

## DISCUSSION OF CERTAIN PHASES OF C.A.B. TECHNIQUE

The C.A.B. has ever been on the alert to improve its technique in the interests of speed, accuracy, and better presentation of results.

During nearly 10 years of existence, countless changes of major or minor nature have been made.

One of the most important innovations was the elimination of the frequent criticism leveled against all telephone surveys—namely, that *random* calling does not give a true cross-section of listening habits and program preferences by income brackets. To eradicate this drawback, the C.A.B. spent a considerable amount of time and money in tests aimed at this problem.

### Upper vs. Lower Income Groups

At an early point in network program history, the difference in program taste between the upper and lower economic strata was recognized. (For a number of years, however, this difference was insignificant, inasmuch as only the wealthy, or moderately wealthy, could afford to own radio sets.)

Chart I indicates the divergence in popularity of radio programs between higher and lower income groups in 1937.

### Phone Subscribers vs. Non-Subscribers

Since there are roughly but half as many telephone homes in the U. S. as there are radio homes, it naturally follows that there is a concentration of telephones in the upper income groups, though radio ownership penetrates deeply through all classes. Thus, as may be seen from Chart II, nearly all families in the top class have telephones, while in the lower classes less than half the homes are so equipped. Hence, if an investigator selects calls at random from a phone book, an unduly high proportion of families in the top group will be reached. This, of course, would inflate the ratings of programs exhibiting an unusual appeal to the A and B income groups; and conversely, it would deflate the ratings of programs appealing predominantly to the lower groups.

Chart III illustrates the distribution of radio sets by income classes, and further serves to indicate the disproportion resulting from checking program preferences by *random* calls.

### Homogeneity of Taste by Classes

It is obvious that some method of properly weighting or distributing calls for income groups was mandatory, and to this necessity the C.A.B. next turned its attention. But before reaching final solution of the problem, it was necessary to find out whether, within an income group, phone-owners and non-owners had identical program tastes. As may be seen from Chart IV, the phone owners are truly representative of all families within each respective income group.

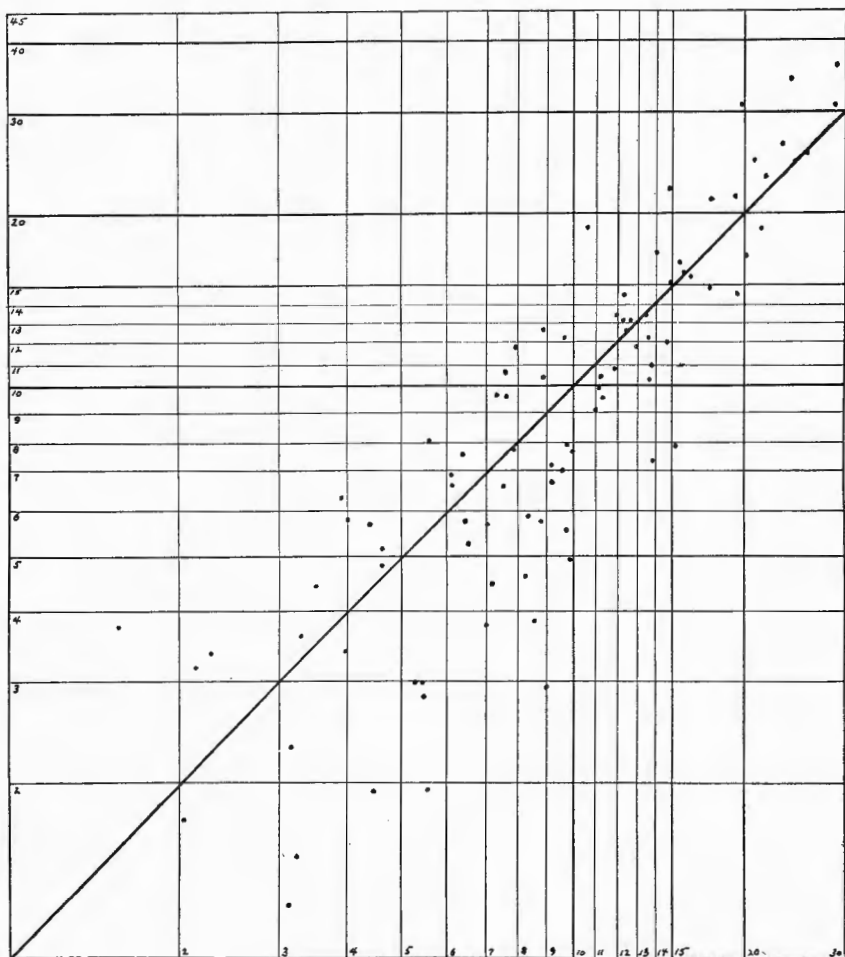
With these facts established, it was a simple matter for trained investigators to apportion their work among economic levels in accordance with set ownership. The C.A.B. sample is an adequate, properly weighted sample.

# CHART I

## DIVERGENCE OF PROGRAM RATINGS IN UPPER & LOWER INCOME GROUPS

UPPER SECTOR OF CHART=A,B,C GROUPS  
LOWER SECTOR OF CHART=D&E GROUPS

*(From a C. A. B. Study in 1937)*



# CHART II PERCENTAGE OF SET-OWNERS HAVING TELEPHONES

[BY INCOME CLASS]

[BASED ON ONE TYPICAL EASTERN CITY]





# CHART III OWNERSHIP OF RADIO SETS BY INCOME CLASSES

[BASED ON A STUDY CONDUCTED IN 1937]

TOTAL = 100%

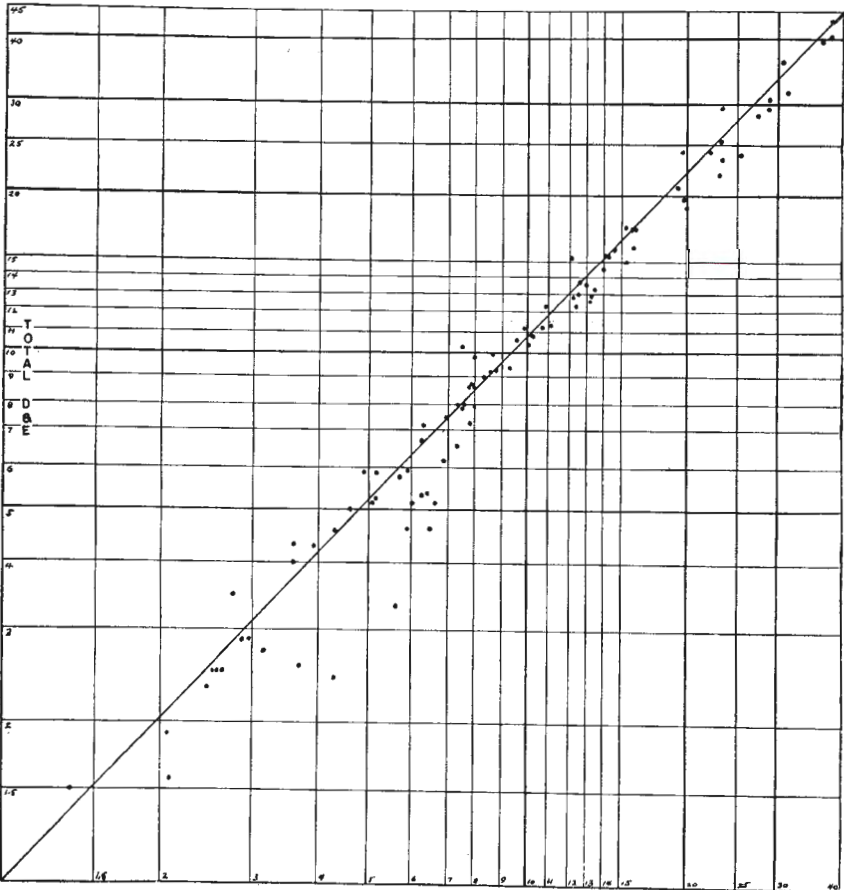


# CHART IV

## RELATIONSHIP OF PROGRAM RATINGS: TOTAL D&E FAMILIES AND D&E'S WITH TELEPHONES

NOTE EXTREMELY CLOSE CORRELATION BETWEEN  
TOTAL FAMILIES (UPPER SECTOR OF CHART) AND  
PHONE-OWNERS (LOWER SECTOR OF CHART)

*(From a C. A. B. Study in 1937)*



# TWENTY-FIVE LEADING EVENING PROGRAMS OCTOBER 1938—APRIL 1939

FROM COOPERATIVE ANALYSIS OF BROADCASTING RECORDS

Rank.	Average.	High		Low		Months on air during period.
		Month.	Rating.	Month.	Rating.	
1. Chase & Sanborn.....	42.3	Jan.	46.8	Apr.	37.9	7
2. Jack Benny (Jell-O).....	35.7	Jan.	40.1	Apr.	30.6	7
3. Lux Radio Theatre.....	28.2	Mar.	32.5	Apr.	25.9	7
4. Kraft Music Hall (Bing Crosby).....	26.4	Feb.	29.1	Oct.	23.8	7
5. Major Bowes (Chrysler).....	21.2	Mar.	23.1	Oct.	17.9	7
6. Town Hall Tonight (Fred Allen).....	20.7	Feb.	25.3	Apr.	16.9	7
7. Burns & Allen (Chesterfield).....	20.6	Mar.	21.6	Apr.	19.0	7
8. Good News (Metro-Maxwell).....	20.5	Feb.	23.4	Dec.	18.3	7
9. Rudy Vallee (Standard Brands).....	20.3	Nov.	22.4	Apr.	17.1	7
10. Big Town (Edw. G. Robinson).....	20.2	Feb.	22.5	Oct.	16.5	7
10. Al Jolson (Rinso).....	20.2	Nov.	21.2	Apr.	14.3	7
12. Eddie Cantor (Camel).....	20.1	Mar.	21.6	Apr.	18.8	7
13. Kate Smith Hour (Gen. Foods).....	19.9	Mar.	23.5	Dec.	16.5	7
14. Campbell Playhouse.....	19.1	Jan.	20.2	Apr.	17.8	6½
15. Fibber McGee & Co. (Johnson).....	18.4	Feb.	20.5	Nov.	16.9	7
16. Kay Kyser (Lucky Strike).....	18.2	Feb.	23.2	Oct.	13.0	7
17. One Man's Family (Stan. Brands).....	17.2	Mar.	18.6	Apr.	14.7	7
18. Gang Busters (Colgate).....	17.0	Dec.	18.2	Nov.	14.9	7
19. Fitch Bandwagon.....	16.5	Dec.	18.3	Oct.	15.0	7
20. Al Pearce & His Gang (Gen. F'ds).....	15.7	Oct.	16.7	Dec.	14.4	7
21. First Nighter (Campana).....	15.5	Mar.	17.2	Oct.	14.4	7
22. Prof. Quiz (Noxzema).....	15.2	Feb.	16.4	Oct.	13.2	7
23. Pepsodent Program (Bob Hope).....	14.4	Feb.	17.0	Oct.	12.2	7
24. Pick & Pat (U. S. Tobacco).....	13.6	Oct.	15.4	Mar.	11.2	7
25. Your Hit Parade (Lucky Strike).....	13.2	Mar.	16.3	Oct.	11.6	7
25. Joe Penner (Gen. Foods).....	13.2	Mar.	14.2	Oct.	11.5	6
25. We, The People (Gen. Foods).....	13.2	Jan.	15.0	Oct.	11.9	7

# TEN LEADING DAYTIME PROGRAMS OCTOBER 1938—APRIL 1939

FROM COOPERATIVE ANALYSIS OF BROADCASTING RECORDS

Rank.	Average.	High		Low		Months on air during period.
		Month.	Rating.	Month.	Rating.	
1. Ben Bernie (Am. Tobacco).....	8.6	Mar.	10.1	Nov.	7.1	7
2. Guiding Light (P&G).....	8.0	Mar.	9.1	Oct.	7.1	7
3. Ma Perkins (Red) (P&G).....	7.8	Mar.	9.3	Oct.	6.8	7
4. Magic Key of RCA.....	7.7	Jan.	9.3	Apr.	6.5	6½
5. Pepper Young (Red) (P&G).....	7.5	Mar.	8.4	Oct.	6.4	7
6. Mary Marlin (P&G).....	7.2	Mar.	8.1	Oct.	6.3	7
7. Woman in White (Pillsbury).....	6.8	Oct.	7.2	Nov. } Feb. } Apr. }	6.6	7
8. Big Sister (Rinso).....	6.5	Mar.	7.3	Oct. } Dec. }	6.1	7
9. Goldbergs (P&G).....	6.1	Apr.	7.3	Oct. } Nov. }	5.3	7
9. Stella Dallas (Phillips Chem.)....	6.1	Mar.	7.5	Oct.	4.6	7

## THE 10 LEADING EVENING PROGRAMS SINCE MARCH, 1930

(Set Owners=100%)

*Only one of the first 10 programs included in the original C.A.B. ranking list (March, 1930), has stayed in the select group unflinchingly. That one is Rudy Vallee. Of the present (1939) leading programs, exclusive of Vallee, Jack Benny and Fred Allen can be traced back as far as 1934 when they first attained a position among the leaders. Chase & Sanborn had a program among the leaders as far back as 1931, and subsequently has been in and out of the ranking list with various programs. During the past two years, the Chase & Sanborn offering has topped all other programs in popularity.*

### MARCH 1930—FEBRUARY 1931

1. Amos 'n' Andy (Pepsodent) .....	37%
2. Rudy Vallee (Fleischmann) .....	26%
3. Collier's (drama) (9 months) .....	20%
4. Lucky Strike (Sat. program) (Rolfe Orch.) .....	19%
4. General Motors (musical) .....	19%
6. General Electric (Floyd Gibbons) .....	18%
7. RCA Victor (Shilkret band; guests) .....	17%
7. Atwater Kent (musical) .....	17%
9. Camel Hour (8 months) (Reginald Werrenrath; Previn Orch.; guests) .....	16%
9. Cities Service (Jessica Dragonette) .....	16%

*(Evening Leaders—Continued)*

**MARCH 1931—FEBRUARY 1932**

1. Amos 'n' Andy (Pepsodent) . . . . .	33%
2. Lucky Strike (B. A. Rolfe Orch.) . . . . .	19%
3. Chase & Sanborn (Cantor; Rubinoff) . . . . .	18%
4. Rudy Vallee (Fleischmann) . . . . .	16%
5. Palmolive Hour (musical) . . . . .	13%
6. True Story (drama) . . . . .	12%
6. Blackstone (Crumit-Sanderson) . . . . .	12%
6. Interwoven (Jones and Hare) . . . . .	12%
9. Goodyear . . . . .	11%
10. Camel (Downey-Wons-Renard) . . . . .	10%

**MARCH 1932—FEBRUARY 1933**

1. Chase & Sanborn (Cantor; Rubinoff) . . . . .	22%
2. Amos 'n' Andy (Pepsodent) . . . . .	20%
3. Capt. Henry's Maxwell House Show Boat . . . . .	19%
4. Ed Wynn (Texaco) . . . . .	18%
5. Big Six of the Air (Al Jolson for Chevrolet) . . . . .	17%
5. Lucky Strike (Jack Pearl) . . . . .	17%
7. Rudy Vallee (Fleischmann) . . . . .	16%
8. Sherlock Holmes (G. Washington Coffee) . . . . .	13%
8. Myrt & Marge (Wrigley) . . . . .	13%
8. Sinclair Wiener Minstrels . . . . .	13%



(Evening Leaders—Continued)

MARCH 1933—FEBRUARY 1934

1. Lucky Strike Hour (Walter O'Keefe; drama, etc.).. 25%
1. Ed Wynn (Texaco)..... 25%
1. Chase & Sanborn (Cantor; Rubinoff)..... 25%
4. Capt. Henry's Maxwell House Show Boat..... 24%
5. Lucky Strike (Jack Pearl)..... 23%
6. Rudy Vallee (Fleischmann)..... 22%
7. Ben Bernie (Pabst Blue Ribbon)..... 18%
7. Amos 'n' Andy (Pepsodent)..... 18%
7. White Owl (Burns & Allen)..... 18%
10. Al Jolson-Paul Whiteman (Kraft-Phenix)..... 17%

MARCH 1934—FEBRUARY 1935

1. Capt. Henry's Maxwell House Show Boat..... 24%
2. Rudy Vallee (Fleischmann)..... 21%
3. Baker's Broadcast (Penner; Hilliard; Nelson)..... 19%
4. Chase & Sanborn (Cantor; Rubinoff)..... 18%
4. Texaco (Ed Wynn)..... 18%
6. Jack Benny (General Tire; Jell-O)..... 17%
7. Palmolive Beauty Box Theatre (operettas)..... 16%
8. Town Hall (Fred Allen for Bristol-Myers)..... 15%
8. Amos 'n' Andy (Pepsodent)..... 15%
10. Ben Bernie (Pabst Blue Ribbon)..... 14%

*(Evening Leaders—Continued)*

**MARCH 1935—SEPTEMBER 1935**

1. Jack Benny (Jell-O) . . . . . 23%
2. Eddie Cantor (Pebeco) . . . . . 22%
2. Major Bowes Amateur Hour (Chase & Sanborn) . . . . . 22%
4. Capt. Henry's Maxwell House Show Boat . . . . . 19%
5. Rudy Vallee (Fleischmann) . . . . . 18%
6. Baker's Broadcast (Penner; Hilliard; Nelson) . . . . . 17%
7. Town Hall Tonight (Fred Allen) . . . . . 16%
8. Ed Wynn (Texaco) . . . . . 15%
9. Palmolive Beauty Box Theatre (operettas) . . . . . 14%
10. Ben Bernie (Pabst Blue Ribbon) . . . . . 13%

**OCTOBER 1935—APRIL 1936**

1. Major Bowes Amateur Hour (Chase & Sanborn) . . . . . 37%
2. Jack Benny (Jell-O) . . . . . 26%
3. Rudy Vallee (Fleischmann) . . . . . 22%
4. Maxwell House Show Boat . . . . . 20%
5. Town Hall Tonight (Fred Allen) . . . . . 19%
5. Burns & Allen (Campbell Soup) . . . . . 19%
7. Bing Crosby (Woodbury) . . . . . 18%
8. Hollywood Hotel (Campbell Soup) . . . . . 17%
9. Baker's Broadcast (Bob Ripley; Hilliard; Nelson) . . . . . 16%
10. Eddie Cantor (Pebeco) . . . . . 15%

*(Evening Leaders—Continued)*

**MAY 1936—SEPTEMBER 1936**

1. Major Bowes Amateur Hour (Chase & Sanborn) . . . . 28%
2. Jack Benny (Jell-O) . . . . . 19%
3. Baker's Broadcast (Ripley; Hilliard; Nelson) . . . . . 17%
3. Maxwell House Show Boat . . . . . 17%
5. Fred Astaire (Packard) . . . . . 16%
6. Lux Radio Theatre . . . . . 15%
6. Town Hall Tonight (Fred Allen) . . . . . 15%
6. Rudy Vallee (Fleischmann) . . . . . 15%
9. Bing Crosby (Kraft-Phenix) . . . . . 14%
9. Burns & Allen (Campbell Soup) . . . . . 14%

**OCTOBER 1936—APRIL 1937**

1. Jack Benny (Jell-O) . . . . . 33%
2. Eddie Cantor (Texaco) . . . . . 25%
3. Major Bowes Amateur Hour (Chrysler) . . . . . 23%
3. Lux Radio Theatre . . . . . 23%
5. Burns & Allen (Campbell Soup) . . . . . 22%
5. Town Hall Tonight (Fred Allen) . . . . . 22%
7. Chase & Sanborn Good Will Court (A. L. Alexander) 21%
8. Hollywood Hotel (Campbell Soup) . . . . . 20%
9. Rudy Vallee (Royal Gelatin) . . . . . 19%
9. Kraft Music Hall (Bing Crosby) . . . . . 19%

*(Evening Leaders—Continued)*

**MAY 1937—SEPTEMBER 1937**

1. Jack Benny (Jell-O) . . . . .	24%
2. Major Bowes Amateur Hour (Chrysler) . . . . .	22%
3. Lux Radio Theatre . . . . .	21%
4. Chase & Sanborn Program (Don Ameche; Edgar Bergen; Dorothy Lamour, etc.) . . . . .	19%
5. Eddie Cantor (Texaco) . . . . .	17%
6. Town Hall Tonight (Fred Allen) . . . . .	16%
6. Kraft Music Hall (Bing Crosby; Bob Burns, etc.) . . . . .	16%
8. Rudy Vallee (Royal Gelatin) . . . . .	15%
8. Burns & Allen (Grapenuts) . . . . .	15%
10. Hollywood Hotel (Campbell Soup) . . . . .	14%

**OCTOBER 1937—APRIL 1938**

1. Chase & Sanborn Program . . . . .	40%
2. Jack Benny (Jell-O) . . . . .	36%
3. Kraft Music Hall (Crosby; Burns, etc.) . . . . .	28%
4. Lux Radio Theatre . . . . .	26%
5. Eddie Cantor (Texaco) . . . . .	25%
6. Burns & Allen (Grapenuts) . . . . .	23%
6. Major Bowes Amateur Hour (Chrysler) . . . . .	23%
6. Rudy Vallee (Royal Gelatin) . . . . .	23%
6. Town Hall Tonight (Fred Allen) . . . . .	23%
10. Al Jolson (Rinso) . . . . .	21%

*(Evening Leaders—Continued)*

**MAY 1938—SEPTEMBER 1938**

1. Chase & Sanborn Program.....	33%
2. Jack Benny (Jell-O).....	29%
3. Lux Radio Theatre.....	28%
4. Town Hall Tonight (Fred Allen).....	23%
5. Kraft Music Hall.....	22%
6. Major Bowes Amateur Hour (Chrysler).....	20%
7. Good News of 1938 (Maxwell House).....	19%
7. Al Jolson (Rinso).....	19%
9. Rudy Vallee (Royal Desserts; Fleischmann's).....	17%
10. One Man's Family (Tender Leaf Tea).....	16%

**OCTOBER 1938—APRIL 1939**

1. Chase & Sanborn.....	42%
2. Jack Benny (Jell-O).....	36%
3. Lux Radio Theatre.....	28%
4. Kraft Music Hall (Bing Crosby).....	26%
5. Major Bowes Amateur Hour (Chrysler).....	21%
5. Town Hall Tonight (Fred Allen).....	21%
5. Burns & Allen (Chesterfield).....	21%
6. Good News (Metro-Maxwell).....	20%
6. Rudy Vallee (Standard Brands).....	20%
6. Big Town (Edw. G. Robinson) (Rinso).....	20%

# THE FIVE LEADING DAYTIME PROGRAMS SINCE MARCH, 1930

(Set Owners=100%)

*It should be noted that list below includes only commercial programs. In the early days of network daytime broadcasting, however, the daytime commercials were not as prevalent as today, and consequently were often out-pointed by sustaining programs. Such programs as "Cheerio," "National Farm and Home Hour" and the "Metropolitan Opera" broadcasts (in sustaining years) sometimes attained ratings high enough to out-rank the commercial list. Such instances, however, are not included here.*

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## MARCH 1930—FEBRUARY 1931

- |   |      |
|---|------|
| 1. Aunt Jemima (Quaker Oats) . . . . .                  | 5.9% |
| 2. Davey Tree Hour . . . . .                            | 5.5% |
| 3. Early Birds (Gene & Glenn for Quaker Oats) . . . . . | 3.8% |
| 4. Radio Homemaker's Club (participating) . . . . .     | 2.9% |
| 5. Household Institute (participating) . . . . .        | 1.5% |



*(Daytime Leaders—Continued)*

**MARCH 1931—FEBRUARY 1932**

1. Early Birds (Gene & Glenn for Quaker Oats) . . . . .	7.9%
2. Little Orphan Annie (Ovaltine) . . . . .	5.5%
3. Bond Bread (Crumit-Sanderson) . . . . .	4.1%
4. Raising Junior (Wheatena) . . . . .	3.9%
5. Quaker Man (Phil Cook for Quaker Oats) . . . . .	3.8%

**MARCH 1932—FEBRUARY 1933**

1. Little Orphan Annie (Ovaltine) . . . . .	6.1%
2. Skippy (General Mills-Wheaties) . . . . .	4.7%
3. Blue Coal Radio Review . . . . .	4.4%
4. Clara, Lu and Em (Super Suds) . . . . .	4.3%
5. Bond Bread (Crumit-Sanderson) . . . . .	3.1%

**MARCH 1933—FEBRUARY 1934**

1. Metropolitan Opera (Lucky Strike) . . . . .	13.3%
2. Little Orphan Annie (Ovaltine) . . . . .	5.7%
3. Skippy (General Mills-Wheaties) . . . . .	4.5%
4. Betty and Bob (General Mills-Bisquick) . . . . .	4.4%
4. Lady Esther (Wayne King Orch.) . . . . .	4.4%

**MARCH 1934—FEBRUARY 1935**

1. Metropolitan Opera (Listerine) . . . . .	13.0%
2. Lux Radio Theatre . . . . .	7.6%
3. Lady Esther Serenade (Wayne King) . . . . .	5.5%
4. Roses and Drums (Union Central Life) . . . . .	5.4%
5. Betty and Bob (General Mills-Bisquick) . . . . .	4.9%

(Daytime Leaders—Continued)

MARCH 1935—SEPTEMBER 1935

1. Lux Radio Theatre . . . . .	9.1%
2. Today's Children (Pillsbury) . . . . .	5.2%
3. Roses and Drums (Union Central Life) . . . . .	5.1%
3. Story of Mary Marlin (Kleenex) . . . . .	5.1%
4. Betty and Bob (General Mills-Bisquick) . . . . .	4.8%
4. Voice of Experience (Wasey Products) . . . . .	4.8%

OCTOBER 1935—APRIL 1936

1. Bond Bread (Crumit-Sanderson) . . . . .	7.3%
2. Today's Children (Pillsbury) . . . . .	7.0%
3. Magic Key of RCA . . . . .	6.0%
4. Roses and Drums (Union Central Life) . . . . .	5.8%
5. Story of Mary Marlin (Kleenex) . . . . .	5.6%

MAY 1936—SEPTEMBER 1936

1. Today's Children (Pillsbury) . . . . .	7.1%
2. Story of Mary Marlin (Kleenex) . . . . .	5.6%
3. Ma Perkins (Procter & Gamble-Oxydol) . . . . .	5.4%
4. Betty and Bob (General Mills-Bisquick) . . . . .	5.1%
5. Vic and Sade (Procter & Gamble-Crisco) . . . . .	5.0%

OCTOBER 1936—APRIL 1937

1. Metropolitan Opera (RCA) . . . . .	11.2%
2. Today's Children (Pillsbury) . . . . .	9.1%
3. David Harum (B. T. Babbitt) . . . . .	7.5%
4. Magic Key of RCA . . . . .	7.4%
5. Kaltenmeyer's Kindergarten (Quaker Oats) . . . . .	7.3%

(Daytime Leaders—Continued)

MAY 1937—SEPTEMBER 1937

1. Today's Children (Pillsbury) . . . . .	7.4%
2. David Harum (B. T. Babbitt) . . . . .	6.4%
3. Ma Perkins (Procter & Gamble-Oxydol) . . . . .	6.2%
4. Vic and Sade (Procter & Gamble-Crisco) . . . . .	5.9%
4. The O'Neills (Procter & Gamble-Ivory) . . . . .	5.9%

OCTOBER 1937—APRIL 1938

1. Guy Lombardo (Bond Bread) . . . . .	10.5%
2. Today's Children (Pillsbury) . . . . .	7.8%
2. Woman in White (Pillsbury) . . . . .	7.8%
4. Ma Perkins (Procter & Gamble-Oxydol) . . . . .	7.3%
5. Vic and Sade (Procter & Gamble-Crisco) . . . . .	7.0%
5. Big Sister (Lever Bros.) . . . . .	7.0%

MAY 1938—SEPTEMBER 1938

1. Guy Lombardo (Bond Bread) . . . . .	8.9%
2. Big Sister (Lever Bros.-Rinso) . . . . .	6.6%
3. Ma Perkins (Procter & Gamble-Oxydol) . . . . .	6.5%
3. Guiding Light (Procter & Gamble-White Naptha) . . . . .	6.5%
5. The O'Neills (Procter & Gamble-Ivory) . . . . .	6.3%
5. Pepper Young's Family (Procter & Gamble-Camay) . . . . .	6.3%

OCTOBER 1938—APRIL 1939

1. Ben Bernie (American Tobacco Co.) . . . . .	8.6%
2. Guiding Light (Procter & Gamble) . . . . .	8.0%
3. Ma Perkins (Procter & Gamble) . . . . .	7.8%
4. Magic Key of RCA . . . . .	7.7%
5. Pepper Young (Red) (Procter & Gamble) . . . . .	7.5%

## C.A.B. SPECIAL EVENTS RATINGS

The Cooperative Analysis of Broadcasting, as a by-product of its regular work, compiles from time to time ratings of events of special or timely interest to the public. The ratings of a few of these special or outstanding events are listed here. Not all were rated, inasmuch as many occurred on days when the C.A.B. was not conducting its regular investigations. Thus approximately one-half of these events are rated.

Ratings of professional baseball games cover only the cities where the games were broadcast. Ratings were made for play-by-play broadcasts and not for resumes or digests. *Note that the all-New York World's Series in 1937 did not have nearly the nation-wide interest of the 1938 Series.*

*Note also the steadily rising interest in football broadcasts as the 1938 season progressed to the climactic games.*

## SPEECHES

### CAMPAIGN

Governor Landon's Acceptance Speech, July 23, 1936 . . . . .	28.5
President Roosevelt, Oct. 10, 1936 . . . . .	24.6
President Roosevelt, Oct. 21, 1936 . . . . .	24.4
Governor Landon, Oct. 27, 1936 . . . . .	16.7
Governor Landon, Oct. 9, 1936 . . . . .	14.9
Governor Landon, Oct. 15, 1936 . . . . .	14.2
Governor Landon, Oct. 26, 1936 . . . . .	13.3
Governor Landon, Sept. 22, 1936 . . . . .	12.2
President Roosevelt, Oct. 23, 1936 . . . . .	11.1
Governor Landon, Oct. 12, 1936 . . . . .	10.8
Governor Landon, Sept. 26, 1936 . . . . .	10.7
Governor Landon, Sept. 24, 1936 . . . . .	10.3
Governor Landon, Oct. 24, 1936 . . . . .	9.1

### OTHER

King Edward's Valedictory, Dec. 11, 1936 . . . . .	45.0
President Roosevelt—Jackson Day Dinner, Jan. 8, 1936 . . . . .	32.6
President Roosevelt—Fireside Chat—March 9, 1937 . . . . .	30.1
President Roosevelt—Human Needs Program, Oct. 24, 1935 . . . . .	27.0
President Roosevelt—Nov. 4, 1938 . . . . .	23.3
Alfred E. Smith—Liberty League, Jan. 25, 1936 . . . . .	23.0
Keynote Speech—Democratic National Convention, June 23, 1936 . . . . .	22.7
Republican National Convention, June 9, 1936 . . . . .	20.8
President Roosevelt—Victory Dinner, March 4, 1937 . . . . .	19.4
Joseph T. Robinson, Jan. 28, 1936 . . . . .	19.4
President Roosevelt—Testimonial Dinner to Postmaster- General Farley, Feb. 15, 1937 . . . . .	17.2

## SPECIAL EVENTS RATINGS—Continued

President Roosevelt—Armistice Day, Nov. 11, 1935.....	17.0
President Roosevelt—Jackson Day Speech, Jan. 7, 1939.....	16.7
President Roosevelt—Opening of Congress, Jan. 4, 1939.....	16.3
Father Coughlin, Dec. 8, 1935 .....	15.4
Alfred E. Smith, Oct. 22, 1936 .....	14.9
Father Coughlin, Nov. 24, 1935 .....	14.7
150th Anniversary of Joint Session of Congress, March 4, 1939	14.1

{	President Roosevelt Chief Justice Hughes Senator Pittman Speaker Bankhead	}
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Alfred E. Smith, Oct. 8, 1936 .....	13.1
Father Coughlin, Nov. 10, 1935 .....	11.6
Duke of Windsor, May 8, 1939.....	10.1
President Roosevelt—Chicago Stockyards, Dec. 9, 1935.....	9.8
Alfred E. Smith, Oct. 24, 1936 .....	9.6
Human Needs Program, Nov. 6, 1935 .....	8.1

{	Thomas S. Lamont Dr. Robert A. Millikan Canon Anson Phelps Stokes Edward L. Ryerson	}
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Herbert Hoover—Human Needs Program, Nov. 12, 1935....	7.6
The Voice of Governors, Speeches by Six Governors, Sponsored by Democratic National Party, July 28, 1936....	7.4
President Roosevelt at Notre Dame University, Dec. 9, 1935	6.9
Secretary Harold Ickes, Oct. 9, 1936 .....	5.6
President Roosevelt (10:30 A.M.) July 8, 1938.....	5.5
Alfred M. Landon, July 6, 1938.....	3.4
President Roosevelt (4:45 P.M.) July 8, 1938 .....	2.6

## SPORTS

### BASEBALL

World Series, 4 Games—Oct. 5-9, 1938 .....	Average 33.2
World Series, 4 Games—Oct. 6-9, 1937 .....	Average 25.3
All-Star Baseball Game, July 7, 1937 .....	18.2
All-Star Baseball Game, July 6, 1938 .....	17.8
Play-by-Play Description, Regular Season Games, May- August, 1938....	Average 17.8

{	May—17.4 June—16.0 July—18.0 August—19.6	}
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## SPECIAL EVENTS RATINGS—Continued

### BOXING

Louis-Schmeling Fight, June 22, 1938 .....	63.6
Schmeling-Louis Fight, June 19, 1936 .....	57.6
Braddock-Louis Fight, June 22, 1937 .....	57.6
Louis-Farr Fight, Aug. 30, 1937 .....	56.9
Braddock-Farr Fight, Jan. 22, 1938 .....	35.9

### FOOTBALL

Play-by-Play Descriptions—Season October to December 1938  
Average 35.0

}	Oct. 1 .....	24.3
	Oct. 8 .....	26.2
	Oct. 22 .....	34.8
	Nov. 5 .....	38.1
	Nov. 19 .....	42.4
	Dec. 3 .....	44.0

Play-by-Play Descriptions—Season October to November 1935  
Average 15.9

}	Oct. 5 .....	4.6
	Oct. 19 .....	19.8
	Nov. 9 .....	20.7
	Nov. 23 .....	18.5

### OTHER

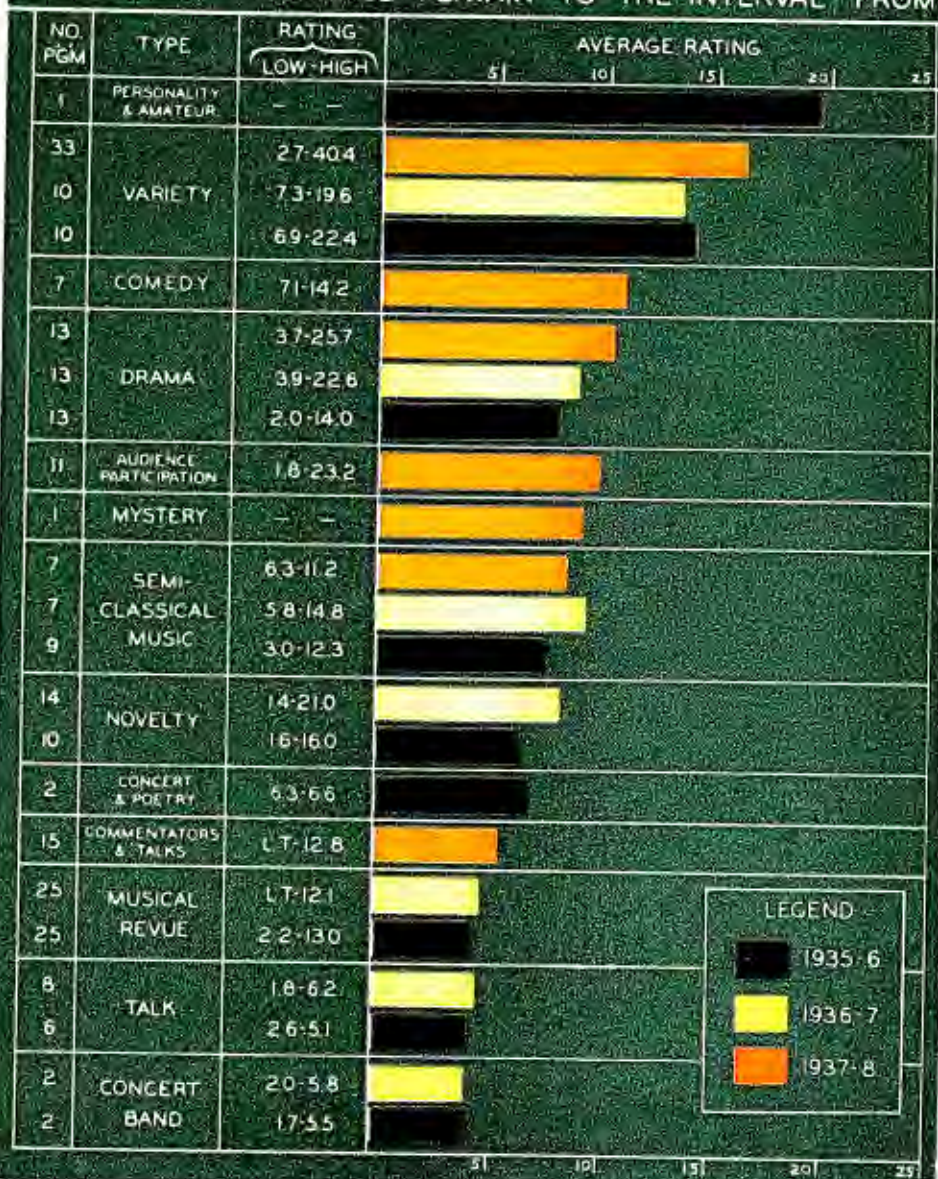
Kentucky Derby, May 7, 1938 .....	16.6
Kentucky Derby, May 8, 1937 .....	14.0
Kentucky Derby, May 6, 1939 .....	13.4
Metropolitan Open Golf Tournament, Jan. 11, 1936 .....	9.0

### GENERAL

News Broadcasts—Day before Munich Conference, Sept. 28, 1938 .....	16.7
(Note: One out of six programs heard was a news broadcast.)	
Dedication of NBC Hollywood Studios, Dec. 7, 1935 .....	12.0
Ceremonies at Election of Pope Pius XII, March 2, 1939 .....	11.0
Will Rogers Memorial Broadcast, Nov. 23, 1935 .....	7.9
Harvard Tercentenary, Nov. 8, 1935 .....	6.2
Gershwin Memorial Concert, July 10, 1938 .....	3.6
Departure of the China Clipper, Nov. 22, 1935 .....	2.4



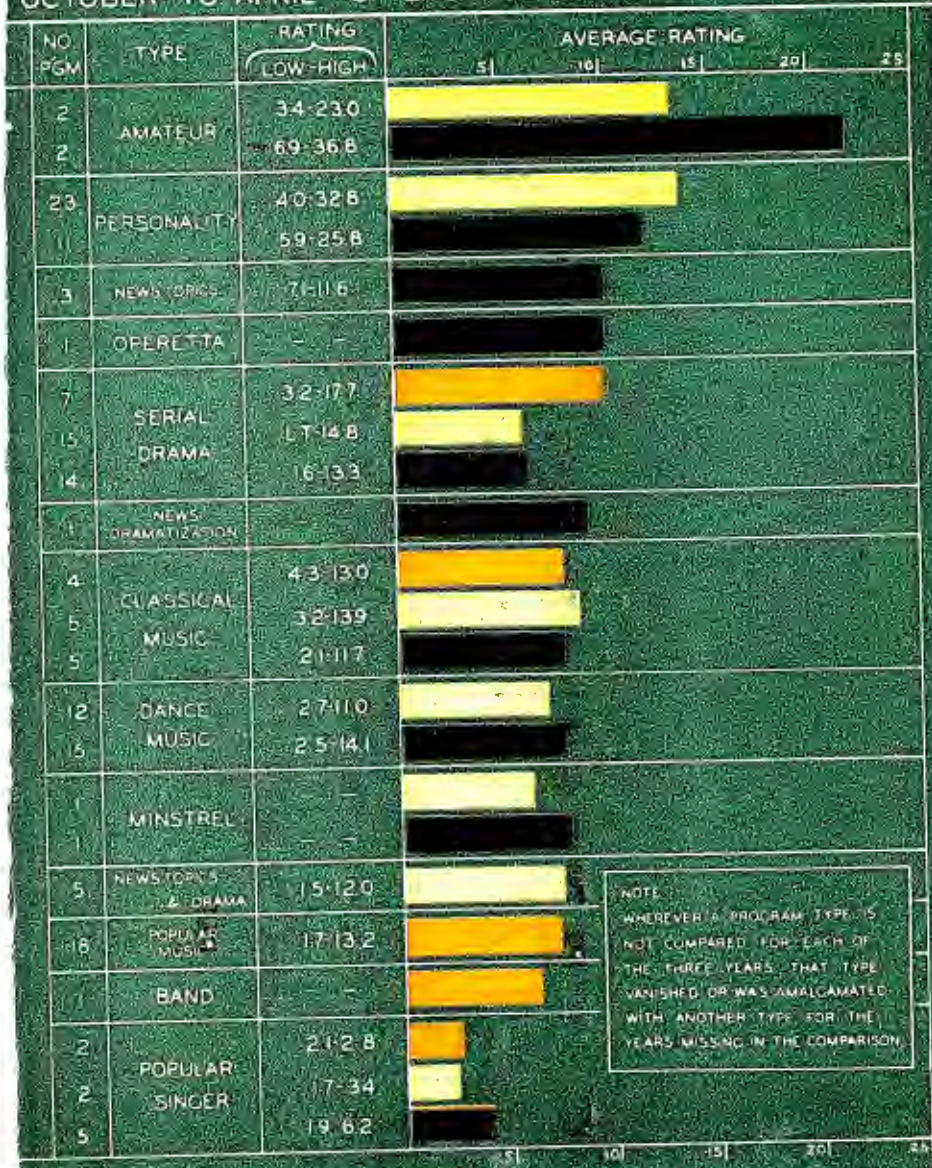
# EVENING WINTER COMPARED BY RATINGS PERTAIN TO THE INTERVAL FROM





# SEASON PROGRAMS TYPE 1935-1938

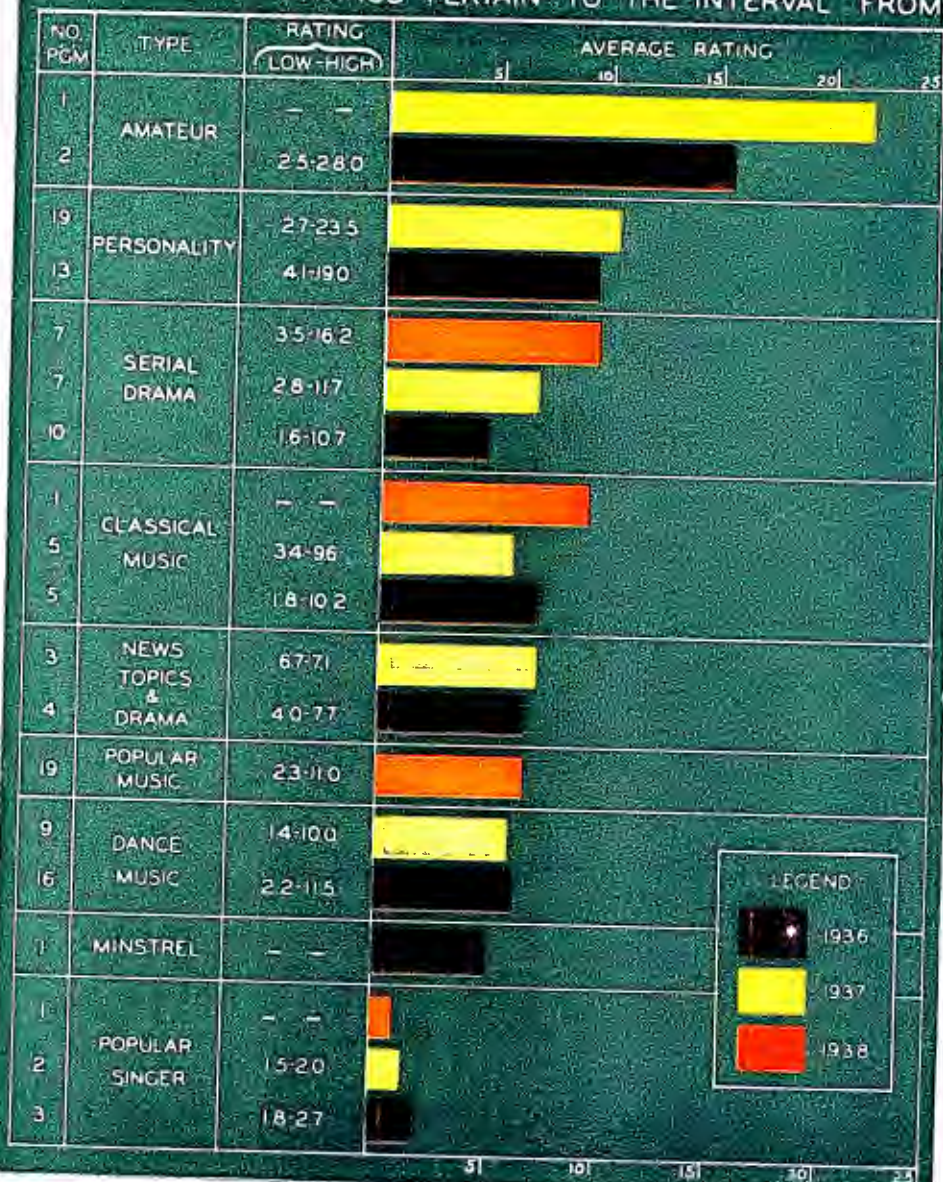
OCTOBER TO APRIL OF EACH SEASON





# EVENING SUMMER COMPARED BY

RATINGS PERTAIN TO THE INTERVAL FROM





# SEASON PROGRAMS TYPE : 1935-1938

MAY TO SEPTEMBER OF EACH SEASON

NO. PGM	TYPE	RATING		AVERAGE RATING				
		LOW	HIGH	5	10	15	20	25
24	VARIETY	18	33.0	[Orange bar from 5 to 15]				
9		9.8	19.4	[Yellow bar from 5 to 15]				
9		6.1	16.6	[Black bar from 5 to 10]				
9	AUDIENC PARTIC PATION	39	19.5	[Orange bar from 5 to 10]				
16	DRAMA	42	27.6	[Orange bar from 5 to 15]				
9		23	20.8	[Yellow bar from 5 to 10]				
9		24	15.3	[Black bar from 5 to 10]				
7	COMEDY	16	14.1	[Orange bar from 5 to 10]				
4	SEMI- CLASSICAL MUSIC	47	7.8	[Orange bar from 5 to 10]				
8		16	6.9	[Yellow bar from 5 to 10]				
5		43	8.5	[Black bar from 5 to 10]				
12	NOVELTY	16	8.7	[Yellow bar from 5 to 10]				
9		LT	11.6	[Black bar from 5 to 10]				
13	COMMENTATORS & TALKS	LT	11.8	[Orange bar from 5 to 10]				
30	MUSICAL REVUE	LT	8.2	[Yellow bar from 5 to 10]				
21		13	9.3	[Black bar from 5 to 10]				
2	CONCERT & POETRY	33	4.4	[Black bar from 5 to 10]				
6	TALK	11	6.5	[Yellow bar from 5 to 10]				
7		20	3.9	[Black bar from 5 to 10]				

NOTE:  
WHEREVER A PROGRAM TYPE IS  
NOT COMPARED FOR EACH OF  
THE THREE YEARS, THAT TYPE  
VANISHED OR WAS AMALGAMATED  
WITH ANOTHER TYPE FOR THE  
YEARS MISSING IN THE COMPARISON.

# PROGRAM TYPE PREFERENCES BY INCOME CLASSES

*(A Study Based on Programs Rated During the Winter Season of October 1937 to April 1938)*

That certain types of programs appeal specifically to certain income classes is an easy assumption, but the premise cannot be safely adopted without further study.

With this thought in mind, the C. A. B. selected five of the more important program types to determine what relationship their appeal had to income classes. The following types were chosen: Variety, Drama-Serial Drama, Popular Music, Classical Music, and Semi-Classical Music.

## Variety Programs

Both 60-minute and 30-minute Variety programs were grouped together so that 29 samples were available for study in this category. The resulting study shows that Variety appeals least to the A income group, and most to the C group. Taking the A sector as 100%, the C group looms 46% larger. Variety appeals to B class 27% more than to the A class, but only 19% more to the D, or lowest, income levels.

## Drama-Serial Drama

Evening Drama-Serial Drama was comprised of 16 half-hour programs, while the daytime Drama-Serial Drama category included 41 quarter-hour programs, each broadcast multiple times per week. Both groups disclose similar appeals to the four income classes.

In both groups the strongest appeal is in the C and D income divisions. In the case of the daytime shows, the preference is most apparent in the C income class, next in the D class and then in the B income group. Strikingly, in the same order of appeal but not in the same ratio, are the Drama and Serial-Drama evening shows. The preference, nevertheless, in both cases is least by the A and B income divisions, and definitely highest by the C and D groups. Comparison of these two groups shows only 12 to 15% less appeal to the D class than to the C class in the Drama and Serial-Drama night-time and day-time shows.

## Classical Music

Classical programs, of which there were only four during the interval in consideration, appeal emphatically to the A and B income groups, with twice as much appeal to the A's and B's as to the D group. The appeal to the C class is only 37% more than to the D group.

## Semi-Classical Music

The Semi-Classical programs (a group of five) is liked least by the D income class, and shows evenly divided preference by the B and C levels, with slightly more preference by the A income class.

## Popular Music

The 15 half-hour Popular Music programs appeal most to the C class and least to the A class. Between the appeal shown by the B and D income groups no striking difference is apparent, indicating that after the decided preference by the C class, the balance of the audience is more or less impartially divided (with the exception of the A level).



# PROGRAM TYPE PREFERENCES BY INCOME GROUPS

## EVENING VARIETY PROGRAMS

[30 MINUTE & 60 MINUTE]

OCTOBER 1937 TO APRIL 1938

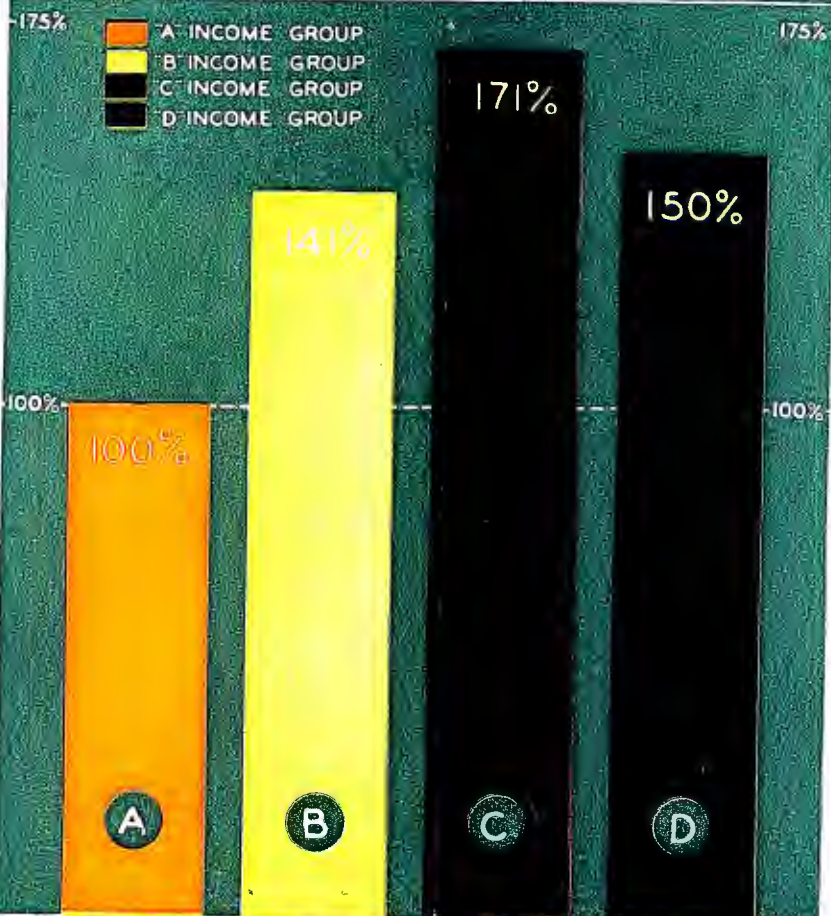




# PROGRAM TYPE PREFERENCES BY INCOME GROUPS

## EVENING DRAMA & SERIAL DRAMA [30 MINUTE]

OCTOBER 1937 TO APRIL 1938



*(Note Greatest Appeal to "C" Income Group)*

# PROGRAM TYPE PREFERENCES BY INCOME GROUPS

## DAYTIME DRAMA & SERIAL DRAMA [5 MINUTE, MULTIPLE TIMES WEEKLY]

OCTOBER 1937 TO APRIL 1938



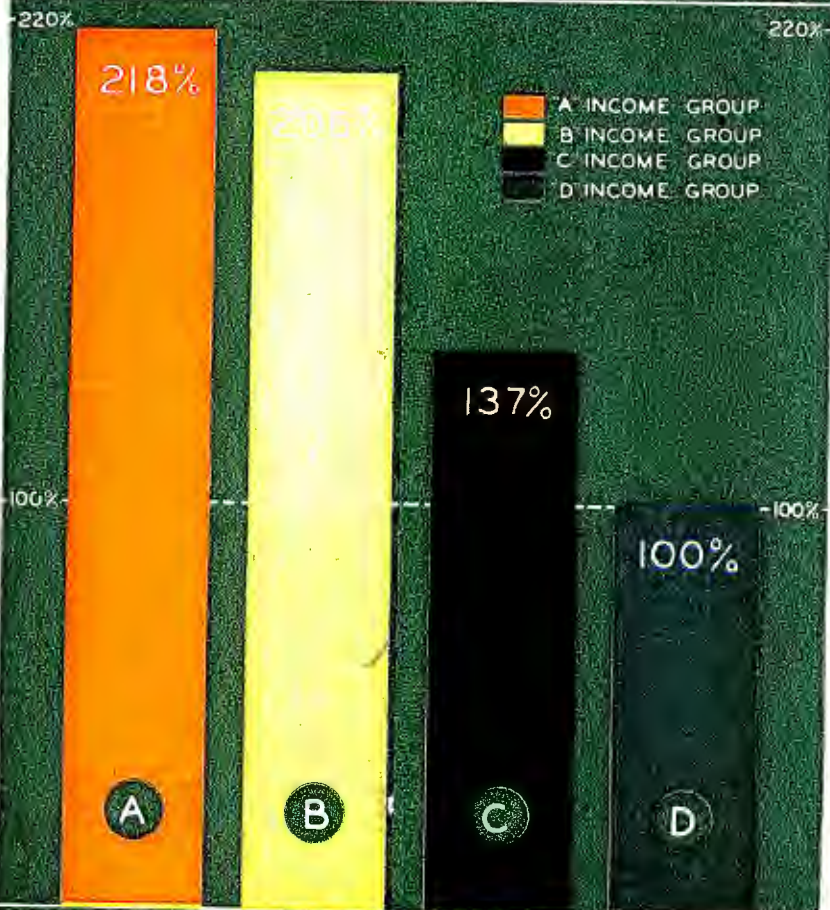
*(Note Least Appeal to A + Greatest Appeal to C Groups)*



# PROGRAM TYPE PREFERENCES BY INCOME GROUPS

## EVENING CLASSICAL MUSIC [60 MINUTE]

OCTOBER 1937 TO APRIL 1938



*(Note Strong Preference by Higher Income Groups)*

PROGRAM TYPE PREFERENCES  
BY INCOME GROUPS  
EVENING SEMI-CLASSICAL MUSIC  
[30 MINUTE]

OCTOBER 1937 TO APRIL 1938

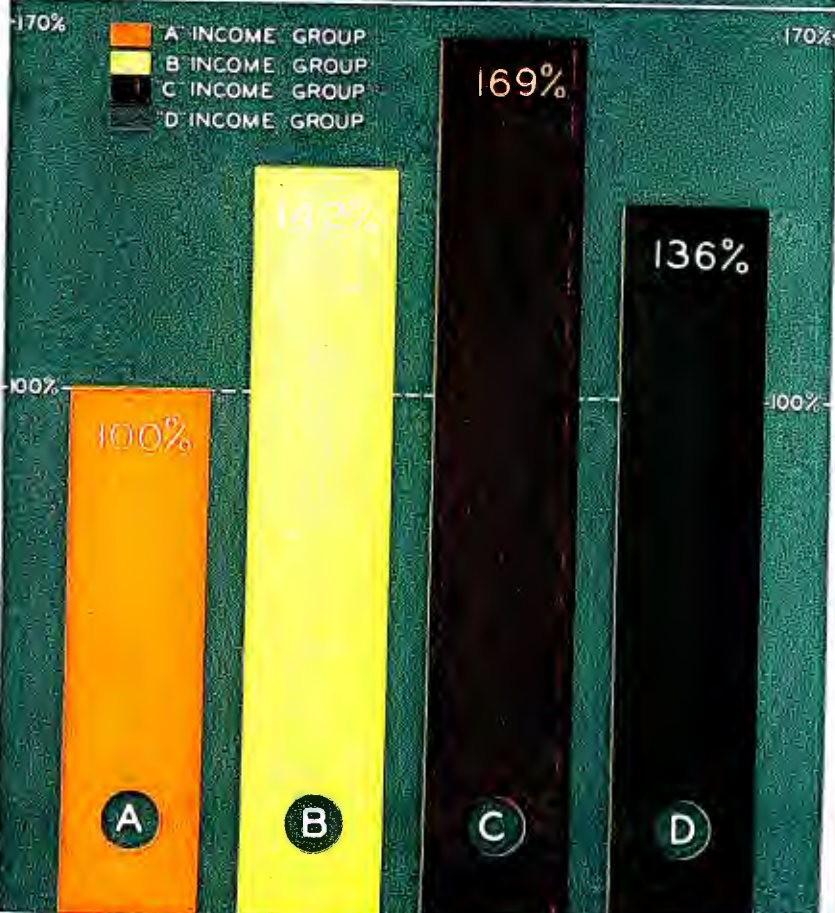




# PROGRAM TYPE PREFERENCES BY INCOME GROUPS

## EVENING POPULAR MUSIC [30 MINUTE]

OCTOBER 1937 TO APRIL 1938



*(Note Greatest Preference by the "C" Income Group)*

# PROGRAM LENGTH VS. MEDIAN RATING

## COMPARISON OF EVENING RATINGS BY LENGTH OF BROADCAST: OCTOBER 1935-APRIL 1936

	Evening			Daytime
	1 Hour	½ Hour	¼ Hour Weekly	¼ Hour 4-5 Times Weekly
<b>October 1935</b>				
{ Median of Programs.....	12.5%	5.5%	4.3%	3.3%
{ No. of Programs.....	15	53	20	14
<b>November 1935</b>				
{ Median of Programs.....	13.1%	6.4%	4.7%	3.6%
{ No. of Programs.....	15	57	25	15
<b>December 1935</b>				
{ Median of Programs.....	13.0%	6.3%	4.6%	3.6%
{ No. of Programs.....	15	61	26	15
<b>January 1936</b>				
{ Median of Programs.....	14.1%	7.4%	4.2%	4.4%
{ No. of Programs.....	14	57	24	17
<b>February 1936</b>				
{ Median of Programs.....	16.8%	7.2%	5.0%	4.3%
{ No. of Programs.....	14	65	29	19
<b>March 1936</b>				
{ Median of Programs.....	15.9%	6.9%	4.2%	4.5%
{ No. of Programs.....	14	63	29	19
<b>April 1936</b>				
{ Median of Programs.....	14.1%	7.0%	5.0%	4.1%
{ No. of Programs.....	14	57	27	20

## COMPARISON OF EVENING RATINGS BY LENGTH OF BROADCAST: MAY-SEPTEMBER 1936

	Evening			Daytime
	1 Hour	½ Hour	¼ Hour Weekly	¼ Hour 4-5 Times Weekly
<b>May 1936</b>				
{ Median of Programs.....	11.4%	5.5%	3.7%	3.3%
{ No. of Programs.....	15	53	22	19
<b>June 1936</b>				
{ Median of Programs.....	11.1%	4.8%	3.6%	3.2%
{ No. of Programs.....	14	48	16	18
<b>July 1936</b>				
{ Median of Programs.....	11.6%	4.6%	2.9%	2.7%
{ No. of Programs.....	12	44	18	16
<b>August 1936</b>				
{ Median of Programs.....	11.7%	4.7%	3.6%	2.5%
{ No. of Programs.....	13	42	20	17
<b>September 1936</b>				
{ Median of Programs.....	14.2%	6.1%	3.1%	2.7%
{ No. of Programs.....	15	41	23	18

*(Since there were very few forty-five minute weekly broadcasts and but a small number of half-hour multiple-weekly programs during these periods, they are included in medians given under the half-hour heading.)*

LENGTH VS. MEDIAN RATINGS—Continued

COMPARISON OF EVENING RATINGS BY LENGTH OF BROADCAST:  
OCTOBER 1936-APRIL 1937

	Evening			Daytime ¼ Hour 4-5 Times Weekly
	1 Hour	½ Hour	¼ Hour Weekly	
<b>October 1936</b>				
{ Median of Programs.....	12.1%	6.6%	3.7%	2.5%
{ No. of Programs.....	18	51	25	33
<b>November 1936</b>				
{ Median of Programs.....	14.0%	7.0%	5.0%	2.7%
{ No. of Programs.....	19	62	23	16
<b>December 1936</b>				
{ Median of Programs.....	16.2%	7.4%	3.7%	2.9%
{ No. of Programs.....	17	65	23	32
<b>January 1937</b>				
{ Median of Programs.....	14.4%	7.7%	5.0%	3.3%
{ No. of Programs.....	17	62	22	34
<b>February 1937</b>				
{ Median of Programs.....	15.1%	8.4%	4.6%	3.5%
{ No. of Programs.....	17	63	22	35
<b>March 1937</b>				
{ Median of Programs.....	12.4%	7.1%	5.1%	3.6%
{ No. of Programs.....	17	66	20	36
<b>April 1937</b>				
{ Median of Programs.....	12.6%	7.3%	4.4%	3.8%
{ No. of Programs.....	17	62	22	36

COMPARISON OF EVENING RATINGS BY LENGTH OF BROADCAST:  
MAY-SEPTEMBER 1937

	Evening			Daytime ¼ Hour 4-5 Times Weekly
	1 Hour	½ Hour	¼ Hour Weekly	
<b>May 1937</b>				
{ Median of Programs.....	11.0%	6.4%	3.4%	2.9%
{ No. of Programs.....	17	60	24	35
<b>June 1937</b>				
{ Median of Programs.....	10.4%	5.8%	3.3%	2.9%
{ No. of Programs.....	16	60	20	34
<b>July 1937</b>				
{ Median of Progress.....	12.0%	4.8%	3.2%	3.2%
{ No. of Programs.....	12	52	15	27
<b>August 1937</b>				
{ Median of Programs.....	11.7%	5.6%	3.8%	3.3%
{ No. of Programs.....	12	47	16	28
<b>September 1937</b>				
{ Median of Programs.....	14.5%	7.2%	5.8%	3.8%
{ No. of Programs.....	13	49	16	29

(Since there were very few forty-five minute weekly broadcasts and but a small number of half-hour multiple-weekly programs during these periods, they are included in medians given under the half-hour heading.)

LENGTH VS. MEDIAN RATINGS—Continued

COMPARISON OF EVENING RATINGS BY LENGTH OF BROADCAST:  
OCTOBER 1937-APRIL 1938

	Evening			Daytime ¼ Hour 4-5 Times Weekly
	1 Hour	½ Hour	¼ Hour Weekly	
<b>October 1937</b>				
{ Median of Programs.....	15.9%	8.2%	7.7%	3.3%
{ No. of Programs.....	14	59	17	38
<b>November 1937</b>				
{ Median of Programs.....	15.7%	7.5%	6.5%	3.7%
{ No. of Programs.....	15	61	19	40
<b>December 1937</b>				
{ Median of Programs.....	14.8%	8.2%	6.2%	3.8%
{ No. of Programs.....	15	60	21	40
<b>January 1938</b>				
{ Median of Programs.....	16.2%	8.8%	6.4%	4.1%
{ No. of Programs.....	15	59	18	52
<b>February 1938</b>				
{ Median of Programs.....	21.5%	10.3%	8.2%	4.5%
{ No. of Programs.....	15	61	17	55
<b>March 1938</b>				
{ Median of Programs.....	21.0%	9.5%	7.4%	4.8%
{ No. of Programs.....	14	61	17	52
<b>April 1938</b>				
{ Median of Programs.....	21.5%	10.4%	5.8%	4.8%
{ No. of Programs.....	13	49	17	47

COMPARISON OF EVENING RATINGS BY LENGTH OF BROADCAST:  
MAY 1938-SEPTEMBER 1938

	Evening			Daytime ¼ Hour 4-5 Times Weekly
	1 Hour	½ Hour	¼ Hour Weekly	
<b>May 1938</b>				
{ Median of Programs.....	18.8%	8.8%	5.8%	4.5%
{ No. of Programs.....	13	50	17	43
<b>June 1938</b>				
{ Median of Programs.....	18.1%	8.5%	4.0%	4.1%
{ No. of Programs.....	12	48	16	43
<b>July 1938</b>				
{ Median of Programs.....	14.3%	5.7%	4.5%	4.2%
{ No. of Programs.....	8	39	14	40
<b>August 1938</b>				
{ Median of Programs.....	14.3%	6.4%	4.7%	4.7%
{ No. of Programs.....	7	39	11	38
<b>Aug.-Sept. 1938</b>				
{ Median of Programs.....	18.0%	7.2%	5.4%	4.7%
{ No. of Programs.....	7	36	11	38

(Since there were very few forty-five minute weekly broadcasts and but a small number of half-hour multiple-weekly programs during these periods, they are included in medians given under the half-hour heading.)



# MEDIAN RATINGS OF





# PROGRAMS BY LENGTH



## **A COMPARISON OF RURAL AND URBAN PROGRAM POPULARITY: EVENING PROGRAMS**

The C.A.B., in addition to its regular semi-monthly reports covering 33 cities, each spring makes a study of rural listening as compared with urban listening.

Such springtime surveys have been conducted for the years 1937, 1938 and 1939, based on a total of about 63,000 interviews. The following tables show comparisons in relative popularity of the 10 leading programs in rural and urban areas.

### **Tenacity of Program Leaders**

The rural survey conducted in the spring of 1939 indicated that seven of the 10 leading evening programs in rural areas had been among the 10 leaders in the spring of 1938. Of further significance was the fact that the first five of these rural leaders in 1939 had occupied identical rankings in the 1938 study. Those evening programs which enjoyed first 10 rankings in the large cities in 1939 contained six repeaters from the spring of 1938, three of which (Chase & Sanborn, Jack Benny and Lux Radio Theatre) were in the same ranking order.

### **National Barn Dance; Jack Benny**

It is interesting to note that the National Barn Dance program which ranked fifth in rural areas ranked 44th in large cities.

In similar vein was Lowell Thomas' popularity: ranking fourth in the rural areas, his position in the large cities was 28th.

Major Bowes, enjoying third place in rural ranking, held ninth position in the large cities. Holding equal popularity in both the rural and urban areas were the Chase & Sanborn program, Jack Benny, Kate Smith and Cantor's Camel Caravan.

### SPRING 1939

#### Ratings of the 10 Leading Evening Programs in Rural Areas Compared with Their Large City Ratings

Set Owners = 100%

Program	Rural Areas		Large Cities	
	Rating	Rank	Rating	Rank
Chase & Sanborn.....	34.6	1	39.8	1
Jack Benny.....	29.4	2	34.7	2
Major Bowes.....	26.1	3	20.2	9
Lowell Thomas.....	19.2	4	12.8	28
National Barn Dance.....	18.4	5	9.4	44
Kate Smith Hour.....	18.1	6	20.7	7
Lux Radio Theatre.....	17.0	7	29.4	3
Fitch Bandwagon.....	15.7	8	19.5	11
Fibber McGee & Company.	15.0	9	17.9	15
Burns & Allen.....	14.9	10	20.3	8

### SPRING 1939

#### Ratings of the 10 Leading Evening Programs in Large Cities Compared with Their Rural Ratings

Set Owners = 100%

Program	Large Cities		Rural Areas	
	Rating	Rank	Rating	Rank
Chase & Sanborn.....	39.8	1	34.6	1
Jack Benny.....	34.7	2	29.4	2
Lux Radio Theatre.....	29.4	3	17.0	7
Kraft Music Hall.....	24.9	4	14.0	12
Good News of 1939.....	21.8	5	11.9	20
Big Town.....	21.6	6	13.2	15
Kate Smith Hour.....	20.7	7	18.1	6
Burns & Allen.....	20.3	8	14.9	10
Major Bowes.....	20.2	9	26.1	3
Cantor's Camel Caravan...	19.6	10	14.4	11

### SPRING 1938

#### Ratings of the 10 Leading Evening Programs in Rural Areas Compared with Their Large City Ratings

Set Owners = 100%

Program	Rural Areas		Large Cities	
	Rating	Rank	Rating	Rank
Chase & Sanborn.....	32.2	1	44.9	1
Jack Benny.....	27.8	2	38.6	2
Major Bowes.....	22.1	3	23.2	9
Lowell Thomas.....	20.1	4	14.3	21
National Barn Dance.....	16.7	5	11.1	30
Burns & Allen.....	15.8	6	24.8	6
Town Hall-Allen.....	15.3	7	25.5	4
Lux Radio Theatre.....	14.9	8	27.4	3
One Man's Family.....	14.6	9	17.9	16
Phil Baker.....	14.1	10	22.9	10

### SPRING 1938

#### Ratings of the 10 Leading Evening Programs in Large Cities Compared with Their Rural Ratings

Set Owners = 100%

Program	Large Cities		Rural Areas	
	Rating	Rank	Rating	Rank
Chase & Sanborn.....	44.9	1	32.2	1
Jack Benny.....	38.6	2	27.8	2
Lux Radio Theatre.....	27.4	3	14.9	8
Town Hall-Allen.....	25.5	4	15.3	7
Kraft Music Hall.....	25.5	4	10.9	18
Burns & Allen.....	24.8	6	15.8	6
Rudy Vallee.....	24.3	7	13.7	11
Al Jolson.....	23.6	8	12.7	15
Major Bowes.....	23.2	9	22.1	3
Phil Baker.....	22.9	10	14.1	10

### SPRING 1937

#### Ratings of the 10 Leading Evening Programs in Rural Areas Compared with Their Large City Ratings

Set Owners = 100%

Program	Rural Areas		Large Cities	
	Rating	Rank	Rating	Rank
Jack Benny.....	26.8	1	34.7	1
Maj. Bowes' Amateur Hour	22.2	2	22.2	4
Lowell Thomas.....	17.6	3	12.3	16
Horlick's Lum and Abner..	17.4	4	8.4	30
Lux Radio Theatre.....	16.9	5	24.4	2
Eddie Cantor.....	16.8	6	24.1	3
Fibber McGee and Molly...	14.7	7	11.9	18
Amos 'n' Andy.....	14.3	8	13.1	13
Phil Baker.....	14.0	9	18.7	7
National Barn Dance.....	12.8	10	10.3	29

### SPRING 1937

#### Ratings of the 10 Leading Evening Programs in Large Cities Compared with Their Rural Ratings

Set Owners = 100%

Program	Large Cities		Rural Areas	
	Rating	Rank	Rating	Rank
Jack Benny.....	34.7	1	26.8	1
Lux Radio Theatre.....	24.4	2	16.9	5
Eddie Cantor.....	24.1	3	16.8	6
Maj. Bowes' Amateur Hour	22.2	4	22.2	2
Royal Gelatin Hour-Rudy Vallee.....	21.9	5	10.4	20
Town Hall Tonight-Allen..	21.6	6	12.7	11
Phil Baker.....	18.7	7	14.0	9
Hollywood Hotel.....	18.2	8	10.9	18
Kraft Mus. Hall-Bing Crosby	17.1	9	9.1	24
Al Jolson.....	17.1	9	9.6	22

## **A COMPARISON OF RURAL AND URBAN PROGRAM POPULARITY: DAYTIME PROGRAMS**

Comparison of the five leading daytime programs in the rural areas showed only one program, the *Woman in White*, a dramatic sketch, which had been among the five daytime leaders in the same period of 1938.

### ***Bachelor's Children; Woman in White***

Sharp contrasts in ranking were evidenced by *Bachelor's Children*, a serial drama, which placed third in the rural areas and 14th in the large cities. Also, *The Woman in White*, ranking fourth in the rural areas, ranked 12th in the large cities.

### ***Ben Bernie; Magic Key***

In the large cities, two daytime programs had great differences in popularity compared with their rural standings. *Ben Bernie*, first in the large cities, was 38th in the rural areas; and the *Magic Key* of RCA, fourth in the large cities, was 35th in the rural areas.

### ***Similarities***

Nearly alike in standing in both areas were three programs: *Ma Perkins*, *The Guiding Light* and *Pepper Young's Family*.

**SPRING 1939**

**Ratings of the 5 Leading Daytime Programs in Rural Areas  
Compared with Their Large City Ratings**

Set Owners = 100%

Program	Rural Areas		Large Cities	
	Rating	Rank	Rating	Rank
Ma Perkins.....	10.9	1	7.8	2
The Guiding Light.....	9.8	2	7.7	3
Bachelor's Children.....	9.5	3	5.9	14
The Woman in White.....	9.3	4	6.3	12
Pepper Young's Family....	8.6	5	6.8	5

**SPRING 1939**

**Ratings of the 5 Leading Daytime Programs in Large Cities  
Compared with Their Rural Ratings**

Set Owners = 100%

Program	Large Cities		Rural Areas	
	Rating	Rank	Rating	Rank
Ben Bernie.....	8.6	1	4.9	38
Ma Perkins.....	7.8	2	10.9	1
The Guiding Light.....	7.7	3	9.8	2
Magic Key of RCA.....	7.4	4	5.2	35
Pepper Young's Family....	6.8	5	8.6	5



### SPRING 1938

#### Ratings of the 5 Leading Daytime Programs in Rural Areas Compared with Their Large City Ratings

Set Owners = 100%

Program	Rural Areas		Large Cities	
	Rating	Rank	Rating	Rank
Guy Lombardo . . . . .	10.2	1	10.0	1
Dick Tracy . . . . .	9.8	2	4.8	28
The Woman in White . . . . .	9.3	3	7.9	2
Gospel Singer . . . . .	8.9	4	4.9	25
David Harum . . . . .	8.6	5	6.7	7

### SPRING 1938

#### Ratings of the 5 Leading Daytime Programs in Large Cities Compared with Their Rural Ratings

Set Owners = 100%

Program	Large Cities		Rural Areas	
	Rating	Rank	Rating	Rank
Guy Lombardo . . . . .	10.0	1	10.2	1
The Woman in White . . . . .	7.9	2	9.3	3
Guiding Light . . . . .	6.9	3	6.6	14
Vic and Sade . . . . .	6.9	3	6.1	22
Aunt Jenny's Real Life Stories . . . . .	6.8	5	5.7	30
Terry and the Pirates . . . . .	6.8	5	4.8	38

### SPRING 1937

#### Ratings of the 5 Leading Daytime Programs in Rural Areas Compared with Their Large City Ratings

Set Owners = 100%

Program	Rural Areas		Large Cities	
	Rating	Rank	Rating	Rank
Ma Perkins.....	11.9	1	7.1	6
Betty & Bob.....	11.8	2	5.9	11
Today's Children.....	11.1	3	8.7	1
David Harum.....	9.1	4	7.6	2
Vic and Sade.....	8.7	5	7.0	8

### SPRING 1937

#### Ratings of the 5 Leading Daytime Programs in Large Cities Compared with Their Rural Ratings

Set Owners = 100%

Program	Large Cities		Rural Areas	
	Rating	Rank	Rating	Rank
Today's Children.....	8.7	1	11.1	3
Magic Key of RCA.....	7.6	2	6.8	13
David Harum.....	7.6	2	9.1	4
Guy Lombardo.....	7.5	4	4.3	21
Kaltenmeyer's Kinderg'rten	7.3	5	7.3	9

# A COMPARISON OF RURAL AND URBAN PROGRAM POPULARITY: BY PROGRAM TYPE

In the spring of 1939, evening variety programs again placed at the top of the list as they did in 1938, both for rural and large city areas, although they were crowded closely both in the cities and rural sections by audience participation programs which had come into favor in 1938.

In the cities variety programs had a 30% higher rating than in the rural areas; whereas audience participation had only 15% better rating in the cities.

All types, however, with the exception of commentators and talks, had ratings 14% to 53% better in the large cities than in the rural areas.

## SPRING 1938

### Comparison by Type of 80 Rated Evening Programs

No. of Programs	Type	Rural Areas		Large Cities	
		Average Rating	Rank	Average Rating	Rank
12	Variety .....	11.3	1	16.8	1
4	Novelty .....	11.1	2	11.6	4
3	News Topics and Drama .....	10.3	3	8.8	6
15	Personality .....	10.0	4	13.8	2
8	Serial Drama .....	9.3	5	9.4	5
12	Drama .....	8.1	6	12.2	3
8	Dance Music .....	5.7	7	7.7	7
4	Classical .....	5.1	8	7.6	8
7	Musical Revue .....	4.9	9	7.5	9
5	Semi-Classical .....	4.7	10	7.1	10

The above table includes only those type classifications having 3 or more programs. Not included were the following classifications which include only one program:

Amateur (Major Bowes) .....	22.1	23.2
Popular Singer (Arthur Godfrey) .....	3.7	6.6

## SPRING 1937

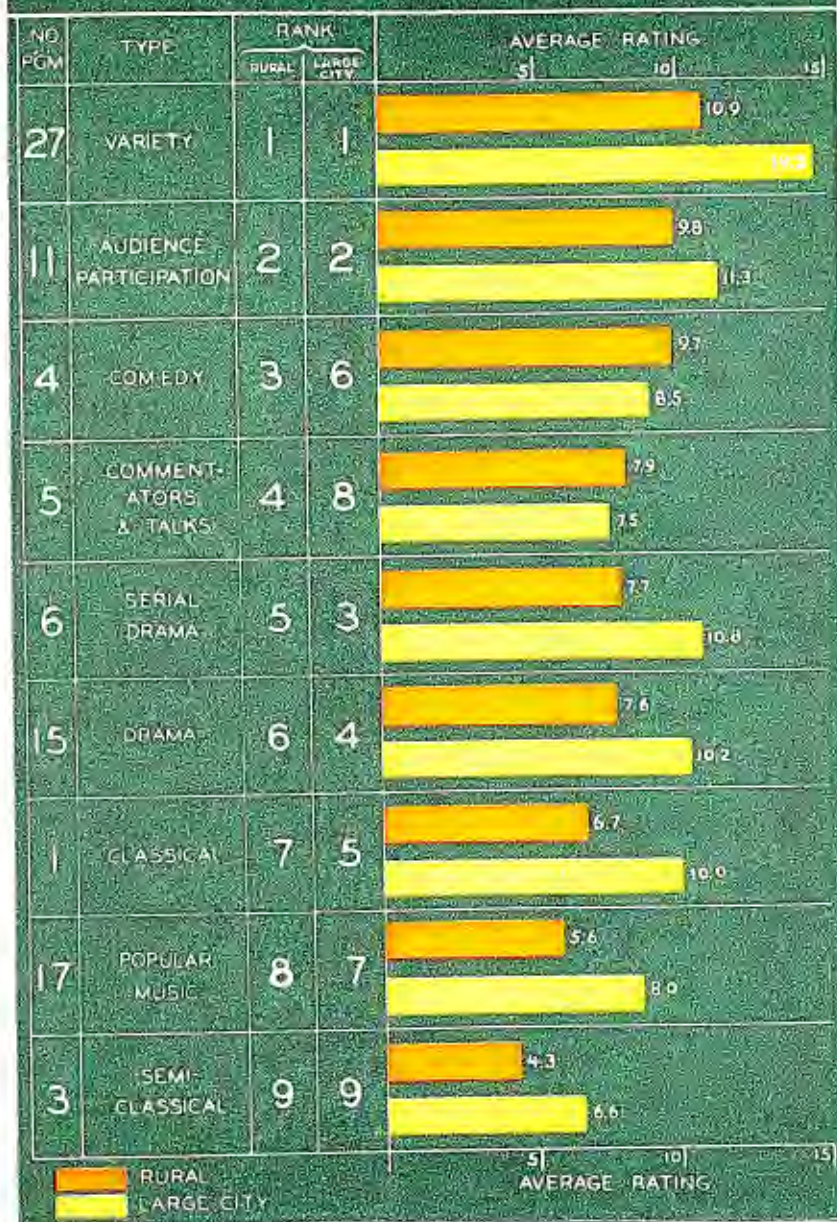
### Comparison by Type of 98 Rated Evening Programs

No. of Programs	Type	Rural Areas		Large Cities	
		Average Rating	Rank	Average Rating	Rank
3	News Topics and News .....	11.6	1	10.6	3
6	Variety .....	9.4	2	14.9	1
22	Personality .....	9.2	3	12.1	2
9	Novelty .....	7.6	4	8.1	5
10	Serial Drama .....	7.3	5	7.1	7
10	Drama .....	7.1	6	9.8	4
5	Classical .....	5.7	7	7.7	6
6	Dance Music .....	4.5	8	7.0	8
6	Semi-Classical .....	4.1	9	5.8	9
18	Musical Revue .....	3.8	10	5.0	10

The above table includes only those type classifications with 3 or more programs. Not included were the following classifications which include only one program each:

Amateur (Major Bowes) .....	22.2	22.2
Popular Singer (Singin' Sam) .....	6.5	4.9
Concert Band (Carborundum Band) .....	3.3	6.3

SPRING 1939 RURAL-LARGE CITY COMPARISON  
OF 89 RATED EVENING PROGRAMS



## SETS IN USE BY MONTHS AND SEASON: 1934-1936-1938

In the accompanying Chart I is shown the relationship between summer and winter listening, indicating that during summer 85%-92% as many sets were used on the average weekday as in the following winter.

Chart II shows that in the years 1934, 1936 and 1938, the peak of listening has been either in January or February, while the seasonal summer decline reached its lowest point during the month of July. Once this July low point has been reached, there follows a consistent rise in the use of sets to November. At the end of November, and during December, there is again a slight drop-off.

During 1938, from 61% to 73% of sets were used on an average weekday. The monthly variation in set use was as follows:

January 72.7%	July 61.2%
February 73.4%	August 62.0%
March 70.7%	September 66.5%
April 71.4%	October 69.6%
May 66.8%	November 69.5%
June 66.9%	December 68.7%

## HOW THE 20 LEADING PROGRAMS ATTAINED THEIR LEADERSHIP

Every sponsor desires a leader. Few attain this desire over night. Success comes only after the expenditure of much effort, patience, ingenuity and money.

With rare exceptions, programs attain high ratings (insuring further longevity) only after many months on the air. Once the cluster of leaders is established, this constellation remains relatively fixed. But in the interim many another program has fallen by the wayside.\*

The winter season of 1938-39 was noteworthy for lack of new programs. The leaders had been on the air for a long time (an average of over three years for the 20 programs considered in accompanying tables). Most of them started the tedious road upward from humble beginnings. Furthermore, the leading full-hour shows have been under current sponsorship for an average of nearly three and a quarter years, as compared with an average sponsorship of around 13 months for all hour shows.

Among the current hour programs, only Chase & Sanborn (Charlie McCarthy, Don Ameche, Dorothy Lamour, etc.) and Major Bowes (Chrys-

*(Continued on page 136)*

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\*Editor's Note: While it takes a long time, generally speaking, to create a leader, it is not always conversely true that a failure can be nursed into success merely by keeping it running.



# CHART I RELATIONSHIP OF SUMMER TO WINTER LISTENING

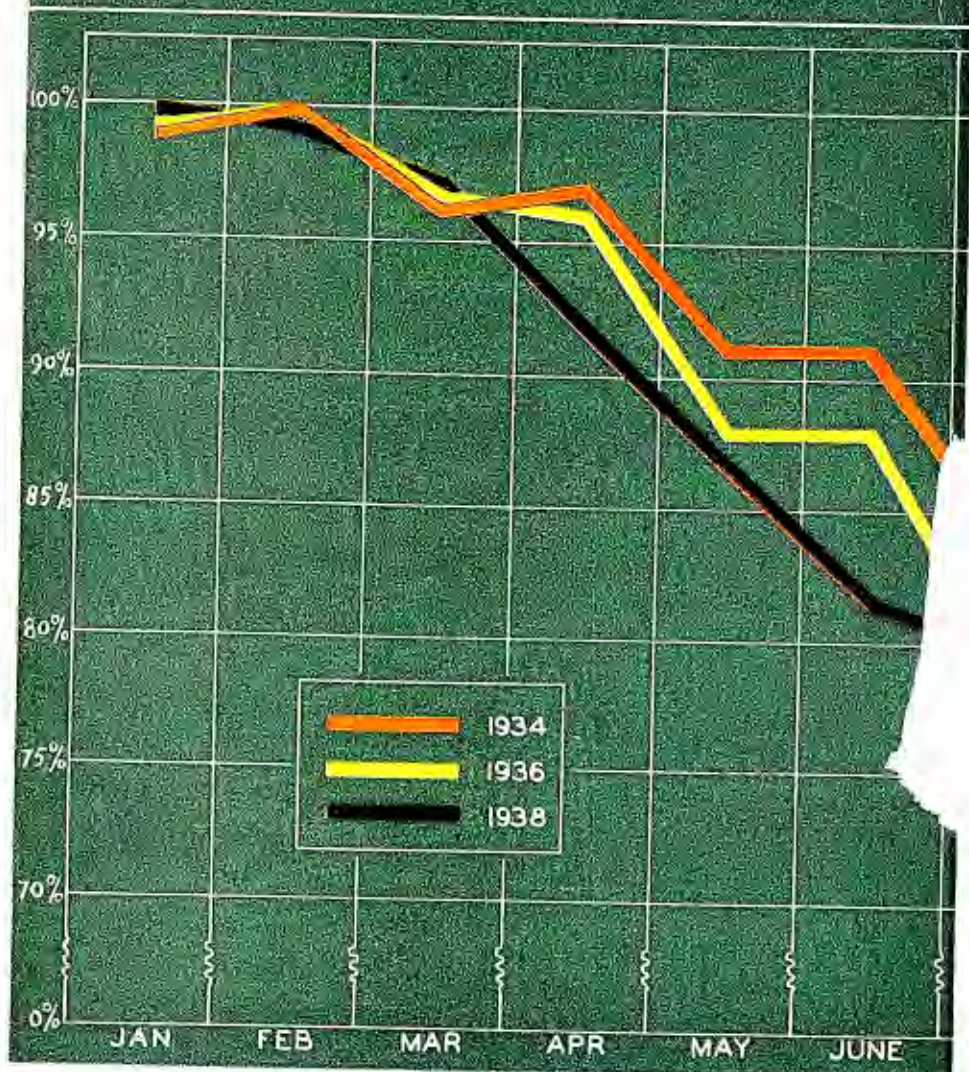
SETS IN USE - AVERAGE WEEKDAY - MONDAY - FRIDAY  
[WINTER = 100%]





# CHART PEAK MONTH IN LISTENING CO 1934 - 19

[SETS IN USE - PEAK MONTH = 100%]



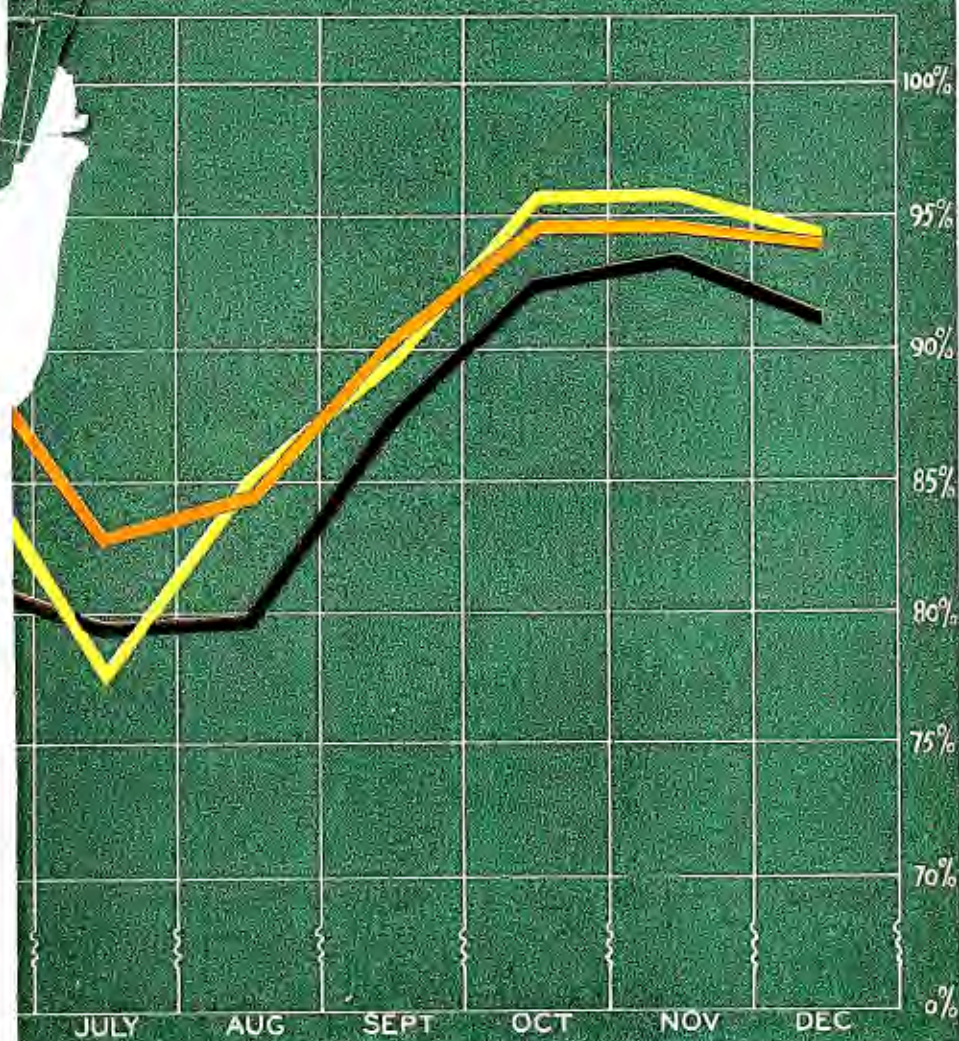


## II

# COMPARED WITH OTHER MONTHS

1936 - 1938

AVERAGE WEEKDAY - MONDAY - FRIDAY





## HISTORY OF 20 LEADERS—Continued

ler) started with high ratings almost immediately, thus proving themselves exceptions to the rule. Major Bowes' initial program rated 18% in April, 1935, and the series rose to 40.7% in January, 1936. (Note: Major Bowes at that time was under the Chase & Sanborn aegis).

On the other hand, the Lux Radio Theatre began its night-time career (after nine months of daytime run) with 8.4%, and required 15 months to break the 20% level. Bing Crosby, already an established artist when he took over the Kraft Music Hall, began with 15.2% in January, 1936, and spent two years and four months attaining his highest rating.

Likewise, Fred Allen's initial half-hour performance for Bristol-Myers garnered only 6.3%. Fourteen months elapsed before he was able to get above 20%. By that time the program had been expanded into a full-hour show.

The five leading 30-minute programs have been on the air for an average of more than 20 months. Individually, their lives range from seven to 43½ months under the same sponsor. This compares with an average life under the same sponsor of 9.3 plus months for all 30-minute series.

These five leading programs repeat the same story as full-hour programs—they attained their coveted positions only over a long period of time, and after starting with relatively low ratings either for present or previous sponsors. Four out of five of the current half-hour leaders are starring talent which previously had risen to radio fame through years of work under other sponsors.

The five leading 15-minute programs, both daytime and evening, once more repeat the keeping-everlastingly-at-it-brings-success pattern. While the average nighttime program of 15 minutes runs about six months, the average life of the leaders in this class is nearly 55 months.

### 60-MINUTE EVENING PROGRAMS

	7 Months' Average Rating Oct. '38-April '39	Highest Rating at Any Time With Same Sponsor	Month of Highest Rating	Date Started With Sponsor	Initial Rating With Current Sponsor	Months On Air Up to April 1939
Chase & Sanborn—Charlie McCarthy .....	42.3%	46.8%	Jan. 1939	May 1937	13.7%	24
Lux Radio Theatre.....	28.2%	32.5%	March 1939	*July 1935	8.4%	41
Kraft Music Hall—Bing Crosby .....	26.4%	32.1%	April 1938	Jan. 1936	15.2%	42½
Major Bowes' Amateur Hour—Chrysler .....	21.2%	25.3%	Nov. 1937	Sept. 1936	23.7%	‡32½
Town Hall—Fred Allen...	20.7%	25.3%	Feb. 1939	†Oct. 1933	6.3%	54½
<b>AVERAGE</b> .....	<b>27.7%</b>	<b>32.4%</b>			<b>13.5%</b>	<b>38.9</b>

\* Daytime show from October, 1934-June, 1935. Not included in this figure. † October-December, 1934, on as 30-minute show (Ipana Troubadors). January-March, 1934, on for 60-minutes (made up of two 30-minute shows). ‡ Includes only time on for Chrysler. Was on 18 months for Chase & Sanborn 1935-1936.

## HISTORY OF 20 LEADERS—Continued

### 30-MINUTE EVENING PROGRAMS

	7 Months' Average Rating Oct. '38-April '39	Highest Rating at Any Time With Same Sponsor	Month of Highest Rating	Date Started With Sponsor	Initial Months Rating With Current Sponsor	Months On Air Up to April 1939
Jack Benny—Jell-O.....	35.7%	41.0%	Feb.	1938	Oct. 1934	17.6% 43½
Burns & Allen—Liggett & Myers.....	20.6%	21.6%	March	1939	Oct. 1938	20.0% †7
Big Town—Ed. G. Robinson	20.2%	22.5%	Feb.	1939	Oct. 1937	8.1% 16½
Al Jolson—Lever Bros.....	*20.2%	26.7%	Feb.	1938	Dec. 1936	13.5% 11
Cantor's Camel Caravan...	20.1%	21.6%	March	1939	March 1938	19.1% †23½
<b>AVERAGE</b> .....	<b>23.4%</b>	<b>26.7%</b>				<b>15.7% 20.3</b>

\* Five months' average. † On air for Grape-Nuts from April, 1937-July, 1938, and Campbell Tomato Juice from October, 1935-April, 1937. ‡ On air for Texas Co., 1936-1938, for Pebecco in 1935, for Chase & Sanborn in 1931-1934.

### 15-MINUTE EVENING PROGRAMS

	7 Months' Average Rating Oct. '38-April '39	Highest Rating at Any Time With Same Sponsor	Month of Highest Rating	Date Started With Sponsor	Initial Months Rating With Current Sponsor	Months On Air Up to April 1939
Lowell Thomas—Sunoco..	12.5%	15.6%	{ March 1934 March 1935	June 1932	11.9%	83
Amos 'n' Andy—Campbell Soup Co. (Red & CBS)..	12.3%	15.5%	Feb.	1938	Jan. 1938	15.4% *16
Jergens Program—Walter Winchell .....	11.5%	13.1%	Feb.	1939	Dec. 1932	5.3% 77½
Irene Rich—Welch Grape Juice .....	8.0%	9.3%	Feb.	1939	Oct. 1933	2.7% 71
Hollywood Gossip—Jimmie Fidler (Red).....	7.8%	10.2%	Sept.	1938	March 1937	6.8% 26
<b>AVERAGE</b> .....	<b>10.4%</b>	<b>12.7%</b>				<b>8.4% 54.7</b>

\* On air continuously for Pepsodent from August, 1929, to January, 1938.

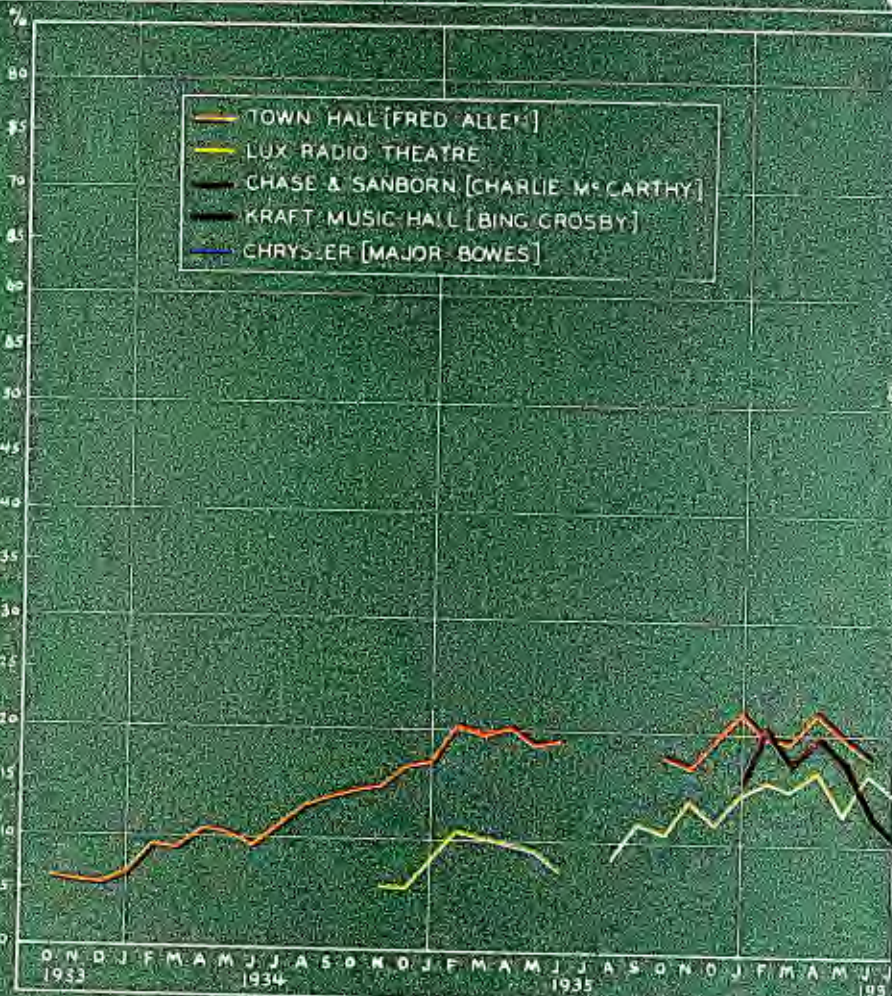
### 15-MINUTE DAYTIME PROGRAMS

	7 Months' Average Rating Oct. '38-April '39	Highest Rating at Any Time With Same Sponsor	Month of Highest Rating	Date Started With Sponsor	Initial Months Rating With Current Sponsor	Months On Air Up to April 1939
The Guiding Light—P. & G. Ma Perkins—Procter & Gamble (Red).....	8.0%	9.1%	March	1939	Jan. 1937	2.3% 27
*Pepper Young's Family—P. & G. (Red).....	7.8%	9.3%	March	1939	Dec. 1933	L. T. 65
†Mary Marlin—P. & G. (Red) .....	7.5%	8.4%	March	1939	Jan. 1936	1.5% 40
‡The Woman in White—Pillsbury .....	7.2%	8.1%	March	1939	March 1937	4.8% 25
	6.8%	8.3%	March	1938	Jan. 1938	7.4% 16
<b>AVERAGE</b> .....	<b>7.5%</b>	<b>8.6%</b>				<b>3.4% 34.6</b>

\* Called "Forever Young" from January-July, 1936. † Previously on air January, 1935-March, 1937, for Kleenex. Initial rating, 1.3%. ‡ Changed from Today's Children.

# HOW THE LEADING 60-MINUTE THEIR RATINGS UNDER

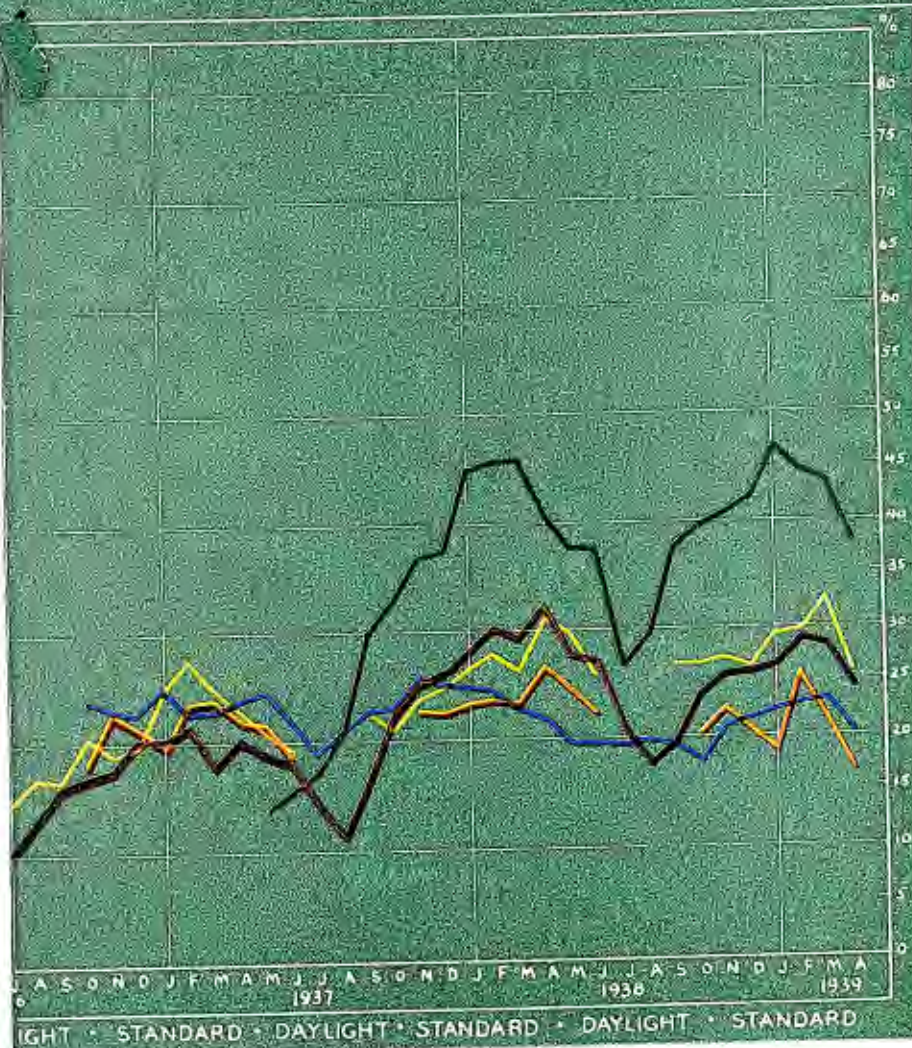
[RATINGS UNDER PRIOR]





# EVENING PROGRAMS ATTAINED PRESENT SPONSORS

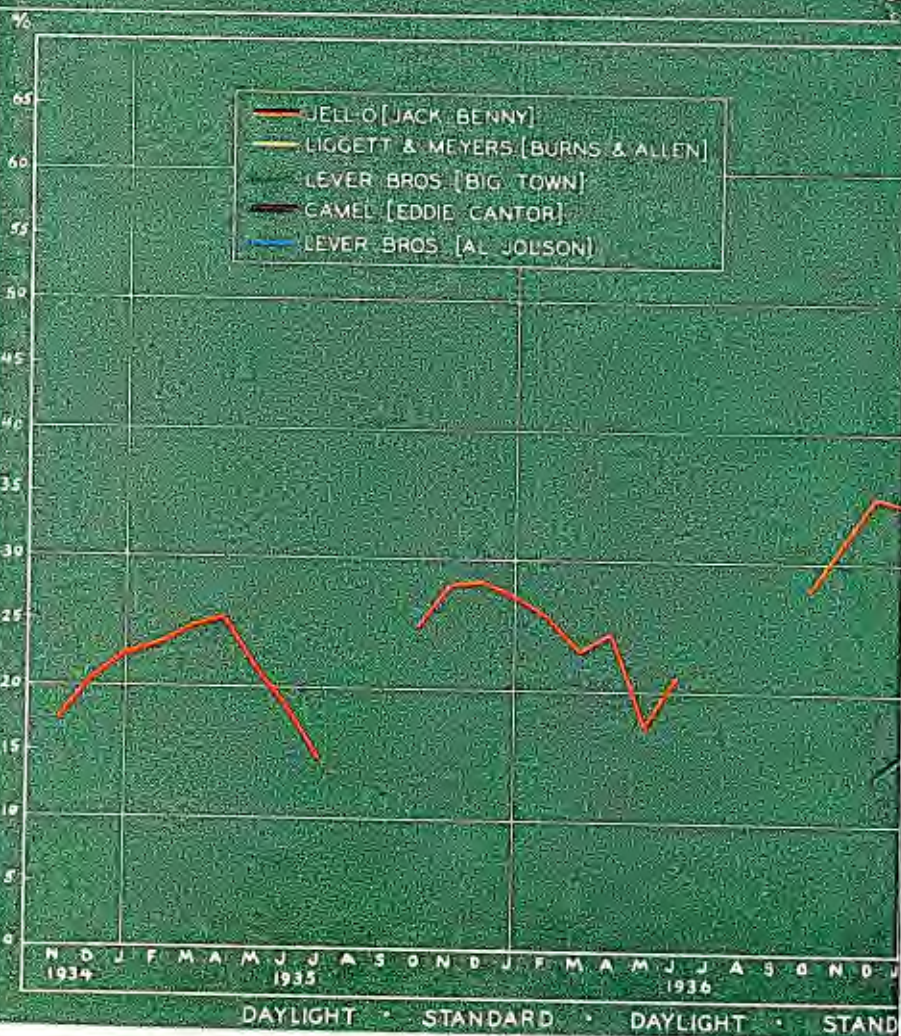
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# HOW THE 5 LEADING 30-MINUTE THEIR RATINGS UNDER

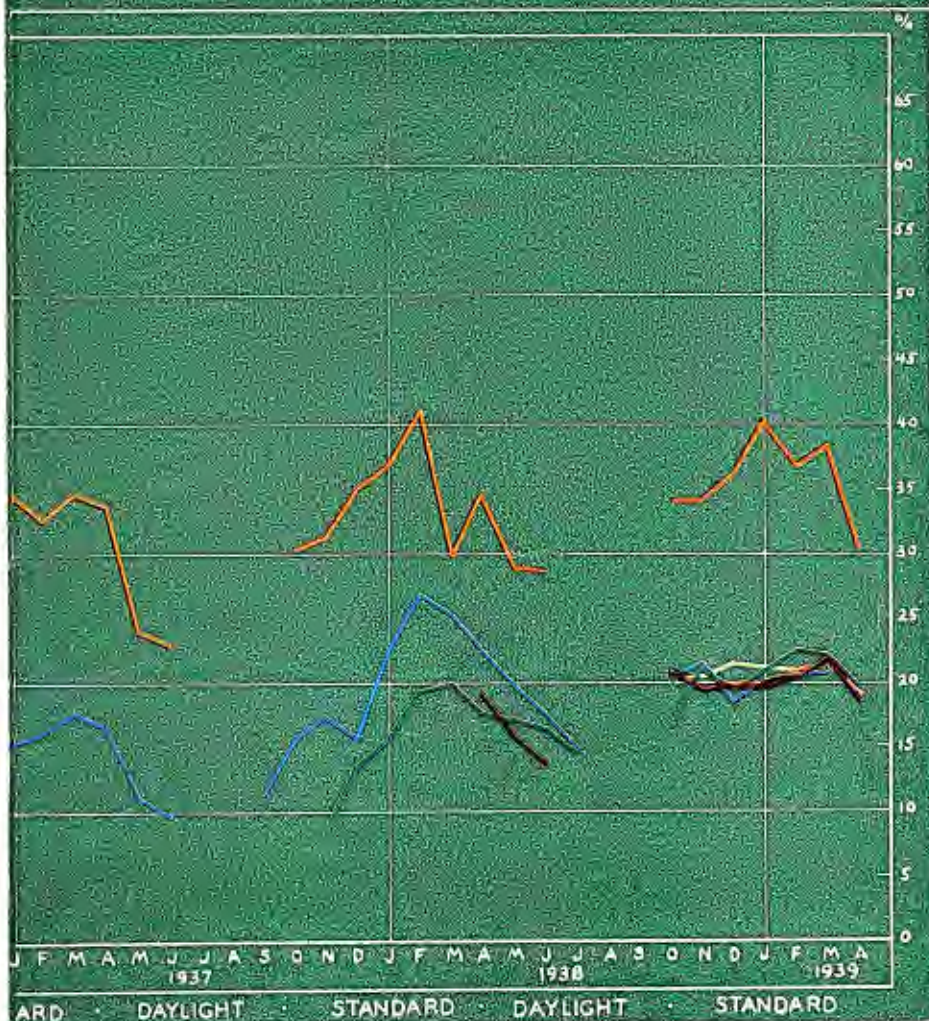
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# EVENING PROGRAMS ATTAINED PRESENT SPONSORS

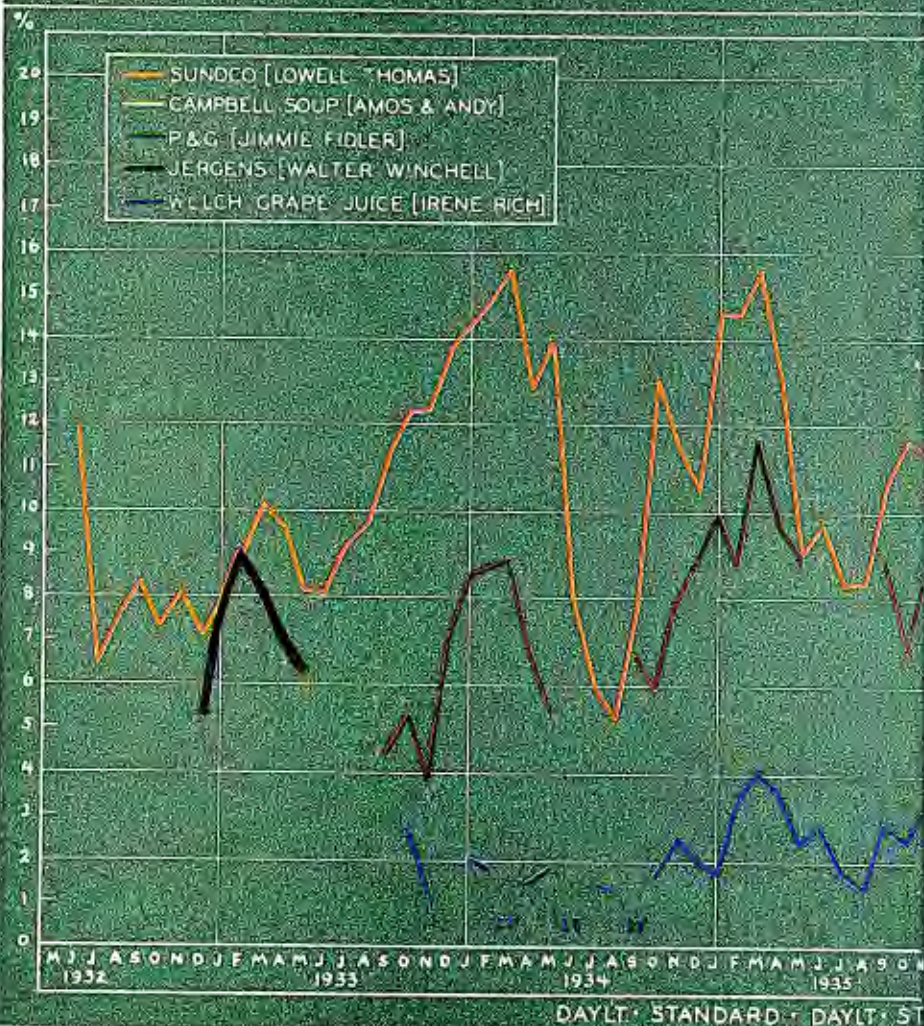
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# HOW THE 5 LEADING 15-MINUTE THEIR RATINGS UNDER

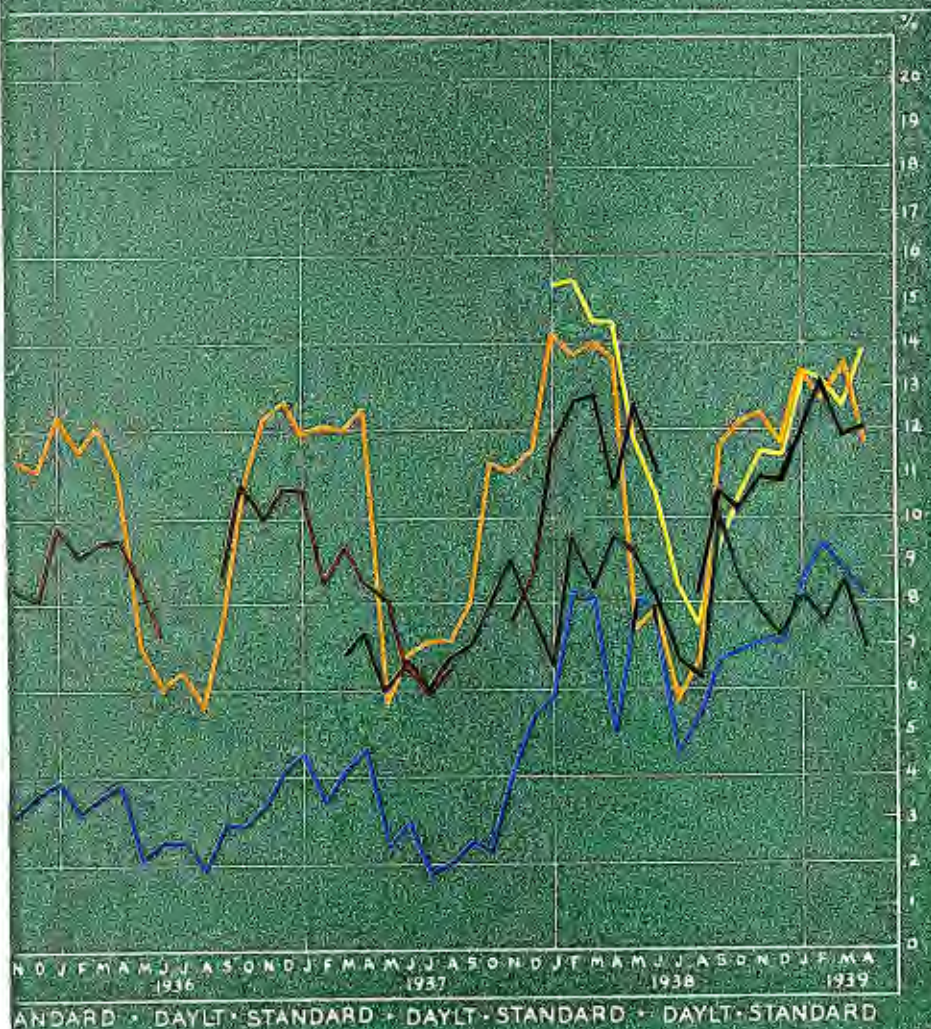
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# EVENING PROGRAMS ATTAINED PRESENT SPONSORS

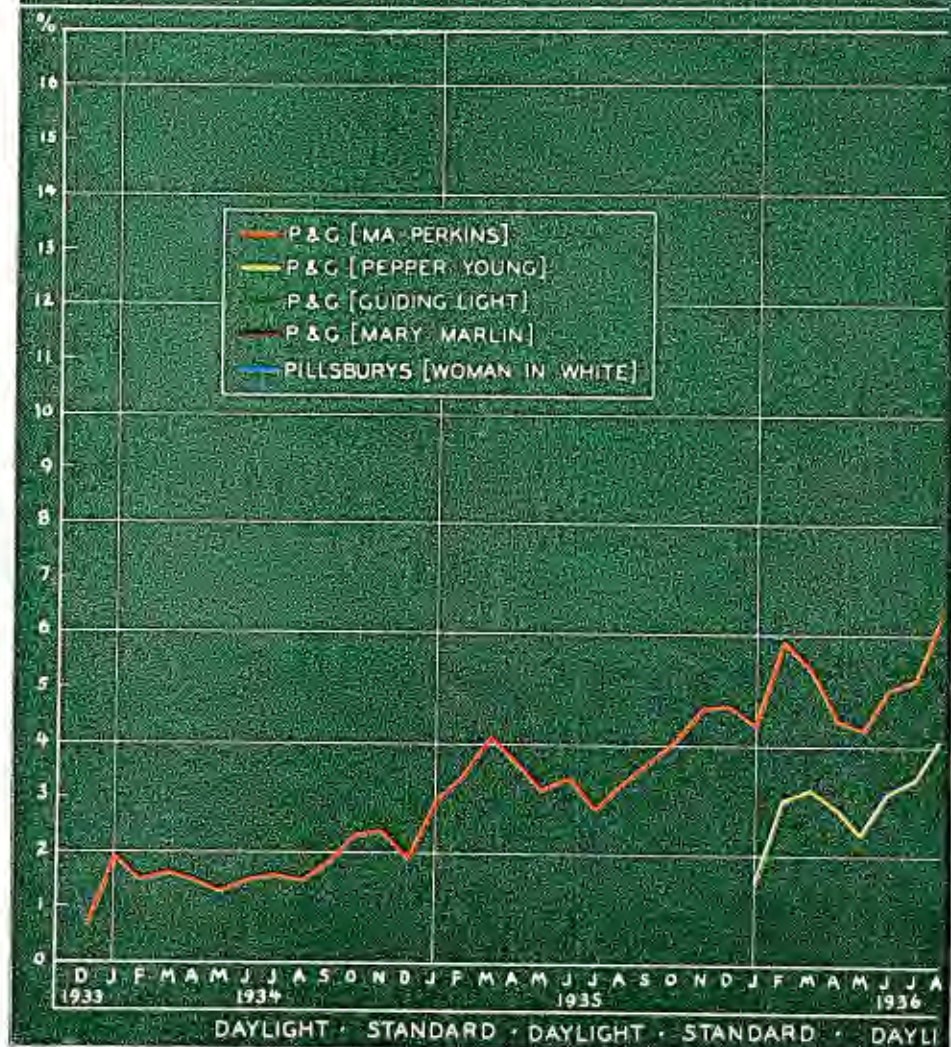
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# HOW THE FIVE LEADING 15-DAYTIME PROGRAMS ATTAINED THEIR

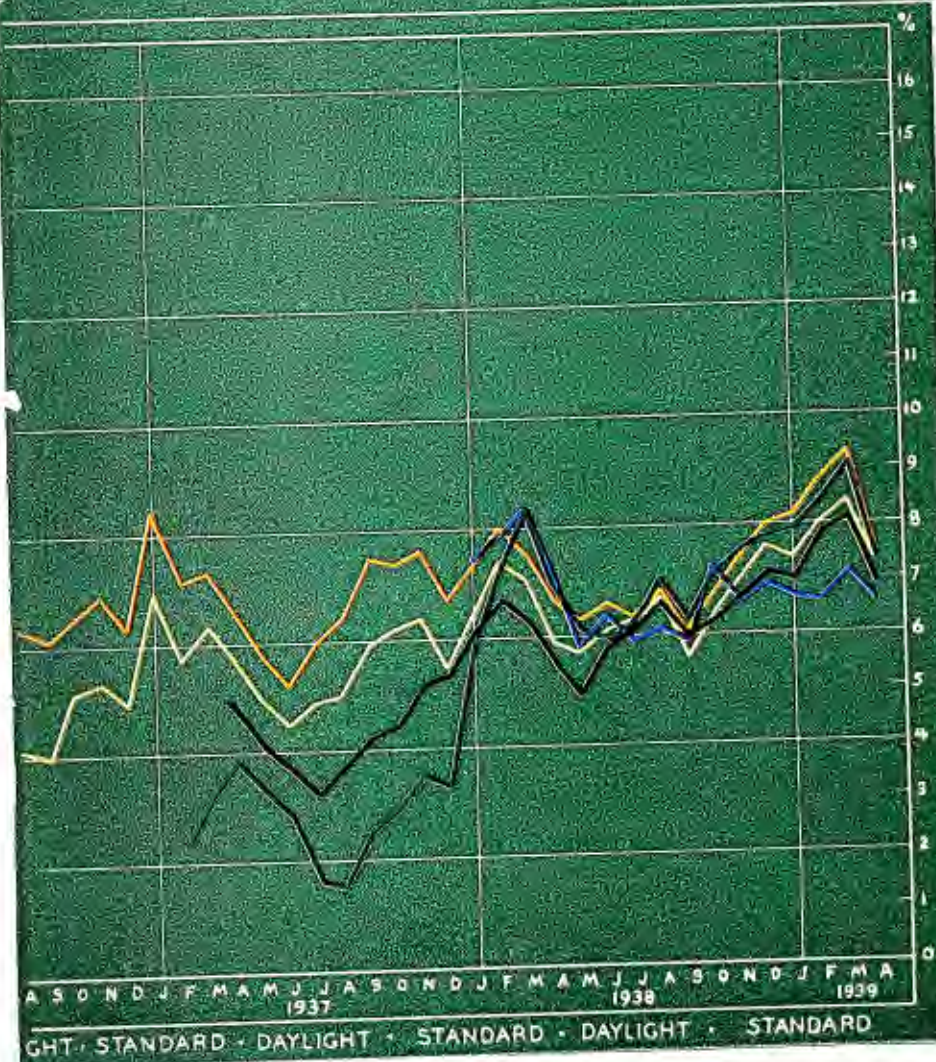
[RATINGS UNDER PRIOR





# MINUTE MULTIPLE-PER-WEEK RATINGS UNDER PRESENT SPONSORS

SPONSORSHIP NOT RECORDED]



# INITIAL RATINGS AND THE SPONSORED LIFE OF PROGRAMS

(Sponsored Evening Shows Only)

Is there any relationship between the initial rating of a sponsored program, and the length of time it may be expected to stay under the aegis of its sponsor?

While it would be folly to attempt a pat answer to such a question, it is interesting to note how, in the past, sponsors have behaved when confronted with high or low initial ratings, respectively. An examination was made by the C. A. B. of 102 evening programs whose debut came between October 1935 and December 1936. They were subdivided into categories of 60 minutes, 30 minutes, and 15 minutes.

Table I shows the breakdown for the full-hour programs.

**TABLE I: FULL-HOUR PROGRAMS**

Initial Rating	Average Life With Sponsor (Months)	Total No. Programs	No. Still Running April, 1939
0.0%- 9.9%	8.5	2	None
10.0%-19.9%	*13.3+	7	1
20.0% or Over	*16.5+	2	1

From this sample of past history, it may be seen that full-hour evening programs which start with a rating of 10% or better will, on the average, be retained by their sponsors for 13 or more months; whereas those with initial ratings less than 10% are retained only about nine months.

There are, of course, many factors entering into this picture to elaborate the behavior pattern. Sixty-minute programs, for instance, frequently are launched with talent which has much past radio history and much previous building up. Here might be mentioned Major Bowes, who, prior to his Chrysler sponsorship, was sponsored by Chase & Sanborn, and prior to that had amassed a large New York following over WHN. Similarly, Bing Crosby, before taking over the Kraft Music Hall, had been under the sponsorship of Chesterfield and Woodbury, and had made numerous guest appearances, both via radio and via the stage. Another case in point would be the Packard program, which was built on such established names (but in this instance not necessarily radio names) as Fred Astaire, Charles Butterworth, etc.

Table II shows the relationship between initial rating and sponsored life-span of 63 half-hour programs. (Note: In order to keep these categories from becoming confusing, the 30-minute category was allowed to include two 45-minute programs and one 25-minute twice-a-week series.)

*\*Editor's Note: Inasmuch as several of the programs are still on the air, the average cannot allow for this extension, and thus is marked with a "plus." Should these programs remain on the air a long time to come, the average will, eventually, become much greater than at the present reckoning.*

*It should also be emphasized again what kind of "program life" the C.A.B. is here talking about. The type of life being measured in these tables is life under a single sponsor. That fact cannot be stressed too carefully.*

## INITIAL RATINGS VS. SPONSORSHIP—Continued

### TABLE II: 30-MINUTE PROGRAMS

Initial Rating	Average Life With Sponsor (Months)	Total No. Programs	No. Still Running April, 1939
0.0%-9.9%	*7.6+	52	2
10.0% or Over	*17.1+	11	1

In computing this average life, all periods of hiatus were deducted. Adding time off the air during sponsorship, the average becomes 8.1 plus months for those 30-minute programs with an initial rating between 0.0%-9.9%, and 19.2 plus months for those whose initial ratings were above 10%.

It is apparent from Table II that 30-minute evening programs beginning with ratings of 10% or over will be retained by their sponsors, on the average, twice as long as those starting with less than 10%.

Twenty-eight 15-minute evening programs were analyzed in similar fashion (see Table III). Twenty-four of these had initial ratings between 0.0% and 4.9%; and four started between 5.0% and 9.9%. From this it appears that programs assigned to the lower category have an average sponsored life of a little over five months, while the sponsored life of those in the higher group runs to 13½ months. (Note: Hiatus during sponsorship is deducted; if hiatus is included, the average life of all evening 15-minute programs with initial ratings of 0.0%-4.9% becomes 5.6 plus months.)

Therefore, it might be concluded that the average 15-minute series initially rating between 5.0% and 9.9% will continue under the same sponsor for at least a year, whereas programs starting with a rating of less than 5.0% will in all probability last less than half as long.

### TABLE III: 15-MINUTE PROGRAMS

Initial Rating	Average Life With Sponsor (Months)	Total No. Programs	No. Still Running April, 1939
0.0%-4.9%	5.1	24	None
5.0%-9.9%	13.5	4	None

\*See footnote on page 146.

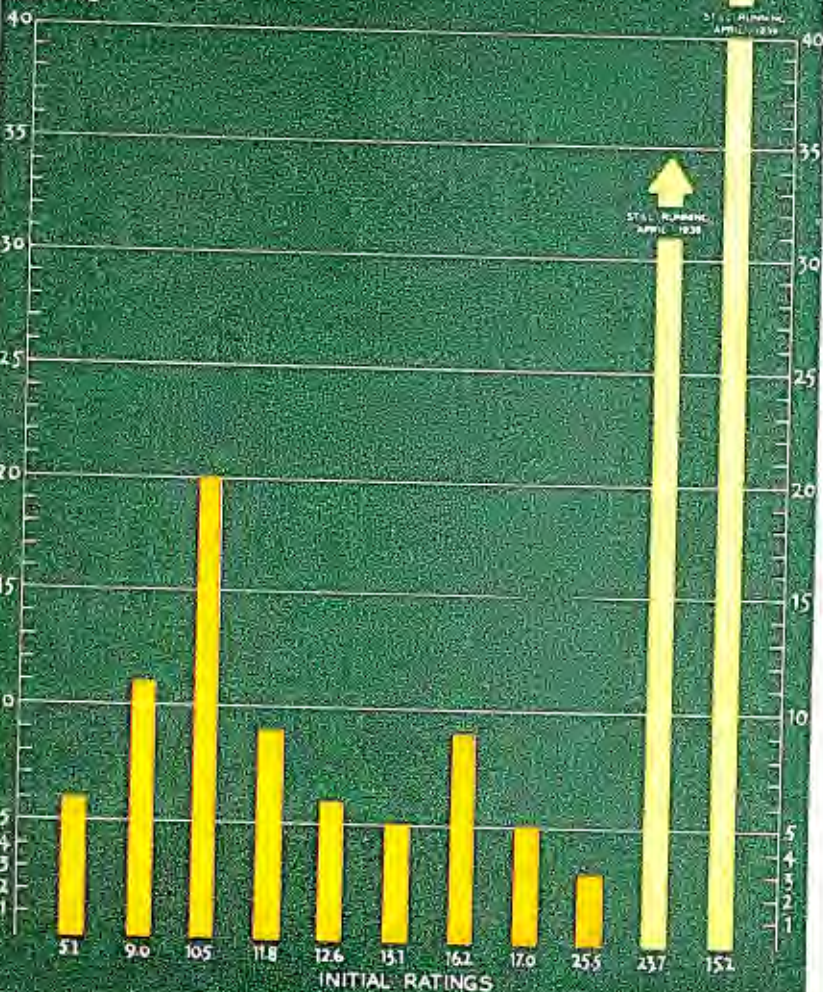




# INITIAL RATINGS & SPONSORED LIFE OF PROGRAMS

[60-MINUTE EVENING]

MONTHS



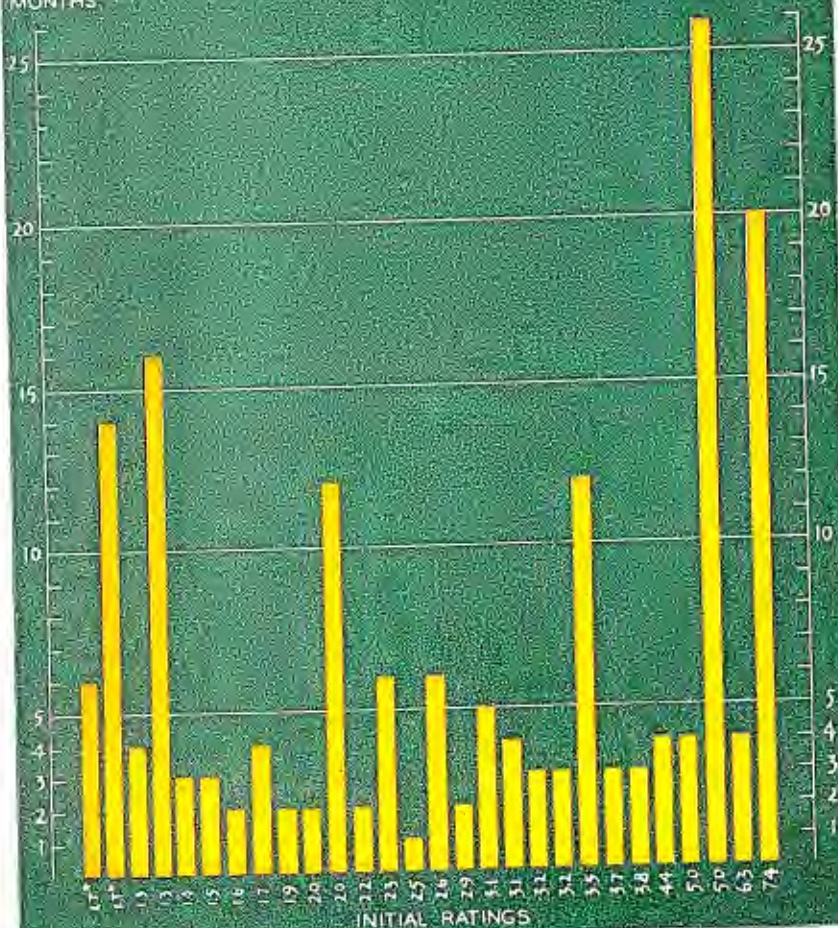


# INITIAL RATINGS & SPONSORED LIFE OF PROGRAMS

[15-MINUTE, EVENING]

\* LESS THAN 1%.

MONTHS

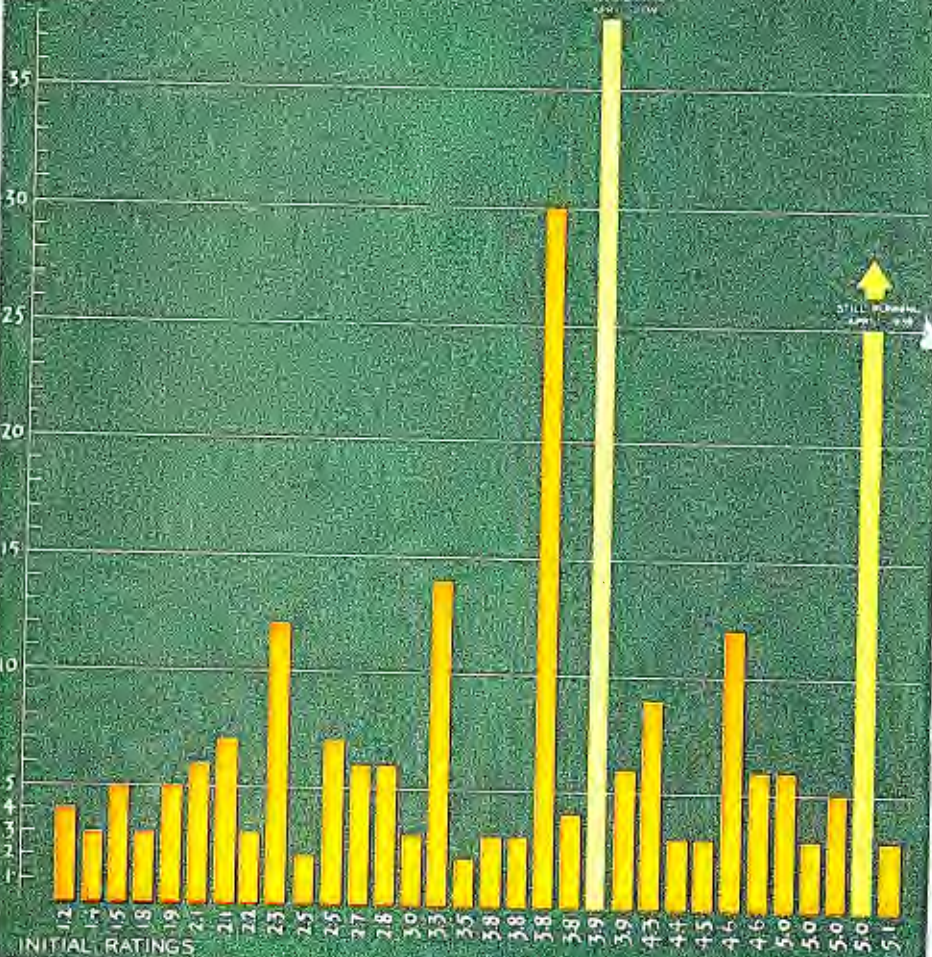




# INITIAL & SPONSORED

[30 MINUTE]

MONTHS





# RATINGS

## LIFE OF PROGRAMS

EVENING]

