

MASTER FILE #1

THE WASHINGTON TELEVISION AUDIENCE

*A Continuing Study of Television Viewing in
the Nation's Capital Conducted by the American
Research Bureau for the Exclusive Use of
Subscribing Stations and Advertisers.*

Period Covered
Week of Aug. 8-15, 1949

American Research Bureau
920 L Street, N. W.
Washington 1, D. C.

INTRODUCTION

On the following pages are detailed television audience figures for all programs telecast in the Washington area during the week beginning Monday noon, August 8, and ending midnight Sunday, August 14, 1949.

The program ratings are based on information taken from especially designed television viewer diaries which were placed for this week in 450 television homes selected by random choice from all homes in the Washington metropolitan area. Within the local telephone zone, television homes were located by random telephoning from the Washington Telephone Directory until a sufficient number of set owners was discovered. Television homes outside the local telephone zone, but within the metropolitan area, were selected by random choice from industry lists. Public places having TV sets are included in their proper proportion.

Of the 450 diaries placed, 349 were recovered and usable, and it is on this number that all ratings are based. Ratings for specific programs give the percentage of the total number of diary families viewing that program. For example, if a certain program is viewed by 20 out of each 100 diary families, the rating would be 20.0. If half the diary families are tuned to a specific program, the rating would be 50.0.

The information herein is furnished for the exclusive use of current subscribers. It is requested that any subscribing station duplicating or publishing promotion material using these ratings include the date of the survey quoted and identify any competing stations shown by some form of neutral code, such as station "A", "B", "C", etc. None of the ratings contained in this report may properly be projected to television homes beyond the limits of the Washington metropolitan area, as defined by the Bureau of the Census.

Overall number of viewers-per-set to the average television program has been found to be 3.3 persons. This figure, of course, varies with each program and time period. Breakdowns of numbers of men, women, and children per set for specific programs can be furnished by extra tabulation from the diaries.

Ratings given in this report for quarter hour periods reflect total audience, not average coincidental audience. When viewing for five minutes or more is reported, credit for the quarter hour is given.

Monday - 8/8/49

	WNBW	WMAL-TV	WTTG	WOIC	OTHER
5:00-5:15		Sports Parade 6.2			
5:15-5:30		Sports Parade 6.2			
5:30-5:45	Howdy Doody 22.5	Sports Parade 3.8			
5:45-6:00	Howdy Doody 22.5	Sports Parade 3.5			
6:00-6:15	Film Serial 3.8	Frontier Theater 25.5	Moppet Shop 2.4	Video Cookbook Below 0.5	
6:15-6:30	Film Serial 2.9 TV Journal 2.6	Frontier Theater 28.0	Moppet Shop 2.1	Video Cookbook Below 0.5	
6:30-6:45	TV Journal 2.6	Frontier Theater 28.2	News - Compton Below 0.5	Lucky Pup 1.2	
6:45-7:00	TV Journal 2.3 Weatherman 3.3 Newsreel 2.7	Frontier Theater 28.3	Wolff - Sports 0.9	Sketch-A-Quiz Below 0.5	
7:00-7:15	Kukla, Fran and Ollie 7.4	Film Serial 19.2	TV Amateurs 1.8	Brundige - Sports 0.9	
7:15-7:30	Kukla, Fran and Ollie 9.7	Sports Reel - Gibbons 6.5	TV Amateurs 2.9	News - Mahoney 0.9	
7:30-7:45	Capital Capers Gene Archer 2.9	Film Shorts 2.9	Game Room - Les Sands 5.3	News - Edwards 3.2	
7:45-8:00	News Caravan - Swayze 8.8	Film Shorts 1.5	Game Room - Les Sands 5.9	Speakers Rostrum 0.9 Ruthie on the Telephone - 0.6	
8:00-8:15	Academy Theater 16.0	District Viewpoint 1.5	Newsweek 2.4	Cooking Class - Dione Lucas 3.2	
8:15-8:30	Academy Theater 16.0	District Viewpoint 1.5	Newsweek 2.4	Cooking Class - Dione Lucas 3.2	

Monday - 8/8/49

	WNBW	WMAL-TV	WTTG	WOIC	OTHER
8:30- 8:45	Jackson and Jill 11.5	Science Circus 2.1	And Everything Nice 1.5	It Pays to Be Ignorant 13.5	
8:45- 9:00	Jackson and Jill 11.5	Science Circus 2.1	And Everything Nice 1.5	It Pays to Be Ignorant 13.5	
9:00- 9:15	Video Theater 10.6 (See Note below)	ABC Barn Dance 14.2	News - Thornton below 0.5	Preview - Tex and Jinx 10.0	
9:15- 9:30	Video Theater 6.2 (See Note below)	ABC Barn Dance 15.3		Preview - Tex and Jinx 11.2	
9:30- 9:45	Nature of Things 1.8 (See Note below)	Tail Waggers 13.0		People's Plat- form 9.4	
9:45 10:00	Three Flames - Instrumental 3.5 (See Note below)	Film Shorts 7.1		People's Plat- form 9.7	
10:00- 10:15	Meet the Press 6.5 (See Note below)			Sports Recap - Simpson 2.9	WBAL 0.6
10:15- 10:30	Meet the Press 4.7 (See Note below)				WBAL 0.6
10:30- 10:45	Washington News- reel - Brinkley 3.2 (See Note below)				
10:45- 11:00	NOTE: From 9:04 p.m. until sign-off, Station WNBW had no audio. The audiences shown for WNBW programs after this time are diary families who reported continual checking of WNBW's channel in the hope that audio would be restored.				
11:00- 11:15					
11:15- 11:30					
11:30- 11:45					
11:45- 12:00					

Tuesday - 8/9/49

	WNBW	WMAL-TV	WTTG	WOIC	OTHER
5:00- 5:15		Sports Parade 4.1			
5:15- 5:30		Sports Parade 4.1			
5:30- 5:45	Howdy Doody 20.3	Sports Parade 3.5			WBAL 0.6
5:45- 6:00	Howdy Doody 21.0	Sports Parade 3.5			WBAL 0.6
6:00- 6:15	Film Serial 3.5	Frontier Theater 25.4	Moppet Shop 1.8	Video Cookbook Below 0.5	
6:15- 6:30	Film Serial 3.2 TV Journal 2.1	Frontier Theater 26.0	Moppet Shop 1.8	Video Cookbook Below 0.5	
6:30- 6:45	TV Journal 1.8	Frontier Theater 27.6	News - Compton Below 0.5	Lucky Pup 0.6	
6:45- 7:00	TV Journal 2.1 Weatherman 2.4 Newsreel 2.4	Frontier Theater 28.0	Sports - Wolff Below 0.5	Sketch-A-Quiz Below 0.5	
7:00- 7:15	Kukla, Fran and Ollie 5.3	Film Serial 18.3	Film Shorts 0.9	Sports - Brundige 0.9	
7:15- 7:30	Kukla, Fran and Ollie 7.7	Sports Reel - Gibbons 6.2	Game Room - Les Sands 2.4	News - Mahoney 1.5	
7:30- 7:45	Words and Music 2.9	Ships Reporter 4.7	Game Room - Les Sands 3.2	News - Edwards 0.9	
7:45- 8:00	News Caravan - Swayze 9.7	Film Shorts 0.6	Game Room - Les Sands 3.2	Sonny Kendis Show 0.9 Ruthie on the Telephone - 0.9	
8:00- 8:15	Olson and Johnson 31.8	Public Hearing 0.3	Ice Cream Social 2.4 Dugout Chatter 3.2	Theater of Vision 2.6	
8:15- 8:30	Olson and Johnson 32.0	Public Hearing 0.3	Dugout Chatter 3.8 Baseball Game 6.2	Theater of Vision 2.6	

Tuesday - 8/9/49

	WNBW	WMAL-TV	WTTG	WOIC	OTHER
8:30-8:45	Olson and Johnson 30.0	Treasure Chest Below 0.5	Baseball Game 14.9	Theater of Vision 2.6	
8:45-9:00	Olson and Johnson 30.5	Treasure Chest Below 0.5	Baseball Game 14.8	Theater of Vision 2.6	
9:00-9:15	Lights Out - Drama 16.0	Film Shorts 0.9	Baseball Game 22.7	We, the People 8.0	WMAR 0.3
9:15-9:30	Lights Out - Drama 15.6	Film Shorts 0.9	Baseball Game 23.0	We, the People 8.0	WMAR 0.3
9:30-9:45	Bill Herson 2.4	Film Shorts 0.6	Baseball Game 29.5	Wesley 9.1	WMAR 0.3
9:45-10:00	Harness Racing 2.9	Film Shorts 0.3	Baseball Game 29.0	Wesley 8.8	WMAR 0.3
10:00-10:15	Harness Racing 2.1	Boxing 6.2	Baseball Game 27.5	Sports Recap - Simpson 0.6	WMAR 3.8
10:15-10:30	Harness Racing 1.8	Boxing 7.1	Baseball Game 26.0		WMAR 3.5
10:30-10:45	Harness Racing 2.1	Boxing 7.1	Baseball Game 20.5		WMAR 3.2
10:45-11:00	Harness Racing 1.8 Wash. Newsreel - Brinkley 1.5	Boxing 9.1	Baseball Game 14.2 Pressbox 5.6		WMAR 3.8
11:00-11:15			Pressbox News - Thornton 1.5		WMAR 0.3
11:15-11:30					
11:30-11:45					
11:45-12:00					

Wednesday - 8/10/49

	WNBW	WMAL-TV	WTTG	WOIC	OTHER
5:00- 5:15		Sports Parade 6.5			
5:15- 5:30		Sports Parade 7.1			
5:30- 5:45	Howdy Doody 19.5	Sports Parade 4.4			
5:45- 6:00	Howdy Doody 20.3	Sports Parade 4.4			
6:00- 6:15	Film Serial 5.0	Frontier Theater 26.5	Moppet Shop 1.2	Video Cookbook 0.6	
6:15- 6:30	Film Serial 2.9 TV Journal 1.8	Frontier Theater 28.5	Moppet Shop 1.5	Video Cookbook 0.6	
6:30- 6:45	TV Journal 2.4	Frontier Theater 28.2	News - Compton Below 0.5	Lucky Pup 2.9	
6:45- 7:00	TV Journal 2.9 Weatherman 3.2 Newsreel 2.6	Frontier Theater 29.0	Sports - Wolff 0.6	Sketch-A-Quiz 0.6	
7:00- 7:15	Kukla, Fran and Ollie 7.4	Film Serial 19.7	Family Genius - 0.5	Sports - Brundige 0.6	
7:15- 7:30	Kukla, Fran and Ollie 9.1	Sports Reel - Gibbons 6.2	Family Genius - 0.9	News - Mahoney 0.9	
7:30- 7:45	Capital Papers Gene Archer 2.6	Ships Reporter 3.8	Game Room - Les Sands 4.7	News - Edwards 2.1	
7:45- 8:00	News Caravan - Swayze 6.5	Film Shorts 2.4	Game Room - Les Sands 4.1	Cliff Edwards Show 2.9	WMAR 0.5
8:00- 8:15	Quiz Kids 5.6	Feature Film 5.9	Ice Cream Social 3.2 Dugout Chatter 4.4	Arthur Godfrey and His Friends 15.9	WMAR 0.6
8:15- 8:30	Quiz Kids 5.6	Feature Film 5.6	Dugout Chatter 5.3 Baseball Game 7.7	Arthur Godfrey and His Friends 16.2	WMAR 0.6

Wednesday - 8/10/49

	WNBW	WMAL-TV	WTTG	WOIC	OTHER
8:30-8:45	The Clock - Drama 6.5	Feature Film 5.0	Baseball Game 13.8	Arthur Godfrey and His Friends 14.8	WMAR 0.6
8:45-9:00	The Clock 7.7	Feature Film 5.0	Baseball Game 14.5	Arthur Godfrey and His Friends 14.8	WMAR 0.6
9:00-9:15	Television Theater 14.2	Wrestling 15.0	Baseball Game 19.4	Armchair De- tective 1.5	
9:15-9:30	Television Theater 14.2	Wrestling 15.3	Baseball Game 19.4	Armchair De- tective 1.5	
9:30-9:45	Television Theater 12.4	Wrestling 16.0	Baseball Game 21.3	Sports Recap - Simpson Below 0.5	
9:45-10:00	Television Theater 12.4	Wrestling 16.5	Baseball Game 20.5		
10:00-10:15	Believe It or Not 5.0	Wrestling 17.4	Baseball Game 20.0		WAAM 0.5
10:15-10:30	Believe It or Not 5.3	Wrestling 18.0	Baseball Game 19.5		WAAM 0.5
10:30-10:45	Washington News- reel - Brinkley 2.4	Wrestling 18.3	Baseball Game 16.2		WAAM 0.5
10:45-11:00		Wrestling 18.5	Baseball Game 13.0 Pressbox - 4.7		WAAM 0.5
11:00-11:15			Pressbox 4.1 News - Thornton 1.8		WAAM 1.2
11:15-11:30					
11:30-11:45					
11:45-12:00					

Thursday - 8/11/49

	WNBW	WMAL-TV	WTTG	WOIC	OTHER
5:00- 5:15		Sports Parade 5.6			
5:15- 5:30		Sports Parade 5.9			
5:30- 5:45	Howdy Doody 21.5	Sports Parade 3.8			
5:45- 6:00	Howdy Doody 21.8	Sports Parade 3.8			
6:00- 6:15	Film Serial 3.5	Frontier Theater 26.1	Moppet Shop 2.1	Video Cookbook 0.5	
6:15- 6:30	Film Serial 1.8 TV Journal 1.8	Frontier Theater 27.6	Moppet Shop 2.1	Video Cookbook 0.5	
6:30- 6:45	TV Journal 2.1	Frontier Theater 27.0	News - Compton 0.5	Lucky Pup 1.8	
6:45- 7:00	TV Journal 2.1 Weatherman 1.8 Newsreel 1.8	Frontier Theater 28.0	Sports - Wolff 0.6	Sketch-A-Quiz 0.6	
7:00- 7:15	Kukla, Fran and Ollie 4.7	Film Serial 21.2	Film Shorts 0.5	Sports - Brundige 1.2	
7:15- 7:30	Kukla, Fran and Ollie 6.5	Sports Reel - Gibbons 6.8	Game Room - Les Sands 2.4	News - Mahoney 1.2	
7:30- 7:45	Words and Music 3.8	Sports Cartoon-A- Quiz - Gibbons 4.4	Game Room - Les Sands 3.5	News - Edwards 1.5	
7:45- 8:00	News Caravan - Swayze 8.0	Sports Cartoon-A- Quiz - Gibbons 4.1	Game Room - Les Sands 3.2	Sonny Kendis Show Ruthie on the Telephone - 0.9	
8:00- 8:15	RFD America - Quiz 1.2	Stop the Music 31.2	Film Shorts 0.6	54th Street Review 3.8	
8:15- 8:30	RFD America - Quiz 1.2	Stop the Music 31.2	Film Shorts 0.9	54th Street Review 3.5	

Friday - 8/12/49

	WNBW	WMAL-TV	WTTG	WOIC	OTHER
5:00- 5:15		Sports Parade 5.9			
5:15- 5:30		Sports Parade 5.9			
5:30- 5:45	Howdy Doody 21.6	Sports Parade 3.2			
5:45- 6:00	Howdy Doody 21.2	Sports Parade 3.2			
6:00- 6:15	Film Serial 2.6	Frontier Theater 23.9	Moppet Shop 2.6	Video Cookbook 0.6	
6:15- 6:30	Film Serial 1.5 TV Journal 2.4	Frontier Theater 25.4	Moppet Shop 2.1	Video Cookbook 0.6	
6:30- 6:45	TV Journal 2.1	Frontier Theater 26.0	News - Compton Below 0.5	Lucky Pup 1.2	
6:45- 7:00	TV Journal 1.5 Weatherman 1.5 Newsreel 0.9	Frontier Theater 26.2	Sports - Wolff 0.9	Sketch-A-Quiz 0.5	
7:00- 7:15	Kukla, Fran and Ollie 8.0	Film Serial 19.8	Film Shorts 1.2	Sports - Brundige 0.9	
7:15- 7:30	Kukla, Fran and Ollie 10.4	Sports Reel - Gibbons 5.3	Game Room - Les Sands 4.4	News - Mahoney 1.8	
7:30- 7:45	Golf Instruction Bill Barbar 1.8	Segregation Problem 5.0	Game Room - Les Sands 5.6	News - Edwards 2.1	
7:45- 8:00	News Caravan - Swayze 8.0	Segregation Problem 4.7	Game Room - Les Sands 4.7	Cliff Edwards Show - 1.8 Ruthie on Tele- phone - 1.2	
8:00- 8:15	Film - Hopalong Cassidy 24.5	Think Fast - Quiz 4.1	Front Row Center 3.8	Mama - Comedy 5.6	
8:15- 8:30	Film - Hopalong Cassidy 24.7	Think Fast - Quiz 4.1	Front Row Center 3.5	Mama - Comedy 5.9	

Friday - 8/12/49

	WNBW	WMAL-TV	WTTG	WOIC	OTHER
8:30-8:45	Film - Hopalong Cassidy 25.4	Treasure Quest 5.9	Front Row Center 4.4	Film Short 2.1	
8:45-9:00	Film - Hopalong Cassidy 25.6	Treasure Quest 5.9	Front Row Center 4.7	Film Short 1.8	
9:00-9:15	Yours for Better Living 0.6	Break the Bank 29.4	Key to the Missing 1.8	This is Broadway 9.1	WBAL 0.5
9:15-9:30	Yours for Better Living - Piano Reflections 0.6	Break the Bank 29.1	Key to the Missing 2.1	This is Broadway 9.1	WBAL 0.5
9:30-9:45	Meet your Congress 0.9	Fun For the Money 19.4	News - Thornton 0.6	This is Broadway 10.0	
9:45-10:00	Meet your Congress 0.9	Fun For The Money 19.4		This is Broadway 9.7	
10:00-10:15	Harness Racing 6.2	Evalyn Tyner Show 18.3		Sports Recap - Simpson 0.5	
10:15-10:30	Harness Racing 6.2	Evalyn Tyner Show 16.5			
10:30-10:45	Harness Racing 7.7				
10:45-11:00	Harness Racing 7.4				
11:00-11:15					
11:15-11:30					
11:30-11:45					
11:45-12:00					

Saturday - 8/13/49

	WNBW	WMAL-TV	WTTG	WOIC	OTHER
5:00- 5:15		Sports Parade 3.8			
5:15- 5:30		Sports Parade 3.8			
5:30- 5:45		Sports Parade 4.7			
5:45- 6:00		Sports Parade 4.7			
6:00- 6:15					WMAR 0.9 WAAM 0.6
6:15- 6:30					WMAR 0.9 WAAM 0.6
6:30- 6:45				Red Barber's Club House 1.5	WMAR 0.6 WAAM 0.9
6:45- 7:00				Lucky Pup 4.1	WMAR 0.5 WAAM 0.9
7:00- 7:15	Film - Red Cross Sport Highlights 2.1			Lucky Pup 3.5	
7:15- 7:30	Paradise Island 5.0				
7:30- 7:45	You Are An Artist 3.5	Hollywood Screen Test 8.6		In the First Person - 0.5 Ruthie on Tele- phone - below 0.5	
7:45- 8:00	News - Swayze 2.6	Hollywood Screen Test 8.8	Film Shorts 0.9	Blues by Bary 0.6	
8:00- 8:15	U.S. Marine Band 3.8	Standby for Crime 16.5	Spin the Picture 7.4		WMAR 0.6 WBAL 0.5
8:15- 8:30	U.S. Marine Band 3.8	Standby for Crime 16.0	Spin the Picture 7.4		WMAR 1.5 WBAL 0.5

Saturday - 8/13/49

	WNBW	WMAL-TV	WTTG	WOIC	OTHER
8:30- 8:45	For Your Pleasure Kyle MacDonnell 7.7	World in Books 2.9 Film Shorts 4.1	Spin the Picture 8.8		WMAR 1.5
8:45- 9:00	For Your Pleasure Kyle MacDonnell 7.7	Film Shorts 4.7	Spin the Picture 9.1		WMAR 1.5
9:00- 9:15	Who Said That 5.9	Paul Whiteman's TV Teen Club 18.8	Cavalcade of Stars 14.4		WMAR 1.2
9:15- 9:30	Who Said That 6.2	Paul Whiteman's TV Teen Club 20.4	Cavalcade of Stars 14.4		
9:30- 9:45	Eddie Condon's Floorshow 5.3	Paul Whiteman's TV Teen Club 19.8	Cavalcade of Stars 15.3		
9:45- 10:00	Eddie Condon's Floorshow 5.3	Paul Whiteman's TV Teen Club 19.8	Cavalcade of Stars 15.3		
10:00- 10:15	Three Flames Instrumental 13.2				WMAR 0.5
10:15- 10:30	Three Flames Instrumental 12.7				
10:30- 10:45					WMAR 0.6
10:45- 11:00					WMAR 0.5
11:00- 11:15					
11:15- 11:30					
11:30- 11:45					
11:45- 12:00					

Sunday - 8/14/49

	WNBW	WMAL-TV	WTTG	WOIC	OTHER
1:00- 1:15					
1:15- 1:30					
1:30- 1:45					
1:45- 2:00					
2:00- 2:15	Davis Cup Tennis Match 7.1				
2:15- 2:30	Davis Cup Tennis Match 7.7				
2:30- 2:45	Davis Cup Tennis Match 8.2				
2:45- 3:00	Davis Cup Tennis Match 8.2				
3:00- 3:15	Davis Cup Tennis Match 9.1				
3:15- 3:30	Davis Cup Tennis Match 8.8				
3:30- 3:45	Davis Cup Tennis Match 6.8				
3:45- 4:00	Davis Cup Tennis Match 6.8				
4:00- 4:15	Davis Cup Tennis Match 6.5				
4:15- 4:30	Davis Cup Tennis Match 4.1	All-American Soap Box Derby 14.4			
4:30- 4:45	Davis Cup Tennis Match 4.7	All-American Soap Box Derby 13.8			
4:45- 5:00	Davis Cup Tennis Match 4.7	All-American Soap Box Derby 13.0			

Sunday - 8/14/49

	WNBW	WMAL-TV	WTTG	WOIC	OTHER
5:00- 5:15	Davis Cup Tennis Match 3.8	Super Circus 20.4			
5:15- 5:30	Davis Cup Tennis Match 3.8	Super Circus 20.4			
5:30- 5:45	Western Film Feature 18.5	Super Circus 12.3			
5:45- 6:00	Western Film Feature 18.8	Super Circus 12.3			
6:00- 6:15	Western Film Feature 19.0	Cartoon Teletales 2.6	All American Golf Tournament 3.5	Theater of Vision 2.6	
6:15- 6:30	Western Film Feature 18.8	Cartoon Teletales 2.6	All American Golf Tournament 4.1	Theater of Vision 3.5	
6:30- 6:45	NBC Washington Newsreel - Sports 3.8	Singing Lady 8.2	All American Golf Tournament 5.6	Theater of Vision 7.7	
6:45- 7:00	At Your Request 2.9	Singing Lady 7.7	All American Golf Tournament 5.9	Theater of Vision 8.0	
7:00- 7:15	Review of News 2.9	Stop, Look and Listen 1.8	Original Amateur Hour 22.0	Theater of Vision 7.1	
7:15- 7:30	Stop! Look! Listen! 0.6	Film Shorts 3.2	Original Amateur Hour 23.0	Theater of Vision 7.1	
7:30- 7:45	Musical Film Shorts 2.6	ABC Penthouse Players 8.0	Original Amateur Hour 21.8	Mr. I. Magination Musical Fantasy 2.6	
7:45- 8:00	Musical Film Shorts 2.6	ABC Penthouse Players 8.0	Original Amateur Hour 21.8	Mr. I. Magination 2.6 Ruthie on the Telephone - 2.3	
8:00- 8:15	Leave It to the Girls 5.6	Jacques Fray Music Room 2.1		Toast of the Town 36.5	WMAR 0.5
8:15- 8:30	Leave It to the Girls 5.3	Jacques Fray Music Room 2.1		Toast of the Town 37.0	WMAR 0.5

Sunday - 8/14/49

	WNBW	WMAL-TV	WTTG	WOIC	OTHER
8:30- 8:45	Meredith Willson 4.1	Film Shorts 0.6		Toast of the Town 40.5	WMAR 0.5
8:45- 9:00	Meredith Willson 4.4	Film Shorts 0.6		Toast of the Town 40.3	WMAR 0.5
9:00- 9:15	Summer Playhouse 37.0	Atomic Report 1.9		Film Varieties 3.2	
9:15- 9:30	Summer Playhouse 37.0	Atomic Report 2.1		Film Varieties 3.2	
9:30- 9:45	Summer Playhouse 36.1	Skip Farrell Show 2.1		Film Varieties 3.2	
9:45- 10:00	Summer Playhouse 36.1	Skip Farrell Show 2.1		Film Varieties 3.2	
10:00- 10:15	Garroway at Large 14.8	Celebrity Time 13.5		News Review of the Week 1.8	
10:15- 10:30	Garroway at Large 14.4	Celebrity Time 14.1		Sports Recap - Simpson 0.9	
10:30- 10:45		Film Shorts 8.6			
10:45- 11:00					
11:00- 11:15					
11:15- 11:30					
11:30- 11:45					
11:45- 12:00					

WEEKDAY AFTERNOON PROGRAMMING

Monday thru Friday Average Ratings 3:30 - 5:00 P.M.

Washington, D. C.

WMAL-TV

Sports Parade

		(Saturday)
3:30-3:45	- 3.1	4.1
3:45-4:00	- 3.5	4.1
4:00-4:15	- 4.5	4.4
4:15-4:30	- 4.6	4.4
4:30-4:45	- 5.2	4.1
4:45-5:00	- 5.4	3.8

SUNDAY MORNING PROGRAMMING

WNBW

Naval Training Program

9:30-10:30 A.M. - 2.1