

# CITY CAB REPORT

*This city report is private, for members only, and is not for publication,*

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

TIME ZONE: Eastern

PERIOD: November-December, 1945

GEOGRAPHIC AREA: Middle Atlantic

CITY SIZE GROUP: 50,000-100,000

## ALTOONA, PA.

### STATION INDEX (Average Share of the Listening Audience)

Local Time	Average Sets-In-Use	(CBS) WABC	NBC WFBG	(ABC) WJZ	(MBS) WOR	(NBC) KDKA	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>							
9:00-12:00 NOON	12.5	1.0%	90.2%	0.0%	0.0%	8.8%	0.0%
<b>AFTERNOON (Mon.-Fri.)</b>							
12:00-3:00 P.M.	14.3	0.0	81.9	0.0	0.0	16.4	1.7
3:00-6:00 P.M.	13.9	0.9	92.1	0.0	0.0	4.3	2.7
12:00-6:00 P.M.	14.1	0.4	87.0	0.0	0.0	10.5	2.1
<b>EVENING (Mon.-Sun.)</b>							
6:00-8:00 P.M.	19.1	4.6	74.3	2.3	0.4	14.6	3.8
8:00-10:30 P.M.	24.7	9.1	78.7	2.0	2.2	3.3	4.7
6:00-10:30 P.M.	22.3	7.5	77.2	2.1	1.5	7.3	4.4

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

CITY

CAB

REPORT

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TIME ZONE: Eastern

PERIOD: November-December, 1945

GEOGRAPHIC AREA: South Atlantic

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

## BALTIMORE, MD.

## STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	STATION INDEX					
		CBS WCAO	NBC WBAL	ABC WFBR	MBS WCBM	WITH	ALL OTHERS
<b>MORNING (Mon. - Fri.)</b>							
9:00-12:00 NOON	13.0	16.1%	26.1%	25.5%	12.4%	18.0%	1.9%
<b>AFTERNOON (Mon. - Fri.)</b>							
12:00-3:00 P.M.	11.0	36.4	20.3	24.5	8.4	9.8	0.6
3:00-6:00 P.M.	11.7	16.2	28.2	10.6	7.7	35.2	2.1
12:00-6:00 P.M.	11.4	26.3	24.2	17.5	8.1	22.5	1.4
<b>EVENING (Mon. - Sun.)</b>							
6:00-8:00 P.M.	18.6	22.6	38.6	11.2	6.9	19.1	1.6
8:00-10:30 P.M.	24.4	37.2	40.8	11.7	5.6	4.2	0.5
6:00-10:30 P.M.	22.0	32.2	40.0	11.5	6.0	9.4	0.9

# CITY CAB REPORT

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**TIME ZONE:** Central

**GEOGRAPHIC AREA:** East So. Central

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**PERIOD:** November-December, 1945

**CITY SIZE GROUP:** 100,000-500,000

## BIRMINGHAM, ALA.

Local Time	Average Sets-In-Use	STATION INDEX (Average Share of the Listening Audience)				
		CBS WAPI	NBC WBRC	ABC WSGN	(MBS) WJLD	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>						
9:00-12:00 NOON	14.8	17.8%	25.2%	51.8%	3.0%	2.2%
<b>AFTERNOON (Mon.-Fri.)</b>						
12:00-3:00 P.M.	15.4	30.3	34.5	22.5	12.0	0.7
3:00-6:00 P.M.	13.9	24.0	33.6	40.8	1.6	0.0
12:00-6:00 P.M.	14.6	27.3	34.1	31.1	7.1	0.4
<b>EVENING (Mon.-Sun.)</b>						
6:00-8:00 P.M.	26.7	31.2	44.4	23.8	0.3	0.3
8:00-10:30 P.M.	26.5	33.0	47.9	18.4	0.7	0.0
6:00-10:30 P.M.	26.6	32.3	46.5	20.6	0.5	0.1

WJLD - Bessemer, Ala.

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**TIME ZONE:** Eastern

**PERIOD:** November-December, 1945

**GEOGRAPHIC AREA:** New England

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

## BOSTON, MASS.

Local Time	Average Sets-in-Use	STATION INDEX (Average Share of the Listening Audience)							
		CBS WEEI	NBC WBZ	ABC WCOP	MBS WNAC	WHDH	WMEX	WORL	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>									
9:00-12:00 NOON	14.2	19.3%	14.9%	26.1%	15.1%	6.8%	5.9%	8.0%	3.9%
<b>AFTERNOON (Mon.-Fri.)</b>									
12:00-3:00 P.M.	14.0	27.0	19.9	14.4	20.2	5.3	3.3	7.3	2.6
3:00-6:00 P.M.	16.1	16.6	30.2	11.9	15.4	5.9	7.3	†	7.6
12:00-6:00 P.M.	15.1	21.2	25.6	13.0	17.5	5.6	5.5	†	5.5
<b>EVENING (Mon.-Sun.)</b>									
6:00-8:00 P.M.	25.2	24.8	29.7	9.3	21.6	6.3	3.1	†	5.2
8:00-10:30 P.M.	27.0	27.2	32.8	11.0	15.7	7.7	2.8	†	2.8
6:00-10:30 P.M.	26.2	26.2	31.6	10.3	18.1	7.1	2.9	†	3.8

† WORL operates only until local sunset. Sign-off time for November was 4:30 P.M.; for December, 4:15 P.M.

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**GEOGRAPHIC AREA:** New England

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**CITY SIZE GROUP:** 100,000-500,000

## BRIDGEPORT, CONN.

Local Time	Average Sets-in-Use	STATION INDEX (Average Share of the Listening Audience)								
		(CBS) WABC	(NBC) WEAF	ABC WNAB	MBS WICC	(ABC) WJZ	(MBS) WOR	WHN	WNEW	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>										
9:00-12:00 NOON	15.9	16.2%	11.5%	17.6%	35.1%	4.1%	6.7%	1.4%	1.4%	6.0%
<b>AFTERNOON (Mon.-Fri.)</b>										
12:00-3:00 P.M.	14.7	20.0	20.0	14.7	22.7	2.7	6.7	1.3	2.0	9.9
3:00-6:00 P.M.	15.5	17.2	24.1	13.1	11.7	3.5	12.4	3.5	7.6	6.9
12:00-6:00 P.M.	15.1	18.6	22.0	13.9	17.3	3.1	9.5	2.4	4.7	8.5
<b>EVENING (Mon.-Sun.)</b>										
6:00-8:00 P.M.	22.4	19.4	25.7	8.0	12.9	7.4	14.3	2.3	6.9	3.1
8:00-10:30 P.M.	27.4	29.3	37.9	8.3	7.9	4.8	5.5	2.3	0.7	3.3
6:00-10:30 P.M.	25.3	25.7	33.4	8.2	9.7	5.8	8.7	2.3	2.9	3.3

WABC - New York, N.Y.

WEAF - New York, N.Y.

WJZ - New York, N.Y.

WOR - New York, N.Y.

WHN - New York, N.Y.

WNEW - New York, N.Y.

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GEOGRAPHIC AREA: Middle Atlantic

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

## BUFFALO, N. Y.

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	STATION INDEX					ALL OTHERS
		CBS WKBW	NBC WBEN	ABC WGR	MBS WEBR	WBNY	
<b>MORNING (Mon.-Fri.)</b>							
9:00-12:00 NOON	15.0	11.1%	37.4%	19.7%	5.5%	19.0%	7.3%
<b>AFTERNOON (Mon.-Fri.)</b>							
12:00-3:00 P.M.	16.5	24.7	32.8	7.8	16.6	12.5	5.6
3:00-6:00 P.M.	18.0	7.0	39.5	16.3	9.6	19.8	7.8
12:00-6:00 P.M.	17.2	15.5	36.3	12.2	13.0	16.3	6.7
<b>EVENING (Mon.-Sun.)</b>							
6:00-8:00 P.M.	26.5	18.8	39.7	9.9	9.8	15.1	6.7
8:00-10:30 P.M.	35.3	27.5	46.4	9.2	6.1	7.4	3.4
6:00-10:30 P.M.	31.6	24.4	44.1	9.4	7.4	10.1	4.6

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PERIOD: November-December, 1945

GEOGRAPHIC AREA: East No. Central

CITY SIZE GROUP: Over 1,000,000

## CHICAGO, ILL.

Page 1.

Local Time	Average Sets-in-Use	STATION INDEX (Average Share of the Listening Audience)				
		CBS WBBM	NBC WMAQ	ABC WLS-WENR	MBS WGN	ALL OTHERS*
<b>MORNING (Mon.-Fri.)</b>						
9:00-12:00 NOON	12.0	38.9%	16.3%	15.0%	9.6%	20.2%
<b>AFTERNOON (Mon.-Fri.)</b>						
12:00-3:00 P.M.	14.5	31.9	23.1	6.7	13.8	24.5
3:00-6:00 P.M.	15.9	18.8	33.0	15.1	12.2	20.9
12:00-5:00 P.M.	15.2	25.0	28.3	11.1	13.0	22.6
<b>EVENING (Mon.-Sun.)</b>						
6:00-8:00 P.M.	29.9	32.7	35.1	10.9	14.7	6.6
8:00-10:30 P.M.	31.2	29.2	39.6	11.1	12.6	7.5
6:00-10:30 P.M.	30.7	30.7	37.7	11.0	13.5	7.1

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

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GEOGRAPHIC AREA: East No. Central

CITY SIZE GROUP: Over 1,000,000

## CHICAGO, ILL.

Page 2

### STATION INDEX \*

(Average Share of the Listening Audience)

Local Time	WAAF	WAIT	WCFL	WIND	WJJD	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>						
9:00-12:00 NOON	1.8%	3.6%	4.8%	5.0%	0.6%	4.4%
<b>AFTERNOON (Mon.-Fri.)</b>						
12:00-3:00 P.M.	3.9	5.4	3.2	3.8	1.8	6.4
3:00-6:00 P.M.	†	††	4.0	6.0	1.8	4.9
12:00-6:00 P.M.	†	††	3.6	5.0	1.8	5.6
<b>EVENING (Mon.-Sun.)</b>						
6:00-8:00 P.M.	†	††	1.6	2.3	**	2.5
8:00-10:30 P.M.	†	††	1.7	1.6	**	4.2
6:00-10:30 P.M.	†	††	1.7	1.9	**	3.4

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

† WAAF operates only to local sunset. Sign-off time for November was 4:30 P.M.; for December, 4:15 P.M.

†† WAIT operates only to local sunset at Dallas, Tex. Sign-off time for November was 5:30 P.M.; for December 5:15 P.M.

\*\* WJJD operates only to 6:15 P.M.



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GEOGRAPHIC AREA: East North Central

CITY SIZE GROUP: 100,000-500,000

## CINCINNATI, OHIO

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	STATION INDEX					ALL OTHERS
		CBS WKRC	NBC WLW	ABC WSAI	MBS WCPO	WCKY	
<b>MORNING (Mon.-Fri.)</b>							
9:00-12:00 NOON	19.7	13.3%	27.3%	28.7%	16.8%	11.9%	2.0%
<b>AFTERNOON (Mon.-Fri.)</b>							
12:00-3:00 P.M.	18.6	20.7	37.2	13.8	16.6	9.0	2.7
3:00-6:00 P.M.	23.0	13.0	44.1	11.3	19.2	11.9	0.5
12:00-6:00 P.M.	20.7	16.5	41.0	12.4	18.0	10.6	1.5
<b>EVENING (Mon.-Sun.)</b>							
6:00-8:00 P.M.	30.0	22.3	40.9	12.2	10.8	12.3	1.5
8:00-10:30 P.M.	34.1	26.9	49.1	10.1	6.4	5.8	1.7
6:00-10:30 P.M.	32.4	25.1	46.0	10.9	8.0	8.3	1.7

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**GEOGRAPHIC AREA:** East No. Central

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

## CLEVELAND, OHIO

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS WGAR	NBC WTAM	ABC WJW	MBS WHK	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>						
9:00-12:00 NOON	9.2	19.1%	26.5%	28.8%	14.0%	11.6%
<b>AFTERNOON (Mon.-Fri.)</b>						
12:00-3:00 P.M.	12.2	23.3	27.4	25.3	15.1	8.9
3:00-6:00 P.M.	15.0	19.8	37.2	19.3	12.4	11.3
<b>12:00-6:00 P.M.</b>	<b>13.6</b>	<b>21.4</b>	<b>32.8</b>	<b>22.0</b>	<b>13.6</b>	<b>10.2</b>
<b>EVENING (Mon.-Sun.)</b>						
6:00-8:00 P.M.	27.1	25.3	41.6	13.6	9.9	9.6
8:00-10:30 P.M.	32.4	28.3	43.8	11.9	10.3	5.7
<b>6:00-10:30 P.M.</b>	<b>30.2</b>	<b>27.2</b>	<b>42.9</b>	<b>12.5</b>	<b>10.2</b>	<b>7.2</b>

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GEOGRAPHIC AREA: East No. Central

CITY SIZE GROUP: 100,000-500,000

## COLUMBUS, OHIO

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	STATION INDEX					ALL OTHERS
		CBS WBNS	(NBC) WLW	ABC WCOL	MBS WHKC		
<b>MORNING (Mon.-Fri.)</b>							
9:00-12:00 NOON	15.7	27.5%	16.8%	45.0%	8.7%	2.0%	
<b>AFTERNOON (Mon.-Fri.)</b>							
12:00-3:00 P.M.	15.9	46.1	13.6	13.6	22.1	4.6	
3:00-6:00 P.M.	15.3	25.5	23.4	26.2	15.2	9.7	
12:00-6:00 P.M.	15.6	36.1	18.4	19.7	18.7	7.1	
<b>EVENING (Mon.-Sun.)</b>							
6:00-8:00 P.M.	29.3	43.2	30.0	15.1	8.8	2.9	
8:00-10:30 P.M.	34.1	42.6	38.0	12.5	5.3	1.6	
6:00-10:30 P.M.	32.0	42.8	34.9	13.5	6.8	2.2	

WLW - Cincinnati, Ohio

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**GEOGRAPHIC AREA:** West So. Central

**CITY SIZE GROUP:** 100,000-500,000

## DALLAS, TEX.

Local Time	Average Sets-in-Use	STATION INDEX (Average Share of the Listening Audience)					ALL	
		CBS KRLD	NBC WFAA-WBAP	ABC KGKO	MBS WRR	KSKY	OTHERS	
<b>MORNING (Mon.-Fri.)</b>								
9:00-12:00 NOON	10.7	33.0%	19.8%	18.8%	14.2%	14.2%	0.0%	
<b>AFTERNOON (Mon.-Fri.)</b>								
12:00-3:00 P.M.	12.5	25.0	55.7	5.6	8.1	5.6	0.0	
3:00-6:00 P.M.	10.3	18.3	57.8	3.7	6.4	13.8	0.0	
12:00-6:00 P.M.	11.4	21.9	56.7	4.7	7.3	9.4	0.0	
<b>EVENING (Mon.-Sun.)</b>								
6:00-8:00 P.M.	16.2	35.3	45.5	10.1	8.8	†	0.3	
8:00-10:30 P.M.	19.0	36.4	46.2	7.8	9.6	†	0.0	
6:00-10:30 P.M.	17.8	36.0	45.9	8.7	9.3	†	0.1	

† KSKY operates only until sunset. Sign-off time for November was 5:30 P.M. for December 5:15 P.M. Data for the Evening indices, therefore, not shown.

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CITY SIZE GROUP: 100,000-500,000

## DAYTON, OHIO

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS WHIO	(NBC) WLW	ABC WING	(CBS) WKRC	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>						
9:00-12:00 NOON	21.9	25.4%	26.3%	43.3%	0.9%	4.1%
<b>AFTERNOON (Mon.-Fri.)</b>						
12:00-3:00 P.M.	20.5	17.2	41.2	32.1	1.4	8.1
3:00-6:00 P.M.	24.3	31.0	46.1	15.1	3.7	4.1
12:00-6:00 P.M.	22.4	24.7	43.8	22.9	2.6	6.0
<b>EVENING (Mon.-Sun.)</b>						
6:00-8:00 P.M.	36.9	33.6	47.8	10.6	1.0	7.0
8:00-10:30 P.M.	40.0	41.9	42.8	11.2	0.3	3.8
6:00-10:30 P.M.	38.7	38.5	44.9	11.0	0.6	5.0

WLW - Cincinnati, Ohio

WKRC - Cincinnati, Ohio

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GEOGRAPHIC AREA: East No. Central

CITY SIZE GROUP: Over 1,000,000

## DETROIT, MICHIGAN

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	STATION INDEX							
		CBS WJR	NBC WWJ	ABC WXYZ	MBS CKLW*	WJBK	WJLB	WEXL	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>									
9:00-12:00 NOON	13.2	21.1%	20.7%	45.4%	7.3%	0.8%	1.9%	2.4%	0.4%
<b>AFTERNOON (Mon.-Fri.)</b>									
12:00-3:00 P.M.	14.4	27.8	24.4	25.7	13.3	4.5	0.8	2.0	1.5
3:00-6:00 P.M.	13.3	21.6	32.1	24.7	9.4	2.8	2.5	5.2	1.7
12:00-6:00 P.M.	13.8	24.9	28.1	25.2	11.4	3.7	1.6	3.5	1.6
<b>EVENING (Mon.-Sun.)</b>									
6:00-8:00 P.M.	20.9	32.9	33.7	19.0	9.7	2.0	0.6	1.0	1.1
8:00-10:30 P.M.	27.5	36.3	39.6	14.7	6.5	0.7	0.3	1.0	0.9
6:00-10:30 P.M.	24.8	35.1	37.5	16.2	7.6	1.1	0.4	1.0	1.1

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

WEXL - Royal Oak, Michigan

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**GEOGRAPHIC AREA:** West North Central

**CITY SIZE GROUP:** 100,000-500,000

## DULUTH, MINN.

Local Time	Average Sets-In-Use	STATION INDEX (Average Share of the Listening Audience)			
		CBS KDAL	NBC WEBC	ABC-MBS WDSM†	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>					
9:00-12:00 NOON	12.6	31.2%	28.9%	39.3%	0.6%
<b>AFTERNOON (Mon.-Fri.)</b>					
12:00-3:00 P.M.	14.1	33.3	42.4	23.4	0.9
3:00-6:00 P.M.	14.1	38.3	43.4	18.3	0.0
12:00-6:00 P.M.	14.1	35.9	42.9	20.8	0.4
<b>EVENING (Mon.-Sun.)</b>					
6:00-8:00 P.M.	27.1	33.2	45.8	19.6	1.4
8:00-10:30 P.M.	22.8	36.0	48.6	13.6	1.8
6:00-10:30 P.M.	24.5	34.8	47.3	16.3	1.6

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

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**CITY SIZE GROUP:** 100,000-500,000

## ERIE, PA.

Local Time	Average Sets-in-Use	STATION INDEX					ALL OTHERS
		(Average Share of the Listening Audience)					
		(CBS) WJR	NBC WERC	ABC-MBS WLEU	(CBS) WABC		
<b>MORNING (Mon.-Fri.)</b>							
9:00-12:00 NOON	17.4	6.4%	15.7%	72.9%	0.0%	5.0%	
<b>AFTERNOON (Mon.-Fri.)</b>							
12:00-3:00 P.M.	17.3	19.0	22.6	43.1	2.2	13.1	
3:00-6:00 P.M.	16.9	11.5	24.5	46.8	0.0	17.2	
12:00-6:00 P.M.	17.1	15.2	23.6	44.9	1.1	15.2	
<b>EVENING (Mon.-Sun.)</b>							
6:00-8:00 P.M.	22.4	18.8	34.2	30.9	3.4	12.7	
8:00-10:30 P.M.	25.9	23.2	33.9	26.1	2.9	13.9	
6:00-10:30 P.M.	24.5	21.6	34.1	27.9	3.0	13.4	

WJR - Detroit, Mich.  
WABC - New York, N.Y.



# CITY CAB REPORT

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TIME ZONE: Eastern

PERIOD: November-December, 1945

GEOGRAPHIC AREA: East No. Central

CITY SIZE GROUP: 100,000-500,000

## GRAND RAPIDS, MICH.

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	STATION INDEX							ALL OTHERS
		CBS WJEF	NBC WOOD	ABC WLAV	(MBS) WGN	(CBS) WBBM	(CBS) WJR	(NBC) WMAQ	
<b>MORNING (Mon.-Fri.)</b>									
9:00-12:00 NOON	17.7	8.3%	13.5%	53.4%	2.2%	2.2%	0.8%	2.8%	15.8%
<b>AFTERNOON (Mon.-Fri.)</b>									
12:00-3:00 P.M.	17.2	8.5	36.4	7.0	10.9	4.7	17.8	7.8	6.9
3:00-6:00 P.M.	15.7	15.2	48.8	12.8	2.4	0.8	1.6	9.6	8.8
12:00-6:00 P.M.	16.4	11.8	42.5	9.8	6.7	2.8	9.8	8.7	7.9
<b>EVENING (Mon.-Sun.)</b>									
6:00-8:00 P.M.	28.5	17.8	37.9	19.4	4.8	2.3	3.3	3.3	11.2
8:00-10:30 P.M.	24.3	14.4	42.3	16.3	7.9	1.7	11.8	2.1	3.5
6:00-10:30 P.M.	26.1	15.9	40.3	17.7	6.5	2.0	7.9	2.7	7.0

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

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**TIME ZONE:** Eastern

**PERIOD:** November-December, 1945

**GEOGRAPHIC AREA:** New England

**CITY SIZE GROUP:** 100,000-500,000

## HARTFORD, CONN.

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS WDRC	NBC WTIC	ABC WHTD	MBS WTHT	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>						
9:00-12:00 NOON	12.6	21.3%	22.1%	32.2%	12.1%	12.1%
<b>AFTERNOON (Mon.-Fri.)</b>						
12:00- 3:00 P.M.	12.4	40.5	23.6	13.5	8.8	13.6
3:00- 6:00 P.M.	14.6	19.3	47.2	12.5	13.1	7.9
12:00- 6:00 P.M.	13.5	29.0	36.4	13.0	11.1	10.5
<b>EVENING (Mon.-Sun.)</b>						
6:00- 8:00 P.M.	23.7	31.2	35.2	11.9	11.7	10.0
8:00-10:30 P.M.	22.9	31.9	42.7	12.2	7.4	5.8
6:00-10:30 P.M.	23.2	31.6	39.6	12.1	9.2	7.5

5/17/46

# CITY CAB REPORT

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**TIME ZONE:** Central

**PERIOD:** November-December, 1945

**GEOGRAPHIC AREA:** West So. Central

**CITY SIZE GROUP:** 100,000-500,000

## HOUSTON, TEX.

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	STATION INDEX				ALL OTHERS
		CBS KTRH	NBC KPRC	ABC KXYZ	MBS KTHT	
<b>MORNING (Mon.-Fri.)</b>						
9:00-12:00 NOON	20.2	35.0%	17.0%	38.4%	7.9%	1.7%
<b>AFTERNOON (Mon.-Fri.)</b>						
12:00-3:00 P.M.	21.4	17.3	42.4	27.8	12.0	0.5
3:00-6:00 P.M.	21.0	12.9	51.1	19.9	13.4	2.7
12:00-6:00 P.M.	21.2	15.1	46.7	23.9	12.7	1.6
<b>EVENING (Mon.-Sun.)</b>						
6:00-8:00 P.M.	30.4	37.4	34.7	19.4	8.0	0.5
8:00-10:30 P.M.	29.7	26.4	49.5	14.1	8.8	1.2
6:00-10:30 P.M.	30.0	30.9	43.5	16.2	8.5	0.9

# CITY **CAB** REPORT

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TIME ZONE: Central

PERIOD: November-December, 1945

GEOGRAPHIC AREA: East No. Central

CITY SIZE GROUP: 100,000-500,000

## INDIANAPOLIS, IND.

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS WF3M	NBC WIRE	ABC WISH	MBS WIBC	(NBC) WLW	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>							
9:00-12:00 NOON	15.3	22.0%	25.0%	37.9%	10.6%	3.8%	0.7%
<b>AFTERNOON (Mon.-Fri.)</b>							
12:00-3:00 P.M.	15.0	14.9	26.1	34.3	17.9	5.2	1.6
3:00-6:00 P.M.	14.3	18.3	23.8	27.0	27.0	1.6	2.3
12:00-6:00 P.M.	14.6	16.5	25.0	30.8	22.3	3.5	1.9
<b>EVENING (Mon.-Sun.)</b>							
6:00-8:00 P.M.	29.1	37.9	30.8	18.0	8.4	2.7	2.2
8:00-10:30 P.M.	31.7	37.9	34.6	13.5	10.4	1.6	2.0
6:00-10:30 P.M.	30.6	37.9	33.0	15.4	9.6	2.0	2.1

WLW - Cincinnati, Ohio

11/25/46

# CITY CAB REPORT

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**TIME ZONE:** Eastern

**PERIOD:** November-December, 1945

**GEOGRAPHIC AREA:** South Atlantic

**CITY SIZE GROUP:** 100,000-500,000

## JACKSONVILLE, FLA.

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS	NBC	ABC	MBS	ALL OTHERS
		WMBR	WJAX	WPDQ	WJHP	
<b>MORNING (Mon.-Fri.)</b>						
9:00-12:00 NOON	13.1	20.5%	23.9%	44.5%	11.1%	0.0%
<b>AFTERNOON (Mon.-Fri.)</b>						
12:00-3:00 P.M.	13.8	31.1	31.1	19.7	17.3	0.8
3:00-6:00 P.M.	12.9	16.2	38.5	20.5	23.9	0.9
12:00-6:00 P.M.	13.3	23.9	34.7	20.1	20.5	0.8
<b>EVENING (Mon.-Sun.)</b>						
6:00-8:00 P.M.	24.9	24.3	39.5	18.0	14.9	3.3
8:00-10:30 P.M.	25.6	25.9	46.5	14.9	11.9	0.8
6:00-10:30 P.M.	25.3	25.3	43.7	16.1	13.1	1.8

# CITY **CAB** REPORT

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TIME ZONE: Eastern

PERIOD: November-December, 1945

GEOGRAPHIC AREA: Middle Atlantic

CITY SIZE GROUP: 50,000-100,000

## JOHNSTOWN, PA.

### STATION INDEX (Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	NBC	
		WJAC	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>			
9:00-12:00 NOON	13.2	98.2%	1.8%
<b>AFTERNOON (Mon.-Fri.)</b>			
12:00-3:00 P.M.	14.7	100.0	0.0
3:00-6:00 P.M.	16.4	97.8	2.2
12:00-6:00 P.M.	15.5	98.9	1.1
<b>EVENING (Mon.-Sun.)</b>			
6:00-8:00 P.M.	19.9	96.9	3.1
8:00-10:30 P.M.	31.0	97.5	2.5
6:00-10:30 P.M.	26.4	97.3	2.7

# CITY CAB REPORT

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TIME ZONE: Central

PERIOD: November-December, 1945

GEOGRAPHIC AREA: West So. Central

CITY SIZE GROUP: 50,000-100,000

## LITTLE ROCK, ARK.

Local Time	Average Sets-in-Use	STATION INDEX (Average Share of the Listening Audience)			
		CBS KLRA	NBC KARK	ABC KGHI	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>					
9:00-12:00 NOON	13.0	13.6%	39.8%	44.9%	1.7%
<b>AFTERNOON (Mon.-Fri.)</b>					
12:00-3:00 P.M.	16.4	15.7	66.0	17.6	0.7
3:00-6:00 P.M.	17.1	20.5	55.4	23.5	0.6
12:00-6:00 P.M.	16.8	18.2	60.5	20.7	0.6
<b>EVENING (Mon.-Sun.)</b>					
6:00-8:00 P.M.	28.0	32.0	48.9	19.1	0.0
8:00-10:30 P.M.	25.8	26.9	55.6	16.2	1.3
6:00-10:30 P.M.	26.7	29.1	52.6	17.5	0.8

# CITY **CAB** REPORT

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**TIME ZONE:** Pacific

**PERIOD:** November-December, 1945

**GEOGRAPHIC AREA:** Pacific

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

## LOS ANGELES, CALIF.

Local Time	Average Sets-in-Use	STATION INDEX							
		(Average Share of the Listening Audience)							
		CBS KNX	NBC KFI	ABC KECA	MBS KHJ	KFAC	KFWB	KMPC	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>									
9:00-12:00 NOON	10.7	27.7%	14.6%	24.3%	11.2%	1.7%	6.9%	3.0%	10.6%
<b>AFTERNOON (Mon.-Fri.)</b>									
12:00-3:00 P.M.	12.1	19.7	33.9	9.9	12.1	2.3	11.2	3.2	7.7
3:00-6:00 P.M.	13.2	18.0	28.3	11.6	18.6	1.9	5.9	4.2	11.5
12:00-6:00 P.M.	12.7	18.8	30.9	10.8	15.5	2.1	8.4	3.7	9.8
<b>EVENING (Mon.-Sun.)</b>									
6:00-8:00 P.M.	27.1	26.5	36.7	10.2	13.9	1.7	4.2	2.7	4.1
8:00-10:30 P.M.	22.1	32.1	26.3	11.9	15.6	3.7	2.3	2.6	5.5
6:00-10:30 P.M.	24.3	29.3	31.4	11.1	14.7	2.7	3.2	2.7	4.9



# CITY **CAB** REPORT

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**TIME ZONE:** Eastern

**PERIOD:** November-December, 1945

**GEOGRAPHIC AREA:** New England

**CITY SIZE GROUP:** 50,000-100,000

## MANCHESTER, N. H.

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-In-Use	CBS WFEA	(NBC) WBZ	ABC WMUR	(MBS) WNAC	(CBS) WEEI	(ABC) WLAW	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>								
9:00-12:00 NOON	13.1	7.1%	6.3%	74.1%	1.8%	1.8%	0.8%	8.1%
<b>AFTERNOON (Mon.-Fri.)</b>								
12:00-3:00 P.M.	12.8	9.9	9.0	67.6	0.0	2.7	0.9	9.9
3:00-6:00 P.M.	12.8	22.7	21.7	44.3	0.9	0.0	1.9	8.5
<b>12:00-6:00 P.M.</b>	<b>12.8</b>	<b>16.1</b>	<b>15.2</b>	<b>56.2</b>	<b>0.5</b>	<b>1.4</b>	<b>1.4</b>	<b>9.2</b>
<b>EVENING (Mon.-Fri.)</b>								
6:00-8:00 P.M.	22.8	30.6	20.3	34.9	0.3	1.2	1.5	11.2
8:00-10:30 P.M.	22.7	23.0	35.8	31.1	1.5	1.1	0.2	7.3
<b>6:00-10:30 P.M.</b>	<b>22.7</b>	<b>26.2</b>	<b>29.3</b>	<b>32.7</b>	<b>1.0</b>	<b>1.1</b>	<b>0.8</b>	<b>8.9</b>

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

5/10/46

CITY

CAB

REPORT

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TIME ZONE: Central

PERIOD: November-December, 1945

GEOGRAPHIC AREA: East So. Central

CITY SIZE GROUP: 100,000-500,000

## MEMPHIS, TENN.

Local Time	Average Sets-in-Use	STATION INDEX					ALL OTHERS
		(Average Share of the Listening Audience)					
		CBS WREC	NBC WMC	ABC WMPS	MBS WHBQ		
<b>MORNING (Mon.-Fri.)</b>							
9:00-12:00 NOON	17.6	35.8%	32.1%	20.8%	10.7%	0.6%	
<b>AFTERNOON (Mon.-Fri.)</b>							
12:00-3:00 P.M.	19.7	23.2	45.3	8.8	22.7	0.0	
3:00-6:00 P.M.	21.1	25.1	48.2	9.8	16.9	0.0	
12:00-6:00 P.M.	20.4	24.2	46.8	9.3	19.7	0.0	
<b>EVENING (Mon.-Sun.)</b>							
6:00-8:00 P.M.	30.4	35.7	37.6	14.7	12.0	0.0	
8:00-10:30 P.M.	30.0	36.8	45.0	10.3	7.7	0.2	
6:00-10:30 P.M.	30.2	36.3	41.9	12.2	9.5	0.1	

# CITY CAB REPORT

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TIME ZONE: Central

PERIOD: November-December, 1945

GEOGRAPHIC AREA: West No. Central

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

## MINNEAPOLIS & ST. PAUL, MINN.

Local Time	Average Sets-in-Use	STATION INDEX (Average Share of the Listening Audience)						
		CBS WCCO	NBC KSTP	ABC WTON	MBS WLOL	WMIN	WDGY	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>								
9:00-12:00 NOON	18.4	39.6%	14.5%	24.5%	8.8%	5.7%	4.4%	2.5%
<b>AFTERNOON (Mon.-Fri.)</b>								
12:00-3:00 P.M.	13.7	33.7	29.4	11.7	10.4	2.5	11.7	0.6
3:00-6:00 P.M.	17.8	16.7	32.1	15.4	7.7	9.0	17.9	1.2
12:00-6:00 P.M.	18.3	25.4	30.7	13.5	9.1	5.6	14.7	1.0
<b>EVENING (Mon.-Sun.)</b>								
6:00-8:00 P.M.	30.5	36.4	41.6	11.4	7.6	2.1	†	0.9
8:00-10:30 P.M.	32.2	35.4	45.4	12.3	3.7	2.3	†	0.9
6:00-10:30 P.M.	31.5	35.8	43.9	11.9	5.3	2.2	†	0.9

† WDGY operates only until one hour after local sunset. Sign-off time for both November and December, 1945 was 6:00 P.M.

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PERIOD: November-December, 1945

GEOGRAPHIC AREA: West So. Central

CITY SIZE GROUP: 100,000-500,000

## NEW ORLEANS, LA.

Local Time	Average Sets-in-Use	STATION INDEX (Average Share of the Listening Audience)					
		CBS	NBC	ABC	MBS	WJOW	ALL OTHERS
		WHL	WSMB	WDSU	WNOE		
<b>MORNING (Mon.-Fri.)</b>							
9:00-12:00 NOON	18.5	25.5%	17.3%	27.6%	7.6%	17.2%	4.8%
<b>AFTERNOON (Mon.-Fri.)</b>							
12:00-3:00 P.M.	18.1	25.0	28.6	18.6	9.3	12.9	5.6
3:00-6:00 P.M.	17.7	16.4	36.4	17.9	8.6	15.0	5.7
12:00-6:00 P.M.	17.9	20.7	32.6	18.2	8.9	13.9	5.7
<b>EVENING (Mon.-Sun.)</b>							
6:00-8:00 P.M.	39.6	29.6	37.0	18.6	10.5	3.5	0.8
8:00-10:30 P.M.	36.7	29.3	39.3	19.9	9.4	2.0	0.1
6:00-10:30 P.M.	37.8	29.4	38.3	19.3	9.9	2.7	0.4

# CITY **CAB** REPORT

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TIME ZONE: Eastern

PERIOD: November-December, 1945

GEOGRAPHIC AREA: Middle Atlantic

CITY SIZE GROUP: Over 1,000,000

## NEW YORK, N. Y.

Page 1.

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS WABC	NBC WEAF	ABC WJZ	MBS WOR	OTHER STATIONS*
<b>MORNING (Mon.-Fri.)</b>						
9:00-12:00 NOON	11.8	17.9%	13.0%	17.8%	16.3%	35.0%
<b>AFTERNOON (Mon.-Fri.)</b>						
12:00-3:00 P.M.	11.9	24.2	12.2	10.1	15.3	38.2
3:00-6:00 P.M.	12.8	10.2	22.7	14.0	14.8	38.3
12:00-6:00 P.M.	12.3	17.0	17.6	12.1	15.1	38.2
<b>EVENING (Mon.-Sun.)</b>						
6:00-8:00 P.M.	24.1	19.0	24.0	14.2	15.3	27.5
8:00-10:30 P.M.	31.8	27.5	30.9	14.0	13.6	14.0
6:00-10:30 P.M.	28.5	24.4	28.5	14.1	14.2	18.8

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

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**TIME ZONE:** Eastern

**PERIOD:** November-December, 1945

**GEOGRAPHIC AREA:** Middle Atlantic

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

## NEW YORK, N. Y.

Page 2.

Local Time	STATION INDEX *									
	(Average Share of the Listening Audience)									
	WAAT†	WEVD	WHN	WINS	WMCA	WNEW	WNYC	MOV	WQXR	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>										
9:00-12:00 NOON	0.3%	6	2.9%	0.9%	2.1%	10.8%	1.1%	0.9%	2.2%	11.1%
<b>AFTERNOON (Mon.-Fri.)</b>										
12:00-3:00 P.M.	1.8	3.8	2.3	1.0	3.3	6.6	1.0	1.1	4.6	12.7
3:00-6:00 P.M.	1.6	1.5	3.0	1.7	2.8	10.0	1.3	1.4	4.4	10.6
12:00-6:00 P.M.	1.7	2.6	2.7	1.4	3.0	8.4	1.2	1.3	4.5	11.4
<b>EVENING (Mon.-Sun.)</b>										
6:00-8:00 P.M.	0.9	6	1.9	0.7	2.2	8.7	1.4	1.5	3.1	6.6
8:00-10:30 P.M.	0.3	6	1.0	0.4	1.0	1.6	††	1.9	2.4	4.4
6:00-10:30 P.M.	0.5	6	1.3	0.5	1.5	4.2	††	1.7	2.6	5.2

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

† WAAT - Newark, New Jersey

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

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

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**GEOGRAPHIC AREA:** West So. Central

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

**PERIOD:** November-December, 1945

**CITY SIZE GROUP:** 100,000-500,000

## OKLAHOMA CITY, OKLA.

Local Time	Average Sets-in-Use	STATION INDEX (Average Share of the Listening Audience)				
		CBS KOMA	NBC WKY	ABC KTOK	MBS KOCY	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>						
9:00-12:00 NOON	14.8	8.1%	31.3%	37.5%	15.6%	7.5%
<b>AFTERNOON (Mon.-Fri.)</b>						
12:00-3:00 P.M.	15.4	8.4	36.9	20.8	20.8	13.1
3:00-6:00 P.M.	16.9	9.5	47.3	21.6	13.7	7.9
12:00-6:00 P.M.	16.1	8.9	42.5	21.2	17.1	10.3
<b>EVENING (Mon.-Sun.)</b>						
6:00-8:00 P.M.	29.3	21.3	44.3	20.9	8.0	5.5
8:00-10:30 P.M.	30.0	21.1	52.3	13.9	8.7	4.0
6:00-10:30 P.M.	29.7	21.2	48.9	16.8	8.4	4.7

# CITY CAB REPORT

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TIME ZONE: Central

PERIOD: November-December, 1945

GEOGRAPHIC AREA: West No. Central

CITY SIZE GROUP: 100,000-500,000

## OMAHA, NEB.

Local Time	Average Sets-in-Use	STATION INDEX						
		(Average Share of the Listening Audience)						
		(CBS) KFAB	NBC WOW	ABC KOIL *	MBS KBON	(ABC-MBS) KOWH †	KMA	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>								
9:00-12:00 NOON	11.6	15.6%	31.3%	35.2%	9.3%	8.6%	0.0%	0.0%
<b>AFTERNOON (Mon.-Fri.)</b>								
12:00-3:00 P.M.	15.7	4.0	53.1	27.1	6.2	8.5	0.6	0.5
3:00-6:00 P.M.	17.0	12.5	46.0	21.0	13.0	5.5	1.0	1.0
12:00-6:00 P.M.	16.3	8.5	49.3	23.9	9.8	6.9	0.8	0.8
<b>EVENING (Mon.-Sun.)</b>								
6:00-8:00 P.M.	31.9	18.2	58.1	13.2	9.4	†	0.2	0.9
8:00-10:30 P.M.	28.4	17.4	57.3	15.6	8.5	†	0.1	1.1
6:00-10:30 P.M.	29.8	17.7	57.6	14.5	8.9	†	0.2	1.1

KFAB - Lincoln, Neb.

KMA - Shenandoah, Iowa

\* KOIL changed network affiliation from CBS to ABC, effective November 1, 1945.

† KOWH no longer affiliated with ABC, effective November 1, 1945.

‡ KOWH signs off at local sunset. Sign-off time for both November and December, 1945 was 6:00 P.M.



# CITY **CAB** REPORT

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**TIME ZONE:** Eastern

**PERIOD:** November-December, 1945

**GEOGRAPHIC AREA:** Middle Atlantic

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

## PHILADELPHIA, PA

Local Time	Average Sets-in-Use	STATION INDEX								
		(Average Share of the Listening Audience)								
		CBS WCAU	NBC KYW	ABC WFIL	MBS WIP	WDAS	WIBG	WPEN	(MBS) WOR	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>										
9:00-12:00 NOON	12.0	22.8%	18.4%	22.6%	13.4%	2.3%	4.0%	6.2%	2.8%	7.5%
<b>AFTERNOON (Mon.-Fri.)</b>										
12:00-3:00 P.M.	13.6	40.0	20.3	10.0	9.3	1.4	4.0	5.4	1.4	8.2
3:00-6:00 P.M.	14.6	15.6	34.9	10.1	10.1	1.8	5.7	13.3	0.9	7.6
12:00-6:00 P.M.	14.1	27.3	27.9	10.1	9.7	1.6	4.9	9.5	1.1	7.9
<b>EVENING (Mon.-Sun.)</b>										
6:00-8:00 P.M.	23.4	29.4	25.5	13.1	11.4	1.4	6.3	6.0	0.9	6.0
8:00-10:30 P.M.	30.2	33.5	35.1	10.8	8.6	1.8	2.5	3.5	0.6	3.6
6:00-10:30 P.M.	27.3	32.0	31.6	11.7	9.6	1.6	3.9	4.4	0.7	4.5

WOR - New York, N. Y.

# CITY CAB REPORT

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TIME ZONE: Eastern

PERIOD: November-December, 1945

GEOGRAPHIC AREA: Middle Atlantic

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

## PITTSBURGH, PA.

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	STATION INDEX					
		CBS WJAS	NBC KDKA	ABC WCAE	MBS KQV	WWSW	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>							
9:00-12:00 NOON	15.3	14.0%	21.9%	43.1%	11.8%	7.0%	2.2%
<b>AFTERNOON (Mon.-Fri.)</b>							
12:00-3:00 P.M.	15.5	31.0	21.7	16.8	18.7	8.3	3.5
3:00-6:00 P.M.	15.3	13.0	39.5	20.5	15.6	10.0	1.4
12:00-6:00 P.M.	17.2	21.3	31.4	18.8	17.0	9.2	2.3
<b>EVENING (Mon.-Sun.)</b>							
6:00-8:00 P.M.	27.0	23.1	41.7	15.9	10.8	5.5	3.0
8:00-10:30 P.M.	30.3	27.7	41.5	16.4	10.4	2.7	1.3
6:00-10:30 P.M.	28.9	25.9	41.6	16.2	10.5	3.9	1.9

# CITY CAB REPORT

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TIME ZONE: Pacific

PERIOD: November-December, 1945.

GEOGRAPHIC AREA: Pacific

CITY SIZE GROUP: 100,000-500,000

## PORTLAND, ORE.

Local Time	Average Sets-In-Use	STATION INDEX (Average Share of the Listening Audience)						
		CBS KOIN	NBC KGW	ABC KEX	MBS KALE	KXL	KWJJ	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>								
9:00-12:00 NOON	16.8	30.8%	23.8%	16.9%	8.7%	11.6%	1.2%	7.0%
<b>AFTERNOON (Mon.-Fri.)</b>								
12:00- 3:00 P.M.	16.6	20.7	32.8	20.1	8.0	8.0	4.0	6.4
3:00- 6:00 P.M.	18.4	27.2	24.1	19.1	13.1	7.0	3.0	6.5
12:00- 6:00 P.M.	17.5	24.1	28.2	19.6	10.7	7.5	3.5	6.4
<b>EVENING (Mon.-Sun.)</b>								
6:00- 8:00 P.M.	32.4	28.3	40.2	12.7	12.5	†	2.4	3.9
8:00-10:30 P.M.	31.2	39.7	33.0	11.1	11.3	†	2.2	2.7
6:00-10:30 P.M.	31.7	34.4	36.3	11.8	11.8	†	2.3	3.4

†KXL operates only until local sunset. Sign-off time for November was 5:45 P.M.; for December, 5:30 P.M.

# CITY CAB REPORT

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**TIME ZONE:** Eastern

**PERIOD:** November-December, 1945

**GEOGRAPHIC AREA:** South Atlantic

**CITY SIZE GROUP:** 100,000-500,000

## RICHMOND, VA.

Local Time	Average Sets-in-Use	STATION INDEX (Average Share of the Listening Audience)				
		CBS WRVA	NBC WMBG	ABC WRNL	MBS WLEE	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>						
9:00-12:00 NOON	12.3	27.7%	9.2%	38.5%	20.7%	3.9
<b>AFTERNOON (Mon.-Fri.)</b>						
12:00-3:00 P.M.	10.4	36.5	14.8	26.1	18.3	4.3
3:00-6:00 P.M.	14.9	24.4	30.5	27.4	9.2	8.5
12:00-6:00 P.M.	12.6	29.4	24.0	26.9	12.9	6.8
<b>EVENING (Mon.-Sun.)</b>						
6:00-8:00 P.M.	22.9	35.3	29.8	16.8	10.1	8.0
8:00-10:30 P.M.	25.8	38.8	33.8	15.7	7.1	4.6
6:00-10:30 P.M.	24.5	37.5	32.2	16.1	8.3	5.9

CITY



REPORT

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TIME ZONE: Eastern

PERIOD: November-December, 1945

GEOGRAPHIC AREA: Middle Atlantic

CITY SIZE GROUP: 100,000-500,000

ROCHESTER, N.Y.

STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS WHEC	NBC WHAM	(ABC) WGR	MBS WSAY	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>						
9:00-12:00 NOON	14.1	51.1%	30.4%	4.3%	8.7%	5.5%
<b>AFTERNOON (Mon.-Fri.)</b>						
12:00-3:00 P.M.	15.3	51.0	30.8	0.9	15.4	1.9
3:00-6:00 P.M.	14.8	39.2	39.2	2.0	17.6	2.0
12:00-6:00 P.M.	15.0	45.1	35.0	1.5	16.5	1.9
<b>EVENING (Mon.-Sun.)</b>						
6:00-8:00 P.M.	23.0	40.7	41.5	1.5	13.8	2.5
8:00-10:30 P.M.	27.2	40.3	44.1	2.9	11.0	1.7
6:00-10:30 P.M.	25.4	40.5	43.1	2.4	12.1	1.9

WGR - Buffalo, N.Y.

# CITY **CAB** REPORT

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**TIME ZONE:** Central

**PERIOD:** November-December, 1945

**GEOGRAPHIC AREA:** East No. Central

**CITY SIZE GROUP:** 50,000-100,000

## ROCKFORD, ILLINOIS

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	STATION INDEX						
		(CBS) W3BM	(NBC) WMAQ	ABC WROK	(MBS) WGN	(ABC) WLS-WENR	WAIT	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>								
9:00-12:00 NOON	19.4	18.9%	16.0%	34.3%	7.7%	10.1%	5.9%	7.1%
<b>AFTERNOON (Mon.-Fri.)</b>								
12:00-3:00 P.M.	18.2	16.9	22.1	23.3	19.1	5.8	4.7	8.1
3:00-6:00 P.M.	22.4	20.3	28.7	16.3	13.9	9.9	2.5	8.4
12:00-6:00 P.M.	20.3	18.7	25.7	19.5	16.3	8.0	3.5	8.3
<b>EVENING (Mon.-Sun.)</b>								
6:00-8:00 P.M.	35.1	23.9	39.0	5.8	13.6	11.4	†	1.3
8:00-10:30 P.M.	34.1	27.5	38.0	6.5	17.5	9.4	†	1.1
6:00-10:30 P.M.	34.6	28.1	38.4	6.2	15.9	10.3	†	1.1

WGN - Chicago, Illinois

WMAQ - Chicago, Illinois

WGN - Chicago, Illinois

WLS-WENR - Chicago, Illinois

WAIT - Chicago, Illinois

WAIT operates only until sunset.

# CITY CAB REPORT

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TIME ZONE: Pacific

PERIOD: November-December, 1945

GEOGRAPHIC AREA: Pacific

CITY SIZE GROUP: 100,000-500,000

## SACRAMENTO, CALIF.

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS KROY	NBC KCRA	ABC KFBK	MBS KXOA	(NBC) KPO	(MBS) KFRC	KSFO	ALL OTHEPS
<b>MORNING (Mon.-Fri.)</b>									
9:00-12:00 NOON	15.8	34.0%	2.8%	28.5%	5.6%	16.7%	3.5%	3.5%	5.4%
<b>AFTERNOON (Mon.-Fri.)</b>									
12:00-3:00 P.M.	13.5	10.4	4.0	20.0	4.8	44.0	2.4	0.8	13.6
3:00-6:00 P.M.	13.6	22.3	4.5	14.3	3.6	42.9	4.5	0.9	7.0
12:00-6:00 P.M.	13.6	16.0	4.2	17.3	4.2	43.5	3.4	0.8	10.6
<b>EVENING (Mon.-Sun.)</b>									
6:00-8:00 P.M.	25.6	24.4	3.7	22.0	8.9	29.3	5.6	3.0	3.1
8:00-10:30 P.M.	25.1	37.8	9.7	14.8	0.8	20.5	7.6	3.2	5.6
6:00-10:30 P.M.	25.3	31.4	6.9	18.2	4.7	24.6	6.7	3.1	4.4

KPO - San Francisco, Calif.

KFRC - San Francisco, Calif.

KSFO - San Francisco, Calif.

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**TIME ZONE:** Central

**PERIOD:** November-December, 1945

**GEOGRAPHIC AREA:** West North Central

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

## ST. LOUIS, MISSOURI

Local Time	Average Sets-in-Use	STATION INDEX (Average Share of the Listening Audience)					
		CBS KMOX	NBC KSD	ABC KXOK	MBS KWK	WIL	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>							
9:00-12:00 NOON	14.9	38.0%	11.9%	23.3%	17.6%	5.9%	3.3%
<b>AFTERNOON (Mon.-Fri.)</b>							
12:00-3:00 P.M.	13.0	40.2	17.6	11.5	20.3	5.3	5.1
3:00-6:00 P.M.	13.3	24.7	23.2	12.6	29.5	5.8	4.2
12:00-6:00-P.M.	13.2	32.2	20.5	12.1	25.1	5.6	4.5
<b>EVENING (Mon.-Sun.)</b>							
6:00-8:00 P.M.	28.9	34.1	36.2	11.0	13.8	3.3	1.6
8:00-10:30 P.M.	26.9	32.9	42.8	10.2	9.6	2.8	1.7
6:00-10:30 P.M.	27.7	33.4	39.9	10.6	11.5	3.0	1.6



# CITY **CAB** REPORT

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**TIME ZONE:** Central

**PERIOD:** November-December, 1945

**GEOGRAPHIC AREA:** West So. Central

**CITY SIZE GROUP:** 100,000-500,000

## SAN ANTONIO, TEX.

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS KTSA	NBC WOAI	ABC KABC	MBS KMAC	KONO	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>							
9:00-12:00 NOON	15.4	15.4%	33.6%	16.4%	6.4%	28.2%	0.0%
<b>AFTERNOON (Mon.-Fri.)</b>							
12:00-3:00 P.M.	16.3	8.5	46.9	9.2	10.0	23.9	1.5
3:00-6:00 P.M.	15.1	9.2	49.1	9.2	8.3	24.2	0.0
12:00-6:00 P.M.	15.7	8.8	48.0	9.2	9.2	24.0	0.8
<b>EVENING (Mon.-Sun.)</b>							
6:00-8:00 P.M.	19.6	22.0	40.0	17.1	8.6	11.4	0.9
8:00-10:30 P.M.	19.5	22.3	49.9	6.7	4.2	16.7	0.2
6:00-10:30 P.M.	19.6	22.2	45.9	10.9	6.0	14.6	0.4

# CITY CAB REPORT

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TIME ZONE: Pacific

GEOGRAPHIC AREA: Pacific

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

PERIOD: November-December, 1945

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

## SAN FRANCISCO, CALIF.

### STATION INDEX (Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS KQW	NBC KPO	ABC KGO	MBS KFRC	KJBS	KSFO	KYA	KLX	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>										
9:00-12:00 NOON	10.9	24.0%	11.0%	25.5%	19.5%	8.5%	3.0%	2.5%	2.5%	3.5%
<b>AFTERNOON (Mon.-Fri.)</b>										
12:00-3:00 P.M.	10.2	17.4	37.4	11.3	11.8	9.8	3.6	4.6	1.0	3.1
3:00-6:00 P.M.	12.4	21.8	24.4	15.8	17.5	3.4	5.6	5.1	2.6	3.8
12:00-6:00 P.M.	11.3	19.8	30.3	13.7	14.9	6.3	4.7	4.9	1.9	3.5
<b>EVENING (Mon.-Sun.)</b>										
6:00-8:00 P.M.	24.3	28.6	42.3	7.6	11.2	†	4.1	3.5	0.7	1.8
8:00-10:30 P.M.	19.7	25.1	30.4	9.3	20.2	†	10.6	2.0	0.8	1.1
6:00-10:30 P.M.	21.8	26.9	26.4	8.4	15.6	†	7.3	2.8	0.8	1.4

*KLX - Oakland, Calif.*

† *KJBS operating schedule is from 10:01 P.M. until local sunset of the following day. Sunset sign-off time for November was 6:00 P.M.; for December, 5:45 P.M. Data for the Evening indices, therefore, not shown.*

# CITY CAB REPORT

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TIME ZONE: Eastern

PERIOD: November-December, 1945

GEOGRAPHIC AREA: Middle Atlantic

CITY SIZE GROUP: 50,000-100,000

## SCHENECTADY, N. Y.

Local Time	Average Sets-in-Use	STATION INDEX (Average Share of the Listening Audience)					
		(CBS) WOKO	NBC WGY	(ABC) WTRY	(MBS) WABY	WSNY	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>							
9:00-12:00 NOON	16.4	0.7%	40.1%	48.1%	1.5%	6.6%	3.0%
<b>AFTERNOON (Mon.-Fri.)</b>							
12:00-3:00 P.M.	16.4	8.6	49.7	26.6	2.2	7.9	5.0
3:00-6:00 P.M.	19.0	5.9	61.9	18.4	1.3	8.6	3.9
12:00-6:00 P.M.	17.6	7.2	56.0	22.4	1.7	8.3	4.4
<b>EVENING (Mon.-Sun.)</b>							
6:00-8:00 P.M.	33.5	6.4	57.2	18.7	1.1	11.9	4.7
8:00-10:30 P.M.	35.5	10.5	61.9	17.4	1.3	4.8	4.1
6:00-10:30 P.M.	34.6	8.7	59.9	18.0	1.2	7.8	4.4

WOKO - Albany, N. Y.

WTRY - Troy, N. Y.

WABY - Albany, N. Y.

# CITY **CAB** REPORT

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**TIME ZONE:** Eastern

**PERIOD:** November-December, 1945

**GEOGRAPHIC AREA:** Middle Atlantic

**CITY SIZE GROUP:** 100,000-500,000

## SCRANTON, PA.

Local Time	Average Sets-in-Use	STATION INDEX (Average Share of the Listening Audience)					
		CBS WGBI	(NBC) WEAF	ABC WARM	(MBS) WOR	(ABC) WJZ	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>							
9:00-12:00 NOON	17.0	41.2%	1.8%	50.9%	0.0%	0.6%	5.5%
<b>AFTERNOON (Mon.-Fri.)</b>							
12:00-3:00 P.M.	18.1	74.5	0.6	19.0	1.2	1.2	3.5
3:00-6:00 P.M.	15.3	50.0	0.7	42.6	0.0	0.7	6.0
12:00-6:00 P.M.	16.7	63.2	0.6	30.1	0.6	0.9	4.6
<b>EVENING (Mon.-Sun.)</b>							
6:00-8:00 P.M.	26.1	75.1	5.4	15.6	0.9	1.3	1.7
8:00-10:30 P.M.	31.1	73.3	7.6	13.9	1.6	1.2	2.4
6:00-10:30 P.M.	29.0	74.0	6.7	14.6	1.3	1.2	2.2

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

CITY

CAB

REPORT

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TIME ZONE: Pacific

PERIOD: November-December, 1945

GEOGRAPHIC AREA: Pacific

CITY SIZE GROUP: 100,000-500,000

## SEATTLE, WASH.

Local Time	Average Sets-in-Use	STATION INDEX						
		(Average Share of the Listening Audience)						
		CBS KIRO	NBC KOMO	ABC KJR	MBS KOL	KRSC	KVI	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>								
9:00-12:00 NOON	16.6	25.0%	14.3%	32.1%	14.9%	5.4%	1.8%	6.5%
<b>AFTERNOON (Mon.-Fri.)</b>								
12:00-3:00 P.M.	14.6	24.2	36.2	10.7	9.4	5.4	4.0	10.1
3:00-6:00 P.M.	14.2	14.1	24.6	18.3	16.2	7.7	4.9	14.2
12:00-6:00 P.M.	14.4	19.2	30.6	14.4	12.7	6.5	3.8	12.8
<b>EVENING (Mon.-Sun.)</b>								
6:00-8:00 P.M.	32.4	25.8	40.9	14.2	9.4	2.5	1.8	5.4
8:00-10:30 P.M.	26.6	27.3	33.8	13.7	14.7	2.5	0.3	7.7
6:00-10:30 P.M.	29.1	26.6	37.2	13.9	12.1	2.5	1.0	6.7

KVI - Tacoma, Wash.

# CITY CAB REPORT

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TIME ZONE: Central

PERIOD: November-December, 1945

GEOGRAPHIC AREA: West So. Central

CITY SIZE GROUP: 50,000-100,000

## SHREVEPORT, LA.

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-In-Use	CBS KWKH	NBC KTBS	ABC KRMD	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>					
9:00-12:00 NOON	17.3	23.8%	34.5%	36.9%	4.8%
<b>AFTERNOON (Mon.-Fri.)</b>					
12:00-3:00 P.M.	14.4	27.9	31.3	31.3	9.5
3:00-6:00 P.M.	15.9	27.0	40.6	25.0	7.4
12:00-6:00 P.M.	15.1	27.5	35.9	28.1	8.5
<b>EVENING (Mon.-Sun.)</b>					
6:00-8:00 P.M.	29.6	41.7	29.4	23.2	5.7
8:00-10:30 P.M.	26.6	33.7	37.6	25.1	3.6
6:00-10:30 P.M.	27.8	37.1	34.1	24.3	4.5

# CITY CAB REPORT

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TIME ZONE: Central

PERIOD: November-December, 1945

GEOGRAPHIC AREA: East North Central

CITY SIZE GROUP: 100,000-500,000

## SOUTH BEND, IND.

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS WSBT	(NBC) WMAQ	ABC WHOT	(MBS) WGN	(CBS) WBBM	(ABC) WLSWENR	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>								
9:00-12:00 NOON	16.7	51.4%	3.6%	12.9%	7.9%	7.1%	10.7%	6.4%
<b>AFTERNOON (Mon.-Fri.)</b>								
12:00-3:00 P.M.	12.6	37.6	13.8	16.5	9.2	9.2	3.6	10.1
3:00-6:00 P.M.	17.2	43.2	12.3	14.8	7.4	6.2	6.8	9.3
12:00-6:00 P.M.	15.0	40.9	12.9	15.5	8.1	7.4	5.6	9.6
<b>EVENING (Mon.-Sun.)</b>								
6:00-8:00 P.M.	23.0	43.7	19.9	6.6	10.9	4.3	8.6	6.0
8:00-10:30 P.M.	20.6	45.1	21.3	10.0	10.5	1.6	5.4	6.1
6:00-10:30 P.M.	21.6	44.5	20.8	8.5	10.6	2.8	6.8	6.0

WMAQ - Chicago, Ill.

WGN - Chicago, Ill.

WBBM - Chicago, Ill.

WLS-WENR-Chicago, Ill.

# CITY CAB REPORT

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TIME ZONE: Pacific

PERIOD: November-December, 1945

GEOGRAPHIC AREA: Pacific

CITY SIZE GROUP: 100,000-500,000

## SPOKANE, WASH.

Local Time	Average Sets-in-Use	STATION INDEX					ALL OTHERS
		(Average Share of the Listening Audience)					
		CBS KFPY	NBC KHQ	ABC KGA	MBS KF10		
<b>MORNING (Mon.-Fri.)</b>							
9:00-12:00 NOON	15.7	33.3%	21.8%	32.7%	10.2%	2.0%	
<b>AFTERNOON (Mon.-Fri.)</b>							
12:00- 3:00 P.M.	12.3	14.5	47.0	17.1	19.7	1.7	
3:00- 6:00 P.M.	14.8	19.3	35.7	28.6	16.4	0.0	
12:00- 6:00 P.M.	13.5	17.1	40.9	23.3	17.9	0.8	
<b>EVENING (Mon.-Sun.)</b>							
6:00- 8:00 P.M.	32.3	32.2	44.6	11.7	10.4	1.1	
8:00-10:30 P.M.	24.7	38.9	31.6	18.1	10.2	1.2	
6:00-10:30 P.M.	27.9	35.6	38.0	14.9	10.3	1.2	



# CITY **CAR** REPORT

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**TIME ZONE:** Central

**PERIOD:** November-December, 1945

**GEOGRAPHIC AREA:** West No. Central

**CITY SIZE GROUP:** 50,000-100,000

## SPRINGFIELD, MO.

Local Time	Average Sets-in-Use	STATION INDEX			
		(Average Share of the Listening Audience)			
		CBS-MBS KTTS	NBC KGBX	ABC KWTO	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>					
9:00-12:00 NOON	16.4	32.5%	48.4%	17.5%	1.6%
<b>AFTERNOON (Mon.-Fri.)</b>					
12:00-3:00 P.M.	17.3	20.1	59.7	17.2	3.0
3:00-6:00 P.M.	17.1	22.6	63.9	12.8	0.7
12:00-6:00 P.M.	17.2	21.3	61.8	15.0	1.9
<b>EVENING (Mon.-Sun.)</b>					
6:00-8:00 P.M.	24.5	25.2	67.1	7.7	0.0
8:00-10:30 P.M.	22.2	28.2	60.4	10.7	0.7
6:00-10:30 P.M.	23.2	26.9	63.4	9.4	0.3

SYRACUSE

11/29/46

# CITY CAB REPORT

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TIME ZONE: Eastern

PERIOD: November-December, 1945

GEOGRAPHIC AREA: Middle Atlantic

CITY SIZE GROUP: 100,000-500,000

## SYRACUSE, N. Y.

Local Time	Average Sets-in-Use	STATION INDEX (Average Share of the Listening Audience)				
		CBS WFBL	NBC WSYR	ABC WAGE	MBS WOLF	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>						
9:00-12:00 NOON	14.9	26.5%	10.3%	53.7%	8.1%	1.4%
<b>AFTERNOON (Mon.-Fri.)</b>						
12:00-3:00 P.M.	21.7	40.6	15.2	22.9	17.8	3.5
3:00-6:00 P.M.	15.3	19.3	38.0	18.0	20.0	4.7
12:00-6:00 P.M.	18.4	31.4	25.1	20.7	18.7	4.1
<b>EVENING (Mon.-Sun.)</b>						
6:00-9:00 P.M.	31.0	25.7	27.1	23.1	19.9	4.2
9:00-10:30 P.M.	37.0	38.7	34.0	16.6	9.1	1.6
6:00-10:30 P.M.	34.6	34.0	31.5	19.0	13.0	2.5

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TIME ZONE: Eastern

PERIOD: November-December, 1945

GEOGRAPHIC AREA: East North Central

CITY SIZE GROUP: 100,000-500,000

## TOLEDO, OHIO

Local Time	Average Sets-in-Use	STATION INDEX					ALL OTHERS
		(Average Share of the Listening Audience)					
		(CBS) WJR	NBC WSPD	ABC WTOL	(MBS) CKLW		
<b>MORNING (Mon.-Fri.)</b>							
9:00-12:00 NOON	10.7	21.3%	28.1%	44.9%	2.3%	3.4%	
<b>AFTERNOON (Mon.-Fri.)</b>							
12:00-3:00 P.M.	12.1	36.0	29.1	14.0	5.8	15.1	
3:00-6:00 P.M.	10.1	22.8	49.4	20.3	5.1	2.4	
12:00-6:00 P.M.	11.1	29.7	38.8	17.0	5.5	9.0	
<b>EVENING (Mon.-Sun.)</b>							
6:00-8:00 P.M.	19.5	27.0	41.4	22.7	2.2	6.7	
8:00-10:30 P.M.	29.9	34.8	45.8	15.8	2.4	1.2	
8:00-10:30 P.M.	25.5	32.3	44.4	18.0	2.3	3.0	

WJR - Detroit, Michigan

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

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TIME ZONE: Eastern

PERIOD: November-December, 1945

GEOGRAPHIC AREA: Middle Atlantic

CITY SIZE GROUP: 100,000-500,000

## TRENTON, N. J.

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	(CBS)	(NBC)	(ABC)	(MBS)	(CBS)	(NBC)	(MBS)	ALL	
		WABC	WTTM	WJZ	WOR	WCAU	WEAF	WIP	WIBG	OTHERS
<b>MORNING (Mon.-Fri.)</b>										
9:00-12:00 NOON	10.9	9.1%	11.4%	34.1%	17.1%	2.3%	12.5%	4.5%	1.1%	7.9%
<b>AFTERNOON (Mon.-Fri.)</b>										
12:00-3:00 P.M.	11.1	17.3	8.7	21.2	26.0	6.7	6.7	3.8	1.9	7.7
3:00-6:00 P.M.	12.0	5.3	6.2	19.5	25.7	2.7	14.2	4.4	3.5	18.5
12:00-6:00 P.M.	11.5	11.1	7.4	20.3	25.8	4.6	10.6	4.0	2.8	13.4
<b>EVENING (Mon.-Sun.)</b>										
6:00-8:00 P.M.	20.4	15.2	12.6	18.1	26.1	3.5	14.5	1.6	1.3	7.1
8:00-10:30 P.M.	24.4	21.6	12.4	17.7	21.5	4.9	18.4	0.2	0.0	3.3
6:00-10:30 P.M.	22.7	19.1	12.5	17.9	23.3	4.4	16.9	0.8	0.5	4.6

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

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TIME ZONE: Central

PERIOD: November-December, 1945

GEOGRAPHIC AREA: West So. Central

CITY SIZE GROUP: 100,000-500,000

## TULSA, OKLA.

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	STATION INDEX			
		CBS KTUL	NBC KV00	ABC-MBS KOME	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>					
9:00-12:00 NOON	14.8	20.3%	29.1%	39.0%	11.6%
<b>AFTERNOON (Mon.-Fri.)</b>					
12:00-3:00 P.M.	15.9	12.5	63.6	17.9	6.0
3:00-6:00 P.M.	17.2	25.1	48.1	17.5	9.3
12:00-6:00 P.M.	16.5	18.8	55.9	17.7	7.6
<b>EVENING (Mon.-Sun.)</b>					
6:00-8:00 P.M.	33.3	27.2	50.9	18.1	3.8
8:00-10:30 P.M.	29.1	24.6	54.4	15.3	5.7
6:00-10:30 P.M.	30.9	25.7	52.9	16.5	4.9

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TIME ZONE: Eastern

PERIOD: November-December, 1945

GEOGRAPHIC AREA: Middle Atlantic

CITY SIZE GROUP: 100,000-500,000

## UTICA, N.Y.

### STATION INDEX (Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS WIBX	(NBC) WGY	(NBC) WSYR	(ABC) WAGE	(ABC) WJZ	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>							
9:00-12:00 NOON	18.0	59.5%	8.8%	5.4%	20.3%	1.4%	4.6%
<b>AFTERNOON (Mon.-Fri.)</b>							
12:00-3:00 P.M.	19.0	65.2	9.1	10.2	14.4	0.0	1.1
3:00-6:00 P.M.	18.0	56.3	23.6	8.6	6.9	1.1	3.5
12:00-6:00-P.M.	18.5	60.9	16.1	9.4	10.8	0.6	2.2
<b>EVENING (Mon.-Sun.)</b>							
6:00-8:00 P.M.	29.2	63.6	20.6	5.8	0.2	0.7	9.1
8:00-10:30 P.M.	33.5	61.9	23.8	4.5	0.3	3.2	6.3
6:00-10:30 P.M.	31.6	62.6	22.5	5.0	0.3	2.2	7.4

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

# CITY **CAB** REPORT

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TIME ZONE: Eastern

PERIOD: November-December, 1945

GEOGRAPHIC AREA: South Atlantic

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

## WASHINGTON, D.C.

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS WTOP	NBC WRC	ABC WMAL	MBS WOL	WINX	WWDC	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>								
9:00-12:00 NOON	12.4	24.2%	21.8%	20.5%	6.5%	9.3%	7.9%	9.8%
<b>AFTERNOON (Mon.-Fri.)</b>								
12:00-3:00 P.M.	13.7	21.0	20.6	9.1	8.2	7.3	21.0	12.8
3:00-6:00 P.M.	14.2	13.7	34.6	13.7	5.6	9.4	17.9	5.1
12:00-6:00 P.M.	14.0	17.2	27.8	11.5	6.9	8.4	19.4	8.8
<b>EVENING (Mon.-Sun.)</b>								
6:00-8:00 P.M.	23.9	21.6	36.6	14.1	8.6	4.6	8.0	6.5
8:00-10:30 P.M.	24.1	25.2	33.3	11.6	9.5	3.2	3.8	3.4
6:00-10:30 P.M.	24.0	23.7	37.6	12.6	9.1	3.8	8.5	4.7

# CITY CAB REPORT

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**TIME ZONE:** Eastern

**PERIOD:** November-December, 1945

**GEOGRAPHIC AREA:** New England

**CITY SIZE GROUP:** 50,000-100,000

## WATERBURY, CONN.

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	STATION INDEX								ALL OTHERS
		CBS WBRY	(NBC) WTIC	ABC MATR	(MBS) WOR	(CBS) WABC	(NBC) WEAF	(ABC) WJZ	WNEW	
<b>MORNING (Mon.-Fri.)</b>										
9:00-12:00 NOON	14.6	7.6%	17.6%	48.7%	7.6%	5.0%	1.7%	2.5%	2.5%	6.8%
<b>AFTERNOON (Mon.-Fri.)</b>										
12:00-3:00 P.M.	15.5	10.1	21.7	36.4	4.7	10.1	1.6	1.6	5.4	8.4
3:00-6:00 P.M.	13.1	11.2	37.4	26.2	3.7	5.6	0.9	0.9	3.7	10.4
12:00-6:00 P.M.	14.3	10.6	28.8	31.8	4.2	8.1	1.3	1.3	4.7	9.2
<b>EVENING (Mon.-Sun.)</b>										
6:00-8:00 P.M.	25.8	26.4	30.1	22.4	4.2	3.7	4.0	0.8	0.8	7.6
3:00-10:30 P.M.	23.4	22.4	39.7	16.5	4.5	9.1	1.9	0.6	0.4	4.9
6:00-10:30 P.M.	24.3	24.1	35.7	19.0	4.4	6.9	2.7	0.7	0.5	6.0

- WTIC - Hartford, Conn.
- WOR - New York, N.Y.
- WABC - New York, N.Y.
- WEAF - New York, N.Y.
- WJZ - New York, N.Y.
- WNEW - New York, N.Y.



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**TIME ZONE:** Central

**PERIOD:** November-December, 1945

**GEOGRAPHIC AREA:** West No. Central

**CITY SIZE GROUP:** 100,000-500,000

## WICHITA, KAN.

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS KFH	NBC KANS	ABC-MBS KFBI	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>					
9:00-12:00 NOON	16.4	35.4%	22.1%	32.0%	10.5%
<b>AFTERNOON (Mon.-Fri.)</b>					
12:00-3:00 P.M.	16.4	33.7	31.4	21.1	13.8
3:00-6:00 P.M.	17.1	33.1	28.8	26.1	12.0
12:00-6:00 P.M.	16.8	33.4	30.1	23.7	12.8
<b>EVENING (Mon.-Sun.)</b>					
6:00-8:00 P.M.	32.3	37.1	36.6	20.1	6.2
8:00-10:30 P.M.	29.6	34.1	43.0	14.5	8.4
6:00-10:30 P.M.	30.7	35.4	40.2	17.0	7.4

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**TIME ZONE:** Eastern

**PERIOD:** November-December, 1945

**GEOGRAPHIC AREA:** Middle Atlantic

**CITY SIZE GROUP:** 50,000-100,000

## WILKES-BARRE, PA.

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	(CBS)	NBC	(ABC)	MBS	ALL OTHERS
		WGBI	WBRE	WJZ	WBAX	
<b>MORNING (Mon.-Fri.)</b>						
9:00-12:00 NOON	17.0	7.3%	65.0%	4.4%	16.8%	6.5%
<b>AFTERNOON (Mon.-Fri.)</b>						
12:00-3:00 P.M.	16.7	†	38.6	4.4	26.3	9.5
3:00-6:00 P.M.	17.8	†	62.0	4.2	20.4	9.9
12:00-6:00 P.M.	17.2	†	50.5	4.3	23.3	9.7
<b>EVENING (Mon.-Sun.)</b>						
6:00-8:00 P.M.	32.1	5.2	58.4	5.2	20.7	10.5
8:00-10:30 P.M.	37.0	7.4	60.3	4.4	16.3	11.6
6:00-10:30 P.M.	35.0	6.6	59.6	4.7	17.9	11.2

WGBI - Scranton, Pa.

WJZ - New York, N.Y.

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

# CITY **CAB** REPORT

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TIME ZONE: Eastern

PERIOD: November-December, 1945

GEOGRAPHIC AREA: South Atlantic

CITY SIZE GROUP: 100,000-500,000

## WILMINGTON, DELAWARE

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	(CBS) WCAU	NBC WDEL	(ABC) WFIL	MBS WILM	(MBS) WIP	(MBS) WOR	WPEN	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>									
9:00-12:00 NOON	12.8	8.5%	62.4%	12.0%	3.4%	4.3%	3.4%	3.4%	2.6%
<b>AFTERNOON (Mon.-Fri.)</b>									
12:00-3:00 P.M.	9.7	28.3	42.1	6.3	3.2	6.3	5.3	5.3	3.2
3:00-6:00 P.M.	13.6	6.4	56.0	8.8	2.4	7.2	5.6	8.8	4.8
12:00-6:00 P.M.	11.8	15.9	50.0	7.7	2.7	6.8	5.5	7.3	4.1
<b>EVENING (Mon.-Sun.)</b>									
6:00-8:00 P.M.	22.1	25.0	53.7	8.3	2.9	5.5	2.0	0.9	1.7
8:00-10:30 P.M.	27.5	24.6	57.0	9.1	2.2	5.0	1.5	0.0	0.6
6:00-10:30 P.M.	25.2	24.8	55.8	8.8	2.4	5.2	1.7	0.3	1.0

WCAU - Philadelphia, Pa.

WFIL - Philadelphia, Pa.

WIP - Philadelphia, Pa.

WOR - New York, N.Y.

WPEN - Philadelphia, Pa.

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**PERIOD:** November-December, 1945

**GEOGRAPHIC AREA:** New England

**CITY SIZE GROUP:** 100,000-500,000

## WORCESTER, MASS.

### STATION INDEX

(Average Share of the Listening Audience)

Local Time	Average Sets-in-Use	CBS WTAG	(NBC) WBZ	ABC WORC	MBS WAAB	WORL	ALL OTHERS
<b>MORNING (Mon.-Fri.)</b>							
<b>9:00-12:00 NOON</b>	<b>18.5</b>	<b>27.1%</b>	<b>5.3%</b>	<b>42.4%</b>	<b>14.1%</b>	<b>4.7%</b>	<b>6.4%</b>
<b>AFTERNOON (Mon.-Fri.)</b>							
12:00-3:00 P.M.	21.0	59.8	5.5	13.6	13.1	3.5	4.5
3:00-6:00 P.M.	17.6	33.1	19.2	18.6	18.6	†	13.4
<b>12:00-6:00 P.M.</b>	<b>19.3</b>	<b>47.4</b>	<b>11.9</b>	<b>15.9</b>	<b>13.2</b>	†	<b>8.6</b>
<b>EVENING (Mon.-Sun.)</b>							
6:00-8:00 P.M.	30.1	58.7	11.0	6.3	18.4	†	5.6
8:00-10:30 P.M.	33.5	56.4	17.7	11.6	10.4	†	3.9
<b>6:00-10:30 P.M.</b>	<b>32.1</b>	<b>57.3</b>	<b>15.0</b>	<b>9.6</b>	<b>13.5</b>	†	<b>4.6</b>

WBZ - Boston, Mass.

WORL - Boston, Mass.

† WORL operates only until local sunset. Sign-off time for November was 4:30 P.M.; for December, 4:15 P.M.