

ARBITRON

NEW YORK AREA

AUGUST 4 - 10

WEEKLY REPORT



AMERICAN RESEARCH BUREAU

DIVISION OF C-E-I-R INC.

Washington • New York • Chicago • Los Angeles

World Radio History

ARBITRON WEEKLY REPORTS

The ARBITRON Method — ARBITRON television audience reports are produced by ARB's instantaneous electronic measurement technique. Essentially, the system operates through the use of small electronic units placed in several hundred TV sets, representing a carefully selected sample of the New York area covered. These units all connect by direct wire to ARB's New York office where the central computer and printer are located.

At several evenly spaced intervals during each quarter hour, the central office transmits an interrogation sequentially to each unit in the sample. Each unit replies instantly and indicates the tuning condition of the TV set to which it is attached. In the central office this information is analyzed and counted by the ARBITRON computer. At the end of each interrogation period, the total number of sets tuned to each station and the total number of sets reporting appear on the ARBITRON printer. Thereafter, the material, which has also been recorded on tape, is taken to a larger computer and the regular quarter-hour ratings are produced. This computer is specially programmed to properly handle multiple set homes and to compensate for any missing data on television sets in sample homes (such as portables) which are impossible to meter. This latter adjustment is made by the use of an estimate as to the amount of viewing these portable and other similar sets account for as derived from other surveys.

The basic quarter-hour ratings are obtained by combining and averaging all interrogations of the sample which occurred during the quarter hour. Inasmuch as the sample homes are checked at evenly spaced intervals during each time period, the computation described above produces average instantaneous ratings. The rating itself is a percentage, representing the approximate number of TV homes tuned to a given program in relation to the number of homes reporting in the total sample. If two sets in the same home are tuned to different programs, both are credited. If both sets are tuned to the same program, only one credit is given.

The ARBITRON Sample — Selection of the New York ARBITRON sample began with actual enumeration of over 90,000 dwelling units in preselected blocks and tracts in the New York area. Specific homes were then systematically selected, beginning from a random point. All TV sets in multiple-set homes, with the exception of portable sets having no fixed location, can be covered by the ARBITRON sample. Complete details on the techniques used in selecting the ARBITRON sample are available from ARB's Research Department.

The New York ARBITRON actual sample size will fluctuate from time to time because of the following: (1) The current sample is being augmented towards an objective of approximately 425 units in 340 homes by fall 1963. (2) Occasionally, for technical reasons, temporary variations will occur in the number of units reporting. (As these tend to be random, no specific bias should result.) The average daily number of units reporting is shown on page 1 of each report. This average is determined by adding the number of units reporting daily and dividing by the appropriate number of days. Additional units will be reflected in this number as they are included in the sample.

As in the case of diary surveys, any metered sample, such as the ARBITRON one, is subject to the non-respondent problem caused by some families chosen in the original sample who refuse to allow installation of the meter. Normally, from 30% to 40% of an original sample will fall into this category, making it necessary to select substitute homes. These homes are selected in the same way the original homes were and are taken from the same sampling tract.

At this time no exact data is available as to the full extent of any bias that might be caused by this non-respondent factor or by any conditioning effect the presence of the meter might have on the family's viewing. From extensive studies done on this subject in diary homes, however, this bias, in ARB' opinion, is not unduly large. It should also be noted that a meter measures only set tuning and cannot determine whether or not anyone is actually viewing at the time the set is on.

Weekly ARBITRON data include estimates of the following:

- For all evening programs and for Sat - Sun daytime —
 - (1) ARBITRON ratings by quarter-hours
 - (2) 4-week average ratings based on current week plus three preceding weeks
 - (3) Sets-in-use by quarter-hours
- For Mon - Fri daytime and Mon - Fri late evening programs —
 - (1) Daily ARBITRON ratings for each program
 - (2) Mon - Fri average rating for each program
 - (3) 4-week average of Mon - Fri program ratings, based on current week plus three preceding weeks.

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AUGUST 4 - AUGUST 10, 1963

<u>DAY AND WEATHER</u>	<u>CONTENTS</u>	<u>PAGE</u>
Sunday, 8/4 Clear 71 - 85		2
Monday, 8/5 Partly Cloudy 67 - 80	Evening	12
Tuesday, 8/6 Clear 69 - 89	Evening	14
Wednesday, 8/7 Clear 71 - 87	Evening	16
Thursday, 8/8 Clear 69 - 85	Evening	18
Friday, 8/9 Partly Cloudy 73 - 88	Evening	20
Saturday, 8/10 Partly Cloudy 70 - 84		22
Monday through Friday	Daytime	30
Monday through Friday	Post 11:00 P. M.	35

All educational programs telecast will be indicated by ETV

The average daily number of units reporting-- 345

<u>Station</u>	<u>Channel</u>	<u>Affiliation</u>	<u>Location</u>
WCBS	2	CBS	New York, New York
WNBC	4	NBC	New York, New York
WNEW	5	IND	New York, New York
WABC	7	ABC	New York, New York
WOR	9	IND	New York, New York
WPIX	11	IND	New York, New York
WNBT	13	ETV	New York, New York

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ARBITRON AUDIENCE ESTIMATES (SATURDAY, AUGUST 3, 1963)
 NEW YORK - SUNDAY, AUGUST 4, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
12:00 MID	AWARD THEATRE	WCBS	23.5	16.3
	MOVIE FOUR	WNBC	6.3	6.2
	HOLLYWOOD'S FINEST	WNEW	2.7	2.6
	NIGHT SHOW	WABC	1.5	4.2
	MILLION \$ MOVIE	WOR	1.1	1.1
	FRONT PAGE STORY	WPIX	1.3	1.5
	SETS IN USE		36.4	31.9
12:15 AM	AWARD THEATRE	WCBS	21.6	16.6
	MOVIE FOUR	WNBC	6.5	5.7
	HOLLYWOOD'S FINEST	WNEW	1.9	2.3
	NIGHT SHOW	WABC	1.3	4.3
	MILLION \$ MOVIE	WOR	1.1	0.7
	FRONT PAGE STORY	WPIX	1.2	1.0
	SETS IN USE		33.6	30.6
12:30 AM	AWARD THEATRE	WCBS	22.3	16.6
	MOVIE FOUR	WNBC	6.4	5.5
	HOLLYWOOD'S FINEST	WNEW	1.9	2.4
	NIGHT SHOW	WABC	2.1	4.4
	UNDERST'G - WORLD	WOR	0.1	0.2
	NEW YORK CONFIDENT'L	WPIX	0.4	-
	SETS IN USE		33.2	29.1
12:45 AM	AWARD THEATRE	WCBS	21.3	15.6
	MOVIE FOUR	WNBC	6.1	5.4
	HOLLYWOOD'S FINEST	WNEW	3.4	2.8
	NIGHT SHOW	WABC	2.0	4.1
	UNDERST'G - WORLD	WOR	0.1-	-
	NEW YORK CONFIDENT'L	WPIX	0.4	-
	SETS IN USE		33.2	27.9
1:00 AM	AWARD THEATRE	WCBS	20.8	14.5
	MOVIE FOUR	WNBC	6.6	5.2
	HOLLYWOOD'S FINEST	WNEW	3.8	3.0
	NIGHT SHOW	WABC	2.0	3.5
	ALMANAC; NEWS; WEA.	WOR	0.4	-
	SETS IN USE		33.6	26.2
1:15 AM	AWARD THEATRE	WCBS	19.9	12.0
	MIDNIGHT MOVIE	WNBC	2.4	3.3
	5 STAR MOVIE SPECIAL	WNEW	3.0	2.4
	GOODNIGHT SHOW	WABC	1.6	2.2
	SETS IN USE		26.9	19.9
1:30 AM	AWARD THEATRE; NEWS	WCBS	15.4	8.4
	MIDNIGHT MOVIE	WNBC	2.7	2.7
	5 STAR MOVIE SPECIAL	WNEW	2.7	2.1
	GOODNIGHT SHOW	WABC	1.6	1.9
	SETS IN USE		22.4	15.1
1:45 AM	LATE LATE SHOW	WCBS	8.9	6.7
	MIDNIGHT MOVIE	WNBC	1.8	2.0
	5 STAR MOVIE SPECIAL	WNEW	2.9	2.0
	GOODNIGHT SHOW	WABC	1.6	1.9
	SETS IN USE		15.2	12.6
2:00 AM	LATE LATE SHOW	WCBS	8.1	5.8
	MIDNIGHT MOVIE	WNBC	2.3	1.9
	5 STAR MOVIE SPECIAL	WNEW	3.0	2.1
	GOODNIGHT SHOW	WABC	0.7	1.3
	SETS IN USE		14.1	11.1
2:15 AM	LATE LATE SHOW	WCBS	7.1	5.5
	MIDNIGHT MOVIE	WNBC	2.0	1.6
	5 STAR MOVIE SPECIAL	WNEW	2.9	1.8
	GOODNIGHT SHOW	WABC	0.8	1.2
	SETS IN USE		12.8	10.1
2:30 AM	LATE LATE SHOW	WCBS	6.3	5.0
	MIDNIGHT MOVIE	WNBC	2.2	1.2
	5 STAR MOVIE SPECIAL	WNEW	2.3	1.6
	GOODNIGHT SHOW	WABC	0.7	1.0
	SETS IN USE		11.5	8.8
2:45 AM	LATE LATE SHOW	WCBS	6.3	4.9
	MIDNIGHT MOVIE	WNBC	1.5	1.2
	5 STAR MOVIE SPECIAL	WNEW	2.0	1.6
	GOODNIGHT SHOW	WABC	0.8	-
	SETS IN USE		10.6	7.7
3:00 AM	LATE LATE SHOW	WCBS	5.8	4.3
3:15 AM	LATE LATE SHOW	WCBS	4.7	-

ARBITRON AUDIENCE ESTIMATES
NEW YORK - SUNDAY, AUGUST 4, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
7:15 AM	NEWS	WABC	0.1-	-
7:30 AM	FOCUS	WABC	0.1	0.5
7:45 AM	NEWS MODERN FARMER HOUR OF ST. FRANCIS CHRISTOPHERS SETS IN USE	WCBS WNBC WNEW WABC	2.3 0.5 0.1 0.4 3.3	1.8 0.8 0.3 0.3 3.2
8:00 AM	FRIENDSHIP SHOW MODERN FARMER HOUR OF ST. FRANCIS THIS IS THE ANSWER SETS IN USE	WCBS WNBC WNEW WABC	2.5 1.1 0.1- 0.8 4.4	1.7 1.3 0.9 0.9 4.8
8:15 AM	FRIENDSHIP SHOW MODERN FARMER OFF TO ADVENTURE THIS IS THE ANSWER AGRICULTURAL FILM SETS IN USE	WCBS WNBC WNEW WABC WPIX	2.3 1.5 0.7 2.0 0.1 6.6	2.0 1.7 0.5 1.5 0.6 6.3
8:30 AM	AROUND THE CORNER MODERN FARMER LIGHT TIME FAITH FOR TODAY EVANGEL HOUR SETS IN USE	WCBS WNBC WNEW WABC WPIX	2.7 1.9 3.2 1.5 0.3 9.6	2.3 1.7 2.2 1.1 0.5 7.8
8:45 AM	AROUND THE CORNER LIBRARY LIONS WONDERAMA CARTOONS FAITH FOR TODAY EVANGEL HOUR SETS IN USE	WCBS WNBC WNEW WABC WPIX	3.0 1.1 5.1 1.6 0.8 11.6	2.8 1.8 3.4 1.0 0.8 9.8
9:00 AM	AROUND THE CORNER LIBRARY LIONS WONDERAMA DAVEY & GOLIATH SUPERMAN SETS IN USE	WCBS WNBC WNEW WABC WPIX	3.1 1.1 4.2 1.8 2.2 12.4	2.4 1.5 3.2 1.3 3.1 11.5
9:15 AM	AROUND THE CORNER PROTESTANT 4th R WONDERAMA BARNEY BEAR SUPERMAN SETS IN USE	WCBS WNBC WNEW WABC WPIX	3.2 1.3 5.6 0.8 3.1 14.0	2.2 1.0 3.6 1.3 4.3 12.4
9:30 AM	WAY TO GO LET'S TALK ABOUT GOD WONDERAMA COURAGEOUS CAT ROCKY & FRIENDS SETS IN USE	WCBS WNBC WNEW WABC WPIX	3.0 1.4 7.2 1.2 2.4 15.2	2.5 1.1 4.5 1.7 4.6 14.4
9:45 AM	WAY TO GO JEWISH 4th R WONDERAMA COURAGEOUS CAT NEWS; WEA.; CHRIST'RS ROCKY & FRIENDS SETS IN USE	WCBS WNBC WNEW WABC WOR WPIX	1.8 1.1 7.7 1.3 1.3 2.4 15.6	1.9 1.3 5.7 2.3 0.6 4.5 16.3

ARBITRON AUDIENCE ESTIMATES
NEW YORK - SUNDAY, AUGUST 4, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
10:00 AM	LAMP UNTO MY FEET	WCBS	2.8	2.2
	JEWISH HERITAGE	WNBC	0.8	1.2
	WONDERAMA	WNEW	8.7	6.7
	SUNDAY FUNNIES	WABC	1.1	2.3
	TV GOSPEL TIME	WOR	2.0	1.2
	LET'S HAVE FUN	WPIX	3.2	4.2
	SETS IN USE		18.6	17.8
10:15 AM	LAMP UNTO MY FEET	WCBS	2.1	2.0
	JEWISH HERITAGE	WNBC	0.7	1.2
	WONDERAMA	WNEW	8.5	6.6
	SUNDAY FUNNIES	WABC	1.5	2.5
	TV GOSPEL TIME	WOR	1.8	1.4
	LET'S HAVE FUN	WPIX	3.5	4.2
	SETS IN USE		18.1	17.9
10:30 AM	LOOK UP & LIVE	WCBS	2.2	2.3
	AGRICULTURE U. S. A.	WNBC	1.2	1.1
	WONDERAMA	WNEW	7.0	6.5
	FUNNY MANNS	WABC	1.2	2.0
	GREATEST DRAMA	WOR	0.8	1.0
	LET'S HAVE FUN	WPIX	4.0	4.5
	SETS IN USE		16.4	17.4
10:45 AM	LOOK UP & LIVE	WCBS	3.1	3.1
	AGRICULTURE U. S. A.	WNBC	0.5	1.1
	WONDERAMA	WNEW	7.1	5.5
	FUNNY MANNS	WABC	1.9	2.5
	SENATE NEWS CONF.	WOR	0.7	0.8
	LET'S HAVE FUN	WPIX	4.1	4.4
	SETS IN USE		17.4	17.4
11:00 AM	CAMERA THREE	WCBS	3.3	3.7
	SEARCHLIGHT	WNBC	0.1	1.0
	WONDERAMA	WNEW	7.4	5.1
	Q. T. HUSH	WABC	2.0	2.9
	CONGRESSIONAL CONF.	WOR	0.8	0.8
	LET'S HAVE FUN	WPIX	3.7	4.3
	SETS IN USE		17.3	17.8
11:15 AM	CAMERA THREE	WCBS	3.8	3.5
	SEARCHLIGHT	WNBC	0.1-	0.7
	WONDERAMA	WNEW	7.9	5.3
	Q. T. HUSH	WABC	1.9	3.0
	CONGRESSIONAL CONF.	WOR	0.8	0.5
	LET'S HAVE FUN	WPIX	4.3	4.7
	SETS IN USE		18.7	17.7
11:30 AM	AMERICAN MUSICAL TH.	WCBS	3.5	3.4
	A MOMENT WITH...	WNBC	0.8	1.1
	WONDERAMA	WNEW	7.3	5.7
	LITTLE RASCALS	WABC	3.2	3.5
	POINT OF VIEW	WOR	1.1	0.8
	LET'S HAVE FUN	WPIX	3.9	4.4
	SETS IN USE		19.8	18.9
11:45 AM	AMERICAN MUSICAL TH.	WCBS	3.8	3.7
	A MOMENT WITH...	WNBC	1.9	1.4
	WONDERAMA	WNEW	5.9	5.7
	LITTLE RASCALS	WABC	3.5	3.5
	POINT OF VIEW	WOR	1.5	0.9
	LET'S HAVE FUN	WPIX	3.0	3.9
	SETS IN USE		19.6	19.2

ARBITRON AUDIENCE ESTIMATES
NEW YORK - SUNDAY, AUGUST 4, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
12:00 noon	NEWSMAKERS	WCBS	4.7	3.7
	INTERNATIONAL ZONE	WNBC	2.0	1.9
	WONDERAMA	WNEW	5.9	5.8
	INTERTEL	WABC	2.0	2.5
	BUCCANEERS	WOR	2.0	2.2
	LET'S HAVE FUN	WPIX	3.9	4.1
	SETS IN USE		20.5	20.2
12:15 PM	NEWSMAKERS	WCBS	3.9	3.5
	INTERNATIONAL ZONE	WNBC	1.7	2.2
	WONDERAMA	WNEW	6.1	5.8
	INTERTEL	WABC	1.1	1.7
	BUCCANEERS	WOR	3.2	2.6
	LET'S HAVE FUN	WPIX	3.5	4.2
	SETS IN USE		19.5	20.0
12:30 PM	WASHINGTON REPORT	WCBS	4.4	3.4
	YOUTH FORUM	WNBC	1.1	2.2
	WONDERAMA	WNEW	6.3	5.6
	INTERTEL	WABC	1.2	1.7
	WONDERS OF THE WORLD	WOR	3.6	2.7
	LET'S HAVE FUN	WPIX	3.9	4.0
	SETS IN USE		20.5	19.6
12:45 PM	WASHINGTON REPORT	WCBS	5.1	3.7
	YOUTH FORUM	WNBC	1.3	2.5
	WONDERAMA	WNEW	6.4	5.6
	INTERTEL	WABC	0.5	1.7
	WONDERS OF THE WORLD	WOR	3.0	2.5
	LET'S HAVE FUN	WPIX	4.3	3.8
	SETS IN USE		20.6	19.8
1:00 PM	PIX - SUNDAY AFTER.	WCBS	8.4	5.8
	SCIENCE AGE	WNBC	1.2	2.1
	5 STAR MOVIE SPECIAL	WNEW	5.2	5.2
	YOUTH WANTS TO KNOW	WABC	0.3	1.1
	MILLION \$ MOVIE	WOR	1.3	1.9
	SGT. PRESTON	WPIX	2.8	3.1
	SETS IN USE		19.2	19.2
1:15 PM	PIX - SUNDAY AFTER.	WCBS	9.2	6.4
	SCIENCE AGE	WNBC	1.2	2.1
	5 STAR MOVIE SPECIAL	WNEW	5.1	5.3
	YOUTH WANTS TO KNOW	WABC	0.4	1.0
	MILLION \$ MOVIE	WOR	1.5	2.5
	SGT. PRESTON	WPIX	2.7	2.5
	SETS IN USE		20.1	19.8
1:30 PM	PIX - SUNDAY AFTER.	WCBS	10.5	7.6
	CATHOLIC HOUR	WNBC	2.1	1.7
	5 STAR MOVIE SPECIAL	WNEW	5.6	5.7
	GUESTWARD HO	WABC	0.9	1.5
	MILLION \$ MOVIE	WOR	2.4	2.8
	SPORTS. CL.; COLEMAN	WPIX	1.9	2.1
	SETS IN USE		23.4	21.4
1:45 PM	PIX - SUNDAY AFTER.	WCBS	11.2	7.8
	CATHOLIC HOUR	WNBC	1.1	1.5
	5 STAR MOVIE SPECIAL	WNEW	5.1	5.4
	GUESTWARD HO	WABC	2.1	2.1
	MILLION \$ MOVIE	WOR	2.1	3.3
	J. COLEMAN; BASEBALL	WPIX	2.5	2.5
	SETS IN USE		24.1	22.6

ARBITRON AUDIENCE ESTIMATES
NEW YORK - SUNDAY, AUGUST 4, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
2:00 PM	PIX - SUNDAY AFTER.	WCBS	11.1	7.6
	EX LIBRIS	WNBC	0.7	1.3
	5 STAR MOVIE SPECIAL	WNEW	4.6	5.0
	AMERICA W'NTS TO KNOW	WABC	1.3	1.9
	MILLION \$ MOVIE	WOR	2.0	3.4
	BASEBALL	WPIX	3.6	3.3
	SETS IN USE		23.3	22.5
2:15 PM	PIX - SUNDAY AFTER.	WCBS	11.5	8.7
	EX LIBRIS	WNBC	1.1	1.3
	5 STAR MOVIE SPECIAL	WNEW	4.6	4.8
	AMERICA W'NTS TO KNOW	WABC	0.7	1.9
	MILLION \$ MOVIE; BB	WOR	2.0	4.2
	BASEBALL	WPIX	2.7	3.7
	SETS IN USE		22.6	24.6
2:30 PM	PIX - SUNDAY AFTER.	WCBS	8.6	7.0
	DIRECT LINE	WNBC	0.5	1.2
	5 STAR MOVIE SPECIAL	WNEW	5.4	5.4
	ISSUES & ANSWERS	WABC	0.5	1.1
	BASEBALL	WOR	2.6	4.9
	BASEBALL	WPIX	3.9	4.6
	SETS IN USE		21.5	24.2
2:45 PM	PIX - SUNDAY AFTER.	WCBS	8.9	7.2
	DIRECT LINE	WNBC	0.7	1.1
	5 STAR MOVIE SPECIAL	WNEW	6.2	5.4
	ISSUES & ANSWERS	WABC	0.5	0.6
	BASEBALL	WOR	3.3	5.0
	BASEBALL	WPIX	4.7	5.7
	SETS IN USE		24.3	25.0
3:00 PM	PIX - SUNDAY AFTER.	WCBS	6.6	7.8
	OPEN MIND	WNBC	0.8	1.2
	METROPOLITAN MOVIE	WNEW	5.5	4.8
	SUNDAY PLAYHOUSE	WABC	1.2	1.6
	BASEBALL	WOR	3.7	4.6
	BASEBALL	WPIX	4.2	4.7
	SETS IN USE		22.0	24.7
3:15 PM	PIX - SUNDAY AFTER.	WCBS	6.6	8.0
	OPEN MIND	WNBC	0.9	1.3
	METROPOLITAN MOVIE	WNEW	5.4	4.5
	SUNDAY PLAYHOUSE	WABC	1.6	2.2
	BASEBALL	WOR	3.9	4.8
	BASEBALL	WPIX	5.0	5.3
	SETS IN USE		23.4	26.1
3:30 PM	PIX - SUNDAY AFTER.	WCBS	7.1	7.4
	OPEN MIND	WNBC	0.7	1.3
	METROPOLITAN MOVIE	WNEW	4.9	4.4
	SUNDAY PLAYHOUSE	WABC	2.3	3.0
	BASEBALL	WOR	4.3	4.4
	BASEBALL	WPIX	3.8	4.8
	SETS IN USE		23.1	25.3
3:45 PM	PIX - SUNDAY AFTER.	WCBS	7.9	7.3
	OPEN MIND	WNBC	0.8	1.3
	METROPOLITAN MOVIE	WNEW	5.6	4.7
	SUNDAY PLAYHOUSE	WABC	2.4	3.2
	BASEBALL	WOR	4.8	4.0
	BASEBALL	WPIX	4.3	5.5
	SETS IN USE		25.8	26.0

ARBITRON AUDIENCE ESTIMATES
NEW YORK - SUNDAY, AUGUST 4, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
4:00 PM	PIX - SUNDAY AFTER. COMMUNITY CHECKERS METROPOLITAN MOVIE SUNDAY PLAYHOUSE BASEBALL BASEBALL	WCBS	7.6	7.1
		WNBC	0.5	0.9
		WNEW	4.3	4.3
		WABC	2.4	3.2
		WOR	4.7	3.4
		WPIX	4.2	5.7
	SETS IN USE		23.7	24.6
4:15 PM	PIX - SUNDAY AFTER. COMMUNITY CHECKERS METROPOLITAN MOVIE SUNDAY PLAYHOUSE BASEBALL BASEBALL	WCBS	7.3	7.4
		WNBC	0.8	1.1
		WNEW	4.9	5.4
		WABC	2.7	3.3
		WOR	4.3	2.8
		WPIX	3.4	5.8
	SETS IN USE		23.4	25.8
4:30 PM	EYE ON... DIALOGUE METROPOLITAN MOVIE TAKE TWO BASEBALL BASEBALL	WCBS	7.9	5.4
		WNBC	0.5	1.7
		WNEW	5.0	6.4
		WABC	0.9	3.1
		WOR	4.0	2.4
		WPIX	2.4	5.4
	SETS IN USE		20.7	24.4
4:45 PM	EYE ON... DIALOGUE METROPOLITAN MOVIE TAKE TWO BASEBALL BASEBALL	WCBS	8.5	5.4
		WNBC	0.5	1.7
		WNEW	5.1	6.7
		WABC	0.9	3.2
		WOR	4.2	2.6
		WPIX	2.7	5.2
	SETS IN USE		21.9	24.8
5:00 PM	EYE ON... RIPCORD ISLANDERS MAJOR ADAMS BASEBALL BASEBALL	WCBS	7.4	5.7
		WNBC	2.3	2.9
		WNEW	3.4	4.9
		WABC	1.8	4.3
		WOR	4.5	2.5
		WPIX	3.4	5.9
	SETS IN USE		22.8	26.2
5:15 PM	EYE ON... RIPCORD ISLANDERS MAJOR ADAMS BASEBALL BASEBALL	WCBS	6.6	4.7
		WNBC	2.9	3.6
		WNEW	3.5	4.9
		WABC	3.3	5.0
		WOR	4.0	2.7
		WPIX	3.6	5.9
	SETS IN USE		23.9	26.8
5:30 PM	AMATEUR HOUR BULLWINKLE ISLANDERS MAJOR ADAMS MILLION \$ MOVIE BASEBALL	WCBS	7.0	5.8
		WNBC	2.7	3.2
		WNEW	3.5	4.8
		WABC	3.7	5.6
		WOR	1.5	2.4
		WPIX	5.2	6.3
	SETS IN USE		23.6	28.1
5:45 PM	AMATEUR HOUR BULLWINKLE ISLANDERS MAJOR ADAMS MILLION \$ MOVIE BASEBALL	WCBS	7.0	6.5
		WNBC	2.7	4.2
		WNEW	4.4	4.7
		WABC	3.9	5.2
		WOR	0.8	2.1
		WPIX	5.5	6.2
	SETS IN USE		24.3	28.9

ARBITRON AUDIENCE ESTIMATES
NEW YORK - SUNDAY, AUGUST 4, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
6:00 PM	TWENTIETH CENTURY	WCBS	5.1	5.0
	MEET THE PRESS	WNBC	1.3	2.5
	SUNDAY PLAYHOUSE	WNEW	5.4	6.2
	SUNDAY SHOW	WABC	4.8	5.6
	MILLION \$ MOVIE	WOR	1.2	2.4
	BASEBALL	WPIX	6.3	7.0
	SETS IN USE		24.1	28.7
6:15 PM	TWENTIETH CENTURY	WCBS	5.5	4.9
	MEET THE PRESS	WNBC	2.1	2.8
	SUNDAY PLAYHOUSE	WNEW	5.5	7.2
	SUNDAY SHOW	WABC	5.1	5.8
	MILLION \$ MOVIE	WOR	1.6	3.0
	BASEBALL	WPIX	5.5	6.4
	SETS IN USE		25.3	30.1
6:30 PM	MISTER ED	WCBS	6.3	6.7
	SUNDAY REPORT	WNBC	2.3	3.2
	SUNDAY PLAYHOUSE	WNEW	6.3	8.4
	SUNDAY SHOW	WABC	5.2	5.6
	MILLION \$ MOVIE	WOR	2.8	2.4
	BASEBALL	WPIX	6.1	5.8
	SETS IN USE		29.0	32.1
6:45 PM	MISTER ED	WCBS	8.8	8.8
	SUNDAY REPORT	WNBC	2.4	3.4
	SUNDAY PLAYHOUSE	WNEW	5.3	7.9
	SUNDAY SHOW	WABC	5.5	5.8
	MILLION \$ MOVIE	WOR	1.9	2.0
	BASEBALL	WPIX	6.8	5.8
	SETS IN USE		30.7	33.7
7:00 PM	LASSIE	WCBS	8.7	9.2
	ENSIGN O'TOOLE	WNBC	4.5	5.5
	SUNDAY PLAYHOUSE	WNEW	5.2	7.2
	SUNDAY SHOW	WABC	4.5	5.8
	MILLION \$ MOVIE	WOR	1.5	1.6
	BASEBALL	WPIX	6.0	5.9
	SETS IN USE		30.4	35.2
7:15 PM	LASSIE	WCBS	8.4	10.2
	ENSIGN O'TOOLE	WNBC	5.2	6.2
	SUNDAY PLAYHOUSE	WNEW	5.2	7.3
	SUNDAY SHOW	WABC	5.7	6.9
	MILLION \$ MOVIE	WOR	1.7	1.5
	BASEBALL	WPIX	5.9	4.6
	SETS IN USE		32.1	36.7
7:30 PM	DENNIS THE MENACE	WCBS	6.3	7.7
	WALT DISNEY'S WORLD	WNBC	6.6	7.1
	SUNDAY PLAYHOUSE	WNEW	4.9	7.5
	JETSONS	WABC	7.1	9.1
	MILLION \$ MOVIE	WOR	2.6	1.6
	BASEBALL	WPIX	6.2	4.5
	SETS IN USE		33.7	37.5
7:45 PM	DENNIS THE MENACE	WCBS	7.9	10.3
	WALT DISNEY'S WORLD	WNBC	6.7	7.4
	SUNDAY PLAYHOUSE	WNEW	5.1	7.4
	JETSONS	WABC	9.3	10.2
	MILLION \$ MOVIE	WOR	2.5	1.6
	BASEBALL	WPIX	6.8	4.4
	SETS IN USE		38.3	41.3

ARBITRON AUDIENCE ESTIMATES
NEW YORK - SUNDAY, AUGUST 4, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
8:00 PM	ED SULLIVAN	WCBS	11.8	16.2
	WALT DISNEY'S WORLD	WNBC	7.4	9.1
	SECOND CITY	WNEW	4.4	3.8
	JANE WYMAN	WABC	7.4	9.2
	MILLION \$ MOVIE	WOR	2.7	1.5
	BASEBALL	WPIX	7.2	4.8
	SETS IN USE		40.9	44.6
8:15 PM	ED SULLIVAN	WCBS	14.6	17.7
	WALT DISNEY'S WORLD	WNBC	8.9	9.9
	SECOND CITY	WNEW	3.5	3.2
	JANE WYMAN	WABC	7.2	9.1
	MILLION \$ MOVIE	WOR	2.8	2.1
	BASEBALL	WPIX	6.8	5.4
	SETS IN USE		43.8	47.4
8:30 PM	ED SULLIVAN	WCBS	15.2	18.5
	CAR 54	WNBC	11.8	12.5
	SECOND CITY	WNEW	2.7	2.7
	SUNDAY NIGHT MOVIE	WABC	9.1	9.0
	KINGDOM OF THE SEA	WOR	2.2	2.0
	BASEBALL	WPIX	6.3	4.7
	SETS IN USE		47.3	49.4
8:45 PM	ED SULLIVAN	WCBS	17.7	20.3
	CAR 54	WNBC	13.7	14.6
	SECOND CITY	WNEW	4.5	3.7
	SUNDAY NIGHT MOVIE	WABC	9.9	9.5
	KINGDOM OF THE SEA	WOR	1.8	1.6
	RED BARBER	WPIX	3.8	3.1
	SETS IN USE		51.4	52.8
9:00 PM	REAL MCCOYS	WCBS	12.6	13.6
	BONANZA	WNBC	16.7	18.0
	BOSTON SYMPHONY	WNEW	4.3	5.8
	SUNDAY NIGHT MOVIE	WABC	11.8	11.1
	GREAT MOVIES	WOR	4.3	2.6
	THRILLER	WPIX	2.7	3.4
	SETS IN USE		52.4	54.5
9:15 PM	REAL MCCOYS	WCBS	12.5	13.9
	BONANZA	WNBC	19.6	18.5
	BOSTON SYMPHONY	WNEW	2.9	5.8
	SUNDAY NIGHT MOVIE	WABC	11.9	11.4
	GREAT MOVIES	WOR	5.3	2.9
	THRILLER	WPIX	2.3	3.4
	SETS IN USE		54.5	55.9
9:30 PM	G. E. TRUE	WCBS	8.3	12.1
	BONANZA	WNBC	21.9	20.0
	BOSTON SYMPHONY	WNEW	3.0	6.5
	SUNDAY NIGHT MOVIE	WABC	11.8	11.2
	GREAT MOVIES	WOR	5.5	2.7
	THRILLER	WPIX	2.5	3.6
	SETS IN USE		53.0	56.1
9:45 PM	G. E. TRUE	WCBS	9.4	13.0
	BONANZA	WNBC	22.2	20.2
	BOSTON SYMPHONY	WNEW	2.3	6.1
	SUNDAY NIGHT MOVIE	WABC	11.7	11.2
	GREAT MOVIES	WOR	5.6	2.4
	THRILLER	WPIX	2.0	3.8
	SETS IN USE		53.2	56.7

ARBITRON AUDIENCE ESTIMATES
NEW YORK - SUNDAY, AUGUST 4, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
10:00 PM	CANDID CAMERA	WCBS	18.7	21.0
	DUPONT SHOW	WNBC	9.3	10.0
	BOSTON SYMPHONY	WNEW	1.5	6.3
	SUNDAY NIGHT MOVIE	WABC	12.3	11.4
	GREAT MOVIES	WOR	4.9	2.6
	CHECKMATE	WPIX	4.8	4.2
	SETS IN USE		51.5	55.5
10:15 PM	CANDID CAMERA	WCBS	23.2	23.6
	DUPONT SHOW	WNBC	7.7	8.6
	BOSTON SYMPHONY	WNEW	1.0	6.0
	SUNDAY NIGHT MOVIE	WABC	8.7	10.5
	GREAT MOVIES	WOR	5.2	2.5
	CHECKMATE	WPIX	5.1	4.3
	SETS IN USE		50.9	55.5
10:30 PM	WHAT'S MY LINE	WCBS	22.9	22.2
	DUPONT SHOW	WNBC	8.6	10.3
	BOSTON SYMPHONY	WNEW	1.1	6.1
	ABC NEWS REPORTS	WABC	3.7	4.8
	GREAT MOVIES	WOR	5.7	3.5
	CHECKMATE	WPIX	6.1	5.4
	SETS IN USE		48.1	52.3
10:45 PM	WHAT'S MY LINE	WCBS	22.0	22.5
	DUPONT SHOW	WNBC	8.7	10.1
	BOSTON SYMPHONY	WNEW	1.1	5.3
	ABC NEWS REPORTS	WABC	3.0	3.9
	GREAT MOVIES	WOR	5.3	3.3
	CHECKMATE	WPIX	6.2	5.4
	SETS IN USE		46.3	50.5
11:00 PM	NEWS	WCBS	20.7	21.7
	NEWS; WEATHER	WNBC	12.0	11.4
	OPINION-CAPITAL	WNEW	1.1	2.3
	SUNDAY NEWS FINAL	WABC	3.6	3.9
	MEDICAL INVENTORY	WOR	0.8	1.9
	WORD OF LIFE	WPIX	1.8	1.7
	SETS IN USE		40.0	42.9
11:15 PM	NEW YORK REPORT; L S	WCBS	16.3	17.1
	DESILU PLAYHOUSE	WNBC	9.4	7.7
	OPINION-CAPITAL	WNEW	0.7	2.1
	NIGHT SHOW	WABC	4.2	4.8
	MEDICAL INVENTORY	WOR	0.2	2.0
	WORD OF LIFE	WPIX	0.9	0.7
	SETS IN USE		31.7	34.4
11:30 PM	LATE SHOW	WCBS	9.6	11.6
	DESILU PLAYHOUSE	WNBC	8.5	7.2
	CONG. REP.; SEN. REP.	WNEW	0.8	1.9
	NIGHT SHOW	WABC	6.7	5.9
	VIP'S	WOR	0.7	1.7
	ENCOUNTER	WPIX	0.8	0.6
	SETS IN USE		27.1	28.9
11:45 PM	LATE SHOW	WCBS	10.0	10.6
	DESILU PLAYHOUSE	WNBC	8.8	7.1
	5 STAR MOVIE	WNEW	1.5	1.9
	NIGHT SHOW	WABC	6.2	5.5
	VIP'S	WOR	0.4	1.5
	ENCOUNTER	WPIX	0.7	0.7
	SETS IN USE		27.6	27.3

ARBITRON AUDIENCE ESTIMATES
NEW YORK - SUNDAY, AUGUST 4, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
12:00 MID	LATE SHOW	WCBS	9.6	8.9
	DESILU PLAYHOUSE	WNBC	9.0	6.2
	5 STAR MOVIE	WNEW	2.3	1.9
	NIGHT SHOW	WABC	4.8	4.9
	ALMANAC; NEWS; WEA.	WOR	0.8	1.1
	BIG PICTURE	WPIX	0.4	0.7
	SETS IN USE		26.9	23.7
12:15 AM	LATE SHOW	WCBS	8.7	8.2
	MIDNIGHT MOVIE	WNBC	3.6	2.7
	5 STAR MOVIE	WNEW	2.4	1.8
	NIGHT SHOW	WABC	5.7	4.5
	BIG PICTURE	WPIX	0.4	0.7
	SETS IN USE		20.8	17.9
12:30 AM	LATE SHOW	WCBS	8.9	8.0
	MIDNIGHT MOVIE	WNBC	2.9	2.0
	5 STAR MOVIE	WNEW	2.0	1.8
	NIGHT SHOW	WABC	5.6	4.2
	SETS IN USE		19.4	16.0
12:45 AM	LATE SHOW	WCBS	7.7	7.3
	MIDNIGHT MOVIE	WNBC	2.6	1.6
	5 STAR MOVIE	WNEW	2.2	1.6
	NIGHT SHOW	WABC	5.5	3.9
	SETS IN USE		18.0	14.4
1:00 AM	LATE SHOW	WCBS	8.3	6.2
	MIDNIGHT MOVIE	WNBC	2.7	1.8
	5 STAR MOVIE	WNEW	2.0	-
	N S; G N S	WABC	2.4	2.2
	SETS IN USE		15.4	10.2
1:15 AM	LATE SHOW; NEWS	WCBS	7.3	5.3
	MIDNIGHT MOVIE	WNBC	2.6	1.6
	5 STAR MOVIE	WNEW	1.6	-
	GOODNIGHT SHOW	WABC	0.5	1.5
	SETS IN USE		12.0	8.4
1:30 AM	LATE LATE SHOW	WCBS	4.8	3.3
	MIDNIGHT MOVIE	WNBC	2.2	1.4
	GOODNIGHT SHOW	WABC	0.4	1.5
	SETS IN USE		7.4	6.2
1:45 AM	LATE LATE SHOW	WCBS	4.4	3.5
	MIDNIGHT MOVIE	WNBC	1.8	1.1
	GOODNIGHT SHOW	WABC	0.4	1.3
	SETS IN USE		6.6	5.9
2:00 AM	LATE LATE SHOW	WCBS	3.6	3.3
	MIDNIGHT MOVIE	WNBC	1.8	0.8
	GOODNIGHT SHOW	WABC	0.4	1.3
	SETS IN USE		5.8	5.4
2:15 AM	LATE LATE SHOW	WCBS	3.7	3.2
	GOODNIGHT SHOW	WABC	0.4	1.2
	SETS IN USE		4.1	4.4
2:30 AM	LATE LATE SHOW	WCBS	3.8	3.5
2:45 AM	LATE LATE SHOW	WCBS	4.4	3.3
3:00 AM	LATE LATE SHOW	WCBS	4.4	-

ARBITRON AUDIENCE ESTIMATES
NEW YORK - MONDAY, AUGUST 5, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
7:00 PM	EVENING REPORT	WCBS	12.3	11.4
	BIOGRAPHY	WNBC	6.0	7.0
	OUTLAWS	WNEW	2.8	4.0
	ANN SOTHERN	WABC	3.4	3.6
	MERRYTOON CIRCUS	WOR	3.6	2.8
	THREE STAR NEWS	WPIX	5.2	4.0
	SETS IN USE		33.8	33.3
7:15 PM	CBS NEWS	WCBS	11.4	11.2
	BIOGRAPHY	WNBC	6.6	7.7
	OUTLAWS	WNEW	3.4	3.8
	ANN SOTHERN	WABC	4.4	4.8
	MERRYTOON CIRCUS	WOR	3.2	3.0
	THREE STAR NEWS	WPIX	4.9	3.8
	SETS IN USE		34.0	34.4
7:30 PM	TO TELL THE TRUTH	WCBS	14.4	13.5
	MONDAY NIGHT MOVIE	WNBC	8.6	8.7
	OUTLAWS	WNEW	4.4	4.3
	DAKOTAS	WABC	5.6	5.0
	MILLION \$ MOVIE	WOR	3.1	2.6
	ADVENTURES IN PARADISE	WPIX	3.8	2.6
	SETS IN USE		40.0	36.9
7:45 PM	TO TELL THE TRUTH	WCBS	14.7	14.6
	MONDAY NIGHT MOVIE	WNBC	9.7	9.2
	OUTLAWS	WNEW	4.3	4.2
	DAKOTAS	WABC	6.3	5.2
	MILLION \$ MOVIE	WOR	3.5	3.1
	ADVENTURES IN PARADISE	WPIX	2.2	2.1
	SETS IN USE		41.0	38.7
8:00 PM	I'VE GOT A SECRET	WCBS	15.4	13.7
	MONDAY NIGHT MOVIE	WNBC	9.3	9.2
	D.A.'S MAN	WNEW	4.7	4.3
	DAKOTAS	WABC	7.2	6.3
	MILLION \$ MOVIE	WOR	3.8	3.5
	ADVENTURES IN PARADISE	WPIX	2.8	3.2
	SETS IN USE		43.3	40.6
8:15 PM	I'VE GOT A SECRET	WCBS	15.8	14.5
	MONDAY NIGHT MOVIE	WNBC	9.7	10.1
	D.A.'S MAN	WNEW	4.7	4.3
	DAKOTAS	WABC	7.9	6.7
	MILLION \$ MOVIE	WOR	4.2	3.8
	ADVENTURES IN PARADISE	WPIX	3.1	3.5
	SETS IN USE		45.6	43.5
8:30 PM	VACATION PLAYHOUSE	WCBS	13.9	12.8
	MONDAY NIGHT MOVIE	WNBC	11.1	11.3
	PETER GUNN	WNEW	4.8	5.0
	YOUR FUNNY FILMS	WABC	8.6	6.3
	MILLION \$ MOVIE	WOR	5.1	4.7
	ONE STEP BEYOND	WPIX	3.8	4.4
	SETS IN USE		47.8	45.2
8:45 PM	VACATION PLAYHOUSE	WCBS	15.9	13.6
	MONDAY NIGHT MOVIE	WNBC	10.8	11.6
	PETER GUNN	WNEW	5.9	6.4
	YOUR FUNNY FILMS	WABC	8.8	6.6
	MILLION \$ MOVIE	WOR	5.7	4.8
	ONE STEP BEYOND	WPIX	4.5	4.9
	SETS IN USE		52.4	48.9

ARBITRON AUDIENCE ESTIMATES
NEW YORK - MONDAY, AUGUST 5, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
9:00 PM	COMEDY HOUR	WCBS	20.2	17.5
	MONDAY NIGHT MOVIE	WNBC	11.4	12.7
	CAIN'S HUNDRED	WNEW	6.6	6.2
	STONEY BURKE	WABC	7.4	6.2
	SURFSIDE 6	WOR	4.6	3.9
	I SEARCH FOR ADVENTURE	WPIX	4.7	4.1
	SETS IN USE		55.6	51.5
9:15 PM	COMEDY HOUR	WCBS	20.6	18.8
	MONDAY NIGHT MOVIE	WNBC	10.9	12.7
	CAIN'S HUNDRED	WNEW	6.8	6.3
	STONEY BURKE	WABC	8.4	6.6
	SURFSIDE 6	WOR	5.1	4.1
	I SEARCH FOR ADVENTURE	WPIX	5.2	4.4
	SETS IN USE		57.4	53.6
9:30 PM	COMEDY HOUR	WCBS	23.2	20.6
	ART LINKLETTER	WNBC	8.5	9.2
	CAIN'S HUNDRED	WNEW	7.5	6.5
	STONEY BURKE	WABC	8.9	7.7
	SURFSIDE 6	WOR	6.2	4.6
	LAW & MR. JONES	WPIX	4.0	4.1
	SETS IN USE		59.4	53.6
9:45 PM	COMEDY HOUR	WCBS	25.0	21.8
	ART LINKLETTER	WNBC	7.4	9.0
	CAIN'S HUNDRED	WNEW	6.7	6.2
	STONEY BURKE	WABC	8.5	8.2
	SURFSIDE 6	WOR	5.8	4.4
	LAW & MR. JONES	WPIX	4.0	3.7
	SETS IN USE		58.3	54.4
10:00 PM	PASSWORD	WCBS	24.8	21.6
	BRINKLEY'S JOURNAL	WNBC	4.4	6.1
	DEPUTY	WNEW	5.4	5.4
	BEN CASEY	WABC	12.6	11.9
	BOWLING	WOR	2.6	2.9
	WONDERFUL WORLD	WPIX	3.6	3.1
	SETS IN USE		54.6	52.1
10:15 PM	PASSWORD	WCBS	24.6	22.9
	BRINKLEY'S JOURNAL	WNBC	4.4	5.6
	DEPUTY	WNEW	5.6	5.5
	BEN CASEY	WABC	12.0	12.1
	BOWLING	WOR	2.6	3.2
	WONDERFUL WORLD	WPIX	3.7	2.5
	SETS IN USE		54.1	53.0
10:30 PM	STUMP THE STARS	WCBS	23.0	19.0
	NEW YORK ILLUSTRATED	WNBC	3.2	5.0
	DRAGNET	WNEW	5.8	5.0
	BEN CASEY	WABC	12.9	13.3
	BOWLING	WOR	2.0	3.0
	STEVE ALLEN	WPIX	3.6	2.3
	SETS IN USE		52.4	50.0
10:45 PM	STUMP THE STARS	WCBS	20.5	18.0
	NEW YORK ILLUSTRATED	WNBC	3.1	4.9
	DRAGNET	WNEW	6.8	5.5
	BEN CASEY	WABC	12.7	12.8
	BOWLING	WOR	1.8	2.5
	STEVE ALLEN	WPIX	3.8	2.3
	SETS IN USE		50.8	48.4

ARBITRON AUDIENCE ESTIMATES
NEW YORK - TUESDAY, AUGUST 6, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
7:00 PM	EVENING REPORT	WCBS	12.3	10.6
	RIPCORD	WNBC	6.1	6.2
	BEACHCOMBER	WNEW	3.0	4.1
	PHIL SILVERS	WABC	4.7	4.9
	MERRYTOON CIRCUS	WOR	2.7	2.3
	THREE STAR NEWS	WPIX	4.0	3.3
	SETS IN USE		32.8	31.7
7:15 PM	CBS NEWS	WCBS	13.0	10.0
	RIPCORD	WNBC	8.7	7.6
	BEACHCOMBER	WNEW	4.7	4.5
	PHIL SILVERS	WABC	5.8	6.3
	MERRYTOON CIRCUS	WOR	2.5	2.1
	THREE STAR NEWS	WPIX	3.1	2.9
	SETS IN USE		37.9	33.7
7:30 PM	MARSHAL DILLON	WCBS	10.8	8.1
	LARAMIE	WNBC	10.0	7.0
	LOCKUP	WNEW	4.5	4.0
	COMBAT	WABC	6.7	8.4
	R. BRANCA; R. KINER	WOR	1.1	1.8
	BASEBALL	WPIX	2.4	2.0
	SETS IN USE		35.6	31.5
7:45 PM	MARSHAL DILLON	WCBS	9.9	7.3
	LARAMIE	WNBC	9.8	7.3
	LOCKUP	WNEW	4.7	4.1
	COMBAT	WABC	7.4	9.3
	RALPH KINER; BASEBALL	WOR	1.0	1.9
	BASEBALL	WPIX	3.2	2.6
	SETS IN USE		36.3	32.9
8:00 PM	LLOYD BRIDGES	WCBS	8.9	6.7
	LARAMIE	WNBC	9.5	7.7
	87th PRECINCT	WNEW	3.9	3.7
	COMBAT	WABC	7.0	9.9
	BASEBALL	WOR	2.9	2.2
	BASEBALL	WPIX	3.2	3.2
	SETS IN USE		36.5	33.8
8:15 PM	LLOYD BRIDGES	WCBS	9.8	7.8
	LARAMIE	WNBC	10.1	8.3
	87th PRECINCT	WNEW	4.5	4.8
	COMBAT	WABC	7.9	10.3
	BASEBALL	WOR	4.6	3.0
	BASEBALL	WPIX	1.6	3.4
	SETS IN USE		39.9	38.0
8:30 PM	TALENT SCOUTS	WCBS	14.1	11.3
	EMPIRE	WNBC	9.5	7.4
	87th PRECINCT	WNEW	6.3	5.8
	HAWAIIAN EYE	WABC	6.9	8.2
	BASEBALL	WOR	5.7	3.7
	BASEBALL	WPIX	2.2	4.1
	SETS IN USE		46.3	41.5
8:45 PM	TALENT SCOUTS	WCBS	13.1	11.9
	EMPIRE	WNBC	9.9	8.2
	87th PRECINCT	WNEW	6.9	5.9
	HAWAIIAN EYE	WABC	8.0	8.9
	BASEBALL	WOR	4.9	3.6
	BASEBALL	WPIX	4.3	4.7
	SETS IN USE		48.6	44.2

ARBITRON AUDIENCE ESTIMATES
NEW YORK - TUESDAY, AUGUST 6, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
9:00 PM	TALENT SCOUTS	WCBS	13.9	13.0
	EMPIRE	WNBC	10.1	9.1
	TARGET: CORRUPTORS	WNEW	6.0	4.9
	HAWAIIAN EYE	WABC	11.2	10.7
	BASEBALL	WOR	4.2	3.4
	BASEBALL	WPIX	5.2	5.9
	SETS IN USE		51.8	47.8
9:15 PM	TALENT SCOUTS	WCBS	14.4	13.1
	EMPIRE	WNBC	10.2	9.6
	TARGET: CORRUPTORS	WNEW	6.0	5.2
	HAWAIIAN EYE	WABC	11.8	11.1
	BASEBALL	WOR	2.8	3.4
	BASEBALL	WPIX	6.2	6.6
	SETS IN USE		52.4	50.0
9:30 PM	PICTURE THIS	WCBS	16.7	14.1
	DICK POWELL THEATRE	WNBC	11.5	10.4
	TARGET: CORRUPTORS	WNEW	7.0	6.7
	UNTOUCHABLES	WABC	8.7	8.5
	BASEBALL	WOR	3.3	4.2
	BASEBALL	WPIX	6.3	6.9
	SETS IN USE		54.3	51.8
9:45 PM	PICTURE THIS	WCBS	17.6	14.3
	DICK POWELL THEATRE	WNBC	9.9	10.2
	TARGET: CORRUPTORS	WNEW	7.8	7.2
	UNTOUCHABLES	WABC	9.5	8.8
	BASEBALL	WOR	3.6	4.5
	BASEBALL	WPIX	5.9	6.7
	SETS IN USE		54.8	52.8
10:00 PM	KEEFE BRASSELE	WCBS	13.8	12.3
	DICK POWELL THEATRE	WNBC	10.5	10.7
	DETECTIVES	WNEW	8.8	7.6
	UNTOUCHABLES	WABC	10.2	9.0
	BASEBALL	WOR	5.1	4.9
	BASEBALL	WPIX	6.6	6.5
	SETS IN USE		55.8	52.0
10:15 PM	KEEFE BRASSELE	WCBS	12.3	12.1
	DICK POWELL THEATRE	WNBC	10.3	10.9
	DETECTIVES	WNEW	10.6	8.7
	UNTOUCHABLES	WABC	10.3	8.7
	BASEBALL	WOR	4.7	4.7
	BASEBALL	WPIX	6.2	6.0
	SETS IN USE		55.0	52.2
10:30 PM	KEEFE BRASSELE	WCBS	13.4	12.9
	REPORT - HONG KONG	WNBC	5.8	8.1
	DETECTIVES	WNEW	15.1	11.4
	FOCUS ON AMERICA	WABC	6.2	6.7
	BASEBALL	WOR	4.3	4.9
	BASEBALL	WPIX	6.4	5.7
	SETS IN USE		51.8	50.5
10:45 PM	KEEFE BRASSELE	WCBS	14.8	13.4
	REPORT - HONG KONG	WNBC	6.4	7.5
	DETECTIVES	WNEW	14.7	12.1
	FOCUS ON AMERICA	WABC	4.2	6.0
	BASEBALL	WOR	4.9	4.9
	BASEBALL	WPIX	5.6	4.3
	SETS IN USE		51.1	49.1

ARBITRON AUDIENCE ESTIMATES
NEW YORK - WEDNESDAY, AUGUST 7, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
7:00 PM	EVENING REPORT	WCBS	12.0	12.4
	NORTHWEST PASSAGE	WNBC	8.1	7.0
	BOURBON STREET BEAT	WNEW	4.8	4.6
	REBEL	WABC	3.3	3.4
	MERRYTOON CIRCUS	WOR	2.0	1.9
	THREE STAR NEWS	WPIX	4.7	3.7
	SETS IN USE		35.0	33.4
7:15 PM	CBS NEWS	WCBS	10.2	11.2
	NORTHWEST PASSAGE	WNBC	9.8	7.7
	BOURBON STREET BEAT	WNEW	6.0	4.8
	REBEL	WABC	4.2	4.3
	MERRYTOON CIRCUS	WOR	2.1	2.2
	THREE STAR NEWS	WPIX	4.1	3.5
	SETS IN USE		36.5	34.0
7:30 PM	CBS REPORTS	WCBS	5.5	6.7
	VIRGINIAN	WNBC	9.1	9.0
	BOURBON STREET BEAT	WNEW	6.8	5.3
	WAGON TRAIN	WABC	6.8	6.8
	MILLION \$ MOVIE	WOR	4.1	2.5
	HONEYMOONERS	WPIX	2.9	3.3
	SETS IN USE		35.3	33.9
7:45 PM	CBS REPORTS	WCBS	4.9	5.5
	VIRGINIAN	WNBC	10.6	9.1
	BOURBON STREET BEAT	WNEW	6.6	5.2
	WAGON TRAIN	WABC	6.7	7.4
	MILLION \$ MOVIE	WOR	4.5	3.4
	HONEYMOONERS	WPIX	2.7	3.9
	SETS IN USE		36.2	34.7
8:00 PM	CBS REPORTS	WCBS	5.0	5.5
	VIRGINIAN	WNBC	12.4	10.7
	DANGER MAN	WNEW	5.5	4.8
	WAGON TRAIN	WABC	8.4	8.8
	MILLION \$ MOVIE	WOR	4.2	2.9
	BOLD JOURNEY	WPIX	2.1	3.0
	SETS IN USE		38.2	36.2
8:15 PM	CBS REPORTS	WCBS	4.2	5.5
	VIRGINIAN	WNBC	15.0	12.6
	DANGER MAN	WNEW	5.9	5.6
	WAGON TRAIN	WABC	9.1	9.1
	MILLION \$ MOVIE	WOR	4.3	3.3
	BOLD JOURNEY	WPIX	3.1	3.4
	SETS IN USE		42.6	40.2
8:30 PM	DOBIE GILLIS	WCBS	10.3	7.9
	VIRGINIAN	WNBC	14.3	13.5
	CALL MR. D	WNEW	6.1	6.0
	GOING MY WAY	WABC	5.1	7.0
	MILLION \$ MOVIE	WOR	4.0	4.0
	SILENTS PLEASE	WPIX	2.8	3.6
	SETS IN USE		44.4	43.0
8:45 PM	DOBIE GILLIS	WCBS	12.3	10.3
	VIRGINIAN	WNBC	14.7	12.9
	CALL MR. D	WNEW	6.8	6.4
	GOING MY WAY	WABC	4.7	6.8
	MILLION \$ MOVIE	WOR	4.7	4.3
	SILENTS PLEASE	WPIX	3.6	3.7
	SETS IN USE		48.0	45.4

ARBITRON AUDIENCE ESTIMATES
NEW YORK - WEDNESDAY, AUGUST 7, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
9:00 PM	BEVERLY HILLBILLIES	WCBS	18.3	14.8
	MYSTERY THEATRE	WNBC	11.2	10.3
	MOVIE GREATS	WNEW	4.9	5.3
	GOING MY WAY	WABC	6.8	8.6
	BIG PREVIEW	WOR	5.7	5.5
	M SQUAD	WPIX	3.0	2.9
	SETS IN USE		51.1	48.5
9:15 PM	BEVERLY HILLBILLIES	WCBS	20.4	17.9
	MYSTERY THEATRE	WNBC	11.1	10.3
	MOVIE GREATS	WNEW	4.4	5.6
	GOING MY WAY	WABC	6.5	8.3
	BIG PREVIEW	WOR	7.2	6.2
	M SQUAD	WPIX	4.1	3.1
	SETS IN USE		54.6	52.5
9:30 PM	DICK VAN DYKE	WCBS	23.3	19.4
	MYSTERY THEATRE	WNBC	11.8	10.9
	MOVIE GREATS	WNEW	4.8	6.1
	OUR MAN HIGGINS	WABC	4.3	5.2
	BIG PREVIEW	WOR	7.6	6.9
	WANTED: DEAD OR ALIVE	WPIX	2.9	3.0
	SETS IN USE		55.5	52.6
9:45 PM	DICK VAN DYKE	WCBS	23.1	20.3
	MYSTERY THEATRE	WNBC	12.4	11.0
	MOVIE GREATS	WNEW	5.3	6.6
	OUR MAN HIGGINS	WABC	4.6	5.2
	BIG PREVIEW	WOR	8.2	6.8
	WANTED: DEAD OR ALIVE	WPIX	2.3	3.0
	SETS IN USE		57.0	54.1
10:00 PM	HOLLYWOOD ELEVENTH HOUR	WCBS	18.1	14.8
	MOVIE GREATS	WNBC	9.3	9.7
	NAKED CITY	WNEW	5.9	6.8
	BIG PREVIEW	WABC	7.2	8.5
	YOU ASKED FOR IT	WOR	8.9	7.5
		WPIX	2.8	3.5
	SETS IN USE		53.1	51.8
10:15 PM	HOLLYWOOD ELEVENTH HOUR	WCBS	17.7	14.6
	MOVIE GREATS	WNBC	8.7	9.4
	NAKED CITY	WNEW	4.9	6.8
	BIG PREVIEW	WABC	8.3	9.0
	YOU ASKED FOR IT	WOR	8.1	7.0
		WPIX	3.5	4.3
	SETS IN USE		52.3	51.6
10:30 PM	HOLLYWOOD ELEVENTH HOUR	WCBS	17.0	14.5
	MOVIE GREATS	WNBC	9.2	9.7
	NAKED CITY	WNEW	5.0	7.0
	BIG PREVIEW	WABC	9.9	9.6
	STEVE ALLEN	WOR	7.2	6.4
		WPIX	3.5	3.8
	SETS IN USE		52.4	51.8
10:45 PM	HOLLYWOOD ELEVENTH HOUR	WCBS	18.4	14.8
	MOVIE GREATS	WNBC	9.3	9.7
	NAKED CITY	WNEW	5.2	6.8
	MILLION \$ MOVIE	WABC	11.1	9.3
	STEVE ALLEN	WOR	3.4	4.1
		WPIX	2.6	3.6
	SETS IN USE		51.2	49.4

ARBITRON AUDIENCE ESTIMATES
NEW YORK - THURSDAY, AUGUST 8, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
7:00 PM	EVENING REPORT STORY OF A * MR. MAGOO HENNESEY MERRYTOON CIRCUS THREE STAR NEWS	WCBS	9.9	9.9
		WNBC	6.6	6.2
		WNEW	6.4	5.6
		WABC	3.5	3.7
		WOR	2.1	1.6
		WPIX	4.1	3.1
	SETS IN USE		33.5	30.5
7:15 PM	CBS NEWS STORY OF A * MR. MAGOO HENNESEY MERRYTOON CIRCUS THREE STAR NEWS	WCBS	11.6	10.8
		WNBC	5.9	5.8
		WNEW	6.4	6.0
		WABC	4.9	4.9
		WOR	2.5	1.5
		WPIX	4.8	3.5
	SETS IN USE		36.4	32.7
7:30 PM	FAIR EXCHANGE WIDE COUNTRY SUGARFOOT OZZIE & HARRIET MILLION \$ MOVIE YOU ASKED FOR IT	WCBS	9.3	8.4
		WNBC	6.6	7.2
		WNEW	6.8	5.0
		WABC	7.0	6.6
		WOR	2.1	1.4
		WPIX	3.3	3.0
	SETS IN USE		35.1	31.8
7:45 PM	FAIR EXCHANGE WIDE COUNTRY SUGARFOOT OZZIE & HARRIET MILLION \$ MOVIE YOU ASKED FOR IT	WCBS	11.0	8.8
		WNBC	5.8	7.2
		WNEW	7.1	4.8
		WABC	8.1	7.5
		WOR	3.2	2.0
		WPIX	3.5	3.3
	SETS IN USE		38.9	34.0
8:00 PM	PERRY MASON WIDE COUNTRY SUGARFOOT DONNA REED MILLION \$ MOVIE DIVORCE COURT	WCBS	12.0	10.8
		WNBC	6.5	7.0
		WNEW	6.7	4.8
		WABC	9.4	8.3
		WOR	2.6	2.5
		WPIX	1.8	2.4
	SETS IN USE		39.9	36.4
8:15 PM	PERRY MASON WIDE COUNTRY SUGARFOOT DONNA REED MILLION \$ MOVIE DIVORCE COURT	WCBS	13.0	11.7
		WNBC	6.0	7.2
		WNEW	6.3	4.7
		WABC	11.1	10.1
		WOR	2.4	2.9
		WPIX	1.6	2.2
	SETS IN USE		41.8	39.6
8:30 PM	PERRY MASON DR. KILDARE LAWMAN LEAVE IT TO BEAVER MILLION \$ MOVIE DIVORCE COURT	WCBS	15.2	13.1
		WNBC	12.0	11.8
		WNEW	7.0	4.7
		WABC	11.7	8.8
		WOR	1.6	2.6
		WPIX	2.1	2.2
	SETS IN USE		50.8	44.1
8:45 PM	PERRY MASON DR. KILDARE LAWMAN LEAVE IT TO BEAVER MILLION \$ MOVIE DIVORCE COURT	WCBS	14.7	13.3
		WNBC	10.7	12.6
		WNEW	9.0	5.7
		WABC	13.3	10.3
		WOR	2.1	3.1
		WPIX	1.9	2.2
	SETS IN USE		53.0	48.2

ARBITRON AUDIENCE ESTIMATES
NEW YORK - THURSDAY, AUGUST 8, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
9:00 PM	TWILIGHT ZONE	WCBS	10.9	10.3
	DR. KILDARE	WNBC	13.0	15.4
	WRESTLING	WNEW	8.3	6.5
	MY THREE SONS	WABC	16.3	12.7
	MILLION \$ MOVIE	WOR	1.9	3.3
	TRACKDOWN	WPIX	3.0	2.6
	SETS IN USE		54.2	51.9
9:15 PM	TWILIGHT ZONE	WCBS	10.1	9.8
	DR. KILDARE	WNBC	14.3	16.0
	WRESTLING	WNEW	9.9	7.1
	MY THREE SONS	WABC	18.1	14.3
	MILLION \$ MOVIE	WOR	1.8	3.3
	TRACKDOWN	WPIX	3.3	3.1
	SETS IN USE		58.6	54.6
9:30 PM	TWILIGHT ZONE	WCBS	11.9	11.9
	LIVELY ONES	WNBC	11.2	13.5
	WRESTLING	WNEW	10.9	8.1
	MCHALE'S NAVY	WABC	17.6	14.6
	MILLION \$ MOVIE	WOR	2.1	3.4
	26 MEN	WPIX	3.4	2.6
	SETS IN USE		58.0	54.9
9:45 PM	TWILIGHT ZONE	WCBS	12.2	12.3
	LIVELY ONES	WNBC	11.0	12.3
	WRESTLING	WNEW	10.4	8.1
	MCHALE'S NAVY	WABC	18.5	15.7
	MILLION \$ MOVIE	WOR	2.3	4.0
	26 MEN	WPIX	3.6	2.6
	SETS IN USE		58.8	55.9
10:00 PM	NURSES	WCBS	15.9	16.1
	SUMMER SPECIAL	WNBC	11.0	10.1
	WRESTLING	WNEW	10.4	8.0
	PREMIERE	WABC	10.2	10.8
	MILLION \$ MOVIE	WOR	1.4	3.5
	ONE STEP BEYOND	WPIX	4.9	3.8
	SETS IN USE		55.2	53.4
10:15 PM	NURSES	WCBS	17.9	16.8
	SUMMER SPECIAL	WNBC	10.5	10.2
	WRESTLING	WNEW	9.3	7.8
	PREMIERE	WABC	9.0	10.2
	MILLION \$ MOVIE	WOR	1.3	3.1
	ONE STEP BEYOND	WPIX	5.8	4.4
	SETS IN USE		55.1	53.7
10:30 PM	NURSES	WCBS	18.9	17.0
	SUMMER SPECIAL	WNBC	11.0	10.3
	WRESTLING	WNEW	8.9	7.6
	PREMIERE	WABC	10.2	10.4
	LADIES OF THE PRESS	WOR	0.8	3.2
	STEVE ALLEN	WPIX	4.4	3.2
	SETS IN USE		55.1	52.6
10:45 PM	NURSES	WCBS	19.4	17.3
	SUMMER SPECIAL	WNBC	11.4	10.0
	WRESTLING	WNEW	6.4	6.6
	PREMIERE	WABC	9.4	9.4
	LADIES OF THE PRESS	WOR	0.6	2.0
	STEVE ALLEN	WPIX	4.3	3.6
	SETS IN USE		52.1	49.6

ARBITRON AUDIENCE ESTIMATES
NEW YORK - FRIDAY, AUGUST 9, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
7:00 PM	EVENING REPORT	WCBS	9.9	8.9
	BACHELOR FATHER	WNBC	7.0	6.1
	ASSIGN. UNDERWATER	WNEW	5.2	5.6
	DEATH VALLEY DAYS	WABC	4.4	3.4
	MERRYTOON CIRCUS	WOR	1.2	1.6
	THREE STAR NEWS	WPIX	4.1	3.4
	SETS IN USE		32.5	29.4
7:15 PM	CBS NEWS	WCBS	10.4	9.2
	BACHELOR FATHER	WNBC	9.7	7.5
	ASSIGN. UNDERWATER	WNEW	6.1	6.1
	DEATH VALLEY DAYS	WABC	4.4	3.5
	MERRYTOON CIRCUS	WOR	0.7	1.2
	THREE STAR NEWS	WPIX	4.3	3.1
	SETS IN USE		36.0	30.9
7:30 PM	RAWHIDE	WCBS	12.7	9.9
	INTERNAT'L SHOWTIME	WNBC	8.9	9.0
	ROARING 20'S	WNEW	6.2	6.6
	CHEYENNE	WABC	3.4	2.9
	R. BRANCA; R. KINER	WOR	0.7	0.8
	BROKEN ARROW	WPIX	3.2	1.8
	SETS IN USE		35.2	31.2
7:45 PM	RAWHIDE	WCBS	12.2	10.2
	INTERNAT'L SHOWTIME	WNBC	10.0	9.7
	ROARING 20'S	WNEW	6.4	6.5
	CHEYENNE	WABC	3.2	3.1
	RALPH KINER; BASEBALL	WOR	1.7	1.0
	BROKEN ARROW	WPIX	2.5	1.4
	SETS IN USE		36.2	32.3
8:00 PM	RAWHIDE	WCBS	12.2	10.4
	INTERNAT'L SHOWTIME	WNBC	10.8	10.1
	ROARING 20'S	WNEW	5.6	6.4
	CHEYENNE	WABC	3.1	3.6
	BASEBALL	WOR	3.7	1.7
	RACKET SQUAD	WPIX	1.8	2.1
	SETS IN USE		37.6	35.3
8:15 PM	RAWHIDE	WCBS	12.2	11.0
	INTERNAT'L SHOWTIME	WNBC	11.5	11.2
	ROARING 20'S	WNEW	5.3	6.0
	CHEYENNE	WABC	4.6	4.6
	BASEBALL	WOR	4.3	2.1
	RACKET SQUAD	WPIX	2.3	2.7
	SETS IN USE		40.6	38.4
8:30 PM	ROUTE 66	WCBS	14.2	11.0
	SING ALONG - MITCH	WNBC	9.5	9.5
	TEXAN	WNEW	4.6	5.0
	FLINTSTONES	WABC	10.8	10.1
	BASEBALL	WOR	5.6	2.8
	CODE 3	WPIX	2.8	3.5
	SETS IN USE		48.5	42.8
8:45 PM	ROUTE 66	WCBS	14.2	11.5
	SING ALONG - MITCH	WNBC	9.3	9.8
	TEXAN	WNEW	4.2	5.2
	FLINTSTONES	WABC	13.1	11.8
	BASEBALL	WOR	7.2	3.5
	CODE 3	WPIX	3.0	3.7
	SETS IN USE		52.4	46.6

ARBITRON AUDIENCE ESTIMATES
NEW YORK - FRIDAY, AUGUST 9, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
9:00 PM	ROUTE 66	WCBS	14.9	12.5
	SING ALONG - MITCH	WNBC	10.7	11.6
	BRONCO	WNEW	3.7	4.5
	DICKENS - FENSTER	WABC	10.5	11.5
	BASEBALL	WOR	8.0	4.0
	EXPEDITION	WPIX	3.1	3.9
	SETS IN USE		51.7	48.9
9:15 PM	ROUTE 66	WCBS	15.7	13.4
	SING ALONG - MITCH	WNBC	9.5	11.4
	BRONCO	WNEW	4.7	5.2
	DICKENS - FENSTER	WABC	12.2	12.6
	BASEBALL	WOR	7.9	4.1
	EXPEDITION	WPIX	3.4	3.8
	SETS IN USE		54.4	51.4
9:30 PM	ALFRED HITCHCOCK	WCBS	15.2	13.2
	PRICE IS RIGHT	WNBC	9.0	11.7
	BRONCO	WNEW	5.5	5.7
	77 SUNSET STRIP	WABC	12.7	12.5
	BASEBALL	WOR	8.5	4.3
	MUSSOLINI	WPIX	6.0	4.8
	SETS IN USE		58.0	53.0
9:45 PM	ALFRED HITCHCOCK	WCBS	15.6	13.2
	PRICE IS RIGHT	WNBC	9.6	12.5
	BRONCO	WNEW	5.7	5.9
	77 SUNSET STRIP	WABC	11.7	12.1
	BASEBALL	WOR	8.8	4.6
	MUSSOLINI	WPIX	5.8	4.6
	SETS IN USE		58.5	53.7
10:00 PM	ALFRED HITCHCOCK	WCBS	14.7	13.1
	JACK PAAR	WNBC	8.5	12.0
	DETECTIVES	WNEW	6.1	7.3
	77 SUNSET STRIP	WABC	11.4	11.5
	BASEBALL	WOR	9.3	5.1
	MUSSOLINI	WPIX	5.8	3.9
	SETS IN USE		57.4	53.8
10:15 PM	ALFRED HITCHCOCK	WCBS	15.9	13.9
	JACK PAAR	WNBC	7.8	12.6
	DETECTIVES	WNEW	6.1	7.7
	77 SUNSET STRIP	WABC	10.6	11.3
	BASEBALL	WOR	10.5	4.6
	MUSSOLINI	WPIX	5.9	3.9
	SETS IN USE		58.1	54.8
10:30 PM	PORTRAIT	WCBS	10.4	9.2
	JACK PAAR	WNBC	9.6	14.7
	MR. LUCKY	WNEW	9.6	8.9
	THIRD MAN	WABC	5.8	8.3
	BASEBALL	WOR	11.0	5.0
	STEVE ALLEN	WPIX	6.2	4.9
	SETS IN USE		53.2	51.6
10:45 PM	PORTRAIT	WCBS	8.7	7.8
	JACK PAAR	WNBC	10.3	14.7
	MR. LUCKY	WNEW	9.8	8.9
	THIRD MAN	WABC	7.0	8.4
	BASEBALL	WOR	7.5	3.7
	STEVE ALLEN	WPIX	6.3	5.3
	SETS IN USE		50.2	49.6

ARBITRON AUDIENCE ESTIMATES
NEW YORK - SATURDAY, AUGUST 10, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
7:00 AM	MODERN FARMER	WNBC	0.4	0.3
7:15 AM	NEWS MODERN FARMER SETS IN USE	WCBS WNBC	**	
7:30 AM	SUMMER SEMESTER MODERN FARMER SETS IN USE	WCBS WNBC	**	
7:45 AM	SUMMER SEMESTER MODERN FARMER NEWS SETS IN USE	WCBS WNBC WABC	2.9 0.6 0.4 3.9	2.3 1.1 0.3 3.7
8:00 AM	HAVE YOU READ... CRUSADER RABBIT FOCUS FOR CHILDREN SETS IN USE	WCBS WNBC WABC	2.3 0.8 0.4 3.5	2.2 2.1 0.9 5.2
8:15 AM	HAVE YOU READ... CRUSADER RABBIT CARTOON FESTIVAL SETS IN USE	WCBS WNBC WABC	1.8 2.6 0.8 5.2	2.0 3.9 0.9 6.8
8:30 AM	STORY SHOP CRUSADER RABBIT CARTOONS CARTOON FESTIVAL SETS IN USE	WCBS WNBC WNEW WABC	2.0 3.9 1.1 0.8 7.8	2.2 4.3 0.9 1.3 8.7
8:45 AM	STORY SHOP CRUSADER RABBIT CARTOONS CARTOON FESTIVAL SETS IN USE	WCBS WNBC WNEW WABC	2.5 4.2 1.5 1.6 9.8	2.8 4.5 2.1 2.1 11.5
9:00 AM	CAPT. KANGAROO ANDY'S GANG JUST FOR FUN CARTOON FESTIVAL SETS IN USE	WCBS WNBC WNEW WABC	2.7 4.2 1.5 2.2 10.6	2.7 4.7 2.7 3.2 13.3
9:15 AM	CAPT. KANGAROO ANDY'S GANG JUST FOR FUN DAVEY & GOLIATH SETS IN USE	WCBS WNBC WNEW WABC	3.2 3.9 3.4 2.4 12.9	3.1 4.9 3.7 3.8 15.5
9:30 AM	CAPT. KANGAROO RUFF & REDDY JUST FOR FUN Q. T. HUSH SETS IN USE	WCBS WNBC WNEW WABC	3.9 3.9 4.8 3.4 16.0	4.0 4.3 4.7 3.3 16.3
9:45 AM	CAPT. KANGAROO RUFF & REDDY JUST FOR FUN Q. T. HUSH ADVENTURES - INDIANS SETS IN USE	WCBS WNBC WNEW WABC WPIX	5.2 4.5 4.7 2.0 0.1- 16.4	4.2 4.7 4.9 2.9 0.2 16.9

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TIME	PROGRAM	STATION	RATING	4/W AVG.
10:00 AM	ALVIN SHARI LEWIS JUST FOR FUN COURAGEOUS CAT CHRISTOPHERS	WCBS	5.8	5.1
		WNBC	3.5	3.5
		WNEW	4.2	5.0
		WABC	3.6	3.2
		WPIX	0.1	0.1
	SETS IN USE		17.2	16.9
10:15 AM	ALVIN SHARI LEWIS JUST FOR FUN COURAGEOUS CAT LIVING WORD	WCBS	6.5	6.0
		WNBC	3.5	3.8
		WNEW	4.4	4.8
		WABC	4.0	3.1
		WPIX	0.1-	0.4
	SETS IN USE		18.4	18.1
10:30 AM	MIGHTY MOUSE KING LEONARDO JUST FOR FUN LITTLE RASCALS THIS IS THE LIFE	WCBS	6.2	6.4
		WNBC	2.4	2.9
		WNEW	4.3	4.3
		WABC	5.8	4.0
		WPIX	0.7	0.7
	SETS IN USE		19.4	18.3
10:45 AM	MIGHTY MOUSE KING LEONARDO JUST FOR FUN LITTLE RASCALS THIS IS THE LIFE	WCBS	6.8	6.8
		WNBC	2.4	2.7
		WNEW	3.8	3.8
		WABC	5.5	4.5
		WPIX	1.6	1.0
	SETS IN USE		20.1	18.8
11:00 AM	RIN TIN TIN FURY JUST FOR FUN CARTOONIES NEWS; WEA.; ALMANAC RELIGIOUS LEADERS	WCBS	6.7	6.3
		WNBC	3.4	3.7
		WNEW	4.3	4.3
		WABC	6.2	5.2
		WOR	0.3	0.2
	WPIX	0.5	0.6	
SETS IN USE		21.4	20.3	
11:15 AM	RIN TIN TIN FURY JUST FOR FUN CARTOONIES MISCHIEF MAKERS RELIGIOUS LEADERS	WCBS	7.0	6.0
		WNBC	4.0	4.0
		WNEW	4.2	3.9
		WABC	6.1	5.0
		WOR	0.5	0.3
	WPIX	0.1-	0.3	
SETS IN USE		21.8	19.5	
11:30 AM	ROY ROGERS MAKE ROOM FOR DADDY JUST FOR FUN CART'NS BEANY & CECIL CONT'L COOKERY PIONEERS	WCBS	7.2	6.2
		WNBC	4.5	3.8
		WNEW	3.5	3.2
		WABC	6.1	5.3
		WOR	0.1	0.2
	WPIX	0.4	0.4	
SETS IN USE		21.8	19.1	
11:45 AM	ROY ROGERS MAKE ROOM FOR DADDY JUST FOR FUN CART'NS BEANY & CECIL CONT'L COOKERY PIONEERS	WCBS	6.7	5.9
		WNBC	4.7	4.0
		WNEW	3.0	3.4
		WABC	4.8	4.9
		WOR	0.1-	0.3
	WPIX	0.4	0.6	
SETS IN USE		19.6	19.1	

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TIME	PROGRAM	STATION	RATING	4/W AVG.
12:00 noon	SKY KING	WCBS	6.6	6.4
	WATCH MR. WIZARD	WNBC	1.8	2.7
	JUST FOR FUN CART'NS	WNEW	3.8	3.9
	BUGS BUNNY	WABC	4.3	4.1
	MILLION \$ MOVIE	WOR	0.3	1.1
	WILLIAM TELL	WPIX	1.3	1.2
	SETS IN USE		18.1	19.4
12:15 PM	SKY KING	WCBS	6.2	6.9
	WATCH MR. WIZARD	WNBC	1.4	1.6
	JUST FOR FUN CART'NS	WNEW	3.6	3.9
	BUGS BUNNY	WABC	4.7	4.2
	MILLION \$ MOVIE	WOR	0.7	1.7
	WILLIAM TELL	WPIX	0.7	1.0
	SETS IN USE		17.3	19.3
12:30 PM	SPACE: NEW OCEAN	WCBS	3.5	3.8
	TROUBLE WITH FATHER	WNBC	2.4	2.4
	CIRCUS BOY	WNEW	4.1	4.1
	MAGIC LAND	WABC	5.0	3.8
	MILLION \$ MOVIE	WOR	0.8	2.1
	ROLLER DERBY	WPIX	1.1	1.6
	SETS IN USE		16.9	17.8
12:45 PM	SPACE: NEW OCEAN	WCBS	2.9	3.2
	TROUBLE WITH FATHER	WNBC	2.3	3.0
	CIRCUS BOY	WNEW	5.5	5.0
	MAGIC LAND	WABC	4.1	3.2
	MILLION \$ MOVIE	WOR	1.1	2.5
	ROLLER DERBY	WPIX	1.2	2.1
	SETS IN USE		17.1	19.0
1:00 PM	CBS NEWS	WCBS	2.4	3.4
	TV HOUR OF STARS	WNBC	3.1	2.9
	DETECTIVE MYSTERY	WNEW	3.2	3.2
	MY FRIEND FLICKA	WABC	2.4	2.1
	MILLION \$ MOVIE	WOR	1.6	2.9
	ROLLER DERBY	WPIX	2.2	2.6
	SETS IN USE		14.9	17.1
1:15 PM	CBS NEWS	WCBS	3.8	3.6
	TV HOUR OF STARS	WNBC	3.4	2.8
	DETECTIVE MYSTERY	WNEW	3.0	3.3
	MY FRIEND FLICKA	WABC	2.8	2.3
	MILLION \$ MOVIE	WOR	0.7	2.5
	ROLLER DERBY	WPIX	1.9	2.8
	SETS IN USE		15.6	17.3
1:30 PM	EYE ON...	WCBS	2.3	3.3
	TV HOUR OF STARS	WNBC	3.0	2.6
	DETECTIVE MYSTERY	WNEW	3.7	3.6
	LONE RANGER	WABC	3.1	2.4
	R. BRANCA; R. KINER	WOR	2.5	2.5
	SATURDAY AFTER. MOVIE	WPIX	1.5	2.5
	SETS IN USE		16.1	16.9
1:45 PM	EYE ON...	WCBS	3.7	3.0
	TV HOUR OF STARS	WNBC	2.8	3.0
	DETECTIVE MYSTERY	WNEW	4.5	4.5
	LONE RANGER	WABC	2.7	2.7
	RALPH KINER; BASEBALL	WOR	3.1	2.4
	SATURDAY AFTER. MOVIE	WPIX	1.8	2.8
	SETS IN USE		18.6	18.4

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TIME	PROGRAM	STATION	RATING	4/W AVG.
2:00 PM	LEGISLATIVE HEARING	WCBS	2.8	2.6
	RADIATION STORY	WNBC	1.9	1.7
	COMEDY SHOWCASE	WNEW	4.3	5.8
	RESCUE 8	WABC	2.4	2.4
	BASEBALL	WOR	3.8	1.9
	SATURDAY AFTER. MOVIE	WPIX	2.0	4.4
	SETS IN USE		17.2	18.8
2:15 PM	LEGISLATIVE HEARING	WCBS	3.9	2.7
	RADIATION STORY	WNBC	1.6	1.1
	COMEDY SHOWCASE	WNEW	3.7	6.1
	RESCUE 8	WABC	2.2	2.4
	BASEBALL	WOR	6.3	2.5
	SATURDAY AFTER. MOVIE	WPIX	1.6	4.9
	SETS IN USE		19.3	19.7
2:30 PM	DOCTORS TODAY	WCBS	3.5	2.6
	LET'S TALK BUSINESS	WNBC	0.5	0.8
	COMEDY SHOWCASE	WNEW	3.5	5.8
	SIR LANCELOT	WABC	2.1	2.4
	BASEBALL	WOR	6.4	2.8
	SATURDAY AFTER. MOVIE	WPIX	2.4	4.8
	SETS IN USE		18.4	19.2
2:45 PM	DOCTORS TODAY	WCBS	3.3	3.3
	LET'S TALK BUSINESS	WNBC	0.6	0.7
	COMEDY SHOWCASE	WNEW	3.8	5.4
	SIR LANCELOT	WABC	2.2	2.4
	BASEBALL	WOR	6.3	2.9
	SATURDAY AFTER. MOVIE	WPIX	3.5	5.2
	SETS IN USE		19.7	19.9
3:00 PM	COMMUNISM	WCBS	4.5	3.4
	MOVIE FOUR	WNBC	2.3	1.8
	COMEDY SHOWCASE	WNEW	3.5	5.8
	EXCLUSIVELY OUTDOORS	WABC	1.2	1.5
	BASEBALL	WOR	6.8	3.3
	SATURDAY AFTER. MOVIE	WPIX	3.1	4.8
	SETS IN USE		21.4	20.6
3:15 PM	COMMUNISM	WCBS	4.3	3.1
	MOVIE FOUR	WNBC	3.7	2.4
	COMEDY SHOWCASE	WNEW	3.7	6.4
	EXCLUSIVELY OUTDOORS	WABC	1.1	1.2
	BASEBALL	WOR	6.5	3.5
	SATURDAY AFTER. MOVIE	WPIX	3.0	4.9
	SETS IN USE		22.3	21.5
3:30 PM	INTERNATIONAL HOUR	WCBS	5.0	3.3
	MOVIE FOUR	WNBC	4.0	2.9
	EASTSIDE COMEDY	WNEW	4.4	5.4
	BIG SHOW	WABC	0.8	2.0
	BASEBALL	WOR	6.5	3.3
	SATURDAY AFTER. MOVIE	WPIX	2.5	4.8
	SETS IN USE		23.2	21.7
3:45 PM	INTERNATIONAL HOUR	WCBS	5.0	3.0
	MOVIE FOUR	WNBC	3.2	2.9
	EASTSIDE COMEDY	WNEW	4.6	5.4
	BIG SHOW	WABC	1.5	3.1
	BASEBALL	WOR	6.1	2.8
	SATURDAY AFTER. MOVIE	WPIX	1.8	4.4
	SETS IN USE		22.2	21.6

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TIME	PROGRAM	STATION	RATING	4/W AVG.
4:00 PM	INTERNATIONAL HOUR	WCBS	4.3	2.8
	MOVIE FOUR	WNBC	3.8	3.3
	EASTSIDE COMEDY	WNEW	4.6	5.7
	BIG SHOW	WABC	1.2	2.9
	BASEBALL	WOR	7.0	3.3
	SATURDAY AFTER. MOVIE	WPIX	1.6	3.4
	SETS IN USE		22.5	21.4
4:15 PM	INTERNATIONAL HOUR	WCBS	4.2	2.9
	MOVIE FOUR	WNBC	3.9	4.1
	EASTSIDE COMEDY	WNEW	6.1	6.0
	BIG SHOW	WABC	1.6	3.5
	BASEBALL	WOR	6.8	3.0
	SATURDAY AFTER. MOVIE	WPIX	1.6	3.2
	SETS IN USE		24.2	22.7
4:30 PM	LOVE THAT BOB	WCBS	6.4	5.5
	MOVIE FOUR	WNBC	4.9	4.6
	HORSE RACE	WNEW	4.6	4.4
	BIG SHOW	WABC	2.6	4.1
	BASEBALL	WOR	6.8	3.3
	SATURDAY AFTER. MOVIE	WPIX	2.5	2.7
	SETS IN USE		27.8	24.6
4:45 PM	LOVE THAT BOB	WCBS	5.8	6.8
	MOVIE FOUR	WNBC	4.9	4.4
	HORSE RACE	WNEW	4.5	4.8
	BIG SHOW	WABC	2.4	3.8
	BASEBALL	WOR	6.6	3.4
	SATURDAY AFTER. MOVIE	WPIX	1.9	2.6
	SETS IN USE		26.1	25.8
5:00 PM	EARLY SHOW	WCBS	9.9	9.4
	MOVIE FOUR	WNBC	4.9	4.9
	FELIX & THE WIZARD	WNEW	1.6	3.6
	WORLD OF SPORTS	WABC	3.1	3.9
	RALPH KINER	WOR	2.8	2.7
	RENDEZVOUS - ADVENT.	WPIX	2.2	1.8
	SETS IN USE		24.5	26.3
5:15 PM	EARLY SHOW	WCBS	8.8	9.3
	MOVIE FOUR	WNBC	4.9	5.0
	FELIX & THE WIZARD	WNEW	2.3	3.6
	WORLD OF SPORTS	WABC	4.8	4.2
	GREATEST DRAMA	WOR	1.6	2.6
	RENDEZVOUS - ADVENT.	WPIX	3.9	2.5
	SETS IN USE		26.3	27.2
5:30 PM	EARLY SHOW	WCBS	9.7	9.7
	MOVIE FOUR	WNBC	4.6	5.2
	FELIX & THE WIZARD	WNEW	3.0	4.6
	WORLD OF SPORTS	WABC	4.1	4.4
	MILLION \$ MOVIE	WOR	2.1	2.4
	HORSE RACE	WPIX	4.0	2.3
	SETS IN USE		27.5	28.6
5:45 PM	EARLY SHOW	WCBS	10.0	10.2
	MOVIE FOUR	WNBC	5.0	5.4
	FELIX & THE WIZARD	WNEW	3.4	4.9
	WORLD OF SPORTS	WABC	3.6	4.0
	MILLION \$ MOVIE	WOR	1.5	2.0
	HORSE RACE	WPIX	3.5	2.7
	SETS IN USE		27.0	29.2

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TIME	PROGRAM	STATION	RATING	4/W AVG.
6:00 PM	EARLY SHOW	WCBS	8.6	10.6
	SATURDAY REPORT	WNBC	5.9	6.1
	SANDY'S HOUR	WNEW	5.4	5.4
	WORLD OF SPORTS	WABC	3.2	3.1
	MILLION \$ MOVIE	WOR	1.5	2.3
	RAMAR	WPIX	1.9	2.4
	SETS IN USE		26.5	29.9
6:15 PM	EARLY SHOW	WCBS	11.6	12.4
	RECITAL HALL	WNBC	2.4	3.1
	SANDY'S HOUR	WNEW	5.1	4.9
	WORLD OF SPORTS	WABC	2.4	3.1
	MILLION \$ MOVIE	WOR	2.4	2.6
	RAMAR	WPIX	2.4	3.0
	SETS IN USE		26.3	29.1
6:30 PM	EVENING REPORT	WCBS	11.3	11.5
	RECITAL HALL	WNBC	0.7	1.8
	SANDY'S HOUR	WNEW	5.7	6.0
	FIVE FINGERS	WABC	3.2	3.9
	MILLION \$ MOVIE	WOR	2.4	2.6
	JEFF'S COLLIE	WPIX	1.3	2.7
	SETS IN USE		24.6	28.5
6:45 PM	EVENING REPORT	WCBS	11.2	11.2
	RECITAL HALL	WNBC	1.0	1.6
	SANDY'S HOUR	WNEW	6.7	5.6
	FIVE FINGERS	WABC	2.7	4.4
	MILLION \$ MOVIE	WOR	2.7	2.8
	JEFF'S COLLIE	WPIX	1.8	3.4
	SETS IN USE		26.1	29.0
7:00 PM	SEA HUNT	WCBS	10.2	9.6
	NEWS; WEATHER	WNBC	3.9	5.0
	JUNGLE JIM	WNEW	4.1	3.6
	FIVE FINGERS	WABC	2.8	4.4
	MAVERICK	WOR	2.0	2.0
	SUPERMAN	WPIX	3.0	4.2
	SETS IN USE		26.0	28.8
7:15 PM	SEA HUNT	WCBS	10.7	10.1
	NEWS; SPORTS	WNBC	3.8	5.5
	JUNGLE JIM	WNEW	4.1	3.6
	FIVE FINGERS	WABC	4.1	4.8
	MAVERICK	WOR	2.5	1.9
	SUPERMAN	WPIX	2.9	4.7
	SETS IN USE		28.1	30.6
7:30 PM	LUCY - DESI	WCBS	10.4	10.0
	SAM BENEDICT	WNBC	4.8	6.5
	BAT MASTERSON	WNEW	4.5	3.7
	GALLANT MEN	WABC	6.5	5.9
	MAVERICK	WOR	3.2	2.2
	CHILLER THEATRE	WPIX	4.5	4.4
	SETS IN USE		33.9	32.7
7:45 PM	LUCY - DESI	WCBS	10.7	10.3
	SAM BENEDICT	WNBC	4.6	6.6
	BAT MASTERSON	WNEW	4.4	3.5
	GALLANT MEN	WABC	7.4	6.7
	MAVERICK	WOR	2.8	1.9
	CHILLER THEATRE	WPIX	6.2	4.9
	SETS IN USE		36.1	33.9

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TIME	PROGRAM	STATION	RATING	4/W AVG.
8:00 PM	LUCY - DESI	WCBS	11.9	10.8
	SAM BENEDICT	WNBC	5.6	7.3
	DRAGNET	WNEW	3.4	3.3
	GALLANT MEN	WABC	7.5	6.9
	EDITORIAL PAGE	WOR	1.9	1.3
	CHILLER THEATRE	WPIX	7.7	5.3
	SETS IN USE		38.0	34.9
8:15 PM	LUCY - DESI	WCBS	12.7	11.9
	SAM BENEDICT	WNBC	6.6	7.9
	DRAGNET	WNEW	3.4	3.8
	GALLANT MEN	WABC	7.8	7.5
	EDITORIAL PAGE	WOR	1.7	1.4
	CHILLER THEATRE	WPIX	7.6	5.2
	SETS IN USE		39.8	37.7
8:30 PM	DEFENDERS	WCBS	13.7	11.8
	JOEY BISHOP	WNBC	7.3	8.3
	PETER GUNN	WNEW	4.0	5.2
	HOOTENANNY	WABC	8.8	7.4
	NFL EXHIBITION	WOR	5.6	3.8
	CHILLER THEATRE	WPIX	7.4	5.6
	SETS IN USE		46.8	42.1
8:45 PM	DEFENDERS	WCBS	13.3	12.3
	JOEY BISHOP	WNBC	10.9	10.5
	PETERGUNN	WNEW	4.4	5.6
	HOOTENANNY	WABC	9.6	8.7
	NFL EXHIBITION	WOR	5.6	3.7
	CHILLER THEATRE	WPIX	6.9	5.5
	SETS IN USE		50.7	46.3
9:00 PM	DEFENDERS	WCBS	14.5	13.9
	SATURDAY NIGHT MOVIE	WNBC	11.4	11.8
	WRESTLING	WNEW	5.2	5.8
	LAWRENCE WELK	WABC	10.0	9.2
	NFL EXHIBITION	WOR	6.4	3.6
	CLAY COLE	WPIX	5.2	4.2
	SETS IN USE		52.7	48.5
9:15 PM	DEFENDERS	WCBS	15.5	14.7
	SATURDAY NIGHT MOVIE	WNBC	12.9	11.4
	WRESTLING	WNEW	5.1	6.4
	LAWRENCE WELK	WABC	10.8	9.8
	NFL EXHIBITION	WOR	6.7	3.6
	CLAY COLE	WPIX	5.0	4.4
	SETS IN USE		56.0	50.3
9:30 PM	HAVE GUN, WILL TRAVEL	WCBS	12.8	12.5
	SATURDAY NIGHT MOVIE	WNBC	12.7	11.9
	WRESTLING	WNEW	6.1	6.9
	LAWRENCE WELK	WABC	11.4	10.1
	NFL EXHIBITION	WOR	6.3	3.6
	CLAY COLE	WPIX	6.1	4.8
	SETS IN USE		55.4	49.8
9:45 PM	HAVE GUN, WILL TRAVEL	WCBS	13.3	13.0
	SATURDAY NIGHT MOVIE	WNBC	12.4	12.3
	WRESTLING	WNEW	6.9	7.0
	LAWRENCE WELK	WABC	10.9	10.1
	NFL EXHIBITION	WOR	5.5	3.2
	CLAY COLE	WPIX	5.5	4.1
	SETS IN USE		54.5	49.7

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TIME	PROGRAM	STATION	RATING	4/W AVG.
10:00 PM	GUNSMOKE	WCBS	17.6	18.6
	SATURDAY NIGHT MOVIE	WNBC	12.7	13.2
	WRESTLING	WNEW	7.1	6.3
	FIGHT OF THE WEEK	WABC	6.1	5.3
	NFL EXHIBITION	WOR	5.6	2.4
	HARNES RACING	WPIX	2.9	2.0
	SETS IN USE		52.0	47.8
10:15 PM	GUNSMOKE	WCBS	19.0	20.0
	SATURDAY NIGHT MOVIE	WNBC	13.1	13.3
	WRESTLING	WNEW	6.4	5.7
	FIGHT OF THE WEEK	WABC	5.9	5.1
	NFL EXHIBITION	WOR	5.2	2.0
	HARNES RACING	WPIX	1.4	1.4
	SETS IN USE		51.0	47.5
10:30 PM	GUNSMOKE	WCBS	17.1	20.3
	SATURDAY NIGHT MOVIE	WNBC	14.2	14.1
	WRESTLING	WNEW	5.7	5.2
	FIGHT OF THE WEEK	WABC	6.1	5.1
	NFL EXHIBITION	WOR	5.1	1.8
	HARNES RACING	WPIX	2.0	1.5
	SETS IN USE		50.2	48.0
10:45 PM	GUNSMOKE	WCBS	18.1	21.5
	SATURDAY NIGHT MOVIE	WNBC	12.0	13.4
	WRESTLING	WNEW	4.6	4.1
	MAKE THAT SPARE	WABC	5.3	4.3
	NFL EXHIBITION	WOR	5.7	2.4
	HARNES RACING	WPIX	2.0	1.2
	SETS IN USE		47.7	46.9
11:00 PM	NEWS	WCBS	19.5	22.7
	NEWS; WEATHER	WNBC	11.7	12.4
	SENATE REPORT; H. F.	WNEW	4.2	3.0
	NEWS	WABC	2.5	3.1
	MILLION \$ MOVIE	WOR	3.1	1.9
	MYSTERY HOUR	WPIX	1.4	1.0
	SETS IN USE		42.4	44.1
11:15 PM	WEATHER; LATE SHOW	WCBS	16.1	22.4
	MOVIE FOUR	WNBC	10.8	9.3
	HOLLYWOOD'S FINEST	WNEW	4.3	2.8
	NIGHT SHOW	WABC	1.7	3.0
	MILLION \$ MOVIE	WOR	1.7	2.1
	MYSTERY HOUR	WPIX	1.6	1.4
	SETS IN USE		36.2	41.0
11:30 PM	LATE SHOW	WCBS	12.4	18.6
	MOVIE FOUR	WNBC	10.6	8.6
	HOLLYWOOD'S FINEST	WNEW	5.5	3.6
	NIGHT SHOW	WABC	1.7	3.6
	MILLION \$ MOVIE	WOR	1.9	1.8
	MYSTERY HOUR	WPIX	2.5	1.9
	SETS IN USE		34.6	38.1
11:45 PM	LATE SHOW	WCBS	11.7	16.9
	MOVIE FOUR	WNBC	11.3	7.6
	HOLLYWOOD'S FINEST	WNEW	5.0	3.7
	NIGHT SHOW	WABC	2.9	3.8
	MILLION \$ MOVIE	WOR	1.5	1.3
	MYSTERY HOUR	WPIX	1.8	1.8
	SETS IN USE		34.2	35.1

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TIME	PROGRAM	STATION	M	T	W	T	F	Avg.	4/W AVG.
6:15 AM	NEWS NEWS	WCBS WABC	1.8 0.1-	2.2 0.1-	2.3 0.1-	2.2 0.1-	2.8 0.1-	2.3 0.1-	2.3 0.1-
	SETS IN USE		1.8	2.2	2.3	2.2	2.8	2.3	2.3
6:30 AM	SUMMER SEMESTER EDUCATION EXCH. SUMMER SCHOOL	WCBS WNBC WABC	1.4 0.1 0.1-	2.7 0.1- 0.1	3.2 0.1 0.1-	2.7 0.4 0.1-	2.5 0.1- 0.1-	2.5 0.1 0.1-	2.2 0.1 0.1-
	SETS IN USE		1.5	2.8	3.3	3.1	2.5	2.6	2.3
6:45 AM	SUMMER SEMESTER EDUCATION EXCH. SUMMER SCHOOL	WCBS WNBC WABC	1.7 0.3 0.1-	3.1 0.3 0.1-	2.8 0.1 0.1-	2.7 0.4 0.1-	2.6 0.1- 0.1-	2.6 0.2 0.1-	2.2 0.2 0.1
	SETS IN USE		2.0	3.4	2.9	3.1	2.6	2.8	2.5
7:00 AM	NEWS; WEA.; SPORTS TODAY CARTOONS	WCBS WNBC WABC	1.9 0.1- 0.1-	4.1 1.0 0.1-	4.6 0.1- 0.1-	4.0 0.8 0.1-	2.8 0.7 0.1	3.5 0.5 0.1-	2.7 0.5 0.2
	SETS IN USE		1.9	5.1	4.6	4.8	3.6	4.0	3.4
7:15 AM	NEWS; WEA.; SPORTS TODAY; NEWS NEWS CARTOONS	WCBS WNBC WNEW WABC	1.5 0.3 - 0.4	3.5 0.8 0.1- 0.3	4.0 0.3 0.1 0.4	3.2 1.2 0.8 0.1-	3.6 1.1 0.1- 0.7	3.2 0.7 0.2 0.4	2.7 0.7 0.2 0.4
	SETS IN USE		2.2	4.6	4.8	5.2	5.4	4.5	4.0
7:30 AM	NEWS; WEA.; SPORTS TODAY COLUMBIA LECTURES BARNEY BEAR	WCBS WNBC WNEW WABC	1.5 1.0 0.1- 1.0	3.7 1.0 0.1- 0.4	3.8 0.9 1.2 1.1	4.1 2.0 0.9 0.7	3.8 1.2 0.1- 1.0	3.4 1.2 0.4 0.8	2.8 1.0 0.3 1.1
	SETS IN USE		3.5	5.1	7.0	7.7	6.0	5.8	5.2
7:45 AM	NEWS; WEA.; SPORTS TODAY COLUMBIA LECTURES KING & ODIE	WCBS WNBC WNEW WABC	1.6 1.1 0.1 1.8	3.5 1.3 0.1- 1.5	3.5 1.5 1.2 1.3	4.1 2.3 1.1 1.7	3.4 1.2 0.1- 2.9	3.2 1.5 0.5 1.8	2.9 1.1 0.3 1.9
	SETS IN USE		4.6	6.3	7.5	9.2	7.5	7.0	6.2
8:00 AM	CAPT. KANGAROO TODAY SANDY'S CARTOONS COURAGEOUS CAT	WCBS WNBC WNEW WABC	1.8 1.8 0.3 2.7	3.1 1.2 0.9 3.8	3.1 1.7 1.3 2.8	4.5 2.7 1.1 3.1	3.7 1.5 0.3 3.4	3.2 1.8 0.8 3.2	2.5 1.7 1.0 2.8
	SETS IN USE		6.6	9.0	8.9	11.4	8.9	9.0	8.0
8:15 AM	CAPT. KANGAROO TODAY; NEWS SANDY'S CARTOONS COURAGEOUS CAT	WCBS WNBC WNEW WABC	2.3 2.1 2.2 2.2	2.4 1.1 3.0 4.1	2.4 2.0 3.4 3.2	5.3 2.4 2.0 3.3	4.2 1.8 0.8 4.9	3.3 1.9 2.3 3.5	2.8 1.9 2.2 3.5
	SETS IN USE		8.8	10.6	11.0	13.0	11.7	11.0	10.4
8:30 AM	CAPT. KANGAROO TODAY SANDY BECKER LITTLE RASCALS	WCBS WNBC WNEW WABC	2.1 2.3 2.5 3.3	2.3 1.2 2.7 4.8	3.6 1.9 3.1 4.3	6.0 2.8 2.9 3.3	5.1 2.0 2.3 5.2	3.8 2.0 2.7 4.2	3.2 2.0 2.9 4.3
	SETS IN USE		10.2	11.0	12.9	15.0	14.6	12.7	12.4
8:45 AM	CAPT. KANGAROO TODAY SANDY BECKER LITTLE RASCALS	WCBS WNBC WNEW WABC	3.3 1.9 2.6 5.4	3.2 1.1 2.2 6.1	4.5 0.7 3.5 5.9	6.1 1.6 3.2 3.2	5.5 1.6 3.6 6.9	4.5 1.4 3.0 5.5	3.6 1.7 3.3 5.4
	SETS IN USE		13.2	12.6	14.6	14.1	17.6	14.4	14.0
9:00 AM	MY LITTLE MARGIE BIRTHDAY HOUSE SANDY BECKER FUNNY MANN'S	WCBS WNBC WNEW WABC	2.9 3.3 3.0 4.1	4.6 2.4 2.2 4.5	5.1 2.0 4.3 3.9	8.8 2.5 2.8 3.1	6.7 2.6 4.1 5.7	5.6 2.6 3.3 4.3	3.8 2.7 4.1 4.3
	SETS IN USE		13.3	13.7	15.8	17.5	19.1	16.0	15.2

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9:15 AM	MY LITTLE MARGIE BIRTHDAY HOUSE SANDY BECKER; NEWS FUNNY MANNS	WCBS	3.3	5.5	7.2	6.8	7.2	6.0	4.2
		WNBC	3.3	2.4	1.6	3.4	3.9	2.9	3.0
		WNEW	3.4	2.3	4.5	3.6	5.0	3.8	4.4
		WABC	4.1	3.9	3.5	3.5	3.9	3.8	4.1
	SETS IN USE		14.1	14.1	17.3	17.7	20.0	16.7	15.9
9:30 AM	OUR MISS BROOKS JOYCE BROTHERS TOPPER I MARRIED JOAN	WCBS	3.7	5.0	6.6	6.2	6.8	5.7	4.5
		WNBC	1.5	2.1	1.7	2.2	2.0	1.9	2.0
		WNEW	2.6	4.0	4.1	3.8	6.1	4.1	4.8
		WABC	3.4	2.3	2.4	3.2	3.8	3.0	3.4
	SETS IN USE		11.5	13.4	14.9	15.8	18.7	14.9	14.9
9:45 AM	OUR MISS BROOKS J. BROTHERS; NEWS TOPPER I MARRIED JOAN	WCBS	3.7	6.3	6.4	6.2	6.2	5.8	4.5
		WNBC	1.5	2.6	1.3	3.1	2.0	2.1	2.1
		WNEW	2.9	4.9	4.8	4.8	5.5	4.6	5.2
		WABC	2.6	2.4	3.1	2.5	4.6	3.0	3.4
	SETS IN USE		10.8	16.2	15.6	17.0	18.3	15.6	15.4
10:00 AM	CALENDAR SAY WHEN 10 O'CLOCK MOVIE SUSIE	WCBS	3.6	3.2	3.3	2.5	4.6	3.4	3.0
		WNBC	3.7	4.8	4.8	5.6	4.3	4.6	4.7
		WNEW	2.1	5.7	4.9	4.0	5.9	4.5	3.5
		WABC	3.2	3.1	3.7	4.0	5.4	3.9	3.7
	SETS IN USE		13.0	16.8	17.0	16.1	20.2	16.5	15.1
10:15 AM	CALENDAR SAY WHEN; NEWS 10 O'CLOCK MOVIE SUSIE	WCBS	3.3	3.6	2.9	4.2	3.9	3.6	3.2
		WNBC	5.4	4.9	5.4	5.8	5.4	5.4	5.2
		WNEW	1.7	4.0	4.2	4.7	6.4	4.2	3.3
		WABC	3.6	4.9	3.9	2.8	4.6	4.0	3.9
	SETS IN USE		14.4	17.9	16.4	17.5	20.3	17.4	15.8
10:30 AM	I LOVE LUCY PLAY YOUR HUNCH 10 O'CLOCK MOVIE GALE STORM	WCBS	7.0	6.8	5.3	6.4	8.1	6.7	5.7
		WNBC	3.8	4.8	3.4	5.2	4.2	4.3	3.7
		WNEW	2.3	3.9	3.4	3.5	5.4	3.7	3.2
		WABC	1.5	4.0	4.1	2.4	1.1	2.6	3.0
	SETS IN USE		15.1	19.5	16.2	17.8	19.2	17.5	15.8
10:45 AM	I LOVE LUCY PLAY YOUR HUNCH 10 O'CLOCK MOVIE GALE STORM	WCBS	7.9	7.7	7.0	7.6	11.7	8.4	6.8
		WNBC	4.3	4.8	3.5	5.6	4.9	4.6	3.7
		WNEW	1.5	3.5	3.5	3.0	5.4	3.4	3.0
		WABC	2.8	3.7	3.5	2.0	1.6	2.7	2.9
	SETS IN USE		16.9	20.0	17.5	18.3	24.0	19.3	16.6
11:00 AM	MCCOYS PRICE IS RIGHT 10 O'CLOCK MOVIE DECEMBER BRIDE JACK LALANNE	WCBS	8.4	8.9	6.0	6.7	13.3	8.7	6.9
		WNBC	4.6	6.4	5.2	6.0	6.0	5.6	4.8
		WNEW	1.7	4.3	4.3	2.9	5.1	3.7	3.1
		WABC	2.3	2.6	2.6	1.6	1.2	2.1	2.6
	WPIX	0.1	0.6	0.6	0.1	0.6	0.4	0.4	
SETS IN USE		17.5	22.8	18.7	17.5	26.5	20.7	18.0	
11:15 AM	MCCOYS PRICE IS RIGHT M.;N./M.;MEMO;N. DECEMBER BRIDE JACK LALANNE	WCBS	8.5	9.1	6.2	8.3	14.3	9.3	7.1
		WNBC	5.4	6.0	5.9	6.6	6.4	6.1	5.3
		WNEW	1.2	(3.6)	(4.8)	(1.6)	4.4	3.1	2.7
		WABC	2.7	3.1	3.3	1.6	0.1	2.1	2.6
	WPIX	0.4	0.6	1.0	0.5	0.8	0.7	0.6	
SETS IN USE		18.6	22.4	21.3	18.6	26.3	21.5	18.6	
11:30 AM	PETE & GLADYS CONCENTRATION ROMPER ROOM SEVEN KEYS OPER. ALPHABET	WCBS	8.3	6.4	6.2	8.2	13.5	8.5	7.2
		WNBC	7.3	8.7	6.0	5.8	5.0	6.6	6.0
		WNEW	2.3	3.6	4.2	2.9	4.3	3.5	3.1
		WABC	2.1	1.4	1.5	1.6	0.9	1.5	1.9
	WPIX	0.1	0.4	0.4	0.1	0.1	0.2	0.2	
SETS IN USE		20.1	20.5	18.3	18.5	24.2	20.4	18.7	

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11:45 AM	PETE & GLADYS	WCBS	8.1	6.8	7.3	8.8	12.9	8.8	7.7
	CONCENTRATION	WNBC	7.5	9.0	6.4	4.9	5.1	6.6	6.1
	ROMPER ROOM	WNEW	4.5	3.8	3.9	3.0	5.1	4.1	3.4
	SEVEN KEYS	WABC	2.9	1.7	1.2	1.7	1.3	1.8	1.9
	OPER. ALPHABET	WPIX	0.1-	0.1	0.1	0.1-	0.1-	0.1-	0.1
	SETS IN USE		23.0	21.4	18.9	18.4	24.5	21.3	19.5
12:00 noon	LOVE OF LIFE	WCBS	6.3	7.2	7.1	7.3	10.6	7.7	7.0
	FIRST IMPRESSION	WNBC	7.9	5.5	5.0	5.7	5.4	5.9	5.9
	ROMPER ROOM	WNEW	4.5	5.6	3.9	4.4	5.2	4.7	3.8
	ERNIE FORD	WABC	3.1	2.6	2.2	2.1	2.0	2.4	1.8
	FARM NEWS	WOR	1.2	1.4	0.6	1.1	0.7	1.0	0.4
	BOZO THE CLOWN	WPIX	1.6	0.3	1.4	1.5	0.9	1.1	1.2
SETS IN USE		24.6	22.6	20.2	22.1	24.8	22.8	20.4	
12:15 PM	LOVE OF LIFE	WCBS	6.3	6.4	6.3	7.2	10.4	7.3	6.8
	FIRST IMPRESSION	WNBC	8.3	7.6	5.5	6.9	7.5	7.2	6.7
	ROMPER ROOM	WNEW	4.6	5.2	3.5	4.0	4.0	4.3	3.6
	ERNIE FORD	WABC	2.3	2.8	1.6	1.9	2.8	2.3	2.0
	NEWS; WEA.; ALM.	WOR	1.4	1.3	0.8	2.0	0.7	1.2	0.5
	BOZO THE CLOWN	WPIX	1.8	0.8	1.4	1.6	1.5	1.4	1.8
SETS IN USE		25.0	24.4	19.2	23.6	26.9	23.8	21.6	
12:30 PM	SEARCH - TOMORROW	WCBS	5.1	5.9	5.3	6.2	9.5	6.4	6.4
	TRUTH - CONSEQ.	WNBC	6.4	5.1	4.5	6.2	6.1	5.7	5.5
	CARTOON PLAYTIME	WNEW	4.8	5.6	4.9	4.2	4.3	4.8	3.9
	FATHER KNOWS BEST	WABC	4.0	2.8	2.5	3.3	2.4	3.0	2.8
	MEMORY LANE	WOR	2.2	2.5	1.3	1.8	0.4	1.6	1.0
	ROCKY & FRIENDS	WPIX	1.6	1.1	1.5	1.7	2.3	1.6	2.0
SETS IN USE		24.2	23.4	20.0	23.5	25.0	23.2	21.8	
12:45 PM	GUIDING LIGHT	WCBS	7.2	6.9	5.6	6.7	8.6	7.0	6.6
	TRUTH - CONS.; NEWS	WNBC	4.6	4.4	4.0	5.5	4.1	4.5	4.6
	CARTOON PLAYTIME	WNEW	5.2	6.7	5.3	5.6	5.1	5.6	4.4
	FATHER KNOWS BEST	WABC	4.4	2.8	2.8	4.5	3.8	3.7	3.7
	MEMORY LANE	WOR	2.3	2.6	1.2	1.7	0.7	1.7	0.9
	KOMEDY KAPERS	WPIX	1.8	1.5	0.8	1.2	2.3	1.5	1.8
SETS IN USE		25.5	25.3	19.8	25.2	24.7	24.1	22.3	
1:00 PM	BURNS & ALLEN	WCBS	5.6	7.0	5.7	6.0	6.9	6.2	5.5
	AFTERNOON MOVIE	WNBC	4.0	4.6	3.6	3.6	2.9	3.7	3.8
	CARTOON PLAYTIME	WNEW	6.5	8.3	5.2	7.6	7.2	7.0	5.9
	GENERAL HOSPITAL	WABC	3.7	3.0	2.9	2.1	3.3	3.0	2.9
	MEMORY LANE	WOR	0.8	1.2	1.3	1.2	0.4	1.0	0.6
	BOLD JOURNEY	WPIX	1.4	0.9	0.7	1.2	0.8	1.0	1.2
SETS IN USE		22.0	25.5	19.4	21.8	21.5	22.0	20.1	
1:15 PM	BURNS & ALLEN	WCBS	6.1	6.5	7.8	6.2	8.1	6.9	5.9
	AFTERNOON MOVIE	WNBC	4.5	5.0	2.5	3.6	2.3	3.6	3.6
	PLAYTIME; NEWS	WNEW	6.0	7.5	4.9	6.3	7.3	6.4	5.3
	GENERAL HOSPITAL	WABC	2.9	3.3	3.3	2.0	3.6	3.0	3.2
	MEMORY LANE	WOR	0.7	1.1	1.5	1.3	0.4	1.0	0.6
	BOLD JOURNEY	WPIX	1.9	0.6	0.8	1.2	0.5	1.0	0.9
SETS IN USE		22.1	24.8	20.9	20.6	22.3	22.0	19.7	
1:30 PM	AS THE WORLD TURNS	WCBS	9.2	9.9	10.8	6.4	10.2	9.3	8.5
	AFTERNOON MOVIE	WNBC	5.4	5.2	3.2	3.9	2.7	4.1	3.7
	LATE LUNCH MOVIE	WNEW	4.1	4.2	3.7	4.0	2.8	3.8	3.4
	GIRL TALK	WABC	1.5	1.9	2.6	2.2	2.7	2.2	2.2
	STAR/BRANCA; KINER	WOR	0.4	1.6	1.1	(1.1)	0.5	0.9	0.8
	FIRST SHOW	WPIX	1.1	1.4	0.5	2.2	1.6	1.4	1.4
SETS IN USE		21.7	24.9	21.9	20.1	20.9	22.0	20.3	
1:45 PM	AS THE WORLD TURNS	WCBS	9.4	10.8	11.6	9.7	9.8	10.3	9.0
	MOVIE; NEWS	WNBC	6.1	4.2	1.9	3.6	3.0	3.8	3.7
	LATE LUNCH MOVIE	WNEW	4.6	2.9	3.7	2.9	1.8	3.2	3.1
	GIRL TALK	WABC	0.9	1.6	2.1	3.0	2.5	2.0	2.2
	STAR/KINER; BASEBALL	WOR	0.1-	2.0	1.6	(0.7)	0.5	1.0	0.9
	FIRST SHOW	WPIX	1.3	1.7	0.1-	2.5	2.0	1.5	1.5
SETS IN USE		22.4	23.5	20.9	22.8	20.3	22.1	20.6	

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2:00 PM	PASSWORD	WCBS	8.8	10.9	11.0	7.7	9.5	9.6	9.1
	PEOPLE WILL TALK	WNBC	4.9	2.6	0.9	4.6	2.1	3.0	3.1
	LATE LUNCH MOVIE	WNEW	4.8	3.5	4.0	2.5	1.9	3.3	3.1
	DAY IN COURT	WABC	1.6	1.5	1.7	2.5	2.4	1.9	2.1
	UNDERSTAND/BB	WOR	0.4	1.0	0.9	(1.6)	0.8	0.9	0.7
	FIRST SHOW	WPIX	1.2	1.8	1.3	2.4	2.6	1.9	2.1
	SETS IN USE		21.9	21.7	19.8	21.8	19.4	20.8	20.5
2:15 PM	PASSWORD	WCBS	8.6	11.7	10.7	7.2	9.5	9.5	9.4
	PEOPLE-TALK; NEWS	WNBC	4.0	2.1	0.9	3.5	2.4	2.6	2.7
	LATE LUNCH MOVIE	WNEW	5.4	2.8	3.7	2.8	2.3	3.4	3.0
	DAY IN COURT; NEWS	WABC	2.3	2.0	1.9	2.7	2.7	2.3	2.2
	UNDERSTAND/BB	WOR	0.3	1.0	0.1	(2.4)	0.9	0.9	0.7
	FIRST SHOW	WPIX	1.3	2.4	1.7	2.8	2.7	2.1	2.2
	SETS IN USE		22.0	22.8	19.0	21.9	20.8	21.1	20.5
2:30 PM	HOUSE PARTY	WCBS	8.3	10.3	8.9	6.8	7.8	8.4	8.3
	DOCTORS	WNBC	4.4	1.7	1.2	1.9	3.0	2.4	2.6
	LATE LUNCH MOVIE	WNEW	5.4	2.9	2.8	2.8	2.3	3.2	3.2
	JANE WYMAN	WABC	3.3	1.9	2.4	2.3	1.1	2.2	2.1
	ALL STAR MOVIE/BB	WOR	0.8	1.0	1.7	(3.2)	2.0	1.7	0.9
	FIRST SHOW	WPIX	1.2	2.2	0.8	3.5	3.0	2.1	2.2
	SETS IN USE		23.4	20.7	17.8	20.9	19.7	20.3	19.7
2:45 PM	HOUSE PARTY	WCBS	8.8	11.6	7.0	7.3	7.0	8.3	7.9
	DOCTORS	WNBC	4.1	1.2	2.9	2.3	3.0	2.7	2.8
	M.;N./M.;MEMO;N.	WNEW	4.8	(1.9)	(1.9)	(2.4)	2.3	2.7	2.5
	JANE WYMAN	WABC	3.3	1.9	2.1	2.7	2.2	2.4	2.5
	ALL STAR MOVIE/BB	WOR	0.8	1.6	2.4	(3.0)	2.6	2.1	1.2
	FIRST SHOW	WPIX	1.1	1.5	0.8	3.0	2.2	1.7	1.9
	SETS IN USE		22.9	20.1	17.1	21.1	19.3	20.1	19.1
3:00 PM	TO TELL THE TRUTH	WCBS	6.9	8.3	6.7	7.2	7.4	7.3	7.5
	LORETTA YOUNG	WNBC	6.0	3.3	2.9	3.1	3.4	3.7	4.0
	DOORWAY	WNEW	2.0	1.8	2.1	1.6	2.3	2.0	1.7
	QUEEN FOR A DAY	WABC	2.5	2.5	1.9	2.4	1.6	2.2	2.0
	ALL STAR MOVIE/BB	WOR	0.7	1.1	2.8	(3.2)	2.5	2.1	1.4
	H'WOOD MOVIE TIME	WPIX	1.9	1.4	1.9	3.2	1.0	1.9	1.9
	SETS IN USE		20.0	18.8	18.3	21.1	18.2	19.4	18.8
3:15 PM	TELL THE TRUTH; NEWS	WCBS	6.8	9.9	5.7	8.0	8.2	7.7	7.3
	LORETTA YOUNG	WNBC	6.1	4.4	3.7	2.4	3.9	4.1	4.5
	DOORWAY	WNEW	2.0	2.1	2.6	1.9	3.0	2.3	2.0
	QUEEN FOR A DAY	WABC	2.8	2.4	1.9	2.5	1.4	2.2	2.2
	ALL STAR MOVIE/BB	WOR	0.4	0.7	2.9	(3.4)	1.4	1.8	1.2
	H'WOOD MOVIE TIME	WPIX	2.3	1.2	2.0	2.8	1.2	1.9	1.8
	SETS IN USE		20.5	21.1	18.8	21.4	19.1	20.2	19.4
3:30 PM	EDGE OF NIGHT	WCBS	6.8	5.7	3.7	6.5	7.6	6.1	6.2
	YOU DON'T SAY	WNBC	5.5	3.7	4.9	4.0	5.0	4.6	4.6
	TEXAN	WNEW	4.0	3.1	3.2	2.7	2.7	3.1	3.1
	WHO DO YOU TRUST	WABC	3.8	4.8	1.9	2.3	2.9	3.1	2.5
	ALL STAR MOVIE/BB	WOR	0.8	1.3	2.6	(4.0)	1.4	2.0	1.4
	H'WOOD MOVIE TIME	WPIX	2.7	1.4	2.0	2.4	1.2	1.9	2.0
	SETS IN USE		23.6	20.7	18.3	22.3	21.1	21.1	20.3
3:45 PM	EDGE OF NIGHT	WCBS	6.3	6.5	5.3	5.4	9.1	6.5	6.2
	YOU DON'T SAY	WNBC	5.1	3.3	5.4	4.2	6.2	4.8	4.8
	TEXAN	WNEW	3.5	3.6	4.1	2.9	3.9	3.6	3.6
	WHO DO YOU TRUST	WABC	4.4	4.7	1.5	2.1	3.1	3.2	2.9
	ALL STAR MOVIE/BB	WOR	0.8	1.4	2.3	(4.3)	1.3	2.0	1.5
	H'WOOD MOVIE TIME	WPIX	2.6	1.4	2.0	2.1	0.9	1.8	2.1
	SETS IN USE		23.1	20.9	20.6	21.4	25.2	22.2	21.5
4:00 PM	SECRET STORM	WCBS	4.6	6.0	5.3	5.5	8.5	6.0	5.9
	MATCH GAME	WNBC	5.9	5.1	4.6	4.3	7.5	5.5	5.7
	FELIX & THE WIZARD	WNEW	3.9	3.4	5.0	2.7	2.2	3.4	3.3
	AMER. BANDSTAND	WABC	6.0	3.9	3.7	3.7	4.2	4.3	3.8
	PLAYHOUSE 30/BB	WOR	0.4	1.6	2.1	(4.5)	1.6	2.0	1.5
	H'WOOD MOVIE TIME	WPIX	2.7	1.2	1.6	1.5	1.0	1.6	1.9
	SETS IN USE		23.9	21.2	23.0	22.6	25.4	23.2	22.5

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DAYTIME

TIME	PROGRAM	STATION	M	T	W	T	F	Avg.	4/W AVG.
4:15 PM	SECRET STORM MATCH GAME; NEWS FELIX & THE WIZARD AMER. BANDSTAND PLAYHOUSE 30/BB H'WOOD MOVIE TIME	WCBS	5.7	6.2	5.1	5.2	8.0	6.0	6.0
		WNBC	6.5	4.9	5.4	3.0	7.4	5.4	5.8
		WNEW	2.9	4.0	4.5	4.2	2.3	3.6	3.7
		WABC	5.8	3.8	4.4	4.8	4.5	4.7	4.3
		WOR	0.9	1.8	2.3	(4.3)	1.2	2.1	1.6
		WPIX	2.5	0.9	1.6	1.5	1.5	1.6	1.6
		SETS IN USE		24.8	22.0	23.9	23.5	25.3	23.9
4:30 PM	MILLIONAIRE MAKE ROOM - DADDY FELIX & THE WIZARD DISCOVERY '63 TREASURE/BASEBALL POPEYE	WCBS	8.2	5.9	7.1	4.6	9.7	7.1	6.8
		WNBC	7.9	6.2	7.2	3.8	7.9	6.6	6.3
		WNEW	3.2	3.4	5.5	5.1	2.8	4.0	4.3
		WABC	2.2	1.4	2.9	2.0	1.6	2.0	1.8
		WOR	0.7	1.6	0.4	(4.7)	0.5	1.6	1.2
		WPIX	1.6	0.3	1.2	1.9	1.2	1.2	1.7
		SETS IN USE		24.2	19.3	25.2	22.5	24.2	23.0
4:45 PM	MILLIONAIRE MAKE ROOM - DADDY FELIX & THE WIZARD DISCOVERY '63; NEWS TREASURE/KINER POPEYE; FAIRY TALES	WCBS	7.9	6.1	8.5	6.0	9.1	7.3	7.1
		WNBC	8.6	6.2	6.5	6.1	8.1	7.1	6.5
		WNEW	3.6	4.0	5.2	4.8	3.7	4.3	4.3
		WABC	2.2	1.3	2.3	1.5	1.5	1.8	1.7
		WOR	0.1-	1.3	0.1	(2.4)	0.5	0.9	0.8
		WPIX	1.7	0.8	2.4	2.4	0.8	1.6	2.0
		SETS IN USE		24.3	20.1	25.9	23.6	24.1	23.5
5:00 PM	LOVE THAT BOB MOVIE FOUR FELIX & THE WIZARD RESCUE 8 LOONEY TUNES DICK TRACY	WCBS	9.2	7.6	9.6	7.4	10.8	8.9	7.6
		WNBC	4.7	3.5	4.5	4.7	4.5	4.4	4.6
		WNEW	3.8	3.1	4.2	4.0	4.5	3.9	4.3
		WABC	1.7	1.7	2.8	2.6	2.0	2.2	2.3
		WOR	0.5	0.8	0.5	1.3	0.1-	0.6	0.7
		WPIX	2.0	2.2	3.8	3.0	1.8	2.6	2.7
		SETS IN USE		21.9	19.4	25.8	23.4	23.6	22.9
5:15 PM	LOVE THAT BOB MOVIE FOUR FELIX & THE WIZARD RESCUE 8 L'NEY TUNES; NEWS DICK TRACY; ROCKY	WCBS	9.8	8.6	9.0	6.9	11.9	9.2	7.9
		WNBC	4.1	2.9	4.4	6.2	4.0	4.3	4.6
		WNEW	3.1	2.8	4.0	3.1	3.9	3.4	4.1
		WABC	1.8	2.3	2.2	2.5	4.3	2.6	2.8
		WOR	1.0	0.5	0.7	1.5	0.4	0.8	0.9
		WPIX	2.7	4.0	4.9	4.6	2.2	3.7	3.3
		SETS IN USE		23.2	21.2	25.6	25.2	26.8	24.3
5:30 PM	EARLY SHOW MOVIE FOUR SANDY'S HOUR HIGHWAY PATROL MOVIE OF THE WEEK SUPERMAN	WCBS	8.3	8.1	7.3	5.7	11.8	8.2	7.0
		WNBC	4.9	2.8	4.7	5.4	3.1	4.2	4.6
		WNEW	4.1	1.9	3.8	4.0	4.0	3.6	4.0
		WABC	3.3	2.9	2.4	2.5	3.2	2.9	3.2
		WOR	1.5	1.2	1.4	1.9	0.1	1.2	1.2
		WPIX	3.5	6.3	4.7	7.0	5.2	5.3	4.6
		SETS IN USE		26.0	23.6	25.0	27.0	27.4	25.8
5:45 PM	EARLY SHOW MOVIE FOUR SANDY'S HOUR HIGHWAY PATROL MOVIE OF THE WEEK SUPERMAN	WCBS	8.6	8.4	7.8	6.1	10.2	8.2	7.2
		WNBC	6.0	3.0	4.7	6.2	1.9	4.4	4.7
		WNEW	4.4	3.3	3.9	4.9	4.5	4.2	4.2
		WABC	3.4	3.0	3.2	2.8	2.7	3.0	3.5
		WOR	1.8	1.3	1.6	1.6	0.5	1.4	1.5
		WPIX	4.1	6.0	5.7	8.1	6.7	6.1	5.3
		SETS IN USE		28.9	25.4	27.8	30.1	26.6	27.8
6:00 PM	EARLY SHOW WEA.; MOVIE FOUR SANDY'S HOUR BIG NEWS MOVIE OF THE WEEK THREE STOOGES	WCBS	8.8	8.8	9.3	7.6	9.0	8.7	7.6
		WNBC	7.8	4.3	5.4	6.6	2.4	5.3	5.2
		WNEW	4.3	3.8	5.8	6.4	5.3	5.1	5.0
		WABC	1.9	3.1	2.5	3.4	2.8	2.7	2.7
		WOR	1.9	1.4	1.8	1.7	0.8	1.5	1.6
		WPIX	3.6	5.2	4.1	6.9	4.8	4.9	4.7
		SETS IN USE		28.7	27.1	29.7	33.1	25.1	28.6
6:15 PM	EARLY SHOW NEWS OF NEW YORK SANDY'S HOUR BIG NEWS MOVIE OF THE WEEK THREE STOOGES	WCBS	9.3	10.3	11.0	9.3	8.7	9.7	8.3
		WNBC	8.9	4.2	4.5	6.5	4.9	5.8	5.7
		WNEW	3.8	4.0	5.3	6.0	6.0	5.0	4.6
		WABC	1.2	2.3	2.5	2.5	1.9	2.1	2.4
		WOR	2.3	2.1	2.6	1.9	0.8	1.9	1.9
		WPIX	4.6	5.3	5.0	7.2	5.1	5.4	5.1
		SETS IN USE		30.6	28.5	31.7	33.8	27.8	30.4

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DAYTIME

TIME	PROGRAM	STATION	M	T	W	T	F	Avg.	4/W AVG.
6:30 PM	EARLY SHOW	WCBS	9.3	10.4	11.2	9.8	9.0	9.9	8.1
	NEWS - NY; WEATHER	WNBC	9.4	6.3	6.7	9.5	7.2	7.8	7.6
	MICKEY MOUSE CLUB	WNEW	4.4	4.2	7.7	6.1	5.2	5.5	5.1
	BIG NEWS	WABC	1.0	2.4	2.1	2.0	2.0	1.9	2.2
	MOVIE OF THE WEEK	WOR	1.9	2.4	2.5	2.1	0.9	2.0	2.0
	VARIOUS	WPIX	4.3	4.9	4.0	4.6	4.4	4.4	4.0
	SETS IN USE		30.9	31.0	34.9	34.2	29.4	32.0	29.5
6:45 PM	EVENING REPORT	WCBS	9.8	10.9	10.5	8.4	9.1	9.7	8.2
	HUNTLEY - BRINKLEY	WNBC	10.8	7.6	7.9	10.0	7.6	8.8	8.5
	MICKEY MOUSE CLUB	WNEW	3.5	3.7	8.4	5.8	3.3	4.9	5.4
	RON COCHRAN	WABC	1.2	1.7	2.9	1.8	2.9	2.1	2.4
	MOVIE OF THE WEEK	WOR	2.1	2.6	1.8	2.5	1.5	2.1	2.1
	VARIOUS	WPIX	5.7	4.9	3.7	5.4	5.7	5.1	4.3
	SETS IN USE		33.4	31.7	35.7	34.3	30.5	33.1	31.3

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POST 11:00 P.M.

TIME	PROGRAM	STATION	M	T	W	T	F	Avg.	4/W AVG.
11:00 PM	NEWS; WEA.; SPORTS	WCBS	16.6	18.2	15.9	15.2	14.5	16.1	14.0
	11th HOUR NEWS; W.	WNBC	9.9	9.7	13.0	18.0	13.0	12.7	13.1
	NEWS; HF/GREATS; N	WNEW	4.0	7.0	(5.2)	2.9	6.1	5.0	5.1
	NEWS; WEATHER	WABC	6.6	4.1	6.3	4.4	4.1	5.1	4.9
	\$ MOVIE/KINER	WOR	1.4	(2.2)	2.1	1.4	2.3	1.9	2.6
	N; AL'N/BB; COLEM'N	WPIX	3.6	(4.1)	3.2	3.9	5.7	4.1	3.3
	SETS IN USE		42.1	45.3	45.7	45.8	46.0	45.2	43.8
11:15 PM	NEWS; LATE SHOW	WCBS	14.4	14.4	12.2	13.8	14.4	13.8	12.1
	NEWS	WNBC	11.3	11.6	12.9	15.9	10.3	12.4	12.3
	H. F./NEWS; H. F.	WNEW	3.0	6.6	(4.1)	2.2	6.0	4.4	4.0
	SPEC'L/NEWS; N S	WABC	4.0	(3.1)	(5.1)	(3.8)	(3.6)	3.9	3.9
	MILLION \$ MOVIE	WOR	1.6	0.5	1.2	1.3	1.5	1.2	2.5
	STEVE ALLEN	WPIX	2.9	2.2	3.4	3.0	4.6	3.2	3.0
	SETS IN USE		37.2	38.4	38.9	40.0	41.2	39.7	38.8
11:30 PM	LATE SHOW	WCBS	11.0	10.2	9.9	9.2	13.5	10.8	9.6
	TONIGHT	WNBC	9.9	9.9	11.5	11.5	6.3	9.8	9.7
	H'WOOD'S FINEST	WNEW	3.7	7.5	4.4	3.0	5.9	4.9	3.8
	NIGHT SHOW	WABC	3.4	2.5	4.8	3.1	4.7	3.7	4.0
	MILLION \$ MOVIE	WOR	2.6	1.5	1.6	1.9	0.9	1.7	2.6
	STEVE ALLEN	WPIX	2.2	2.1	3.6	2.7	3.5	2.8	2.8
	SETS IN USE		32.8	33.7	35.8	31.4	34.8	33.7	32.5
11:45 PM	LATE SHOW	WCBS	7.4	9.2	9.0	8.0	13.9	9.5	8.7
	TONIGHT	WNBC	10.9	7.7	10.6	9.3	5.2	8.7	8.7
	H'WOOD'S FINEST	WNEW	3.0	6.1	4.6	2.8	6.1	4.5	3.6
	NIGHT SHOW	WABC	3.2	2.0	4.4	3.1	4.7	3.5	3.8
	MILLION \$ MOVIE	WOR	2.4	1.7	0.5	2.0	1.5	1.6	2.1
	STEVE ALLEN	WPIX	2.5	2.1	2.8	3.1	2.7	2.6	2.5
	SETS IN USE		29.4	28.8	31.9	28.3	34.1	30.4	29.4
12:00 MID	LATE SHOW	WCBS	6.9	9.2	8.4	8.3	13.1	9.2	8.2
	TONIGHT	WNBC	11.0	5.4	10.8	7.2	4.6	7.8	7.6
	H'WOOD'S FINEST	WNEW	2.3	4.5	3.8	2.9	5.3	3.8	3.4
	NIGHT SHOW	WABC	3.3	2.4	3.6	2.6	4.4	3.3	3.3
	MILLION \$ MOVIE	WOR	2.1	2.0	0.6	1.1	1.1	1.4	1.6
	STEVE ALLEN	WPIX	2.3	1.1	2.6	1.9	2.4	2.1	1.9
	SETS IN USE		27.9	24.6	29.8	24.0	30.9	27.6	26.0
12:15 AM	LATE SHOW	WCBS	6.2	7.7	8.8	8.8	14.0	9.1	8.0
	TONIGHT	WNBC	10.7	5.5	11.7	5.7	5.1	7.7	7.3
	H'WOOD'S FINEST	WNEW	2.5	4.3	3.8	2.4	5.3	3.7	3.1
	NIGHT SHOW	WABC	2.8	1.9	3.2	2.2	3.3	2.7	3.0
	\$ MOVIE/N.; W.; A.	WOR	2.1	1.6	(0.1)	0.5	1.2	1.1	1.3
	VARIOUS	WPIX	1.4	0.9	1.9	1.2	1.2	1.3	1.2
	SETS IN USE		25.7	21.9	29.5	20.8	30.1	25.6	23.9

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POST 11:00 P.M.

TIME	PROGRAM	STATION	M	T	W	T	F	Avg.	4/W AVG.	
12:30 AM	LATE SHOW	WCBS	6.2	8.6	7.7	7.8	12.5	8.6	7.9	
	TONIGHT	WNBC	9.3	4.9	10.9	4.3	4.7	6.8	6.4	
	H'WOOD'S FINEST	WNEW	2.4	3.7	3.8	1.9	4.7	3.3	2.9	
	NIGHT SHOW	WABC	2.5	1.2	2.3	2.2	3.3	2.3	2.9	
	NEWS; W.; A./M \$ M	WOR	1.1	(1.5)	-	0.1	0.9	0.9	0.9	
	VARIOUS	WPIX	1.3	0.4	1.2	0.7	0.5	0.8	0.8	
	SETS IN USE		22.8	20.3	25.9	17.0	26.6	22.7	21.8	
12:45 AM	L S/NEWS; L L S	WCBS	6.6	(4.7)	7.3	6.9	11.9	7.5	6.8	
	TONIGHT	WNBC	7.4	4.7	8.4	4.2	4.5	5.8	5.6	
	H. F.; NEWS/H. F.	WNEW	2.4	(3.3)	(3.9)	2.0	5.3	3.4	2.8	
	NIGHT SHOW	WABC	2.4	1.9	1.9	2.0	3.2	2.3	2.5	
	NEWS; WEA.; ALM.	WOR	-	1.5	-	-	-	1.5	1.5	
	STEVE ALLEN	WPIX	-	0.4	-	-	-	0.4	-	
	SETS IN USE		18.8	16.5	21.5	15.1	24.9	20.9	19.2	
1:00 AM	VARIOUS	WCBS	6.0	6.2	8.5	5.7	12.3	7.7	6.4	
	NEWS; 13th HR DRAMA	WNBC	4.8	1.4	3.5	3.3	3.0	3.2	3.0	
	NEWS; 5*/H. F.; NEWS	WNEW	1.7	1.2	(2.4)	1.5	3.0	2.0	2.0	
	VARIOUS	WABC	1.9	2.4	2.2	1.1	3.6	2.2	2.0	
	PASSING PARADE	WPIX	-	0.4	-	-	-	0.4	-	
	SETS IN USE		14.4	11.6	16.6	11.6	21.9	15.5	13.4	
	1:15 AM	L L S/L S	WCBS	4.4	6.7	(7.3)	5.4	(11.8)	7.1	5.9
13th HOUR DRAMA		WNBC	2.1	1.7	2.4	2.0	2.5	2.1	1.7	
5* MOV./NEWS; 5*		WNEW	2.1	0.9	(0.9)	1.2	2.5	1.5	1.4	
G N S/N S		WABC	1.1	0.9	1.6	0.4	(3.8)	1.6	1.5	
PASSING PARADE		WPIX	-	0.1	-	-	-	0.1	-	
SETS IN USE			9.7	10.3	12.2	9.0	20.6	12.4	10.5	
1:30 AM		VARIOUS	WCBS	3.3	5.6	4.0	5.0	12.1	6.0	5.1
	13th HOUR DRAMA	WNBC	1.5	1.6	2.0	1.4	2.0	1.7	1.4	
	5 STAR MOVIE SPEC'L	WNEW	2.0	0.8	1.5	0.8	2.2	1.5	1.1	
	GOODNIGHT SHOW	WABC	1.2	0.4	0.8	0.7	2.7	1.2	1.3	
	SETS IN USE		8.0	8.4	8.3	7.9	19.0	10.4	8.9	
	1:45 AM	LATE LATE SHOW	WCBS	2.7	6.5	2.4	5.1	6.4	4.6	4.2
		13th HOUR DRAMA	WNBC	1.2	0.1-	2.0	1.2	1.5	1.2	1.0
5 STAR MOVIE SPEC'L		WNEW	2.1	0.5	1.2	0.7	2.0	1.3	1.0	
GOODNIGHT SHOW		WABC	1.1	0.4	1.2	0.8	2.2	1.1	1.1	
SETS IN USE			7.1	7.4	6.8	7.8	12.1	8.2	7.3	
2:00 AM		LATE LATE SHOW	WCBS	2.9	6.3	2.4	5.1	5.1	4.4	3.8
		13th HOUR DRAMA	WNBC	1.1	0.1-	1.5	0.8	1.4	1.0	0.9
	5 STAR MOVIE SPEC'L	WNEW	1.5	0.5	1.8	0.4	1.4	1.1	0.9	
	GOODNIGHT SHOW	WABC	0.9	0.4	0.9	0.6	1.6	0.9	1.0	
	SETS IN USE		6.4	7.2	6.6	6.9	9.5	7.4	6.6	
	2:15 AM	LATE LATE SHOW	WCBS	3.9	6.4	4.2	5.1	4.6	4.8	4.0
		5 STAR MOVIE SPEC'L	WNEW	1.6	0.5	1.9	0.5	0.8	1.1	1.1
GOODNIGHT SHOW		WABC	0.7	0.5	0.9	-	1.6	0.9	1.0	
SETS IN USE			6.2	7.4	7.0	5.6	7.0	6.8	6.1	
2:30 AM		LATE LATE SHOW	WCBS	3.1	4.5	3.3	4.6	3.8	3.9	3.9
		5 STAR MOVIE SPEC'L	WNEW	-	0.4	1.9	0.7	0.4	0.9	1.0
		GOODNIGHT SHOW	WABC	-	-	0.9	-	1.9	1.4	1.1
	SETS IN USE		3.1	4.9	6.1	5.3	6.1	6.2	6.0	
	2:45 AM	LATE LATE SHOW	WCBS	3.2	4.5	3.0	-	3.6	3.6	3.8
		5 STAR MOVIE SPEC'L	WNEW	-	-	1.6	-	0.4	1.0	0.9
		GOODNIGHT SHOW	WABC	-	-	1.0	-	1.6	1.3	-
SETS IN USE			3.2	4.5	5.6	-	5.6	5.9	4.7	
3:00 AM		LATE LATE SHOW	WCBS	-	-	2.9	-	3.0	3.0	3.6
		5 STAR MOVIE SPEC'L	WNEW	-	-	1.2	-	0.4	0.8	-
		GOODNIGHT SHOW	WABC	-	-	-	-	0.7	0.7	-
	SETS IN USE		-	-	4.1	-	4.1	4.5	3.6	
	3:15am	LATE LATE SHOW	WCBS	-	-	-	-	2.7	2.7	3.2
		SETS IN USE		-	-	-	-	-	-	-
		3:30am	LATE LATE SHOW	WCBS	-	-	-	-	2.5	2.5
SETS IN USE				-	-	-	-	-	-	-

Symbols and Terms

Slash (/) between two program titles indicates a time period divided between two programs. The order of their appearance in the title box is determined by their order of appearance during the Mon-Fri period. Ratings preceded by an "x," apply to the second program listed in such a title box.

Various — a term used in the Program Title column when more than two different programs were telecast during the same Mon-Fri time period on a given station.

The rating symbol (0.1—) is used when the actual rating falls below the established minimum of 0.1. Since the symbol represents no actual value the figure of 0.1— is not counted in the sets-in-use.

The letters ETV denote educational programming.

SUMMARY OF ARB TV AUDIENCE MEASUREMENT SERVICES

1. Network Reports:

TV-National — published six times yearly. Each report provides data based on nationwide sampling and includes estimates of audience size and characteristics for all network television programs covered by the survey.

2. Local Market Reports:

(a) A separate report for each U.S. TV market — provides estimates of audience size for all stations and time periods. Published two to nine times yearly, depending upon market size and number of stations.

(b) Local Market Summary Service — all individual market reports are compiled, bound, and issued in summary form each survey month. Twice yearly (November and March), complete information is included from ARB's nationwide sampling sweeps, reporting on all 240 U.S. TV markets, including the 50 or more not published in pocketpiece format.

(c) New York Instantaneous ARBITRON — the electronic measurement service which provides continuous audience size estimates covering all time periods 365 days per year. Reports are delivered weekly. ARBITRON data is also used in the New York local market report which is issued 10 times per year (ARB's nine standard survey periods, plus December).

3. Special Audience Measurement Reports:

(a) National ARBITRON — overnight network TV program measurement results produced by ARBITRON instantaneous recording units and telephone coincidental sampling of the entire U.S. Reports provide audience rating share, sets-in-use and coverage estimates for any period between 8 AM - 11 PM preselected for measurement on client order.

(b) Special tabulations; cumulative analyses of spot campaigns; audience composition and characteristics; regional and sales district breakdowns; duplication studies, etc.

(c) Overnight program rating reports — available on short notice in each U.S. TV market. Utilizes coincidental telephone survey method and provides next-day delivery.

(d) Station picture quality analyses.

(e) Special station coverage studies for individual counties or markets.

(f) Custom surveys on request.

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ARBITRON

NEW YORK AREA

JULY 28 - AUGUST 3

WEEKLY REPORT



AMERICAN RESEARCH BUREAU

DIVISION OF C-E-I-R INC.

Washington • New York • Chicago • Los Angeles

ARBITRON WEEKLY REPORTS

The ARBITRON Method — ARBITRON television audience reports are produced by ARB's instantaneous electronic measurement technique. Essentially, the system operates through the use of small electronic units placed in several hundred TV sets, representing a carefully selected sample of the New York area covered. These units all connect by direct wire to ARB's New York office where the central computer and printer are located.

At several evenly spaced intervals during each quarter hour, the central office transmits an interrogation sequentially to each unit in the sample. Each unit replies instantly and indicates the tuning condition of the TV set to which it is attached. In the central office this information is analyzed and counted by the ARBITRON computer. At the end of each interrogation period, the total number of sets tuned to each station and the total number of sets reporting appear on the ARBITRON printer. Thereafter, the material, which has also been recorded on tape, is taken to a larger computer and the regular quarter-hour ratings are produced. This computer is specially programmed to properly handle multiple set homes and to compensate for any missing data on television sets in sample homes (such as portables) which are impossible to meter. This latter adjustment is made by the use of an estimate as to the amount of viewing these portable and other similar sets account for as derived from other surveys.

The basic quarter-hour ratings are obtained by combining and averaging all interrogations of the sample which occurred during the quarter hour. Inasmuch as the sample homes are checked at evenly spaced intervals during each time period, the computation described above produces average instantaneous ratings. The rating itself is a percentage, representing the approximate number of TV homes tuned to a given program in relation to the number of homes reporting in the total sample. If two sets in the same home are tuned to different programs, both are credited. If both sets are tuned to the same program, only one credit is given.

The ARBITRON Sample — Selection of the New York ARBITRON sample began with actual enumeration of over 90,000 dwelling units in preselected blocks and tracts in the New York area. Specific homes were then systematically selected, beginning from a random point. All TV sets in multiple-set homes, with the exception of portable sets having no fixed location, can be covered by the ARBITRON sample. Complete details on the techniques used in selecting the ARBITRON sample are available from ARB's Research Department.

The New York ARBITRON actual sample size will fluctuate from time to time because of the following: (1) The current sample is being augmented towards an objective of approximately 425 units in 340 homes by fall 1963. (2) Occasionally, for technical reasons, temporary variations will occur in the number of units reporting. (As these tend to be random, no specific bias should result.) The average daily number of units reporting is shown on page 1 of each report. This average is determined by adding the number of units reporting daily and dividing by the appropriate number of days. Additional units will be reflected in this number as they are included in the sample.

As in the case of diary surveys, any metered sample, such as the ARBITRON one, is subject to the non-respondent problem caused by some families chosen in the original sample who refuse to allow installation of the meter. Normally, from 30% to 40% of an original sample will fall into this category, making it necessary to select substitute homes. These homes are selected in the same way the original homes were and are taken from the same sampling tract.

At this time no exact data is available as to the full extent of any bias that might be caused by this non-respondent factor or by any conditioning effect the presence of the meter might have on the family's viewing. From extensive studies done on this subject in diary homes, however, this bias, in ARB's opinion, is not unduly large. It should also be noted that a meter measures only set tuning and cannot determine whether or not anyone is actually viewing at the time the set is on.

Weekly ARBITRON data include estimates of the following:

- For all evening programs and for Sat - Sun daytime —
 - (1) ARBITRON ratings by quarter-hours
 - (2) 4-week average ratings based on current week plus three preceding weeks
 - (3) Sets-in-use by quarter-hours
- For Mon - Fri daytime and Mon - Fri late evening programs —
 - (1) Daily ARBITRON ratings for each program
 - (2) Mon - Fri average rating for each program
 - (3) 4-week average of Mon - Fri program ratings, based on current week plus three preceding weeks.

(continued on inside of back cover)

JULY 28 - AUGUST 3, 1963

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Sunday, 7/28 Partly Cloudy 77 - 96		2
Monday, 7/29 Partly Cloudy 75 - 89	Evening	12
Tuesday, 7/30 Fair 74 - 85	Evening	14
Wednesday, 7/31 Fair 66 - 84	Evening	16
Thursday, 8/1 Showers 70 - 80	Evening	18
Friday, 8/2 Partly Cloudy 67 - 80	Evening	20
Saturday, 8/3 Partly Cloudy 66 - 85		22
Monday through Friday	Daytime	30
Monday through Friday	Post 11:00 P. M.	35

All educational programs telecast will be indicated by ETV

The average daily number of units reporting--341

<u>Station</u>	<u>Channel</u>	<u>Affiliation</u>	<u>Location</u>
WCBS	2	CBS	New York, New York
WNBC	4	NBC	New York, New York
WNEW	5	IND	New York, New York
WABC	7	ABC	New York, New York
WOR	9	IND	New York, New York
WPIX	11	IND	New York, New York
WNDT	13	ETV	New York, New York

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ARBITRON AUDIENCE ESTIMATES (SATURDAY, JULY 27, 1963)
 NEW YORK - SUNDAY, JULY 28, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.	
12:00 MID	LATE SHOW	WCBS	13.3	13.0	
	MOVIE FOUR	WNBC	5.6	6.2	
	HOLLYWOOD'S FINEST	WNEW	2.0	2.8	
	NIGHT SHOW	WABC	6.9	5.6	
	STRANGE STORIES	WOR	0.6	1.0	
	FROM PAGE STORY	WPIX	0.8	1.4	
	SETS IN USE		29.2	30.0	
12:15 AM	LATE SHOW	WCBS	13.7	13.8	
	MOVIE FOUR	WNBC	5.2	5.5	
	HOLLYWOOD'S FINEST	WNEW	1.9	2.6	
	NIGHT SHOW	WABC	7.7	5.7	
	STRANGE STORIES	WOR	0.4	0.6	
	FRONT PAGE STORY	WPIX	0.8	0.9	
	SETS IN USE		29.7	29.1	
12:30 AM	LATE SHOW	WCBS	13.4	13.6	
	MOVIE FOUR	WNBC	5.1	5.3	
	HOLLYWOOD'S FINEST	WNEW	2.4	2.5	
	NIGHT SHOW	WABC	7.6	5.5	
	ALMANAC;NEWS;WEA.	WOR	0.4	-	
	NEW YORK CONFIDENTI'L	WPIX	1.3	-	
	SETS IN USE		30.2	26.9	
12:45 AM	LATE SHOW	WCBS	11.8	12.9	
	MOVIE FOUR	WNBC	5.3	5.3	
	HOLLYWOOD'S FINEST	WNEW	2.9	2.7	
	NIGHT SHOW	WABC	7.4	5.2	
	NEW YORK CONFIDENTI'L	WPIX	1.1	-	
	SETS IN USE		28.5	26.1	
1:00 AM	LATE SHOW; NEWS	WCBS	9.8	11.6	
	MOVIE 4; MID. MOVIE	WNBC	3.8	4.6	
	5 STAR MOVIE SPECIAL	WNEW	3.4	2.8	
	NIGHT SHOW	WABC	6.4	4.2	
	SETS IN USE		23.4	23.2	
1:15 AM	LATE LATE SHOW	WCBS	7.6	8.6	
	MIDNIGHT MOVIE	WNBC	1.7	3.7	
	5 STAR MOVIE SPECIAL	WNEW	3.3	2.3	
	GOODNIGHT SHOW	WABC	2.8	2.3	
	SETS IN USE		15.4	16.9	
1:30 AM	LATE LATE SHOW	WCBS	7.1	5.7	
	MIDNIGHT MOVIE	WNBC	1.1	3.0	
	5 STAR MOVIE SPECIAL	WNEW	2.8	1.9	
	GOODNIGHT SHOW	WABC	2.9	2.3	
	SETS IN USE		13.9	12.9	
1:45 AM	LATE LATE SHOW	WCBS	6.0	5.3	
	MIDNIGHT MOVIE	WNBC	1.1	2.4	
	5 STAR MOVIE SPECIAL	WNEW	2.7	1.8	
	GOODNIGHT SHOW	WABC	2.3	2.2	
	SETS IN USE		12.1	11.7	
2:00 AM	LATE LATE SHOW	WCBS	6.2	4.7	
	MIDNIGHT MOVIE	WNBC	0.7	1.9	
	5 STAR MOVIE SPECIAL	WNEW	2.7	1.9	
	GOODNIGHT SHOW	WABC	2.1	1.7	
	SETS IN USE		11.7	10.2	
2:15 AM	LATE LATE SHOW	WCBS	5.7	4.6	
	MIDNIGHT MOVIE	WNBC	0.4	1.5	
	5 STAR MOVIE SPECIAL	WNEW	2.8	1.6	
	GOODNIGHT SHOW	WABC	1.9	1.6	
	SETS IN USE		10.8	9.3	
2:30 AM	LATE LATE SHOW	WCBS	5.1	4.2	
	MIDNIGHT MOVIE	WNBC	0.4	1.1	
	5 STAR MOVIE SPECIAL	WNEW	2.4	1.4	
	GOODNIGHT SHOW	WABC	1.9	-	
	SETS IN USE		9.8	6.7	
2:45 AM	LATE LATE SHOW	WCBS	5.2	3.9	
	MIDNIGHT MOVIE	WNBC	0.5	1.2	
	5 STAR MOVIE SPECIAL	WNEW	2.5	1.6	
	SETS IN USE		8.2	6.7	
3:00 AM	LATE LATE SHOW	WCBS	4.5	3.4	
	5 STAR MOVIE SPECIAL	WNEW	2.0	1.5	
	SETS IN USE		6.5	4.9	

ARBITRON AUDIENCE ESTIMATES
NEW YORK - SUNDAY, JULY 28, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
7:15 AM	NEWS	WABC	0.1-	-
7:30 AM	FOCUS	WABC	0.1-	0.5
7:45 AM	NEWS MODERN FARMER HOUR OF ST. FRANCIS CHRISTOPHERS SETS IN USE	WCBS WNBC WNEW WABC	2.0 0.4 0.4 0.1-	1.3 0.7 0.5 0.2 2.7
8:00 AM	FRIENDSHIP SHOW MODERN FARMER HOUR OF ST. FRANCIS THIS IS THE ANSWER SETS IN USE	WCBS WNBC WNEW WABC	2.0 1.2 1.8 0.8 5.8	1.1 1.2 1.0 0.8 4.1
8:15 AM	FRIENDSHIP SHOW FAITH IN ACTION OFF TO ADVENTURE THIS IS THE ANSWER AGRICULTURAL FILM SETS IN USE	WCBS WNBC WNEW WABC WPIX	2.7 1.7 0.9 0.5 1.1 6.9	1.5 1.4 0.5 1.4 0.6 5.4
8:30 AM	AROUND THE CORNER FAITH IN ACTION LIGHT TIME FAITH FOR TODAY EVANGEL HOUR SETS IN USE	WCBS WNBC WNEW WABC WPIX	2.6 1.6 3.0 0.5 1.1 8.8	2.0 1.2 1.6 1.5 0.4 6.7
8:45 AM	AROUND THE CORNER LIBRARY LIONS WONDERAMA CART'NS FAITH FOR TODAY EVANGEL HOUR SETS IN USE	WCBS WNBC WNEW WABC WPIX	2.7 1.6 3.5 0.4 1.5 9.7	2.4 1.5 2.5 1.4 0.9 8.7
9:00 AM	AROUND THE CORNER LIBRARY LIONS WONDERAMA DAVEY & GOLIATH SUPERMAN SETS IN USE	WCBS WNBC WNEW WABC WPIX	2.3 1.1 3.1 1.3 4.4 12.2	1.7 1.3 3.0 1.7 3.2 10.9
9:15 AM	AROUND THE CORNER PROTESTANT 4th R WONDERAMA BARNEY BEAR SUPERMAN SETS IN USE	WCBS WNBC WNEW WABC WPIX	1.7 0.1- 3.2 2.0 5.2 12.1	1.4 0.8 3.3 2.0 4.6 12.1
9:30 AM	WAY TO GO LET'S TALK ABOUT GOD WONDERAMA COURAGEOUS CAT ROCKY & FRIENDS SETS IN USE	WCBS WNBC WNEW WABC WPIX	2.4 0.1 4.0 2.0 5.1 13.6	1.8 0.8 3.9 2.6 5.0 14.1
9:45 AM	WAY TO GO JEWISH 4th R WONDERAMA COURAGEOUS CAT NEWS;WEA.;CHRIST'RS ROCKY & FRIENDS SETS IN USE	WCBS WNBC WNEW WABC WOR WPIX	2.4 1.1 5.0 2.5 0.4 5.0 16.4	1.8 1.2 4.9 3.2 - 4.9 16.0

ARBITRON AUDIENCE ESTIMATES
NEW YORK - SUNDAY, JULY 28, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
10:00 AM	LAMP UNTO MY FEET	WCBS	2.5	1.8
	INQUIRY	WNBC	1.3	1.3
	WONDERAMA	WNEW	5.6	5.8
	SUNDAY FUNNIES	WABC	2.6	3.3
	TV GOSPEL TIME	WOR	1.1	0.7
	LET'S HAVE FUN	WPIX	4.1	4.5
	SETS IN USE		17.2	17.4
10:15 AM	LAMP UNTO MY FEET	WCBS	1.7	1.7
	INQUIRY	WNBC	1.2	1.3
	WONDERAMA	WNEW	6.5	5.6
	SUNDAY FUNNIES	WABC	2.3	3.3
	TV GOSPEL TIME	WOR	0.7	1.1
	LET'S HAVE FUN	WPIX	3.3	4.5
	SETS IN USE		15.7	17.5
10:30 AM	LOOK UP & LIVE	WCBS	2.3	1.9
	AGRICULTURE U.S.A.	WNBC	1.3	1.2
	WONDERAMA	WNEW	7.3	6.2
	FUNNY MANN'S	WABC	1.9	2.4
	GREATEST DRAMA	WOR	0.4	1.1
	LET'S HAVE FUN	WPIX	3.3	4.6
	SETS IN USE		16.5	17.4
10:45 AM	LOOK UP & LIVE	WCBS	2.7	2.5
	AGRICULTURE U.S.A.	WNBC	2.0	1.5
	WONDERAMA	WNEW	6.1	5.3
	FUNNY MANN'S	WABC	2.8	2.6
	SEN. KEATING REPORTS	WOR	0.3	0.8
	LET'S HAVE FUN	WPIX	3.2	4.7
	SETS IN USE		17.1	17.4
11:00 AM	CAMERA THREE	WCBS	3.5	3.0
	SEARCHLIGHT	WNBC	2.3	1.4
	WONDERAMA	WNEW	4.6	4.9
	Q. T. HUSH	WABC	2.7	3.0
	CONGRESSMAN - CONN.	WOR	0.3	0.9
	LET'S HAVE FUN	WPIX	2.1	4.7
	SETS IN USE		15.5	17.9
11:15 AM	CAMERA THREE	WCBS	3.6	2.8
	SEARCHLIGHT	WNBC	1.5	1.2
	WONDERAMA	WNEW	4.0	4.9
	Q. T. HUSH	WABC	2.4	2.9
	CONGRESSMAN - CONN.	WOR	0.4	0.5
	LET'S HAVE FUN	WPIX	2.4	5.1
	SETS IN USE		14.3	17.4
11:30 AM	AMERICAN MUSICAL TH.	WCBS	2.5	2.9
	A MOMENT WITH...	WNBC	1.5	1.1
	WONDERAMA	WNEW	4.5	5.3
	LITTLE RASCALS	WABC	2.7	3.2
	POINT OF VIEW	WOR	0.4	0.7
	LET'S HAVE FUN	WPIX	2.9	4.9
	SETS IN USE		14.5	18.1
11:45 AM	AMERICAN MUSICAL TH.	WCBS	2.8	3.3
	A MOMENT WITH...	WNBC	1.6	1.0
	WONDERAMA	WNEW	4.4	5.3
	LITTLE RASCALS	WABC	2.8	3.2
	POINT OF VIEW	WOR	0.8	0.7
	LET'S HAVE FUN	WPIX	2.9	4.3
	SETS IN USE		15.3	17.8

ARBITRON AUDIENCE ESTIMATES
NEW YORK - SUNDAY, JULY 28, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
12:00 noon	NEWSMAKERS	WCBS	2.4	2.7
	INTERNATIONAL ZONE	WNBC	2.0	1.8
	WONDERAMA	WNEW	4.4	5.6
	INTERTEL	WABC	3.0	2.4
	MILLION \$ MOVIE	WOR	1.1	2.0
	LET'S HAVE FUN	WPIX	2.7	4.4
	SETS IN USE		15.6	18.9
12:15 PM	NEWSMAKERS	WCBS	2.4	2.8
	INTERNATIONAL ZONE	WNBC	2.3	2.2
	WONDERAMA	WNEW	4.8	5.8
	INTERTEL	WABC	2.3	1.7
	MILLION \$ MOVIE	WOR	1.3	2.4
	LET'S HAVE FUN	WPIX	2.6	4.7
	SETS IN USE		15.7	19.6
12:30 PM	WASHINGTON REPORT	WCBS	2.2	2.7
	YOUTH FORUM	WNBC	2.7	2.2
	WONDERAMA	WNEW	4.7	5.4
	INTERTEL	WABC	1.9	1.7
	MILLION \$ MOVIE	WOR	1.3	2.5
	LET'S HAVE FUN	WPIX	2.4	4.1
	SETS IN USE		15.2	18.6
12:45 PM	WASHINGTON REPORT	WCBS	2.6	3.0
	YOUTH FORUM	WNBC	3.0	2.5
	WONDERAMA	WNEW	4.7	5.5
	INTERTEL	WABC	2.6	1.9
	MILLION \$ MOVIE	WOR	1.5	2.5
	LET'S HAVE FUN	WPIX	2.0	3.7
	SETS IN USE		16.4	19.1
1:00 PM	PIX - SUNDAY AFTER.	WCBS	3.9	5.3
	SCIENCE AGE	WNBC	2.7	2.3
	5 STAR MOVIE SPECIAL	WNEW	4.7	5.3
	YOUTH WANTS TO KNOW	WABC	0.4	1.1
	MILLION \$ MOVIE	WOR	1.3	2.1
	SGT. PRESTON	WPIX	2.7	2.9
	SETS IN USE		15.7	19.0
1:15 PM	PIX - SUNDAY AFTER.	WCBS	5.2	6.1
	SCIENCE AGE	WNBC	1.9	2.2
	5 STAR MOVIE SPECIAL	WNEW	5.6	5.2
	YOUTH WANTS TO KNOW	WABC	0.1-	1.0
	MILLION \$ MOVIE	WOR	1.6	2.6
	SGT. PRESTON	WPIX	1.5	2.4
	SETS IN USE		15.8	19.5
1:30 PM	PIX - SUNDAY AFTER.	WCBS	5.7	7.3
	I BELIEVE	WNBC	0.9	1.5
	5 STAR MOVIE SPECIAL	WNEW	5.3	5.7
	GUESTWARD HO	WABC	0.3	1.5
	MILLION \$ MOVIE	WOR	0.8	2.3
	SPORTS. CL.;COLEMAN	WPIX	2.0	2.4
	SETS IN USE		15.0	20.7
1:45 PM	PIX - SUNDAY AFTER.	WCBS	5.7	7.2
	I BELIEVE	WNBC	0.4	1.6
	5 STAR MOVIE SPECIAL	WNEW	4.8	5.3
	GUESTWARD HO	WABC	0.7	1.9
	MILLION \$ MOVIE	WOR	0.8	3.2
	J. COLEMAN;BASEBALL	WPIX	3.6	2.8
	SETS IN USE		16.0	22.0

ARBITRON AUDIENCE ESTIMATES
NEW YORK - SUNDAY, JULY 28, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
2:00 PM	PIX - SUNDAY AFTER. CITIES, PEOPLE, ARCH. 5 STAR MOVIE SPECIAL IVANHOE MILLION \$ MOVIE BASEBALL	WCBS	5.5	6.8
		WNBC	0.3	1.5
		WNEW	5.0	5.0
		WABC	1.6	1.8
		WOR	0.8	3.5
		WPIX	4.3	3.5
	SETS IN USE		17.5	22.1
2:15 PM	PIX - SUNDAY AFTER. CITIES, PEOPLE, ARCH. 5 STAR MOVIE SPECIAL IVANHOE MILLION \$ MOVIE BASEBALL	WCBS	6.8	7.6
		WNBC	0.4	1.3
		WNEW	4.6	4.7
		WABC	1.8	1.8
		WOR	1.2	4.4
		WPIX	5.6	4.2
	SETS IN USE		20.4	24.0
2:30 PM	PIX - SUNDAY AFTER. DIRECT LINE 5 STAR MOVIE SPECIAL ISSUES & ANSWERS MILLION \$ MOVIE BASEBALL	WCBS	6.8	6.9
		WNBC	0.5	1.4
		WNEW	4.4	5.2
		WABC	1.1	1.1
		WOR	1.5	4.9
		WPIX	6.9	4.6
	SETS IN USE		21.2	24.1
2:45 PM	PIX - SUNDAY AFTER. DIRECT LINE 5 STAR MOVIE SPECIAL ISSUES & ANSWERS MILLION \$ MOVIE BASEBALL	WCBS	7.3	6.9
		WNBC	0.7	1.3
		WNEW	3.6	4.9
		WABC	0.5	0.9
		WOR	2.4	4.8
		WPIX	7.4	5.5
	SETS IN USE		21.9	24.3
3:00 PM	PIX - SUNDAY AFTER. OPEN MIND METROPOLITAN MOVIE SUNDAY PLAYHOUSE MILLION \$ MOVIE BASEBALL	WCBS	8.6	8.1
		WNBC	0.5	1.8
		WNEW	3.9	4.3
		WABC	0.8	1.7
		WOR	0.7	4.5
		WPIX	7.7	4.8
	SETS IN USE		22.2	25.2
3:15 PM	PIX - SUNDAY AFTER. OPEN MIND METROPOLITAN MOVIE SUNDAY PLAYHOUSE MILLION \$ MOVIE BASEBALL	WCBS	8.7	7.9
		WNBC	0.9	1.8
		WNEW	3.8	4.1
		WABC	1.2	2.3
		WOR	0.7	4.9
		WPIX	8.0	5.1
	SETS IN USE		23.3	26.1
3:30 PM	PIX - SUNDAY AFTER. OPEN MIND METROPOLITAN MOVIE SUNDAY PLAYHOUSE MILLION \$ MOVIE BASEBALL	WCBS	7.8	7.3
		WNBC	0.7	2.1
		WNEW	3.2	4.1
		WABC	1.4	3.0
		WOR	0.5	4.1
		WPIX	7.7	4.8
	SETS IN USE		21.3	25.4
3:45 PM	PIX - SUNDAY AFTER. OPEN MIND METROPOLITAN MOVIE SUNDAY PLAYHOUSE MILLION \$ MOVIE BASEBALL	WCBS	7.5	6.7
		WNBC	0.7	2.0
		WNEW	3.4	4.2
		WABC	1.6	3.0
		WOR	0.1	3.7
		WPIX	7.8	5.4
	SETS IN USE		21.1	25.0

ARBITRON AUDIENCE ESTIMATES
NEW YORK - SUNDAY, JULY 28, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
4:00 PM	PIX - SUNDAY AFTER. COMMUNITY CHECKERS METROPOLITAN MOVIE SUNDAY PLAYHOUSE MILLION \$ MOVIE BASEBALL	WCBS	7.2	6.8
		WNBC	0.1-	1.3
		WNEW	4.0	4.4
		WABC	1.3	3.3
		WOR	0.9	3.6
		WPIX	7.1	5.5
	SETS IN USE		20.5	24.9
4:15 PM	PIX - SUNDAY AFTER. COMMUNITY CHECKERS METROPOLITAN MOVIE SUNDAY PLAYHOUSE MILLION \$ MOVIE BB;BETWEEN GAMES	WCBS	7.5	7.1
		WNBC	0.8	1.5
		WNEW	5.0	5.2
		WABC	2.1	3.6
		WOR	0.8	3.2
		WPIX	7.1	5.7
	SETS IN USE		23.3	26.3
4:30 PM	EYE ON... DIALOGUE METROPOLITAN MOVIE TAKE TWO GOLF TIPS BETWEEN GAMES SHOW	WCBS	4.6	4.5
		WNBC	1.1	2.4
		WNEW	5.9	6.8
		WABC	2.4	3.4
		WOR	1.1	2.5
		WPIX	7.0	5.9
	SETS IN USE		22.1	25.5
4:45 PM	EYE ON... DIALOGUE METROPOLITAN MOVIE TAKE TWO WESTERN OPEN GOLF BASEBALL	WCBS	4.1	4.0
		WNBC	1.1	2.4
		WNEW	7.0	7.6
		WABC	2.1	3.5
		WOR	1.6	1.8
		WPIX	6.3	6.1
	SETS IN USE		22.2	25.4
5:00 PM	REPertoire WORKSHOP RIPCORDER ISLANDERS MAJOR ADAMS WESTERN OPEN GOLF BASEBALL	WCBS	4.6	4.6
		WNBC	2.0	2.9
		WNEW	4.8	5.8
		WABC	3.0	4.8
		WOR	2.3	1.7
		WPIX	7.0	6.8
	SETS IN USE		23.7	26.6
5:15 PM	REPertoire WORKSHOP RIPCORDER ISLANDERS MAJOR ADAMS WESTERN OPEN GOLF BASEBALL	WCBS	3.2	4.1
		WNBC	2.8	3.9
		WNEW	4.2	5.2
		WABC	4.1	5.4
		WOR	3.1	2.0
		WPIX	6.9	6.9
	SETS IN USE		24.3	27.5
5:30 PM	AMATEUR HOUR BULLWINKLE ISLANDERS MAJOR ADAMS WESTERN OPEN GOLF BASEBALL	WCBS	4.8	5.6
		WNBC	2.5	3.3
		WNEW	3.9	5.4
		WABC	5.2	5.8
		WOR	3.2	2.7
		WPIX	6.5	6.9
	SETS IN USE		26.1	29.7
5:45 PM	AMATEUR HOUR BULLWINKLE ISLANDERS MAJOR ADAMS WESTERN OPEN GOLF BASEBALL	WCBS	5.6	6.3
		WNBC	4.0	4.4
		WNEW	3.3	5.3
		WABC	4.4	5.5
		WOR	2.9	2.7
		WPIX	6.5	6.3
	SETS IN USE		26.7	30.5

ARBITRON AUDIENCE ESTIMATES
NEW YORK - SUNDAY, JULY 28, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
6:00 PM	TWENTIETH CENTURY	WCBS	5.0	5.0
	MEET THE PRESS	WNBC	2.0	3.1
	SUNDAY PLAYHOUSE	WNEW	5.2	6.3
	SUNDAY SHOW	WABC	4.4	6.4
	KEYHOLE	WOR	1.9	3.2
	BASEBALL	WPIX	7.0	6.8
	SETS IN USE		25.5	30.8
6:15 PM	TWENTIETH CENTURY	WCBS	4.0	5.1
	MEET THE PRESS	WNBC	2.1	3.1
	SUNDAY PLAYHOUSE	WNEW	7.2	7.0
	SUNDAY SHOW	WABC	3.9	7.3
	KEYHOLE	WOR	2.5	3.4
	BASEBALL	WPIX	6.6	6.4
	SETS IN USE		26.3	32.3
6:30 PM	MISTER ED	WCBS	3.9	6.9
	SUNDAY REPORT	WNBC	3.3	3.7
	SUNDAY PLAYHOUSE	WNEW	7.6	8.1
	SUNDAY SHOW	WABC	3.3	7.3
	TREASURE	WOR	1.9	2.2
	BASEBALL	WPIX	5.7	5.6
	SETS IN USE		25.7	33.8
6:45 PM	MISTER ED	WCBS	4.9	8.9
	SUNDAY REPORT	WNBC	2.8	4.1
	SUNDAY PLAYHOUSE	WNEW	7.6	7.5
	SUNDAY SHOW	WABC	3.7	7.5
	TREASURE	WOR	1.7	2.0
	BASEBALL	WPIX	6.8	5.6
	SETS IN USE		27.5	35.6
7:00 PM	LASSIE	WCBS	7.8	8.8
	ENSIGN O'TOOLE	WNBC	4.0	5.9
	SUNDAY PLAYHOUSE	WNEW	7.1	6.8
	SUNDAY SHOW	WABC	4.8	7.8
	PAN AMERICAN NEWS REEL	WOR	0.5	1.8
	BASEBALL	WPIX	7.5	6.3
	SETS IN USE		31.7	37.4
7:15 PM	LASSIE	WCBS	10.7	9.9
	ENSIGN O'TOOLE	WNBC	3.7	6.3
	SUNDAY PLAYHOUSE	WNEW	8.2	7.1
	SUNDAY SHOW	WABC	7.2	8.8
	PAN AMERICAN NEWS REEL	WOR	0.1	1.3
	BASEBALL	WPIX	3.0	5.4
	SETS IN USE		32.9	38.8
7:30 PM	DENNIS THE MENACE	WCBS	6.7	8.2
	WALT DISNEY'S WORLD	WNBC	8.6	7.6
	SUNDAY PLAYHOUSE	WNEW	9.3	7.4
	JETSONS	WABC	7.3	10.4
	EDITORIAL PAGE CONF.	WOR	0.4	1.6
	PROBE	WPIX	2.9	5.1
	SETS IN USE		35.2	40.3
7:45 PM	DENNIS THE MENACE	WCBS	8.6	11.0
	WALT DISNEY'S WORLD	WNBC	9.8	8.2
	SUNDAY PLAYHOUSE	WNEW	8.9	7.3
	JETSONS	WABC	8.7	11.2
	EDITORIAL PAGE CONF.	WOR	0.7	1.5
	PROBE	WPIX	1.7	4.5
	SETS IN USE		38.4	43.7

ARBITRON AUDIENCE ESTIMATES
NEW YORK - SUNDAY, JULY 28, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
8:00 PM	ED SULLIVAN	WCBS	14.2	18.1
	WALT DISNEY'S WORLD	WNBC	13.2	9.9
	OPINION IN THE CAPITAL	WNEW	3.0	3.6
	JANE WYMAN	WABC	9.3	10.3
	MILLION \$ MOVIE	WOR	1.0	1.5
	PRO SOCCER	WPIX	1.3	3.4
	SETS IN USE		42.0	46.8
8:15 PM	ED SULLIVAN	WCBS	13.6	19.6
	WALT DISNEY'S WORLD	WNBC	13.9	10.8
	OPINION IN THE CAPITAL	WNEW	2.9	3.2
	JANE WYMAN	WABC	9.7	10.0
	MILLION \$ MOVIE	WOR	1.5	2.1
	PRO SOCCER	WPIX	1.5	3.9
	SETS IN USE		43.1	49.6
8:30 PM	ED SULLIVAN	WCBS	14.2	20.4
	CAR 54	WNBC	13.2	13.8
	COMMUNITY DIALOGUE	WNEW	1.1	2.8
	SUNDAY NIGHT MOVIE	WABC	12.2	8.8
	MILLION \$ MOVIE	WOR	1.4	1.9
	PRO SOCCER	WPIX	1.7	3.4
	SETS IN USE		43.8	51.1
8:45 PM	ED SULLIVAN	WCBS	15.4	21.4
	CAR 54	WNBC	14.0	15.7
	COMMUNITY DIALOGUE	WNEW	1.3	3.4
	SUNDAY NIGHT MOVIE	WABC	12.8	9.0
	MILLION \$ MOVIE	WOR	0.5	1.6
	PRO SOCCER	WPIX	1.6	2.4
	SETS IN USE		45.6	53.5
9:00 PM	REAL MCCOYS	WCBS	12.7	13.9
	BONANZA	WNBC	15.0	18.9
	AMERICAN EXPERIENCE	WNEW	1.4	5.3
	SUNDAY NIGHT MOVIE	WABC	14.3	10.2
	MILLION \$ MOVIE	WOR	0.7	3.5
	THRILLER	WPIX	2.7	3.2
	SETS IN USE		46.8	55.0
9:15 PM	REAL MCCOYS	WCBS	13.4	14.1
	BONANZA	WNBC	14.9	19.6
	AMERICAN EXPERIENCE	WNEW	1.0	5.6
	SUNDAY NIGHT MOVIE	WABC	15.5	10.5
	MILLION \$ MOVIE	WOR	1.1	3.5
	THRILLER	WPIX	2.7	3.2
	SETS IN USE		48.6	56.5
9:30 PM	G. E. TRUE	WCBS	11.6	13.8
	BONANZA	WNBC	15.5	20.8
	AMERICAN EXPERIENCE	WNEW	1.7	6.3
	SUNDAY NIGHT MOVIE	WABC	16.3	10.0
	KINGDOM OF THE SEA	WOR	1.4	3.1
	THRILLER	WPIX	2.4	3.6
	SETS IN USE		48.9	57.6
9:45 PM	G. E. TRUE	WCBS	11.4	14.6
	BONANZA	WNBC	15.3	21.3
	AMERICAN EXPERIENCE	WNEW	2.2	6.1
	SUNDAY NIGHT MOVIE	WABC	16.1	10.1
	KINGDOM OF THE SEA	WOR	1.4	2.7
	THRILLER	WPIX	2.9	4.2
	SETS IN USE		49.3	59.0

ARBITRON AUDIENCE ESTIMATES
NEW YORK - SUNDAY, JULY 28, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
10:00 PM	CANDID CAMERA	WCBS	19.7	23.1
	DUPONT SHOW	WNBC	6.1	11.9
	AMERICAN EXPERIENCE	WNEW	2.2	6.5
	SUNDAY NIGHT MOVIE	WABC	16.0	10.0
	BASEBALL	WOR	3.0	2.0
	CHECKMATE	WPIX	3.4	4.2
	SETS IN USE		50.4	57.7
10:15 PM	CANDID CAMERA	WCBS	20.7	25.2
	DUPONT SHOW	WNBC	5.0	10.2
	AMERICAN EXPERIENCE	WNEW	2.0	6.1
	SUNDAY NIGHT MOVIE	WABC	16.7	9.9
	BASEBALL	WOR	3.3	1.8
	CHECKMATE	WPIX	3.9	4.0
	SETS IN USE		51.6	57.2
10:30 PM	WHAT'S MY LINE	WCBS	19.5	23.0
	DUPONT SHOW	WNBC	7.9	11.9
	AMERICAN EXPERIENCE	WNEW	1.7	6.3
	ABC NEWS REPORTS	WABC	8.5	5.1
	BASEBALL	WOR	4.8	2.6
	CHECKMATE	WPIX	5.2	5.2
	SETS IN USE		47.6	54.1
10:45 PM	WHAT'S MY LINE	WCBS	21.3	23.5
	DUPONT SHOW	WNBC	8.6	11.3
	AMERICAN EXPERIENCE	WNEW	1.3	5.4
	ABC NEWS REPORTS	WABC	6.2	4.2
	BASEBALL	WOR	4.6	2.4
	CHECKMATE	WPIX	5.1	4.9
	SETS IN USE		47.1	51.7
11:00 PM	NEWS	WCBS	21.3	22.4
	NEWS; WEATHER	WNBC	10.9	12.0
	COLUMBIA SEMINARS	WNEW	0.6	2.2
	SUNDAY NEWS FINAL	WABC	5.8	3.6
	BASEBALL	WOR	3.5	2.4
	WORD OF LIFE	WPIX	1.4	2.0
	SETS IN USE		43.5	44.6
11:15 PM	NEW YORK REPORT; L S	WCBS	17.3	18.4
	DESILU PLAYHOUSE	WNBC	6.7	8.1
	COLUMBIA SEMINARS	WNEW	1.0	2.0
	NIGHT SHOW	WABC	7.9	4.4
	BASEBALL	WOR	3.1	2.6
	WORD OF LIFE	WPIX	0.1-	0.6
	SETS IN USE		36.0	36.1
11:30 PM	LATE SHOW	WCBS	12.1	12.6
	DESILU PLAYHOUSE	WNBC	6.1	7.8
	CONG. REP.; SEN. REP.	WNEW	0.7	1.8
	NIGHT SHOW	WABC	8.9	4.9
	BASEBALL	WOR	3.2	1.9
	ENCOUNTER	WPIX	0.1-	0.4
	SETS IN USE		31.0	29.4
11:45 PM	LATE SHOW	WCBS	11.1	11.2
	DESILU PLAYHOUSE	WNBC	4.5	7.3
	5 STAR MOVIE	WNEW	1.6	1.7
	NIGHT SHOW	WABC	7.7	4.6
	BASEBALL	WOR	2.4	1.7
	ENCOUNTER	WPIX	0.1	0.5
	SETS IN USE		27.4	27.0

ARBITRON AUDIENCE ESTIMATES
NEW YORK - SUNDAY, JULY 28, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
12:00 MID	LATE SHOW	WCBS	8.4	9.6
	DESILU PLAYHOUSE	WNBC	3.7	6.5
	5 STAR MOVIE	WNEW	1.3	1.4
	NIGHT SHOW	WABC	7.6	4.2
	BASEBALL	WOR	1.2	1.1
	BIG PICTURE	WPIX	0.5	0.6
	SETS IN USE		22.7	23.4
12:15 AM	LATE SHOW	WCBS	8.3	8.6
	MIDNIGHT MOVIE	WNBC	1.5	3.2
	5 STAR MOVIE	WNEW	1.6	1.4
	NIGHT SHOW	WABC	6.9	3.5
	STRANGE STORIES	WOR	0.5	-
	BIG PICTURE	WPIX	0.9	0.6
	SETS IN USE		19.7	17.3
12:30 AM	LATE SHOW	WCBS	7.3	7.8
	MIDNIGHT MOVIE	WNBC	1.6	2.7
	5 STAR MOVIE	WNEW	1.6	1.3
	NIGHT SHOW	WABC	6.5	3.2
	STRANGE STORIES	WOR	0.4	-
	SETS IN USE		17.4	15.0
12:45 AM	LATE SHOW	WCBS	6.0	7.4
	MIDNIGHT MOVIE	WNBC	0.7	1.9
	5 STAR MOVIE	WNEW	1.6	1.2
	NIGHT SHOW	WABC	5.3	2.9
	ALMANAC; NEWS; WEA.	WOR	0.4	-
	SETS IN USE		14.0	13.4
1:00 AM	LATE SHOW	WCBS	5.1	5.9
	MIDNIGHT MOVIE	WNBC	1.4	1.9
	5 STAR MOVIE	WNEW	1.9	-
	GOODNIGHT SHOW	WABC	2.6	1.9
	SETS IN USE		11.0	9.7
1:15 AM	L S; NEWS; L L S	WCBS	3.6	4.7
	MIDNIGHT MOVIE	WNBC	1.1	1.8
	5 STAR MOVIE	WNEW	2.3	-
	GOODNIGHT MOVIE	WABC	3.0	1.5
	SETS IN USE		10.0	8.0
1:30 AM	LATE LATE SHOW	WCBS	2.4	2.8
	MIDNIGHT MOVIE	WNBC	0.8	1.6
	5 STAR MOVIE	WNEW	1.6	-
	GOODNIGHT SHOW	WABC	3.1	1.7
	SETS IN USE		7.9	6.1
1:45 AM	LATE LATE SHOW	WCBS	3.0	3.1
	MIDNIGHT MOVIE	WNBC	1.1	1.2
	GOODNIGHT SHOW	WABC	3.0	1.5
	SETS IN USE		7.1	5.8
2:00 AM	LATE LATE SHOW	WCBS	3.3	3.0
	MIDNIGHT MOVIE	WNBC	0.5	0.8
	GOODNIGHT SHOW	WABC	2.7	1.4
	SETS IN USE		6.5	5.2
2:15 AM	LATE LATE SHOW	WCBS	2.8	2.9
	GOODNIGHT SHOW	WABC	2.3	-
	SETS IN USE		5.1	2.9
2:30 AM	LATE LATE SHOW	WCBS	3.7	3.5
2:45 AM	LATE LATE SHOW	WCBS	3.3	3.0

ARBITRON AUDIENCE ESTIMATES
NEW YORK - MONDAY, JULY 29, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
7:00 PM	EVENING REPORT	WCBS	10.6	11.7
	BIOGRAPHY	WNBC	6.9	6.8
	OUTLAWS	WNEW	5.5	4.5
	ANN SOTHERN	WABC	4.8	3.9
	MERRYTOON CIRCUS	WOR	3.0	2.3
	THREE STAR NEWS	WPIX	4.5	3.5
	SETS IN USE		35.7	33.2
7:15 PM	CBS NEWS	WCBS	10.2	11.2
	BIOGRAPHY	WNBC	8.4	7.6
	OUTLAWS	WNEW	5.8	4.2
	ANN SOTHERN	WABC	5.2	5.1
	MERRYTOON CIRCUS	WOR	3.2	2.9
	THREE STAR NEWS	WPIX	3.8	3.3
	SETS IN USE		36.8	34.5
7:30 PM	TO TELL THE TRUTH	WCBS	12.6	12.7
	MONDAY NIGHT MOVIE	WNBC	10.3	8.6
	OUTLAWS	WNEW	5.6	4.6
	DAKOTAS	WABC	4.2	5.1
	MILLION \$ MOVIE	WOR	2.3	2.3
	ADVENTURES-PARADISE	WPIX	1.6	2.2
	SETS IN USE		36.7	35.8
7:45 PM	TO TELL THE TRUTH	WCBS	14.4	13.2
	MONDAY NIGHT MOVIE	WNBC	10.2	9.0
	OUTLAWS	WNEW	5.4	4.3
	DAKOTAS	WABC	4.3	5.3
	MILLION \$ MOVIE	WOR	2.4	2.7
	ADVENTURES-PARADISE	WPIX	1.3	2.0
	SETS IN USE		38.2	37.0
8:00 PM	I'VE GOT A SECRET	WCBS	12.7	11.9
	MONDAY NIGHT MOVIE	WNBC	10.5	9.4
	DA'S MAN	WNEW	4.8	4.0
	DAKOTAS	WABC	5.9	6.5
	MILLION \$ MOVIE	WOR	3.1	3.2
	ADVENTURES-PARADISE	WPIX	2.0	2.9
	SETS IN USE		39.5	38.7
8:15 PM	I'VE GOT A SECRET	WCBS	13.6	13.2
	MONDAY NIGHT MOVIE	WNBC	11.0	10.0
	DA'S MAN	WNEW	5.0	4.1
	DAKOTAS	WABC	5.6	7.0
	MILLION \$ MOVIE	WOR	3.1	3.4
	ADVENTURES-PARADISE	WPIX	1.8	3.4
	SETS IN USE		41.0	42.0
8:30 PM	VACATION PLAYHOUSE	WCBS	11.2	12.2
	MONDAY NIGHT MOVIE	WNBC	11.9	10.9
	PETER GUNN	WNEW	6.0	5.0
	YOUR FUNNY FILMS	WABC	6.7	5.8
	MILLION \$ MOVIE	WOR	3.3	4.1
	ONE STEP BEYOND	WPIX	3.7	4.1
	SETS IN USE		43.7	43.2
8:45 PM	VACATION PLAYHOUSE	WCBS	10.8	13.0
	MONDAY NIGHT MOVIE	WNBC	12.0	11.3
	PETER GUNN	WNEW	7.7	6.1
	YOUR FUNNY FILMS	WABC	7.2	5.9
	MILLION \$ MOVIE	WOR	2.8	3.9
	ONE STEP BEYOND	WPIX	4.7	4.4
	SETS IN USE		46.2	45.8

ARBITRON AUDIENCE ESTIMATES
NEW YORK - MONDAY, JULY 29, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
9:00 PM	COMEDY HOUR	WCBS	19.4	16.4
	MONDAY NIGHT MOVIE	WNBC	13.8	12.6
	CAIN'S HUNDRED	WNEW	6.0	5.5
	STONEY BURKE	WABC	5.6	6.0
	SURFSIDE 6	WOR	2.0	3.6
	I SEARCH FOR ADVENTURE	WPIX	3.0	3.7
	SETS IN USE		50.6	48.7
9:15 PM	COMEDY HOUR	WCBS	21.9	17.8
	MONDAY NIGHT MOVIE	WNBC	14.8	13.2
	CAIN'S HUNDRED	WNEW	5.8	5.4
	STONEY BURKE	WABC	5.4	6.4
	SURFSIDE 6	WOR	2.7	3.8
	I SEARCH FOR ADVENTURE	WPIX	3.1	4.1
	SETS IN USE		54.2	51.4
9:30 PM	COMEDY HOUR	WCBS	24.4	19.0
	ART LINKLETTER	WNBC	12.0	9.4
	CAIN'S HUNDRED	WNEW	6.3	5.9
	STONEY BURKE	WABC	6.2	8.0
	SURFSIDE 6	WOR	2.4	4.2
	LAW & MR. JONES	WPIX	3.3	3.8
	SETS IN USE		55.1	51.2
9:45 PM	COMEDY HOUR	WCBS	25.7	20.0
	ART LINKLETTER	WNBC	11.3	9.4
	CAIN'S HUNDRED	WNEW	6.2	5.8
	STONEY BURKE	WABC	7.4	8.8
	SURFSIDE 6	WOR	2.0	4.3
	LAW & MR. JONES	WPIX	2.4	3.4
	SETS IN USE		55.9	52.9
10:00 PM	PASSWORD	WCBS	24.4	19.5
	BRINKLEY'S JOURNAL	WNBC	7.9	7.0
	DEPUTY	WNEW	6.2	5.2
	BEN CASEY	WABC	10.9	13.8
	BOWLING	WOR	1.1	3.0
	BROKEN ARROW	WPIX	1.4	2.6
	SETS IN USE		52.9	52.1
10:15 PM	PASSWORD	WCBS	24.9	21.1
	BRINKLEY'S JOURNAL	WNBC	6.8	6.5
	DEPUTY	WNEW	5.6	5.2
	BEN CASEY	WABC	11.4	14.2
	BOWLING	WOR	1.0	3.4
	BROKEN ARROW	WPIX	1.3	1.8
	SETS IN USE		52.3	53.3
10:30 PM	STUMP THE STARS	WCBS	18.8	17.2
	NEW YORK ILLUSTRATED	WNBC	7.1	5.4
	DRAGNET	WNEW	5.8	5.0
	BEN CASEY	WABC	12.9	15.3
	BOWLING	WOR	1.5	3.2
	STEVE ALLEN	WPIX	1.9	1.8
	SETS IN USE		50.8	50.3
10:45 PM	STUMP THE STARS	WCBS	16.9	17.0
	NEW YORK ILLUSTRATED	WNBC	6.9	5.1
	DRAGNET	WNEW	6.2	5.2
	BEN CASEY	WABC	12.8	14.8
	BOWLING	WOR	1.3	2.8
	STEVE ALLEN	WPIX	2.4	2.0
	SETS IN USE		49.5	49.1

ARBITRON AUDIENCE ESTIMATES
NEW YORK - TUESDAY, JULY 30, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
7:00 PM	EVENING REPORT	WCBS	10.8	10.1
	RIPCORD	WNBC	5.7	5.8
	BEACHCOMBER	WNEW	3.9	4.3
	PHIL SILVERS	WABC	6.2	4.7
	MERRYTOON CIRCUS	WOR	1.8	2.0
	THREE STAR NEWS	WPIX	4.1	2.9
	SETS IN USE		32.8	30.4
7:15 PM	CBS NEWS	WCBS	8.6	9.0
	RIPCORD	WNBC	6.4	6.8
	BEACHCOMBER	WNEW	3.5	4.2
	PHIL SILVERS	WABC	9.8	6.1
	MERRYTOON CIRCUS	WOR	0.8	1.9
	THREE STAR NEWS	WPIX	3.2	2.8
	SETS IN USE		32.3	31.4
7:30 PM	MARSHAL DILLON	WCBS	7.2	7.2
	LARAMIE	WNBC	5.6	5.9
	LOCKUP	WNEW	3.5	3.8
	COMBAT	WABC	10.2	8.7
	MILLION \$ MOVIE	WOR	1.2	2.0
	SPORTS. CL.; BARBER	WPIX	2.4	1.9
	SETS IN USE		30.2	29.9
7:45 PM	MARSHAL DILLON	WCBS	6.4	6.6
	LARAMIE	WNBC	6.0	6.5
	LOCKUP	WNEW	3.8	3.7
	COMBAT	WABC	10.3	9.4
	MILLION \$ MOVIE	WOR	2.2	2.3
	RED BARBER; BASEBALL	WPIX	3.7	2.0
	SETS IN USE		32.6	31.0
8:00 PM	LLOYD BRIDGES	WCBS	5.3	5.7
	LARAMIE	WNBC	7.1	7.3
	87th PRECINCT	WNEW	3.5	3.5
	COMBAT	WABC	11.8	10.8
	MILLION \$ MOVIE	WOR	1.6	2.1
	BASEBALL	WPIX	4.6	3.1
	SETS IN USE		34.3	33.0
8:15 PM	LLOYD BRIDGES	WCBS	5.8	6.4
	LARAMIE	WNBC	7.8	8.0
	87th PRECINCT	WNEW	4.6	4.7
	COMBAT	WABC	11.8	10.9
	MILLION \$ MOVIE	WOR	2.4	2.5
	BASEBALL	WPIX	5.4	3.7
	SETS IN USE		38.4	36.7
8:30 PM	TALENT SCOUTS	WCBS	8.6	9.3
	EMPIRE	WNBC	8.3	6.7
	87th PRECINCT	WNEW	4.9	5.5
	HAWAIIAN EYE	WABC	8.4	8.7
	MILLION \$ MOVIE	WOR	2.4	3.2
	BASEBALL	WPIX	5.9	4.6
	SETS IN USE		39.4	38.8
8:45 PM	TALENT SCOUTS	WCBS	9.2	10.5
	EMPIRE	WNBC	9.3	7.2
	87th PRECINCT	WNEW	4.9	5.6
	HAWAIIAN EYE	WABC	10.4	9.4
	MILLION \$ MOVIE	WOR	2.1	4.0
	BASEBALL	WPIX	6.0	4.7
	SETS IN USE		42.8	42.2

ARBITRON AUDIENCE ESTIMATES
NEW YORK - TUESDAY, JULY 30, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
9:00 PM	TALENT SCOUTS	WCBS	11.2	11.6
	EMPIRE	WNBC	10.6	8.1
	TARGET: CORRUPTORS	WNEW	5.2	4.5
	HAWAIIAN EYE	WABC	11.2	10.4
	CROWN & CRISIS	WOR	1.4	6.8
	BASEBALL	WPIX	6.9	5.8
	SETS IN USE		47.3	47.9
9:15 PM	TALENT SCOUTS	WCBS	12.0	11.7
	EMPIRE	WNBC	12.0	8.8
	TARGET: CORRUPTORS	WNEW	4.8	4.7
	HAWAIIAN EYE	WABC	11.8	10.9
	CROWN & CRISIS	WOR	1.5	7.7
	BASEBALL	WPIX	7.0	6.0
	SETS IN USE		50.0	50.6
9:30 PM	PICTURE THIS	WCBS	13.8	12.3
	DICK POWELL THEATRE	WNBC	11.6	9.1
	TARGET: CORRUPTORS	WNEW	7.2	6.0
	UNTOUCHABLES	WABC	7.9	8.3
	CROWN & CRISIS	WOR	2.5	9.4
	BASEBALL	WPIX	7.7	6.6
	SETS IN USE		51.3	52.7
9:45 PM	PICTURE THIS	WCBS	14.0	12.3
	DICK POWELL THEATRE	WNBC	12.2	9.4
	TARGET: CORRUPTORS	WNEW	7.5	6.2
	UNTOUCHABLES	WABC	8.5	8.3
	CROWN & CRISIS	WOR	2.3	9.9
	BASEBALL	WPIX	7.6	6.4
	SETS IN USE		53.3	53.7
10:00 PM	KEEFE BRASSELE	WCBS	11.5	11.4
	DICK POWELL THEATRE	WNBC	14.0	10.0
	DETECTIVES	WNEW	7.8	6.6
	UNTOUCHABLES	WABC	7.9	8.2
	BIOGRAPHY-ROOKIE	WOR	2.3	10.0
	BASEBALL	WPIX	7.4	5.8
	SETS IN USE		52.0	53.0
10:15 PM	KEEFE BRASSELE	WCBS	11.7	11.5
	DICK POWELL THEATRE	WNBC	14.1	10.3
	DETECTIVES	WNEW	8.5	7.2
	UNTOUCHABLES	WABC	7.7	7.7
	BIOGRAPHY-ROOKIE	WOR	2.2	9.8
	BASEBALL	WPIX	7.0	5.5
	SETS IN USE		52.1	53.2
10:30 PM	KEEFE BRASSELE	WCBS	13.5	11.8
	REPORT FROM WARSAW	WNBC	13.1	8.3
	DETECTIVES	WNEW	9.6	9.6
	FOCUS ON AMERICA	WABC	6.7	6.3
	BIOGRAPHY-ROOKIE	WOR	3.2	10.3
	BASEBALL	WPIX	5.2	5.0
	SETS IN USE		51.5	52.2
10:45 PM	KEEFE BRASSELE	WCBS	14.6	13.2
	REPORT FROM WARSAW	WNBC	11.5	8.0
	DETECTIVES	WNEW	11.1	10.6
	FOCUS ON AMERICA	WABC	6.8	6.5
	BIOGRAPHY-ROOKIE	WOR	3.0	6.0
	JERRY COLEMAN	WPIX	4.0	3.6
	SETS IN USE		51.5	49.1

ARBITRON AUDIENCE ESTIMATES
 NEW YORK - WEDNESDAY, JULY 31, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
7:00 PM	EVENING REPORT	WCBS	10.1	12.4
	NORTHWEST PASSAGE	WNBC	6.2	7.1
	BOURBON STREET BEAT	WNEW	5.0	4.2
	REBEL	WABC	5.0	3.0
	MERRYTOON CIRCUS	WOR	1.7	1.6
	THREE STAR NEWS	WPIX	4.3	3.5
	SETS IN USE		33.1	32.3
7:15 PM	CBS NEWS	WCBS	10.7	12.0
	NORTHWEST PASSAGE	WNBC	6.7	7.7
	BOURBON STREET BEAT	WNEW	4.8	4.2
	REBEL	WABC	6.2	3.8
	MERRYTOON CIRCUS	WOR	2.1	2.1
	THREE STAR NEWS	WPIX	2.8	3.4
	SETS IN USE		34.1	33.7
7:30 PM	DIALOGUES	WCBS	7.3	8.3
	VIRGINIAN	WNBC	9.3	9.2
	BOURBON STREET BEAT	WNEW	5.6	4.9
	WAGON TRAIN	WABC	7.4	6.4
	MILLION \$ MOVIE	WOR	1.8	1.7
	HONEYMOONERS	WPIX	3.8	3.7
	SETS IN USE		35.6	34.5
7:45 PM	DIALOGUES	WCBS	4.3	6.7
	VIRGINIAN	WNBC	9.0	8.7
	BOURBON STREET BEAT	WNEW	5.7	5.1
	WAGON TRAIN	WABC	7.5	7.4
	MILLION \$ MOVIE	WOR	3.4	2.8
	HONEYMOONERS	WPIX	5.2	4.3
	SETS IN USE		35.5	35.2
8:00 PM	DIALOGUES	WCBS	2.9	7.0
	VIRGINIAN	WNBC	10.4	9.9
	SECOND CITY	WNEW	6.9	4.6
	WAGON TRAIN	WABC	8.5	8.6
	MILLION \$ MOVIE	WOR	2.5	2.9
	BOLD JOURNEY	WPIX	4.2	3.4
	SETS IN USE		36.5	36.7
8:00 PM	DIALOGUES	WCBS	2.4	7.0
	VIRGINIAN	WNBC	12.1	11.6
	SECOND CITY	WNEW	7.5	5.3
	WAGON TRAIN	WABC	10.2	8.8
	MILLION \$ MOVIE	WOR	2.9	3.6
	BOLD JOURNEY	WPIX	4.1	3.4
	SETS IN USE		40.2	40.2
8:15 PM	DOBIE GILLIS	WCBS	5.8	8.2
	VIRGINIAN	WNBC	15.1	12.3
	SECOND CITY	WNEW	7.3	6.0
	GOING MY WAY	WABC	9.2	8.0
	MILLION \$ MOVIE	WOR	3.6	4.5
	SILENTS PLEASE	WPIX	2.5	3.5
	SETS IN USE		44.2	43.1
8:30 PM	DOBIE GILLIS	WCBS	8.8	10.6
	VIRGINIAN	WNBC	14.7	11.2
	SECOND CITY	WNEW	9.4	6.3
	GOING MY WAY	WABC	8.2	8.0
	MILLION \$ MOVIE	WOR	2.8	5.0
	SILENTS PLEASE	WPIX	2.5	3.5
	SETS IN USE		47.3	45.4

ARBITRON AUDIENCE ESTIMATES
NEW YORK - WEDNESDAY, JULY 31, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
9:00 PM	BEVERLY HILLBILLIES	WCBS	14.4	14.2
	MYSTERY THEATRE	WNBC	11.2	9.7
	MOVIE GREATS	WNEW	4.0	5.3
	GOING MY WAY	WABC	10.4	9.4
	BIG PREVIEW	WOR	4.7	6.2
	M SQUAD	WPIX	3.3	2.6
	SETS IN USE		48.8	48.4
9:15 PM	BEVERLY HILLBILLIES	WCBS	18.4	17.7
	MYSTERY THEATRE	WNBC	10.4	10.1
	MOVIE GREATS	WNEW	4.6	5.3
	GOING MY WAY	WABC	8.5	9.2
	BIG PREVIEW	WOR	5.3	6.5
	M SQUAD	WPIX	3.7	2.7
	SETS IN USE		51.9	52.4
9:30 PM	DICK VAN DYKE	WCBS	19.2	18.2
	MYSTERY THEATRE	WNBC	11.3	10.7
	MOVIE GREATS	WNEW	5.8	5.9
	OUR MAN HIGGINS	WABC	5.1	6.2
	BIG PREVIEW	WOR	6.8	7.5
	WANTED: DEAD OR ALIVE	WPIX	3.3	3.0
	SETS IN USE		53.0	52.6
9:45 PM	DICK VAN DYKE	WCBS	18.8	19.2
	MYSTERY THEATRE	WNBC	10.4	11.0
	MOVIE GREATS	WNEW	5.0	6.5
	OUR MAN HIGGINS	WABC	6.6	6.4
	BIG PREVIEW	WOR	6.1	6.5
	WANTED: DEAD OR ALIVE	WPIX	3.2	3.3
	SETS IN USE		51.5	54.0
10:00 PM	CIRCLE THEATRE	WCBS	14.1	13.1
	ELEVENTH HOUR	WNBC	8.6	10.5
	MOVIE GREATS	WNEW	5.4	6.6
	NAKED CITY	WABC	10.6	9.8
	BIG PREVIEW	WOR	5.7	6.4
	YOU ASKED FOR IT	WPIX	4.1	4.5
	SETS IN USE		49.9	51.9
10:15 PM	CIRCLE THEATRE	WCBS	14.6	12.9
	ELEVENTH HOUR	WNBC	7.8	10.5
	MOVIE GREATS	WNEW	6.0	6.9
	NAKED CITY	WABC	10.5	10.1
	BIG PREVIEW	WOR	5.1	5.4
	YOU ASKED FOR IT	WPIX	4.8	5.5
	SETS IN USE		49.6	52.1
10:30 PM	CIRCLE THEATRE	WCBS	14.5	13.5
	ELEVENTH HOUR	WNBC	8.2	10.6
	MOVIE GREATS	WNEW	5.9	7.4
	NAKED CITY	WABC	11.6	10.4
	BIG PREVIEW	WOR	4.6	5.1
	STEVE ALLEN	WPIX	4.6	4.4
	SETS IN USE		49.8	52.4
10:45 PM	CIRCLE THEATRE	WCBS	15.8	13.1
	ELEVENTH HOUR	WNBC	8.4	10.9
	MOVIE GREATS	WNEW	4.0	7.2
	NAKED CITY	WABC	11.2	9.4
	R. BRANCA; BASEBALL	WOR	2.2	3.5
	STEVE ALLEN	WPIX	4.5	4.6
	SETS IN USE		46.7	49.9

ARBITRON AUDIENCE ESTIMATES
NEW YORK - THURSDAY, AUGUST 1, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
7:00 PM	EVENING REPORT	WCBS	12.1	10.1
	STORY OF A *	WNBC	5.2	6.3
	MR. MAGOO	WNEW	4.5	5.2
	HENNESEY	WABC	3.6	3.6
	MERRYTOON CIRCUS	WOR	1.7	1.9
	THREE STAR NEWS	WPIX	3.0	2.8
	SETS IN USE		30.2	30.3
7:15 PM	CBS NEWS	WCBS	12.0	10.8
	STORY OF A *	WNBC	6.2	6.2
	MR. MAGOO	WNEW	5.9	5.7
	HENNESEY	WABC	4.5	4.6
	MERRYTOON CIRCUS	WOR	1.4	1.5
	THREE STAR NEWS	WPIX	3.3	3.4
	SETS IN USE		33.5	32.5
7:30 PM	FAIR EXCHANGE	WCBS	7.8	8.2
	WIDE COUNTRY	WNBC	8.9	7.4
	SUGARFOOT	WNEW	4.0	4.5
	OZZIE & HARRIET	WABC	6.9	6.3
	MILLION \$ MOVIE	WOR	1.5	1.7
	YOU ASKED FOR IT	WPIX	3.7	3.1
	SETS IN USE		33.2	31.5
7:45 PM	FAIR EXCHANGE	WCBS	9.4	8.3
	WIDE COUNTRY	WNBC	8.5	7.6
	SUGARFOOT	WNEW	3.9	4.3
	OZZIE & HARRIET	WABC	7.9	7.0
	MILLION \$ MOVIE	WOR	2.0	2.1
	YOU ASKED FOR IT	WPIX	3.9	3.5
	SETS IN USE		36.4	33.3
8:00 PM	PERRY MASON	WCBS	12.7	10.6
	WIDE COUNTRY	WNBC	7.9	7.1
	SUGARFOOT	WNEW	4.6	4.5
	DONNA REED	WABC	9.9	7.7
	MILLION \$ MOVIE	WOR	2.1	2.8
	DIVORCE COURT	WPIX	2.9	2.7
	SETS IN USE		40.6	36.2
8:15 PM	PERRY MASON	WCBS	14.1	11.6
	WIDE COUNTRY	WNBC	7.9	7.5
	SUGARFOOT	WNEW	4.7	4.5
	DONNA REED	WABC	11.3	9.4
	MILLION \$ MOVIE	WOR	2.3	3.6
	DIVORCE COURT	WPIX	2.7	2.4
	SETS IN USE		43.5	39.8
8:30 PM	PERRY MASON	WCBS	16.6	12.7
	DR. KILDARE	WNBC	11.5	11.4
	LAWMAN	WNEW	3.8	4.1
	LEAVE IT TO BEAVER	WABC	9.6	7.7
	MILLION \$ MOVIE	WOR	2.2	3.5
	DIVORCE COURT	WPIX	2.6	2.2
	SETS IN USE		46.7	42.3
8:45 PM	PERRY MASON	WCBS	17.0	12.8
	DR. KILDARE	WNBC	13.2	13.2
	LAWMAN	WNEW	4.7	4.4
	LEAVE IT TO BEAVER	WABC	11.3	9.5
	MILLION \$ MOVIE	WOR	2.9	4.0
	DIVORCE COURT	WPIX	2.5	2.3
	SETS IN USE		52.5	47.1

ARBITRON AUDIENCE ESTIMATES
 NEW YORK - THURSDAY, AUGUST 1, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
9:00 PM	TWILIGHT ZONE	WCBS	12.4	10.4
	DR. KILDARE	WNBC	16.5	16.6
	WRESTLING	WNEW	6.0	5.4
	MY THREE SONS	WABC	14.6	11.3
	HY GARDNER	WOR	2.7	4.7
	TRACKDOWN	WPIX	2.8	2.0
	SETS IN USE		55.8	51.5
9:15 PM	TWILIGHT ZONE	WCBS	10.8	10.2
	DR. KILDARE	WNBC	17.5	17.2
	WRESTLING	WNEW	6.8	5.9
	MY THREE SONS	WABC	16.1	12.8
	HY GARDNER	WOR	3.6	4.9
	TRACKDOWN	WPIX	3.7	2.5
	SETS IN USE		59.1	54.3
9:30 PM	TWILIGHT ZONE	WCBS	12.2	12.0
	LIVELY ONES	WNBC	13.7	14.7
	WRESTLING	WNEW	8.1	6.9
	MCHALE'S NAVY	WABC	17.7	13.8
	HY GARDNER	WOR	3.7	5.3
	26 MEN	WPIX	3.1	2.0
	SETS IN USE		59.0	55.4
9:45 PM	TWILIGHT ZONE	WCBS	12.8	12.3
	LIVELY ONES	WNBC	12.9	13.6
	WRESTLING	WNEW	8.2	7.0
	MCHALE'S NAVY	WABC	17.5	15.2
	HY GARDNER	WOR	4.0	6.0
	26 MEN	WPIX	3.4	2.0
	SETS IN USE		59.3	56.9
10:00 PM	NURSES	WCBS	21.5	15.7
	SUMMER SPECIAL	WNBC	7.5	10.2
	WRESTLING	WNEW	8.1	7.0
	PREMIERE	WABC	11.7	11.2
	LADIES OF THE PRESS	WOR	2.4	5.4
	ONE STEP BEYOND	WPIX	4.8	3.4
	SETS IN USE		57.0	54.0
10:15 PM	NURSES	WCBS	22.0	15.9
	SUMMER SPECIAL	WNBC	7.3	10.6
	WRESTLING	WNEW	8.0	7.2
	PREMIERE	WABC	12.1	11.1
	LADIES OF THE PRESS	WOR	1.4	4.1
	ONE STEP BEYOND	WPIX	5.0	3.9
	SETS IN USE		57.2	53.9
10:30 PM	NURSES	WCBS	23.1	16.3
	SUMMER SPECIAL	WNBC	6.8	10.7
	WRESTLING	WNEW	7.4	7.3
	PREMIERE	WABC	12.4	11.2
	VIEW FROM THE TOP	WOR	1.8	3.6
	STEVE ALLEN	WPIX	4.2	2.6
	SETS IN USE		56.2	52.7
10:45 PM	NURSES	WCBS	21.0	16.5
	SUMMER SPECIAL	WNBC	7.7	10.5
	WRESTLING	WNEW	6.4	6.4
	PREMIERE	WABC	10.9	10.0
	VIEW FROM THE TOP	WOR	1.3	2.3
	STEVE ALLEN	WPIX	4.0	3.2
	SETS IN USE		52.2	49.8

ARBITRON AUDIENCE ESTIMATES
NEW YORK - FRIDAY, AUGUST 2, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
7:00 PM	EVENING REPORT	WCBS	8.6	8.3
	BACHELOR FATHER	WNBC	4.6	5.7
	ASSIGN. UNDERWATER	WNEW	4.3	5.4
	DEATH VALLEY DAYS	WABC	4.3	3.0
	MERRYTOON CIRCUS	WOR	0.8	1.7
	THREE STAR NEWS	WPIX	4.1	3.2
	SETS IN USE		26.8	27.6
7:15 PM	CBS NEWS	WCBS	9.3	8.9
	BACHELOR FATHER	WNBC	5.6	6.4
	ASSIGN. UNDERWATER	WNEW	5.2	5.8
	DEATH VALLEY DAYS	WABC	5.1	2.9
	MERRYTOON CIRCUS	WOR	1.0	1.4
	THREE STAR NEWS	WPIX	2.5	2.9
	SETS IN USE		29.2	28.8
7:30 PM	RAWHIDE	WCBS	8.3	9.5
	INTERNAT'L SHOWTIME	WNBC	10.2	8.5
	ROARING 20'S	WNEW	6.8	6.3
	U S-RUSSIA TRACKMEET	WABC	3.2	2.7
	MILLION \$ MOVIE	WOR	0.4	0.9
	SPORT'S CL.; COLEMAN	WPIX	1.0	1.3
	SETS IN USE		30.3	29.7
7:45 PM	RAWHIDE	WCBS	9.6	10.0
	INTERNAT'L SHOWTIME	WNBC	10.5	9.1
	ROARING 20'S	WNEW	7.7	6.4
	U S-RUSSIA TRACKMEET	WABC	2.4	3.2
	MILLION \$ MOVIE	WOR	0.9	1.0
	COLEMAN; BASEBALL	WPIX	1.3	1.1
	SETS IN USE		32.6	31.2
8:00 PM	RAWHIDE	WCBS	9.0	10.2
	INTERNAT'L SHOWTIME	WNBC	10.3	9.4
	ROARING 20'S	WNEW	6.6	6.5
	U S-RUSSIA TRACKMEET	WABC	3.7	3.8
	MILLION \$ MOVIE	WOR	1.6	1.7
	BASEBALL	WPIX	2.3	2.1
	SETS IN USE		34.9	34.7
8:15 PM	RAWHIDE	WCBS	9.4	10.9
	INTERNAT'L SHOWTIME	WNBC	10.6	10.2
	ROARING 20'S	WNEW	6.7	6.5
	U S-RUSSIA TRACKMEET	WABC	3.2	4.6
	MILLION \$ MOVIE	WOR	1.3	2.2
	BASEBALL	WPIX	2.4	2.4
	SETS IN USE		35.2	37.8
8:30 PM	ROUTE 66	WCBS	9.3	10.6
	SING ALONG - MITCH	WNBC	9.9	9.0
	TEXAN	WNEW	6.4	5.2
	DICKENS-FENSTER	WABC	6.8	9.8
	MILLIONS\$ MOVIE	WOR	1.5	2.9
	BASEBALL	WPIX	3.4	3.2
	SETS IN USE		38.4	41.7
8:45 PM	ROUTE 66	WCBS	10.4	11.7
	SING ALONG - MITCH	WNBC	11.0	9.0
	TEXAN	WNEW	6.4	5.4
	DICKENS-FENSTER	WABC	9.1	11.5
	MILLION \$ MOVIE ; BB	WOR	1.7	3.4
	BASEBALL	WPIX	4.6	3.3
	SETS IN USE		44.6	46.0

ARBITRON AUDIENCE ESTIMATES
NEW YORK - FRIDAY, AUGUST 2, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
9:00 PM	ROUTE 66	WCBS	12.1	12.0
	SING ALONG - MITCH	WNBC	13.8	12.2
	BRONCO	WNEW	4.8	4.5
	77 SUNSET STRIP	WABC	10.3	11.1
	BASEBALL	WOR	2.3	4.0
	BASEBALL	WPIX	5.5	3.5
	SETS IN USE		50.6	48.2
9:15 PM	ROUTE 66	WCBS	12.4	12.9
	SING ALONG - MITCH	WNBC	14.1	12.4
	BRONCO	WNEW	5.9	5.1
	77 SUNSET STRIP	WABC	12.0	11.9
	BASEBALL	WOR	1.7	3.7
	BASEBALL	WPIX	5.6	3.4
	SETS IN USE		53.0	50.6
9:30 PM	ALFRED HITCHCOCK	WCBS	14.7	11.8
	PRICE IS RIGHT	WNBC	12.1	12.7
	BRONCO	WNEW	6.0	5.5
	77 SUNSET STRIP	WABC	12.9	12.9
	BASEBALL	WOR	1.2	3.8
	BASEBALL	WPIX	6.4	3.8
	SETS IN USE		54.2	51.5
9:45 PM	ALFRED HITCHCOCK	WCBS	14.4	11.8
	PRICE IS RIGHT	WNBC	12.2	13.7
	BRONCO	WNEW	6.4	5.8
	77 SUNSET STRIP	WABC	12.9	13.2
	BASEBALL	WOR	2.1	3.8
	BASEBALL	WPIX	5.8	3.7
	SETS IN USE		54.7	53.0
10:00 PM	ALFRED HITCHCOCK	WCBS	14.9	11.5
	JACK PAAR	WNBC	12.4	13.1
	DETECTIVES	WNEW	10.0	7.5
	PACKERS-ALL STARS	WABC	9.3	12.8
	BASEBALL	WOR	2.1	4.3
	BASEBALL	WPIX	3.6	3.2
	SETS IN USE		52.8	53.4
10:15 PM	ALFRED HITCHCOCK	WCBS	15.3	12.6
	JACK PAAR	WNBC	13.8	13.9
	DETECTIVES	WNEW	11.0	7.9
	PACKERS-ALL STARS	WABC	8.6	12.9
	BASEBALL	WOR	2.5	3.4
	RED BARBER	WPIX	2.2	3.1
	SETS IN USE		54.0	54.7
10:30 PM	EYEWITNESS	WCBS	11.2	8.6
	JACK PAAR	WNBC	14.3	16.4
	MR. LUCKY	WNEW	11.1	8.4
	PACKERS-ALL STARS	WABC	10.4	9.4
	BASEBALL	WOR	3.5	2.9
	STEVE ALLEN	WPIX	2.6	4.4
	SETS IN USE		53.7	51.0
10:45 PM	EYEWITNESS	WCBS	9.1	7.5
	JACK PAAR	WNBC	13.9	16.1
	MR. LUCKY	WNEW	11.7	8.6
	PACKERS-ALL STARS	WABC	9.1	9.1
	BASEBALL	WOR	2.9	2.3
	STEVE ALLEN	WPIX	3.7	4.8
	SETS IN USE		51.0	49.6

ARBITRON AUDIENCE ESTIMATES
 NEW YORK - SATURDAY, AUGUST 3, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
7:00 AM	MODERN FARMER	WNBC	0.1-	0.2
7:15 AM	NEWS MODERN FARMER SETS IN USE	WCBS WNBC	2.5 0.4 2.9	1.8 0.8 2.6
7:30 AM	SUMMER SEMESTER MODERN FARMER SETS IN USE	WCBS WNBC	2.4 1.2 3.6	2.0 1.0 3.0
7:45 AM	SUMMER SEMESTER MODERN FARMER NEWS SETS IN USE	WCBS WNBC WABC	2.0 1.2 0.1- 3.2	1.9 1.5 0.4 3.8
8:00 AM	HAVE YOU READ... CRUSADER RABBIT FOCUS FOR CHILDREN SETS IN USE	WCBS WNBC WABC	2.3 2.8 0.8 5.9	2.0 2.7 1.0 5.7
8:15 AM	HAVE YOU READ... CRUSADER RABBIT CARTOON FESTIVAL SETS IN USE	WCBS WNBC WABC	2.4 3.6 2.0 8.0	2.0 4.4 1.1 7.5
8:30 AM	STORY SHOP CRUSADER RABBIT CARTOONS CARTOON FESTIVAL SETS IN USE	WCBS WNBC WNEW WABC	2.6 3.9 0.5 2.0 9.0	2.1 4.4 0.7 1.5 8.7
8:45 AM	STORY SHOP CRUSADER RABBIT CARTOONS CARTOON FESTIVAL SETS IN USE	WCBS WNBC WNEW WABC	2.8 3.5 2.1 2.7 11.1	2.9 4.7 1.9 2.2 11.7
9:00 AM	CAPT. KANGAROO ANDY'S GANG JUST FOR FUN CARTOON FESTIVAL SETS IN USE	WCBS WNBC WNEW WABC	2.0 4.3 2.3 3.7 12.3	2.8 5.1 2.8 3.4 14.1
9:15 AM	CAPT. KANGAROO ANDY'S GANG JUST FOR FUN DAVEY & GOLIATH SETS IN USE	WCBS WNBC WNEW WABC	2.6 4.7 2.4 5.6 15.3	3.3 5.3 3.9 4.1 16.6
9:30 AM	CAPT. KANGAROO RUFF & REDDY JUST FOR FUN Q. T. HUSH SETS IN USE	WCBS WNBC WNEW WABC	3.2 4.0 4.3 3.9 15.4	4.3 4.5 4.3 2.8 15.9
9:45 AM	CAPT. KANGAROO RUFF & REDDY JUST FOR FUN Q. T. HUSH ADVENTURES - INDIANS SETS IN USE	WCBS WNBC WNEW WABC WPIX	3.0 4.2 4.9 3.2 0.4 15.7	4.0 4.7 4.5 2.8 0.2 16.2

ARBITRON AUDIENCE ESTIMATES
NEW YORK - SATURDAY, AUGUST 3, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
10:00 AM	ALVIN SHARI LEWIS JUST FOR FUN COURAGEOUS CAT CHRISTOPHERS	WCBS	4.2	5.1
		WNBC	2.4	3.2
		WNEW	4.3	4.8
		WABC	2.6	2.8
		WPIX	0.1-	0.1
	SETS IN USE		13.5	16.0
10:15 AM	ALVIN SHARI LEWIS JUST FOR FUN COURAGEOUS CAT LIVING WORD	WCBS	5.7	6.0
		WNBC	2.4	3.6
		WNEW	4.6	4.6
		WABC	2.1	2.8
		WPIX	0.3	0.5
	SETS IN USE		15.1	17.5
10:30 AM	MIGHTY MOUSE KING LEONARDO JUST FOR FUN LITTLE RASCALS THIS IS THE LIFE	WCBS	7.1	6.5
		WNBC	1.7	2.9
		WNEW	3.3	4.3
		WABC	2.8	2.8
		WPIX	0.3	0.5
	SETS IN USE		15.2	17.0
10:45 AM	MIGHTY MOUSE KING LEONARDO JUST FOR FUN LITTLE RASCALS THIS IS THE LIFE	WCBS	7.0	7.0
		WNBC	2.8	2.8
		WNEW	2.9	4.0
		WABC	2.9	3.3
		WPIX	0.3	0.6
	SETS IN USE		15.9	17.7
11:00 AM	RIN TIN TIN FURY JUST FOR FUN CARTOONIES NEWS; WEA.; ALMANAC RELIGIOUS LEADERS	WCBS	5.5	5.9
		WNBC	3.4	3.8
		WNEW	3.7	3.9
		WABC	4.3	4.3
		WOR	0.4	0.1
	WPIX	0.3	0.5	
SETS IN USE		17.6	18.5	
11:15 AM	RIN TIN TIN FURY JUST FOR FUN CARTOONIES MISCHIEF MAKERS RELIGIOUS LEADERS	WCBS	5.4	5.9
		WNBC	3.8	3.7
		WNEW	3.2	3.4
		WABC	4.8	4.1
		WOR	0.2	0.2
	WPIX	0.1-	0.4	
SETS IN USE		17.4	17.7	
11:30 AM	ROY ROGERS MAKE ROOM FOR DADDY JUST FOR FUN CART'NS BEANY & CECIL CONT'L COOKERY PIONEERS	WCBS	4.6	5.8
		WNBC	3.0	3.7
		WNEW	2.7	2.8
		WABC	5.5	4.1
		WOR	0.2	0.2
	WPIX	0.3	0.4	
SETS IN USE		16.3	17.0	
11:45 AM	ROY ROGERS MAKE ROOM FOR DADDY JUST FOR FUN CART'NS BEANY & CECIL CONT'L COOKERY PIONEERS	WCBS	5.3	5.7
		WNBC	2.7	3.8
		WNEW	2.3	3.1
		WABC	5.2	4.1
		WOR	0.2	0.3
	WPIX	0.9	0.7	
SETS IN USE		16.6	17.7	

ARBITRON AUDIENCE ESTIMATES
NEW YORK - SATURDAY, AUGUST 3, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
12:00 noon	SKY KING	WCBS	6.4	6.2
	WATCH MR. WIZARD	WNBC	2.3	2.7
	JUST FOR FUN CART'NS	WNEW	3.9	3.5
	BUGS BUNNY	WABC	5.3	3.4
	KINGDOM OF THE SEA	WOR	0.8	1.7
	WILLIAM TELL	WPIX	1.0	1.2
	SETS IN USE		19.7	18.7
12:15 PM	SKY KING	WCBS	6.5	6.9
	WATCH MR. WIZARD	WNBC	1.6	1.8
	JUST FOR FUN CART'NS	WNEW	4.3	3.3
	BUGS BUNNY	WABC	4.3	3.6
	KINGDOM OF THE SEA	WOR	0.9	2.3
	WILLIAM TELL	WPIX	0.8	1.1
	SETS IN USE		18.4	19.0
12:30 PM	SPACE: NEW OCEAN	WCBS	3.6	3.9
	TROUBLE WITH FATHER	WNBC	1.0	2.6
	CIRCUS BOY	WNEW	5.2	3.7
	MAGIC LAND	WABC	2.7	3.1
	TREASURE	WOR	1.0	2.6
	ROLLER DERBY	WPIX	1.3	1.7
	SETS IN USE		14.8	17.6
12:45 PM	SPACE: NEW OCEAN	WCBS	3.0	3.1
	TROUBLE WITH FATHER	WNBC	1.5	3.2
	CIRCUS BOY	WNEW	6.3	4.1
	MAGIC LAND	WABC	1.9	2.9
	TREASURE	WOR	1.2	2.7
	ROLLER DERBY	WPIX	1.9	2.4
	SETS IN USE		15.8	18.4
1:00 PM	CBS NEWS	WCBS	3.6	3.4
	TV HOUR OF STARS	WNBC	2.3	2.8
	DETECTIVE MYSTERY	WNEW	3.2	2.9
	MY FRIEND FLICKA	WABC	2.1	2.4
	MILLION \$ MOVIE	WOR	1.1	3.1
	ROLLER DERBY	WPIX	1.5	2.8
	SETS IN USE		13.8	17.4
1:15 PM	CBS NEWS	WCBS	3.6	3.2
	TV HOUR OF STARS	WNBC	1.9	2.4
	DETECTIVE MYSTERY	WNEW	3.1	3.1
	MY FRIEND FLICKA	WABC	2.7	2.4
	MILLION \$ MOVIE	WOR	0.5	3.1
	ROLLER DERBY	WPIX	2.0	3.1
	SETS IN USE		13.8	17.3
1:30 PM	EYE ON...	WCBS	3.8	3.3
	TV HOUR OF STARS	WNBC	2.1	2.6
	DETECTIVE MYSTERY	WNEW	2.9	3.6
	LONE RANGER	WABC	2.3	2.5
	MILLION \$ MOVIE	WOR	0.4	2.7
	SPORTSMAN'S CL.; BARBER	WPIX	1.3	2.7
	SETS IN USE		12.8	17.4
1:45 PM	EYE ON...	WCBS	2.1	2.4
	TV HOUR OF STARS	WNBC	2.9	2.7
	DETECTIVE MYSTERY	WNEW	3.9	4.5
	LONE RANGER	WABC	3.2	2.8
	MILLION \$ MOVIE	WOR	0.4	2.8
	RED BARBER; BASEBALL	WPIX	2.0	2.9
	SETS IN USE		14.5	18.1

ARBITRON AUDIENCE ESTIMATES
NEW YORK - SATURDAY, AUGUST 3, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
2:00 PM	LEGISLATIVE HEARING	WCBS	2.3	2.1
	RADIATION STORY	WNBC	0.8	1.5
	COMEDY SHOWCASE	WNEW	6.2	5.6
	RESCUE 8	WABC	3.7	2.3
	MILLION \$ MOVIE	WOR	0.4	2.3
	BASEBALL	WPIX	3.8	4.6
	SETS IN USE		17.2	18.4
2:15 PM	LEGISLATIVE HEARING	WCBS	2.5	2.1
	RADIATION STORY	WNBC	0.5	1.1
	COMEDY SHOWCASE	WNEW	8.2	6.2
	RESCUE 8	WABC	3.2	2.4
	\$ MOVIE; BASEBALL	WOR	0.4	1.9
	BASEBALL	WPIX	4.5	5.5
	SETS IN USE		19.3	19.2
2:30 PM	DOCTORS TODAY	WCBS	2.6	2.1
	LET'S TALK BUSINESS	WNBC	0.9	1.0
	COMEDY SHOWCASE	WNEW	7.7	6.0
	SIR LANCELOT	WABC	3.2	2.3
	BASEBALL	WOR	0.4	2.4
	BASEBALL	WPIX	3.6	5.2
	SETS IN USE		18.4	19.0
2:45 PM	DOCTORS TODAY	WCBS	3.9	2.9
	LET'S TALK BUSINESS	WNBC	0.7	0.9
	COMEDY SHOWCASE	WNEW	7.4	5.6
	SIR LANCELOT	WABC	3.0	2.5
	BASEBALL	WOR	0.8	2.9
	BASEBALL	WPIX	3.8	4.9
	SETS IN USE		19.6	19.7
3:00 PM	COMMUNISM	WCBS	3.0	2.7
	MOVIE FOUR	WNBC	1.5	1.5
	COMEDY SHOWCASE	WNEW	8.3	6.3
	EXCLUSIVELY OUTDOORS	WABC	1.1	1.5
	BASEBALL	WOR	2.7	2.9
	BASEBALL	WPIX	2.4	4.4
	SETS IN USE		19.0	19.3
3:15 PM	COMMUNISM	WCBS	2.7	2.6
	MOVIE FOUR	WNBC	1.6	2.0
	COMEDY SHOWCASE	WNEW	8.5	6.7
	EXCLUSIVELY OUTDOORS	WABC	0.7	1.3
	BASEBALL	WOR	3.5	3.1
	BASEBALL	WPIX	3.5	4.4
	SETS IN USE		20.5	20.1
3:30 PM	INTERNATIONAL HOUR	WCBS	2.5	2.5
	MOVIE FOUR	WNBC	2.5	2.6
	EASTSIDE COMEDY	WNEW	4.8	5.4
	BIG SHOW	WABC	3.6	2.0
	BASEBALL	WOR	1.7	2.9
	BASEBALL	WPIX	4.1	4.6
	SETS IN USE		19.2	20.0
3:45 PM	INTERNATIONAL HOUR	WCBS	2.1	2.3
	MOVIE FOUR	WNBC	2.6	2.9
	EASTSIDE COMEDY	WNEW	4.8	5.3
	BIG SHOW	WABC	4.3	3.2
	BASEBALL	WOR	1.3	2.2
	BASEBALL	WPIX	4.0	4.4
	SETS IN USE		19.1	20.3

ARBITRON AUDIENCE ESTIMATES
NEW YORK - SATURDAY, AUGUST 3, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
4:00 PM	INTERNATIONAL HOUR	WCBS	2.2	2.1
	MOVIE FOUR	WNBC	2.8	2.8
	EASTSIDE COMEDY	WNEW	4.9	5.9
	BIG SHOW	WABC	4.0	3.2
	BASEBALL	WOR	0.9	2.7
	BASEBALL	WPIX	3.9	3.5
	SETS IN USE		18.7	20.2
4:15 PM	INTERNATIONAL HOUR	WCBS	1.7	2.4
	MOVIE FOUR	WNBC	2.8	3.6
	EASTSIDE COMEDY	WNEW	5.2	5.8
	BIG SHOW	WABC	4.9	3.8
	BASEBALL	WOR	1.1	2.4
	BASEBALL	WPIX	4.4	3.3
	SETS IN USE		20.1	21.3
4:30 PM	LOVE THAT BOB	WCBS	4.8	4.4
	MOVIE FOUR	WNBC	3.1	4.0
	HORSE RACE	WNEW	5.3	4.2
	BIG SHOW	WABC	5.1	4.0
	BASEBALL	WOR	1.9	2.7
	BASEBALL; RED BARBER	WPIX	2.3	2.9
	SETS IN USE		22.5	22.2
4:45 PM	LOVE THAT BOB	WCBS	5.8	6.0
	MOVIE FOUR	WNBC	3.3	3.9
	HORSE RACE	WNEW	6.5	4.6
	BIG SHOW	WABC	5.0	3.8
	BASEBALL	WOR	2.4	2.9
	RED BARBER; FILM	WPIX	1.7	3.2
	SETS IN USE		24.7	24.4
5:00 PM	EARLY SHOW	WCBS	8.5	8.2
	MOVIE FOUR	WNBC	3.4	4.4
	FELIX & THE WIZARD	WNEW	4.7	4.2
	WORLD OF SPORTS	WABC	3.8	4.0
	BASEBALL	WOR	3.5	2.4
	RENDEZVOUS - ADVENT.	WPIX	1.1	2.3
	SETS IN USE		25.0	25.5
5:15 PM	EARLY SHOW	WCBS	10.3	8.7
	MOVIE FOUR	WNBC	3.1	4.5
	FELIX & THE WIZARD	WNEW	4.7	4.0
	WORLD OF SPORTS	WABC	2.4	3.8
	BASEBALL	WOR	3.5	2.3
	RENDEZVOUS - ADVENT.	WPIX	1.6	2.7
	SETS IN USE		25.6	26.0
5:30 PM	EARLY SHOW	WCBS	11.9	9.2
	MOVIE FOUR	WNBC	4.2	4.9
	FELIX & THE WIZARD	WNEW	4.4	4.6
	WORLD OF SPORTS	WABC	2.1	4.2
	BASEBALL; M \$ M	WOR	3.4	2.1
	RAMAR	WPIX	1.7	2.8
	SETS IN USE		27.7	27.8
5:45 PM	EARLY SHOW	WCBS	11.4	9.5
	MOVIE FOUR	WNBC	4.9	4.9
	FELIX & THE WIZARD	WNEW	3.8	4.7
	WORLD OF SPORTS	WABC	2.4	4.0
	MILLION \$ MOVIE	WOR	2.4	1.9
	RAMAR	WPIX	3.2	3.5
	SETS IN USE		28.1	28.5

ARBITRON AUDIENCE ESTIMATES
NEW YORK - SATURDAY, AUGUST 3, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
6:00 PM	EARLY SHOW	WCBS	11.8	10.2
	SATURDAY REPORT	WNBC	5.2	5.6
	SANDY'S HOUR	WNEW	5.1	5.1
	WORLD OF SPORTS	WABC	1.9	3.2
	MILLION \$ MOVIE	WOR	1.9	2.2
	HORSE RACE	WPIX	3.6	3.7
	SETS IN USE		29.5	30.0
6:15 PM	EARLY SHOW	WCBS	11.3	11.7
	RECITAL HALL	WNBC	3.9	3.3
	SANDY'S HOUR	WNEW	6.4	5.0
	WORLD OF SPORTS	WABC	2.7	3.6
	MILLION \$ MOVIE	WOR	2.0	2.4
	HORSE RACE	WPIX	3.5	4.0
	SETS IN USE		29.8	30.0
6:30 PM	EVENING REPORT	WCBS	11.3	10.7
	RECITAL HALL	WNBC	1.9	2.5
	SANDY'S HOUR	WNEW	7.2	6.2
	FIVE FINGERS	WABC	5.6	4.3
	MILLION \$ MOVIE	WOR	2.1	2.4
	JEFF'S COLLIE	WPIX	3.2	3.8
	SETS IN USE		31.3	29.9
6:45 PM	EVENING REPORT	WCBS	12.2	10.5
	RECITAL HALL	WNBC	2.0	2.2
	SANDY'S HOUR	WNEW	5.8	5.8
	FIVE FINGERS	WABC	6.2	5.4
	MILLION \$ MOVIE	WOR	2.3	2.8
	JEFF'S COLLIE	WPIX	3.8	3.6
	SETS IN USE		32.3	30.3
7:00 PM	SEA HUNT	WCBS	11.2	9.4
	NEWS; WEATHER	WNBC	4.3	5.8
	JUNGLE JIM	WNEW	4.0	3.9
	FIVE FINGERS	WABC	6.1	5.7
	M \$ M; MAVERICK	WOR	2.2	2.3
	SUPERMAN	WPIX	4.3	4.0
	SETS IN USE		32.1	31.1
7:15 PM	SEA HUNT	WCBS	12.9	10.5
	NEWS; SPORTS	WNBC	6.6	6.9
	JUNGLE JIM	WNEW	3.9	4.1
	FIVE FINGERS	WABC	5.6	5.6
	MAVERICK	WOR	1.7	1.8
	SUPERMAN	WPIX	4.9	4.4
	SETS IN USE		35.6	33.3
7:30 PM	LUCY - DESI	WCBS	11.0	10.3
	SAM BENEDICT	WNBC	8.6	8.3
	BAT MASTERSON	WNEW	4.8	3.4
	GALLANT MEN	WABC	7.4	6.2
	MAVERICK	WOR	1.9	1.6
	CHILLER THEATRE	WPIX	4.1	4.6
	SETS IN USE		37.8	34.4
7:45 PM	LUCY - DESI	WCBS	12.6	10.4
	SAM BENEDICT	WNBC	8.9	8.7
	BAT MASTERSON	WNEW	4.1	3.1
	GALLANT MEN	WABC	7.8	7.0
	MAVERICK	WOR	1.9	1.5
	CHILLER THEATRE	WPIX	4.0	5.3
	SETS IN USE		39.3	36.0

ARBITRON AUDIENCE ESTIMATES
NEW YORK - SATURDAY, AUGUST 3, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
8:00 PM	LUCY - DESI	WCBS	12.7	11.0
	SAM BENEDICT	WNBC	9.4	9.1
	DRAGNET	WNEW	3.6	3.2
	GALLANT MEN	WABC	9.2	7.4
	MAVERICK; GREAT DRAMA	WOR	1.6	1.1
	CHILLER THEATRE	WPIX	4.1	5.3
	SETS IN USE		40.6	37.1
8:15 PM	LUCY - DESI	WCBS	14.7	12.0
	SAM BENEDICT	WNBC	9.9	9.4
	DRAGNET	WNEW	4.9	3.7
	GALLANT MEN	WABC	10.4	8.1
	GREATEST DRAMA	WOR	1.1	1.2
	CHILLER THEATRE	WPIX	3.6	5.3
	SETS IN USE		44.6	39.7
8:30 PM	DEFENDERS	WCBS	17.1	12.1
	JOEY BISHOP	WNBC	9.9	8.6
	PETER GUNN	WNEW	7.0	5.2
	HOOTENANNY	WABC	6.6	7.6
	FOREIGN FILM FESTIVAL	WOR	4.2	2.9
	CHILLER THEATRE	WPIX	4.5	6.0
	SETS IN USE		49.3	42.4
8:45 PM	DEFENDERS	WCBS	18.0	12.6
	JOEY BISHOP	WNBC	11.2	10.2
	PETER GUNN	WNEW	7.3	5.7
	HOOTENANNY	WABC	7.2	8.7
	FOREIGN FILM FESTIVAL	WOR	3.8	2.8
	CHILLER THEATRE	WPIX	5.2	5.6
	SETS IN USE		52.7	45.6
9:00 PM	DEFENDERS	WCBS	16.8	14.8
	SATURDAY NIGHT MOVIE	WNBC	12.4	11.4
	WRESTLING	WNEW	8.3	6.1
	LAWRENCE WELK	WABC	10.1	9.5
	FOREIGN FILM FESTIVAL	WOR	4.4	2.4
	CLAY COLE	WPIX	3.8	3.9
	SETS IN USE		55.8	48.1
9:15 PM	DEFENDERS	WCBS	16.5	15.1
	SATURDAY NIGHT MOVIE	WNBC	11.4	10.7
	WRESTLING	WNEW	8.7	6.7
	LAWRENCE WELK	WABC	11.3	10.2
	FOREIGN FILM FESTIVAL	WOR	3.7	2.3
	CLAY COLE	WPIX	5.0	4.1
	SETS IN USE		56.6	49.1
9:30 PM	HAVE GUN, WILL TRAVEL	WCBS	14.8	13.2
	SATURDAY NIGHT MOVIE	WNBC	13.0	11.8
	WRESTLING	WNEW	8.1	7.1
	LAWRENCE WELK	WABC	11.4	10.8
	FOREIGN FILM FESTIVAL	WOR	4.1	2.4
	CLAY COLE	WPIX	3.9	3.9
	SETS IN USE		55.3	49.2
9:45 PM	HAVE GUN, WILL TRAVEL	WCBS	13.8	13.4
	SATURDAY NIGHT MOVIE	WNBC	13.2	12.2
	WRESTLING	WNEW	8.7	7.0
	LAWRENCE WELK	WABC	11.0	11.0
	FOREIGN FILM FESTIVAL	WOR	3.8	2.1
	CLAY COLE	WPIX	3.3	3.5
	SETS IN USE		53.8	49.2

ARBITRON AUDIENCE ESTIMATES
NEW YORK - SATURDAY, AUGUST 3, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
10:00 PM	GUNSMOKE	WCBS	21.7	18.3
	SATURDAY NIGHT MOVIE	WNBC	13.9	13.6
	WRESTLING	WNEW	7.5	6.1
	FIGHT OF THE WEEK	WABC	6.8	5.5
	PAN AMER. NEWSREEL	WOR	1.8	1.1
	HARNES RACING	WPIX	1.1	2.1
	SETS IN USE		52.8	46.7
10:15 PM	GUNSMOKE	WCBS	23.4	19.4
	SATURDAY NIGHT MOVIE	WNBC	13.4	13.4
	WRESTLING	WNEW	7.2	5.7
	FIGHT OF THE WEEK	WABC	7.1	5.0
	PAN AMER. NEWSREEL	WOR	1.0	0.9
	HARNES RACING	WPIX	0.4	1.9
	SETS IN USE		52.5	46.3
10:30 PM	GUNSMOKE	WCBS	24.5	20.6
	SATURDAY NIGHT MOVIE	WNBC	13.2	13.6
	WRESTLING	WNEW	6.7	5.3
	FIGHT OF THE WEEK	WABC	6.7	5.0
	EDITORIAL PAGE	WOR	0.9	0.6
	HARNES RACING	WPIX	0.7	1.9
	SETS IN USE		52.7	47.0
10:45 PM	GUNSMOKE	WCBS	24.8	21.9
	SATURDAY NIGHT MOVIE	WNBC	13.6	13.4
	WRESTLING	WNEW	5.0	4.3
	MAKE THAT SPARE	WABC	5.5	4.2
	EDITORIAL PAGE	WOR	1.2	1.2
	HARNES RACING	WPIX	0.9	1.6
	SETS IN USE		51.0	46.6
11:00 PM	NEWS	WCBS	24.4	23.0
	NEWS; WEATHER	WNBC	12.2	12.3
	SENATE REPORT; H. F.	WNEW	3.3	2.4
	NEWS	WABC	4.2	3.4
	MILLION \$ MOVIE	WOR	1.8	1.4
	MYSTERY HOUR	WPIX	1.0	1.3
	SETS IN USE		46.9	43.8
11:15 PM	WEATHER; AWARD THEA.	WCBS	26.8	22.9
	MOVIE FOUR	WNBC	8.5	9.2
	HOLLYWOOD'S FINEST	WNEW	3.0	2.3
	NIGHT SHOW	WABC	3.3	3.4
	MILLION \$ MOVIE	WOR	1.5	1.8
	MYSTERY HOUR	WPIX	1.6	1.6
	SETS IN USE		44.7	41.2
11:30 PM	AWARD THEATRE	WCBS	25.3	19.9
	MOVIE FOUR	WNBC	7.6	8.0
	HOLLYWOOD'S FINEST	WNEW	3.8	2.6
	NIGHT SHOW	WABC	2.5	4.1
	MILLION \$ MOVIE	WOR	1.1	1.6
	MYSTERY HOUR	WPIX	1.4	1.9
	SETS IN USE		41.7	38.1
11:45 PM	AWARD THEATRE	WCBS	23.2	18.4
	MOVIE FOUR	WNBC	6.7	6.0
	HOLLYWOOD'S FINEST	WNEW	3.9	2.8
	NIGHT SHOW	WABC	2.0	4.3
	MILLION \$ MOVIE	WOR	1.3	1.3
	MYSTERY HOUR	WPIX	1.2	1.9
	SETS IN USE		38.3	34.7

ARBITRON AUDIENCE ESTIMATES
NEW YORK AREA WEEKLY REPORT

JULY 29 - AUGUST 2, 1963

DAYTIME

TIME	PROGRAM	STATION	M	T	W	T	F	Avg.	4/W AVG.
6:15 AM	NEWS	WCBS	1.9	2.8	2.5	2.8	2.5	2.5	1.9
	NEWS	WABC	0.1-	0.1-	0.1-	0.1-	0.1-	0.1-	0.1-
	SETS IN USE		1.9	2.8	2.5	2.8	2.5	2.5	1.9
6:30 AM	SUMMER SEMESTER EDUCATION EXCH. SUMMER SCHOOL	WCBS	2.4	2.4	1.8	2.9	3.6	2.6	2.0
		WNBC	0.1	0.1	0.4	0.3	0.4	0.3	0.1
		WABC	0.1-	0.1-	0.1-	0.1-	0.1	0.1-	0.1-
SETS IN USE		2.5	2.5	2.2	3.2	4.1	2.9	2.1	
6:45 AM	SUMMER SEMESTER EDUCATION EXCH. SUMMER SCHOOL	WCBS	1.8	1.7	1.0	3.1	2.5	2.0	2.0
		WNBC	0.5	0.4	0.4	0.1-	0.1	0.3	0.2
		WABC	0.1-	0.1	0.5	0.1-	0.4	0.2	0.1
SETS IN USE		2.3	2.2	1.9	3.1	3.0	2.5	2.3	
7:00 AM	NEWS; WEA.; SPORTS TODAY CARTOONS	WCBS	2.8	2.6	1.2	2.8	3.0	2.5	2.3
		WNBC	0.7	0.3	0.5	0.1-	0.1-	0.3	0.4
		WABC	0.1	0.4	0.7	0.1	0.4	0.3	0.2
SETS IN USE		3.6	3.3	2.4	2.9	3.4	3.1	2.9	
7:15 AM	NEWS; WEA.; SPORTS TODAY; NEWS NEWS CARTOONS	WCBS	3.4	2.3	1.3	2.7	2.4	2.4	2.5
		WNBC	0.8	0.1	0.3	0.1	0.3	0.3	0.7
		WNEW	-	0.3	0.1	0.1	0.1-	0.1	0.2
		WABC	0.5	1.1	1.1	0.6	0.4	0.7	0.4
SETS IN USE		4.7	3.8	2.8	3.5	3.1	3.5	3.8	
7:30 AM	NEWS; WEA.; SPORTS TODAY COLUMBIA LECTURES BARNEY BEAR	WCBS	3.3	2.5	1.1	2.6	2.4	2.4	2.5
		WNBC	0.7	0.4	0.4	0.4	0.8	0.5	0.8
		WNEW	0.1	0.1-	0.3	0.1-	0.1-	0.1	0.2
		WABC	1.8	2.9	1.5	1.9	1.3	1.9	1.0
SETS IN USE		5.9	5.8	3.3	4.9	4.5	4.9	4.5	
7:45 AM	NEWS; WEA.; SPORTS TODAY COLUMBIA LECTURES KING & ODIE	WCBS	3.1	2.8	2.0	2.1	2.9	2.6	2.5
		WNBC	0.8	0.5	0.4	0.5	0.9	0.6	0.9
		WNEW	0.1	0.1-	0.4	0.4	0.1-	0.2	0.2
		WABC	3.3	2.9	2.0	3.0	2.8	2.8	1.9
SETS IN USE		7.3	6.2	4.8	6.0	6.6	6.2	5.5	
8:00 AM	CAPT. KANGAROO TODAY SANDY'S CARTOONS COURAGEOUS CAT	WCBS	2.0	1.2	1.7	2.8	3.2	2.2	2.0
		WNBC	1.5	1.7	1.1	1.0	0.9	1.2	1.7
		WNEW	1.2	0.9	0.7	1.7	1.2	1.1	1.0
		WABC	3.6	3.6	3.6	3.5	4.2	2.7	2.5
SETS IN USE		8.3	7.4	7.1	9.0	9.5	7.2	7.2	
8:15 AM	CAPT. KANGAROO TODAY; NEWS SANDY'S CARTOONS CAT; BILLY	WCBS	2.2	2.3	2.1	2.2	2.4	2.2	2.4
		WNBC	1.8	0.8	1.5	1.4	1.1	1.3	1.9
		WNEW	1.8	2.1	1.5	2.4	1.6	1.9	2.1
		WABC	4.3	4.5	4.0	3.7	6.1	4.5	3.3
SETS IN USE		10.1	9.7	9.1	9.7	11.2	9.9	9.7	
8:30 AM	CAPT. KANGAROO TODAY SANDY BECKER LITTLE RASCALS	WCBS	2.5	2.0	2.5	3.0	2.1	2.4	2.8
		WNBC	2.0	1.6	1.6	1.5	1.6	1.7	2.0
		WNEW	2.9	3.7	2.7	4.1	2.9	3.3	2.9
		WABC	5.8	5.3	4.8	4.1	5.9	5.2	4.3
SETS IN USE		13.2	12.6	11.6	12.7	12.5	12.6	12.0	
8:45 AM	CAPT. KANGAROO TODAY SANDY BECKER LITTLE RASCALS	WCBS	2.7	3.2	1.9	3.1	2.0	2.6	3.0
		WNBC	2.2	0.8	1.2	1.7	1.6	1.5	1.9
		WNEW	4.2	4.5	3.4	4.9	4.2	4.2	3.4
		WABC	5.4	7.3	6.9	5.8	7.2	6.5	5.2
SETS IN USE		14.5	15.8	13.4	15.5	15.0	14.8	13.5	
9:00 AM	MY LITTLE MARGIE BIRTHDAY HOUSE SANDY BECKER FUNNY MANN'S	WCBS	2.3	4.2	2.8	3.4	2.6	3.1	3.1
		WNBC	2.4	2.2	1.2	2.5	2.6	2.2	2.6
		WNEW	5.8	6.8	5.1	5.3	5.3	5.7	4.4
		WABC	4.3	4.8	5.6	4.9	6.2	5.2	4.1
SETS IN USE		15.2	18.4	15.1	16.1	17.1	16.5	14.4	

ARBITRON AUDIENCE ESTIMATES

NEW YORK AREA WEEKLY REPORT JULY 29 - AUGUST 2, 1963

DAYTIME

TIME	PROGRAM	STATION	M	T	W	T	F	Avg.	4/W AVG.
9:15 AM	MY LITTLE MARGIE BIRTHDAY HOUSE SANDY BECKER; NEWS FUNNY MANN'S	WCBS	2.7	4.3	4.7	4.1	3.9	3.9	3.5
		WNBC	2.6	3.1	1.4	2.5	3.3	2.6	3.0
		WNEW	5.8	8.3	5.0	6.5	6.1	6.3	4.7
		WABC	5.1	3.6	5.0	5.0	5.3	4.8	3.9
	SETS IN USE		16.3	19.8	16.2	18.1	19.0	17.8	15.3
9:30 AM	OUR MISS BROOKS JOYCE BROTHERS TOPPER I MARRIED JOAN	WCBS	2.0	4.8	5.9	5.3	3.8	4.4	3.8
		WNBC	2.7	2.8	1.2	1.8	1.8	2.1	1.8
		WNEW	5.4	8.2	5.9	6.7	5.5	6.3	4.9
		WABC	4.2	4.8	2.9	4.0	3.7	3.9	3.6
	SETS IN USE		14.3	20.6	15.9	17.8	15.2	16.8	14.3
9:45 AM	OUR MISS BROOKS J. BROTHERS; NEWS TOPPER I MARRIED JOAN	WCBS	1.9	4.5	5.6	4.6	4.5	4.2	3.9
		WNBC	2.9	2.3	1.7	2.8	2.6	2.5	1.9
		WNEW	6.0	9.7	5.8	7.1	5.0	6.7	5.2
		WABC	4.7	4.1	3.6	3.9	2.6	3.8	3.7
	SETS IN USE		15.5	20.6	16.7	18.4	15.1	17.3	14.9
10:00 AM	CALENDAR SAY WHEN 10 O'CLOCK MOVIE SUSIE	WCBS	1.3	4.2	3.1	2.2	3.2	2.8	2.7
		WNBC	5.4	5.2	5.3	6.0	5.3	5.4	4.6
		WNEW	2.2	6.2	4.0	6.0	1.7	4.0	3.2
		WABC	6.5	4.0	2.7	4.6	2.9	4.1	3.8
	SETS IN USE		15.5	20.0	15.1	19.3	13.5	16.6	14.6
10:15 AM	CALENDAR SAY WHEN; NEWS 10 O'CLOCK MOVIE SUSIE	WCBS	1.1	3.8	2.3	3.2	4.5	3.0	2.9
		WNBC	7.3	5.8	5.6	6.3	4.9	6.0	4.9
		WNEW	2.3	6.0	3.8	6.3	1.2	3.9	2.9
		WABC	5.7	4.0	2.6	4.6	2.8	3.9	3.9
	SETS IN USE		16.4	19.8	14.6	20.4	14.1	17.0	14.8
10:30 AM	I LOVE LUCY PLAY YOUR HUNCH 10 O'CLOCK MOVIE GALE STORM	WCBS	6.5	4.0	6.4	6.2	6.6	5.9	5.0
		WNBC	4.8	5.2	4.6	4.5	3.8	4.6	3.4
		WNEW	1.2	6.2	3.5	4.9	1.6	3.5	3.0
		WABC	3.2	3.4	2.0	4.4	2.2	3.0	3.1
	SETS IN USE		15.7	19.0	16.9	20.0	14.6	17.2	14.7
10:45 AM	I LOVE LUCY PLAY YOUR HUNCH 10 O'CLOCK MOVIE GALE STORM	WCBS	6.8	4.4	7.4	6.7	7.2	6.5	6.0
		WNBC	5.0	4.8	3.8	3.2	3.9	4.1	3.4
		WNEW	1.4	5.4	3.7	5.3	1.3	3.4	2.9
		WABC	3.0	3.2	2.2	2.8	1.9	2.6	2.9
	SETS IN USE		16.2	18.0	18.0	18.1	14.7	16.9	15.4
11:00 AM	MCCOYS PRICE IS RIGHT 10 O'CLOCK MOVIE DECEMBER BRIDE JACK LALANNE	WCBS	5.7	5.5	7.1	4.9	8.7	6.4	5.9
		WNBC	5.4	6.3	4.2	3.9	3.8	4.7	4.3
		WNEW	1.6	5.1	3.6	6.2	0.8	3.5	2.9
		WABC	4.7	2.4	2.8	2.8	3.7	3.3	2.6
	WPIX	0.1-	0.5	0.4	0.4	0.3	0.3	0.3	
SETS IN USE		17.4	19.8	18.6	18.2	17.7	18.4	16.3	
11:15 AM	MCCOYS PRICE IS RIGHT M.; MEMO; N./M.; N. DECEMBER BRIDE JACK LALANNE	WCBS	5.2	6.5	6.7	5.1	8.1	6.3	6.0
		WNBC	6.3	6.3	5.6	3.7	5.2	5.4	5.0
		WNEW	1.8	(4.6)	(4.0)	4.1	(1.2)	3.1	2.5
		WABC	5.2	1.5	3.0	3.2	3.8	3.3	2.6
	WPIX	0.1-	0.8	0.8	0.9	0.4	0.6	0.5	
SETS IN USE		19.0	19.7	20.6	17.3	19.1	19.0	17.0	
11:30 AM	PETE & GLADYS CONCENTRATION ROMPER ROOM SEVEN KEYS OPER. ALPHABET	WCBS	5.8	6.2	6.5	6.8	8.2	6.7	6.3
		WNBC	6.4	6.2	5.7	3.1	6.4	5.6	5.8
		WNEW	2.4	4.8	3.5	3.5	2.6	3.4	2.9
		WABC	3.7	2.6	3.0	1.9	2.4	2.7	2.0
	WPIX	0.1	0.1	0.1	0.1	0.1-	0.1	0.2	
SETS IN USE		18.4	20.2	19.2	15.8	20.0	18.8	17.5	

ARBITRON AUDIENCE ESTIMATES
NEW YORK AREA WEEKLY REPORT JULY 29 - AUGUST 2, 1963

DAYTIME

TIME	PROGRAM	STATION	M	T	W	T	F	Avg.	4/W AVG.
11:45 AM	PETE & GLADYS CONCENTRATION ROMPER ROOM SEVEN KEYS OPER. ALPHABET	WCBS	5.5	6.7	6.4	9.7	7.4	7.1	6.8
		WNBC	7.1	6.1	5.0	3.2	7.0	5.7	6.1
		WNEW	2.8	5.0	3.2	3.1	3.3	3.5	3.3
		WABC	4.9	2.2	3.2	1.3	2.1	2.7	1.9
		WPIX	0.2	0.1-	0.1-	0.1-	0.1-	0.1-	0.2
		SETS IN USE		20.9	20.0	18.2	17.7	20.2	19.3
12:00 noon	LOVE OF LIFE FIRST IMPRESSION ROMPER ROOM ERNIE FORD FARM NEWS BOZO THE CLOWN	WCBS	5.0	6.8	5.1	8.1	6.3	6.3	6.4
		WNBC	8.0	5.2	5.3	5.0	7.5	6.2	5.8
		WNEW	4.0	4.4	3.7	5.0	2.5	3.9	3.8
		WABC	3.0	1.2	3.9	0.8	1.1	2.0	1.8
		WOR	1.0	0.4	0.1-	0.1-	0.4	0.4	0.3
		WPIX	2.4	1.2	0.8	1.8	1.2	1.5	1.1
SETS IN USE		23.8	19.2	18.8	21.3	19.7	20.6	19.6	
12:15 PM	LOVE OF LIFE; NEWS FIRST IMPRESSION ROMPER ROOM ERNIE FORD NEWS; WEA.; ALM. BOZO THE CLOWN	WCBS	4.6	6.0	4.9	8.1	6.5	6.0	6.3
		WNBC	10.1	5.6	5.6	6.9	7.3	7.1	6.4
		WNEW	3.9	3.6	4.1	4.2	2.8	3.7	3.5
		WABC	2.6	2.0	3.9	1.4	1.6	2.3	1.9
		WOR	1.2	0.1-	0.1-	0.3	0.5	0.4	0.3
		WPIX	3.8	0.8	1.0	1.9	1.8	1.9	1.7
SETS IN USE		26.6	18.0	19.5	23.3	21.3	21.7	28.4	
12:30 PM	SEARCH-TOMORROW TRUTH-CONSEQ. CARTOON PLAYTIME FATHER KNOWS BEST MEMORY LANE ROCKY & FRIENDS	WCBS	5.0	6.3	5.4	6.0	5.1	5.6	6.0
		WNBC	7.8	4.8	5.7	5.4	7.1	6.2	5.3
		WNEW	3.9	4.4	3.8	4.3	3.2	3.9	3.6
		WABC	3.2	3.6	2.8	2.8	2.1	2.9	2.9
		WOR	1.2	2.0	0.3	0.4	0.9	1.0	0.7
		WPIX	4.2	2.0	1.3	2.3	2.1	2.4	1.9
SETS IN USE		25.7	23.1	19.5	21.6	21.2	22.3	20.7	
12:45 PM	GUIDING LIGHT TRUTH-CONS.; NEWS CARTOON PLAYTIME FATHER KNOWS BEST MEMORY LANE KOMEDY KAPERS	WCBS	4.9	6.1	6.6	6.5	4.5	5.7	6.2
		WNBC	6.2	5.1	4.5	5.4	5.2	5.3	4.5
		WNEW	3.8	4.3	4.2	5.2	4.0	4.3	4.0
		WABC	5.8	4.9	2.8	3.8	3.2	4.1	3.7
		WOR	1.2	0.8	0.8	0.8	0.9	0.9	0.6
		WPIX	4.1	2.0	1.5	1.9	1.1	2.1	1.7
SETS IN USE		26.4	23.2	20.4	24.0	19.4	22.7	21.0	
1:00 PM	BURNS & ALLEN AFTERNOON MOVIE CARTOON PLAYTIME GENERAL HOSPITAL MEMORY LANE BOLD JOURNEY	WCBS	4.0	3.8	4.4	5.4	3.7	4.3	5.3
		WNBC	4.3	3.2	3.5	4.6	4.4	4.0	3.9
		WNEW	7.2	5.8	6.0	6.6	5.9	6.3	5.5
		WABC	3.7	2.6	4.4	2.6	2.5	3.2	2.7
		WOR	0.4	0.4	0.4	1.2	0.7	0.6	0.4
		WPIX	1.9	1.1	1.5	1.2	0.9	1.3	1.1
SETS IN USE		21.6	17.0	20.2	22.2	18.2	19.9	19.1	
1:15 PM	BURNS & ALLEN AFTERNOON MOVIE PLAYTIME; NEWS GENERAL HOSPITAL MEMORY LANE BOLD JOURNEY	WCBS	3.8	4.4	4.8	5.6	4.0	4.5	5.6
		WNBC	4.1	3.0	2.8	4.5	3.5	3.4	3.8
		WNEW	6.1	4.4	4.9	6.3	6.9	5.7	5.0
		WABC	4.6	3.6	4.4	3.1	3.6	3.9	3.0
		WOR	0.5	0.6	0.1-	0.9	0.7	0.5	0.4
		WPIX	1.2	0.8	1.3	1.0	0.4	0.9	0.8
SETS IN USE		20.3	16.8	18.2	21.9	19.4	19.1	18.9	
1:30 PM	AS THE WORLD TURNS AFTERNOON MOVIE LATE LUNCH MOVIE GIRL TALK VARIOUS SPORTS/1st SHOW	WCBS	8.8	9.3	7.0	7.8	6.0	7.8	7.8
		WNBC	4.2	2.6	3.8	4.6	3.5	3.5	3.8
		WNEW	3.7	2.6	2.9	6.0	4.5	3.9	3.2
		WABC	3.1	1.7	3.1	1.0	3.1	2.4	2.2
		WOR	1.2	1.7	0.6	0.9	0.5	1.0	0.6
		WPIX	2.0	(1.0)	0.9	(3.1)	(1.2)	1.6	1.4
SETS IN USE		23.0	19.2	18.3	23.7	18.9	20.3	19.3	
1:45 PM	AS THE WORLD TURNS MOVIE; NEWS LATE LUNCH MOVIE GIRL TALK STAR & STORY BARBER; BB/1st SHOW	WCBS	9.5	10.2	7.7	7.8	8.0	8.6	8.6
		WNBC	4.8	3.3	3.3	5.1	3.7	4.0	3.7
		WNEW	2.9	3.9	2.3	5.9	3.7	3.5	2.9
		WABC	3.2	1.7	3.9	1.7	3.5	2.8	2.3
		WOR	1.2	1.7	1.2	0.9	0.4	1.1	0.8
		WPIX	1.7	(1.0)	1.4	(3.8)	(1.7)	1.9	1.5
SETS IN USE		23.6	22.5	19.8	26.0	21.4	22.3	20.1	

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DAYTIME

TIME	PROGRAM	STATION	M	T	W	T	F	Avg.	4/W AVG.
2:00 PM	PASSWORD	WCBS	10.0	10.9	8.0	9.3	8.2	9.3	9.0
	PEOPLE WILL TALK	WNBC	1.9	3.0	4.3	5.9	3.6	3.7	3.3
	LATE LUNCH MOVIE	WNEW	2.1	3.6	3.5	4.0	4.4	3.5	3.0
	DAY IN COURT	WABC	3.7	2.0	2.9	2.5	2.5	2.7	2.3
	UNDERSTAND-WORLD	WOR	0.9	0.8	0.7	0.9	0.9	0.8	0.6
	BASEBALL/1st SHOW	WPIX	2.4	(1.2)	2.9	(4.9)	(2.5)	2.	1.9
	SETS IN USE		21.1	21.9	22.3	28.4	22.6	23.2	20.4
2:15 PM	PASSWORD	WCBS	10.3	12.1	8.5	10.3	7.8	9.8	9.4
	PEOPLE-TALK; NEWS	WNBC	1.6	3.7	2.7	5.6	4.7	3.7	3.0
	LATE LUNCH MOVIE	WNEW	1.9	3.3	3.0	4.8	3.7	3.3	2.8
	DAY IN COURT; NEWS	WABC	3.3	2.9	2.9	2.8	2.2	2.8	2.2
	UNDERSTAND-WORLD	WOR	0.8	0.4	1.0	1.4	0.8	0.9	0.5
	BASEBALL/1st SHOW	WPIX	2.7	(0.8)	3.3	(5.5)	(2.9)	3.0	2.1
	SETS IN USE		20.9	23.6	21.5	31.5	22.9	24.0	20.3
2:30 PM	HOUSE PARTY	WCBS	9.5	10.1	6.3	9.7	7.7	8.7	8.2
	DOCTORS	WNBC	3.1	3.5	3.5	4.9	3.0	3.6	3.2
	LATE LUNCH MOVIE	WNEW	2.5	5.4	3.9	5.4	4.3	4.3	3.0
	JANE WYMAN	WABC	3.0	2.7	2.1	4.1	3.4	3.1	1.9
	ALL STAR MOVIE	WOR	0.4	1.0	1.4	1.6	0.7	1.0	0.7
	BASEBALL/1st SHOW	WPIX	2.0	(1.3)	3.6	(5.9)	(2.5)	3.1	2.0
	SETS IN USE		21.0	24.6	20.9	32.7	22.3	24.4	19.4
2:45 PM	HOUSE PARTY	WCBS	8.7	10.5	5.9	8.5	8.2	8.4	7.8
	DOCTORS	WNBC	3.3	3.8	3.5	6.0	2.5	3.8	3.3
	M.;MEMO;N./M.;N.	WNEW	1.8	(2.8)	(2.8)	4.9	(3.7)	3.2	2.4
	JANE WYMAN	WABC	3.7	2.2	2.5	5.4	4.4	3.6	2.4
	ALL STAR MOVIE	WOR	0.7	0.8	2.0	1.6	0.5	1.1	0.8
	BASEBALL/1st SHOW	WPIX	2.3	(1.2)	3.9	(4.5)	(1.6)	2.7	1.7
	SETS IN USE		21.2	21.5	20.6	31.7	21.2	23.2	18.6
3:00 PM	TO TELL THE TRUTH	WCBS	7.4	9.8	3.1	9.8	8.7	7.8	7.6
	LORETTA YOUNG	WNBC	3.7	4.3	4.5	7.8	3.8	4.8	4.3
	DOORWAY	WNEW	1.6	1.6	2.0	3.2	2.5	2.2	1.6
	QUEEN FOR A DAY	WABC	3.3	1.7	3.1	3.7	3.1	3.0	2.0
	ALL STAR MOVIE	WOR	1.5	0.6	2.0	2.3	0.9	1.5	1.1
	BB/HWOOD MOVIE	WPIX	3.6	(1.4)	4.9	(3.7)	(1.9)	3.1	1.9
	SETS IN USE		21.8	19.4	19.6	31.6	21.4	22.9	18.8
3:15 PM	TELL THE TRUTH; NEWS	WCBS	7.7	9.6	4.5	8.7	7.7	7.6	7.4
	LORETTA YOUNG	WNBC	3.6	5.1	5.3	9.2	4.0	5.4	4.6
	DOORWAY	WNEW	2.3	0.9	1.9	4.5	1.7	2.3	1.8
	QUEEN FOR A DAY	WABC	4.1	1.8	3.1	4.6	3.3	3.4	2.4
	ALL STAR MOVIE	WOR	1.8	0.7	1.5	1.8	0.4	1.2	1.1
	BB/HWOOD MOVIE	WPIX	2.7	(2.6)	3.1	(2.9)	(2.0)	2.7	1.8
	SETS IN USE		22.7	20.7	19.7	33.1	20.2	23.3	19.5
3:30 PM	EDGE OF NIGHT	WCBS	5.2	6.6	4.9	7.5	6.4	6.1	6.2
	YOU DON'T SAY	WNBC	6.0	6.2	5.2	7.1	3.0	5.5	4.6
	TEXAN	WNEW	4.1	1.0	3.2	6.3	3.7	3.7	2.8
	WHO DO YOU TRUST	WABC	3.3	3.7	2.8	5.2	3.5	3.7	2.3
	ALL STAR MOVIE	WOR	1.7	1.2	2.0	2.2	0.7	1.6	1.2
	BB/HWOOD MOVIE	WPIX	3.1	(3.2)	3.6	(3.2)	(1.4)	2.9	1.9
	SETS IN USE		23.9	22.0	22.3	33.0	20.1	24.3	19.4
3:45 PM	EDGE OF NIGHT	WCBS	3.7	6.4	5.1	8.4	6.1	5.9	6.0
	YOU DON'T SAY	WNBC	6.0	6.9	4.9	8.3	3.4	5.9	5.0
	TEXAN	WNEW	5.1	2.2	3.8	5.8	4.5	4.3	3.2
	WHO DO YOU TRUST	WABC	4.6	4.8	2.4	5.1	3.9	4.2	2.7
	ALL STAR MOVIE	WOR	2.1	1.2	1.7	1.9	1.2	1.6	1.2
	BB/HWOOD MOVIE	WPIX	4.3	(3.4)	4.5	(2.8)	(1.8)	3.4	2.0
	SETS IN USE		26.1	25.8	22.8	33.6	22.3	26.2	20.6
4:00 PM	SECRET STORM	WCBS	4.4	6.1	4.8	8.4	6.6	6.1	6.0
	MATCH GAME	WNBC	7.7	9.1	6.7	10.1	5.6	7.8	5.6
	FELIX & THE WIZARD	WNEW	5.5	2.5	3.3	4.8	3.6	3.9	3.0
	AMER. BANDSTAND	WABC	3.5	4.1	3.6	5.4	4.6	4.2	3.6
	PLAYHOUSE 30/JFK	WOR	2.1	1.5	1.5	(0.6)	0.8	1.3	1.2
	VARIOUS	WPIX	4.0	3.9	1.5	3.3	1.2	2.8	1.9
	SETS IN USE		27.5	27.8	21.4	33.6	23.6	26.7	21.6

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TIME	PROGRAM	STATION	M	T	W	T	F	Avg.	4/W AVG.
4:15 PM	SECRET STORM MATCH GAME; NEWS FELIX & THE WIZARD AMER. BANDSTAND PLAYHOUSE 30/JFK VARIOUS	WCBS	5.3	6.0	4.3	8.5	5.8	6.0	6.0
		WNBC	7.2	9.9	6.5	10.1	4.6	7.7	5.7
		WNEW	7.5	3.7	4.0	5.7	4.2	5.0	3.6
		WABC	3.5	4.3	3.9	5.9	5.8	4.7	4.1
		WOR	1.6	2.1	1.7	(0.3)	0.9	1.3	1.6
		WPIX	1.5	2.9	0.6	2.3	1.4	1.7	1.5
		SETS IN USE		26.6	29.0	21.2	33.9	23.6	26.9
4:30 PM	MILLIONAIRE MAKE ROOM/JFK FELIX & THE WIZARD DISCOVERY '63/JFK HIGH ROAD POPEYE	WCBS	6.6	6.4	4.9	11.8	7.0	7.3	6.7
		WNBC	7.9	8.4	6.7	(4.9)	6.5	6.9	5.9
		WNEW	7.9	5.1	4.2	7.3	4.4	5.8	4.0
		WABC	1.0	1.9	1.5	(3.2)	2.9	2.1	1.8
		WOR	0.7	1.7	1.1	1.8	0.3	1.1	1.0
		WPIX	1.3	1.9	2.1	2.5	1.6	1.9	1.6
		SETS IN USE		25.4	26.1	20.8	32.6	23.8	25.7
4:45 PM	MILLIONAIRE MAKE ROOM/JFK FELIX & THE WIZARD DISC'Y '63; NEWS/JFK HIGH ROAD POPEYE; FAIRY TALES	WCBS	6.5	7.7	5.7	11.1	7.5	7.7	6.8
		WNBC	6.5	7.1	6.7	(4.8)	7.8	6.6	6.0
		WNEW	7.4	4.1	4.3	7.6	4.2	5.5	4.1
		WABC	0.9	2.0	2.4	(3.2)	2.1	2.1	1.7
		WOR	0.5	0.6	0.3	1.5	0.4	0.7	0.8
		WPIX	1.5	2.6	1.8	3.2	2.0	2.2	2.0
		SETS IN USE		23.6	25.1	21.8	32.7	25.4	25.7
5:00 PM	LOVE THAT BOB/JFK MOVIE FOUR FELIX & THE WIZARD RESCUE 8 GOLF/LOONEYTUNES DICK TRACY	WCBS	7.5	6.9	6.0	(9.7)	7.4	7.5	7.0
		WNBC	5.9	4.0	5.2	6.2	6.5	5.6	4.4
		WNEW	6.5	4.4	4.8	5.5	3.8	5.0	4.1
		WABC	2.0	2.4	2.3	2.8	2.7	2.4	2.4
		WOR	0.5	(0.4)	(0.6)	(2.0)	(0.8)	0.9	0.7
		WPIX	1.2	3.6	3.2	4.8	2.2	3.0	2.5
		SETS IN USE		24.5	22.9	22.2	32.9	24.7	25.5
5:15 PM	LOVE THAT BOB/JFK MOVIE FOUR FELIX & THE WIZARD RESCUE 8 GOLF/TUNES; NEWS DICK TRACY; ROCKY	WCBS	7.9	7.2	6.9	(7.9)	7.5	7.5	7.4
		WNBC	6.4	3.8	4.9	5.3	5.8	5.2	4.3
		WNEW	5.1	4.4	4.6	6.7	3.4	4.8	4.1
		WABC	2.5	3.2	2.8	3.1	3.0	2.9	2.8
		WOR	1.2	(0.8)	(0.1)	(1.8)	(0.4)	0.9	0.9
		WPIX	1.9	3.6	4.3	5.7	3.0	3.7	2.8
		SETS IN USE		25.5	23.8	24.0	32.0	24.2	25.9
5:30 PM	EARLY SHOW MOVIE FOUR SANDY'S HOUR HIGHWAY PATROL GOLF/MOVIE-WEEK SUPERMAN	WCBS	7.4	5.9	6.3	6.8	6.9	6.7	6.7
		WNBC	8.0	3.7	5.3	4.4	5.2	5.3	4.4
		WNEW	4.6	3.3	4.4	6.0	2.5	4.2	4.1
		WABC	4.1	4.5	2.8	3.3	4.0	3.7	3.1
		WOR	1.2	(1.4)	(0.5)	(1.9)	(0.3)	1.1	1.2
		WPIX	3.2	5.5	7.4	6.0	5.2	5.5	4.0
		SETS IN USE		28.9	26.1	26.8	30.2	25.7	27.6
5:45 PM	EARLY SHOW MOVIE FOUR SANDY'S HOUR HIGHWAY PATROL GOLF/MOVIE-WEEK SUPERMAN	WCBS	8.3	6.9	6.4	7.0	6.1	6.9	7.0
		WNBC	6.9	4.4	4.4	3.6	5.6	5.0	4.5
		WNEW	4.0	3.2	3.6	5.3	2.4	3.7	4.1
		WABC	4.5	4.8	4.1	3.1	4.2	4.1	3.4
		WOR	1.8	(1.2)	(0.5)	(2.5)	(0.4)	1.3	1.4
		WPIX	4.6	6.9	8.3	6.3	5.9	6.4	4.9
		SETS IN USE		30.6	28.6	28.0	28.8	26.3	28.4
6:00 PM	EARLY SHOW VARIOUS SANDY'S HOUR BIG NEWS GOLF; MOVIE/MOVIE THREE STOOGES	WCBS	8.6	6.6	6.6	7.3	5.8	7.0	7.3
		WNBC	7.0	5.4	3.5	3.5	6.7	5.2	4.9
		WNEW	4.9	4.3	4.4	5.7	3.7	4.6	5.0
		WABC	1.8	3.1	4.2	3.5	3.4	3.2	2.7
		WOR	1.6	(1.1)	(0.7)	(2.6)	(0.5)	1.3	1.5
		WPIX	4.8	5.1	8.1	4.6	4.6	5.5	4.3
		SETS IN USE		29.2	27.0	28.2	28.1	25.5	27.7
6:15 PM	EARLY SHOW NEWS OF NEW YORK SANDY'S HOUR BIG NEWS MOVIE OF THE WEEK THREE STOOGES	WCBS	8.5	7.2	7.7	8.6	5.7	7.5	8.1
		WNBC	6.2	5.9	6.1	4.5	7.6	6.1	5.5
		WNEW	4.6	4.2	4.2	4.7	2.8	4.1	4.6
		WABC	1.2	2.5	3.4	3.1	4.1	2.9	2.3
		WOR	1.7	0.9	1.0	2.7	1.3	1.5	1.7
		WPIX	5.3	6.2	8.2	3.9	4.5	5.6	4.5
		SETS IN USE		28.6	27.6	31.8	28.7	26.4	28.6

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TIME	PROGRAM	STATION	M	T	W	T	F	Avg.	4/W AVG.
6:30 PM	EARLY SHOW NEWS - NY; WEA. MICKEY MOUSE CLUB BIG NEWS MOVIE OF THE WEEK VARIOUS	WCBS	8.7	7.3	9.3	8.5	6.4	8.0	8.5
		WNBC	8.6	6.9	10.0	6.3	7.2	7.8	7.1
		WNEW	5.3	4.4	6.0	6.2	4.1	5.2	4.9
		WABC	2.2	2.0	1.6	2.6	4.5	2.6	2.1
		WOR	1.7	1.2	1.2	2.9	1.6	1.7	1.7
		WPIX	5.8	6.0	4.9	2.6	3.3	4.5	3.6
		SETS IN USE		33.4	27.8	34.2	29.6	27.2	30.4
6:45 PM	EVENING REPORT HUNTLEY - BRINKLEY MICKEY MOUSE CLUB RON COCHRAN MOVIE OF THE WEEK VARIOUS	WCBS	5.4	7.6	9.2	8.5	7.4	7.6	7.8
		WNBC	8.5	8.8	10.2	7.1	7.2	8.4	8.3
		WNEW	4.9	4.7	7.1	5.3	5.1	5.4	5.4
		WABC	3.4	2.0	2.4	1.9	4.3	2.8	2.3
		WOR	2.8	0.9	1.2	3.5	1.6	2.0	1.9
		WPIX	7.5	6.0	5.3	4.0	3.9	5.3	3.8
		SETS IN USE		33.0	30.7	36.2	30.8	29.6	32.0

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POST 11:00 P.M.

TIME	PROGRAM	STATION	M	T	W	T	F	Avg.	4/W AVG.
11:00 PM	NEWS; WEA.; SPORTS NEWS; WEA.; SPORTS NEWS; H. F. NEWS; WEATHER/FB \$ MOVIE/BASEBALL NEWS; STEVE ALLEN	WCBS	14.4	14.7	15.4	19.0	11.7	15.0	13.5
		WNBC	15.8	12.2	11.5	11.6	14.4	13.1	13.9
		WNEW	4.9	5.5	1.7	3.1	8.1	4.7	4.8
		WABC	4.3	5.0	5.4	7.3	(8.8)	6.2	5.0
		WOR	1.4	1.0	(4.0)	0.7	(2.9)	2.0	2.7
		WPIX	1.9	3.6	4.7	2.8	2.5	3.1	3.0
		SETS IN USE		42.7	42.0	42.7	44.5	48.9	44.6
11:15 PM	NEWS; LATE SHOW NEWS H'WOOD'S FINEST NEWS; N S/F'BALL \$ MOVIE/BASEBALL STEVE ALLEN	WCBS	11.0	12.7	14.2	14.5	12.6	13.0	11.3
		WNBC	14.0	11.1	10.5	11.8	13.9	12.3	12.9
		WNEW	3.5	2.7	1.6	1.8	6.1	3.1	3.6
		WABC	3.4	4.4	4.4	7.0	(6.0)	5.0	4.2
		WOR	2.1	1.2	(3.7)	1.6	(3.5)	2.4	2.8
		WPIX	2.0	3.3	3.8	3.2	2.0	2.9	3.0
		SETS IN USE		36.0	35.4	38.2	39.9	45.0	39.6
11:30 PM	LATE SHOW TONIGHT H'WOOD'S FINEST N S/FOOTBALL \$ MOVIE/BASEBALL STEVE ALLEN	WCBS	9.5	9.0	12.4	11.2	11.4	10.7	8.9
		WNBC	10.7	8.9	6.6	11.1	9.6	9.4	10.1
		WNEW	4.1	1.6	1.9	1.9	5.6	3.0	3.4
		WABC	4.2	4.9	4.6	6.9	(6.7)	5.5	4.2
		WOR	2.2	0.9	(3.4)	1.4	(3.5)	2.3	2.8
		WPIX	2.1	4.8	2.9	3.0	2.4	3.0	3.0
		SETS IN USE		32.8	30.1	31.8	35.5	39.2	33.9
11:45 PM	LATE SHOW TONIGHT H'WOOD'S FINEST N S/FOOTBALL \$ MOVIE/BASEBALL STEVE ALLEN	WCBS	8.3	8.4	11.9	8.4	10.7	9.5	7.9
		WNBC	9.7	8.8	5.4	8.9	9.2	8.4	9.3
		WNEW	3.8	1.6	2.1	2.5	5.0	3.0	3.1
		WABC	4.0	5.0	4.2	6.0	(6.1)	5.1	3.2
		WOR	2.0	0.6	(3.1)	1.1	(3.7)	2.1	2.2
		WPIX	2.2	5.2	1.9	3.0	1.5	2.8	2.6
		SETS IN USE		30.0	29.6	28.6	29.9	36.2	30.9
12:00 MID	LATE SHOW TONIGHT H'WOOD'S FINEST N S/FOOTBALL \$ MOVIE/BASEBALL STEVE ALLEN	WCBS	8.0	7.5	11.2	9.7	9.3	9.1	7.4
		WNBC	6.5	7.5	4.6	8.3	9.2	7.2	8.0
		WNEW	3.8	1.6	2.6	2.2	5.2	3.1	3.2
		WABC	4.1	3.9	4.2	5.7	(5.2)	4.6	3.6
		WOR	2.0	0.7	(0.9)	1.1	(4.1)	1.8	1.7
		WPIX	2.1	4.1	1.8	2.0	1.2	2.2	1.9
		SETS IN USE		26.5	25.3	25.3	29.0	34.2	28.0
12:15 AM	LATE SHOW TONIGHT H'WOOD'S FINEST N S/FOOTBALL \$ MOVIE/BASEBALL VARIOUS	WCBS	8.1	7.1	10.7	8.2	7.5	8.3	7.3
		WNBC	5.0	7.9	5.5	7.7	9.1	7.0	7.5
		WNEW	3.0	1.3	2.6	2.3	4.4	2.7	2.8
		WABC	3.2	3.3	4.0	5.0	(5.2)	4.1	3.4
		WOR	1.7	0.7	(1.0)	0.8	(4.6)	1.8	1.3
		WPIX	1.5	2.8	1.5	0.5	1.1	1.5	1.2
		SETS IN USE		22.5	23.1	25.3	24.5	31.9	25.4

ARBITRON AUDIENCE ESTIMATES

NEW YORK AREA WEEKLY REPORT JULY 29 - AUGUST 2, 1963

POST 11:00 P. M.

TIME	PROGRAM	STATION	M	T	W	T	F	Avg.	4/W AVG.						
12:30 AM	LATE SHOW TONIGHT H'WOOD'S FINEST N S/FOOTBALL VARIOUS VARIOUS	WCBS	8.6	6.8	11.1	7.3	8.7	8.5	7.2						
		WNBC	4.6	5.7	4.1	7.5	8.0	6.0	6.5						
		WNEW	2.5	0.7	2.6	2.9	4.6	2.7	2.7						
		WABC	3.1	3.3	4.0	4.2	(5.2)	4.0	3.3						
		WOR	1.7	0.9	0.9	0.4	1.7	1.1	0.8						
		WPIX	1.2	2.4	1.2	0.3	0.9	1.2	0.9						
		SETS IN USE		21.7	19.8	23.9	22.6	29.1	23.5	21.4					
12:45 AM	L S/L S; NEWS; L L S TONIGHT H. F./5 * MOVIE SP. N S/FOOTBALL BASEBALL/ STORIES PASSING PARADE	WCBS	8.3	7.2	(6.4)	7.0	7.7	7.3	6.4						
		WNBC	4.2	4.5	5.4	6.0	7.3	5.5	5.7						
		WNEW	2.3	0.8	(1.2)	2.5	4.7	2.3	2.5						
		WABC	3.2	2.0	3.5	4.6	(2.7)	3.2	2.9						
		WOR	-	-	1.2	-	(0.5)	0.8	1.1						
		WPIX	-	1.5	-	0.1	1.1	0.9	-						
		SETS IN USE		18.0	16.0	17.7	20.2	24.0	20.0	18.6					
1:00 AM	VARIOUS NEWS; 13th HR DRAMA 5 * MOV./H. F.; JFK N S/G N S BASEBALL/STORIES PASSING PARADE	WCBS	5.6	6.8	5.4	7.7	9.6	7.0	5.7						
		WNBC	2.0	2.8	2.6	4.1	4.4	3.2	3.1						
		WNEW	0.5	0.7	0.6	(1.6)	2.9	1.3	2.0						
		WABC	3.2	(1.6)	(2.0)	3.0	2.1	2.4	2.2						
		WOR	-	-	1.3	-	(0.7)	1.0	-						
		WPIX	-	0.9	-	-	-	0.5	-						
		SETS IN USE		11.3	12.8	11.9	16.4	19.7	15.4	13.0					
1:15 AM	VARIOUS 13th HOUR DRAMA 5 * MOVIE SP./JFK G N S/N S BB/ALM.; NEWS; W.	WCBS	3.8	4.8	4.9	7.9	10.1	6.3	4.9						
		WNBC	1.4	1.5	1.2	2.8	2.6	1.9	1.7						
		WNEW	0.8	0.7	0.5	(0.7)	1.4	0.8	1.3						
		WABC	1.0	1.9	2.2	1.6	(1.8)	1.7	1.7						
		WOR	-	-	1.3	-	(0.6)	1.0	-						
		SETS IN USE		7.0	8.9	10.1	13.0	16.5	11.7	9.6					
		1:30 AM	L L S/L S 13th HOUR DRAMA 5 * MOV./JFK; 5 * M. G N S/N S	WCBS	4.7	3.5	5.1	(7.6)	6.4	5.5	4.4				
WNBC	0.7			1.2	1.0	1.6	2.6	1.4	1.4						
WNEW	0.4			0.8	0.4	(0.8)	1.5	0.8	1.1						
WABC	1.1			1.9	1.7	1.0	(1.5)	1.4	1.3						
SETS IN USE				6.9	7.4	8.2	11.0	12.0	9.1	8.2					
1:45 AM	L L S/L S; NEWS 13th HOUR DRAMA 5 STAR MOVIE SPEC'L G N S/N S			WCBS	3.6	3.0	5.5	(6.7)	5.4	4.8	3.9				
				WNBC	0.1-	0.9	0.4	0.9	2.7	1.0	1.1				
		WNEW	0.1	0.8	0.4	0.8	1.2	0.7	0.9						
		WABC	0.8	1.6	1.6	0.9	(1.6)	1.3	1.1						
		SETS IN USE		4.5	6.3	7.9	9.3	10.9	7.8	7.0					
		2:00 AM	LATE LATE SHOW 13th HOUR DRAMA 5 STAR MOVIE SPEC'L G N S/N S	WCBS	3.2	2.8	4.8	3.8	5.7	4.1	3.4				
				WNBC	0.1-	0.7	0.3	1.2	1.8	0.8	1.1				
WNEW	0.1			1.1	0.4	0.4	1.3	0.7	0.9						
WABC	0.8			1.5	1.6	0.8	(0.9)	1.1	1.0						
SETS IN USE				4.1	6.1	7.1	6.2	9.7	6.7	6.4					
2:15 AM	LATE LATE SHOW 5 STAR MOVIE SPEC'L G N S/N S			WCBS	3.2	3.8	4.5	4.2	5.5	4.2	3.5				
				WNEW	0.6	1.2	0.8	0.5	1.9	1.0	1.1				
		WABC	0.8	0.4	1.5	0.9	(0.9)	0.9	0.9						
		SETS IN USE		4.6	5.4	6.8	5.6	8.3	6.1	5.5					
		2:30 AM	LATE LATE SHOW 5 STAR MOVIE SPEC'L G N S/N S	WCBS	2.8	3.6	4.4	4.1	5.6	4.1	3.6				
				WNEW	0.4	1.3	-	0.5	1.6	1.0	1.0				
				WABC	0.7	-	1.4	-	(0.9)	1.0	0.8				
SETS IN USE				3.9	4.9	5.8	4.6	8.1	6.1	5.4					
2:45 AM	LATE LATE SHOW 5 STAR MOVIE SPEC'L			WCBS	2.5	3.8	3.9	4.3	5.3	4.0	3.6				
				WNEW	0.4	1.2	-	0.8	-	0.8	0.7				
				SETS IN USE		2.9	5.0	3.9	5.1	5.3	4.8	4.3			
		3:00 AM	LATE LATE SHOW	WCBS	-	3.2	-	5.0	-	4.1	3.5				
				3:15 AM	LATE LATE SHOW	WCBS	-	-	-	4.2	-	4.2	2.9		
						3:30 AM	LATE LATE SHOW	WCBS	-	-	-	3.2	-	3.2	2.5

Symbols and Terms

Slash (/) between two program titles indicates a time period divided between two programs. The order of their appearance in the title box is determined by their order of appearance during the Mon - Fri period. Ratings preceded by an "x," apply to the second program listed in such a title box.

Various — a term used in the Program Title column when more than two different programs were telecast during the same Mon - Fri time period on a given station.

The rating symbol (0.1—) is used when the actual rating falls below the established minimum of 0.1. Since the symbol represents no actual value the figure of 0.1— is not counted in the sets-in-use.

The letters ETV denote educational programming.

SUMMARY OF ARB TV AUDIENCE MEASUREMENT SERVICES

1. Network Reports:

TV-National — published six times yearly. Each report provides data based on nationwide sampling and includes estimates of audience size and characteristics for all network television programs covered by the survey.

2. Local Market Reports:

(a) A separate report for each U.S. TV market — provides estimates of audience size for all stations and time periods. Published two to nine times yearly, depending upon market size and number of stations.

(b) Local Market Summary Service — all individual market reports are compiled, bound, and issued in summary form each survey month. Twice yearly (November and March), complete information is included from ARB's nationwide sampling sweeps, reporting on all 240 U.S. TV markets, including the 50 or more not published in pocketpiece format.

(c) New York Instantaneous ARBITRON — the electronic measurement service which provides continuous audience size estimates covering all time periods 365 days per year. Reports are delivered weekly. ARBITRON data is also used in the New York local market report which is issued 10 times per year (ARB's nine standard survey periods, plus December).

3. Special Audience Measurement Reports:

(a) National ARBITRON — overnight network TV program measurement results produced by ARBITRON instantaneous recording units and telephone coincidental sampling of the entire U.S. Reports provide audience rating share, sets-in-use and coverage estimates for any period between 8 AM - 11 PM preselected for measurement on client order.

(b) Special tabulations; cumulative analyses of spot campaigns; audience composition and characteristics; regional and sales district breakdowns; duplication studies, etc.

(c) Overnight program rating reports — available on short notice in each U.S. TV market. Utilizes coincidental telephone survey method and provides next-day delivery.

(d) Station picture quality analyses.

(e) Special station coverage studies for individual counties or markets.

(f) Custom surveys on request.

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ARBITRON

NEW YORK AREA

JULY 7 - 13

WEEKLY REPORT



AMERICAN RESEARCH BUREAU

DIVISION OF C-E-I-R INC.

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World Radio History

ARBITRON WEEKLY REPORTS

The ARBITRON Method — ARBITRON television audience reports are produced by ARB's instantaneous electronic measurement technique. Essentially, the system operates through the use of small electronic units placed in several hundred TV sets, representing a carefully selected sample of the New York area covered. These units all connect by direct wire to ARB's New York office where the central computer and printer are located.

At several evenly spaced intervals during each quarter hour, the central office transmits an interrogation sequentially to each unit in the sample. Each unit replies instantly and indicates the tuning condition of the TV set to which it is attached. In the central office this information is analyzed and counted by the ARBITRON computer. At the end of each interrogation period, the total number of sets tuned to each station and the total number of sets reporting appear on the ARBITRON printer. Thereafter, the material, which has also been recorded on tape, is taken to a larger computer and the regular quarter-hour ratings are produced. This computer is specially programmed to properly handle multiple set homes and to compensate for any missing data on television sets in sample homes (such as portables) which are impossible to meter. This latter adjustment is made by the use of an estimate as to the amount of viewing these portable and other similar sets account for as derived from other surveys.

The basic quarter-hour ratings are obtained by combining and averaging all interrogations of the sample which occurred during the quarter hour. Inasmuch as the sample homes are checked at evenly spaced intervals during each time period, the computation described above produces average instantaneous ratings. The rating itself is a percentage, representing the approximate number of TV homes tuned to a given program in relation to the number of homes reporting in the total sample. If two sets in the same home are tuned to different programs, both are credited. If both sets are tuned to the same program, only one credit is given.

The ARBITRON Sample — Selection of the New York ARBITRON sample began with actual enumeration of over 90,000 dwelling units in preselected blocks and tracts in the New York area. Specific homes were then systematically selected, beginning from a random point. All TV sets in multiple-set homes, with the exception of portable sets having no fixed location, can be covered by the ARBITRON sample. Complete details on the techniques used in selecting the ARBITRON sample are available from ARB's Research Department.

The New York ARBITRON actual sample size will fluctuate from time to time because of the following: (1) The current sample is being augmented towards an objective of approximately 425 units in 340 homes by fall 1963. (2) Occasionally, for technical reasons, temporary variations will occur in the number of units reporting. (As these tend to be random, no specific bias should result.) The average daily number of units reporting is shown on page 1 of each report. This average is determined by adding the number of units reporting daily and dividing by the appropriate number of days. Additional units will be reflected in this number as they are included in the sample.

As in the case of diary surveys, any metered sample, such as the ARBITRON one, is subject to the non-respondent problem caused by some families chosen in the original sample who refuse to allow installation of the meter. Normally, from 30% to 40% of an original sample will fall into this category, making it necessary to select substitute homes. These homes are selected in the same way the original homes were and are taken from the same sampling tract.

At this time no exact data is available as to the full extent of any bias that might be caused by this non-respondent factor or by any conditioning effect the presence of the meter might have on the family's viewing. From extensive studies done on this subject in diary homes, however, this bias, in ARB' opinion, is not unduly large. It should also be noted that a meter measures only set tuning and cannot determine whether or not anyone is actually viewing at the time the set is on.

Weekly ARBITRON data include estimates of the following:

- For all evening programs and for Sat - Sun daytime —
 - (1) ARBITRON ratings by quarter-hours
 - (2) 4-week average ratings based on current week plus three preceding weeks
 - (3) Sets-in-use by quarter-hours
- For Mon - Fri daytime and Mon - Fri late evening programs —
 - (1) Daily ARBITRON ratings for each program
 - (2) Mon - Fri average rating for each program
 - (3) 4-week average of Mon - Fri program ratings, based on current week plus three preceding weeks.

(continued on inside of back cover)

JULY 7 - JULY 13, 1963

<u>DAY AND WEATHER</u>	<u>CONTENTS</u>	<u>PAGE</u>
Sunday, 7/7 Clear 67 - 80		2
Monday, 7/8 Showers 64 - 82	Evening	12
Tuesday, 7/9 Partly Cloudy 57 - 78	Evening	14
Wednesday, 7/10 Partly Cloudy 64 - 78	Evening	16
Thursday, 7/11 Partly Cloudy 64 - 84	Evening	18
Friday, 7/12 Partly Cloudy 71 - 82	Evening	20
Saturday, 7/13 Partly Cloudy 69 - 77		22
Monday through Friday	Daytime	30
Monday through Friday	Post 11:00 P. M.	35

All educational programs telecast will be indicated by ETV

The average daily number of units reporting --341

<u>Station</u>	<u>Channel</u>	<u>Affiliation</u>	<u>Location</u>
WCBS	2	CBS	New York, New York
WNBC	4	NBC	New York, New York
WNEW	5	IND	New York, New York
WABC	7	ABC	New York, New York
WOR	9	IND	New York, New York
WPIX	11	IND	New York, New York
WNBT	13	ETV	New York, New York

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ARBITRON AUDIENCE ESTIMATES (SATURDAY, JULY 6, 1963)
 NEW YORK - SUNDAY, JULY 7, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
12:00 MID	LATE SHOW	WCBS	10.0	13.2
	MOVIE FOUR	WNBC	6.5	8.0
	HOLLYWOOD'S FINEST	WNEW	3.2	2.5
	NIGHT SHOW	WABC	7.4	6.0
	EDITORIAL PAGE CONF. RENDEZVOUS-ADVENT.	WOR	0.7	1.0
	RENDEZVOUS-ADVENT.	WPIX	0.9	1.1
	SETS IN USE		28.7	31.8
12:15 AM	LATE SHOW	WCBS	10.2	13.2
	MOVIE FOUR	WNBC	5.5	7.7
	HOLLYWOOD'S FINEST	WNEW	3.0	2.6
	NIGHT SHOW	WABC	7.1	5.6
	ALMANAC; NEWS; WEA. RENDEZVOUS-ADVENT.	WOR	0.6	0.9
	RENDEZVOUS-ADVENT.	WPIX	0.9	0.8
	SETS IN USE		27.3	30.8
12:30 AM	LATE SHOW	WCBS	10.5	13.5
	MOVIE FOUR	WNBC	5.6	7.5
	HOLLYWOOD'S FINEST	WNEW	2.4	2.1
	NIGHT SHOW	WABC	6.5	5.5
	SETS IN USE		25.0	28.6
12:45 AM	LATE SHOW	WCBS	10.2	12.6
	MOVIE FOUR	WNBC	5.8	7.7
	HOLLYWOOD'S FINEST	WNEW	3.0	2.2
	NIGHT SHOW	WABC	6.4	5.4
	SETS IN USE		25.4	27.9
1:00 AM	LATE SHOW; NEWS	WCBS	9.3	12.0
	MOVIE FOUR	WNBC	4.0	5.1
	H.F.; 5 * MOVIE SPECIAL	WNEW	3.1	2.0
	NITE SHOW; G'NITE SH.	WABC	4.9	5.0
	SETS IN USE		21.3	24.1
1:15 AM	LATE LATE SHOW	WCBS	6.2	9.0
	MIDNIGHT MOVIE	WNBC	3.9	4.6
	5 STAR MOVIE SPECIAL	WNEW	2.6	1.6
	GOODNIGHT SHOW	WABC	2.3	2.8
	SETS IN USE		15.0	18.0
1:30 AM	LATE LATE SHOW	WCBS	4.6	7.8
	MIDNIGHT MOVIE	WNBC	4.0	3.9
	5 STAR MOVIE SPECIAL	WNEW	1.9	1.3
	GOODNIGHT SHOW	WABC	3.0	2.2
	SETS IN USE		13.5	15.2
1:45 AM	LATE LATE SHOW	WCBS	3.3	4.9
	MIDNIGHT MOVIE	WNBC	3.6	3.8
	5 STAR MOVIE SPECIAL	WNEW	2.0	1.1
	GOODNIGHT SHOW	WABC	2.7	2.0
	SETS IN USE		11.6	11.8
2:00 AM	LATE LATE SHOW	WCBS	3.7	4.2
	MIDNIGHT MOVIE	WNBC	2.4	3.3
	5 STAR MOVIE SPECIAL	WNEW	2.1	1.3
	GOODNIGHT SHOW	WABC	2.3	1.7
	SETS IN USE		10.5	10.5
2:15 AM	LATE LATE SHOW	WCBS	3.5	4.1
	MIDNIGHT MOVIE	WNBC	1.8	3.1
	5 STAR MOVIE SPECIAL	WNEW	2.0	0.9
	GOODNIGHT SHOW	WABC	2.6	1.7
	SETS IN USE		9.9	9.8
2:30 AM	LATE LATE SHOW	WCBS	3.0	3.6
	MIDNIGHT MOVIE	WNBC	1.6	2.8
	5 STAR MOVIE SPECIAL	WNEW	1.6	0.9
	GOODNIGHT SHOW	WABC	6.2	7.3
	SETS IN USE		6.2	7.3
2:45 AM	LATE LATE SHOW	WCBS	2.5	3.7
	MIDNIGHT MOVIE	WNBC	1.4	2.3
	5 STAR MOVIE SPECIAL	WNEW	2.2	0.8
	GOODNIGHT SHOW	WABC	6.1	6.8
	SETS IN USE		6.1	6.8
3:00 AM	LATE LATE SHOW	WCBS	2.3	3.1
	5 STAR MOVIE SPECIAL	WNEW	2.4	-
	GOODNIGHT SHOW	WABC	4.7	3.1
	SETS IN USE		4.7	3.1
3:15 AM	LATE LATE SHOW	WCBS	1.7	-
	5 STAR MOVIE SPECIAL	WNEW	2.3	-
	GOODNIGHT SHOW	WABC	4.0	-
	SETS IN USE		4.0	-
3:30 AM	LATE LATE SHOW	WCBS	1.4	-
	5 STAR MOVIE SPECIAL	WNEW	1.8	-
	GOODNIGHT SHOW	WABC	3.2	-
	SETS IN USE		3.2	-

ARBITRON AUDIENCE ESTIMATES
NEW YORK - SUNDAY, JULY 7, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
7:30 AM	NEWS	WABC	0.1-	-
7:45 AM	NEWS MODERN FARMER HOUR OF ST. FRANCIS CHRISTOPHERS	WCBS WNBC WNEW WABC	0.2 0.2 0.5 0.1-	1.1 0.2 0.2 0.2
	SETS IN USE		0.9	1.7
8:00 AM	FRIENDSHIP SHOW MODERN FARMER HOUR OF ST. FRANCIS CARTOON FESTIVAL	WCBS WNBC WNEW WABC	0.2 0.6 0.5 0.5	1.4 0.3 0.3 0.9
	SETS IN USE		1.8	2.9
8:15 AM	FRIENDSHIP SHOW MODERN FARMER OFF TO ADVENTURE CARTOON FESTIVAL AGRICULTURAL FILM	WCBS WNBC WNEW WABC WPIX	0.5 0.3 0.6 1.4 0.3	1.4 0.2 0.4 2.0 0.1
	SETS IN USE		3.1	4.1
8:30 AM	AROUND THE CORNER MODERN FARMER LIGHT TIME CARTOON FESTIVAL EVANGEL HOUR	WCBS WNBC WNEW WABC WPIX	1.5 0.1- 0.8 3.2 0.1-	1.4 0.4 0.9 3.3 0.1
	SETS IN USE		5.5	6.1
8:45 AM	AROUND THE CORNER LIBRARY LIONS WONDERAMA CART'NS CARTOON FESTIVAL EVANGEL HOUR	WCBS WNBC WNEW WABC WPIX	1.4 0.1- 1.4 3.2 0.9	1.8 0.3 1.4 4.2 0.9
	SETS IN USE		6.9	8.6
9:00 AM	AROUND THE CORNER A CHILD WAITS WONDERAMA CARTOON FESTIVAL SUPERMAN	WCBS WNBC WNEW WABC WPIX	0.5 0.2 3.4 3.2 3.4	1.6 0.6 2.5 3.7 3.5
	SETS IN USE		10.7	11.9
9:15 AM	AROUND THE CORNER PROTESTANT 4th R WONDERAMA CARTOON FESTIVAL SUPERMAN	WCBS WNBC WNEW WABC WPIX	0.3 0.5 4.4 3.8 4.4	1.4 0.6 2.7 4.0 4.9
	SETS IN USE		13.4	13.6
9:30 AM	WAY TO GO LET'S TALK ABOUT GOD WONDERAMA Q. T. HUSH ROCKY & FRIENDS	WCBS WNBC WNEW WABC WPIX	0.2 0.2 4.8 4.7 4.1	1.7 0.7 3.4 4.2 3.8
	SETS IN USE		14.0	13.8
9:45 AM	WAY TO GO JEWISH 4th R WONDERAMA Q. T. HUSH ROCKY & FRIENDS	WCBS WNBC WNEW WABC WPIX	0.9 0.9 4.6 4.9 4.0	2.1 1.0 3.8 4.3 3.5
	SETS IN USE		15.3	14.7

ARBITRON AUDIENCE ESTIMATES
NEW YORK - SUNDAY, JULY 7, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
10:00 AM	LAMP UNTO MY FEET	WCBS	1.1	1.8
	INQUIRY	WNBC	0.9	1.1
	WONDERAMA	WNEW	4.9	4.9
	FUNNY MANNNS	WABC	5.2	4.3
	NEWS; WEA.; CHRIST'RS	WOR	0.1-	0.5
	LET'S HAVE FUN	WPIX	4.6	4.3
	SETS IN USE		16.7	16.9
10:15 AM	LAMP UNTO MY FEET	WCBS	0.9	1.7
	INQUIRY	WNBC	0.9	1.3
	WONDERAMA	WNEW	4.4	5.2
	FUNNY MANNNS	WABC	4.7	3.9
	TV GOSPEL TIME	WOR	0.6	0.8
	LET'S HAVE FUN	WPIX	4.9	4.7
	SETS IN USE		16.4	17.6
10:30 AM	LOOK UP & LIVE	WCBS	0.6	2.0
	AGRICULTURE U.S.A.	WNBC	1.5	1.2
	WONDERAMA	WNEW	5.8	6.2
	FOCUS	WABC	2.7	2.2
	TV GOSPEL TIME	WOR	1.1	1.1
	LET'S HAVE FUN	WPIX	4.4	4.8
	SETS IN USE		16.1	17.5
10:45 AM	LOOK UP & LIVE	WCBS	0.5	2.0
	AGRICULTURE U.S.A.	WNBC	2.1	1.5
	WONDERAMA	WNEW	6.4	6.9
	FOCUS	WABC	2.3	1.6
	SENATE NEWS CONF.	WOR	0.6	0.6
	LET'S HAVE FUN	WPIX	5.3	5.6
	SETS IN USE		17.2	18.2
11:00 AM	CAMERA THREE	WCBS	0.5	2.0
	SEARCHLIGHT	WNBC	1.8	1.5
	WONDERAMA	WNEW	6.5	6.8
	FAITH FOR TODAY	WABC	2.3	1.2
	CONGRESSIONAL CONF.	WOR	1.1	0.5
	LET'S HAVE FUN	WPIX	5.3	5.5
	SETS IN USE		17.5	17.5
11:15 AM	CAMERA THREE	WCBS	1.1	1.8
	SEARCHLIGHT	WNBC	2.0	1.4
	WONDERAMA	WNEW	6.3	6.3
	FAITH FOR TODAY	WABC	1.7	1.2
	CONGRESSIONAL CONF.	WOR	0.6	0.3
	LET'S HAVE FUN	WPIX	6.0	5.6
	SETS IN USE		17.7	16.6
11:30 AM	AMERICAN MUSICAL TH.	WCBS	1.4	2.3
	A MOMENT WITH...	WNBC	0.8	0.9
	WONDERAMA	WNEW	5.7	6.2
	THIS IS THE ANSWER	WABC	2.0	1.4
	POINT OF VIEW	WOR	0.9	0.6
	LET'S HAVE FUN	WPIX	5.7	5.3
	SETS IN USE		16.5	16.7
11:45 AM	AMERICAN MUSICAL TH.	WCBS	1.9	2.7
	A MOMENT WITH...	WNBC	0.5	1.1
	WONDERAMA	WNEW	4.5	6.2
	THIS IS THE ANSWER	WABC	2.6	1.9
	POINT OF VIEW	WOR	0.6	0.5
	LET'S HAVE FUN	WPIX	4.6	4.8
	SETS IN USE		14.7	17.2

ARBITRON AUDIENCE ESTIMATES
NEW YORK - SUNDAY, JULY 7, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
12:00 noon	NEWSMAKERS	WCBS	0.9	2.4
	INTERNATIONAL ZONE	WNBC	1.5	1.4
	WONDERAMA	WNEW	5.0	6.2
	IVANHOE	WABC	1.7	1.7
	MILLION \$ MOVIE	WOR	0.9	0.8
	LET'S HAVE FUN	WPIX	5.2	4.7
	SETS IN USE		15.2	17.2
12:15 PM	NEWSMAKERS	WCBS	1.1	2.5
	INTERNATIONAL ZONE	WNBC	1.5	1.5
	WONDERAMA	WNEW	6.2	6.2
	IVANHOE	WABC	1.2	2.0
	MILLION \$ MOVIE	WOR	2.1	1.6
	LET'S HAVE FUN	WPIX	5.6	4.1
	SETS IN USE		17.7	17.9
12:30 PM	WASHINGTON REPORT	WCBS	1.7	2.7
	YOUTH FORUM	WNBC	1.2	1.5
	WONDERAMA	WNEW	5.4	6.1
	AMERICAN CIVIL WAR	WABC	1.4	1.7
	MILLION \$ MOVIE	WOR	2.5	1.7
	LET'S HAVE FUN	WPIX	4.6	3.6
	SETS IN USE		16.8	17.3
12:45 PM	WASHINGTON REPORT	WCBS	2.0	2.8
	YOUTH FORUM	WNBC	1.5	2.0
	WONDERAMA	WNEW	6.3	6.3
	AMERICAN CIVIL WAR	WABC	1.5	1.8
	MILLION \$ MOVIE	WOR	2.9	1.9
	LET'S HAVE FUN	WPIX	3.8	3.4
	SETS IN USE		18.0	18.2
1:00 PM	PIX - SUNDAY AFTER.	WCBS	6.4	4.6
	SCIENCE AGE	WNBC	2.1	2.6
	5 STAR MOVIE SPECIAL	WNEW	5.5	6.1
	YOUTH WANTS TO KNOW	WABC	0.3	1.0
	MILLION \$ MOVIE	WOR	2.0	1.6
	SPORTSMAN'S CLUB	WPIX	2.1	2.1
	SETS IN USE		18.4	18.0
1:15 PM	PIX - SUNDAY AFTER.	WCBS	7.9	5.6
	SCIENCE AGE	WNBC	1.8	2.0
	5 STAR MOVIE SPECIAL	WNEW	4.8	6.4
	YOUTH WANTS TO KNOW	WABC	0.5	0.7
	MILLION \$ MOVIE	WOR	2.1	1.3
	JERRY COLEMAN	WPIX	2.4	2.3
	SETS IN USE		19.5	18.3
1:30 PM	PIX - SUNDAY AFTER.	WCBS	9.4	5.8
	FRONTIERS OF FAITH	WNBC	1.2	1.3
	5 STAR MOVIE SPECIAL	WNEW	5.4	7.0
	GUESTWARD HO	WABC	0.9	1.0
	R. BRANCA; R. KINER	WOR	0.4	1.1
	BASEBALL	WPIX	3.4	2.3
	SETS IN USE		20.7	18.5
1:45 PM	PIX - SUNDAY AFTER.	WCBS	8.9	5.6
	FRONTIERS OF FAITH	WNBC	1.5	1.5
	5 STAR MOVIE SPECIAL	WNEW	4.9	6.7
	GUESTWARD HO	WABC	1.3	1.5
	RALPH KINER; BASEBALL	WOR	1.5	1.8
	BASEBALL	WPIX	3.6	3.1
	SETS IN USE		21.7	20.2

ARBITRON AUDIENCE ESTIMATES
NEW YORK - SUNDAY, JULY 7, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
2:00 PM	PIX - SUNDAY AFTER. CITIES, PEOPLE, ARCH. 5 STAR MOVIE SPECIAL DIRECTIONS '63 BASEBALL BASEBALL	WCBS	7.6	5.2
		WNBC	1.5	1.3
		WNEW	4.6	6.0
		WABC	0.9	1.1
		WOR	2.4	2.5
		WPIX	4.6	4.4
	SETS IN USE		21.6	20.5
2:15 PM	PIX - SUNDAY AFTER. CITIES, PEOPLE, ARCH. 5 STAR MOVIE SPECIAL DIRECTIONS '63 BASEBALL BASEBALL	WCBS	7.0	5.1
		WNBC	1.2	1.4
		WNEW	4.3	6.0
		WABC	0.6	1.0
		WOR	2.7	3.0
		WPIX	4.6	5.0
	SETS IN USE		20.4	21.5
2:30 PM	PIX - SUNDAY AFTER. DIRECT LINE 5 STAR MOVIE SPECIAL ISSUES & ANSWERS BASEBALL BASEBALL	WCBS	8.1	5.3
		WNBC	1.2	1.4
		WNEW	4.9	6.1
		WABC	0.7	0.9
		WOR	2.7	3.7
		WPIX	3.9	4.7
	SETS IN USE		21.5	22.1
2:45 PM	PIX - SUNDAY AFTER. DIRECT LINE 5 STAR MOVIE SPECIAL ISSUES & ANSWERS BASEBALL BASEBALL	WCBS	7.8	5.3
		WNBC	1.7	1.4
		WNEW	4.4	5.8
		WABC	1.4	1.4
		WOR	2.3	4.3
		WPIX	4.1	4.4
	SETS IN USE		21.7	22.6
3:00 PM	PIX - SUNDAY AFTER. OPEN MIND METROPOLITAN MOVIE SUNDAY PLAYHOUSE BASEBALL BASEBALL	WCBS	7.7	5.3
		WNBC	3.2	1.8
		WNEW	3.6	4.8
		WABC	1.7	1.9
		WOR	3.0	5.2
		WPIX	4.4	4.6
	SETS IN USE		23.6	23.6
3:15 PM	PIX - SUNDAY AFTER. OPEN MIND METROPOLITAN MOVIE SUNDAY PLAYHOUSE BASEBALL BASEBALL	WCBS	6.4	4.9
		WNBC	3.1	1.7
		WNEW	4.0	4.5
		WABC	1.9	2.6
		WOR	4.2	5.9
		WPIX	4.3	5.0
	SETS IN USE		23.9	24.6
3:30 PM	PIX - SUNDAY AFTER. OPEN MIND METROPOLITAN MOVIE SUNDAY PLAYHOUSE BASEBALL BASEBALL	WCBS	6.7	5.1
		WNBC	3.6	1.6
		WNEW	4.0	5.0
		WABC	2.2	2.8
		WOR	3.1	5.3
		WPIX	4.0	4.7
	SETS IN USE		23.6	24.5
3:45 PM	PIX - SUNDAY AFTER. OPEN MIND METROPOLITAN MOVIE SUNDAY PLAYHOUSE BASEBALL BASEBALL	WCBS	5.7	5.3
		WNBC	3.5	1.8
		WNEW	3.8	5.0
		WABC	1.8	2.6
		WOR	3.5	5.9
		WPIX	4.1	4.5
	SETS IN USE		22.4	25.1

ARBITRON AUDIENCE ESTIMATES
NEW YORK - SUNDAY, JULY 7, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
4:00 PM	PIX - SUNDAY AFTER. COMMUNITY CHECKERS METROPOLITAN MOVIE SUNDAY PLAYHOUSE BASEBALL BASEBALL	WCBS	6.3	4.7
		WNBC	2.0	1.7
		WNEW	4.5	5.3
		WABC	2.9	2.9
		WOR	5.1	6.3
		WPIX	3.3	4.2
	SETS IN USE		24.1	25.1
4:15 PM	PIX - SUNDAY AFTER. COMMUNITY CHECKERS METROPOLITAN MOVIE SUNDAY PLAYHOUSE BASEBALL BASEBALL	WCBS	5.9	4.3
		WNBC	2.3	2.0
		WNEW	3.8	5.4
		WABC	3.8	3.6
		WOR	5.9	7.1
		WPIX	2.7	2.5
	SETS IN USE		24.4	24.9
4:30 PM	EYE ON... DIALOGUE METROPOLITAN MOVIE TAKE TWO RALPH KINER BASEBALL	WCBS	4.3	3.3
		WNBC	3.3	3.2
		WNEW	6.3	6.6
		WABC	1.9	3.1
		WOR	4.2	4.9
		WPIX	4.5	3.7
	SETS IN USE		24.5	24.8
4:45 PM	EYE ON... DIALOGUE METROPOLITAN MOVIE TAKE TWO MILLION \$ MOVIE BASEBALL	WCBS	2.7	3.3
		WNBC	3.4	3.5
		WNEW	8.8	6.6
		WABC	2.2	2.7
		WOR	1.0	2.7
		WPIX	6.1	4.2
	SETS IN USE		24.2	23.0
5:00 PM	REPertoire WORKSHOP RIPCord ISLANDERS MAJOR ADAMS MILLION \$ MOVIE BASEBALL	WCBS	3.1	3.8
		WNBC	2.4	3.7
		WNEW	6.7	4.3
		WABC	4.0	3.2
		WOR	1.2	2.9
		WPIX	6.9	5.1
	SETS IN USE		24.3	23.0
5:15 PM	REPertoire WORKSHOP RIPCord ISLANDERS MAJOR ADAMS MILLION \$ MOVIE BASEBALL	WCBS	4.1	4.4
		WNBC	4.1	4.4
		WNEW	4.9	4.0
		WABC	4.7	3.8
		WOR	1.3	3.3
		WPIX	7.8	5.0
	SETS IN USE		26.9	24.9
5:30 PM	AMATEUR HOUR BULLWINKLE ISLANDERS MAJOR ADAMS MILLION \$ MOVIE BASEBALL	WCBS	6.0	6.0
		WNBC	3.3	4.4
		WNEW	6.0	4.6
		WABC	4.5	4.0
		WOR	2.7	3.8
		WPIX	7.4	4.7
	SETS IN USE		29.9	27.5
5:45 PM	AMATEUR HOUR BULLWINKLE ISLANDERS MAJOR ADAMS MILLION \$ MOVIE BASEBALL	WCBS	6.3	6.1
		WNBC	3.6	4.5
		WNEW	6.8	5.2
		WABC	5.1	4.4
		WOR	3.3	3.9
		WPIX	5.9	4.6
	SETS IN USE		31.0	28.7

ARBITRON AUDIENCE ESTIMATES
NEW YORK - SUNDAY, JULY 7, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
6:00 PM	TWENTIETH CENTURY	WCBS	4.9	5.2
	MEET THE PRESS	WNBC	3.8	5.2
	SUNDAY PLAYHOUSE	WNEW	5.8	5.2
	SUNDAY SHOW	WABC	7.8	4.8
	MILLION \$ MOVIE	WOR	4.0	4.6
	BASEBALL	WPIX	5.5	4.7
	SETS IN USE		31.8	29.7
6:15 PM	TWENTIETH CENTURY	WCBS	6.2	5.2
	MEET THE PRESS	WNBC	3.3	4.6
	SUNDAY PLAYHOUSE	WNEW	4.9	5.2
	SUNDAY SHOW	WABC	10.9	6.1
	ALMANAC	WOR	3.4	4.3
	BASEBALL	WPIX	5.8	4.7
	SETS IN USE		34.5	30.1
6:30 PM	MISTER ED	WCBS	7.0	5.9
	SUNDAY REPORT	WNBC	4.6	4.6
	SUNDAY PLAYHOUSE	WNEW	5.1	4.1
	SUNDAY SHOW	WABC	12.1	7.2
	WONDERS OF THE WORLD	WOR	1.9	3.8
	BASEBALL	WPIX	5.2	4.8
	SETS IN USE		35.9	30.4
6:45 PM	MISTER ED	WCBS	9.1	6.8
	SUNDAY REPORT	WNBC	5.2	5.3
	SUNDAY PLAYHOUSE	WNEW	4.0	3.8
	SUNDAY SHOW	WABC	12.2	7.1
	WONDERS OF THE WORLD	WOR	1.9	3.9
	BASEBALL	WPIX	6.1	4.7
	SETS IN USE		38.5	31.6
7:00 PM	LASSIE	WCBS	6.9	6.7
	ENSIGN O'TOOLE	WNBC	6.0	6.1
	SUNDAY PLAYHOUSE	WNEW	3.8	3.8
	SUNDAY SHOW	WABC	12.5	7.4
	MAVERICK	WOR	2.3	3.8
	BASEBALL	WPIX	7.7	5.1
	SETS IN USE		39.2	32.9
7:15 PM	LASSIE	WCBS	7.4	7.8
	ENSIGN O'TOOLE	WNBC	5.5	6.8
	SUNDAY PLAYHOUSE	WNEW	4.4	3.6
	SUNDAY SHOW	WABC	13.3	7.7
	MAVERICK	WOR	1.1	3.3
	BASEBALL	WPIX	8.8	4.8
	SETS IN USE		40.5	34.0
7:30 PM	DENNIS THE MENACE	WCBS	8.2	7.1
	WALT DISNEY'S WORLD	WNBC	8.6	10.0
	SUNDAY PLAYHOUSE	WNEW	4.4	4.1
	JETSONS	WABC	12.1	8.1
	MAVERICK	WOR	2.4	3.4
	BASEBALL	WPIX	8.4	3.9
	SETS IN USE		44.1	36.6
7:45 PM	DENNIS THE MENACE	WCBS	10.8	8.5
	WALT DISNEY'S WORLD	WNBC	9.9	11.1
	SUNDAY PLAYHOUSE	WNEW	4.8	4.1
	JETSONS	WABC	13.1	9.1
	MAVERICK	WOR	2.1	3.2
	BASEBALL; J. COLEMAN	WPIX	7.1	2.9
	SETS IN USE		47.8	38.9

ARBITRON AUDIENCE ESTIMATES
NEW YORK - SUNDAY, JULY 7, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
8:00 PM	ED SULLIVAN	WCBS	19.4	15.3
	WALT DISNEY'S WORLD	WNBC	10.6	11.4
	OPINION IN THE CAPITAL	WNEW	3.7	2.3
	JANE WYMAN	WABC	11.5	8.2
	KEYHOLE	WOR	2.5	2.7
	J. COLEMAN; SOCCER	WPIX	1.6	1.2
	SETS IN USE		49.3	41.1
8:15 PM	ED SULLIVAN	WCBS	22.0	19.2
	WALT DISNEY'S WORLD	WNBC	12.4	11.2
	OPINION IN THE CAPITAL	WNEW	3.3	2.0
	JANE WYMAN	WABC	10.8	8.5
	KEYHOLE	WOR	2.8	2.2
	PRO SOCCER	WPIX	0.8	1.0
	SETS IN USE		52.1	44.1
8:30 PM	ED SULLIVAN	WCBS	22.8	20.4
	CAR 54	WNBC	17.0	12.1
	COMMUNITY DIALOGUE	WNEW	3.1	2.2
	SUNDAY NIGHT MOVIE	WABC	8.5	9.3
	KINGDOM OF THE SEA	WOR	1.6	1.7
	PRO SOCCER	WPIX	1.0	0.9
	SETS IN USE		54.0	46.6
8:45 PM	ED SULLIVAN	WCBS	22.1	20.9
	CAR 54	WNBC	17.9	14.1
	COMMUNITY DIALOGUE	WNEW	3.2	2.3
	SUNDAY NIGHT MOVIE	WABC	7.8	8.7
	KINGDOM OF THE SEA	WOR	1.5	1.6
	PRO SOCCER	WPIX	1.3	1.0
	SETS IN USE		53.8	48.6
9:00 PM	REAL MC COYS	WCBS	13.6	16.3
	BONANZA	WNBC	20.6	15.6
	AMERICAN EXPERIENCE	WNEW	2.3	2.1
	SUNDAY NIGHT MOVIE	WABC	8.2	9.3
	TEEN - AGE FAIR	WOR	7.9	3.4
	PRO SOCCER; THRILLER	WPIX	1.7	2.9
	SETS IN USE		54.3	49.6
9:15 PM	REAL MC COYS	WCBS	13.3	16.2
	BONANZA	WNBC	23.7	18.1
	AMERICAN EXPERIENCE	WNEW	2.1	2.1
	SUNDAY NIGHT MOVIE	WABC	8.1	9.8
	TEEN - AGE FAIR	WOR	7.8	3.2
	THRILLER	WPIX	1.5	3.0
	SETS IN USE		56.5	52.4
9:30 PM	G. E. TRUE	WCBS	15.2	14.8
	BONANZA	WNBC	24.9	21.8
	AMERICAN EXPERIENCE	WNEW	2.3	2.1
	SUNDAY NIGHT MOVIE	WABC	7.0	9.5
	TEEN - AGE FAIR	WOR	7.0	3.2
	THRILLER	WPIX	2.6	3.3
	SETS IN USE		59.0	54.7
9:45 PM	G. E. TRUE	WCBS	15.7	15.5
	BONANZA	WNBC	26.4	22.9
	AMERICAN EXPERIENCE	WNEW	2.2	2.5
	SUNDAY NIGHT MOVIE	WABC	6.8	8.7
	TEEN - AGE FAIR	WOR	7.1	2.8
	THRILLER	WPIX	3.5	3.7
	SETS IN USE		61.7	56.1

ARBITRON AUDIENCE ESTIMATES
NEW YORK - SUNDAY, JULY 7, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
10:00 PM	CANDID CAMERA	WCBS	26.9	23.3
	DUPONT SHOW	WNBC	17.1	15.9
	AMERICAN EXPERIENCE	WNEW	2.3	2.9
	SUNDAY NIGHT MOVIE	WABC	6.6	7.1
	MILLION \$ MOVIE	WOR	2.3	1.7
	THRILLER; CHECKMATE	WPIX	4.5	3.9
	SETS IN USE		59.7	54.8
10:15 PM	CANDID CAMERA	WCBS	29.8	27.1
	DUPONT SHOW	WNBC	14.2	13.3
	AMERICAN EXPERIENCE	WNEW	1.5	2.6
	SUNDAY NIGHT MOVIE	WABC	6.4	6.2
	MILLION \$ MOVIE	WOR	2.1	1.6
	CHECKMATE	WPIX	4.1	4.8
	SETS IN USE		58.1	55.6
10:30 PM	WHAT'S MY LINE	WCBS	26.0	26.0
	DUPONT SHOW	WNBC	15.1	13.7
	AMERICAN EXPERIENCE	WNEW	1.7	2.3
	CLOSE - UP	WABC	4.9	4.5
	MILLION \$ MOVIE	WOR	1.9	1.7
	CHECKMATE	WPIX	5.0	5.5
	SETS IN USE		54.6	53.7
10:45 PM	WHAT'S MY LINE	WCBS	26.3	26.3
	DUPONT SHOW	WNBC	13.7	12.8
	AMERICAN EXPERIENCE	WNEW	1.3	2.0
	CLOSE - UP	WABC	4.2	4.1
	MILLION \$ MOVIE	WOR	1.9	1.7
	CHECKMATE	WPIX	3.9	5.2
	SETS IN USE		51.3	52.1
11:00 PM	NEWS	WCBS	23.7	24.2
	NEWS; WEATHER	WNBC	14.5	13.7
	COLUMBIA SEMINARS	WNEW	0.5	1.4
	SUNDAY NEWS FINAL	WABC	2.2	3.4
	MILLION \$ MOVIE	WOR	2.7	1.8
	CHECKMATE; WORD-LIFE	WPIX	2.9	2.2
	SETS IN USE		46.5	46.7
11:15 PM	NEW YORK REPORT; L S	WCBS	21.5	21.2
	DESILU PLAYHOUSE	WNBC	11.0	9.4
	COLUMBIA SEMINARS	WNEW	0.4	0.8
	NIGHT SHOW	WABC	2.4	4.6
	MILLION \$ MOVIE	WOR	2.6	1.6
	WORD OF LIFE	WPIX	0.3	0.7
	SETS IN USE		38.2	38.3
11:30 PM	LATE SHOW	WCBS	13.4	14.8
	DESILU PLAYHOUSE	WNBC	11.0	7.7
	REPORT ON CARE	WNEW	0.4	1.4
	NIGHT SHOW	WABC	2.8	5.8
	PERSONALITY & TEETH	WOR	1.5	0.9
	WORD-LIFE; ENCOUNTER	WPIX	0.1	0.4
	SETS IN USE		29.2	31.0
11:45 PM	LATE SHOW	WCBS	12.3	13.4
	DESILU PLAYHOUSE	WNBC	9.8	7.4
	SEN. REP.; 5 * MOVIE	WNEW	0.7	1.4
	NIGHT SHOW	WABC	2.7	5.3
	PERSONALITY & TEETH	WOR	1.1	0.9
	ENCOUNTER	WPIX	0.1-	0.1
	SETS IN USE		26.6	28.5

ARBITRON AUDIENCE ESTIMATES
NEW YORK - MONDAY, JULY 8, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
12:00 MID	LATE SHOW	WCBS	12.3	12.5
	DESILU PLAYHOUSE	WNBC	10.0	7.2
	5 STAR MOVIE	WNEW	0.2	1.2
	NIGHT SHOW	WABC	1.9	4.6
	ALMANAC; NEWS; WEA.	WOR	0.9	0.8
	ENCOUNTER; BIG PIC.	WPIX	0.1-	0.3
	SETS IN USE		25.3	26.6
12:15 AM	LATE SHOW	WCBS	10.5	11.4
	MIDNIGHT MOVIE	WNBC	5.4	4.2
	5 STAR MOVIE	WNEW	0.6	1.4
	NIGHT SHOW	WABC	1.6	4.7
	BIG PICTURE	WPIX	0.1-	0.4
	SETS IN USE		18.1	22.1
12:30 AM	LATE SHOW	WCBS	7.9	10.3
	MIDNIGHT MOVIE	WNBC	5.4	3.2
	5 STAR MOVIE	WNEW	0.1	1.1
	NIGHT SHOW	WABC	1.6	4.4
	BIG PICTURE	WPIX	0.1-	-
	SETS IN USE		15.0	19.0
12:45 AM	LATE SHOW	WCBS	8.0	9.8
	MIDNIGHT MOVIE	WNBC	3.6	2.7
	5 STAR MOVIE	WNEW	0.6	1.1
	NIGHT SHOW	WABC	1.8	4.5
	SETS IN USE		14.0	18.1
1:00 AM	LATE SHOW	WCBS	7.2	8.9
	MIDNIGHT MOVIE	WNBC	3.0	2.6
	5 STAR MOVIE	WNEW	0.6	1.1
	NIGHT SHOW	WABC	1.4	4.1
	SETS IN USE		12.2	16.7
1:15 AM	L S; NEWS; L L S	WCBS	5.0	7.1
	MIDNIGHT MOVIE	WNBC	3.5	2.6
	5 STAR MOVIE	WNEW	0.2	0.9
	GOODNIGHT SHOW	WABC	0.5	1.7
	SETS IN USE		9.2	12.3
1:30 AM	LATE LATE SHOW	WCBS	2.7	6.0
	MIDNIGHT MOVIE	WNBC	2.9	2.2
	5 STAR MOVIE	WNEW	0.1-	0.8
	GOODNIGHT SHOW	WABC	1.1	1.4
	SETS IN USE		6.7	10.4
1:45 AM	LATE LATE SHOW	WCBS	2.6	4.6
	MIDNIGHT MOVIE	WNBC	2.3	2.0
	5 STAR MOVIE	WNEW	0.1-	-
	GOODNIGHT SHOW	WABC	0.9	1.2
	SETS IN USE		5.8	7.8
2:00 AM	LATE LATE SHOW	WCBS	2.4	4.1
	MIDNIGHT MOVIE	WNBC	2.0	-
	GOODNIGHT SHOW	WABC	0.6	0.9
	SETS IN USE		5.0	5.0
2:15 AM	LATE LATE SHOW	WCBS	2.8	3.7
	MIDNIGHT MOVIE	WNBC	1.1	-
	SETS IN USE		3.9	3.7
2:30 AM	LATE LATE SHOW	WCBS	3.9	3.8
2:45 AM	LATE LATE SHOW	WCBS	3.5	3.6
3:00 AM	LATE LATE SHOW	WCBS	3.4	3.6

ARBITRON AUDIENCE ESTIMATES
NEW YORK - MONDAY, JULY 8, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
7:00 PM	EVENING REPORT	WCBS	13.5	12.2
	BIOGRAPHY	WNBC	5.2	5.3
	OUTLAWS	WNEW	4.8	3.7
	ANN SOTHERN	WABC	4.5	3.3
	MERRYTOON CIRCUS	WOR	1.7	1.9
	THREE STAR NEWS	WPIX	3.1	3.4
	SETS IN USE		33.2	30.1
7:15 PM	CBS NEWS	WCBS	11.7	12.0
	BEOGRAPHY	WNBC	6.3	6.4
	OUTLAWS	WNEW	5.0	3.3
	ANN SOTHERN	WABC	5.6	4.4
	MERRYTOON CIRCUS	WOR	3.0	2.6
	THREE STAR NEWS	WPIX	2.9	3.3
	SETS IN USE		34.8	32.2
7:30 PM	TO TELL THE TRUTH	WCBS	11.1	12.5
	MONDAY NIGHT MOVIE	WNBC	8.3	7.6
	OUTLAWS	WNEW	5.6	3.4
	DAKOTAS	WABC	6.0	4.9
	MILLION \$ MOVIE	WOR	1.9	3.3
	ADVENTURES IN PARADISE	WPIX	2.1	2.6
	SETS IN USE		35.5	34.6
7:45 PM	TO TELL THE TRUTH	WCBS	9.3	12.9
	MONDAY NIGHT MOVIE	WNBC	9.2	8.1
	OUTLAWS	WNEW	4.7	3.4
	DAKOTAS	WABC	6.4	4.6
	MILLION \$ MOVIE	WOR	2.2	4.0
	ADVENTURES IN PARADISE	WPIX	1.7	2.3
	SETS IN USE		34.5	36.0
8:00 PM	I'VE GOT A SECRET	WCBS	8.2	12.5
	MONDAY NIGHT MOVIE	WNBC	9.9	9.3
	D. A. 'S MAN	WNEW	3.5	3.4
	DAKOTAS	WABC	8.0	5.6
	MILLION \$ MOVIE	WOR	2.5	4.4
	ADVENTURES IN PARADISE	WPIX	1.8	2.9
	SETS IN USE		35.5	38.8
8:15 PM	I'VE GOT A SECRET	WCBS	10.4	13.2
	MONDAY NIGHT MOVIE	WNBC	9.3	8.9
	D. A. 'S MAN	WNEW	3.8	3.2
	DAKOTAS	WABC	9.0	6.4
	MILLION \$ MOVIE	WOR	2.6	4.9
	ADVENTURES IN PARADISE	WPIX	2.7	3.7
	SETS IN USE		39.4	41.0
8:30 PM	LUCILLE BALL	WCBS	11.5	13.7
	MONDAY NIGHT MOVIE	WNBC	9.5	10.0
	PETER GUNN	WNEW	4.7	3.7
	YOUR FUNNY FILMS	WABC	6.4	6.0
	MILLION \$ MOVIE	WOR	2.4	4.8
	ONE STEP BEYOND	WPIX	2.7	4.0
	SETS IN USE		39.5	42.9
8:45 PM	LUCILLE BALL	WCBS	13.2	15.3
	MONDAY NIGHT MOVIE	WNBC	9.7	10.6
	PETER GUNN	WNEW	4.7	3.5
	YOUR FUNNY FILMS	WABC	6.2	6.6
	MILLION \$ MOVIE	WOR	2.4	4.9
	ONE STEP BEYOND	WPIX	2.5	3.6
	SETS IN USE		40.5	45.1

ARBITRON AUDIENCE ESTIMATES
NEW YORK - MONDAY, JULY 8, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
9:00 PM	DANNY THOMAS MONDAY NIGHT MOVIE CAIN'S HUNDRED STONEY BURKE SURFSIDE 6 I SEARCH FOR ADVENTURE	WCBS	15.7	15.5
		WNBC	11.1	11.5
		WNEW	3.7	3.8
		WABC	6.7	7.4
		WOR	3.4	4.5
		WPIX	3.1	4.0
	SETS IN USE		44.4	47.7
9:15 PM	DANNY THOMAS MONDAY NIGHT MOVIE CAIN'S HUNDRED STONEY BURKE SURFSIDE 6 I SEARCH FOR ADVENTURE	WCBS	16.7	16.9
		WNBC	13.0	11.9
		WNEW	3.4	3.5
		WABC	7.5	8.0
		WOR	3.7	4.2
		WPIX	4.0	4.5
	SETS IN USE		48.7	50.1
9:30 PM	ANDY GRIFFITH ART LINKLETTER CAIN'S HUNDRED STONEY BURKE SURFSIDE 6 LAW & MR. JONES	WCBS	16.6	17.6
		WNBC	9.4	9.5
		WNEW	5.0	4.3
		WABC	9.9	9.5
		WOR	4.7	4.6
		WPIX	2.9	3.1
	SETS IN USE		49.5	50.6
9:45 PM	ANDY GRIFFITH ART LINKLETTER CAIN'S HUNDRED STONEY BURKE SURFSIDE 6 LAW & MR. JONES	WCBS	17.7	19.4
		WNBC	9.3	9.6
		WNEW	5.0	4.5
		WABC	10.8	10.3
		WOR	5.4	4.9
		WPIX	2.6	3.2
	SETS IN USE		52.1	54.1
10:00 PM	PASSWORD BRINKLEY'S JOURNAL DEPUTY BEN CASEY BOWLING BROKEN ARROW	WCBS	16.6	21.2
		WNBC	8.1	7.3
		WNEW	4.9	4.7
		WABC	19.7	16.2
		WOR	3.0	2.6
		WPIX	1.5	2.8
	SETS IN USE		54.6	56.1
10:15 PM	PASSWORD BRINKLEY'S JOURNAL DEPUTY BEN CASEY BOWLING BROKEN ARROW	WCBS	17.2	22.3
		WNBC	7.7	6.6
		WNEW	4.6	4.7
		WABC	20.6	17.0
		WOR	3.4	2.1
		WPIX	0.8	2.4
	SETS IN USE		55.2	56.3
10:30 PM	STUMP THE STARS NEW YORK ILLUSTRATED DRAGNET BEN CASEY BOWLING STEVE ALLEN	WCBS	15.5	17.9
		WNBC	5.0	5.7
		WNEW	5.7	5.1
		WABC	20.9	17.4
		WOR	2.9	1.9
		WPIX	1.7	2.3
	SETS IN USE		53.5	51.8
10:45 PM	STUMP THE STARS NEW YORK ILLUSTRATED DRAGNET BEN CASEY BOWLING STEVE ALLEN	WCBS	16.8	18.5
		WNBC	3.9	5.5
		WNEW	5.8	5.4
		WABC	20.7	17.2
		WOR	2.7	1.6
		WPIX	2.3	2.1
	SETS IN USE		54.3	51.8

ARBITRON AUDIENCE ESTIMATES
NEW YORK - TUESDAY, JULY 9, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
7:00 PM	EVENING REPORT	WCBS	10.5	11.4
	RIPCORD	WNBC	4.4	5.0
	BEACHCOMBER	WNEW	3.7	4.4
	PHIL SILVERS	WABC	4.0	3.7
	MERRYTOON CIRCUS	WOR	1.6	2.0
	THREE STAR NEWS	WPIX	2.4	3.0
	SETS IN USE		27.8	30.3
7:15 PM	CBS NEWS	WCBS	8.9	11.1
	RIPCORD	WNBC	5.6	5.9
	BEACHCOMBER	WNEW	3.6	4.2
	PHIL SILVERS	WABC	5.3	5.1
	MERRYTOON CIRCUS	WOR	1.8	2.2
	THREE STAR NEWS	WPIX	2.7	3.0
	SETS IN USE		29.3	32.4
7:30 PM	MARSHAL DILLON	WCBS	7.1	9.4
	LARAMIE	WNBC	5.6	7.1
	TRANSPORT WORKERS	WNEW	3.6	3.9
	COMBAT	WABC	7.8	8.4
	MILLION \$ MOVIE	WOR	1.8	1.8
	JEFF'S COLLIE	WPIX	1.8	1.9
	SETS IN USE		28.5	33.3
7:45 PM	MARSHAL DILLON	WCBS	6.9	9.0
	LARAMIE	WNBC	6.9	8.2
	TRANSPORT WORKERS	WNEW	3.0	4.1
	COMBAT	WABC	8.0	8.5
	MILLION \$ MOVIE	WOR	2.3	2.3
	JEFF'S COLLIE	WPIX	0.7	1.7
	SETS IN USE		28.6	34.4
8:00 PM	LLOYD BRIDGES	WCBS	5.2	7.4
	LARAMIE	WNBC	8.2	8.7
	87th PRECINCT	WNEW	3.1	4.4
	COMBAT	WABC	10.3	9.0
	MILLION \$ MOVIE	WOR	2.5	2.9
	SECRET LIFE - HITLER	WPIX	3.0	2.8
	SETS IN USE		32.8	36.0
8:15 PM	LLOYD BRIDGES	WCBS	4.3	8.2
	LARAMIE	WNBC	9.0	9.0
	87th PRECINCT	WNEW	4.0	5.3
	COMBAT	WABC	10.1	9.0
	MILLION \$ MOVIE	WOR	2.5	3.2
	SECRET LIFE - HITLER	WPIX	2.9	3.2
	SETS IN USE		33.3	38.9
8:30 PM	TALENT SCOUTS	WCBS	6.0	11.4
	EMPIRE	WNBC	6.7	7.9
	87th PRECINCT	WNEW	5.2	5.6
	HAWAIIAN EYE	WABC	9.2	6.5
	MILLION \$ MOVIE	WOR	3.7	3.7
	SECRET LIFE - HITLER	WPIX	4.3	4.4
	SETS IN USE		35.8	40.6
8:45 PM	TALENT SCOUTS	WCBS	7.4	12.9
	EMPIRE	WNBC	5.9	7.9
	87th PRECINCT	WNEW	5.8	5.4
	HAWAIIAN EYE	WABC	10.0	7.1
	MILLION \$ MOVIE	WOR	6.7	4.8
	SECRET LIFE - HITLER	WPIX	4.6	4.4
	SETS IN USE		40.9	43.7

ARBITRON AUDIENCE ESTIMATES
NEW YORK - TUESDAY, JULY 9, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
9:00 PM	TALENT SCOUTS	WCBS	8.1	14.1
	EMPIRE	WNBC	6.4	8.6
	TARGET: CORRUPTORS	WNEW	4.4	4.2
	HAWAIIAN EYE	WABC	10.0	8.5
	BIG PREVIEW	WOR	17.6	7.0
	EXPEDITION	WPIX	4.7	4.7
	SETS IN USE		51.7	48.5
9:15 PM	TALENT SCOUTS	WCBS	8.8	15.0
	EMPIRE	WNBC	6.8	8.9
	TARGET: CORRUPTORS	WNEW	4.1	4.2
	HAWAIIAN EYE	WABC	10.7	9.3
	BIG PREVIEW	WOR	20.0	8.0
	EXPEDITION	WPIX	4.0	5.0
	SETS IN USE		54.9	51.7
9:30 PM	PICTURE THIS	WCBS	9.2	15.3
	DICK POWELL THEATRE	WNBC	6.3	9.2
	TARGET: CORRUPTORS	WNEW	4.2	4.3
	UNTOUCHABLES	WABC	8.0	7.4
	BIG PREVIEW	WOR	24.1	9.7
	EVA PERON	WPIX	4.8	6.1
	SETS IN USE		57.2	53.7
9:45 PM	PICTURE THIS	WCBS	9.8	15.3
	DICK POWELL THEATRE	WNBC	6.6	10.1
	TARGET: CORRUPTORS	WNEW	4.0	4.5
	UNTOUCHABLES	WABC	7.4	7.7
	BIG PREVIEW	WOR	25.2	10.1
	EVA PERON	WPIX	4.4	5.9
	SETS IN USE		58.1	55.2
10:00 PM	KEEFE BRASSELE	WCBS	10.2	13.6
	DICK POWELL THEATRE	WNBC	7.5	11.3
	DETECTIVES	WNEW	4.9	5.1
	UNTOUCHABLES	WABC	7.0	7.9
	BIG PREVIEW	WOR	25.7	10.0
	EVA PERON	WPIX	3.9	6.0
	SETS IN USE		59.8	55.3
10:15 PM	KEEFE BRASSELE	WCBS	10.0	13.9
	DICK POWELL THEATRE	WNBC	7.9	10.9
	DETECTIVES	WNEW	4.8	5.7
	UNTOUCHABLES	WABC	6.2	7.6
	BIG PREVIEW	WOR	25.2	9.6
	EVA PERON	WPIX	4.0	5.6
	SETS IN USE		58.9	54.7
10:30 PM	KEEFE BRASSELE	WCBS	8.9	15.3
	REPORT FROM TOKYO	WNBC	6.7	8.1
	DETECTIVES	WNEW	8.0	7.3
	FOCUS ON AMERICA	WABC	4.7	5.6
	BIG PREVIEW	WOR	25.6	9.3
	STEVE ALLEN	WPIX	3.8	5.7
	SETS IN USE		58.7	52.9
10:45 PM	KEEFE BRASSELE	WCBS	13.9	16.1
	REPORT FROM TOKYO	WNBC	8.4	8.3
	DETECTIVES	WNEW	8.8	7.8
	FOCUS ON AMERICA	WABC	6.4	5.7
	MILLION \$ MOVIE	WOR	9.3	4.6
	STEVE ALLEN	WPIX	2.7	4.7
	SETS IN USE		51.0	48.9

ARBITRON AUDIENCE ESTIMATES
NEW YORK - WEDNESDAY, JULY 10, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
7:00 PM	EVENING REPORT	WCBS	12.1	11.7
	NORTHWEST PASSAGE	WNBC	8.3	5.8
	BOURBON STREET BEAT	WNEW	2.9	4.1
	REBEL	WABC	1.7	2.3
	MERRYTOON CIRCUS	WOR	0.9	2.2
	THREE STAR NEWS	WPIX	3.8	3.2
	SETS IN USE		30.0	29.9
7:15 PM	CBS NEWS	WCBS	13.3	11.9
	NORTHWEST PASSAGE	WNBC	9.6	6.8
	BOURBON STREET BEAT	WNEW	3.6	3.7
	REBEL	WABC	2.1	2.8
	MERRYTOON CIRCUS	WOR	1.7	2.6
	THREE STAR NEWS	WPIX	3.7	3.2
	SETS IN USE		34.9	31.4
7:30 PM	WORLD TOWN MEETING	WCBS	11.9	9.1
	VIRGINIAN	WNBC	9.8	8.0
	BOURBON STREET BEAT	WNEW	4.9	3.6
	WAGON TRAIN	WABC	5.2	4.8
	R. BRANCA; R. KINER	WOR	1.1	2.5
	HONEYMOONERS	WPIX	4.4	3.8
	SETS IN USE		37.3	32.2
7:45 PM	WORLD TOWN MEETING	WCBS	9.7	8.3
	VIRGINIAN	WNBC	9.1	9.0
	BOURBON STREET BEAT	WNEW	5.9	3.7
	WAGON TRAIN	WABC	6.7	5.7
	RALPH KINER; BASEBALL	WOR	2.1	2.7
	HONEYMOONERS	WPIX	4.4	4.4
	SETS IN USE		38.0	34.2
8:00 PM	WORLD TOWN MEETING	WCBS	10.7	7.9
	VIRGINIAN	WNBC	8.9	10.2
	DANGER MAN	WNEW	4.7	3.6
	WAGON TRAIN	WABC	7.3	6.2
	BASEBALL	WOR	4.2	3.7
	BOLD JOURNEY	WPIX	3.7	3.7
	SETS IN USE		39.5	36.1
8:15 PM	WORLD TOWN MEETING	WCBS	10.5	7.6
	VIRGINIAN	WNBC	11.2	10.9
	DANGER MAN	WNEW	4.8	4.0
	WAGON TRAIN	WABC	7.9	6.7
	BASEBALL	WOR	5.5	4.6
	BOLD JOURNEY	WPIX	3.1	3.8
	SETS IN USE		43.2	38.7
8:30 PM	DOBIE GILLIS	WCBS	11.5	9.6
	VIRGINIAN	WNBC	9.7	11.1
	CALL MR. D	WNEW	6.0	5.1
	GOING MY WAY	WABC	9.2	6.5
	BASEBALL	WOR	5.9	4.4
	SILENTS PLEASE	WPIX	2.5	3.8
	SETS IN USE		45.2	41.7
8:45 PM	DOBIE GILLIS	WCBS	13.2	12.5
	VIRGINIAN	WNBC	7.7	10.8
	CALL MR. D	WNEW	6.2	5.1
	GOING MY WAY	WABC	9.3	7.0
	BASEBALL	WOR	7.6	4.9
	SILENTS PLEASE	WPIX	2.6	4.2
	SETS IN USE		46.9	45.5

ARBITRON AUDIENCE ESTIMATES
 NEW YORK - WEDNESDAY, JULY 10, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
9:00 PM	BEVERLY HILLBILLIES	WCBS	15.9	17.8
	MYSTERY THEATRE	WNBC	9.0	10.2
	MOVIE GREATS	WNEW	4.9	4.5
	GOING MY WAY	WABC	10.0	7.6
	BASEBALL	WOR	8.2	6.6
	M SQUAD	WPIX	2.0	3.3
	SETS IN USE		50.8	50.9
9:15 PM	BEVERLY HILLBILLIES	WCBS	19.4	19.4
	MYSTERY THEATRE	WNBC	10.3	11.2
	MOVIE GREATS	WNEW	3.2	4.0
	GOING MY WAY	WABC	10.0	8.2
	BASEBALL	WOR	8.5	7.3
	M SQUAD	WPIX	2.6	3.2
	SETS IN USE		54.3	54.2
9:30 PM	DICK VAN DYKE	WCBS	18.5	17.3
	MYSTERY THEATRE	WNBC	10.9	11.8
	MOVIE GREATS	WNEW	3.9	4.0
	OUR MAN HIGGINS	WABC	8.4	7.3
	BASEBALL	WOR	9.7	8.8
	WANTED: DEAD OR ALIVE	WPIX	2.9	3.5
	SETS IN USE		54.9	53.7
9:45 PM	DICK VAN DYKE	WCBS	18.7	17.8
	MYSTERY THEATRE	WNBC	12.4	12.3
	MOVIE GREATS	WNEW	4.8	4.2
	OUR MAN HIGGINS	WABC	9.3	7.5
	RALPH KINER	WOR	6.9	8.0
	WANTED: DEAD OR ALIVE	WPIX	3.4	3.9
	SETS IN USE		56.1	54.7
10:00 PM	RECKONING	WCBS	11.4	12.1
	ELEVENTH HOUR	WNBC	12.2	12.0
	MOVIE GREATS	WNEW	5.1	4.5
	NAKED CITY	WABC	12.4	10.6
	MILLION \$ MOVIE	WOR	4.4	7.4
	YOU ASKED FOR IT	WPIX	6.9	5.1
	SETS IN USE		53.3	53.3
10:15 PM	RECKONING	WCBS	10.7	11.5
	ELEVENTH HOUR	WNBC	13.1	12.7
	MOVIE GREATS	WNEW	5.3	4.7
	NAKED CITY	WABC	12.6	11.8
	MILLION \$ MOVIE	WOR	1.9	6.6
	YOU ASKED FOR IT	WPIX	8.4	5.0
	SETS IN USE		53.3	54.2
10:30 PM	RECKONING	WCBS	12.7	11.5
	ELEVENTH HOUR	WNBC	12.8	12.8
	MOVIE GREATS	WNEW	6.6	5.6
	NAKED CITY	WABC	13.2	11.6
	MILLION \$ MOVIE	WOR	1.9	5.4
	STEVE ALLEN	WPIX	5.8	4.0
	SETS IN USE		54.4	52.8
10:45 PM	RECKONING	WCBS	11.5	11.4
	ELEVENTH HOUR	WNBC	14.2	13.2
	MOVIE GREATS	WNEW	6.8	5.6
	NAKED CITY	WABC	11.5	10.5
	MILLION \$ MOVIE	WOR	0.8	4.7
	STEVE ALLEN	WPIX	6.5	4.4
	SETS IN USE		52.8	51.7

ARBITRON AUDIENCE ESTIMATES
NEW YORK - THURSDAY, JULY 11, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
7:00 PM	EVENING REPORT	WCBS	10.6	10.7
	STORY OF A YEAR	WNBC	7.1	5.6
	MR. MAGOO	WNEW	5.0	4.8
	HENNESEY	WABC	3.0	3.1
	MERRYTOON CIRCUS	WOR	3.1	2.0
	THREE STAR NEWS	WPIX	3.0	3.7
	SETS IN USE		32.7	30.4
7:15 PM	CBS NEWS	WCBS	11.6	11.2
	STORY OF A YEAR	WNBC	7.7	5.8
	MR. MAGOO	WNEW	5.3	5.1
	HENNESEY	WABC	3.7	3.8
	MERRYTOON CIRCUS	WOR	2.3	1.3
	THREE STAR NEWS	WPIX	4.2	4.1
	SETS IN USE		35.4	31.8
7:30 PM	FAIR EXCHANGE	WCBS	8.5	9.4
	WIDE COUNTRY	WNBC	7.3	6.3
	SUGARFOOT	WNEW	4.7	4.4
	OZZIE & HARRIET	WABC	6.0	7.0
	R. BRANCA; R. KINER	WOR	3.2	2.3
	YOU ASKED FOR IT	WPIX	3.9	3.3
	SETS IN USE		34.0	33.1
7:45 PM	FAIR EXCHANGE	WCBS	8.8	9.8
	WIDE COUNTRY	WNBC	7.6	6.8
	SUGARFOOT	WNEW	4.9	4.4
	OZZIE & HARRIET	WABC	6.4	8.2
	RALPH KINER; BASEBALL	WOR	3.7	2.8
	YOU ASKED FOR IT	WPIX	4.4	3.6
	SETS IN USE		36.5	36.2
8:00 PM	PERRY MASON	WCBS	11.1	10.3
	WIDE COUNTRY	WNBC	7.1	6.7
	SUGARFOOT	WNEW	5.4	5.0
	DONNA REED	WABC	7.2	9.6
	BASEBALL	WOR	3.9	2.9
	DIVORCE COURT	WPIX	3.0	2.8
	SETS IN USE		39.4	38.4
8:15 PM	PERRY MASON	WCBS	12.5	10.8
	WIDE COUNTRY	WNBC	7.3	6.6
	SUGARFOOT	WNEW	5.5	5.1
	DONNA REED	WABC	8.2	10.5
	BASEBALL	WOR	5.5	3.5
	DIVORCE COURT	WPIX	2.6	2.9
	SETS IN USE		43.0	40.5
8:30 PM	PERRY MASON	WCBS	13.7	10.3
	DR. KILDARE	WNBC	10.7	10.8
	LAWMAN	WNEW	4.4	4.4
	LEAVE IT TO BEAVER	WABC	7.5	8.2
	BASEBALL	WOR	5.3	3.8
	DIVORCE COURT	WPIX	2.1	3.1
	SETS IN USE		44.4	41.5
8:45 PM	PERRY MASON	WCB	12.6	10.0
	DR. KILDARE	WNBC	13.0	12.6
	LAWMAN	WNEW	4.0	4.5
	LEAVE IT TO BEAVER	WABC	10.0	9.2
	BASEBALL	WOR	5.6	3.9
	DIVORCE COURT	WPIX	2.1	3.0
	SETS IN USE		48.1	44.3

ARBITRON AUDIENCE ESTIMATES
 NEW YORK - THURSDAY, JULY 11, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
9:00 PM	TWILIGHT ZONE	WCBS	11.3	9.2
	DR. KILDARE	WNBC	17.9	16.1
	WRESTLING	WNEW	3.9	5.0
	MY THREE SONS	WABC	10.9	11.4
	BASEBALL	WOR	7.5	3.6
	TRACKDOWN	WPIX	1.0	1.9
	SETS IN USE		53.3	48.2
9:15 PM	TWILIGHT ZONE	WCBS	11.9	9.5
	DR. KILDARE	WNBC	18.9	16.8
	WRESTLING	WNEW	5.0	5.5
	MY THREE SONS	WABC	12.4	13.4
	BASEBALL	WOR	8.1	3.6
	TRACKDOWN	WPIX	0.8	1.9
	SETS IN USE		57.6	51.6
9:30 PM	TWILIGHT ZONE	WCBS	12.3	10.1
	HAZEL	WNBC	15.9	14.3
	WRESTLING	WNEW	5.8	6.1
	MCHALE'S NAVY	WABC	14.5	15.1
	BASEBALL	WOR	9.6	4.0
	26 MEN	WPIX	0.9	2.0
	SETS IN USE		59.4	52.2
9:45 PM	TWILIGHT ZONE	WCBS	12.1	10.7
	HAZEL	WNBC	16.1	14.7
	WRESTLING	WNEW	5.9	6.3
	MCHALE'S NAVY	WABC	16.4	16.2
	BASEBALL	WOR	10.2	4.2
	26 MEN	WPIX	1.0	2.0
	SETS IN USE		62.0	54.7
10:00 PM	NURSES	WCBS	14.3	13.9
	SUMMER SPECIAL	WNBC	11.4	11.2
	WRESTLING	WNEW	6.4	7.1
	PREMIERE	WABC	11.8	11.4
	BASEBALL	WOR	8.9	4.5
	ONE STEP BEYOND	WPIX	3.1	3.7
	SETS IN USE		57.1	52.7
10:15 PM	NURSES	WCBS	14.2	13.9
	SUMMER SPECIAL	WNBC	12.2	11.2
	WRESTLING	WNEW	6.9	6.7
	PREMIERE	WABC	12.8	12.0
	RALPH KINER	WOR	5.2	3.5
	ONE STEP BEYOND	WPIX	3.9	4.3
	SETS IN USE		56.1	52.3
10:30 PM	NURSES	WCBS	15.9	16.1
	SUMMER SPECIAL	WNBC	12.6	12.3
	WRESTLING	WNEW	7.4	6.4
	PREMIERE	WABC	13.3	12.1
	MILLION \$ MOVIE	WOR	2.4	1.9
	STEVE ALLEN	WPIX	2.2	2.9
	SETS IN USE		55.1	52.8
10:45 PM	NURSES	WCBS	16.4	16.9
	SUMMER SPECIAL	WNBC	13.4	13.1
	WRESTLING	WNEW	5.5	4.9
	PREMIERE	WABC	12.0	11.6
	MILLION \$ MOVIE	WOR	1.6	1.4
	STEVE ALLEN	WPIX	2.7	3.2
	SETS IN USE		53.3	52.5

ARBITRON AUDIENCE ESTIMATES
NEW YORK - FRIDAY, JULY 12, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
7:00 PM	EVENING REPORT	WCBS	7.7	10.5
	BACHELOR FATHER	WNBC	5.1	5.2
	ASSIGN. UNDERWATER	WNEW	4.6	6.3
	DEATH VALLEY DAYS	WABC	2.5	2.4
	MERRYTOON CIRCUS	WOR	1.8	1.1
	THREE STAR NEWS	WPIX	3.3	3.1
	SETS IN USE		25.6	29.4
7:15 PM	CBS NEWS	WCBS	9.2	11.6
	BACHELOR FATHER	WNBC	5.4	6.3
	ASSIGN. UNDERWATER	WNEW	5.0	6.0
	DEATH VALLEY DAYS	WABC	2.1	2.7
	MERRYTOON CIRCUS	WOR	1.5	1.0
	THREE STAR NEWS	WPIX	3.5	3.0
	SETS IN USE		27.5	31.2
7:30 PM	RAWHIDE	WCBS	11.1	11.8
	INTERNAT'L SHOWTIME	WNBC	7.0	7.7
	ROARING 20'S	WNEW	4.9	5.6
	CHEYENNE	WABC	2.8	4.2
	R. BRANCA; R. KINER	WOR	1.1	1.0
	FRIDAY NIGHT MOVIE	WPIX	1.5	1.7
	SETS IN USE		29.2	32.8
7:45 PM	RAWHIDE	WCBS	11.5	12.3
	INTERNAT'L SHOWTIME	WNBC	7.5	8.5
	ROARING 20'S	WNEW	5.8	5.7
	CHEYENNE	WABC	3.4	4.7
	RALPH KINER; BASEBALL	WOR	1.6	1.4
	FRIDAY NIGHT MOVIE	WPIX	1.3	2.2
	SETS IN USE		32.0	35.7
8:00 PM	RAWHIDE	WCBS	11.2	11.6
	INTERNAT'L SHOWTIME	WNBC	7.9	8.8
	ROARING 20'S	WNEW	6.0	5.7
	CHEYENNE	WABC	3.9	4.6
	BASEBALL	WOR	3.5	2.3
	FRIDAY NIGHT MOVIE	WPIX	1.8	3.4
	SETS IN USE		35.1	37.6
8:15 PM	RAWHIDE	WCBS	11.6	11.9
	INTERNAT'L SHOWTIME	WNBC	7.6	9.3
	ROARING 20'S	WNEW	7.2	6.3
	CHEYENNE	WABC	4.5	5.0
	BASEBALL	WOR	4.6	2.7
	FRIDAY NIGHT MOVIE	WPIX	1.4	3.9
	SETS IN USE		38.3	40.4
8:30 PM	ROUTE 66	WCBS	12.5	11.4
	SING ALONG - MITCH	WNBC	7.6	7.8
	TEXAN	WNEW	5.6	5.1
	FLINTSTONES	WABC	9.5	10.8
	BASEBALL	WOR	6.1	3.3
	FRIDAY NIGHT MOVIE	WPIX	1.6	3.7
	SETS IN USE		44.0	43.3
8:45 PM	ROUTE 66	WCBS	14.7	12.2
	SING ALONG - MITCH	WNBC	9.3	8.6
	TEXAN	WNEW	4.8	4.7
	FLINTSTONES	WABC	11.9	13.3
	BASEBALL	WOR	6.5	3.8
	FRIDAY NIGHT MOVIE	WPIX	1.4	4.0
	SETS IN USE		49.7	47.8

ARBITRON AUDIENCE ESTIMATES
NEW YORK - FRIDAY, JULY 12, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
9:00 PM	ROUTE 66	WCBS	12.9	11.7
	SING ALONG - MITCH	WNBC	13.3	11.0
	BRONCO	WNEW	3.5	3.9
	DICKENS - FENSTER	WABC	8.9	12.2
	BASEBALL	WOR	7.8	4.1
	FRIDAY NIGHT MOVIE	WPIX	1.3	4.1
	SETS IN USE		49.0	48.1
9:15 PM	ROUTE 66	WCBS	13.6	12.1
	SING ALONG - MITCH	WNBC	13.5	12.0
	BRONCO	WNEW	4.5	4.7
	DICKENS - FENSTER	WABC	9.5	12.2
	BASEBALL	WOR	6.5	4.3
	FRIDAY NIGHT MOVIE	WPIX	1.8	4.0
	SETS IN USE		51.1	50.5
9:30 PM	ALFRED HITCHCOCK	WCBS	9.3	10.5
	PRICE IS RIGHT	WNBC	13.1	12.3
	BRONCO	WNEW	4.6	5.0
	77 SUNSET STRIP	WABC	14.3	13.2
	BASEBALL	WOR	6.4	4.6
	FRIDAY NIGHT MOVIE	WPIX	2.0	4.6
	SETS IN USE		52.1	50.3
9:45 PM	ALFRED HITCHCOCK	WCBS	9.8	11.0
	PRICE IS RIGHT	WNBC	14.2	13.8
	BRONCO	WNEW	5.2	4.9
	77 SUNSET STRIP	WABC	16.2	14.1
	BASEBALL	WOR	5.8	4.4
	FRIDAY NIGHT MOVIE	WPIX	2.4	5.5
	SETS IN USE		55.7	53.8
10:00 PM	ALFRED HITCHCOCK	WCBS	8.4	11.5
	JACK PAAR	WNBC	12.9	12.4
	DETECTIVES	WNEW	7.1	6.3
	77 SUNSET STRIP	WABC	16.7	14.4
	BASEBALL	WOR	6.2	4.5
	FRIDAY NIGHT MOVIE	WPIX	2.8	5.8
	SETS IN USE		55.8	55.7
10:15 PM	ALFRED HITCHCOCK	WCBS	10.8	12.0
	JACK PAAR	WNBC	12.9	14.2
	DETECTIVES	WNEW	7.0	6.3
	77 SUNSET STRIP	WABC	17.2	14.9
	BASEBALL	WOR	5.6	4.6
	FRIDAY NIGHT MOVIE	WPIX	2.7	5.2
	SETS IN USE		57.8	57.9
10:30 PM	EYEWITNESS	WCBS	8.3	8.3
	JACK PAAR	WNBC	16.4	16.4
	MR. LUCKY	WNEW	7.9	6.8
	THIRD MAN	WABC	10.3	12.1
	BASEBALL	WOR	2.6	4.3
	STEVE ALLEN	WPIX	4.4	4.8
	SETS IN USE		50.8	53.5
10:45 PM	EYEWITNESS	WCBS	7.6	8.0
	JACK PAAR	WNBC	15.9	17.4
	MR. LUCKY	WNEW	8.6	6.8
	THIRD MAN	WABC	10.1	11.4
	BASEBALL	WOR	1.8	2.9
	STEVE ALLEN	WPIX	4.6	4.0
	SETS IN USE		50.3	51.9

ARBITRON AUDIENCE ESTIMATES
 NEW YORK - SATURDAY, JULY 13, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
7:00 AM	MODERN FARMER	WNBC	0.3	0.2
7:15 AM	NEWS MODERN FARMER SETS IN USE	WCBS WNBC	1.4 0.9 2.3	1.0 0.9 1.9
7:30 AM	SUMMER SEMESTER MODERN FARMER SETS IN USE	WCBS WNBC	1.7 0.8 2.5	1.0 1.3 2.3
7:45 AM	SUMMER SEMESTER MODERN FARMER NEWS SETS IN USE	WCBS WNBC WABC	1.3 2.4 0.8 4.5	1.1 2.3 0.2 3.6
8:00 AM	HAVE YOU READ... CRUSADER RABBIT FOCUS FOR CHILDREN SETS IN USE	WCBS WNBC WABC	1.5 3.2 0.8 5.5	1.6 3.1 0.9 5.6
8:15 AM	HAVE YOU READ... CRUSADER RABBIT CARTOON FESTIVAL SETS IN USE	WCBS WNBC WABC	1.8 4.6 1.3 7.7	1.7 3.9 1.5 7.1
8:30 AM	STORY SHOP CRUSADER RABBIT CARTOONS CARTOON FESTIVAL SETS IN USE	WCBS WNBC WNEW WABC	1.8 4.2 0.1 1.4 7.5	1.6 3.7 0.5 2.2 8.0
8:45 AM	STORY SHOP CRUSADER RABBIT CARTOONS CARTOON FESTIVAL SETS IN USE	WCBS WNBC WNEW WABC	2.9 5.2 0.7 1.8 10.6	2.5 4.1 1.4 2.6 10.6
9:00 AM	CAPT. KANGAROO ANDY'S GANG JUST FOR FUN CARTOON FESTIVAL SETS IN USE	WCBS WNBC WNEW WABC	3.1 5.8 2.1 3.1 14.1	2.7 4.4 2.9 2.9 12.9
9:15 AM	CAPT. KANGAROO ANDY'S GANG JUST FOR FUN DAVEY & GOLIATH SETS IN USE	WCBS WNBC WNEW WABC	3.9 5.5 3.9 3.4 16.7	2.9 4.6 4.2 3.7 15.4
9:30 AM	CAPT. KANGAROO RUFF & REDDY JUST FOR FUN Q. T. HUSH SETS IN USE	WCBS WNBC WNEW WABC	5.2 4.8 3.2 1.5 14.7	3.8 4.4 4.0 2.9 15.1
9:45 AM	CAPT. KANGAROO RUFF & REDDY JUST FOR FUN Q. T. HUSH ADVENTURES - JAPAN SETS IN USE	WCBS WNBC WNEW WABC WPIX	4.5 4.4 3.2 1.8 0.1- 13.9	3.7 4.5 4.6 2.9 0.2 15.9

ARBITRON AUDIENCE ESTIMATES
NEW YORK - SATURDAY, JULY 13, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
10:00 AM	ALVIN SHARI LEWIS JUST FOR FUN COURAGEOUS CAT CHRISTOPHERS	WCBS	5.8	5.7
		WNBC	2.6	3.1
		WNEW	3.3	4.0
		WABC	2.2	3.2
		WPIX	0.1-	0.3
	SETS IN USE		13.9	16.3
10:15 AM	ALVIN SHARI LEWIS JUST FOR FUN COURAGEOUS CAT LIVING WORD	WCBS	6.4	6.0
		WNBC	2.7	3.0
		WNEW	3.6	4.3
		WABC	2.5	3.5
		WPIX	0.3	0.4
	SETS IN USE		15.5	17.2
10:30 AM	MIGHTY MOUSE KING LEONARDO JUST FOR FUN LITTLE RASCALS THIS IS THE LIFE	WCBS	6.9	6.8
		WNBC	2.5	2.3
		WNEW	4.1	4.1
		WABC	1.1	3.1
		WPIX	0.1	0.4
	SETS IN USE		14.7	16.7
10:45 AM	MIGHTY MOUSE KING LEONARDO JUST FOR FUN LITTLE RASCALS NEWS; WEA.; ALMANAC THIS IS THE LIFE	WCBS	7.3	7.1
		WNBC	2.8	2.3
		WNEW	4.6	4.1
		WABC	0.8	2.6
		WOR	0.1-	-
	WPIX	0.1-	0.5	
SETS IN USE		15.5	16.6	
11:00 AM	RIN TIN TIN FURY JUST FOR FUN CARTOONIES PEACEMAKERS RELIGIOUS LEADERS	WCBS	5.0	5.1
		WNBC	3.9	3.5
		WNEW	2.8	3.7
		WABC	2.5	3.4
		WOR	0.1-	0.3
	WPIX	0.1-	0.2	
SETS IN USE		14.2	16.2	
11:15 AM	RIN TIN TIN FURY JUST FOR FUN CARTOONIES PEACEMAKERS RELIGIOUS LEADERS	WCBS	6.7	5.5
		WNBC	2.8	3.9
		WNEW	2.2	3.0
		WABC	2.6	3.7
		WOR	0.1-	0.5
	WPIX	0.3	0.1	
SETS IN USE		14.6	16.7	
11:30 AM	ROY ROGERS MAKE ROOM FOR DADDY JUST FOR FUN CART'NS BEANY & CECIL CONT'L COOKERY PIONEERS	WCBS	5.6	5.1
		WNBC	4.2	3.4
		WNEW	1.7	2.8
		WABC	1.4	3.3
		WOR	0.1-	0.4
	WPIX	0.4	0.2	
SETS IN USE		13.3	15.2	
11:45 AM	ROY ROGERS MAKE ROOM FOR DADDY JUST FOR FUN CART'NS BEANY & CECIL CONT'L COOKERY PIONEERS	WCBS	5.9	5.3
		WNBC	3.9	3.6
		WNEW	1.8	2.8
		WABC	1.3	3.1
		WOR	0.3	0.4
	WPIX	0.8	0.2	
SETS IN USE		14.0	15.4	

ARBITRON AUDIENCE ESTIMATES
NEW YORK - SATURDAY, JULY 13, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
12:00 noon	SKY KING	WCBS	5.9	5.9
	WATCH MR. WIZARD	WNBC	1.5	1.8
	JUST FOR FUN CART'NS	WNEW	2.2	2.9
	BUGS BUNNY	WABC	1.5	3.2
	MILLION \$ MOVIE	WOR	2.5	1.2
	WILLIAM TELL	WPIX	1.0	0.3
	SETS IN USE		14.6	15.3
12:15 PM	SKY KING	WCBS	6.2	5.9
	WATCH MR. WIZARD	WNBC	2.2	2.0
	JUST FOR FUN CART'NS	WNEW	1.3	2.7
	BUGS BUNNY	WABC	2.4	3.5
	MILLION \$ MOVIE	WOR	2.9	1.6
	WILLIAM TELL	WPIX	1.1	0.7
	SETS IN USE		16.1	16.4
12:30 PM	SPACE: NEW OCEAN	WCBS	3.6	3.5
	TROUBLE WITH FATHER	WNBC	3.5	2.8
	CIRCUS BOY	WNEW	2.5	3.3
	MAGIC LAND	WABC	2.1	3.6
	MILLION \$ MOVIE	WOR	2.5	1.6
	ROLLER DERBY	WPIX	1.5	0.9
	SETS IN USE		15.7	15.7
12:45 PM	SPACE: NEW OCEAN	WCBS	2.5	2.8
	TROUBLE WITH FATHER	WNBC	3.2	3.0
	CIRCUS BOY	WNEW	2.1	3.4
	MAGIC LAND	WABC	2.9	3.9
	MILLION \$ MOVIE	WOR	2.0	1.7
	ROLLER DERBY	WPIX	2.5	0.9
	SETS IN USE		15.2	15.7
1:00 PM	CBS NEWS	WCBS	2.4	2.4
	TV HOUR OF STARS	WNBC	2.5	2.7
	DETECTIVE MYSTERY	WNEW	2.1	3.5
	MY FRIEND FLICKA	WABC	3.5	3.2
	MILLION \$ MOVIE	WOR	2.2	2.0
	ROLLER DERBY	WPIX	3.1	1.2
	SETS IN USE		15.8	15.0
1:15 PM	CBS NEWS	WCBS	2.0	2.2
	TV HOUR OF STARS	WNBC	1.8	2.1
	DETECTIVE MYSTERY	WNEW	2.2	3.6
	MY FRIEND FLICKA	WABC	3.2	3.3
	MILLION \$ MOVIE	WOR	3.1	3.1
	ROLLER DERBY	WPIX	2.9	1.3
	SETS IN USE		15.2	15.6
1:30 PM	EYE ON...	WCBS	2.4	1.8
	TV HOUR OF STARS	WNBC	2.9	2.8
	DETECTIVE MYSTERY	WNEW	3.6	4.2
	LONE RANGER	WABC	3.4	3.2
	R. BRANCA; R. KINER	WOR	3.2	3.6
	SAT. AFTERNOON MOV.	WPIX	2.5	1.7
	SETS IN USE		18.0	17.3
1:45 PM	EYE ON...	WCBS	1.4	1.6
	TV HOUR OF STARS	WNBC	1.8	2.2
	DETECTIVE MYSTERY	WNEW	4.4	4.2
	LONE RANGER	WABC	3.0	3.1
	RALPH KINER; BASEBALL	WOR	4.9	4.7
	SAT. AFTERNOON MOV.	WPIX	2.3	2.3
	SETS IN USE		17.8	18.1

ARBITRON AUDIENCE ESTIMATES
NEW YORK - SATURDAY, JULY 13, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
2:00 PM	LEGISLATIVE HEARING	WCBS	1.0	1.2
	RADIATION STORY	WNBC	1.4	1.4
	COMEDY SHOWCASE	WNEW	3.8	3.3
	RESCUE 8	WABC	2.1	2.9
	BASEBALL	WOR	5.3	4.5
	SAT. AFTERNOON MOVIE	WPIX	2.9	3.6
	SETS IN USE		16.5	16.9
2:15 PM	LEGISLATIVE HEARING	WCBS	1.5	1.4
	RADIATION STORY	WNBC	1.3	1.2
	COMEDY SHOWCASE	WNEW	4.2	3.5
	RESCUE 8	WABC	2.1	3.1
	BASEBALL	WOR	4.2	4.1
	SAT. AFTERNOON MOVIE	WPIX	4.2	4.2
	SETS IN USE		17.5	17.5
2:30 PM	DOCTORS TODAY	WCBS	1.4	1.6
	LET'S TALK BUSINESS	WNBC	1.5	1.1
	COMEDY SHOWCASE	WNEW	4.3	4.1
	BLUE ANGELS	WABC	1.7	2.7
	BASEBALL	WOR	4.9	4.1
	SAT. AFTERNOON MOVIE	WPIX	4.2	4.8
	SETS IN USE		18.0	18.4
2:45 PM	DOCTORS TODAY	WCBS	1.7	1.7
	LET'S TALK BUSINESS	WNBC	1.4	1.1
	COMEDY SHOWCASE	WNEW	4.7	4.6
	BLUE ANGELS	WABC	2.5	2.9
	BASEBALL	WOR	6.3	4.2
	SAT. AFTERNOON MOVIE	WPIX	2.4	4.3
	SETS IN USE		19.0	18.8
3:00 PM	COMMUNISM	WCBS	1.8	2.0
	MOVIE FOUR	WNBC	1.4	1.7
	COMEDY SHOWCASE	WNEW	5.6	5.1
	EXCLUSIVELY OUTDOORS	WABC	1.3	1.5
	BASEBALL	WOR	5.2	3.7
	SAT. AFTERNOON MOVIE	WPIX	1.4	3.7
	SETS IN USE		16.7	17.7
3:15 PM	COMMUNISM	WCBS	2.1	1.7
	MOVIE FOUR	WNBC	2.1	2.4
	COMEDY SHOWCASE	WNEW	4.9	5.1
	EXCLUSIVELY OUTDOORS	WABC	1.4	1.4
	BASEBALL	WOR	5.1	3.5
	SAT. AFTERNOON MOVIE	WPIX	1.0	3.8
	SETS IN USE		16.6	17.9
3:30 PM	INTERNATIONAL HOUR	WCBS	1.8	1.4
	MOVIE FOUR	WNBC	2.7	2.5
	EASTSIDE COMEDY	WNEW	4.4	4.7
	BIG SHOW	WABC	1.1	1.6
	BASEBALL	WOR	4.9	3.4
	SAT. AFTERNOON MOVIE	WPIX	2.0	4.7
	SETS IN USE		16.9	18.3
3:45 PM	INTERNATIONAL HOUR	WCBS	2.0	1.5
	MOVIE FOUR	WNBC	3.0	2.8
	EASTSIDE COMEDY	WNEW	4.2	4.4
	BIG SHOW	WABC	2.0	2.1
	BASEBALL	WOR	3.8	3.5
	SAT. AFTERNOON MOVIE	WPIX	2.0	4.9
	SETS IN USE		17.0	19.2

ARBITRON AUDIENCE ESTIMATES
NEW YORK - SATURDAY, JULY 13, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
4:00 PM	INTERNATIONAL HOUR	WCBS	1.8	1.6
	MOVIE FOUR	WNBC	2.0	2.7
	EASTSIDE COMEDY	WNEW	5.2	5.0
	BIG SHOW	WABC	2.4	2.5
	BASEBALL	WOR	4.4	3.2
	SPORTSMAN'S CLUB	WPIX	2.1	5.4
	SETS IN USE		17.9	20.4
4:15 PM	INTERNATIONAL HOUR	WCBS	2.0	1.7
	MOVIE FOUR	WNBC	2.1	2.9
	EASTSIDE COMEDY	WNEW	5.3	5.3
	BIG SHOW	WABC	2.5	3.0
	BASEBALL	WOR	4.3	3.2
	JERRY COLEMAN	WPIX	2.1	4.9
	SETS IN USE		18.3	21.0
4:30 PM	LOVE THAT BOB	WCBS	2.1	2.6
	MOVIE FOUR	WNBC	2.4	3.4
	HORSE RACE	WNEW	3.5	4.5
	BIG SHOW	WABC	2.5	3.5
	BASEBALL	WOR	4.7	3.2
	BASEBALL	WPIX	3.4	3.9
	SETS IN USE		18.6	21.1
4:45 PM	LOVE THAT BOB	WCBS	2.9	3.0
	MOVIE FOUR	WNBC	2.9	3.9
	HORSE RACE	WNEW	3.6	5.1
	BIG SHOW	WABC	2.4	3.9
	BASEBALL	WOR	4.6	3.5
	BASEBALL	WPIX	4.4	2.7
	SETS IN USE		20.8	22.1
5:00 PM	EARLY SHOW	WCBS	5.1	5.4
	MOVIE FOUR	WNBC	2.8	4.7
	FELIX & THE WIZARD	WNEW	3.9	4.0
	WORLD OF SPORTS	WABC	3.6	3.0
	RALPH KINER	WOR	1.5	2.9
	BASEBALL	WPIX	4.3	3.0
	SETS IN USE		21.2	23.0
5:15 PM	EARLY SHOW	WCBS	6.6	7.3
	MOVIE FOUR	WNBC	3.2	4.8
	FELIX & THE WIZARD	WNEW	4.0	3.5
	WORLD OF SPORTS	WABC	3.3	3.1
	FILM	WOR	0.4	1.9
	BASEBALL	WPIX	4.8	3.1
	SETS IN USE		22.3	23.7
5:30 PM	EARLY SHOW	WCBS	7.8	7.7
	MOVIE FOUR	WNBC	3.3	4.5
	FELIX & THE WIZARD	WNEW	3.1	3.4
	WORLD OF SPORTS	WABC	3.2	3.1
	HORSE RACE	WOR	0.6	2.1
	BASEBALL	WPIX	6.1	3.0
	SETS IN USE		24.1	23.8
5:45 PM	EARLY SHOW	WCBS	6.9	7.8
	HORSE RACE	WNBC	2.9	4.3
	FELIX & THE WIZARD	WNEW	2.6	2.7
	WORLD OF SPORTS	WABC	3.3	3.3
	HORSE RACE	WOR	1.1	2.1
	BASEBALL	WPIX	6.5	3.5
	SETS IN USE		23.3	23.7

ARBITRON AUDIENCE ESTIMATES
NEW YORK - SATURDAY, JULY 13, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
6:00 PM	EARLY SHOW SATURDAY REPORT SANDY'S HOUR WORLD OF SPORTS MILLION \$ MOVIE BASEBALL	WCBS	7.1	7.9
		WNBC	3.7	3.9
		WNEW	4.1	3.6
		WABC	3.6	3.0
		WOR	1.1	2.5
		WPIX	7.1	3.3
		SETS IN USE	26.7	24.2
6:15 PM	EARLY SHOW RECITAL HALL SANDY'S HOUR WORLD OF SPORTS MILLION \$ MOVIE BASEBALL	WCBS	8.7	8.8
		WNBC	2.9	2.7
		WNEW	5.2	4.6
		WABC	4.4	3.7
		WOR	1.4	2.7
		WPIX	6.5	3.6
		SETS IN USE	29.1	26.1
6:30 PM	EVENING REPORT RECITAL HALL SANDY'S HOUR FIVE FINGERS MILLION \$ MOVIE BASEBALL	WCBS	8.1	8.7
		WNBC	3.6	2.1
		WNEW	6.4	5.2
		WABC	4.5	3.9
		WOR	1.9	2.6
		WPIX	5.9	3.4
		SETS IN USE	30.4	25.9
6:45 PM	EVENING REPORT RECITAL HALL SANDY'S HOUR FIVE FINGERS MILLION \$ MOVIE JERRY COLEMAN	WCBS	8.7	9.5
		WNBC	3.4	2.2
		WNEW	7.2	5.6
		WABC	6.7	4.6
		WOR	2.8	2.9
		WPIX	2.6	3.5
		SETS IN USE	31.4	28.3
7:00 PM	SEA HUNT NEWS; WEATHER JUNGLE JIM FIVE FINGERS MILLION \$ MOVIE POST GAME THEATRE	WCBS	9.6	9.1
		WNBC	7.3	5.1
		WNEW	5.5	4.6
		WABC	7.8	5.1
		WOR	3.1	2.5
		WPIX	2.2	4.1
		SETS IN USE	35.5	30.5
7:15 PM	SEA HUNT NEWS; SPORTS JUNGLE JIM FIVE FINGERS MILLION \$ MOVIE POST GAME THEATRE	WCBS	12.3	10.4
		WNBC	9.4	6.5
		WNEW	6.3	4.9
		WABC	7.0	5.1
		WOR	2.3	2.1
		WPIX	1.9	4.3
		SETS IN USE	39.2	33.3
7:30 PM	LUCY - DESI SAM BENEDICT BAT MASTERSON GALLANT MEN MAVERICK CHILLER THEATRE	WCBS	11.7	10.6
		WNBC	11.9	8.3
		WNEW	3.5	3.9
		WABC	7.5	6.4
		WOR	0.9	1.2
		WPIX	5.2	5.8
		SETS IN USE	40.7	36.2
7:45 PM	LUCY - DESI SAM BENEDICT BAT MASTERSON GALLANT MEN MAVERICK CHILLER THEATRE	WCBS	11.0	10.9
		WNBC	13.0	9.3
		WNEW	3.0	3.4
		WABC	8.8	6.9
		WOR	1.0	1.3
		WPIX	7.9	7.0
		SETS IN USE	44.7	38.8

ARBITRON AUDIENCE ESTIMATES
NEW YORK - SATURDAY, JULY 13, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
8:00 PM	LUCY - DESI	WCBS	12.9	12.1
	SAM BENEDICT	WNBC	12.9	9.1
	DRAGNET	WNEW	2.8	3.2
	GALLANT MEN	WABC	9.2	7.2
	MAVERICK	WOR	1.2	1.6
	CHILLER THEATRE	WPIX	8.0	7.3
	SETS IN USE		47.0	40.5
8:15 PM	LUCY - DESI	WCBS	13.1	13.0
	SAM BENEDICT	WNBC	12.5	8.8
	DRAGNET	WNEW	3.1	3.5
	GALLANT MEN	WABC	10.2	8.0
	MAVERICK	WOR	1.0	1.7
	CHILLER THEATRE	WPIX	8.2	6.9
	SETS IN USE		48.1	41.9
8:30 PM	DEFENDERS	WCBS	14.8	13.5
	JOEY BISHOP	WNBC	8.8	7.6
	PETER GUNN	WNEW	3.8	4.4
	HOOTENANNY	WABC	9.6	7.0
	FOREIGN FILM FESTIVAL	WOR	2.3	3.0
	CHILLER THEATRE	WPIX	9.2	7.7
	SETS IN USE		48.5	43.2
8:45 PM	DEFENDERS	WCBS	14.4	13.2
	JOEY BISHOP	WNBC	9.6	8.1
	PETER GUNN	WNEW	4.7	4.9
	HOOTENANNY	WABC	10.7	8.8
	FOREIGN FILM FESTIVAL	WOR	1.8	3.0
	CHILLER THEATRE	WPIX	7.4	7.1
	SETS IN USE		48.6	45.1
9:00 PM	DEFENDERS	WCBS	18.1	15.2
	SATURDAY NIGHT MOVIE	WNBC	9.9	9.9
	WRESTLING	WNEW	6.2	5.5
	LAWRENCE WELK	WABC	11.3	9.7
	FOREIGN FILM FESTIVAL	WOR	1.6	3.8
	FRONT PAGE STORY	WPIX	4.1	3.9
	SETS IN USE		51.2	48.0
9:15 PM	DEFENDERS	WCBS	17.2	14.8
	SATURDAY NIGHT MOVIE	WNBC	10.1	11.4
	WRESTLING	WNEW	6.3	5.3
	LAWRENCE WELK	WABC	12.7	11.4
	FOREIGN FILM FESTIVAL	WOR	1.6	3.8
	FRONT PAGE STORY	WPIX	3.8	3.1
	SETS IN USE		51.7	49.8
9:30 PM	HAVE GUN, WILL TRAVEL	WCBS	15.5	12.0
	SATURDAY NIGHT MOVIE	WNBC	12.0	12.4
	WRESTLING	WNEW	7.0	6.6
	LAWRENCE WELK	WABC	14.3	12.8
	FOREIGN FILM FESTIVAL	WOR	1.5	3.8
	N.Y. CONFIDENTIAL	WPIX	2.6	2.7
	SETS IN USE		52.9	50.3
9:45 PM	HAVE GUN, WILL TRAVEL	WCBS	15.0	12.3
	SATURDAY NIGHT MOVIE	WNBC	12.1	12.8
	WRESTLING	WNEW	7.2	6.7
	LAWRENCE WELK	WABC	14.6	13.0
	FOREIGN FILM FESTIVAL	WOR	1.3	3.6
	N.Y. CONFIDENTIAL	WPIX	2.9	3.2
	SETS IN USE		53.1	51.6

ARBITRON AUDIENCE ESTIMATES
NEW YORK - SATURDAY, JULY 13, 1963

TIME	PROGRAM	STATION	RATING	4/W AVG.
10:00 PM	GUNSMOKE SATURDAY NIGHT MOVIE WRESTLING FIGHT OF THE WEEK PAN AMER. NEWSREEL STATE TROOPER	WCBS	16.3	15.5
		WNBC	14.3	14.9
		WNEW	6.6	5.7
		WABC	6.8	7.0
		WOR	0.2	2.6
		WPIX	3.3	3.5
	SETS IN USE		47.5	49.2
10:15 PM	GUNSMOKE SATURDAY NIGHT MOVIE WRESTLING FIGHT OF THE WEEK PAN AMER. NEWSREEL STATE TROOPER	WCBS	16.6	16.3
		WNBC	13.3	15.3
		WNEW	6.4	5.6
		WABC	5.6	5.6
		WOR	0.7	2.5
		WPIX	3.6	3.6
	SETS IN USE		46.2	48.9
10:30 PM	GUNSMOKE SATURDAY NIGHT MOVIE WRESTLING FIGHT OF THE WEEK EDITORIAL PAGE CONF. U.S. BORDER PATROL	WCBS	18.4	17.4
		WNBC	12.4	15.1
		WNEW	6.1	5.7
		WABC	5.7	5.7
		WOR	0.2	2.1
		WPIX	3.9	3.4
	SETS IN USE		46.7	49.4
10:45 PM	GUNSMOKE SATURDAY NIGHT MOVIE WRESTLING MAKE THAT SPARE EDITORIAL PAGE CONF. U.S. BORDER PATROL	WCBS	20.0	18.9
		WNBC	11.8	13.8
		WNEW	5.4	5.1
		WABC	5.0	4.8
		WOR	0.7	2.1
		WPIX	3.6	3.0
	SETS IN USE		46.5	47.7
11:00 PM	NEWS; WEATHER NEWS; WEATHER SENATE REPORT; H. F. NEWS MILLION \$ MOVIE MYSTERY HOUR	WCBS	20.8	18.8
		WNBC	11.1	12.9
		WNEW	1.9	2.4
		WABC	3.9	3.7
		WOR	1.0	1.9
		WPIX	2.5	1.9
	SETS IN USE		41.2	41.6
11:15 PM	NEWS; LATE SHOW MOVIE FOUR HOLLYWOOD'S FINEST NIGHT SHOW MILLION \$ MOVIE MYSTERY HOUR	WCBS	18.3	16.1
		WNBC	10.2	10.9
		WNEW	2.1	2.2
		WABC	3.1	4.8
		WOR	0.8	1.4
		WPIX	2.4	1.7
	SETS IN USE		36.9	37.1
11:30 PM	LATE SHOW MOVIE FOUR HOLLYWOOD'S FINEST NIGHT SHOW MILLION \$ MOVIE MYSTERY HOUR	WCBS	17.5	14.7
		WNBC	8.1	9.3
		WNEW	1.9	2.3
		WABC	3.9	5.6
		WOR	1.1	0.7
		WPIX	2.5	1.5
	SETS IN USE		35.0	34.1
11:45 PM	LATE SHOW MOVIE FOUR HOLLYWOOD'S FINEST NIGHT SHOW MILLION \$ MOVIE MYSTERY HOUR	WCBS	17.4	14.0
		WNBC	4.9	8.0
		WNEW	1.7	2.4
		WABC	4.9	5.9
		WOR	1.5	1.0
		WPIX	2.4	1.6
	SETS IN USE		32.8	32.9

ARBITRON AUDIENCE ESTIMATES
NEW YORK AREA WEEKLY REPORT JULY 8 - JULY 12, 1963

DAYTIME

TIME	PROGRAM	STATION	M	T	W	T	F	Avg.	4/W AVG.
6:15 AM	NEWS NEWS	WCBS	1.1	0.7	0.6	0.6	2.0	1.0	1.5
		WABC	0.1-	0.1-	0.1-	0.1-	0.1-	0.1-	-
	SETS IN USE		1.1	0.7	0.6	0.6	2.0	1.0	1.5
6:30 AM	SUMMER SEMESTER EDUCATION EXCH. SUMMER SCHOOL	WCBS	1.4	1.0	1.1	0.9	3.4	1.6	1.8
		WNBC WABC	0.2 0.1-	0.1- 0.1-	0.1- 0.1-	0.1- 0.1-	0.1- 0.1-	0.1- 0.1-	0.1- 0.1
	SETS IN USE		1.6	1.0	1.1	0.9	3.4	1.6	2.0
6:45 AM	SUMMER SEMESTER EDUCATION EXCH. SUMMER SCHOOL	WCBS	2.1	2.1	0.3	2.0	2.1	1.7	2.8
		WNBC WABC	0.2 0.1-	0.4 0.1-	0.2 0.1-	0.1- 0.1-	0.3 0.1-	0.2 0.1-	0.2 0.1
	SETS IN USE		2.3	2.5	0.5	2.0	2.4	1.9	3.1
7:00 AM	NEWS; WEA.; SPORTS TODAY CARTOONS	WCBS	2.8	2.4	0.5	2.3	1.6	1.9	2.4
		WNBC WABC	0.2 0.1-	0.1 0.1-	0.2 0.2	0.1- 0.1-	0.6 0.1-	0.2 0.1-	0.4 0.2
	SETS IN USE		3.0	2.5	0.9	2.3	2.2	2.1	3.0
7:15 AM	NEWS; WEA.; SPORTS TODAY; NEWS NEWS CARTOONS	WCBS	2.1	2.1	1.7	2.8	2.7	2.3	2.4
		WNBC	0.3	0.4	0.8	0.3	0.8	0.5	0.7
		WNEW	-	0.4	0.2	0.1-	0.1-	0.2	0.1
		WABC	0.5	0.1-	0.5	0.5	0.1-	0.3	0.7
SETS IN USE		2.9	2.9	3.2	3.6	3.5	3.3	3.9	
7:30 AM	NEWS; WEA.; SPORTS TODAY COLUMBIA LECTURES BARNEY BEAR	WCBS	1.4	2.2	1.3	3.3	2.3	2.1	2.4
		WNBC	0.6	0.7	0.8	0.4	0.5	0.6	0.9
		WNEW	0.1-	0.5	0.2	0.1-	0.1-	0.1	0.1-
		WABC	0.9	0.4	0.5	0.4	0.9	0.6	1.3
SETS IN USE		2.9	3.8	2.8	4.1	3.7	3.4	4.6	
7:45 AM	NEWS; WEA.; SPORTS TODAY COLUMBIA LECTURES KING & ODIE	WCBS	1.2	1.5	1.4	3.7	1.2	1.8	2.5
		WNBC	1.2	0.9	0.9	0.5	0.6	0.8	1.0
		WNEW	0.1-	0.4	0.1-	0.1-	0.1-	0.1	0.1
		WABC	1.5	1.8	1.2	2.3	1.5	1.7	2.3
SETS IN USE		3.9	4.6	3.5	6.5	3.3	4.4	5.9	
8:00 AM	CAPT. KANGAROO TODAY SANDY'S CARTOONS COURAGEOUS CAT	WCBS	1.1	1.3	0.5	2.7	1.6	1.4	2.2
		WNBC	2.0	1.0	2.2	1.5	1.8	1.7	1.7
		WNEW	0.8	0.9	0.5	0.9	0.6	0.7	0.9
		WABC	1.5	3.1	1.4	2.7	1.6	2.1	3.0
SETS IN USE		5.4	6.3	4.6	7.8	5.6	5.9	7.8	
8:15 AM	CAPT. KANGAROO TODAY; NEWS SANDY'S CARTOONS CAT; BILLY	WCBS	2.9	0.7	1.7	2.6	2.2	2.0	2.6
		WNBC	2.3	2.5	1.4	1.5	1.6	1.9	1.9
		WNEW	1.5	1.8	1.9	2.1	2.4	1.9	2.1
		WABC	2.1	4.0	1.9	2.4	2.2	2.5	3.4
SETS IN USE		8.8	9.0	6.9	8.6	8.4	8.3	10.0	
8:30 AM	CAPT. KANGAROO TODAY SANDY BECKER LITTLE RASCALS	WCBS	3.0	1.5	1.9	2.3	2.2	2.2	2.8
		WNBC	2.7	2.1	1.8	1.4	1.0	1.8	2.1
		WNEW	2.1	3.1	2.7	3.2	1.9	2.6	2.7
		WABC	3.8	5.1	4.2	3.2	3.7	4.0	4.3
SETS IN USE		11.6	11.8	10.6	10.1	8.8	10.6	11.9	
8:45 AM	CAPT. KANGAROO TODAY SANDY BECKER LITTLE RASCALS	WCBS	2.3	2.1	1.3	3.3	2.5	2.3	3.0
		WNBC	3.5	1.8	1.0	2.4	1.3	2.0	2.3
		WNEW	3.0	4.1	3.7	3.3	2.9	3.4	3.5
		WABC	5.5	4.7	5.0	5.3	4.7	5.0	4.9
SETS IN USE		14.3	12.7	11.0	14.3	11.4	12.7	13.7	
9:00 AM	LIFE OF RILEY BIRTHDAY HOUSE SANDY BECKER FUNNY MANN'S	WCBS	4.0	3.1	2.2	3.9	1.9	3.0	3.7
		WNBC	2.5	1.8	1.4	2.3	3.1	2.2	2.7
		WNEW	5.5	4.2	3.9	4.8	4.0	4.5	4.3
		WABC	3.4	4.4	3.9	3.7	2.5	3.6	3.4
SETS IN USE		15.8	13.5	11.4	14.7	11.6	13.4	14.1	

ARBITRON AUDIENCE ESTIMATES
NEW YORK AREA WEEKLY REPORT JULY 8 - JULY 12, 1963

DAYTIME

TIME	PROGRAM	STATION	M	T	W	T	F	Avg.	4/W AVG.
9:15 AM	LIFE OF RILEY BIRTHDAY HOUSE SANDY BECKER; NEWS FUNNY MANNIS	WCBS	4.0	2.1	2.5	5.0	1.9	3.1	4.0
		WNBC	2.7	2.2	1.3	3.5	4.2	2.8	2.9
		WNEW	5.5	4.8	5.0	5.4	4.0	4.9	4.7
		WABC	3.1	3.9	3.5	2.6	2.2	3.1	2.9
	SETS IN USE		15.7	13.4	12.3	16.5	12.3	14.1	14.5
9:30 AM	OUR MISS BROOKS JOYCE BROTHERS TOPPER I MARRIED JOAN	WCBS	3.1	1.8	2.8	4.5	2.2	2.9	3.8
		WNBC	1.9	0.4	0.6	1.5	1.5	1.2	1.5
		WNEW	4.7	3.7	5.1	4.7	4.5	4.5	4.2
		WABC	5.6	4.0	3.4	2.2	3.9	3.8	3.4
	SETS IN USE		15.7	10.3	11.9	12.9	12.2	12.6	12.9
9:45 AM	OUR MISS BROOKS J. BROTHERS; NEWS TOPPER I MARRIED JOAN	WCBS	4.0	2.3	3.3	4.3	2.3	3.2	3.9
		WNBC	2.1	0.9	0.9	1.7	1.6	1.4	1.5
		WNEW	5.5	3.7	4.5	4.5	3.9	4.4	4.2
		WABC	4.7	3.5	4.3	2.0	6.1	4.1	3.4
	SETS IN USE		16.7	10.8	13.0	12.5	14.3	13.3	13.0
10:00 AM	CALENDAR SAY WHEN 10 O'CLOCK MOVIE SUSIE	WCBS	1.7	2.0	2.3	3.9	1.3	2.2	3.0
		WNBC	5.0	3.2	3.7	4.5	4.2	4.1	4.2
		WNEW	4.1	3.2	2.5	3.3	3.0	3.2	3.3
		WABC	6.0	2.3	5.3	3.0	4.9	4.3	2.6
	SETS IN USE		17.3	11.2	13.9	14.8	13.7	14.1	13.1
10:15 AM	CALENDAR SAY WHEN; NEWS 10 O'CLOCK MOVIE SUSIE	WCBS	1.9	2.5	2.4	3.4	1.7	2.4	2.9
		WNBC	6.0	3.1	3.4	4.5	4.3	4.3	4.5
		WNEW	3.5	3.8	2.3	2.2	2.2	2.8	3.1
		WABC	6.5	1.9	4.7	4.5	3.5	4.2	2.3
	SETS IN USE		18.4	11.8	12.8	14.7	11.7	13.9	12.8
10:30 AM	I LOVE LUCY PLAY YOUR HUNCH 10 O'CLOCK MOVIE GALE STORM	WCBS	4.5	4.8	4.3	4.1	3.4	4.2	5.2
		WNBC	4.6	1.1	2.4	4.1	4.0	3.2	3.0
		WNEW	3.2	4.6	1.7	2.4	2.6	2.9	3.0
		WABC	5.4	1.8	3.6	3.5	2.1	3.3	1.7
	SETS IN USE		18.3	12.8	12.0	14.1	12.4	13.9	12.9
10:45 AM	I LOVE LUCY PLAY YOUR HUNCH 10 O'CLOCK MOVIE GALE STORM	WCBS	5.8	4.9	5.6	6.1	3.8	5.2	6.2
		WNBC	3.0	1.4	2.5	3.6	5.0	3.1	3.1
		WNEW	3.4	4.3	1.7	2.0	3.2	2.9	2.8
		WABC	4.8	1.5	3.5	2.9	1.7	2.9	1.7
	SETS IN USE		17.4	12.6	13.4	14.6	14.1	14.4	13.8
11:00 AM	MCCOYS PRICE IS RIGHT 10 O'CLOCK MOVIE DECEMBER BRIDE JACK LALANNE	WCBS	4.8	5.2	6.0	5.3	3.2	4.9	5.5
		WNBC	3.4	3.4	3.4	4.0	5.1	3.9	4.1
		WNEW	3.4	4.3	2.0	1.9	3.6	3.0	2.7
		WABC	3.4	1.5	2.3	1.4	2.0	2.1	1.6
	WPIX	0.3	0.1-	0.4	0.1-	0.1-	0.1	0.2	
SETS IN USE		15.7	14.9	14.1	12.9	14.3	14.3	14.1	
11:15 AM	MCCOYS PRICE IS RIGHT M.;N./M.;MEMO;N. DECEMBER BRIDE JACK LALANNE	WCBS	5.1	4.1	6.6	4.6	3.4	4.8	5.8
		WNBC	3.9	4.7	4.6	4.8	5.8	4.8	4.7
		WNEW	2.5	4.1	(1.0)	2.1	1.8	2.3	2.2
		WABC	4.0	1.7	2.7	1.6	1.7	2.3	1.8
	WPIX	0.1-	0.3	0.1	0.5	0.1-	0.2	0.2	
SETS IN USE		15.9	15.6	15.9	14.1	13.1	15.0	14.7	
11:30 AM	PETE & GLADYS CONCENTRATION ROMPER ROOM SEVEN KEYS OPER. ALPHABET	WCBS	4.7	3.2	6.2	5.7	4.6	4.9	5.7
		WNBC	4.6	6.3	6.1	5.9	5.6	5.7	5.0
		WNEW	3.5	3.2	3.2	2.5	2.1	2.9	2.9
		WABC	2.0	1.8	2.3	0.1-	1.1	1.8	1.6
	WPIX	0.1-	0.5	0.1-	0.5	0.1-	0.2	0.2	
SETS IN USE		15.3	15.5	17.8	14.8	13.8	15.8	15.4	

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DAYTIME

TIME	PROGRAM	STATION	M	T	W	T	F	Avg.	4/W AVG.
11:45 AM	PETE & GLADYS CONCENTRATION ROMPER ROOM SEVEN KEYS OPER. ALPHABET	WCBS	6.3	3.6	6.1	5.2	5.5	5.3	6.5
		WNBC	5.1	6.2	7.4	7.7	6.3	6.5	5.6
		WNEW	5.1	3.9	3.0	3.6	3.5	3.8	3.6
		WABC	1.1	2.9	2.3	0.1	1.6	1.6	1.7
		WPIX	0.1-	0.2	0.3	0.5	0.1-	0.2	0.3
		SETS IN USE	18.1	17.6	19.5	17.4	17.0	17.8	17.7
	12:00 noon	LOVE OF LIFE FIRST IMPRESSION ROMPER ROOM ERNIE FORD FARM NEWS BOZO THE CLOWN	WCBS	6.3	3.4	4.2	6.4	5.6	5.2
WNBC			4.6	4.5	5.9	6.1	7.9	5.8	5.5
WNEW			6.6	4.6	4.4	4.2	4.1	4.8	4.4
WABC			2.8	2.9	2.1	1.7	2.6	2.4	1.9
WOR			0.6	0.2	0.1-	0.1-	0.4	0.2	0.1
WPIX			0.7	0.8	1.0	0.7	0.6	0.8	1.3
SETS IN USE		22.0	17.0	17.7	19.4	21.6	19.6	19.2	
12:15 PM	LIFE/WORLD TOWN FIRST IMPRESSION ROMPER ROOM ERNIE FORD NEWS; WEA.; ALM. BOZO THE CLOWN	WCBS	5.8	2.9	(3.5)	8.6	5.8	5.3	6.1
		WNBC	5.6	4.7	6.3	4.0	8.4	5.8	5.8
		WNEW	4.3	4.2	3.7	4.0	3.5	3.9	4.2
		WABC	2.5	2.7	1.3	0.7	2.3	1.9	1.8
		WOR	0.9	0.6	0.1	0.1-	0.5	0.4	0.3
		WPIX	0.7	0.6	1.3	1.1	1.4	1.0	1.8
	SETS IN USE	20.2	15.7	16.3	18.9	21.9	18.5	20.0	
12:30 PM	SEARCH/WORLD T'WN TRUTH/SCOUT'G REP. CARTOON PLAYTIME FATHER KNOWS BEST MEMORY LANE ROCKY & FRIENDS	WCBS	5.3	2.0	(3.8)	5.8	6.5	4.7	5.7
		WNBC	2.4	(5.6)	5.6	4.8	6.2	4.9	4.6
		WNEW	4.8	4.5	3.2	2.3	3.0	3.6	4.5
		WABC	4.5	3.1	2.1	2.0	4.9	3.3	2.7
		WOR	1.1	0.6	0.1	0.1-	0.8	0.5	0.4
		WPIX	0.6	0.8	1.6	2.1	1.4	1.3	1.7
	SETS IN USE	19.2	16.6	16.4	17.3	22.8	18.5	19.6	
12:45 PM	LIGHT/WORLD TOWN TRUTH; N./ALL * BB CARTOON PLAYTIME FATHER KNOWS BEST MEMORY LANE KOMEDY KAPERS	WCBS	5.4	3.5	(4.1)	5.9	6.7	5.1	5.9
		WNBC	2.6	(5.7)	4.2	5.1	4.6	4.4	4.0
		WNEW	5.6	4.9	4.1	2.1	4.2	4.2	4.6
		WABC	4.5	4.6	3.6	2.1	4.2	3.8	3.2
		WOR	1.2	0.5	0.2	0.1-	0.6	0.5	0.5
		WPIX	0.6	0.5	1.1	1.5	1.1	1.0	1.5
	SETS IN USE	20.4	19.9	17.3	17.2	21.4	19.3	19.7	
1:00 PM	B & A/WORLD TOWN MOVIE/ALL STAR BB CARTOON PLAYTIME GENERAL HOSPITAL MEMORY LANE BOLD JOURNEY	WCBS	5.7	3.8	(3.8)	6.4	6.7	5.3	5.4
		WNBC	3.3	(7.6)	2.7	2.9	3.9	4.1	3.4
		WNEW	5.9	5.2	4.9	3.4	6.9	5.3	5.4
		WABC	2.2	3.1	2.6	1.0	1.9	2.2	1.9
		WOR	0.1-	0.1-	0.6	0.1-	0.4	0.2	0.3
		WPIX	0.8	0.5	1.4	0.5	0.4	0.7	1.0
	SETS IN USE	18.4	20.2	16.0	14.7	20.2	18.0	17.4	
1:15 PM	B & A/WORLD TOWN MOVIE/ALL STAR BB PLAYTIME; NEWS GENERAL HOSPITAL MEMORY LANE BOLD JOURNEY	WCBS	5.7	4.8	(3.3)	6.9	7.2	5.6	5.9
		WNBC	3.3	(8.6)	2.4	3.8	4.2	4.5	3.4
		WNEW	6.7	4.8	4.6	3.3	6.4	5.2	5.3
		WABC	2.8	2.9	3.0	1.0	1.5	2.2	1.8
		WOR	0.4	0.5	0.4	0.1-	0.4	0.3	0.3
		WPIX	0.9	0.5	1.1	0.1	0.6	0.6	1.1
	SETS IN USE	20.5	22.6	15.0	15.2	20.6	18.8	17.8	
1:30 PM	AS THE WORLD TURNS MOVIE/ALL STAR BB LATE LUNCH MOVIE GIRL TALK STAR & STORY FIRST SHOW	WCBS	6.9	3.4	6.5	7.4	8.7	6.6	7.8
		WNBC	3.4	(9.4)	1.5	3.6	4.2	4.4	3.5
		WNEW	5.3	5.0	0.4	1.6	3.1	3.1	3.4
		WABC	2.6	2.1	3.0	1.6	1.1	2.1	1.9
		WOR	0.1	0.1-	0.9	0.3	0.1-	0.3	0.4
		WPIX	1.5	1.8	1.7	0.1-	1.7	1.3	1.4
	SETS IN USE	20.2	22.2	14.0	14.5	19.4	18.1	18.4	
1:45 PM	AS THE WORLD TURNS MOV.; N./ALL * BB LATE LUNCH MOVIE GIRL TALK STAR & STORY FIRST SHOW	WCBS	9.4	6.2	9.9	7.8	9.1	8.5	9.0
		WNBC	2.8	(8.7)	2.0	3.1	3.7	4.1	3.4
		WNEW	3.9	3.7	0.9	0.7	3.5	2.5	2.9
		WABC	2.4	1.8	3.5	1.9	2.3	2.4	2.3
		WOR	0.4	0.1-	0.9	1.0	0.1-	0.5	0.5
		WPIX	1.5	1.6	2.8	0.1-	1.0	1.4	1.5
	SETS IN USE	20.8	22.0	20.0	14.5	20.6	19.7	19.6	

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2:00 PM	PASSWORD	WCBS	11.1	5.6	9.1	10.7	9.1	9.1	9.7
	PEOPLE-TALK/ALL*BB	WNBC	2.9	(9.3)	1.6	3.8	2.7	4.1	2.8
	LATE LUNCH MOVIE	WNEW	3.8	4.5	1.6	1.4	3.5	3.0	2.9
	DAY IN COURT	WABC	1.7	2.2	3.1	2.1	2.9	2.4	2.1
	UNDERSTAND-WORLD	WOR	0.5	0.1-	0.9	0.1	0.2	0.3	0.5
	FIRST SHOW	WPIX	1.2	1.3	3.0	0.1-	1.6	1.4	1.7
	SETS IN USE		21.7	23.4	19.3	18.1	20.7	20.6	19.7
2:15 PM	PASSWORD	WCBS	11.6	4.3	8.3	10.8	12.5	9.5	9.9
	PEOPLE;N./ALL * BB	WNBC	2.9	(10.4)	1.5	3.6	1.3	3.9	2.7
	LATE LUNCH MOVIE	WNEW	4.5	3.9	0.9	1.8	3.6	2.9	2.7
	DAY IN COURT;NEWS	WABC	2.2	1.9	3.3	1.6	2.3	2.3	2.0
	UNDERSTAND-WORLD	WOR	0.1-	0.5	1.0	0.1-	0.1	0.3	0.6
	FIRST SHOW	WPIX	0.6	1.4	3.3	0.1-	2.4	1.5	1.7
	SETS IN USE		22.3	22.9	18.3	17.8	22.6	20.7	19.6
2:30 PM	HOUSE PARTY	WCBS	8.9	4.7	7.4	11.0	8.8	8.2	8.4
	DOCTORS/ALL * BB	WNBC	5.2	(10.4)	3.0	3.0	2.7	4.9	3.1
	LATE LUNCH MOVIE	WNEW	4.6	3.0	1.0	1.6	3.0	2.6	2.7
	JANE WYMAN	WABC	0.4	1.9	1.7	1.3	2.4	1.5	1.3
	ALL STAR MOVIE	WOR	0.7	1.3	0.8	0.5	0.1-	0.7	1.0
	FIRST SHOW	WPIX	0.4	1.3	2.4	0.1-	2.0	1.2	1.6
	SETS IN USE		20.5	23.1	16.4	17.4	19.5	19.4	18.1
2:45 PM	HOUSE PARTY	WCBS	8.3	4.6	8.0	10.3	8.4	7.9	8.0
	DOCTORS/ALL * BB	WNBC	4.5	(10.6)	3.3	3.2	2.5	4.8	3.3
	M.;N./M.;MEMO;N.	WNEW	4.3	3.1	(0.4)	2.0	1.5	2.3	2.2
	JANE WYMAN	WABC	2.1	1.4	2.3	2.1	3.2	2.2	1.6
	ALL STAR MOVIE	WOR	0.5	0.9	0.6	0.8	0.2	0.6	1.1
	FIRST SHOW	WPIX	0.1-	1.9	2.3	0.1	1.5	1.2	1.5
	SETS IN USE		19.7	23.0	16.9	18.5	17.5	19.1	17.7
3:00 PM	TO TELL THE TRUTH	WCBS	8.6	4.9	7.7	9.8	8.1	7.8	7.2
	YOUNG/ALL STAR BB	WNBC	5.1	(10.3)	2.3	3.8	3.8	5.1	3.5
	DOORWAY	WNEW	1.9	1.7	0.6	1.4	1.9	1.5	1.7
	QUEEN FOR A DAY	WABC	2.6	3.0	2.1	1.9	1.7	2.3	1.9
	ALL STAR MOVIE	WOR	0.7	0.3	1.0	1.6	0.6	0.8	1.3
	H'WOOD MOVIE TIME	WPIX	0.9	2.8	2.3	1.9	0.8	1.7	2.0
	SETS IN USE		19.8	23.3	16.3	20.4	16.9	19.3	17.6
3:15 PM	TELL THE TRUTH; NEWS	WCBS	9.2	4.9	8.0	8.9	8.2	7.8	7.0
	YOUNG/ALL STAR BB	WNBC	5.7	(8.5)	2.3	2.8	3.1	4.5	3.5
	DOORWAY	WNEW	1.9	1.9	0.4	2.4	1.3	1.6	1.9
	QUEEN FOR A DAY	WABC	3.1	5.1	2.7	2.2	2.1	3.0	2.2
	ALL STAR MOVIE	WOR	1.3	0.8	0.6	1.7	1.3	1.1	1.5
	H'WOOD MOVIE TIME	WPIX	1.7	2.5	2.4	1.9	0.9	1.9	2.2
	SETS IN USE		23.0	24.2	16.4	19.9	16.9	20.0	18.3
3:30 PM	EDGE OF NIGHT	WCBS	7.9	3.9	5.4	7.0	5.9	6.0	6.2
	DON'T SAY/ALL * BB	WNBC	5.7	(6.7)	4.6	2.2	4.1	4.7	4.4
	TEXAN	WNEW	2.5	3.3	1.0	1.3	1.8	2.0	2.3
	WHO DO YOU TRUST	WABC	2.4	3.9	1.7	2.6	1.9	2.5	1.9
	ALL STAR MOVIE	WOR	0.8	0.6	0.7	3.1	1.2	1.3	1.8
	H'WOOD MOVIE TIME	WPIX	1.3	1.1	2.6	1.7	0.8	1.5	1.6
	SETS IN USE		20.6	20.1	16.0	17.9	15.8	18.1	18.4
3:45 PM	EDGE OF NIGHT	WCBS	7.0	4.1	5.8	5.9	6.9	5.9	6.2
	DON'T SAY/ALL * BB	WNBC	6.6	(5.5)	5.9	4.2	4.8	5.4	5.2
	TEXAN	WNEW	3.3	2.5	1.0	1.8	1.5	2.0	2.5
	WHO DO YOU TRUST	WABC	1.2	3.8	1.3	3.1	2.5	2.4	2.1
	ALL STAR MOVIE	WOR	0.9	1.1	0.4	1.8	0.8	1.0	1.7
	H'WOOD MOVIE TIME	WPIX	1.2	1.1	2.0	1.5	1.0	1.4	1.6
	SETS IN USE		20.2	19.2	16.5	18.3	17.5	18.3	19.6
4:00 PM	SECRET STORM	WCBS	6.0	4.6	6.1	6.6	7.9	6.2	5.6
	MATCH GAME	WNBC	5.5	3.7	5.5	5.8	4.1	4.9	6.0
	FELIX & THE WIZARD	WNEW	4.5	3.0	1.2	0.9	1.7	2.3	2.7
	AMER. BANDSTAND	WABC	2.2	4.0	2.2	3.5	4.6	3.3	2.9
	PLAYHOUSE 30	WOR	0.6	1.3	0.7	1.6	1.0	1.0	1.5
	H'WOOD MOVIE TIME	WPIX	1.2	1.3	2.5	1.7	0.7	1.5	1.8
	SETS IN USE		20.4	18.0	18.2	20.4	20.0	19.4	20.8

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4:15 PM	SECRET STORM	WCBS	5.5	5.6	6.2	6.6	6.9	6.2	5.4			
	MATCH GAME; NEWS	WNBC	6.5	4.0	4.8	5.3	4.4	5.0	6.1			
	FELIX & THE WIZARD	WNEW	4.7	4.1	2.5	1.3	2.4	3.0	3.1			
	AMER. BANDSTAND	WABC	3.1	5.1	1.9	4.0	4.9	3.8	3.4			
	PLAYHOUSE 30	WOR	0.9	1.6	2.2	1.3	1.0	1.4	1.7			
	H'WOOD MOVIE TIME	WPIX	1.5	0.3	2.0	0.7	0.7	1.0	1.6			
	SETS IN USE		22.2	20.7	19.6	19.3	20.3	20.4	21.5			
	4:30 PM	MILLIONAIRE MAKE ROOM - DADDY FELIX & THE WIZARD DISCOVERY '63 HIGH ROAD - DANGER POPEYE	WCBS WNBC WNEW WABC WOR WPIX	7.0 5.5 3.9 2.3 0.3 1.3	6.7 6.2 4.3 2.9 1.0 0.1-	6.4 3.7 3.3 2.4 1.8 1.3	8.2 5.3 1.2 1.9 0.1- 1.4	5.4 3.3 2.3 1.5 0.4 1.7	6.7 4.8 3.0 2.2 0.7 1.1	5.9 6.3 3.5 1.8 1.4 1.9		
SETS IN USE		20.3	21.6	18.9	18.0	14.6	18.6	21.0				
4:45 PM	MILLIONAIRE MAKE ROOM - DADDY FELIX & THE WIZARD DISCOV'Y '63; NEWS HIGH ROAD - DANGER POPEYE; FAIRY TALES	WCBS WNBC WNEW WABC WOR WPIX	6.1 5.4 3.7 2.4 0.9 1.3	5.2 6.4 4.3 2.2 1.0 0.5	6.1 4.8 3.1 1.3 1.3 2.4	8.1 5.4 2.1 2.6 0.1 0.6	5.2 3.1 2.7 1.3 0.6 2.0	6.1 5.0 3.2 2.0 0.8 1.4	6.0 6.9 3.7 1.6 1.1 2.3			
	SETS IN USE		19.8	20.2	19.2	19.6	15.5	18.9	21.9			
	5:00 PM	LOVE THAT BOB MOVIE FOUR FELIX & THE WIZARD RESCUE 8 LOONEY TUNES DICK TRACY	WCBS WNBC WNEW WABC WOR WPIX	4.4 6.6 3.5 2.7 1.3 1.3	6.6 2.2 4.5 4.7 0.2 1.7	7.4 3.8 2.7 2.1 0.4 1.5	7.6 3.9 1.8 2.4 0.4 1.8	6.0 2.2 3.2 1.4 0.8 2.2	6.4 3.7 3.1 2.7 0.6 1.7	6.9 4.5 3.7 2.1 0.9 2.8		
		SETS IN USE		20.7	20.5	17.9	17.9	16.4	18.6	21.4		
		5:15 PM	LOVE THAT BOB MOVIE FOUR FELIX & THE WIZARD RESCUE 8 L'NEY TUNES; NEWS DICK TRACY; ROCKY	WCBS WNBC WNEW WABC WOR WPIX	6.2 6.0 3.1 1.8 1.1 1.5	6.9 1.5 5.5 5.7 0.1- 1.8	7.2 3.7 2.9 2.7 0.5 0.8	7.8 2.9 2.9 2.4 0.3 2.2	7.3 2.7 2.4 1.4 1.5 2.5	7.1 3.4 3.4 2.8 0.7 1.8	7.6 4.0 3.7 2.4 1.0 3.1	
			SETS IN USE		20.6	22.2	18.1	19.2	18.1	19.8	22.4	
			5:30 PM	EARLY SHOW MOVIE FOUR SANDY'S HOUR HIGHWAY PATROL MOVIE OF THE WEEK SUPERMAN	WCBS WNBC WNEW WABC WOR WPIX	6.5 5.4 3.6 2.2 0.1 1.6	8.1 1.4 6.2 4.2 0.8 3.4	7.2 3.2 2.8 2.5 1.0 1.8	5.5 3.1 4.3 2.1 1.3 3.7	7.7 2.9 2.5 2.4 1.1 4.6	7.0 3.2 3.9 2.7 0.9 3.0	7.4 3.4 3.8 2.2 1.3 4.5
				SETS IN USE		20.4	24.4	19.1	21.5	21.5	21.4	23.3
5:45 PM				EARLY SHOW MOVIE FOUR SANDY'S HOUR HIGHWAY PATROL MOVIE OF THE WEEK SUPERMAN	WCBS WNBC WNEW WABC WOR WPIX	6.9 4.9 3.7 2.1 0.3 1.8	9.6 2.4 4.7 4.0 1.2 4.6	8.5 2.8 3.1 2.7 1.0 3.1	4.7 4.4 4.1 1.6 1.3 6.0	7.2 3.4 3.4 3.6 0.9 5.5	7.4 3.6 3.8 2.8 0.9 4.2	7.5 3.3 4.0 2.7 1.5 5.1
				SETS IN USE		20.7	27.3	21.5	23.1	24.9	23.5	24.8
	6:00 PM			EARLY SHOW WEA.; MOVIE FOUR SANDY'S HOUR BIG NEWS MOVIE OF THE WEEK THREE STOOGES	WCBS WNBC WNEW WABC WOR WPIX	8.3 5.2 4.1 1.9 0.4 1.3	9.1 3.5 5.7 3.8 0.9 3.1	9.3 3.7 5.6 2.3 1.5 2.2	5.0 5.3 4.7 2.3 1.7 4.6	7.2 3.0 5.3 2.8 0.8 4.7	7.8 4.1 5.1 2.6 1.1 3.2	7.9 3.7 4.8 2.5 1.5 4.1
				SETS IN USE		21.8	26.9	24.6	24.7	23.8	24.4	25.1
		6:15 PM		EARLY SHOW NEWS OF NEW YORK SANDY'S HOUR BIG NEWS MOVIE OF THE WEEK THREE STOOGES	WCBS WNBC WNEW WABC WOR WPIX	10.9 5.5 4.9 1.6 0.4 2.5	10.6 4.6 4.6 3.5 0.6 2.8	10.2 4.9 5.9 1.0 1.4 2.2	5.3 4.6 4.9 1.3 2.0 4.1	7.5 4.4 4.0 2.2 0.9 4.8	8.9 4.8 4.9 1.9 1.1 3.3	8.7 4.3 5.0 2.1 1.5 4.2
				SETS IN USE		26.2	27.6	25.6	23.2	23.8	25.4	26.4

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TIME	PROGRAM	STATION	M	T	W	T	F	Avg.	4/W AVG.
6:30 PM	EARLY SHOW NEWS - NY; WEATHER MICKEY MOUSE CLUB BIG NEWS MOVIE OF THE WEEK VARIOUS	WCBS	11.5	9.8	9.5	7.1	9.4	9.5	9.4
		WNBC	6.8	6.1	5.5	6.6	4.4	5.9	5.5
		WNEW	4.2	4.6	5.2	5.1	4.4	4.7	5.2
		WABC	1.7	2.6	1.2	1.4	1.7	1.7	1.9
		WOR	0.9	0.6	1.0	1.7	0.8	1.0	1.6
		WPIX	2.5	2.0	2.7	2.3	3.8	2.7	3.4
		SETS IN USE		27.6	26.8	25.1	25.1	24.5	25.9
6:45 PM	EVENING REPORT HUNTLEY - BRINKLEY MICKEY MOUSE CLUB EVENING REPORT MOVIE OF THE WEEK VARIOUS	WCBS	10.2	6.8	8.1	7.4	7.2	7.9	8.4
		WNBC	7.8	8.6	8.1	8.8	6.4	7.9	6.9
		WNEW	4.0	4.7	5.2	4.8	5.9	4.9	5.5
		WABC	1.6	2.4	1.3	1.6	1.7	1.7	1.8
		WOR	1.4	0.6	0.6	2.6	1.3	1.3	1.9
		WPIX	3.9	3.2	3.2	3.4	4.2	3.4	3.7
		SETS IN USE		28.9	27.5	26.6	29.3	26.7	27.5

ARBITRON AUDIENCE ESTIMATES
NEW YORK AREA WEEKLY REPORT

JULY 8 JULY 12, 1963

POST 11:00 P.M.

TIME	PROGRAM	STATION	M	T	W	T	F	Avg.	4/W AVG.
11:00 PM	NEWS; WEA.; SPORTS 11th HOUR NEWS; W. NEWS; H. F./GREATS NEWS; WEATHER MILLION \$ MOVIE NEWS; STEVE ALLEN	WCBS	13.0	14.0	13.8	18.0	12.8	14.3	15.5
		WNBC	15.3	12.4	16.0	17.7	18.5	16.0	15.1
		WNEW	4.3	4.0	(4.9)	1.5	3.9	3.7	3.5
		WABC	7.9	4.8	3.4	5.0	6.3	5.5	5.7
		WOR	3.4	5.1	0.9	0.5	2.2	2.4	2.5
		WPIX	3.4	3.3	5.3	1.9	2.3	3.2	3.0
		SETS IN USE		47.3	43.6	44.3	44.6	46.0	45.1
11:15 PM	NEWS; LATE SHOW NEWS H. F./NEWS; H. F. NEWS; NIGHT SHOW MILLION \$ MOVIE STEVE ALLEN	WCBS	8.2	9.6	11.5	12.7	11.4	10.7	12.3
		WNBC	14.4	13.5	14.3	16.3	15.6	14.8	13.1
		WNEW	3.0	3.5	(2.8)	2.4	2.9	2.9	3.4
		WABC	5.6	3.7	2.8	5.3	7.3	4.9	4.7
		WOR	3.9	4.6	1.3	0.7	1.6	2.4	2.5
		WPIX	3.4	3.0	5.5	1.8	2.9	3.3	3.0
		SETS IN USE		38.5	37.9	38.2	39.2	41.7	39.0
11:30 PM	LATE SHOW TONIGHT H'WOOD'S FINEST NIGHT SHOW \$ MOVIE/KINGDOM STEVE ALLEN	WCBS	4.1	7.4	9.3	8.4	11.0	8.0	9.1
		WNBC	12.6	8.7	8.7	14.4	12.3	11.3	10.5
		WNEW	2.3	3.8	2.6	3.9	4.2	3.4	3.3
		WABC	4.1	2.3	3.2	4.7	7.1	4.3	4.5
		WOR	2.9	3.8	(1.7)	1.2	2.0	2.3	2.0
		WPIX	4.0	3.5	5.2	2.3	3.2	3.6	3.1
		SETS IN USE		30.0	29.5	30.7	34.9	39.8	32.9
11:45 PM	LATE SHOW TONIGHT H'WOOD'S FINEST NIGHT SHOW \$ MOVIE/KINGDOM STEVE ALLEN	WCBS	3.1	5.0	8.4	7.0	8.2	6.3	7.9
		WNBC	9.9	9.3	8.9	14.8	13.0	11.2	9.5
		WNEW	1.3	4.0	2.8	3.4	3.1	2.9	2.9
		WABC	2.8	2.1	2.8	5.4	7.5	4.1	4.2
		WOR	2.6	4.3	(1.3)	1.0	1.7	2.2	1.9
		WPIX	2.8	2.4	4.8	2.0	2.9	3.0	2.8
		SETS IN USE		22.5	27.1	29.0	33.6	36.4	29.7
12:00 MID	LATE SHOW TONIGHT H'WOOD'S FINEST NIGHT SHOW VARIOUS STEVE ALLEN	WCBS	2.3	6.0	6.1	5.8	8.5	5.7	7.1
		WNBC	7.5	8.5	7.8	13.4	9.6	9.4	8.5
		WNEW	1.0	4.1	3.9	3.2	3.4	3.1	2.8
		WABC	2.8	1.8	4.1	5.2	7.1	4.2	4.1
		WOR	2.3	4.7	0.1	0.7	1.4	1.8	1.7
		WPIX	2.2	1.8	3.4	1.6	2.2	2.2	2.1
		SETS IN USE		18.1	26.9	25.4	29.9	32.2	26.4
12:15 AM	LATE SHOW TONIGHT H'WOOD'S FINEST NIGHT SHOW VARIOUS FARRELL/PARADE	WCBS	1.8	7.4	6.0	5.1	9.5	6.0	7.1
		WNBC	8.5	6.9	7.6	11.6	8.0	8.5	8.1
		WNEW	1.2	3.3	3.2	2.0	3.2	2.6	2.7
		WABC	3.4	2.0	2.9	5.2	7.1	4.1	3.9
		WOR	2.1	1.5	0.1-	-	0.7	1.1	1.1
		WPIX	0.9	(0.8)	2.9	(1.0)	1.0	1.3	1.3
		SETS IN USE		17.9	21.9	22.6	24.9	29.5	23.6

ARBITRON AUDIENCE ESTIMATES
NEW YORK AREA WEEKLY REPORT

JULY 8 - JULY 12, 1963

POST 11:00 P.M.

TIME	PROGRAM	STATION	M	T	W	T	F	Avg.	4/W AVG.			
12:30 AM	LATE SHOW	WCBS	2.4	5.1	7.4	4.8	9.6	5.9	6.9			
	TONIGHT	WNBC	7.5	5.5	6.5	10.4	6.5	7.3	6.9			
	H'WOOD'S FINEST	WNEW	1.3	3.1	3.4	1.7	2.5	2.4	2.2			
	NIGHT SHOW	WABC	3.1	2.0	1.0	5.6	6.9	3.7	3.4			
	ALM.; N.; W./M & M FARRELL/PARADE	WOR WPIX	0.7 0.7	- (1.5)	0.1- 1.5	- (0.9)	(0.4) 0.4	0.4 1.0	0.5 0.9			
SETS IN USE		15.7	17.2	19.8	23.4	26.3	20.7	20.8				
12:45 AM	LATE SHOW	WCBS	3.0	4.6	7.7	4.8	9.6	5.9	6.7			
	TONIGHT	WNBC	5.3	5.4	5.3	8.2	6.2	6.1	5.8			
	NEWS; 5* SP./H. F.	WNEW	1.0	(2.6)	(2.7)	(2.0)	2.7	2.2	1.9			
	NIGHT SHOW	WABC	3.1	2.6	1.2	5.9	6.6	3.9	3.2			
	ALM.; NEWS; WEA.	WOR	-	-	-	-	0.1-	0.1-	0.3			
SETS IN USE		12.4	15.2	16.9	20.9	25.1	18.1	17.9				
1:00 AM	VARIOUS	WCBS	3.0	4.4	3.5	4.6	8.5	4.8	5.6			
	NEWS; 13th HR DRAMA	WNBC	2.8	4.6	2.9	4.5	3.8	3.7	3.5			
	5* SP./NEWS; 5* SP.	WNEW	0.9	(1.4)	(2.2)	(1.3)	2.5	1.7	1.7			
	N S/G N S	WABC	2.2	1.8	2.9	4.6	(3.8)	3.1	2.7			
	SETS IN USE		8.9	12.2	11.5	15.0	18.6	13.3	13.5			
1:15 AM	L L S/NEWS; L L S	WCBS	2.2	(3.0)	2.7	3.2	6.1	3.4	4.6			
	13th HOUR DRAMA	WNBC	1.6	2.1	1.3	3.5	2.7	2.2	2.1			
	5 STAR MOVIE SPEC'L	WNEW	1.3	0.9	1.3	0.4	3.0	1.4	1.3			
	GOODNIGHT SHOW	WABC	1.9	2.1	3.0	2.8	1.6	2.3	1.9			
	SETS IN USE		7.0	8.1	8.3	9.9	13.4	9.3	9.9			
1:30 AM	LATE LATE SHOW	WCBS	1.9	2.2	2.8	4.1	5.3	3.3	4.1			
	13th HOUR DRAMA	WNBC	1.0	2.0	1.6	2.8	1.8	1.8	1.6			
	5 STAR MOVIE SPEC'L	WNEW	2.1	0.8	0.9	0.4	2.8	1.4	1.2			
	GOODNIGHT SHOW	WABC	0.6	1.1	1.5	1.0	1.3	1.1	1.2			
	SETS IN USE		5.6	6.1	6.8	8.3	11.2	7.6	8.1			
1:45 AM	LATE LATE SHOW	WCBS	1.6	1.1	2.6	4.9	5.8	3.2	3.5			
	13th HOUR DRAMA	WNBC	0.4	2.3	1.8	1.9	1.3	1.5	1.3			
	5 STAR MOVIE SPEC'L	WNEW	1.9	0.5	0.9	0.3	1.6	1.0	1.0			
	GOODNIGHT SHOW	WABC	0.7	0.9	1.3	0.7	1.3	1.0	1.0			
	SETS IN USE		4.6	4.8	6.6	7.8	10.0	6.7	6.8			
2:00 AM	LATE LATE SHOW	WCBS	1.5	1.1	2.2	4.1	4.9	2.8	3.3			
	13th HOUR DRAMA	WNBC	0.4	1.6	1.9	1.9	1.6	1.5	1.2			
	5 STAR MOVIE SPEC'L	WNEW	1.8	0.5	0.7	0.3	1.0	0.9	1.1			
	GOODNIGHT SHOW	WABC	0.6	0.9	1.3	0.4	0.7	0.8	1.0			
	SETS IN USE		4.3	4.1	6.1	6.7	8.2	6.0	6.6			
2:15 AM	LATE LATE SHOW	WCBS	1.8	2.3	3.0	4.4	3.7	3.0	3.4			
	5 STAR MOVIE SPEC'L	WNEW	1.8	0.8	0.9	0.4	1.6	1.1	1.1			
	GOODNIGHT SHOW	WABC	0.4	1.1	1.2	0.4	0.1	0.6	1.1			
	SETS IN USE		4.0	4.2	5.1	5.2	5.4	4.7	5.6			
	2:30 AM	LATE LATE SHOW	WCBS	1.3	1.6	2.7	4.5	4.0	2.8	3.2		
5 STAR MOVIE SPEC'L		WNEW	1.0	0.8	0.9	0.3	1.3	0.9	1.0			
GOODNIGHT SHOW		WABC	0.4	-	-	0.1	-	0.3	1.2			
SETS IN USE			2.7	2.4	3.6	4.9	5.3	4.0	5.4			
2:45 AM		LATE LATE SHOW	WCBS	-	1.4	1.8	4.5	3.1	2.7	3.2		
	5 STAR MOVIE SPEC'L	WNEW	-	-	-	0.4	-	0.4	0.8			
	SETS IN USE		-	1.4	1.8	4.9	3.1	3.1	4.0			
	3:00 AM	LATE LATE SHOW	WCBS	-	1.6	2.5	-	3.0	2.4	3.0		
		3:15 AM	LATE LATE SHOW	WCBS	-	1.4	-	-	-	1.4	2.5	
3:30 AM			LATE LATE SHOW	WCBS	-	1.2	-	-	-	1.2	-	
			3:45 AM	LATE LATE SHOW	WCBS	-	1.0	-	-	-	1.0	-

Symbols and Terms

Slash (/) between two program titles indicates a time period divided between two programs. The order of their appearance in the title box is determined by their order of appearance during the Mon-Fri period. Ratings preceded by an "x," apply to the second program listed in such a title box.

Various — a term used in the Program Title column when more than two different programs were telecast during the same Mon-Fri time period on a given station.

The rating symbol (0.1—) is used when the actual rating falls below the established minimum of 0.1. Since the symbol represents no actual value the figure of 0.1— is not counted in the sets-in-use.

The letters ETV denote educational programming.

SUMMARY OF ARB TV AUDIENCE MEASUREMENT SERVICES

1. Network Reports:

TV-National — published six times yearly. Each report provides data based on nationwide sampling and includes estimates of audience size and characteristics for all network television programs covered by the survey.

2. Local Market Reports:

(a) A separate report for each U.S. TV market — provides estimates of audience size for all stations and time periods. Published two to nine times yearly, depending upon market size and number of stations.

(b) Local Market Summary Service — all individual market reports are compiled, bound, and issued in summary form each survey month. Twice yearly (November and March), complete information is included from ARB's nationwide sampling sweeps, reporting on all 240 U.S. TV markets, including the 50 or more not published in pocketpiece format.

(c) New York Instantaneous ARBITRON — the electronic measurement service which provides continuous audience size estimates covering all time periods 365 days per year. Reports are delivered weekly. ARBITRON data is also used in the New York local market report which is issued 10 times per year (ARB's nine standard survey periods, plus December).

3. Special Audience Measurement Reports:

(a) National ARBITRON — overnight network TV program measurement results produced by ARBITRON instantaneous recording units and telephone coincidental sampling of the entire U.S. Reports provide audience rating share, sets-in-use and coverage estimates for any period between 8 AM-11 PM preselected for measurement on client order.

(b) Special tabulations; cumulative analyses of spot campaigns; audience composition and characteristics; regional and sales district breakdowns; duplication studies, etc.

(c) Overnight program rating reports — available on short notice in each U.S. TV market. Utilizes coincidental telephone survey method and provides next-day delivery.

(d) Station picture quality analyses.

(e) Special station coverage studies for individual counties or markets.

(f) Custom surveys on request.

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