

THE PULSE OF NEW YORK, INC. 100% YARDSTICK NEW YORK RADIO AUDIENCE  
 Radio Station Audiences by Roster Periods; 6 AM to 12 Noon, 12 Noon to 6 PM,  
 6 PM to Midnight. December 1941

5 Days. Monday to Friday, Dec. 1, 3, 5, 9, 11.

	6 AM-12 Noon	12 Noon-6 PM	6 PM-12 Midnight
WABC	16	24	25
WEAF	20	20	28
WHN	4	4	3
WINS	2	2	*
WJZ	10	7	9
VMCA	3	4	1
VNEW	17	10	10
WOR	16	13	13
WOV	7	8	6
WQXR	3	4	4
Misc.	2	4	1
Total Percent	100	100	100
Total Mentions	6449	7854	11641

Saturday, December 13			
	6 AM-12 Noon	12 Noon-6 PM	6 PM-12 Midnight
WABC	10	12	29
WEAF	18	13	19
WHN	6	5	3
WINS	2	1	*
WJZ	9	26	11
VMCA	6	7	1
VNEW	18	11	9
WOR	25	14	19
WOV	3	5	3
WQXR	1	5	6
Misc.	2	1	.
Total Percent	100	100	100
Total Mentions	1135	1620	1857

Sunday, December 7			
	6 AM-12 Noon	12 Noon-6 PM	6 PM-12 Midnight
WABC	5	22	19
WEAF	31	11	27
WHN	6	7	2
WINS	4	1	*
WJZ	9	13	14
VMCA	7	.	3
VNEW	9	6	4
WOR	16	30	17
WOV	3	.	2
WQXR	3	4	2
Misc.	7	5	10
Total Percent	100	100	100
Total Mentions	728	1760	3344

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

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

Corrected for WOV which does not broadcast all hours.

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THE PULSE OF NEW YORK INC. 100% YARDSTICK NEW YORK RADIO AUDIENCE  
 Radio Station Audiences by Roster-Periods; 6 AM to 12 Noon, 12 Noon to 6 PM,  
 6 PM to Midnight. January 1942

5 Days. Monday to Friday. Jan. 2, 5, 7, 12, 14.

	6 AM-12 Noon	12 Noon-6 PM	6 PM-12 Midnight
WABC	19	23	26
WEAF	17	18	26
WHN	4	5	1
WINS	3	2	*
WJZ	9	10	11
WMCA	3	4	2
WNEW	17	11	9
WOR	14	12	12
WOV	7	6	6
WQXR	4	4	4
Misc.	3	5	2
Total Percent	100	100	100
Total Mentions	5883	7060	10688

Saturday Jan. 10

WABC	17	13	28
WEAF	12	11	20
WHN	3	5	2
WINS	2	3	*
WJZ	12	25	12
WMCA	1	5	2
WNEW	20	12	10
WOR	19	13	16
WOV	4	6	7
WQXR	4	4	4
Misc.	5	3	1
Total Percent	100	100	100
Total Mentions	985	1404	1780

Sunday Jan. 4.

WABC	9	24	23
WEAF	26	12	31
WHN	5	12	1
WINS	-	1	*
WJZ	9	12	18
WMCA	2	2	3
WNEW	11	10	5
WOR	17	16	12
WOV	3	-	1
WQXR	6	7	5
Misc.	13	4	2
Total Percent	100	100	100
Total Mentions	685	1590	2460

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

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Corrected for WOV which does not broadcast all hours.

THE PULSE OF NEW YORK, INC., 100% YARDSTICK NEW YORK RADIO AUDIENCE  
 Radio Station Audiences by Roster Periods: 6 AM to 12 Noon, 12 Noon to 6 PM,  
 6 PM to Midnight. February 1942

5 Days, Monday to Friday Feb. 3, 5, 9, 11, 13

Station	6 AM-12 Noon	12 Noon-6 PM	6 PM-12 Midnight
WABC	19	25	25
WEAF	18	18	25
WHN	3	6	2
WINS	2	2	.
WJZ	9	10	10
WMCA	3	5	2
WNEW	16	11	9
WOR	16	10	14
WOV	6	6	6
WOXR	4	3	3
Misc.	5	5	4
Total Percent	100	100	100
Total Mentions	5592	6823	10449

Saturday February 7

WABC	17	11	23
WEAF	11	8	20
WHN	4	7	2
WINS	.	.	*
WJZ	10	29	10
WMCA	5	7	.
WNEW	20	12	9
WOR	14	10	14
WOV	4	6	11
WOXR	3	3	4
Misc.	11	7	7
Total Percent	100	100	100
Total Mentions	1009	1407	1758

Sunday February 1

WABC	12	23	22
WEAF	20	12	32
WHN	4	3	.
WINS	-	.	*
WJZ	13	14	17
WMCA	5	5	4
WNEW	12	11	5
WOR	18	16	10
WOV	3	.	1
WOXR	5	5	6
Misc.	8	6	2
Total Percent	100	100	100
Total Mentions	698	1461	2368

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

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 Corrected for WOV which does not broadcast all hours

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THE PULSE OF NEW YORK, INC. 100% YARDSTICK NEW YORK RADIO AUDIENCE  
Radio Station Audiences by Roster Periods, 6 AM to 12 Noon, 12 Noon  
to 6 PM, 6 PM to Midnight March 1942

5 Days, Monday to Friday 8.5.9.11.13

Station	6 AM-12 Noon	12 Noon-6 PM	6 PM-12 Midnight
WABC	19	26	24
WEAF	18	18	27
WHN	2	5	2
WINS	1	1	.
WJZ	10	11	11
WMCA	2	4	1
WNEW	16	11	9
WOR	15	10	14
WOV	6	7	6
WQXR	4	3	4
Misc.	7	5	4
Total Percent	100	100	100
Total Mentions	5231	6541	10037

Saturday Mar. 7

WABC	18	13	25
WEAF	13	7	22
WHN	5	8	1
WINS	1	.	-
WJZ	10	27	10
WMCA	4	6	1
WNEW	21	12	9
WOR	13	12	12
WOV	5	7	9
WQXR	4	3	5
Misc.	6	6	4
Total Percent	100	100	100
Total Mentions	909	1331	1680

Sunday, Mar. 1

WABC	11	25	22
WEAF	25	13	32
WHN	4	2	1
WINS	-	1	.
WJZ	15	13	17
WMCA	4	5	3
WNEW	13	11	6
WOR	17	21	10
WOV	*	*	*
WQXR	5	5	5
Misc.	8	5	4
Total Percent	100	100	100
Total Mentions	669	1460	2266

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

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Corrected for WOV which does not broadcast all hours.

MSS (70AT) 1300 of 45/Jan 2

THE PULSE OF NEW YORK, INC. 100% YARDSTICK NEW YORK RADIO AUDIENCE  
 Radio Station Audiences by Roster Periods. 6 A.M. to 12 Noon, 12 Noon  
 to 6 P.M., 6 P.M. to Midnight April 1942

5 Days, Monday to Friday, 3, 6, 8, 9, 14, 1942

Station	<u>6 AM-12 Noon</u>	<u>12 Noon-6 PM</u>	<u>6 PM-12 Midnight</u>
WABC	18	23	24
WEAF	17	17	27
WHN	2	5	2
WINS	2	1	.
WJZ	11	10	11
WMCA	2	4	1
WNEW	18	11	8
WOR	14	12	14
WOV	6	6	5
WQXR	5	4	4
Misc.	5	7	4
Total Percent	100	100	100
Total Mentions	4931	6232	9910

Saturday, April 11

WABC	18	16	26
WEAF	12	9	20
WHN	7	9	1
WINS	.	-	.
WJZ	10	14	12
WMCA	4	4	1
WNEW	20	14	8
WOR	12	14	15
WOV	5	7	8
WQXR	5	6	4
Misc.	7	7	3
Total Percent	100	100	100
Total Mentions	865	1147	1702

Sunday, April 12, 1942

WABC	11	24	27
WEAF	26	12	30
WHN	5	4	.
WINS	-	1	.
WJZ	13	14	16
WMCA	2	3	3
WNEW	12	11	5
WOR	15	21	11
WOV	*	*	*
WQXR	6	5	4
Misc.	9	6	3
Total Percent	100	100	100
Total Mentions	609	1384	2352

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

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THE PULSE OF NEW YORK INC. 100% YARDSTICK NEW YORK RADIO AUDIENCE  
 Radio Station Audiences by Roster Periods 6 A.M. to 12 Noon,  
 12 Noon to 6 P.M. 6 P.M. to Midnight May 1942

Station	5 Days, Monday to Friday, 1,5,7,11,13, 1942		
	6 AM-12 Noon	12 Noon-6 PM	6 PM-12 Midnight
WABC	19	22	24
WEAF	17	17	26
WHN	2	7	2
WINS	1	1	.
WJZ	12	9	11
WMCA	3	4	2
WNEW	17	11	9
WOR	13	13	12
WOV	6	6	5
WQXR	5	4	4
Misc.	5	6	4
Total Percent	100	100	100
Total Mentions	4581	5994	9733

Saturday, May 9, 1942			
WABC	18	16	27
WEAF	11	8	21
WHN	4	13	2
WINS	2	.	.
WJZ	13	12	12
WMCA	4	5	1
WNEW	23	13	8
WOR	11	13	14
WOV	5	7	7
WQXR	5	7	4
Misc.	5	6	4
Total Percent	100	100	100
Total Mentions	856	1149	1774

Sunday, May 3, 1942			
WABC	12	19	24
WEAF	23	10	30
WHN	3	22	3
WINS	1	1	-
WJZ	12	12	16
WMCA	3	3	4
WNEW	12	9	5
WOR	22	15	11
WOV	*	*	*
WQXR	6	4	4
Misc.	8	5	3
Total Percent	100	100	100
Total Mentions	624	1350	2307

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

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THE PULSE OF NEW YORK INC. 100% YARDSTICK NEW YORK RADIO AUDIENCE  
 Radio Station Audiences by Roster Periods 6 A.M to 12 Noon  
 12 Noon to 6 P.M. 6P.M to Midnight June 1942

Station	5 Days, Monday to Friday, 1,3,5,9,11, 1942		
	6 AM-12 Noon	12 Noon-6PM	6 PM-12 Midnight
WABC	18	22	22
WEAF	15	16	26
WHN	3	5	3
WINS	1	1	.
WJZ	13	10	12
WMCA	3	5	2
WNEW	18	12	9
WOR	12	13	12
WOV	6	6	5
WQXR	5	5	4
Misc.	6	6	4
Total Percent	100	100	100
Total Mentions	4580	5741	9741

Saturday, June 13, 1942			
WABC	18	14	23
WEAF	11	10	19
WHN	4	5	2
WINS	1	2	.
WJZ	12	9	14
WMCA	3	6	3
WNEW	20	12	9
WOR	13	19	12
WOV	5	8	7
WQXR	6	5	6
Misc.	8	10	4
Total Percent	100	100	100
Total Mentions	780	1048	1605

Sunday, June 7, 1942			
WABC	11	18	25
WEAF	23	10	26
WHN	4	24	3
WINS	1	1	.
WJZ	12	12	16
WMCA	4	3	4
WNEW	12	8	6
WOR	21	14	10
W OV	*	*	*
WQXR	6	5	4
Misc.	7	5	6
Total Percent	100	100	100
Total Mentions	588	1349	2063

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

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Box 1 Folder 4

THE PULSE OF NEW YORK, INC. 100% YARDSTICK NEW YORK RADIO AUDIENCE  
 Radio Station Audiences by Roster Periods 6 A.M. to 12 Noon,  
 12 Noon to 6 P.M. 6 P.M. to Midnight 1,3,7,9,13 July 1942  
5 Days, Monday to Friday, 1,3,7,9,13, 1942

Station	6 AM-12 Noon	12 Noon-6 PM	6 PM-12 Midnight
WABC	17	26	20
WEAF	12	14	19
WHN	1	5	4
WINS	1	2	1
WJZ	12	8	11
WMCA	3	4	3
WNEW	19	11	10
WOR	14	11	18
WOV	6	6	5
WQXR	5	5	5
Misc.	9	8	4
Total Percent	100	100	100
Total Mentions	3985	4955	7440

	<u>Saturday, July 11, 1942</u>		
WABC	16	11	24
WEAF	9	5	12
WHN	3	25	8
WINS	1	1	.1
WJZ	11	6	12
WMCA	4	3	2
WNEW	19	10	11
WOR	18	19	11
WOV	5	5	7
WQXR	7	5	6
Misc.	8	10	5
Total Percent	100	100	100
Total Mentions	685	1148	1179

	<u>Sunday, July 5, 1942</u>		
WABC	10	20	21
WEAF	20	9	23
WHN	3	16	2
WINS	1	1	.
WJZ	11	12	20
WMCA	6	3	6
WNEW	13	8	6
WOR	19	19	11
WOV	*	*	*
WQXR	5	4	6
Misc.	11	7	5
Total Percent	100	100	100
Total Mentions	511	1059	1211

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

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Box 1 Folder 4

THE PULSE OF NEW YORK, INC. 100% YARDSTICK NEW YORK RADIO AUDIENCE  
 Radio Station Audiences by Roster Periods 6 A.M. to 12 Noon,  
 12 Noon to 6 P.M. 6 P.M. to Midnight August, 1942  
5 Days, Monday to Friday, 3, 5, 7, 11, 13

Station	6 AM-12 Noon	12 Noon-6 PM	6 PM-12-Midnight
WABC	19	26	16
WEAF	14	15	20
WHN	2	4	9
WINS	1	3	1
WJZ	10	7	9
WMCA	2	4	6
WNEW	21	11	11
WOR	12	11	15
WOV	5	6	4
WQXR	5	4	5
Misc.	8	8	5
Total Percent	100	100	100
Total Mentions	3892	4454	7094

Saturday, August 1, 1942

WABC	12	11	25
WEAF	8	4	8
WHN	3	23	2
WINS	3	2	1
WJZ	10	4	9
WMCA	4	3	1
WNEW	24	8	11
WOR	17	29	21
WOV	6	5	5
WQXR	5	6	11
Misc.	8	6	7
Total Percent	100	100	100
Total Mentions	632	1109	1135

Sunday August 9, 1942

WABC	14	14	16
WEAF	18	18	21
WHN	4	4	3
WINS	2	1	.
WJZ	13	10	21
WMCA	4	4	6
WNEW	9	7	7
WOR	19	21	14
WOV	*	*	*
WQXR	4	8	6
Misc.	13	13	6
Total Percent	100	100	100
Total Mentions	566	1254	1234

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

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

# Box 1 Folder 5

THE PULSE OF NEW YORK, INC. 100% YARDSTICK NEW YORK RADIO AUDIENCE  
 Radio Station Audiences by Roster Periods 6 A.M. to 12 Noon, 12 Noon  
 to 6 P.M. 6 P.M. to Midnight September 1942  
5 Days, Monday to Friday, 1, 3, 4, 9, 14

Station	6 AM-12 Noon	12 Noon-6 PM	6 PM-12 Midnight
WABC	20	24	19
WEAF	11	13	23
WHN	3	11	1
WINS	1	4	1
WJZ	9	7	10
WMCA	3	4	3
WNEW	21	9	9
WOR	12	11	17
WOV	5	5	4
WQXR	6	4	5
Misc.	10	8	7
Total Percent	100	100	100
Total Mentions	4085	4914	7113

	Saturday, September 19, 1942		
	6 AM-12 Noon	12 Noon-6 PM	6 PM-12 Midnight
WABC	14	14	22
WEAF	11	4	16
WHN	5	27	2
WINS	3	4	1
WJZ	10	4	8
WMCA	5	5	2
WNEW	20	9	9
WOR	15	15	15
WOV	4	5	5
WQXR	5	5	8
Misc.	9	8	10
Total Percent	100	100	100
Total Mentions	672	1028	1112

	Sunday, September 13, 1942		
	6 AM-12 Noon	12 Noon-6 PM	6 PM-12 Midnight
WABC	8	9	16
WEAF	18	9	24
WHN	5	48	8
WINS	4	1	1
WJZ	13	5	19
WMCA	4	3	7
WNEW	10	10	5
WOR	19	7	9
WOV	*	*	*
WQXR	6	4	7
Misc.	14	5	4
Total Percent	100	100	100
Total Mentions	567	1326	1238

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

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

Box 1 Folder 5

THE PULSE OF NEW YORK, INC. 100% YARDSTICK NEW YORK RADIO AUDIENCE  
 Radio Station Audiences by Roster Periods 6 AM to 12 Noon, 12 Noon to  
 6 PM, 6 PM to Midnight. October 1942

5 Days, Monday to Friday 1, 5, 7, 9, 13

Station	6 AM-12 Noon	12 Noon-6 PM	6 PM-12 Midnight
WABC	26	24	23
WEAF	13	16	29
WHN	2	4	1
WINS	2	3	1
WJZ	8	7	11
WMCA	3	4	2
WNEW	18	10	7
WOR	12	19	13
WOV	4	4	3
WOXR	4	4	4
Misc.	8	7	6
Total Percent	100	100	100
Total Mentions	4227	5225	8960

Saturday, October 3, 1942

WABC	21	7	23
WEAF	8	5	18
WHN	5	1	1
WINS	2	1	1
WJZ	9	7	8
WMCA	4	2	2
WNEW	15	6	11
WOR	19	58	13
WOV	3	4	4
WOXR	3	3	5
Misc.	10	7	12
Total Percent	100	100	100
Total Mentions	719	1486	1296

Sunday, October 11, 1942

WABC	12	20	19
WEAF	25	10	38
WHN	4	10	1
WINS	4	1	-
WJZ	13	10	20
WMCA	3	4	5
WNEW	11	8	3
WOR	13	20	8
WOV	*	*	*
WOXR	4	4	3
Misc.	12	8	3
Total Percent	100	100	100
Total Mentions	708	1181	2125

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

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

Box 1 Folder 7

THE PULSE OF NEW YORK, INC. 100% YARDSTICK NEW YORK RADIO AUDIENCE  
Radio Station Audiences by Roster Periods 6 AM to 12 Noon, 12 Noon  
to 6 PM, 6 PM to Midnight November 1942

5 Days, Monday to Friday 2,4,6,10,12

<u>Station</u>	<u>6 AM-12 Noon</u>	<u>12 Noon-6 PM</u>	<u>6 PM-12 Midnight</u>
WABC	25	25	24
WEAF	11	17	30
WHN	2	4	1
WINS	2	3	.
WJZ	8	7	10
WMCA	3	4	2
WNEW	19	10	7
WOR	12	9	13
WOV	4	5	3
WOXR	4	5	4
Misc.	8	10	6
Total Percent	100	100	100
Total Mentions	<u>4004</u>	<u>4978</u>	<u>8876</u>

Saturday, November 7, 1942

WABC	23	23	24
WEAF	8	16	22
WHN	3	3	2
WINS	2	5	.
WJZ	7	8	10
WMCA	5	5	2
WNEW	23	10	11
WOR	13	12	14
WOV	3	5	5
WOXR	3	6	4
Misc.	10	7	7
Total Percent	100	100	100
Total Mentions	<u>729</u>	<u>1135</u>	<u>1455</u>

Sunday, November 1, 1942

WABC	11	15	17
WEAF	21	13	33
WHN	2	9	1
WINS	2	3	.
WJZ	16	8	23
WMCA	2	4	4
WNEW	14	9	3
WOR	10	23	9
WOV	*	*	*
WOXR	6	4	3
Misc.	15	11	7
Total Percent	100	100	100
Total Mentions	<u>606</u>	<u>1190</u>	<u>1989</u>

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

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

Box 1 Folder 7

THE PULSE OF NEW YORK INC. 100% YARDSTICK NEW YORK RADIO AUDIENCE  
Radio Station Audiences by Roster Periods 6 AM to 12 Noon, 12 Noon  
to 6 PM, 6 PM to Midnight December 1942

5 Days, Monday to Friday 1,3,7,9,11

<u>Station</u>	<u>6 AM-12 Noon</u>	<u>12 Noon-6 PM</u>	<u>6 PM-12 Midnight</u>
WABC	24	23	24
WEAF	12	18	28
WHN	2	6	2
WINS	2	3	.
WJZ	10	8	11
WMCA	3	4	2
WNEW	16	10	7
WOR	12	6	12
WOV	5	5	3
WQXR	4	6	5
Misc.	9	11	6
Total Percent	100	100	100
Total Mentions	4775	5862	9993

Saturday December 5, 1942

WABC	22	11	24
WEAF	10	17	27
WHN	4	5	1
WINS	3	3	.
WJZ	9	13	9
WMCA	5	3	2
WNEW	20	10	9
WOR	10	12	11
WOV	5	5	5
WQXR	5	7	5
Misc.	7	9	7
Total Percent	100	100	100
Total Mentions	765	1273	1608

Sunday, December 13, 1942

WABC	14	22	21
WEAF	25	13	37
WHN	2	3	1
WINS	2	2	-
WJZ	12	10	17
WMCA	4	2	3
WNEW	13	8	3
WOR	13	29	3
WOV	*	*	*
WQXR	5	4	4
Misc.	10	8	5
Total Percent	100	100	100
Total Mentions	730	1425	2236

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

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

750x - folder 7

THE PULSE OF NEW YORK, INC. 100% YARDSTICK NEW YORK RADIO AUDIENCE  
Radio Station Audiences by Roster Periods 6 AM to 12 Noon, 12 Noon  
to 6 PM, 6 PM to Midnight January 1943

5 Days, Monday to Friday

Station	6 AM-12 Noon	12 Noon-6 PM	6 PM-12 Midnight
WABC	23	24	23
WEAF	13	19	29
WHN	2	5	1
WINS	2	3	.
WJZ	12	7	11
WMCA	3	4	2
WNEW	15	9	6
WOR	13	9	14
WOV	5	5	3
WQXR	4	6	4
Misc.	8	10	5
Total Percent	100	100	100
Total Mentions	4878	6292	10417

Saturday, Jan. 2, 1943

WABC	16	12	25
WEAF	10	7	25
WHN	5	5	3
WINS	3	3	.
WJZ	10	25	6
WMCA	5	6	3
WNEW	22	11	8
WOR	12	8	12
WOV	5	5	4
WQXR	7	7	7
Misc.	6	12	6
Total Percent	100	100	100
Total Mentions	798	1338	1815

Sunday, Jan. 10, 1943

WABC	14	31	21
WEAF	22	18	36
WHN	3	4	1
WINS	3	2	.
WJZ	11	11	18
WMCA	6	1	4
WNEW	10	8	3
WCR	9	14	9
WOV	*	*	*
WQXR	8	4	5
Misc.	13	6	4
Total Percent	100	100	100
Total Mentions	704	1528	2451

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

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

THE PULSE OF NEW YORK, INC. 100% YARDSTICK NEW YORK RADIO AUDIENCE  
 Radio Station Audiences by Roster Periods 6 AM to 12 Noon, 12 Noon  
 to 6 PM, 6 PM to Midnight, February 1943

5 Days, Monday to Friday

<u>Station</u>	<u>6 AM-12 Noon</u>	<u>12 Noon-6 PM</u>	<u>6 PM-12 Midnight</u>
WABC	24	23	23
WEAF	13	16	28
WHN	2	5	1
WINS	2	4	1
WJZ	10	8	11
WMCA	3	4	3
WNEW	16	9	7
WOR	13	8	12
WOV	4	5	3
WQXR	3	7	6
Misc.	9	12	5
Total Percent	100	100	100
<u>Total Mentions</u>	<u>5208</u>	<u>6440</u>	<u>11113</u>

Saturday, Feb. 13, 1943

WABC	13	15	26
WEAF	8	6	30
WHN	6	4	2
WINS	1	3	2
WJZ	12	28	6
WMCA	8	4	2
WNEW	15	11	8
WOR	15	6	11
WOV	9	4	4
WQXR	4	6	5
Misc.	9	12	5
Total Percent	100	100	100
<u>Total Mentions</u>	<u>1067</u>	<u>1607</u>	<u>2432</u>

Sunday, Feb. 7, 1943

WABC	16	31	22
WEAF	19	16	32
WHN	2	3	2
WINS	2	3	1
WJZ	10	9	16
WMCA	4	2	3
WNEW	9	7	3
WOR	12	13	10
WOV	*	*	*
WQXR	10	3	5
Misc.	16	13	6
Total Percent	100	100	100
<u>Total Mentions</u>	<u>697</u>	<u>1464</u>	<u>2278</u>

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

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

Box 2 Folder 1

THE PULSE OF NEW YORK, INC. 100% YARDSTICK NEW YORK RADIO AUDIENCE  
 Radio Station Audiences by Roster Periods 6 AM to 12 Noon, 12 Noon  
 to 6 PM, 6 PM to Midnight - March, 1943

5 Days, Monday to Friday

<u>Station</u>	<u>6 AM-12 Noon</u>	<u>12 Noon-6 PM</u>	<u>6 PM-12 Midnight</u>
WABC	20	20	20
WEAF	11	17	27
WEN	3	5	2
WINS	2	4	1
WJZ	10	9	11
WMCA	3	4	2
WNEW	17	8	8
WOR	15	11	14
WOV	5	5	3
WQXR	4	6	5
Misc.	10	12	7
Total Percent	100	100	100
<u>Total Mentions</u>	<u>5487</u>	<u>6944</u>	<u>11897</u>

Saturday, March 13, 1943

WABC	18	11	27
WEAF	6	7	28
WEN	5	7	3
WINS	2	4	2
WJZ	10	26	6
WMCA	4	4	2
WNEW	15	10	6
WOR	14	7	8
WOV	6	3	3
WQXR	7	4	5
Misc.	13	15	8
Total Percent	100	100	100
<u>Total Mentions</u>	<u>995</u>	<u>1513</u>	<u>2166</u>

Sunday, March 7, 1943

WABC	8	30	21
WEAF	26	16	33
WEN	1	4	1
WINS	5	2	1
WJZ	10	7	19
WMCA	7	1	5
WNEW	9	7	3
WOR	8	14	8
WOV	*	*	*
WQXR	8	5	5
Misc.	18	14	4
Total Percent	100	100	100
<u>Total Mentions</u>	<u>710</u>	<u>1424</u>	<u>2452</u>

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

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



THE PULSE OF NEW YORK, INC. 100% YARDSTICK NEW YORK RADIO AUDIENCE  
 Radio Station Audiences by Roster Periods 6 AM to 12 Noon, 12 Noon  
 to 6 PM, 6 PM to Midnight - April, 1943

5 Days, Monday to Friday

Station	6 AM - 12 Noon	12 Noon - 6 PM	6 PM - 12 Midnight
WABC	23	21	23
WELF	11	17	28
WHN	3	5	1
WINS	2	4	1
WJZ	9	11	11
WMCA	3	4	2
WNEW	13	8	8
WOR	14	9	12
WOV**	5(50)	5(49)	3
WQXR	4	5	4
Misc.	12	12	6
Total Percent	100	100	100
Total Mentions	5127	6615	11269

Saturday, April 3, 1943

WABC	23	9	27
WELF	5	7	27
WHN	3	12	2
WINS	2	5	2
WJZ	8	26	7
WMCA	5	3	2
WNEW	16	11	7
WOR	16	7	10
WOV**	6(57)	4(42)	3
WQXR	7	4	5
Misc.	11	12	9
Total Percent	100	100	100
Total Mentions	973	1207	1940

Sunday, April 11, 1943

WABC	8	29	21
WELF	26	18	35
WHN	3	5	1
WINS	5	2	1
WJZ	9	10	18
WMCA	7	2	5
WNEW	9	6	3
WOR	9	9	8
WOV	*	*	*
WQXR	5	6	4
Misc.	20	14	5
Total Percent	100	100	100
Total Mentions	640	1237	2312

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

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

\*\* Please note that WOV broadcasts Italian language programs during the daytime. It's audience is naturally made up of Italian homes during the daytime. The figures in the parenthesis are the statistically computed proportion of listening received by WOV in the Italian homes only.

Box 2 Folder 2

THE PULSE OF NEW YORK, INC. 100% YARDSTICK NEW YORK RADIO AUDIENCE  
Radio Station Audiences by Roster Periods 6 AM to 12 Noon, 12 Noon  
to 6 PM, 6 PM to Midnight - May, 1943

Station	5 Days, Monday to Friday		
	6 AM - 12 Noon	12 Noon - 6 PM	6 PM - 12 Midnight
WABC	23	22	23
WEAF	11	15	29
WHN	4	8	2
WINS	2	4	2
WJZ	10	10	11
WMCA	3	4	2
WNEW	13	9	8
WOR	15	8	11
WOV**	5(38)	5(40)	3
WQXR	3	4	4
Misc.	10	11	6
Total Percent	100	100	100
Total Mentions	5246	6714	11105

Saturday, May 1, 1943			
WABC	18	8	24
WEAF	6	7	28
WHN	5	13	1
WINS	2	5	2
WJZ	9	16	7
WMCA	7	3	1
WNEW	16	14	9
WOR	20	7	11
WOV**	5(43)	8(64)	2
WQXR	5	4	4
Misc.	7	14	9
Total Percent	100	100	100
Total Mentions	892	1149	1746

Sunday, May 9, 1943			
WABC	10	22	22
WEAF	24	19	35
WHN	1	10	1
WINS	4	1	1
WJZ	10	10	16
WMCA	5	2	3
WNEW	7	5	3
WOR	11	13	9
WOV	*	*	*
WQXR	7	3	4
Misc.	19	15	6
Total Percent	100	100	100
Total Mentions	713	1291	2320

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

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

\*\* Please note that WOV broadcasts Italian language programs during the daytime. It's audience is naturally made up of Italian homes during the daytime. The figures in the parenthesis are the statistically computed proportion of listening received by WOV in the Italian homes only.

Box 2 Folder 2

THE PULSE OF NEW YORK, INC. 100% YARDSTICK NEW YORK RADIO AUDIENCE  
 Radio Station Audiences by Roster Periods 6 AM to 12 Noon, 12 Noon  
 to 6 PM, 6 PM to Midnight-June, 1943

Station	5 Days, Monday through Friday		
	6 AM-12 Noon	12 Noon-6PM	6 PM-12 Midnight
WABC	22	21	21
WEAF	12	18	27
WHN	4	8	3
WINS	2	4	1
WJZ	8	9	8
WMCA	3	5	3
WNEW	14	10	9
WOR	15	7	12
WOV**	4(36)	4(37)	4
WQXR	5	4	5
Misc.	12	11	7
Total Percent	100	100	100
Total Mentions	4799	5913	9624

Saturday, June 5, 1943			
WABC	14	9	21
WEAF	7	8	27
WHN	4	22	2
WINS	3	5	2
WJZ	12	7	8
WMCA	4	3	4
WNEW	18	7	10
WOR	14	8	10
WOV**	5(45)	7(64)	4
WQXR	7	5	6
Misc.	13	18	8
Total Percent	100	100	100
Total Mentions	1008	1034	1445

Sunday, June 13, 1943			
WABC	10	15	21
WEAF	24	15	25
WHN	3	27	4
WINS	4	1	2
WJZ	10	9	20
WMCA	5	2	6
WNEW	7	4	3
WOR	12	11	9
WOV	*	*	*
WQXR	11	6	4
Misc.	13	9	6
Total Percent	100	100	100
Total Mentions	774	1408	1699

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

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

\*\*Please note that WOV broadcasts Italian language programs during the daytime. It's audience is naturally made up of Italian homes during the daytime. The figures in the parenthesis are the statistically computed proportion of listening received by WOV in the Italian homes only.

Box 2 Folder 3

THE PULSE OF NEW YORK, INC. 100% YARDSTICK NEW YORK RADIO AUDIENCE  
 Radio Station Audiences by Roster Periods 6 AM to 12 Noon,  
 12 Noon to 6 PM, 6 PM to Midnight-July, 1943

Station	5 Days, Monday through Friday		
	6 AM-12 Noon	12 Noon-6 PM	6 PM-12 Midnight
WABC	21	23	19
WEAF	11	16	22
WHN	5	8	5
WINS	2	4	2
WJZ	9	8	9
WMCA	3	4	3
WNEW	17	9	9
WOR	13	7	12
WOV**	4(32)	5(41)	4
WQXR	4	5	5
Misc.	11	11	9
Total Percent	100	100	100
Total Mentions	5054	6324	9365

Saturday, July 10, 1943			
WABC	14	7	22
WEAF	6	6	19
WHN	4	24	3
WINS	2	4	2
WJZ	8	8	10
WMCA	5	3	2
WNEW	21	10	9
WOR	15	7	15
WOV	6	4	3
WQXR	7	10	5
Misc.	11	16	8
Total Percent	100	100	100
Total Mentions	793	997	1415

Sunday, July 11, 1943			
WABC	10	15	21
WEAF	28	12	21
WHN	2	32	7
WINS	3	1	2
WJZ	8	9	22
WMCA	7	1	4
WNEW	10	4	3
WOR	14	11	12
WOV	*	*	*
WQXR	6	5	3
Misc.	12	10	6
Total Percent	100	100	100
Total Mentions	838	1370	1476

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

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

\*\*Please note that WOV broadcasts Italian language programs during the daytime. It's audience is naturally made up of Italian homes during the daytime. The figures in the parenthesis are the statistically computed proportion of listening received by WOV in the Italian homes only.

Box 2 Folder 3

THE PULSE OF NEW YORK, INC. 100% YARDSTICK NEW YORK RADIO AUDIENCE  
 Radio Station Audiences by Roster Periods 6 AM to 12 Noon  
 12 Noon to 6 PM, 6 PM to Midnight - August 1943

Station	5 Days, Monday through Friday		
	6 AM-12 Noon	12 Noon-6 PM	6 PM-12 Midnight
WABC	21	23	19
WEAF	11	18	22
WHN	5	6	3
WINS	2	4	2
WJZ	10	8	11
WMCA	3	3	3
WNEW	17	10	9
WOR	13	7	13
WOV**	4(34)	5(42)	4
WQXR	4	4	5
Misc.	10	12	9
Total Percent	100	100	100
Total Mentions	5276	6147	8961

Saturday, August 7, 1943			
WABC	17	8	23
WEAF	7	5	20
WHN	7	21	2
WINS	4	4	2
WJZ	7	6	7
WMCA	6	4	3
WNEW	18	11	8
WOR	12	10	15
WOV**			3
WQXR	5	11	4
Misc.	17	21	14
Total Percent	100	100	100
Total Mentions	935	1027	1488

Sunday, August 1, 1943			
WABC	8	14	17
WEAF	36	10	19
WHN	2	35	9
WINS	2	2	2
WJZ	7	6	23
WMCA	6	2	5
WNEW	12	4	2
WOR	12	13	14
WQXR	3	5	3
Misc.	12	10	6
Total Percent	100	100	100
Total Mentions	695	1240	1450

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

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

\*\*Please note that WOV broadcasts Italian language programs during the daytime from 8:00 AM-6:00 PM. Its audience is made up of Italian homes during the daytime. The figures in the parenthesis are the statistically computed proportion of listening received by WOV in the Italian homes only. The Saturday daytime figures for WOV are not shown.

Box 2 Folder 4

THE PULSE OF NEW YORK, INC. 100% YARDSTICK NEW YORK RADIO AUDIENCE  
 Radio Station Audiences by Roster Periods 6 AM to 12 Noon,  
 12 Noon to 6 PM, 6PM to Midnight - September 1943

Station	5 Days, Monday through Friday		
	6 AM - 12 Noon	12 Noon - 6 PM	6 PM-12 Midnight
WABC	23	23	19
WEAF	10	17	23
WEN	4	8	3
WINS	2	4	2
WJZ	10	9	12
WMCA	3	4	3
WNEW	16	9	9
WOR	14	8	15
WOV**	5(39)	5(41)	3
WQXR	3	4	4
Misc.	9	9	7
Total Percent	100	100	100
Total Mentions	5815	6665	9793

Saturday, August 7, 1943			
WABC	19	8	29
WEAF	7	10	23
WEN	8	23	2
WINS	3	4	2
WJZ	7	7	5
WMCA	3	4	3
WNEW	20	12	9
WOR	14	9	11
WOV**			3
WQXR	5	7	3
Misc.	14	15	10
Total Percent	100	100	100
Total Mentions	988	1136	1653

Sunday, August 1, 1943			
WABC	6	18	20
WEAF	35	13	21
WEN	3	26	3
WINS	1	2	2
WJZ	9	7	21
WMCA	4	3	6
WNEW	10	5	5
WOR	12	12	13
WQXR	5	4	6
Misc.	15	11	5
Total Percent	100	100	100
Total Mentions	797	1184	1697

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

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

\*\*Please note that WOV broadcasts Italian language programs during the daytime from 8:00 AM-6:00 PM. Its audience is made up of Italian homes during the daytime. The figures in the parenthesis are the statistically computed proportion of listening received by WOV in the Italian homes only. The Saturday daytime figures for WOV are not shown.

Box 2 Folder 4

THE PULSE OF NEW YORK, INC. 100% YARDSTICK NEW YORK RADIO AUDIENCE  
 Radio Station Audiences by Roster Periods 6 AM to 12 Noon,  
 12 Noon to 6 PM, 6 PM to Midnight-October 1943

Station	5 Days, Monday through Friday		
	6 AM - 12 Noon	12 Noon - 6 PM	6 PM-12 Midnight
WABC	25	21	22
WEAF	11	16	27
WEN	5	4	3
WINS	3	3	2
WJZ	8	9	11
WMCA	3	4	3
WNEW	13	7	7
WOR	13	18	12
WOV**	5(41)	4(36)	3
WQXR	3	4	4
Misc.	12	12	7
Total Percent	100	100	100
Total Mentions	5695	7337	10490

Saturday, October 2, 1943			
WABC	16	11	26
WEAF	8	12	26
WEN	5	15	2
WINS	3	4	2
WJZ	10	9	4
WMCA	4	4	2
WNEW	22	11	9
WOR	11	13	11
WOV**			3
WQXR	7	5	5
Misc.	14	17	9
Total Percent	100	100	100
Total Mentions	1000	1215	1575

Sunday, October 3, 1943			
WABC	7	21	21
WEAF	26	12	29
WEN	3	15	2
WINS	3	3	1
WJZ	9	6	20
WMCA	3	3	5
WNEW	13	5	2
WOR	13	18	10
WQXR	4	4	4
Misc.	19	13	6
Total Percent	100	100	100
Total Mentions	847	1252	1764

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

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

\*\*Please note that WOV broadcasts Italian language programs during the daytime from 8:00 AM-6:00 PM. Its audience is made up of Italian homes during the daytime. The figures in the parenthesis are the statistically computed proportion of listening received by WOV in the Italian homes only. The Saturday daytime figures for WOV are not shown.

Box 2 Folder 5

THE PULSE OF NEW YORK, INC. 100% YARDSTICK NEW YORK RADIO AUDIENCE  
 Radio Station Audiences by Roster Periods 6 AM to 12 Noon,  
 12 Noon to 6 PM, 6 PM to Midnight-November 1943

Station	5 Days, Monday through Friday		
	6 AM - 12 Noon	12 Noon - 6 PM	6 PM-12 Midnight
WABC	24	22	23
WEAF	12	18	29
WHN	5	4	2
WINS	2	3	2
WJZ	7	10	11
WMCA	2	4	2
WNEW	13	10	7
WOR	14	7	12
WOV***	5(36)	4(32)	3
WQXR	3	4	4
Misc.	13	14	7
Total Percent	100	100	100
Total Mentions	5611	6122	10567

Saturday, November 13, 1943			
WABC	17	13	24
WEAF	8	9	30
WHN	9	6	2
WINS	3	3	2
WJZ	10	16	8
WMCA	3	6	2
WNEW	19	11	8
WOR	13	12	10
WOV***			3
WQXR	4	8	4
Misc.	14	18	8
Total Percent	100	100	100
Total Mentions	946	1264	2045

Sunday, November 7, 1943			
WABC	8	19	22
WEAF	26	17	34
WHN	3	15	1
WINS	3	3	1
WJZ	7	7	14
WMCA	4	3	7
WNEW	15	3	2
WOR	12	15	11
WQXR	3	5	3
Misc.	20	14	5
Total Percent	100	100	100
Total Mentions	784	1530	2057

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

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

\*\*\*Please note that WOV broadcasts Italian language programs during the daytime from 8:00 AM-6:00 PM. Its audience is made up of Italian homes during the daytime. The figures in the parenthesis are the statistically computed proportion of listening received by WOV in the Italian homes only. The Saturday daytime figures for WOV are not shown.



Bx 2 Folder 5

THE PULSE OF NEW YORK, INC. 100% YARDSTICK NEW YORK RADIO AUDIENCE  
 Radio Station Audiences by Roster Periods 6 AM to 12 Noon,  
 12 Noon to 6 PM, 6 PM to Midnight - December 1943

Station	5 Days, Monday through Friday		
	6 AM - 12 Noon	12 Noon - 6 PM	6 PM-12 Midnight
WABC	24	23	23
WEAF	11	17	31
WHN	4	5	2
WINS	3	3	1
WJZ	8	10	11
WMCA	3	4	2
WNEW	15	10	7
WOR	14	8	11
WOV**	4(30)	4(31)	2
WQXR	3	4	3
Misc.	12	12	6
Total Percent	100	100	100
Total Mentions	5309	6855	11594

Saturday, December 4, 1943			
WABC	14	14	26
WEAF	6	13	28
WHN	7	6	2
WINS	4	3	1
WJZ	9	26	7
WMCA	4	3	2
WNEW	20	8	9
WOR	15	8	10
WOV**			3
WQXR	5	4	6
Misc.	18	15	8
Total Percent	100	100	100
Total Mentions	1063	1297	2119

Sunday, December 5, 1943			
WABC	7	17	22
WEAF	30	16	36
WHN	3	12	1
WINS	2	4	1
WJZ	6	8	15
WMCA	3	2	4
WNEW	12	5	2
WOR	10	17	12
WQXR	4	5	3
Misc.	22	12	6
Total Percent	100	100	100
Total Mentions	807	1743	2430

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

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

\*\*Please note that WOV broadcasts Italian language programs during the daytime from 8:00 AM-6:00 PM. Its audience is made up of Italian homes during the daytime. The figures in the parenthesis are the statistically computed proportion of listening received by WOV in the Italian homes only. The Saturday daytime figures for WOV are not shown.

1502 → 70122 6  
 THE PULSE OF NEW YORK, INC. 100% YARDSTICK NEW YORK RADIO AUDIENCE  
 Radio Station Audiences by Roster Periods 6 AM to 12 Noon,  
 12 Noon to 6 PM, 6 PM to Midnight - January 1944

Station	5 Days, Monday through Friday		
	6 AM - 12 Noon	12 Noon - 6 PM	6 PM-12 Midnight
WABC	25	23	24
WEAF	10	20	28
WHN	4	4	2
WINS	3	2	2
WJZ	11	11	11
WMCA	2	3	2
WNEW	15	9	7
WOR	12	7	10
WOV**	6 (46)	3 (29)	4
WQXR	3	5	5
Misc.	11	11	5
Total Percent	100	100	100
Total Mentions	5487	7542	11,284

Saturday, January 8, 1944			
WABC	16	14	28
WEAF	9	6	27
WHN	7	5	4
WINS	2	2	2
WJZ	12	27	6
WMCA	4	4	2
WNEW	18	18	8
WOR	13	8	8
WOV**			3
WQXR	6	5	7
Misc.	14	11	5
Total Percent	100	100	100
Total Mentions	1040	1292	2108

Sunday, January 9, 1944			
WABC	9	21	23
WEAF	25	18	36
WHN	2	2	1
WINS	2	4	1
WJZ	9	8	15
WMCA	3	3	4
WNEW	11	8	2
WOR	12	20	11
WQXR	3	5	3
Misc.	24	12	4
Total Percent	100	100	100
Total Mentions	842	1745	2602

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

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

\*\*Please note that WOV broadcasts Italian language programs during the daytime from 8:00 AM - 6:00 PM. Its audience is made up of Italian homes during the daytime. The figures in the parenthesis are the statistically computed proportion of listening received by WOV in the Italian homes only. The Saturday daytime figures for WOV are not shown.

Box 2 Folder 6

THE PULSE OF NEW YORK, INC.

100% YARDSTICK

NEW YORK RADIO AUDIENCE

Radio Station Audiences by Roster Periods

6 AM to 12 Noon,

12 Noon to 6 PM, 6 PM to Midnight - March 1944

Station	5 Days, Monday through Friday		
	6 AM - 12 Noon	12 Noon - 6 PM	6 PM - 12 Midnight
WABC	22	22	24
WEAF	10	18	29
WHN	4	5	3
WINS	3	3	2
WJZ	11	11	11
WMCA	3	4	3
WNEW	15	10	7
WOR	13	8	10
WOV**	3 (28)	3 (23)	3
WQXR	3	4	4
Misc.	13	13	6
Total Percent	100	100	100
Total Mentions	6367	8066	12152

Saturday, March 11, 1944			
WABC	14	14	24
WEAF	7	7	29
WHN	8	10	2
WINS	4	4	1
WJZ	13	19	8
WMCA	4	3	2
WNEW	18	12	8
WOR	11	10	12
WOV**	5	3	3
WQXR	5	6	4
Misc.	11	13	7
Total Percent	100	100	100
Total Mentions	1066	1134	2172

Sunday, March 5, 1944			
WABC	10	19	21
WEAF	24	16	35
WHN	3	3	2
WINS	3	3	1
WJZ	8	11	18
WMCA	3	3	4
WNEW	14	5	2
WOR	13	22	12
WQXR	4	5	2
Misc.	17	13	4
Total Percent	100	100	100
Total Mentions	915	1869	2644

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

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

\*\*Please note that WOV broadcasts Italian language programs during the daytime from 8:00 AM - 6:00 PM. Its audience is made up of Italian homes during the daytime. The figures in the parenthesis are the statistically computed proportion of listening received by WOV in the Italian homes only. The Saturday daytime figures for WOV are not shown.

Box 2 Folder 7

THE PULSE OF NEW YORK, INC.

100% YARDSTICK

NEW YORK RADIO AUDIENCE

Radio Station Audiences by Roster Periods

6 AM to 12 Noon

12 Noon to 6 PM, 6 PM to Midnight - April 1944

5 Days, Monday through Friday

<u>Station</u>	<u>6 AM - 12 Noon</u>	<u>12 Noon - 6 PM</u>	<u>6 PM - 12 Midnight</u>
-WABC	20	21	24
-WEAF	10	18	29
-WHN	4	7	2
WINS	2	3	1
-WJZ	13	10	12
WMCA	2	6	2
-WNEW	15	10	7
-WOR	15	8	10
WOV**	4 (37)	5 (38)	3
-WQXR	3	5	3
Misc.	11	11	6
Total Percent	100	100	100
<u>Total Mentions</u>	<u>5768</u>	<u>7118</u>	<u>10904</u>

Saturday, April 1, 1944

WABC	13	14	27
WEAF	8	11	28
WHN	4	6	2
WINS	5	8	1
WJZ	13	20	8
WMCA	4	2	2
WNEW	21	11	8
WOR	11	7	12
WOV**	3	6	2
WQXR	6	5	3
Misc.	12	10	6
Total Percent	100	100	100
<u>Total Mentions</u>	<u>1039</u>	<u>1431</u>	<u>2056</u>

Sunday, April 2, 1944

WABC	11	19	25
WEAF	23	16	34
WHN	3	9	2
WINS	1	7	1
WJZ	8	9	15
WMCA	3	3	3
WNEW	15	4	2
WOR	12	18	13
WQXR	4	3	2
Misc.	19	11	4
Total Percent	100	100	100
<u>Total Mentions</u>	<u>754</u>	<u>1870</u>	<u>2481</u>

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

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

\*\*Please note that WOV broadcasts Italian language programs during the daytime from 8:00 AM - 6:00 PM. Its audience is made up of Italian homes during the daytime. The figures in the parenthesis are the statistically computed proportion of listening received by WOV in the Italian homes only. The Saturday daytime figures for WOV are not shown.

Box 2 Folder 7

THE PULSE OF NEW YORK, INC.

100% YARDSTICK

NEW YORK RADIO AUDIENCE

Radio Station Audiences by Roster Periods

May 1944

6 AM to 12 Noon, 12 Noon to 6 PM, 6 PM to Midnight

Station	5 Days, Monday through Friday		
	6 AM - 12 Noon	12 Noon - 6 PM	6 PM - 12 Midnight
WABC	22	23	24
WEAF	10	17	28
WHN	4	6	2
WINS	2	5	1
WJZ	14	9	12
WMCA	2	3	2
WNEW	14	10	7
WOR	12	8	11
WOV**	5 (46)	5 (43)	3
WQXR	3	4	4
Misc.	12	12	7
Total Percent	100	100	100
Total Mentions	5782	6391	10242

Saturday, May 13, 1944			
WABC	15	14	24
WEAF	6	10	27
WHN	6	17	2
WINS	3	10	1
WJZ	14	8	8
WMCA	5	4	2
WNEW	20	9	8
WOR	9	7	10
WOV**	1	1	4
WQXR	6	5	5
Misc.	14	15	8
Total Percent	100	100	100
Total Mentions	1015	1018	1854

Sunday, May 7, 1944			
WABC	11	16	25
WEAF	18	18	32
WHN	3	8	2
WINS	2	5	1
WJZ	8	10	17
WMCA	3	2	4
WNEW	17	6	2
WOR	15	16	11
WQXR	8	5	3
Misc.	15	13	4
Total Percent	100	100	100
Total Mentions	870	1824	2646

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

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

\*\*Please note that WOV broadcasts Italian language programs during the daytime from 8:00 AM - 6:00 PM. Its audience is made up of Italian homes during the daytime. The figures in the parenthesis are the statistically computed proportion of listening received by WOV in the Italian homes only. The Saturday daytime figures for WOV are not shown.

Box 2 Folder

THE PULSE OF NEW YORK, INC.

100% YARDSTICK

NEW YORK RADIO AUDIENCE

Radio Station Audiences by Roster Periods.....

June 1944

6 AM to 12 Noon, 12 Noon to 6 PM, 6 PM to Midnight

Station	5 Days, Monday through Friday		
	6 AM - 12 Noon	12 Noon - 6 PM	6 PM - 12 Midnight
WABC	22	23	24
WEAF	11	17	28
WHN	4	7	4
WINS	2	3	2
WJZ	13	8	10
WMCA	2	4	3
WNEW	13	9	8
WOR	13	8	12
WOV	1	2	3
WQXR	3	4	4
Misc.	15	15	8
Total Percent	100	100	100
Total Mentions	6534	6828	10815

Saturday, June 3, 1944			
WABC	15	16	25
WEAF	10	7	24
WHN	6	18	3
WINS	4	8	2
WJZ	10	8	8
WMCA	5	3	3
WNEW	18	12	7
WOR	13	8	12
WOV	2	2	5
WQXR	5	4	5
Misc.	12	15	8
Total Percent	100	100	100
Total Mentions	799	1112	1796

Sunday, June 11, 1944			
WABC	12	14	25
WEAF	18	14	27
WHN	4	21	4
WINS	1	10	3
WJZ	9	8	15
WMCA	2	3	4
WNEW	14	7	3
WOR	19	10	12
WQXR	5	3	4
Misc.	16	11	5
Total Percent	100	100	100
Total Mentions	939	1562	2202

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

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

U.S.M.S.S. Box 2 Folder 8  
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THE PULSE, INC.

100% YARDSTICK

THE PULSE OF NEW YORK

Radio Station Audiences by Roster Periods

July 1944

6 AM to 12 Noon, 12 Noon to 6 PM, 6 PM to Midnight

Station	5 Days, Monday through Friday		
	6 AM - 12 Noon	12 Noon - 6 PM	6 PM - 12 Midnight
WABC	20	23	22
WEAF	8	18	19
WHN	4	5	3
WINS	2	4	2
WJZ	15	7	11
WMCA	3	4	4
WNEW	14	9	9
WOR	13	7	14
WOV	4	4	3
WQXR	4	5	4
Misc.	13	15	9
Total Percent	100	100	100
Total Mentions	<u>5148</u>	<u>6155</u>	<u>7519</u>

Saturday, July 8, 1944			
WABC	17	16	23
WEAF	6	6	23
WHN	7	15	4
WINS	2	10	1
WJZ	11	7	10
WMCA	3	3	3
WNEW	20	12	8
WOR	16	7	14
WOV	3	4	3
WQXR	5	4	4
Misc.	9	16	7
Total Percent	100	100	100
Total Mentions	<u>954</u>	<u>1141</u>	<u>1450</u>

Sunday, July 9, 1944			
WABC	7	10	23
WEAF	21	9	19
WHN	6	16	4
WINS	2	14	3
WJZ	6	9	18
WMCA	5	3	4
WNEW	13	9	4
WOR	16	14	12
WQXR	6	3	6
Misc.	18	12	7
Total Percent	100	100	100
Total Mentions	<u>771</u>	<u>1410</u>	<u>1541</u>

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

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

Box 3704-1

THE PULSE, INC.

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THE PULSE OF NEW YORK

Radio Station Audiences by Roster Periods

August 1944

6 AM to 12 Noon, 12 Noon to 6 PM, 6 PM to Midnight

Station	5 Days, Monday through Friday		
	6 AM - 12 Noon	12 Noon- 6 PM	6 PM - 12 Midnight
WABC	21	19	20
WEAF	9	15	19
WHN	5	8	3
WINS	2	4	2
WJZ	14	9	12
WMCA	3	4	4
WNEW	16	9	9
WOR	12	8	14
WOV	2	2	4
WQXR	3	5	5
Misc.	14	17	9
Total Percent	100	100	100
Total Mentions	5216	6211	8059

Saturday, August 5, 1944			
WABC	19	11	22
WEAF	6	4	21
WHN	7	21	3
WINS	3	4	7
WJZ	13	6	8
WMCA	3	4	3
WNEW	18	13	8
WOR	13	7	13
WOV	1	2	4
WQXR	5	8	3
Misc.	12	20	7
Total Percent	100	100	100
Total Mentions	947	1165	1394

Sunday, August 13, 1944			
WABC	13	15	22
WEAF	21	12	17
WHN	4	11	5
WINS	3	12	3
WJZ	6	8	17
WMCA	7	4	6
WNEW	11	6	3
WOR	14	13	13
WQXR	4	4	7
Misc.	18	16	7
Total Percent	100	100	100
Total Mentions	782	1371	1521

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

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



Box 3 Folder 1

THE PULSE, INC.

100% YARDSTICK

THE PULSE OF NEW YORK

Radio Station Audiences by Roster Periods

September 1944

6 AM to 12 Noon, 12 Noon to 6 PM, 6 PM to Midnight

STATION	5 DAYS, MONDAY THROUGH FRIDAY		
	6 AM - 12 NOON	12 NOON - 6 PM	6 PM - 12 MIDNIGHT
WABC	21	19	23
WEAF	8	18	22
WHN	4	5	3
WINS	2	4	2
WJZ	15	9	10
WMCA	3	4	3
WNEW	14	9	8
WOR	12	8	13
WOV	4	4	3
WCXR	3	5	4
MISC.	14	14	8
TOTAL PERCENT	100	100	100
TOTAL MENTIONS	5317	6271	9799

SATURDAY, SEPTEMBER 9, 1944			
WABC	13	17	27
WEAF	7	6	26
WHN	5	11	3
WINS	3	9	2
WJZ	13	8	8
WMCA	4	4	3
WNEW	19	10	7
WOR	15	8	10
WOV	6	3	2
WCXR	5	5	4
MISC.	11	18	7
TOTAL PERCENT	100	100	100
TOTAL MENTIONS	998	1190	1791

SUNDAY, SEPTEMBER 10, 1944			
WABC	12	17	21
WEAF	19	12	24
WHN	4	15	4
WINS	3	9	1
WJZ	8	7	18
WMCA	3	4	4
WNEW	11	6	4
WOR	15	13	15
WCXR	5	4	4
MISC.	20	14	6
TOTAL PERCENT	100	100	100
TOTAL MENTIONS	782	1432	1853

THESE FIGURES ARE PERCENTAGES INDICATING THE RELATIVE POPULARITY OF THE STATIONS DURING THE DAY BY ROSTER PERIODS. THE BASE, TOTAL MENTIONS, IS THE SUM OF THE NUMBER OF STATIONS LISTENED TO DURING THE 15 MINUTE PERIODS OF THE ROSTER PERIODS. THE BASE, DIVIDED INTO THE TOTAL MENTIONS OF EACH STATION FOR THE ROSTER PERIODS GIVES THE FIGURES LISTED ABOVE.

THE DOT (.) INDICATES LESS THAN 1/2 OF A PERCENT.

Box 3 Folder 2

THE PULSE, INC.

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THE PULSE OF NEW YORK

Radio Station Audiences by Time Periods

October 1944

6 AM to 12 Noon, 12 Noon to 6 PM, 6 PM to Midnight

Station	5 DAYS, MONDAY THROUGH FRIDAY		
	6 AM - 12 Noon	12 Noon - 6 PM	6 PM - 12 Midnight
WABC	20	18	24
WBYN		1	
WEAF	9	17	
WHN	4		24
WINS	2	3	2
WJZ	16	2	1
WMCA	3	9	10
WNEW	15	3	3
WOR	12	9	7
WOV	3	17	14
WOXR	3	3	3
MISC.	13	5	4
TOTAL PERCENT	100	12	8
TOTAL MENTIONS	5297	100	100
		7653	10126

Saturday, October 7, 1944

WABC	15	13	24
WEAF	8	9	22
WHN	5	4	3
WINS	2	3	2
WJZ	15	7	10
WMCA	3	3	3
WNEW	19	9	8
WOR	13	33	11
WOV	3	2	4
WOXR	5	5	6
MISC.	12	13	8
TOTAL PERCENT	100	100	100
TOTAL MENTIONS	911	1604	1712

Sunday, October 1, 1944

WABC	11	16	28
WEAF	15	12	29
WHN	4	9	2
WINS	3	12	1
WJZ	9	9	14
WMCA	7	3	3
WNEW	12	6	2
WOR	15	15	12
WOXR	6	3	3
MISC.	20	14	5
TOTAL PERCENT	100	100	100
TOTAL MENTIONS	779	1730	2470

THESE FIGURES ARE PERCENTAGES INDICATING THE RELATIVE POPULARITY OF THE STATIONS DURING THE DAY BY ROSTER PERIODS. THE BASE, TOTAL MENTIONS, IS THE SAME OF THE NUMBER OF STATIONS LISTENED TO DURING THE 15 MINUTE PERIODS OF THE ROSTER PERIODS. THE BASE, DIVIDED INTO THE TOTAL MENTIONS OF EACH STATION FOR THE ROSTER PERIODS GIVES THE FIGURES LISTED ABOVE.

THE DOT (.) INDICATES LESS THAN  $\frac{1}{2}$  OF A PERCENT.

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THE PULSE, INC.

100% YARDSTICK

THE PULSE OF NEW YORK

Radio Station Audiences by Time Periods

November 1944

6 AM to 12 Noon, 12 Noon to 6 PM, 6 PM to Midnight

Station	MONDAY THROUGH FRIDAY		
	6 AM - 12 Noon	12 Noon - 6 PM	6 PM - 12 Midnight
WABC	20	22	24
WBYN		2	
WEAF	9	17	25
WHN	4	4	2
WINS	2	3	1
WJZ	14	8	11
WMCA	3	4	4
WNEW	12	9	7
WOR	13	10	12
WOV	2	4	2
WQXR	3	4	3
MISC.	16	14	8
TOTAL PERCENT	100	100	100
TOTAL MENTIONS	5999	7517	10232

Saturday, November 4, 1944

WABC	17	16	22
WEAF	7	9	33
WHN	4	5	2
WINS	1	2	1
WJZ	14	10	10
WMCA	4	4	2
WNEW	17	12	6
WOR	19	14	9
WOV	1	2	1
WQXR	4	6	5
MISC.	14	19	8
TOTAL PERCENT	100	100	100
TOTAL MENTIONS	1000	1310	1938

Sunday, November 5, 1944

WABC	12	18	24
WEAF	19	15	30
WHN	3	7	1
WINS	3	5	1
WJZ	8	11	17
WMCA	4	4	3
WNEW	14	6	3
WOR	13	14	12
WQXR	5	5	3
MISC.	18	16	5
TOTAL PERCENT	100	100	100
TOTAL MENTIONS	808	1810	2195

THESE FIGURES ARE PERCENTAGES INDICATING THE RELATIVE POPULARITY OF THE STATIONS DURING THE DAY BY ROSTER PERIODS. THE BASE, TOTAL MENTIONS, IS THE SUM OF THE NUMBER OF STATIONS LISTENED TO DURING THE 15 MINUTE PERIODS OF THE ROSTER PERIODS. THE BASE, DIVIDED INTO THE TOTAL MENTIONS OF EACH STATION FOR THE ROSTER PERIODS GIVES THE FIGURES LISTED ABOVE.

THE DOT (.) INDICATES LESS THAN 1/2 OF A PERCENT.

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THE PULSE, INC.

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THE PULSE OF NEW YORK

Radio Station Audiences by Time Periods

December 1944

6 AM to 12 Noon, 12 Noon to 6 PM, 6 PM to Midnight

Station	MONDAY THROUGH FRIDAY		
	6 AM - 12 Noon	12 Noon - 6 PM	6 PM - 12 Midnight
WABC	23	22	24
WBYN		1	
WEAF	9	18	27
WHN	4	4	2
WINS	2	3	1
WJZ	14	9	11
WMCA	3	4	3
WNEW	13	8	7
WOR	13	9	11
WOV	3	4	3
WQXR	3	3	4
MISC.	15	14	8
TOTAL PERCENT	100	100	100
TOTAL MENTIONS	6173	8105	10504

Saturday, December 2, 1944

WABC	14	37	23
WEAF	6	9	24
WHN	5	5	3
WINS	2	3	2
WJZ	14	15	10
WMCA	4	2	2
WNEW	15	9	9
WOR	16	5	12
WOV	2	2	3
WQXR	4	3	3
MISC.	16	10	9
TOTAL PERCENT	100	100	100
TOTAL MENTIONS	938	1870	1943

Sunday, December 3, 1944

WABC	13	18	24
WEAF	18	17	28
WHN	5	11	2
WINS	2	5	1
WJZ	9	11	19
WMCA	4	3	4
WNEW	14	5	4
WOR	13	13	10
WQXR	5	4	3
MISC.	18	13	4
TOTAL PERCENT	100	100	100
TOTAL MENTIONS	884	2042	2799

THESE FIGURES ARE PERCENTAGES INDICATING THE RELATIVE POPULARITY OF THE STATIONS DURING THE DAY BY ROSTER PERIODS. THE BASE, TOTAL MENTIONS, IS THE SUM OF THE NUMBER OF STATIONS LISTENED TO DURING THE 15 MINUTE PERIODS OF THE ROSTER PERIODS. THE BASE, DIVIDED INTO THE TOTAL MENTIONS OF EACH STATION FOR THE ROSTER PERIODS GIVES THE FIGURES LISTED ABOVE.

THE DOT (.) INDICATES LESS THAN 1/2 OF A PERCENT.

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THE PULSE, INC.

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THE PULSE OF NEW YORK

Radio Station Audiences by Time Periods

January 1945

6 AM to Noon, 12 Noon to 6 PM, 6 PM to Midnight

Station	MONDAY THROUGH FRIDAY		
	6 AM - 12 Noon	12 Noon - 6 PM	6 PM - 12 Midnight
WABC	21	22	22
WBYN		1	
WEAF	10	18	27
WHN	4	4	3
WINS	2	4	2
WJZ	14	9	10
WMCA	4	4	3
WNEW	11	10	6
WOR	14	8	13
WOV	3	3	2
WOXR	3	4	4
MISC.	14	14	8
TOTAL PERCENT	100	100	100
TOTAL MENTIONS	6298	8284	11444

Saturday, January 6, 1945

WABC	18	17	28
WEAF	7	11	22
WHN	6	4	2
WINS	2	3	3
WJZ	10	19	8
WMCA	4	4	3
WNEW	18	14	8
WOR	16	6	13
WOV	1	5	2
WOXR	4	4	3
MISC.	15	12	8
TOTAL PERCENT	100	100	100
TOTAL MENTIONS	1029	1531	2185

Sunday, January 7, 1945

WABC	14	21	21
WEAF	18	19	36
WHN	3	4	2
WINS	2	2	1
WJZ	10	13	17
WMCA	4	3	2
WNEW	13	9	3
WOR	12	11	10
WOXR	5	5	4
MISC.	19	14	5
TOTAL PERCENT	100	100	100
TOTAL MENTIONS	863	2281	3001

THESE FIGURES ARE PERCENTAGES INDICATING THE RELATIVE POPULARITY OF THE STATIONS DURING THE DAY BY ROSTER PERIODS. THE BASE, TOTAL MENTIONS, IS THE SUM OF THE NUMBER OF STATIONS LISTENED TO DURING THE 15 MINUTE PERIODS OF ROSTER PERIODS. THE BASE, DIVIDED INTO THE TOTAL MENTIONS OF EACH STATION FOR THE ROSTER PERIODS GIVES THE FIGURES LISTED ABOVE.

THE DOT (.) INDICATES LESS THAN 1/2 OF A PERCENT.

Box 3 Folder 3

THE PULSE, INC

100% YARDSTICK

THE PULSE OF NEW YORK

Radio Station Audiences by Time Periods

February 1945

6 AM to Noon, 12 Noon to 6 PM, 6 PM to Midnight

MONDAY THROUGH FRIDAY

Station	6 AM - 12 Noon	12 Noon - 6 PM	6 PM - 12 Midnight
WABC	21	22	21
WBYN		1	
WEAF	10	17	28
WHN	4	4	2
WINS	2	3	1
WJZ	16	11	12
WMCA	4	4	3
WNEW	12	10	6
WOR	13	9	13
WOV	1	2	2
WQXR	3	4	4
MISC.	14	14	7
TOTAL PERCENT	100	100	100
TOTAL MENTIONS	6733	8810	12323

Saturday, February 3, 1945

WABC	18	17	26
WEAF	6	10	24
WHN	7	5	3
WINS	2	4	3
WJZ	15	20	10
WMCA	4	3	2
WNEW	15	13	7
WOR	15	8	12
WOV	1	2	2
WQXR	4	6	3
MISC.	13	12	7
TOTAL PERCENT	100	100	100
TOTAL MENTIONS	1293	1900	2290

Sunday, February 4, 1945

WABC	12	19	24
WEAF	23	18	28
WHN	4	4	2
WINS	1	4	1
WJZ	7	15	18
WMCA	5	2	3
WNEW	13	7	3
WOR	12	13	12
WQXR	5	4	4
MISC.	19	15	5
TOTAL PERCENT	100	100	100
TOTAL MENTIONS	929	2298	2553

THESE FIGURES ARE PERCENTAGES INDICATING THE RELATIVE POPULARITY OF THE STATIONS DURING THE DAY BY ROSTER PERIODS. THE BASE, TOTAL MENTIONS, IS THE SUM OF THE NUMBER OF STATIONS LISTENED TO DURING THE 15 MINUTE PERIODS OF ROSTER PERIODS. THE BASE, DIVIDED INTO THE TOTAL MENTIONS OF EACH STATION FOR THE ROSTER PERIODS GIVES THE FIGURES LISTED ABOVE.

THE DOT (.) INDICATES LESS THAN 1/2 OF A PERCENT.

Box 3 to Wk 5

THE PULSE, INC.

100% YARDSTICK

THE PULSE OF NEW YORK

Radio Station Audiences by Time Periods

May 1945

6 AM to Noon, 12 Noon to 6 PM, 6 PM to Midnight

Monday through Friday

Station	6 AM - 12 Noon	12 Noon - 6 PM	6 PM - 12 Midnight
WABC	21	17	23
WBYN		1	
WEAF	10	18	25
WHN	4	5	3
WINS	3	4	2
WJZ	15	10	11
WMCA	4	4	2
WNEW	11	11	7
WOR	14	13	13
WOV	1	2	2
WQXR	3	4	4
Misc.	14	13	8
Total Percent	100	100	100
Total Mentions	7281	9198	11937

Saturday, May 5, 1945

WABC	17	16	21
WEAF	8	10	22
WHN	8	12	5
WINS	3	10	4
WJZ	10	6	11
WMCA	2	6	2
WNEW	13	8	8
WOR	16	11	13
WOV	1	2	3
WQXR	4	7	3
Misc.	17	13	8
Total Percent	100	100	100
Total Mentions	1166	1697	1804

Sunday, May 6, 1945

WABC	9	16	25
WEAF	26	16	25
WHN	7	12	3
WINS	3	10	2
WJZ	9	12	20
WMCA	2	3	2
WNEW	9	5	3
WOR	15	11	11
WQXR	5	3	3
Misc.	15	12	7
Total Percent	100	100	100
Total Mentions	898	2052	2371

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

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

Box 3 to 445

THE PULSE, INC.

100% YARDSTICK

THE PULSE OF NEW YORK

Radio Station Audiences by Time Periods

June 1945

6 AM to Noon, 12 Noon to 6 PM, 6 PM to Midnight

Monday through Friday

Station	6 AM - 12 Noon	12 Noon - 6 PM	6 PM - 12 Midnight
WABC	21	17	21
WBYN		1	
WEAF	10	17	24
WHN	5	5	4
WINS	3	6	4
WJZ	16	12	11
WLIB	1	2	
WMCA	3	4	3
WNEW	10	10	7
WOR	14	9	13
WOV	1	2	2
WQXR	3	4	4
Misc.	13	11	8
Total Percent	100	100	100
Total Mentions	6446	7814	10770

Saturday, June 2, 1945

WABC	15	13	20
WEAF	8	11	24
WHN	5	7	3
WINS	4	11	2
WJZ	14	9	8
WMCA	3	4	3
WNEW	13	12	8
WOR	16	10	13
WOV	2	4	3
WQXR	4	6	6
Misc.	16	13	9
Total Percent	100	100	100
Total Mentions	955	1490	1890

Sunday, June 3, 1945

WABC	12	16	28
WEAF	21	17	18
WHN	5	10	3
WINS	3	10	3
WJZ	9	12	19
WMCA	3	3	2
WNEW	10	6	3
WOR	16	12	14
WQXR	6	4	3
Misc.	15	11	6
Total Percent	100	100	100
Total Mentions	919	1968	2380

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

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



Monday through Friday

Station	6 AM - 12 Noon	12 Noon - 6 PM	6 PM - 12 Midnight
WABC	20	16	18
WBYN		2	
WEAF	11	17	19
WHN	5	6	5
WINS	3	6	3
WJZ	15	10	12
WLIB	1	2	.
WMCA	3	4	3
WNEW	12	11	8
WOR	13	9	15
WOV	2	2	3
WQXR	4	4	4
Misc.	12	11	10
Total Percent	6652	7833	8941

Saturday, July 7, 1945

WABC	15	12	19
WEAF	9	9	20
WHN	8	16	5
WINS	2	14	4
WJZ	13	8	7
WLIB	1	2	1
WMCA	3	3	5
WNEW	12	9	10
WOR	15	9	14
WOV	1	4	2
WQXR	6	4	4
Misc.	15	11	9
Total Percent	100	100	100
Total Mentions	1107	1599	1700

Sunday, July 1, 1945

WABC	10	13	19
WEAF	19	10	18
WHN	5	17	7
WINS	3	11	4
WJZ	7	8	22
WLIB	1	2	1**
WMCA	3	2	3
WNEW	12	9	4
WOR	17	13	13
WQXR	5	3	3
Misc.	19	12	6
Total Percent	100	100	100
Total Mentions	689	1661	1733

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

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

\*\*Off the air at 9:15 PM

Box 3 To Mar 6

THE PULSE, INC.

100% YARDSTICK

THE PULSE OF NEW YORK

Radio Station Audiences by Time Periods

August 1945

6 AM to Noon, 12 Noon to 6 PM, 6 PM to Midnight

Monday through Friday

Station	6 AM - 12 Noon	12 Noon - 6 PM	6 PM - 12 Midnight
WABC	20	16	17
WBYN		2	
WEAF	11	16	18
WHN	5	6	4
WINS	3	5	4
WJZ	15	11	11
WLIB	1	2	.
WMCA	3	3	3
WNEW	12	12	8
WOR	18	10	16
WOV			3
WQXR	3	5	5
Misc.	14	13	10
Total Percent	100	100	100
Total Mentions	6276	7349	8732

Saturday, August 4, 1945

WABC	15	8	17
WEAF	9	8	15
WHN	5	19	5
WINS	3	7	9
WJZ	12	7	7
WLIB	2	4	1
WMCA	4	4	4
WNEW	15	8	10
WOR	17	15	17
WOV			2
WQXR	3	5	5
Misc.	14	15	8
Total Percent	100	100	100
Total Mentions	1060	1196	1481

Sunday, August 5, 1945

WABC	10	15	25
WEAF	21	12	19
WHN	5	11	3
WINS	2	14	5
WJZ	7	9	15
WLIB	2	2	*
WMCA	4	3	2
WNEW	12	5	5
WOR	14	10	14
WQXR	3	4	4
Misc.	19	15	8
Total Percent	100	100	100
Total Mentions	902	1542	1642

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

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

Box 3 Folder 7

THE PULSE, INC.

100% YARDSTICK

THE PULSE OF NEW YORK

Radio Station Audiences by Time Periods.

September 1945

6 AM to Noon, 12 Noon to 6 PM, 6 PM to Midnight

Station	Monday through Friday		
	6 AM - 12 Noon	12 Noon - 6 PM	6 PM - 12 Midnight
WABC	19	15	19
WBYN		2	
WEAF	9	15	20
WHN	5	8	5
WINS	3	10	3
WJZ	15	9	12
WMCA	3	4	3
WNEW	13	10	8
WOR	13	9	13
WOV			2
WQXR	3	4	4
Misc.	16	15	9
Total Percent	100	100	100
Total Mentions	5743	7081	8575

Saturday, September 8, 1945			
WABC	15	9	22
WEAF	10	10	17
WHN	6	15	3
WINS	4	12	3
WJZ	13	6	8
WMCA	4	4	4
WNEW	15	12	10
WOR	12	12	15
WOV			2
WQXR	5	4	4
Misc.	16	15	11
Total Percent	100	100	100
Total Mentions	1041	1475	1550

Sunday, September 9, 1945			
WABC	12	12	21
WEAF	21	13	22
WHN	4	14	4
WINS	3	15	4
WJZ	8	10	18
WMCA	5	4	2
WNEW	14	5	3
WOR	13	12	15
WQXR	5	4	4
Misc.	15	13	7
Total Percent	100	100	100
Total Mentions	749	1620	1968

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

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

Box 3 Folio 7

THE PULSE, INC.

100% YARDSTICK

THE PULSE OF NEW YORK

Radio Station Audiences by Time Periods

October 1945

6 AM to Noon, 12 Noon to 6 PM, 6 PM to Midnight

Monday through Friday

Station	6 AM - 12 Noon	12 Noon - 6 PM	6 PM - 12 Midnight
WABC	20	14	22
WBYN		2	
WEAF	11	18	23
WHN	5	5	3
WINS	3	4	3
WJZ	15	9	11
WMCA	4	4	3
WNEW	12	9	7
WOR	14	16	13
WOV			2
WQXR	3	4	4
Misc.	13	15	8
Total Percent	100	100	100
Total Mentions	6753	7498	9979

Saturday, October 6, 1945

WABC	16	10	22
WEAF	12	10	20
WHN	6	7	4
WINS	4	3	3
WJZ	9	8	12
WMCA	4	5	3
WNEW	15	10	9
WOR	12	29	12
WOV			2
WQXR	5	3	4
Misc.	16	14	9
Total Percent	100	100	100
Total Mentions	1185	1755	1910

Sunday, October 7, 1945

WABC	12	15	22
WEAF	20	14	29
WHN	4	6	2
WINS	3	4	2
WJZ	8	9	20
WMCA	5	3	2
WNEW	11	4	2
WOR	13	32	13
WQXR	5	3	2
Misc.	20	10	6
Total Percent	100	100	100
Total Mentions	823	2301	2267

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

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

Box 3 Folder 8

THE PULSE, INC.

100% YARDSTICK

THE PULSE OF NEW YORK

Radio Station Audiences by Time Periods

November 1945

6 AM to Noon, 12 Noon to 6 PM, 6 PM to Midnight

Monday through Friday

Station	6 AM - 12 Noon	12 Noon - 6 PM	6 PM - 12 Midnight
WABC	21	17	23
WBYN		1	
WEAF	10	17	24
WHN	4	4	3
WINS	3	4	2
WJZ	14	10	11
WMCA	3	4	3
WNEW	12	12	8
WOR	15	10	11
WOV			2
WQXR	3	4	4
Misc.	15	15	9
Total Percent	100	100	100
Total Mentions	6772	8063	10879

Saturday, November 3, 1945

WABC	18	20	23
WEAF	9	13	22
WHN	5	4	3
WINS	4	4	3
WJZ	10	12	12
WMCA	5	6	3
WNEW	12	11	10
WOR	17	10	9
WOV			2
WQXR	4	4	4
Misc.	16	16	10
Total Percent	100	100	100
Total Mentions	1171	1667	1904

Sunday, November 4, 1945

WABC	12	17	22
WEAF	19	15	32
WHN	4	14	2
WINS	4	4	1
WJZ	8	10	18
WMCA	5	3	2
WNEW	16	7	2
WOR	11	12	12
WQXR	4	3	2
Misc.	19	15	6
Total Percent	100	100	100
Total Mentions	843	2145	2621

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

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

Box 3 Folder 8

THE PULSE, INC.

100% YARDSTICK

THE PULSE OF NEW YORK

Radio Station Audiences by Time Periods

December 1945

6 AM to Noon, 12 Noon to 6 PM, 6 PM to Midnight

Monday through Friday

Station	6 AM - 12 Noon	12 Noon - 6 PM	6 PM - 12 Midnight
WABC	20	19	24
WBYN		1	
WEAF	10	17	23
WHN	5	4	3
WINS	8	4	2
WJZ	16	13	11
WMCA	4	4	3
WNEW	11	10	7
WOR	13	10	11
WOV			2
WQXR	3	4	3
Misc.	16	15	9
Total Percent	100	100	100
Total Mentions	6939	8290	11544

Saturday, December 1, 1945

WABC	15	15	24
WEAF	10	30	22
WHN	5	3	3
WINS	4	2	3
WJZ	10	14	13
WMCA	5	3	3
WNEW	17	7	7
WOR	12	13	10
WOV			2
WQXR	4	2	4
Misc.	19	11	8
Total Percent	100	100	100
Total Mentions	1102	2057	2061

Sunday, December 2, 1945

WABC	14	16	23
WEAF	16	13	31
WHN	4	11	2
WINS	3	6	2
WJZ	9	10	19
WMCA	4	4	2
WNEW	16	7	2
WOR	9	15	11
WQXR	5	3	3
Misc.	19	15	5
Total Percent	100	100	100
Total Mentions	936	2102	2640

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

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