

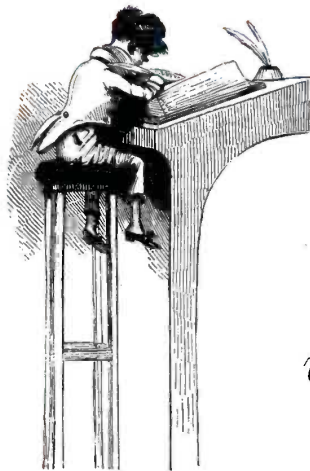
DECEMBER 8, 1947

PRICE 20 CENTS

BROADCASTING

The Weekly **News** Radio
TELECASTING

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money?

*why, money is
where people are*

AND PEOPLE, Dear Reader—34,057,161 people, 1/4 of the nation—can hear WOR!

There are more people in WOR's regular listening area than in the area of any other station in the land. People with \$35,249,682,000 to spend every year.

If you want to barter your product or service in exchange for a lot of their money, you'd better call WOR pronto and say, "Look, I want some of that time of yours at the very low cost for which it sells. You see, I want action f-a-s-t in 430 counties in 18 states."

And does WOR get action? Listen: One man who makes a product that bucks some of the stiffest competition in the land bought WOR for one day a week; *one* day, mind you. One announcement sold 5,000 units of his product in 2 days—and WOR was the *only* advertising used! 21 announcements sent 5,000 people into this man's stores for a free picture offer and 90% of the people made c-a-s-h purchases.

That, sir, is a sample of what WOR can do for you.

WOR

*... heard by the most people
where the most people are*

MUTUAL

12 New Standard Stations Authorized; Facility Changes Granted To 8 Others

IN MULTIPLE actions last week in standard broadcast field FCC authorized construction permits for a dozen new stations and improvement of facilities for eight existing AM stations.

The following new stations were authorized:

Cambridge, Mass.—Harvey Radio Labs, 740 kc, 250 w, daytime. Principals: Frank Lyman Jr., president, and his wife, Jeanne S. Lyman, vice president, co-owners; and Ronald W. Martin, clerk.

Melbourne, Fla.—Melbourne Broadcasting Corp., 1050 kc, 250 w, daytime. Principals: William Shakespeare Jr., retired manufacturer, president and 14%; Thomas R. Barr, real estate broker, vice president 14%; V. C. Brownlee, undertaker, director 14%; John F. Turner, department store owner, secretary-treasurer 14%; Elliott C. Newell, auto and electrical appliance dealer, director 14%.

Brookridge, Minn.—Interstate Broadcasting Corp., 1450 kc, 250 w, unlimited. Principals: Don H. Bower, farm implement and Hudson auto dealer and president Wilmar, Chamber of Commerce, president and 23.8%; his son and partner, Kilne E. Bower, treasurer 23.8%; Dr. E. A. Eberlin, vice president 23.8%; Tom E. Davis, attorney, secretary 23.8%; George A. Thompson, owner Red River Implement Co., 2%; Arthur W. Hoppert, plumbing and heating business, 0.9%; his son and business associate, Merle I. Hoppert, 1%.

Las Vegas, Nev.—San Joaquin Broadcasters, 1340 kc 250 w, unlimited. Partnership: R. K. Wittenberg, attorney,

51%, and R. L. Stoddard, general manager of KATO Reno, 49%.

Lampasas, Tex.—Lampasas Broadcasting Co., 1450 kc, 250 w, unlimited. Co-partnership: Sylvester Lewis, county court judge, and Robert O. Easton, editor and one-third owner Lampasas Dispatch.

Needles, Calif.—Shelley Radio Electric Co., 1340 kc, 250 w, unlimited. Sole owner of radio sales-service firm is Oscar Dale Shelley.

Havre de Grace, Md.—Chesapeake Broadcasting Corp., 1600 kc 500 w, daytime. Principals: Jayson T. Pate, wholesale beverage distributor Leslie A. Daniel, Harry E. Dyer Jr., attorney, Walter F. Forward, each 30 sh. Six other local businessmen own 30 sh each. Six other local people hold preferred stock.

Dalhart, Tex.—Dalrad Assoc., 1410 kc, 500 w, daytime. Co-partnership: Baird Bishop, druggist, and his brother, Ed Bishop, publisher of the Dalhart Texan.

Denver, Col.—Landon Broadcasting Co., 990 kc, 1 kw, daytime. Sole owner is Alf. M. Landon, former governor of Kansas and Presidential candidate. Mr. Landon is permittee KCO Leavenworth, Kan., and 65% owner of applicant for Liberal, Kan.

Winchester, Tenn.—Arthur D. Smith Jr., 1340 kc, 250 w, unlimited. Permittee is station manager of WBAC Cleveland, Tenn.

Dover, Del.—William Courtney Evans, 1410 kc, 1 kw, daytime. Permittee has been radio operator and technician for 21 years.

West Allis, Wis.—West Allis Broadcasting Co., 1570 kc, 250 w, daytime. Principals: John A. Clark, restaurant operator, president and treasurer and 79.4% owner; his wife, Ruth H. Clark,

Top 20 Network Shows, Rated 4 Ways, Announced by Nielsen

A. C. NIELSEN Co. last week made public the first of what are expected to become semi-monthly

reports of the "top 20" network programs, rated four ways by the audience research firm.

The four types of Nielsen ratings are:

(1) Total audience—the audience during all or any part of a program in percent of Nielsen Research Index homes.

(2) Average audience—the audience during the average minute of one program in percent of all NRI homes.

(3) Cumulative audience—the percent of the total market that is reached (one or more times) in four weeks.

(4) Homes per dollar—a measurement, on a total audience basis, of the number of homes reached per dollar spent for time and talent.

The "top 20" Nielsen programs were confined to evening programs, half-hour, once-a-week, and to daytime programs, 15 minutes, five-a-week.

Nielsen Radio Index—"Top 20"

"TOP 20"—EVENING. Week of Oct. 19-25, 1947 (Ranking Limited to 30-Minute Programs Broadcast Once a Week)

TOTAL AUDIENCE					AVERAGE AUDIENCE					CUM. AUD. (4 Wks.)	NRI HOMES PER DOLLAR				
Rank	Program	Current Rating	Points Change	Prev. Rank	Rank	Program	Current Rating	Points Change	Prev. Rank		Rank	Program	NRI Homes	Change	Prev. Rank
1	Fibber McGee & Molly	24.8	+1.2	1	1	Fibber McGee & Molly	20.5	+0.8	1	1	Curtain Time	572	+195	18	
2	Amos 'n' Andy	23.8	+1.1	3	2	Amos 'n' Andy	19.3	+1.4	3	2	Big Town	490	-7	2	
3	Chase & S'born Program	23.1	+3.5	11	3	Chase & S'born Program	17.7	+2.5	9	3	Famous Jury Trials	458	+60	13	
4	Truth or Consequences	22.8	+3.9	17	4	Bob Hope	17.6	-0.5	2	4	Fat Man	456	-21	3	
5	Bob Hope	22.5	-0.4	2	5	Truth or Consequences	17.4	+2.8	13	5	Nick Carter	455	-54	1	
6	Fitch Bandwagon	22.5	+3.9	19	6	Jack Benny	16.7	+1.7	11	6	Date With Judy	455	+49	12	
7	Fred Allen Show	22.3	+1.7	6	7	Fred Allen Show	16.4	+2.3	15	7	Gangbusters	447	...	(g)	
8	Life of Riley	21.6	+1.5	7	8	Red Skelton	16.1	-0.2	8	8	Crime Photographer	442	+19	9	
9	Jack Benny	21.3	+2.1	13	9	Life of Riley	15.9	+0.9	10	9	Inner Sanctum	435	-14	6	
10	Duffy's Tavern	20.5	+3.4	(g)	10	Fitch Bandwagon	15.4	+2.0	20	10	Break the Bank	423	-52	4	
11	Red Skelton	20.3	+0.3	8	11	My Friend Irma	15.1	-2.4	5	11	Adv. of Sam Spade	416	+6	11	
12	My Friend Irma	19.3	-3.0	4	12	Mr. District Attorney	14.9	-3.0	4	12	My Friend Irma	398(1)	-61	5	
13	Adv. of Sam Spade	19.5	+0.3	14	13	Big Town	14.6	-0.3	12	13	Man, Merry-Go-Round	386(1)	+27	20	
14	Date With Judy	19.5	+2.1	(g)	14	Duffy's Tavern	14.5	+2.6	(g)	14	Truth or Consequences	382(1)	...	(g)	
15	Inner Sanctum	19.3	-0.6	9	15	Adv. of Sam Spade	14.3	+1.0	(g)	15	Life of Riley	379(1)	...	(g)	
16	Great Gildersleeve	19.3	+2.5	(g)	16	Blondie	14.3	+1.4	(g)	16	Waltz Time	372(1)	-25	14	
17	Your Hit Parade	19.1	+0.7	20	17	Your Hit Parade	14.3	+0.6	18	17	Grand Ole Opry	372	...	(g)	
18	Kraft Music Hall	19.0	+0.8	(g)	18	Kraft Music Hall	14.3	+0.4	17	18	Duffy's Tavern	370(1)	...	(g)	
19	Blondie	18.9	+1.6	(g)	19	Inner Sanctum	14.1	+0.2	16	19	Murder & Mr. Malone	367	...	(g)	
20	Mr. District Attorney	18.7	-3.2	5	20	Great Gildersleeve	14.1	+1.8	(g)	20	Mr. District Attorney	366(1)	-62	7	

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"TOP 20"—DAYTIME (Ranking Limited to 15-Minute Programs Broadcast 5 Times a Week)

TOTAL AUDIENCE					AVERAGE AUDIENCE					CUM. AUD. (4 Wks.)	NRI HOMES PER DOLLAR				
Rank	Program	Current Rating	Points Change	Prev. Rank	Rank	Program	Current Rating	Points Change	Prev. Rank		Rank	Program	NRI Homes	Change	Prev. Rank
1	Right to Happiness	10.2	+0.6	2	1	Right to Happiness	9.3	+0.7	2	1	Lum 'n' Abner	1264(1)	+14	1	
2	Pepper Young's Family	9.9	+0.6	5	2	Our Gal, Sunday	8.4	-0.5	1	2	Aunt Jenny	1164	...	4	
3	Our Gal, Sunday	9.3	-0.5	1	3	Pepper Young's Family	8.4	+0.2	5	3	Our Gal, Sunday	1145(1)	-60	2	
4	Backstage Wife	9.3	-0.2	4	4	Backstage Wife	8.1	-0.3	4	4	Pepper Young's Family	1144(1)	-49	3	
5	Girl Marries, When A.	9.1	-0.5	3	5	When A Girl Marries	8.0	-0.5	3	5	Stella Dallas	1108(1)	+36	5	
6	Rose Mary	9.0	+0.2	12	6	Rose Mary	7.7	+0.2	13	6	Backstage Wife	1069	+25	8	
7	Wendy Warren	8.9	+0.1	13	7	Helen Trent	7.7	-0.3	7	7	Grand Slam	1040	+95	11	
8	Helen Trent	8.8	-0.3	7	8	Stella Dallas	7.7	+0.1	12	8	Right to Happiness	1009(1)	+56	10	
9	Big Sister	8.7	-0.3	9	9	Big Sister	7.6	-0.4	6	9	Our Gal, Sunday	1000(1)	-55	6	
10	Stella Dallas	8.6	-0.3	10	10	Aunt Jenny	7.6	...	10	10	Doctor Malone	996(1)	-55	7	
11	Aunt Jenny	8.5	...	14	11	Widder Brown	7.2	-0.8	8	11	Pepper Young's Family	969(1)	+52	15	
12	Road of Life	8.5	+0.7	17	12	Ma Perkins (CBS)	7.1	-0.7	9	12	Back Stage Life	917(1)	-18	13	
13	Widder Brown	8.4	-0.9	6	13	Road of Life	7.1	+0.4	17	13	Portia Faces Life	872(1)	-120	9	
14	Ma Perkins (CBS)	8.1	-0.7	11	14	Wendy Warren	6.9	-0.3	14	14	Stella Dallas	859(1)	-29	18	
15	Ma Perkins (NBC)	8.1	-0.2	15	15	Ma Perkins (NBC)	6.6	+0.4	15	15	Guiding Light	857(1)	+38	20	
16	Portia Faces Life	8.0	-1.1	8	16	Portia Faces Life	6.5	-1.1	11	16	Road of Life	845(1)	-111	12	
17	Lorenzo Jones	7.5	-0.7	16	17	Lorenzo Jones	6.5	-0.4	16	17	Front Page Farrell	835(1)	...	(g)	
18	Joyce Jordan	7.5	+0.6	(g)	18	Joyce Jordan	6.4	+0.4	(g)	18	Ma Perkins (CBS)	813	...	(g)	
19	Bkfst Club (Philco)	7.3	+1.0	(g)	19	Dr. Malone	6.1	-0.2	20	19	Big Sister	808(1)	-17	19	
20	Life Can Be Beautiful	7.2	-0.4	19	20	Guiding Light	6.1	+0.1	(g)	20	Today's Children	806(1)	-120	14	

● CUMULATIVE AUDIENCE reveals the percentage of the total market that is reached (one or more times) in 4 weeks. These ratings range from 1.8 to 7.1 times the TOTAL AUDIENCE reached by each broadcast, and the average number of commercials received per home (in 4 weeks) ranges from 2.2 to 15.5. For the CUMULATIVE AUDIENCE of individual programs, see NRI REGULAR Report.

Program selection for CUMULATIVE AUDIENCE ranking are necessarily made from those programs which were broadcast during each of the latest available 4 measured weeks. At certain times of year, this type of ranking is impracticable, because of the large number of program and time changes.

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(g) Not ranked in "Top 20" in preceding report.

(1) Computation is based on non-contiguous rate, although sponsor is earning the lower, contiguous rate.



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