songs	
Brkfst Background-Schoolcraft	.3	-	.3	KITT	.8	-	.8	Unity, Familiar Mus-B. Lemmer	
Limelight	1.8	.5	2.3	KSDO	1.8	.5	2.3	Limelight	
Bill Woods	.3	-	.3	KSON	1.3	-	1.3	Bob Conners	
Frank Thompson	1.8	.5	2.3	XEAK	2.5	.8	3.3	Frank Thompson	
	.5	.3	.8	Misc.	1.8	.5	2.3		
Homes using Radio	13.5	3.8	17.3		19.5	4.8	24.3	Homes using Radio	
8:15								9:15	
Jerry Walker	3.0	.8	3.8	KCBQ	5.8	1.5	7.3	Don Howard	
Don Bowman	1.8	.5	2.3	KDEO	1.3	.5	1.8	Don Bowman	
Nws	1.8	.8	2.6	KFMB	2.5	.8	3.3	Weekend-Denny Braken	
Monitor	1.3	.5	1.8	KFSD	1.3	.3	1.6	San Diego Monitor	
Kaleidoscope	1.3	.5	1.8	KGB	.5	.3	.8	Sacred Songs	
Brkfst Background -Schoolcraft	.3	-	.3	KITT	.8	-	.8	Familiar Mus-Bill Lemmer	
Limelight	2.0	.5	2.5	KSDO	1.8	.8	2.6	Limelight	
Bill Woods	.3	.3	.6	KSON	1.3	.3	1.6	Bob Conners	
Frank Thompson	1.5	.5	2.0	XEAK	2.3	.8	3.1	Frank Thompson	
	.5	.3	.8	Misc.	1.8	.5	2.3		
Homes using Radio	13.5	4.5	18.0		19.0	5.5	24.5	Homes using Radio	
8:30								9:30	
Nws, Jerry Walker	3.8	1.0	4.8	KCBQ	5.8	1.0	6.8	Nws, Don Howard	
Don Bowman	1.8	.8	2.6	KDEO	1.3	.5	1.8	Don Bowman	
Contact-Denny Bracken	2.0	.8	2.8	KFMB	2.0	.5	2.5	Nws, Weekend-Denny Braken	
Nws, Monitor	1.0	.5	1.5	KFSD	1.3	.5	1.8	Nws, San Diego Monitor	
Kaleidoscope	1.0	.5	1.5	KGB	1.0	.5	1.5	Kaleidoscope	
Brkfst Background-Schoolcraft	.5	-	.5	KITT	.8	-	.8	Familiar Mus-Bill Lemmer	
Nws-Depth, Limelight	2.0	.5	2.5	KSDO	1.8	.8	2.6	Limelight	
Nws, Bill Woods	.5	-	.5	KSON	1.0	-	1.0	Nws, Bob Conners	
Frank Thompson	1.5	.5	2.0	XEAK	2.5	.5	3.0	Frank Thompson	
	.8	-	.8	Misc.	1.8	.5	2.3		
Homes using Radio	14.8	4.5	19.3		19.0	4.8	23.8	Homes using Radio	
8:45								9:45	
Jerry Walker	3.8	1.0	4.8	KCBQ	5.8	.8	6.6	Don Howard	
Don Bowman, Nws	1.8	.5	2.3	KDEO	1.3	.5	1.8	Don Bowman, Nws	
Contact-Denny Braken	2.0	.5	2.5	KFMB	2.0	.5	2.5	Weekend-Denny Braken	
Monitor	1.3	.5	1.8	KFSD	1.5	.3	1.8	San Diego Monitor	
Kaleidoscope, Nws	1.0	.5	1.5	KGB	1.0	.5	1.5	Kaleidoscope, Nws	
Brkfst Background-Schoolcraft	.5	-	.5	KITT	1.0	-	1.0	Familiar Mus-Bill Lemmer	
Limelight	2.0	.5	2.5	KSDO	1.8	.8	2.6	Limelight	
Bill Woods, Nws	.5	.3	.8	KSON	1.0	.3	1.3	Bob Conners, Nws	
Frank Thompson, Nws	1.8	.5	2.3	XEAK	2.8	.8	3.6	Frank Thompson, Nws	
	.8	.3	1.1	Misc.	1.8	.5	2.3		
Homes using Radio	15.3	4.5	19.8		19.8	4.8	24.6	Homes using Radio	

THE PULSE, INC.
Sat, Aug, 1960

TOTAL AUDIENCE - RATINGS

SAN DIEGO METROPOLITAN AREA
Base for Each 1/4 Hour 400 Homes

10:00 AM	In Home	Out of Home	Total		In Home	Out of Home	Total	11:00 AM
Nws, Don Howard	5.8	.8	6.6	KCBQ	5.8	.8	6.6	Nws, Don Howard
Don Bowman	1.3	.8	2.1	KDEO	1.8	1.3	3.1	Don Bowman
Nws, Weekend-Mel Knoepp	2.0	.5	2.5	KFMB	1.3	.5	1.8	Nws, Weekend-Mel Knoepp
Nws, Mus-Sweet Side	1.3	.5	1.8	KFSD	1.3	.3	1.6	Nws, San Diego Monitor
Kaleidoscope	.8	.8	1.6	KGB	.8	.5	1.3	Kaleidoscope
Familiar Mus-Bill Lemmer	1.0	-	1.0	KITT	.8	-	.8	Familiar Mus-Bill Lemmer
Gaslight Prvws	2.3	1.0	3.3	KSDO	1.8	.8	2.6	Gaslight Prvws
Bob Conners	1.3	.3	1.6	KSON	1.3	-	1.3	Bob Conners
Noel Confer	3.3	.8	4.1	XEAK	2.5	.8	3.3	Noel Confer
Homes using Radio	1.8	1.0	2.8	Misc.	1.8	1.0	2.8	Homes using Radio
	20.5	6.3	26.8		18.8	5.8	24.6	
10:15								11:15
Don Howard	5.8	.8	6.6	KCBQ	5.8	.8	6.6	Don Howard
Don Bowman	1.5	.5	2.0	KDEO	1.8	1.3	3.1	Don Bowman
Weekend-Mel Knoepp	2.0	.5	2.5	KFMB	1.3	.8	2.1	Weekend-Mel Knoepp
Mus-Sweet Side	1.0	.5	1.5	KFSD	1.0	.3	1.3	San Diego Monitor
Kaleidoscope, Nws	.8	.8	1.6	KGB	.8	.5	1.3	Kaleidoscope, Nws
Familiar Mus-Bill Lemmer	.8	-	.8	KITT	.8	-	.8	Familiar Mus-Bill Lemmer
Gaslight Prvws	1.8	1.0	2.8	KSDO	1.8	1.0	2.8	Gaslight Prvws
Bob Conners	1.3	-	1.3	KSON	1.5	-	1.5	Bob Conners
Noel Confer	3.3	.8	4.1	XEAK	2.5	.5	3.0	Noel Confer
Homes using Radio	1.8	.8	2.6	Misc.	1.8	.8	2.6	Homes using Radio
	19.8	5.5	25.3		18.8	5.8	24.6	
10:30								11:30
Nws, Don Howard	5.0	.8	5.8	KCBQ	5.0	1.3	6.3	Nws, Don Howard
Don Bowman	1.5	.8	2.3	KDEO	1.8	1.3	3.1	Don Bowman
Nws, Weekend-Mel Knoepp	2.0	.5	2.5	KFMB	1.3	.5	1.8	Nws, Weekend-Mel Knoepp
Nws, San Diego Monitor	1.3	.5	1.8	KFSD	1.0	.3	1.3	Nws, San Diego Monitor
Kaleidoscope	.8	.8	1.6	KGB	.5	.5	1.0	Kaleidoscope
Familiar Mus-Bill Lemmer	.8	-	.8	KITT	.8	-	.8	Familiar Mus-Bill Lemmer
Gaslight Prvws	1.8	.8	2.6	KSDO	1.8	.8	2.6	Gaslight Prvws
Nws, Bob Conners	1.3	-	1.3	KSON	1.0	-	1.0	Nws, Bob Conners
Noel Confer	3.3	.8	4.1	XEAK	2.5	.8	3.3	Noel Confer
Homes using Radio	1.5	1.0	2.5	Misc.	1.8	.5	2.3	Homes using Radio
	19.0	5.8	24.8		17.3	5.8	23.1	
10:45								11:45
Don Howard	5.0	.8	5.8	KCBQ	4.8	1.3	6.1	Don Howard
Don Bowman, Nws	1.5	.8	2.3	KDEO	2.3	1.0	3.3	Don Bowman, Nws
Weekend-Mel Knoepp	2.0	.5	2.5	KFMB	1.3	.5	1.8	Weekend-Mel Knoepp
San Diego Monitor	1.3	.5	1.8	KFSD	1.0	-	1.0	San Diego Monitor
Kaleidoscope, Nws	.8	1.0	1.8	KGB	.5	.5	1.0	Kaleidoscope, Nws
Familiar Mus-Bill Lemmer	.8	-	.8	KITT	.8	-	.8	Familiar Mus-Bill Lemmer
Gaslight Prvws	2.3	.5	2.8	KSDO	1.8	.5	2.3	Gaslight Prvws
Bob Conners, Nws	1.3	.3	1.6	KSON	1.0	.3	1.3	Bob Conners, Nws
Noel Confer, Nws	3.3	.8	4.1	XEAK	2.5	.5	3.0	Noel Confer, Nws
Homes using Radio	1.8	.8	2.6	Misc.	1.8	.8	2.6	Homes using Radio
	19.8	5.8	25.6		17.5	5.3	22.8	

THE PULSE, INC.
Sat, Aug, 1960

TOTAL AUDIENCE - RATINGS

SAN DIEGO METROPOLITAN AREA
Base for Each 1/4 Hour 400 Homes

12:00 Noon	In Home	Out of Home	Total		In Home	Out of Home	Total	1:00 PM
Nws, Ralph James-Big "J" Mel Hall Nws, Weekend-Mel Knoepp Nws, San Diego Monitor Carillon Concert Familiar Mus-Bill Lemmer Gaslight Prvws Bill Woods Noel Confer	4.3 2.0 2.0 1.3 .8 .3 1.5 1.3 2.0	1.0 .8 .5 .3 1.0 - .8 .3 .8	5.3 2.8 2.5 1.6 1.8 .3 2.3 1.6 2.8	KCBO KDEO KFMB KFSD KGB KITT KSDO KSON XEAK Misc.	5.3 2.5 1.5 1.0 .5 .3 1.5 1.5 2.0 2.0	1.3 .3 .3 .3 .5 - 1.0 .3 1.3 .8	6.6 2.8 1.8 1.3 1.0 .3 2.5 1.8 3.3 2.8	Nws, Ralph James-Big "J" Mel Hall Nws, Weekend-Mel Knoepp Nws, San Diego Monitor Kaleidoscope Familiar Mus-Bill Lemmer Gaslight Prvws Bill Woods Noel Confer Homes using Radio
12:15								1:15
Ralph James-Big "J" Mel Hall Weekend-Mel Knoepp San Diego Monitor Kaleidoscope, Nws Familiar Mus-Bill Lemmer Gaslight Prvws Bill Woods Noel Confer	4.3 2.0 2.0 .8 1.0 - 2.0 1.5 2.0	1.0 1.0 .5 - 1.0 - 1.0 - .8	5.3 3.0 2.5 .8 2.0 - 3.0 1.5 2.8	KCBO KDEO KFMB KFSD KGB KITT KSDO KSON XEAK Misc.	5.3 2.5 2.0 .8 .5 .3 1.5 1.5 2.0 2.0	1.0 .5 .3 .3 .5 - 1.3 - 1.3 .8	6.3 3.0 2.3 1.1 1.0 .3 2.8 1.5 3.3 2.8	Ralph James-Big "J" Mel Hall Weekend-Mel Knoepp San Diego Monitor Kaleidoscope, Nws Familiar Mus-Bill Lemmer Gaslight Prvws Bill Woods Noel Confer Homes using Radio
12:30								1:30
Nws, Ralph James-Big "J" Mel Hall Weekend-Mel Knoepp Nws, San Diego Monitor Kaleidoscope Familiar Mus-Bill Lemmer Nws-Depth, Gaslight Prvws Nws, Bill Woods Noel Confer	4.3 2.0 2.0 1.0 .5 .3 1.5 1.5 2.0	1.0 1.3 .8 .3 .5 - .3 .3 .8	5.3 3.3 2.8 1.3 1.0 3 1.8 1.8 2.8	KCBO KDEO KFMB KFSD KGB KITT KSDO KSON XEAK Misc.	4.5 1.5 1.5 .5 .5 .3 1.0 1.3 2.0 1.5	1.8 .3 .3 - .5 - 1.3 - 1.0 1.0	6.3 1.8 1.8 .5 1.0 .3 2.3 1.3 3.0 2.5	Nws, Ralph James-Big "J" Mel Hall Nws, Weekend-Mel Knoepp Nws, San Diego Monitor Kaleidoscope Familiar Mus-Bill Lemmer Gaslight Prvws Nws, Bill Woods Noel Confer Homes using Radio
12:45								1:45
Ralph James-Big "J" Mel Hall, Nws Weekend-Mel Knoepp San Diego, Monitor Kaleidoscope, Nws Familiar Mus-Bill Lemmer Gaslight Prvws Bill Woods, Nws Noel Confer, Nws	4.3 2.0 2.0 1.0 .5 .3 1.5 1.5 2.0	1.0 .8 .8 .3 .5 - .3 .3 .8	5.3 2.8 2.8 1.3 1.0 3 1.8 1.8 2.8	KCBO KDEO KFMB KFSD KGB KITT KSDO KSON XEAK Misc.	4.5 1.5 1.5 .5 .5 .3 1.5 1.3 2.0 1.5	1.5 .5 .5 .3 .5 - 1.0 .3 1.0 1.0	6.0 2.0 2.0 .8 1.0 .3 2.5 1.6 3.0 2.5	Ralph James-Big "J" Mel Hall, Nws Weekend-Mel Knoepp, Warmup San Diego Monitor Kaleidoscope, Nws Familiar Mus-Bill Lemmer Gaslight Prvws Bill Woods, Nws Noel Confer, Nws Homes using Radio

THE PULSE, INC.
Sat, Aug, 1960

TOTAL AUDIENCE - RATINGS

SAN DIEGO METROPOLITAN AREA
Base for Each 1/4 Hour 400 Homes

2:00 PM	In Home	Out of Home	Total		In Home	Out of Home	Total	3:00 PM
Nws, Jerry Walker	4.5	.8	5.3	KCBQ	4.3	1.5	5.8	Nws, Jerry Walker
Mel Hall	1.5	.5	2.0	KDEO	2.0	.3	2.3	Mel Hall
Nws, Weekend, Bsbl	1.5	.5	2.0	KFMB	1.5	.5	2.0	Nws, Weekend, Bsbl
Nws, San Diego Monitor	.8	.5	1.3	KFSD	.8	.5	1.3	Nws, San Diego Monitor
Kaleidoscope	.5	.5	1.0	KGB	1.0	.8	1.8	Kaleidoscope
Familiar Mus-Bill Lemmer	.3	-	.3	KITT	.5	-	.5	Familiar Mus-Bill Lemmer
Limelight	1.5	1.5	3.0	KSDO	3.0	1.3	4.3	Limelight
Bill Woods	1.3	.5	1.8	KSON	.8	.5	1.3	Bob Conners
Art Way	2.0	.3	2.3	XEAK	2.0	.5	2.5	Art Way
Homes using Radio	15.3	6.0	21.3	Misc.	1.5	.8	2.3	Homes using Radio
					17.3	6.5	23.8	
2:15								3:15
Jerry Walker	4.3	.8	5.1	KCBQ	4.0	1.5	5.5	Jerry Walker
Mel Hall	1.5	.5	2.0	KDEO	1.5	.3	1.8	Mel Hall
Weekend, Bsbl	1.5	.5	2.0	KFMB	1.5	.5	2.0	Weekend, Bsbl
San Diego Monitor	.5	.5	1.0	KFSD	.8	.5	1.3	San Diego Monitor
Kaleidoscope, Nws	.3	.5	.8	KGB	.8	.5	1.3	Kaleidoscope, Sprts
Familiar Mus-Bill Lemmer	.3	.3	.6	KITT	.5	-	.5	Familiar Mus-Bill Lemmer
Limelight	1.8	1.5	3.3	KSDO	3.0	1.0	4.0	Limelight
Bill Woods	1.3	.5	1.8	KSON	.5	.5	1.0	Bob Conners
Art Way	2.0	.5	2.5	XEAK	2.3	.3	2.6	Art Way
Homes using Radio	14.8	6.8	21.6	Misc.	1.5	1.0	2.5	Homes using Radio
					16.3	6.0	22.3	
2:30								3:30
Nws, Jerry Walker	4.3	.8	5.1	KCBQ	4.0	2.0	6.0	Nws, Jerry Walker
Mel Hall	1.8	.5	2.3	KDEO	1.5	.3	1.8	Mel Hall
Nws, Weekend, Bsbl	1.5	.8	2.3	KFMB	1.8	.5	2.3	Nws, Weekend, Bsbl
Nws, San Diego Monitor	.8	.5	1.3	KFSD	.8	.5	1.3	Nws, San Diego Monitor
Kaleidoscope	.5	.5	1.0	KGB	1.0	-	1.0	Kaleidoscope
Familiar Mus-Bill Lemmer	-	.3	.3	KITT	.5	-	.5	Familiar Mus-Bill Lemmer
Limelight	1.5	1.3	2.8	KSDO	2.8	1.0	3.8	Limelight
Nws, Bill Woods	1.0	.5	1.5	KSON	.8	.5	1.3	Nws, Bob Conners
Art Way	2.5	.3	2.8	XEAK	2.0	.3	2.3	Art Way
Homes using Radio	15.3	5.8	21.1	Misc.	1.5	.8	2.3	Homes using Radio
					16.5	5.8	22.3	
2:45								3:45
Jerry Walker	4.3	1.0	5.3	KCBQ	4.0	1.3	5.3	Jerry Walker
Mel Hall, Nws	1.8	.3	2.1	KDEO	1.5	.5	2.0	Mel Hall, Nws
Weekend, Bsbl	1.5	.8	2.3	KFMB	1.5	.5	2.0	Weekend, Bsbl
San Diego Monitor	.5	-	.5	KFSD	.8	.5	1.3	San Diego Monitor
Kaleidoscope, Nws	.3	.5	.8	KGB	1.0	.5	1.5	Kaleidoscope, Nws
Familiar Mus-Bill Lemmer	.3	-	.3	KITT	.5	-	.5	Familiar Mus-Bill Lemmer
Limelight	1.5	1.3	2.8	KSDO	2.8	1.3	4.1	Limelight
Bill Woods, Nws	1.3	.5	1.8	KSON	.5	.5	1.0	Bob Conners, Nws
Art Way, Nws	2.0	.5	2.5	XEAK	2.3	.3	2.6	Art Way, Nws
Homes using Radio	14.8	5.3	20.1	Misc.	1.5	.8	2.3	Homes using Radio
					16.3	6.0	22.3	

THE PULSE, INC. Sat, Aug, 1960		TOTAL AUDIENCE - RATINGS				SAN DIEGO METROPOLITAN AREA Base for Each 1/4 Hour 400 Homes			
	In Home	Out of Home	Total		In Home	Out of Home	Total		
4:00 PM					5:00 PM				
Nws, Don Howard	3.3	1.3	4.6	KCBQ	4.0	1.0	5.0	Nws, Don Howard	
Mel Hall	1.5	.8	2.3	KDEO	1.3	1.0	2.3	Mel Hall	
Nws, Weekend, Bsbl	1.5	.5	2.0	KFMB	1.3	1.3	2.6	Nws, Weekend-Geoff Edwards	
Nws, San Diego Monitor	.8	.5	1.3	KFSD	.8	.8	1.6	Nws, Monitor	
Kaleidoscope	.8	.5	1.3	KGB	.5	-	.5	Sprts & Catch Rpt	
Familiar Mus-Bill Lemmer	.5	-	.5	KITT	.8	-	.8	Carillon Concert	
Limelight	3.0	1.3	4.3	KSDO	3.3	1.0	4.3	Limelight	
Bob Conners	.5	.3	.8	KSON	.8	.5	1.3	Bob Conners	
Art Way	2.5	.3	2.8	XEAK	2.0	-	2.0	Art Way	
	1.5	1.0	2.5	Misc.	2.5	.8	3.3		
Homes using Radio	15.8	6.3	22.1		17.0	6.3	23.3	Homes using Radio	
4:15					5:15				
Don Howard	4.0	1.5	5.5	KCBQ	4.0	1.0	5.0	Don Howard	
Mel Hall	1.5	.5	2.0	KDEO	1.0	1.0	2.0	Mel Hall	
Weekend, Sidney Walton, Bsbl	1.8	.5	2.3	KFMB	1.3	1.3	2.6	Weekend-Geoff Edwards	
San Diego Monitor	1.0	.5	1.5	KFSD	1.0	.8	1.8	Monitor	
Kaleidoscope, Nws	.5	.3	.8	KGB	.5	.3	.8	Rpt-Mayor	
Familiar Mus-Bill Lemmer	.5	-	.5	KITT	.8	-	.8	Familiar Mus-Bill Lemmer	
Limelight	3.3	1.3	4.6	KSDO	3.3	1.0	4.3	Limelight	
Bob Conners	.8	-	.8	KSON	.8	.5	1.3	Bob Conners	
Art Way	2.3	.3	2.6	XEAK	1.3	.3	2.1	Art Way	
	1.5	1.0	2.5	Misc.	2.5	.5	3.0		
Homes using Radio	17.0	5.8	22.8		16.8	6.5	23.3	Homes using Radio	
4:30					5:30				
Nws, Don Howard	4.3	1.3	5.6	KCBQ	3.8	.5	4.3	Nws, Don Howard	
Mel Hall	1.5	1.0	2.5	KDEO	1.3	.8	2.1	Mel Hall	
Nws, Weekend-Geoff Edwards	1.3	.5	1.8	KFMB	1.3	1.0	2.3	Weekend-Geoff Edwards	
Nws, San Diego Monitor	1.0	.5	1.5	KFSD	.8	.8	1.6	Nws, Monitor	
Marines-Revw	.3	-	.3	KGB	.8	.3	1.1	Guest Star	
Familiar Mus-Bill Lemmer	.8	-	.8	KITT	.8	-	.8	Familiar Mus-Bill Lemmer	
Limelight	3.0	.8	3.8	KSDO	3.0	.8	3.8	Nws-Depth, Limelight	
Nws, Bob Conners	.8	-	.8	KSON	.5	.5	1.0	Nws, Bob Conners	
Art Way	2.5	.5	3.0	XEAK	2.0	-	2.0	Art Way	
	2.0	.5	2.5	Misc.	2.5	.8	3.3		
Homes using Radio	17.3	5.0	22.3		16.5	5.3	21.8	Homes using Radio	
4:45					5:45				
Don Howard	4.3	1.5	5.8	KCBQ	3.8	.5	4.3	Don Howard	
Mel Hall, Nws	1.3	1.0	2.3	KDEO	1.0	.3	1.3	Mel Hall, Nws	
Weekend-Geoff Edwards	1.3	.5	1.8	KFMB	1.0	1.0	2.0	Weekend-Geoff Edwards	
San Diego Monitor	.8	-	.8	KFSD	1.0	.8	1.8	Monitor	
Marines-Revw, Nws	.3	-	.3	KGB	1.0	-	1.0	Nws-Frank Goss, Summary	
Familiar Mus-Bill Lemmer	.8	-	.8	KITT	.8	-	.8	Familiar Mus-Bill Lemmer	
Limelight	3.0	.8	3.8	KSDO	3.5	.5	4.0	Limelight	
Bob Conners, Nws	.8	.3	1.1	KSON	.5	.3	.8	Bob Conners, Nws	
Art Way, Nws	2.5	.5	3.0	XEAK	2.0	.3	2.3	Art Way, Nws	
	2.0	.8	2.8	Misc.	2.5	.8	3.3		
Homes using Radio	16.8	5.3	22.1		17.0	4.3	21.3	Homes using Radio	

THE PULSE, INC.

TOTAL AUDIENCE - RATINGS

SAN DIEGO METROPOLITAN AREA

Sat, Aug, 1960

Base for Each 1/4 Hour 400 Homes

6:00 PM	In Home	Out of Home	Total		In Home	Out of Home	Total	7:00 PM
Nws, Ralph James-Big "J"	2.0	1.3	3.3	KCBQ	1.8	1.3	3.1	Nws, Ralph James-Big "J"
Chip Allen	.8	.5	1.3	KDEO	1.3	.5	1.8	Chip Allen
Nws, Weekend-Geoff Edwards	1.0	.8	1.8	KFMB	1.8	.8	2.6	Nws, Weekend-Geoff Edwards
Nws, Monitor	1.5	-	1.5	KFSD	.8	.5	1.3	Nws, Monitor
Hawaii Calls	.8	.3	1.1	KGB	.8	-	.8	Dance Time
Cloud 7-Fred Rabell	.5	-	.5	KITT	.5	-	.5	Cloud 7-Fred Rabell
Mus For Dining	2.0	.8	2.8	KSDO	2.0	.5	2.5	Mus For Dining
Jack Morrissey	.3	.3	.6	KSON	.5	-	.5	Jack Morrissey
Jim Harrison	2.0	.5	2.5	XEAK	1.8	.3	2.1	Jim Harrison
	2.5	1.0	3.5	Misc.	3.0	.8	3.8	
Homes using Radio	13.3	5.3	18.6		14.0	4.5	18.5	Homes using Radio
6:15								7:15
Ralph James-Big "J"	1.8	1.3	3.1	KCBQ	2.0	1.3	3.3	Ralph James-Big "J"
Chip Allen	.8	.8	1.6	KDEO	1.5	.5	2.0	Chip Allen
Weekend-Geoff Edwards	1.0	.8	1.8	KFMB	1.8	.8	2.6	Weekend-Geoff Edwards
Monitor	1.3	.3	1.6	KFSD	.8	.5	1.3	Monitor
Hawaii Calls	.8	-	.8	KGB	.8	.3	1.1	Dance Time
Cloud 7-Fred Rabell	.5	-	.5	KITT	.5	-	.5	Cloud 7-Fred Rabell
Mus For Dining	2.0	.8	2.8	KSDO	2.0	.5	2.5	Mus For Dining
Jack Morrissey	.5	-	.5	KSON	.5	.3	.8	Jack Morrissey
Jim Harrison	2.0	.5	2.5	XEAK	1.8	.3	2.1	Jim Harrison
	2.5	.8	3.3	Misc.	2.8	.5	3.3	
Homes using Radio	13.0	5.0	18.0		14.3	4.8	19.1	Homes using Radio
6:30								7:30
Nws, Ralph James-Big "J"	2.0	1.3	3.3	KCBQ	1.8	1.0	2.8	Nws, Ralph James-Big "J"
Chip Allen	1.3	.8	2.1	KDEO	1.0	.8	1.8	Chip Allen
Weekend-Geoff Edwards	.8	.8	1.6	KFMB	1.8	.8	2.6	Weekend-Geoff Edwards
Nws, Monitor	.8	-	.8	KFSD	1.0	.5	1.5	Nws, Monitor
1st Presbyterian Chur	.5	-	.5	KGB	.5	.3	.8	Stereo Shcse
Cloud 7-Fred Rabell	.5	-	.5	KITT	.5	-	.5	Cloud 7-Fred Rabell
Mus For Dining	1.8	.5	2.3	KSDO	1.0	.5	1.5	Mus For Dining
Nws, Jack Morrissey	.5	-	.5	KSON	.3	.3	.6	Nws, Jack Morrissey
Jim Harrison	1.8	.3	2.1	XEAK	1.5	.3	1.8	Jim Harrison
	2.8	1.0	3.8	Misc.	2.5	.5	3.0	
Homes using Radio	12.5	4.5	17.0		11.8	4.8	16.6	Homes using Radio
6:45								7:45
Ralph James-Big "J"	1.8	1.0	2.8	KCBQ	1.8	1.3	3.1	Ralph James-Big "J"
Chip Allen, Nws	1.3	.5	1.8	KDEO	1.0	.5	1.5	Chip Allen, Nws
Weekend-Geoff Edwards	.8	.8	1.6	KFMB	1.8	.8	2.6	Weekend-Geoff Edwards
Monitor	1.0	.3	1.3	KFSD	.8	.5	1.3	Monitor, Pre
Dance Time, Nws	.5	-	.5	KGB	.3	-	.3	Stereo Shcse
Cloud 7-Fred Rabell	.5	-	.5	KITT	.5	-	.5	Cloud 7-Fred Rabell
Mus For Dining	2.0	.5	2.5	KSDO	1.0	.3	1.3	Mus For Dining
Jack Morrissey, Nws	.5	.3	.8	KSON	.5	.3	.8	Jack Morrissey, Nws
Jim Harrison Nws	1.8	.3	2.1	XEAK	1.5	-	1.5	Jim Harrison
	2.8	1.0	3.8	Misc.	2.5	.5	3.0	
Homes using Radio	12.8	4.5	17.3		11.5	4.0	15.5	Homes using Radio

THE PULSE, INC.

TOTAL AUDIENCE - RATINGS

SAN DIEGO METROPOLITAN AREA

Sat, Aug, 1960

Base for Each 1/4 Hour 400 Homes

8:00 PM	In Home	Out of Home	Total		In Home	Out of Home	Total	9:00 PM
Nws, Johnny Holiday Chip Allen Nws, Weekend, Bsbl Nws, Race Re-Cap, Ftbl Stereo Shcse Cloud 7-Fred Rabell Eve Concert Hall Jack Morrissey Jim Harrison Homes using Radio	1.5 1.3 1.8 .8 .3 .5 1.0 1.0 1.0 2.5 11.5	1.0 .8 1.0 .5 - - .5 .3 .5 .5 5.0	2.5 2.1 2.8 1.3 .3 .5 1.5 1.3 1.5 3.0 16.5	KCBQ KDEO KFMB KFSD KGB KITT KSDO KSON XEAK Misc.	1.5 .8 1.8 .5 .3 .5 1.3 .8 1.0 1.8 10.0	.8 .5 1.0 .5 .3 - .5 - .3 .5 4.3	2.3 1.3 2.8 1.0 .6 .5 1.8 .8 1.3 2.3 14.3	Nws, Johnny Holiday Chip Allen Nws, Weekend, Bsbl Nws, Monitor, Ftbl Stereo Shcse Dial Dixie Eve Concert Hall Jack Morrissey Bob Donnelly Homes using Radio
8:15								9:15
Johnny Holiday Chip Allen Weekend, Bsbl Race Re-Cap, Ftbl Stereo Shcse Cloud 7-Fred Rabell Eve Concert Hall Jack Morrissey Jim Harrison Homes using Radio	1.5 1.0 1.8 .8 .5 .5 1.3 1.0 1.0 2.3 11.5	.5 .8 1.0 .5 .3 - .5 - .5 .8 4.8	2.0 1.8 2.8 1.3 .8 .5 1.8 1.0 1.5 3.1 16.3	KCBQ KDEO KFMB KFSD KGB KITT KSDO KSON XEAK Misc.	1.5 1.0 1.8 .8 .5 .5 1.3 .8 1.0 1.8 10.8	.8 .5 1.3 .5 - .3 .5 .3 - .5 4.5	2.3 1.5 3.1 1.3 .5 .8 1.8 1.1 1.0 2.3 15.3	Johnny Holiday Chip Allen Weekend, Bsbl Monitor, Ftbl Stereo Shcse Dial Dixie Eve Concert Hall Jack Morrissey Bob Donnelly Homes using Radio
8:30								9:30
Nws, Johnny Holiday Chip Allen Weekend, Bsbl Nws, Monitor, Ftbl Stereo Shcse Cloud 7-Fred Rabell Eve Concert Hall Nws, Jack Morrissey Jim Harrison Homes using Radio	1.8 1.0 2.0 .8 .3 .5 1.3 .8 1.0 2.0 11.3	.8 .5 1.3 .5 - - .5 - .5 .5 4.5	2.6 1.5 3.3 1.3 .3 .5 1.8 .8 1.5 2.5 15.8	KCBQ KDEO KFMB KFSD KGB KITT KSDO KSON XEAK Misc.	1.3 1.0 1.8 .5 .3 .5 1.3 .5 1.0 1.5 9.5	.8 .5 1.0 .5 - .3 .5 - .3 .8 4.5	2.1 1.5 2.8 1.0 .3 .8 1.8 .5 1.3 2.3 14.0	Nws, Johnny Holiday Chip Allen Weekend, Bsbl Nws, Monitor, Ftbl Stereo Shcse Dial Dixie Eve Concert Hall Nws, Budweiser Sh-Jack Morrissey Bob Donnelly Homes using Radio
8:45								9:45
Johnny Holiday Chip Allen, Nws Weekend, Bsbl Monitor, Alex Dreier, Ftbl Stereo Shcse Greenwood Singers Eve Concert Hall Jack Morrissey, Nws Jim Harrison Homes using Radio	1.8 .8 1.8 .8 .3 .5 1.0 1.0 1.0 1.8 10.5	.8 .5 1.0 .5 .3 - .5 .3 .5 .5 4.8	2.6 1.3 2.8 1.3 .6 .5 1.5 1.3 1.5 2.3 15.3	KCBQ KDEO KFMB KFSD KGB KITT KSDO KSON XEAK Misc.	1.3 .8 1.8 .5 - .5 1.3 .5 1.0 1.5 9.0	.5 .5 1.0 .5 .3 - .5 - - .8 4.0	1.8 1.3 2.8 1.0 .3 .5 1.8 .5 1.0 2.3 13.0	Johnny Holiday Chip Allen, Nws Weekend, Bsbl Monitor, Ftbl Stereo Shcse Dial Dixie Eve Concert Hall Budweiser Sh-Jack Morrissey, Nws Bob Donnelly Homes using Radio

THE PULSE, INC.

Sat, Aug, 1960

TOTAL AUDIENCE - RATINGS

SAN DIEGO METROPOLITAN AREA

Base for Each 1/4 Hour 400 Homes

10:00 PM	In Home	Out of Home	Total		In Home	Out of Home	Total	11:00 PM
Nws, Johnny Holiday	1.3	.3	1.6	KCBQ	1.0	.5	1.5	Nws, Johnny Holiday
Chip Allen	.5	.5	1.0	KDEO	.8	.3	1.1	Chip Allen
Nws, Weekend, Bsbl	1.3	.8	2.1	KFMB	1.0	.8	1.8	Weekend-Jim Russell, Bsbl
Nws, Monitor, Ftbl	.5	.5	1.0	KFSD	.5	.5	1.0	Nws, Monitor, Ftbl
Stereo Shcse	.5	-	.5	KGB	.3	-	.3	Newsheel
Voice-Wrld	.5	-	.5	KITT	.3	-	.3	Sandman Srnde-Bill Lemmer
Gaslight Revw	.8	.5	1.3	KSDO	1.0	.3	1.3	Gaslight Revw
Budweiser Sh-Jack Morrissey	.3	-	.3	KSON	.5	-	.5	Budweiser Sh-Jack Morrissey
Len East	.8	-	.8	XEAK	.5	.3	.8	Len East
Homes using Radio	7.3	3.0	10.3	Misc.	1.0	.3	1.3	Homes using Radio
					6.8	2.8	9.6	
10:15								11:15
Johnny Holiday	1.3	.3	1.6	KCBQ	1.0	.5	1.5	Johnny Holiday
Chip Allen	.5	.5	1.0	KDEO	.8	.3	1.1	Chip Allen
Weekend, Bsbl	1.3	.8	2.1	KFMB	1.0	.5	1.5	Weekend-Jim Russell, Bsbl
Monitor, Ftbl	.5	.5	1.0	KFSD	.3	.5	.8	Monitor, Ftbl
Stereo Shcse	.5	-	.5	KGB	-	-	-	Newsheel
Sandman Srnde-Bill Lemmer	.5	-	.5	KITT	.3	-	.3	Sandman Srnde-Bill Lemmer
Gaslight Revw	.8	.5	1.3	KSDO	.8	.3	1.1	Gaslight Revw
Budweiser Sh-Jack Morrissey	.5	-	.5	KSON	.3	-	.3	Budweiser Sh-Jack Morrissey
Len East	.8	.3	1.1	XEAK	.3	-	.3	Len East
Homes using Radio	7.8	3.0	10.8	Misc.	1.0	-	1.0	Homes using Radio
					5.5	2.0	7.5	
10:30								11:30
Nws, Johnny Holiday	1.3	.3	1.6	KCBQ	1.0	.5	1.5	Nws, Johnny Holiday
Chip Allen	.8	.5	1.3	KDEO	.5	.3	.8	Chip Allen
Weekend, Bsbl	1.3	.8	2.1	KFMB	1.0	.5	1.5	Weekend-Jim Russell, Bsbl
Nws, Monitor, Ftbl	.5	.5	1.0	KFSD	.3	.5	.8	Nws, Monitor
Stereo Shcse	.5	-	.5	KGB	.3	-	.3	Newsheel
Sandman Srnde-Bill Lemmer	.5	-	.5	KITT	.3	-	.3	Sandman Srnde-Bill Lemmer
Gaslight Revw	.8	.3	1.1	KSDO	.8	-	.8	Gaslight Revw
Nws, Budweiser Sh-Jack Morrissey	.3	-	.3	KSON	.3	-	.3	Nws, Sahara Sh-Bob Connors
Len East	.8	.3	1.1	XEAK	.3	.3	.6	Len East
Homes using Radio	7.8	2.8	10.6	Misc.	.8	.3	1.1	Homes using Radio
					5.3	2.3	7.6	
10:45								11:45
Johnny Holiday	1.3	.3	1.6	KCBQ	.8	.5	1.3	Johnny Holiday
Chip Allen, Nws	.8	.5	1.3	KDEO	.5	-	.5	Chip Allen, Nws
Weekend, Bsbl	1.3	1.0	2.3	KFMB	1.0	.5	1.5	Weekend-Jim Russell, Bsbl
Monitor, Ftbl	.5	.5	1.0	KFSD	-	.5	.5	Monitor
Stereo Shcse	.5	-	.5	KGB	-	-	-	Newsheel
Sandman Srnde-Bill Lemmer	.3	-	.3	KITT	.3	-	.3	Sandman Srnde-Bill Lemmer
Gaslight Revw	1.0	.3	1.3	KSDO	.5	-	.5	Gaslight Revw
Budweiser Sh-Jack Morrissey, Nws	.5	-	.5	KSON	-	-	-	Sahara Sh-Bob Connors, Nws
Len East	.8	-	.8	XEAK	.3	-	.3	Len East
Homes using Radio	8.0	2.8	10.8	Misc.	.8	-	.8	Homes using Radio
					4.0	1.5	5.5	

THE PULSE, INC.		TOTAL AUDIENCE - RATINGS						SAN DIEGO METROPOLITAN AREA	
Sun, Aug, 1960								Base for Each 1/4 Hour 400 Homes	
6:00 AM	In Home	Out of Home	Total		In Home	Out of Home	Total	7:00 AM	
Nws, Scotty Day Chur Directory-Floyd Thackrey	.3 .5	- -	.3 .5	KCBQ KDEO KFMB	.8 1.3 1.0	.3 - -	1.1 1.3 1.0	Nws, Scotty Day Chur Directory-Floyd Thackrey World Nws	
Nws Rndp	-	-	-	KFSD KGB	.5 -	- -	.5 -	Nws, Natl Rdo Pulpit Kaleidoscope	
Sandman Srnde-Bill Lemmer Best Of Gaslight	- -	- -	- -	KITT KSDO KSON XEAK Misc.	.3 .5 .3 .3 .8	- .3 - - -	.3 .8 .3 .3 .8	Brkfst Background-Schoolcraft Best Of Gaslight Railroad Gospel Hr Stan Evans	
Homes using Radio	.5 1.3	- -	.5 1.3		5.5	.5	6.0	Homes using Radio	
6:15								7:15	
Scotty Day Chur Directory-Floyd Thackrey	.3 .5	.3 -	.6 .5	KCBQ KDEO KFMB	1.3 1.3 .8	.3 - -	1.6 1.3 .8	Scotty Day Chur Directory-Floyd Thackrey Religious Headlines	
Art-Living	-	-	-	KFSD KGB	.5 -	- -	.5 -	Natl Rdo Pulpit Kaleidoscope, Nws	
Sandman Srnde-Bill Lemmer Best Of Gaslight	- .3	- -	- .3	KITT KSDO KSON XEAK Misc.	- .8 .3 .5 .8	- - - - -	- .8 .3 .5 1.1	Brkfst Background-Schoolcraft Best Of Gaslight Railroad Gospel Hr Stan Evans	
Homes using Radio	.5 1.5	- .3	.5 1.8		6.0	.3 .5	6.5	Homes using Radio	
6:30								7:30	
Nws, Scotty Day Chur Directory-Floyd Thackrey	.5 .5	.3 -	.8 .5	KCBQ KDEO KFMB	1.8 1.3 .5	.3 - -	2.1 1.3 .5	Nws, Scotty Day Chur Directory-Floyd Thackrey Master Control	
Nws, Monitor	-	-	-	KFSD KGB	.5 .3	- -	.5 .3	Eternal Light Kaleidoscope, Nws	
Sandman Srnde-Bill Lemmer Best Of Gaslight	- .3	- -	- .3	KITT KSDO KSON XEAK Misc.	- 1.0 .3 .5 1.0	- .3 - - -	- 1.3 .3 .5 1.0	Brkfst Background-Schoolcraft Best Of Gaslight Melody Air Quartet Stan Evans	
Homes using Radio	.8 2.0	- .3	.8 2.3		7.0	- .5	7.5	Homes using Radio	
6:45								7:45	
Scotty Day Chur Directory-F. Thackrey, Nws	.5 .5	.3 -	.8 .5	KCBQ KDEO KFMB	2.0 1.3 .5	.3 - -	2.3 1.3 .5	Scotty Day Chur Directory-Floyd Thackrey Master Control	
Christian Science	-	-	-	KFSD KGB	.5 .3	- -	.5 .3	Eternal Light Kaleidoscope, Nws	
Sandman Srnde-Bill Lemmer Best Of Gaslight	- -	- -	- -	KITT KSDO KSON XEAK Misc.	.3 .8 .3 .8 1.0	- - - .3 -	.3 .8 .3 1.1 1.3	Brkfst Background-Schoolcraft Best Of Gaslight Melody Air Quartet Stan Evans, Nws	
Homes using Radio	.8 1.8	- .3	.8 2.1		7.0	.3 .8	7.8	Homes using Radio	

THE PULSE, INC.

TOTAL AUDIENCE - RATINGS

SAN DIEGO METROPOLITAN AREA

Sun, Aug. 1960

Base for Each 1/4 Hour 400 Homes

8:00 AM	In Home	Out of Home	Total		In Home	Out of Home	Total	9:00 AM
Nws, Don Howard	2.5	.3	2.8	KCBO	3.0	.5	3.5	Nws, Don Howard
Chur Directory-Floyd Thackrey	.8	-	.8	KDEO	1.5	-	1.5	Floyd Thackrey
Chur-Air	.5	.3	.8	KFMB	1.3	.3	1.6	Nws, Weekend-Newton
Catholic Hr	.5	-	.5	KFSD	1.0	.3	1.3	Inspirational Hr
Kaleidoscope	.3	-	.3	KGB	.8	-	.8	Kaleidoscope
Brkfst Background-Schoolcraft	-	-	-	KITT	.5	-	.5	Familiar Mus
Best Of Gaslight	1.3	.5	1.8	KSDO	1.3	.3	1.6	Best Of Gaslight
Rdo Bible Class	-	-	-	KSON	.8	-	.8	Greenwood-Hr
Stan Evans	1.0	.5	1.5	XEAK	1.0	.5	1.5	Stan Evans
	1.5	.5	2.0	Misc.	2.5	.5	3.0	
Homes using Radio	7.8	2.0	9.8		13.5	2.3	15.8	Homes using Radio
8:15								9:15
Don Howard	2.5	.3	2.8	KCBO	3.3	.5	3.8	Don Howard
Chur Directory-Floyd Thackrey	.8	-	.8	KDEO	1.5	-	1.5	Floyd Thackrey
Chur-Air	.8	-	.8	KFMB	1.3	-	1.3	Weekend-Newton
Catholic Hr	.5	-	.5	KFSD	1.0	.5	1.5	Inspirational Hr
Kaleidoscope, Nws	.3	-	.3	KGB	.8	-	.8	Kaleidoscope, Nws
Brkfst Background-Schoolcraft	.3	-	.3	KITT	.5	-	.5	Familiar Mus
Best Of Gaslight	1.3	.5	1.8	KSDO	1.3	.3	1.6	Best Of Gaslight
Rdo Bible Class	.3	-	.3	KSON	.8	-	.8	Greenwood-Hr
Stan Evans	1.3	.5	1.8	XEAK	1.0	.5	1.5	Stan Evans
	1.8	.5	2.3	Misc.	2.5	.5	3.0	
Homes using Radio	9.0	1.8	10.8		13.8	2.3	16.1	Homes using Radio
8:30								9:30
Nws, Don Howard	2.5	.5	3.0	KCBO	3.5	.8	4.3	Nws, Don Howard
Chur Directory-Floyd Thackrey	.8	-	.8	KDEO	1.5	-	1.5	Floyd Thackrey
Salt Lake-Choir	.8	-	.8	KFMB	1.0	-	1.0	Weekend-Newton
Nws, Monitor	.5	-	.5	KFSD	1.3	.5	1.8	Nws, Musical Memories
Kaleidoscope	.5	-	.5	KGB	.8	-	.8	Kaleidoscope
Brkfst Background-Schoolcraft	.5	-	.5	KITT	.5	-	.5	Familiar Mus
Best Of Gaslight	1.3	.5	1.8	KSDO	1.3	.3	1.6	Best Of Gaslight
Nws, Back To God	-	-	-	KSON	.8	-	.8	Voice Of Prophecy
Stan Evans	1.3	.5	1.8	XEAK	1.3	.5	1.8	Stan Evans
	2.0	.5	2.5	Misc.	2.8	.5	3.3	
Homes using Radio	9.5	2.0	11.5		14.5	2.5	17.0	Homes using Radio
8:45								9:45
Don Howard	2.5	.5	3.0	KCBO	3.3	.5	3.8	Don Howard
Chur Directory-Floyd Thackrey	.8	-	.8	KDEO	1.5	-	1.5	Floyd Thackrey, Nws
Salt Lake-Choir	.8	.3	1.1	KFMB	1.0	.3	1.3	Weekend-Newton
Monitor	.8	-	.8	KFSD	1.3	.5	1.8	Musical Memories
Kaleidoscope, Nws	.5	.3	.8	KGB	.5	.3	.8	Kaleidoscope, Nws
Brkfst Background-Schoolcraft	.5	-	.5	KITT	.3	-	.3	Familiar Mus
Best Of Gaslight	1.5	.5	2.0	KSDO	1.3	.5	1.8	Best Of Gaslight
Back To God	-	-	-	KSON	.8	-	.8	Voice Of Prophecy
Stan Evans, Nws	1.3	.5	1.8	XEAK	1.3	.5	1.8	Stan Evans, Nws
	2.0	.5	2.5	Misc.	2.8	.5	3.3	
Homes using Radio	9.5	2.5	12.0		13.8	3.0	16.8	Homes using Radio

THE PULSE, INC.
Sun, Aug, 1960

TOTAL AUDIENCE - RATINGS

SAN DIEGO METROPOLITAN AREA
Base for Each 1/4 Hour 400 Homes

10:00 AM	In Home	Out of Home	Total		In Home	Out of Home	Total	11:00 AM
Nws, Don Howard	3.3	.5	3.8	KCBQ	2.8	1.0	3.8	Nws, Don Howard
Floyd Thackrey	.8	.3	1.1	KDEO	1.3	.3	1.6	Floyd Thackrey
Nws, Weekend-Newton	.8	.5	1.3	KFMB	1.3	.5	1.8	Nws, Weekend-Newton
Nws, San Diego, Monitor	1.0	.3	1.3	KFSD	.8	.3	1.1	Nws, San Diego Monitor
Kaleidoscope	.5	.3	.8	KGB	.5	.3	.8	Kaleidoscope
Familiar Mus	.3	-	.3	KITT	.5	-	.5	Familiar Mus
Best Of Gaslight	1.3	.5	1.8	KSDO	1.8	.8	2.6	Best Of Gaslight
Gary Fuller	1.0	-	1.0	KSON	.8	-	.8	Gary Fuller
Stan Evans	1.5	.5	2.0	XEAK	1.5	.5	2.0	Stan Evans
Homes using Radio	13.0	3.5	16.5	Misc.	2.0	.8	2.8	Homes using Radio
					13.0	4.3	17.3	
10:15								11:15
Don Howard	3.3	.8	4.1	KCBQ	2.8	1.0	3.8	Don Howard
Floyd Thackrey	.8	-	.8	KDEO	1.0	-	1.0	Floyd Thackrey
Weekend-Newton	1.0	.5	1.5	KFMB	1.3	.5	1.8	Weekend-Newton
San Diego Monitor	1.0	.3	1.3	KFSD	1.0	.3	1.3	San Diego Monitor
Kaleidoscope, Nws	.5	-	.5	KGB	.3	-	.3	Kaleidoscope, Nws
Familiar Mus	.3	-	.3	KITT	.5	.3	.8	Familiar Mus
Best Of Gaslight	1.3	.8	2.1	KSDO	1.8	.5	2.3	Best Of Gaslight
Gary Fuller	1.0	.3	1.3	KSON	.8	.3	1.1	Gary Fuller
Stan Evans	1.5	.5	2.0	XEAK	1.5	.8	2.3	Stan Evans
Homes using Radio	13.0	3.8	16.8	Misc.	1.5	.8	2.3	Homes using Radio
					12.3	4.3	16.6	
10:30								11:30
Nws, Don Howard	3.5	.8	4.3	KCBQ	2.8	1.0	3.8	Nws, Don Howard
Floyd Thackrey	1.3	-	1.3	KDEO	.8	-	.8	Floyd Thackrey
Weekend-Newton	1.0	.5	1.5	KFMB	1.0	.5	1.5	Weekend-Newton
Nws, San Diego Monitor	.8	-	.8	KFSD	.8	.3	1.1	Nws, San Diego Monitor
Kaleidoscope	.8	.3	1.1	KGB	.5	.3	.8	Kaleidoscope
Familiar Mus	.5	-	.5	KITT	.5	.3	.8	Familiar Mus
Best Of Gaslight	1.8	.3	2.1	KSDO	2.0	.5	2.5	Best Of Gaslight
Nws, Gary Fuller	.8	.3	1.1	KSON	1.0	-	1.0	Nws, Gary Fuller
Stan Evans	1.5	.5	2.0	XEAK	1.5	.8	2.3	Stan Evans
Homes using Radio	14.5	3.0	17.5	Misc.	1.5	1.0	2.5	Homes using Radio
					12.3	4.5	16.8	
10:45								11:45
Don Howard	3.8	1.0	4.8	KCBQ	2.5	.8	3.3	Don Howard
Floyd Thackrey, Nws	1.3	.3	1.6	KDEO	.5	-	.5	Floyd Thackrey, Nws
Weekend-Newton	1.3	.5	1.8	KFMB	1.3	.5	1.8	Weekend-Newton
San Diego Monitor	.8	.3	1.1	KFSD	1.0	.3	1.3	San Diego Monitor
Kaleidoscope, Nws	.5	-	.5	KGB	.5	.3	.8	Kaleidoscope
Familiar Mus	.5	-	.5	KITT	.5	.3	.8	Familiar Mus
Best Of Gaslight	1.3	.5	1.8	KSDO	2.0	.5	2.5	Best Of Gaslight
Gary Fuller	.8	-	.8	KSON	1.0	.3	1.3	Gary Fuller
Stan Evans, Nws	1.5	.5	2.0	XEAK	1.3	.8	2.1	Stan Evans, Nws
Homes using Radio	2.8	.5	3.3	Misc.	1.5	.5	2.0	Homes using Radio
	14.3	3.5	17.8		12.0	4.0	16.0	

THE PULSE, INC.

Sun, Aug, 1960

TOTAL AUDIENCE - RATINGS

SAN DIEGO METROPOLITAN AREA

Base for Each 1/4 Hour 400 Homes

	In Home	Out of Home	Total		In Home	Out of Home	Total	
12:00 Noon								1:00 PM
Nws, Ralph James-Big "J"	3.0	1.3	4.3	KCBQ	2.3	1.3	3.6	Nws, Ralph James-Big "J"
Don MacKinnon	1.0	-	1.0	KDEO	1.5	.5	2.0	Don MacKinnon
Nws, Weekend-Newton	1.3	.8	2.1	KFMB	1.0	.5	1.5	Nws, Weekend-Newton
Nws, San Diego Monitor	1.0	.3	1.3	KFSD	1.0	.8	1.8	Nws, San Diego Monitor
Drew Pearson	1.0	.3	1.3	KGB	.5	.3	.8	Kaleidoscope
Familiar Mus	.5	-	.5	KITT	.5	.3	.8	Familiar Mus
Best Of Gaslight	2.0	.3	2.3	KSDO	1.5	.8	2.3	Sun Sh
Jack Rabell	1.5	.3	1.8	KSON	1.0	-	1.0	Jack Rabell
Jim Harrison	1.5	.5	2.0	XEAK	1.5	1.0	2.5	Jim Harrison
	1.0	1.0	2.0	Misc.	1.8	.5	2.3	
Homes using Radio	13.8	4.5	18.3		12.5	5.8	18.3	Homes using Radio
12:15								1:15
Ralph James-Big "J"	2.8	1.3	4.1	KCBQ	2.3	1.5	3.8	Ralph James-Big "J"
Don MacKinnon	1.3	.3	1.6	KDEO	1.5	.5	2.0	Don MacKinnon
Weekend-Newton	1.0	.8	1.8	KFMB	1.0	.5	1.5	Weekend-Newton, Warmup
San Diego Monitor	1.0	.3	1.3	KFSD	1.0	.8	1.8	San Diego Monitor
Kaleidoscope	1.0	-	1.0	KGB	.8	-	.8	Kaleidoscope, Nws-West
Familiar Mus	.5	-	.5	KITT	.5	-	.5	Familiar Mus
Best Of Gaslight	2.0	.3	2.3	KSDO	1.5	.5	2.0	Sun Sh
Jack Rabell	1.5	-	1.5	KSON	1.0	-	1.0	Jack Rabell
Jim Harrison	1.5	.8	2.3	XEAK	1.5	1.0	2.5	Jim Harrison
	1.3	1.3	2.6	Misc.	1.5	.5	2.0	
Homes using Radio	13.8	4.8	18.6		12.5	5.3	17.8	Homes using Radio
12:30								1:30
Nws, Ralph James-Big "J"	2.8	1.3	4.1	KCBQ	2.8	1.8	4.6	Nws, Ralph James-Big "J"
Don MacKinnon	1.3	.3	1.6	KDEO	2.0	.8	2.8	Don MacKinnon
Weekend-Newton	1.0	.5	1.5	KFMB	1.0	.8	1.8	Nws, Weekend, Bsbl
Nws, San Diego Monitor	1.3	.3	1.6	KFSD	.8	.8	1.6	Nws, San Diego Monitor
Kaleidoscope	.5	.3	.8	KGB	.8	.3	1.1	Kaleidoscope
Familiar Mus	.5	-	.5	KITT	.5	.3	.8	Familiar Mus
Best Of Gaslight	1.5	.5	2.0	KSDO	1.5	.5	2.0	Sun Sh
Nws, Jack Rabell	1.3	.3	1.6	KSON	1.0	-	1.0	Nws, Jack Rabell
Jim Harrison	1.5	.8	2.3	XEAK	1.5	1.3	2.8	Jim Harrison
	1.5	1.3	2.8	Misc.	1.3	.3	1.6	
Homes using Radio	13.0	5.3	18.3		13.0	6.5	19.6	Homes using Radio
12:45								1:45
Ralph James-Big "J"	2.8	1.5	4.3	KCBQ	2.5	1.5	4.0	Ralph James-Big "J"
Don MacKinnon, Nws	1.5	.3	1.8	KDEO	2.0	.5	2.5	Don MacKinnon, Nws
Weekend-Newton	1.0	.3	1.3	KFMB	1.0	.8	1.8	Weekend, Bsbl
San Diego Monitor	1.0	-	1.0	KFSD	.8	.8	1.6	San Diego Monitor
Kaleidoscope, Nws	.5	.3	.8	KGB	.8	.3	1.1	Kaleidoscope, Nws
Familiar Mus	.5	-	.5	KITT	.5	.3	.8	Familiar Mus
Best Of Gaslight	1.5	.5	2.0	KSDO	1.5	.5	2.0	Sun Sh
Jack Rabell	1.3	.3	1.6	KSON	1.0	-	1.0	Jack Rabell
Jim Harrison, Nws	1.5	.8	2.3	XEAK	1.5	1.3	2.8	Jim Harrison, Nws
	1.8	1.3	3.1	Misc.	1.0	.5	1.5	
Homes using Radio	13.3	5.0	18.3		12.5	6.3	18.8	Homes using Radio

THE PULSE, INC.
Sun, Aug, 1960

TOTAL AUDIENCE - RATINGS

SAN DIEGO METROPOLITAN AREA
Base for Each 1/4 Hour 400 Homes

2:00 PM	In Home	Out of Home	Total		In Home	Out of Home	Total	3:00 PM
Nws, Johnny Holiday	2.5	1.0	3.5	KCBQ	2.8	1.0	3.8	Nws, Johnny Holiday
Don MacKinnon	2.0	.8	2.8	KDEO	2.3	.5	2.8	Don MacKinnon
Nws, Weekend, Bsbl	2.0	1.0	3.0	KFMB	1.5	.8	2.3	Nws, Weekend, Bsbl
Nws, San Diego Monitor	1.0	.5	1.5	KFSD	.5	.5	1.0	Nws, San Diego Monitor
Kaleidoscope	.8	.5	1.3	KGB	.5	-	.5	Kaleidoscope
Familiar Mus	.3	-	.3	KITT	.5	-	.5	Familiar Mus
Best Of Gaslight	1.5	.8	2.3	KSDO	1.8	.5	2.3	Best Of Gaslight
Gary Fuller	1.0	.3	1.3	KSON	1.0	.3	1.3	Gary Fuller
Noel Confer	1.0	.8	1.8	XEAK	2.8	.8	3.6	Noel Confer
Homes using Radio	13.3	7.3	20.6	Misc.	2.8	.3	3.1	Homes using Radio
					16.3	4.5	20.8	
2:15								3:15
Johnny Holiday	2.8	1.0	3.8	KCBQ	3.0	1.0	4.0	Johnny Holiday
Don MacKinnon	2.0	.5	2.5	KDEO	2.3	.5	2.8	Don MacKinnon
Weekend, Bsbl	2.0	1.0	3.0	KFMB	1.5	.8	2.3	Weekend, Bsbl
San Diego Monitor	.8	.5	1.3	KFSD	.8	.5	1.3	San Diego Monitor
Kaleidoscope, Wea	.8	.5	1.3	KGB	.5	.3	.8	Kaleidoscope, Sprts
Familiar Mus	-	-	-	KITT	.5	-	.5	Familiar Mus
Best Of Gaslight	1.8	.8	2.6	KSDO	2.0	.5	2.5	Best Of Gaslight
Gary Fuller	1.0	-	1.0	KSON	.8	-	.8	Gary Fuller
Noel Confer	1.5	.8	2.3	XEAK	2.5	.8	3.3	Noel Confer
Homes using Radio	14.0	6.3	20.3	Misc.	2.3	.3	2.6	Homes using Radio
					16.0	4.5	20.5	
2:30								3:30
Nws, Johnny Holiday	2.8	1.0	3.8	KCBQ	2.5	1.0	3.5	Nws, Johnny Holiday
Don MacKinnon	1.8	.8	2.6	KDEO	2.3	.3	2.6	Don MacKinnon
Weekend, Bsbl	2.3	1.0	3.3	KFMB	1.5	1.0	2.5	Weekend, Bsbl
Nws, San Diego Monitor	1.0	.5	1.5	KFSD	.5	.5	1.0	Nws, San Diego Monitor
Kaleidoscope	.8	.5	1.3	KGB	.5	.3	.8	Kaleidoscope
Familiar Mus	-	-	-	KITT	.5	-	.5	Familiar Mus
Best Of Gaslight	1.8	.8	2.6	KSDO	1.8	.5	2.3	Best Of Gaslight
Nws, Gary Fuller	1.3	.3	1.6	KSON	.8	-	.8	Nws, Gary Fuller
Noel Confer	1.5	1.0	2.5	XEAK	2.5	.8	3.3	Noel Confer
Homes using Radio	14.5	6.8	21.3	Misc.	2.3	.8	3.1	Homes using Radio
					15.0	5.0	20.0	
2:45								3:45
Johnny Holiday	2.5	1.0	3.5	KCBQ	2.8	1.0	3.8	Johnny Holiday
Don MacKinnon, Nws	1.5	.5	2.0	KDEO	2.3	.5	2.8	Don MacKinnon, Nws
Weekend, Bsbl	2.3	1.3	3.6	KFMB	1.5	.8	2.3	Weekend, Bsbl
San Diego Monitor	.8	.5	1.3	KFSD	.5	.3	.8	San Diego Monitor
Kaleidoscope, Nws	.5	.5	1.0	KGB	.8	.3	1.1	Kaleidoscope, Nws
Familiar Mus	.3	-	.3	KITT	.5	-	.5	Familiar Mus
Best Of Gaslight	1.8	.5	2.3	KSDO	1.8	.5	2.3	Best Of Gaslight
Gary Fuller	1.3	.3	1.6	KSON	1.0	-	1.0	Gary Fuller
Noel Confer, Nws	1.8	1.0	2.8	XEAK	2.8	.5	3.3	Noel Confer, Nws
Homes using Radio	14.3	6.3	20.6	Misc.	2.3	.8	3.1	Homes using Radio
					16.0	4.5	20.5	

THE PULSE, INC.

TOTAL AUDIENCE - RATINGS

SAN DIEGO METROPOLITAN AREA

Sun, Aug, 1960

Base for Each 1/4 Hour 400 Homes

4:00 PM	In Home	Out of Home	Total		In Home	Out of Home	Total	5:00 PM
Nws, Johnny Holiday Don MacKinnon Nws, Weekend, Bsbl Nws, San Diego Monitor Kaleidoscope Familiar Mus Best Of Gaslight Gary Fuller Noel Confer Homes using Radio	2.5 2.3 2.0 .5 .8 .5 1.8 1.0 2.5 2.3 16.0	1.0 .5 .8 .5 .3 - .8 - .5 .8 5.0	3.5 2.8 2.8 1.0 1.1 .5 2.6 1.0 3.0 3.1 21.0	KCBQ KDEO KFMB KFSD KGB KITT KSDO KSON XEAK Misc.	2.3 1.5 2.0 .8 .3 .8 1.8 1.0 2.0 3.0 15.3	.8 .5 1.0 .5 - - .8 .3 .3 .5 4.5	3.1 2.0 3.0 1.3 .3 .8 2.6 1.3 2.3 3.5 19.8	Nws, Johnny Holiday Don MacKinnon Nws, Bsbl, Misc. Nws, Monitor 1st Presbyterian Chur Familiar Mus Best Of Gaslight Gary Fuller Noel Confer Homes using Radio
4:15								5:15
Johnny Holiday Don MacKinnon Weekend, Bsbl San Diego Monitor Kaleidoscope, Nws Familiar Mus Best Of Gaslight Gary Fuller Noel Confer Homes using Radio	2.3 2.0 2.3 .5 .8 .8 2.0 .8 2.3 2.0 15.5	.8 .5 .8 .5 .3 - .8 .3 .5 .8 5.0	3.1 2.5 3.1 1.0 1.1 .8 2.8 1.1 2.8 2.8 20.5	KCBQ KDEO KFMB KFSD KGB KITT KSDO KSON XEAK Misc.	2.3 2.0 2.3 .8 - .5 1.8 1.0 2.0 2.5 15.0	.5 .5 1.0 .5 - - .8 - .3 .3 4.0	3.1 2.5 3.3 1.3 - .5 2.6 1.0 2.3 2.8 19.0	Johnny Holiday Don MacKinnon Bsbl, Misc. Monitor 1st Presbyterian Chur Familiar Mus Best Of Gaslight Gary Fuller Noel Confer Homes using Radio
4:30								5:30
Nws, Johnny Holiday Don MacKinnon Weekend, Bsbl Nws, San Diego, Monitor Kaleidoscope Familiar Mus Best Of Gaslight Nws, Gary Fuller Noel Confer Homes using Radio	2.3 2.0 2.3 .5 1.0 .5 1.8 1.0 2.3 2.0 15.5	1.0 .5 .8 .5 - - .5 .3 .5 .5 4.5	3.3 2.5 3.1 1.0 1.0 .5 2.3 1.3 2.8 2.5 20.0	KCBQ KDEO KFMB KFSD KGB KITT KSDO KSON XEAK Misc.	2.0 1.5 2.3 .8 .3 .5 1.8 .8 1.5 2.5 13.8	.8 1.0 1.0 .5 - - .8 .3 .5 .3 5.0	2.8 2.5 3.3 1.3 .3 .5 2.6 1.1 2.0 2.8 18.8	Nws, Johnny Holiday Don MacKinnon Bsbl, Misc. Nws, Monitor Dr. F. Lowe Familiar Mus Best Of Gaslight Nws, Gary Fuller Noel Confer Homes using Radio
4:45								5:45
Johnny Holiday Don MacKinnon, Nws Weekend, Bsbl San Diego Monitor Kaleidoscope, Nws Familiar Mus Best Of Gaslight Gary Fuller Noel Confer, Nws Homes using Radio	2.3 2.0 2.0 .5 .8 .5 1.8 1.0 2.5 2.8 16.0	.8 .3 .8 .5 .3 - .5 .3 .5 .8 4.5	3.1 2.3 2.8 1.0 1.1 .5 2.3 1.3 3.0 3.6 20.5	KCBQ KDEO KFMB KFSD KGB KITT KSDO KSON XEAK Misc.	2.0 1.5 2.0 .8 - .5 1.8 .8 1.3 2.8 13.3	.8 .8 .8 .5 - - .8 .3 .5 .3 4.5	2.8 2.3 2.8 1.3 - .5 2.6 1.1 1.8 3.1 17.8	Johnny Holiday Don MacKinnon, Nws Bsbl, Misc. Monitor Dr. F. Lowe Familiar Mus Best Of Gaslight Gary Fuller Noel Confer, Nws Homes using Radio

THE PULSE, INC.
Sun, Aug, 1960

TOTAL AUDIENCE - RATINGS

SAN DIEGO METROPOLITAN AREA
Base for Each 1/4 Hour 400 Homes

6:00 PM	In Home	Out of Home	Total		In Home	Out of Home	Total	7:00 PM
Nws, Jerry Walker	1.8	.8	2.6	KCBQ	1.5	.8	2.3	Nws, Jerry Walker
Chip Allen	1.8	.5	2.3	KDEO	2.0	.5	2.5	Chip Allen
Bsbl, Misc.	1.5	1.0	2.5	KFMB	1.5	.5	2.0	Nws, Sprts, Bsbl
Nws, Monitor	.8	.5	1.3	KFSD	.5	.3	.8	Nws, Monitor
Dr. C.E. Fuller	.3	-	.3	KGB	.3	-	.3	George Sokolsky
Cloud 7-Fred Rabell	.8	-	.8	KITT	.5	-	.5	Cloud 7-Fred Rabell
Best of Gaslight	2.0	.5	2.5	KSDO	1.5	.8	2.3	Best of Gaslight
Billy Graham	.8	.3	1.1	KSON	.5	.3	.8	Lutheran Hr
Len East	.8	.5	1.3	XEAK	.5	-	.5	Len East
	.8	.3	1.1	Misc.	1.0	.8	1.8	
Homes using Radio	11.0	4.3	15.3		9.8	3.8	13.6	Homes using Radio
6:15								7:15
Jerry Walker	1.8	.5	2.3	KCBQ	1.5	.8	2.3	Jerry Walker
Chip Allen	2.3	.5	2.8	KDEO	2.0	.8	2.8	Chip Allen
Bsbl, Misc.	2.0	1.0	3.0	KFMB	1.5	.5	2.0	Mitch Miller, Bsbl
Monitor	.8	.5	1.3	KFSD	.8	-	.8	Monitor
Dr. C.E. Fuller	-	-	-	KGB	-	-	-	Dean Manion
Cloud 7-Fred Rabell	.8	-	.8	KITT	.5	-	.5	Cloud 7-Fred Rabell
Best of Gaslight	2.0	.5	2.5	KSDO	2.0	1.0	3.0	Best of Gaslight
Billy Graham	.8	.3	1.1	KSON	.5	-	.5	Lutheran Hr
Len East	.8	.3	1.1	XEAK	.5	.3	.8	Len East
	.8	-	.8	Misc.	.8	.8	1.6	
Homes using Radio	11.8	3.5	15.3		10.0	4.0	14.0	Homes using Radio
6:30								7:30
Nws, Jerry Walker	1.8	1.0	2.8	KCBQ	1.5	1.0	2.5	Nws, Jerry Walker
Chip Allen	2.0	.8	2.8	KDEO	1.5	.5	2.0	Chip Allen
Gunsmoke, Bsbl	1.5	1.0	2.5	KFMB	1.5	.5	2.0	Mitch Miller, Bsbl
Nws, Monitor	.8	.5	1.3	KFSD	.8	-	.8	Nws, Monitor
College Nws Conf.	.3	-	.3	KGB	-	-	-	Community Planning
Cloud 7-Fred Rabell	.5	-	.5	KITT	.5	-	.5	Cloud 7-Fred Rabell
Best of Gaslight	2.0	.8	2.8	KSDO	1.5	.8	2.3	Best of Gaslight
Alert	.8	-	.8	KSON	.8	-	.8	Nws, Jack Rabell
Len East	.8	.3	1.1	XEAK	.5	.3	.8	Len East
	.8	-	.8	Misc.	1.0	.8	1.8	
Homes using Radio	11.0	4.3	15.3		9.5	3.8	13.3	Homes using Radio
6:45								7:45
Jerry Walker	1.5	1.0	2.5	KCBQ	1.5	1.0	2.5	Jerry Walker
Chip Allen, Nws	2.0	.5	2.5	KDEO	1.5	.5	2.0	Chip Allen, Nws
Gunsmoke, Bsbl	1.5	1.0	2.5	KFMB	1.5	.5	2.0	Mitch Miller, Trio, Pleasure, Bsbl
Monitor	.5	.5	1.0	KFSD	.8	.3	1.1	Monitor
College Nws Conf.	-	-	-	KGB	.3	-	.3	Dan Smoot
Cloud 7-Fred Rabell	.5	-	.5	KITT	.5	-	.5	Cloud 7-Fred Rabell
Best of Gaslight	1.5	.5	2.0	KSDO	1.5	.3	1.8	Best of Gaslight
Jack Rabell	.8	.3	1.1	KSON	.8	.3	1.1	Jack Rabell
Len East, Nws	.5	.3	.8	XEAK	.5	-	.5	Len East
	.8	.3	1.1	Misc.	1.0	.8	1.8	
Homes using Radio	9.5	4.3	13.8		9.8	3.5	13.3	Homes using Radio

THE PULSE, INC.
Sun, Aug, 1960

TOTAL AUDIENCE - RATINGS

SAN DIEGO METROPOLITAN AREA
Base for Each 1/4 Hour 400 Homes

8:00 PM	In Home	Out of Home	Total		In Home	Out of Home	Total	9:00 PM
Nws, Mel Kent Chip Allen Wrld Tonite, Bsbl Nws, Race Re-Cap Freedom's Call Cloud 7-Fred Rabell Best of Gaslight Jack Rabell Len East Homes using Radio	1.3 1.5 1.8 .8 .3 .5 1.5 .8 .5 1.0 9.8	1.0 .8 .3 .5 .3 - .5 .3 - .8 4.3	2.3 2.3 2.1 1.3 .6 .5 2.0 1.1 .5 1.8 14.1	KCBQ KDEO KFMB KFSD KGB KITT KSDO KSON XEAK Misc.	1.0 1.5 1.0 .5 .3 .5 1.0 .5 .3 .8 7.3	.8 .8 .5 .5 - - .5 - .3 .5 3.8	1.8 2.3 1.5 1.0 .3 .5 1.5 .5 .6 1.3 11.1	Nws, Mel Kent Chip Allen Nws Invit-Learn, Lippman, Bsbl Nws, Monitor Erwin Canham Intrnt'l Almanac Best of Gaslight Jack Rabell Bob Donnelly Homes using Radio
8:15								9:15
Mel Kent Chip Allen Howard K. Smith, Bsbl, Pre Race Re-Cap Freedom's Call Cloud 7-Fred Rabell Best of Gaslight Jack Rabell Len East Homes using Radio	1.5 1.3 1.8 .5 - .5 1.5 .8 .5 1.0 9.3	1.0 .8 .3 .5 .3 - .5 .3 - .8 4.3	2.5 2.1 2.1 1.0 .3 .5 2.0 1.1 .5 1.8 13.6	KCBQ KDEO KFMB KFSD KGB KITT KSDO KSON XEAK Misc.	1.3 1.5 .8 .8 .3 .5 1.0 .5 .3 .8 7.5	.8 .8 .5 .5 - - .8 - .5 .5 4.3	2.1 2.3 1.3 1.3 .3 .5 1.8 .5 .8 1.3 11.8	Mel Kent Chip Allen Invit-Learning, Lippman, Bsbl Monitor Virgil Pinkley Intrnt'l Almanac Best of Gaslight Jack Rabell Bob Donnelly Homes using Radio
8:30								9:30
Nws, Mel Kent Chip Allen Face-Nation, Bsbl Fmly Living '60 Herald of Truth Cloud 7-Fred Rabell Best of Gaslight Nws, Jack Rabell Len East Homes using Radio	1.5 1.5 1.3 .5 .3 .5 1.3 .8 - .8 8.3	1.0 .8 .3 .5 .3 - .8 .3 - .8 4.5	2.5 2.3 1.6 1.0 .6 .5 2.1 1.1 - 1.6 12.8	KCBQ KDEO KFMB KFSD KGB KITT KSDO KSON XEAK Misc.	1.3 1.3 .8 .8 .3 .5 1.3 .5 .5 1.0 8.0	.8 .8 .5 .5 - - .3 - .5 .5 3.8	2.1 2.1 1.3 1.3 .3 .5 1.6 .5 1.0 1.5 11.8	Nws, Mel Kent Chip Allen Nws, Cloakroom, Lippman, Bsbl Nws, Monitor Heartbeat Thea Intrnt'l Almanac Best of Gaslight Nws, Budweiser Sh-Jack Rabell Bob Donnelly Homes using Radio
8:45								9:45
Mel Kent Chip Allen, Nws Face-Nation, Bsbl Fmly Living '60 Herald of Truth Greenwood Singers Best of Gaslight Jack Rabell Len East Homes using Radio	1.3 1.5 1.3 .8 .3 .5 1.3 .8 .3 .8 8.5	1.0 .8 - .5 .3 - .8 - - .8 4.0	2.3 2.3 1.3 1.3 .6 .5 2.1 .8 .3 1.6 12.5	KCBQ KDEO KFMB KFSD KGB KITT KSDO KSON XEAK Misc.	1.3 1.3 1.0 .8 .3 .5 1.0 .5 .5 .8 7.8	.8 1.0 .5 .5 - - .3 - .5 .5 4.0	2.1 2.3 1.5 1.3 .3 .5 1.3 .5 1.0 1.3 11.8	Mel Kent Chip Allen, Nws Cap. Cloakroom, Lippman, Bsbl Monitor Heartbeat Thea Intrnt'l Almanac Best of Gaslight Budweiser Sh-Jack Rabell Bob Donnelly Homes using Radio

THE PULSE, INC.

TOTAL AUDIENCE - RATINGS

SAN DIEGO METROPOLITAN AREA

Sun, Aug, 1960

Base for Each 1/4 Hour 400 Homes

10:00 PM	In Home	Out of Home	Total		In Home	Out of Home	Total	11:00 PM
Nws, Mel Kent	.8	.8	1.6	KCBO	.8	.5	1.3	Nws, Mel Kent
Chip Allen	1.3	.8	2.1	KDEO	1.3	.5	1.8	Chip Allen
Johnny Dollar, Bsbl	.8	.5	1.3	KFMB	.5	.5	1.0	Have Gun Will Travel, Bsbl
Nws, Monitor	.8	.5	1.3	KFSD	.8	.3	1.1	Nws, Monitor
Billy Graham	.3	-	.3	KGB	.3	-	.3	Newsweek
Voice-Wrld	.3	-	.3	KITT	-	-	-	Sandman Srnde-Bill Lemmer
Best Of Gaslight	1.0	.3	1.3	KSDO	.5	.5	1.0	Best Of Gaslight
Budweiser Sh-Jack Rabell	.5	-	.5	KSON	.5	-	.5	Budweiser Sh-Jack Rabell
Bob Donnelly	.5	.3	.8	XEAK	.3	.3	.6	Bob Donnelly
Homes using Radio	6.8	3.8	10.6	Misc.	.5	.5	1.0	Homes using Radio
					5.3	3.0	8.3	
10:15								11:15
Mel Kent	.8	.5	1.3	KCBO	.5	.3	.8	Mel Kent
Chip Allen	1.3	.5	1.8	KDEO	1.3	.5	1.8	Chip Allen
Johnny Dollar, Bsbl	.5	.5	1.0	KFMB	.5	.5	1.0	Have Gun Will Travel, Bsbl
Bob Considine	.8	.5	1.3	KFSD	.8	-	.8	Monitor
Billy Graham	.3	-	.3	KGB	-	-	-	Newsweek
Sandman Srnde-Bill Lemmer	-	-	-	KITT	-	-	-	Sandman Srnde-Bill Lemmer
Best Of Gaslight	1.0	.3	1.3	KSDO	.5	.3	.8	Best Of Gaslight
Budweiser Sh-Jack Rabell	.5	-	.5	KSON	.3	-	.3	Budweiser Sh-Jack Rabell
Bob Donnelly	.5	-	.5	XEAK	.3	-	.3	Bob Donnelly
Homes using Radio	6.3	3.0	9.3	Misc.	.5	.5	1.0	Homes using Radio
					4.5	2.0	6.5	
10:30								11:30
Nws, Mel Kent	.8	.8	1.6	KCBO	.5	.3	.8	Nws, Mel Kent
Chip Allen	1.5	.5	2.0	KDEO	.5	.5	1.0	Chip Allen
Suspense, Bsbl	.8	.5	1.3	KFMB	.5	.3	.8	Salt Lake City Choir
Meet-Press	.8	.5	1.3	KFSD	.5	.3	.8	Nws, Monitor
Revival Time	.3	-	.3	KGB	.3	-	.3	Newsweek
Sandman Srnde-Bill Lemmer	-	-	-	KITT	-	-	-	Sandman Srnde-Bill Lemmer
Best Of Gaslight	1.0	.3	1.3	KSDO	.5	.3	.8	Best Of Gaslight
Nws, Budweiser Sh-Jack Rabell	.5	-	.5	KSON	.3	-	.3	Nws, Jack Rabell
Bob Donnelly	.3	.3	.6	XEAK	.3	-	.3	Bob Donnelly
Homes using Radio	6.5	3.5	10.0	Misc.	.3	-	.3	Homes using Radio
					3.5	1.5	5.0	
10:45								11:45
Mel Kent	.8	.8	1.6	KCBO	.5	-	.5	Mel Kent
Chip Allen, Nws	1.5	.5	2.0	KDEO	.3	.5	.8	Chip Allen, Nws
Suspense, Kingston Trio, Bsbl	.8	.5	1.3	KFMB	.3	.3	.6	Salt Lake City Choir
Meet-Press	.8	.5	1.3	KFSD	.5	-	.5	Monitor
Revival Time	.3	-	.3	KGB	-	-	-	Newsweek
Sandman Srnde-Bill Lemmer	-	-	-	KITT	-	-	-	Sandman Srnde-Bill Lemmer
Best Of Gaslight	1.0	.3	1.3	KSDO	.5	-	.5	Best Of Gaslight
Budweiser Sh-Jack Rabell	.5	-	.5	KSON	-	-	-	Jack Rabell
Bob Donnelly	.3	-	.3	XEAK	-	.3	.3	Bob Donnelly
Homes using Radio	6.3	3.3	9.6	Misc.	-	-	-	Homes using Radio
					2.0	1.0	3.0	