

another good reason why

KFI SELLS BEST



MARKET DATA IN TEN SOUTHERN CALIFORNIA COUNTIES		% CALIFORNIA
Population	10,027,200	60.1%
Households	3,930,210	74.6
Income	\$23,890,299,000	61.4
Retail Sales	\$13,662,758,000	59.7
Food Sales	\$ 3,436,669,000	59.1
Drug Sales	\$ 536,767,000	62.8
Service Station Sales	\$ 1,195,050,000	57.3
Passenger Cars	4,280,890	61.5



KFI NEWS DIRECTOR
PAT
BISHOP

No other Southern California newscaster has more right to the title, "Mr. News," than the Director of KFI's News Department, Pat Bishop. From his early beginning on the KFI staff, it was clear to management that Bishop's personality, knowledge and sincerity were an unquestioned attribute in the field of news reporting. It didn't take advertisers long to reach the same conclusion. Major firms in the Southland have used Bishop's news broadcasts as a sales vehicle over continuous periods ranging from 10 to 18 years. Anyone who has heard his outstanding daily programs can easily understand why.

There is no greater tribute to any man, than recognition of his ability within his own indus-

try. For 16 years, Pat has delivered a brief news summary by request for both the Los Angeles and Hollywood Advertising Clubs at their regular membership meetings. He was also named as "Best Radio Newscaster of 1961," by the Los Angeles Times, an honor he has held many times before.

Bishop covers the news with a rare insight achieved over the years through close analysis of major developments. His outstanding reputation in Greater Los Angeles provides a unique opportunity for the right advertiser.

Segments currently available in "Feature Wire," 6:15 to 6:30 P.M., Monday through Friday.

Call your KFI Salesman or Henry I. Christal Representative for complete details of this outstanding availability.

KFI

PROGRAM SCHEDULE

DATE

APRIL, 1964

NBC for Los Angeles

Carle C. Anthony, Inc.

KFI

★ NBC FOR LOS ANGELES ★

50,000 WATTS 640 KC CLEAR CHANNEL

owned and operated

by

Carle C. Anthony, Inc.

PROGRAM SCHEDULE

FOR

APRIL, 1964

4th MONTH OF 43rd YEAR

REPRESENTED BY

HENRY I. CHRISTAL CO.

New York, Chicago, Detroit, San Francisco, Boston, Atlanta and Los Angeles

MORNING

AFTERNOON

EVENING

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
00	Other Side of the Day Ron McCoy LP	Off Air	OTHER SIDE OF THE DAY—Ron McCoy LP				
15	▼		CHANGING TIMES—Ed Hart LP				
30	Farm and Home Journal Bob Andersen LP		FARM AND HOME JOURNAL—Jim Todd LP				
45	▼		:55 WEATHER SUMMARY—Jim Todd LP		Anderson Co.—LC		
00	News :05 Local News Bob Andersen CC LP		HIT THE ROAD NEWS—Pat Bishop LP			News Bob Andersen LP	
15	Art of Living CS		HIT THE ROAD—David Starling LP				
30	Faith in Action CS	▼					
45	Farm and Garden Review Jim Todd LS		:55 LOCKHEED DIGEST—Orville Anderson LP				
MOST LOS ANGELES FACTORY DAY SHIFTS START HERE							
00	News :05 National Radio Pulpit CC CS		SEVEN O'CLOCK REPORT—Pat Bishop LP			Seven O'Clock Report Bob Andersen LP	
15	▼		HIT THE ROAD—David Starling LP				
30	Hometown Happenings Kerwin Hoover LS	▼					
45	Christian Science LS		MORNING REPORT—Pat Bishop LP			Morning Report Bob Andersen LP	
:55 SOUTHLAND NEWS—Pat Bishop LP							
NEWS							
00	:05 Changing Times Ed Hart LC		:05 HIT THE ROAD—David Starling LP			:05 Changing Times Ed Hart LC	
15	:20 At Home With Music Bob Andersen LP	▼				:20 Memos in Music David Starling LP	
30	▼		RICHFIELD REPORTER—Pat Bishop LP				
45	▼		:35 EIGHT-THIRTY FIVE REPORT—Pat Bishop LP				
FINANCIAL NEWS—Robert Sullivan—United Savings & Loan—Trans America Car Leasing—LC							
:55 WEATHER SUMMARY—Chuck Cecil—LP							
NEWS							
00	:05 Music For the Home Folks Dick Sinclair CC LP		:05 HIT THE ROAD—Chuck Cecil LP			:05 Swingin' Years Chuck Cecil LP	
15	▼						
30	▼						
45	▼						
00	▼		NEWS				
15			:05 LADIES DAY—David Starling LP			:05 Swingin' Years Chuck Cecil LP	
30	Sunday Bandstand LP		EMPHASIS				
45	▼		:35 SWINGIN' YEARS—Chuck Cecil LP				
NEWS							
00	:05 Sunday Bandstand LP		:05 SWINGIN' YEARS—Chuck Cecil LP				
15	▼						
30	▼		EMPHASIS			Local News Bob Andersen LP	
45	▼		:35 SWINGIN' YEARS—Chuck Cecil LP			:35 Monitor CC	
LUNCH HOUR NEWS—Pat Bishop LP							
:55 FORE NOON SPORTS—Chuck Bennett LP							

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
00	:35 Monitor CC			NEWS			Noon Farm Reporter Jim Todd LP
15	▼			:05 NOON FARM REPORTER—Jim Todd LP			:05 Monitor CC
30	Local News Bob Andersen LP			NEWS—Chuck Cecil LP			Local News Bob Andersen LP
45	:35 Monitor CC			:35 HEART TO HEART—Ed Hart LP			:35 Monitor CC
NEWS							
00	:05 Monitor CC			:05 EMPHASIS			:05 Monitor CC
15	▼			:10 DIVERSION—Mary Hickox, Dick Sinclair LP			:05 Monitor CC
30	Local News Leo McElroy :35 Monitor LP CC						Local News Walt Hoffman :35 Monitor LP CC
45	▼						▼
00	:05 Monitor CC			NEWS			:05 Monitor CC
15	▼			:10 DIVERSION—Mary Hickox, Andy & Virginia LP			:05 Monitor CC
30	Local News Leo McElroy :35 Monitor LP CC						Local News Walt Hoffman :35 Monitor LP CC
45	▼						▼
00	:05 KFI Bandstand Walt Hoffman LP			NEWS			Saturday Favorites Dick Sinclair LP
15	▼			:05 DIVERSION—Mary Hickox, Bob Kerr LP			▼
MOST LOS ANGELES FACTORY DAY SHIFTS END HERE --- AFTERNOON SHIFTS START							
30	Local News :35 Pocketbook News CS			MUSIC TIME—Chuck Cecil LP			▼
45	The World of Science Dr. Albert Hibbs CS						▼
NEWS							
00	:05 Monitor CC			:05 LOCAL NEWS—Dave Shaw LP			Polka Party Dick Sinclair LP
15	▼			MUSIC TIME—Chuck Cecil LP			▼
30	Local News Walt Hoffman :35 Monitor LP CC			:40 CHET HUNTLEY CC			▼
45	▼			MUSIC TIME—Chuck Cecil—LP			▼
:55 SPORTS SUMMARY—Chuck Bennett—LP							
RICHFIELD REPORTER—Dave Shaw LP							
:05 NEWS IN REVIEW—Larry Chatterton LP							
00	News :05 U.S.C. Notebook LS						▼
15	▼			:25 EXECUTIVE WIRE—Tom Franklin LP			▼
30	News Walt Hoffman LP			WORLD OF SPORTS—Chuck Bennett LP			▼
45	Senators Report Supervisors Report (alt.) LS			5:45 FINAL—Dave Shaw LP			▼

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
00	News :05 Scout Jamboree LS			NEWS—CC			Polka Party Dick Sinclair LP
15	▼			:05 DAILY BUSINESS TRENDS—Bob Wilson LP			▼
30	Local News Bob Andersen :35 Young America Sings LP			:10 WEATHER SUMMARY—Dave Shaw LP			▼
45	▼			FEATURE WIRE—Pat Bishop LP			▼
00	Local News Walt Hoffman :35 Young America Sings LP			CITY NEWS DESK—Dave Shaw, Larry Chatterton LP			▼
15	▼			▼			▼
30	Local News Walt Hoffman :35 Young America Sings LP			:55 EMPHASIS—CC			▼
45	▼						▼
00	:05 American Way Prof. Raymond McKelvey & Guests CC	:05 Motorists Melody Time Officer Paul Jackson LP	:05 Fire Fighters Insp. John Gilchrist CC	NEWS		:05 Senior Citizens Affairs LP	:05 Bandstand Walt Hoffman LP
15	▼	▼	▼	:05 KFI Editorial Sid Fuller LP		▼	▼
30	Local News Walt Hoffman :35 C. P. MacGregor Show LP			:20 Parks & Recreation LP			▼
45	▼			NEWS OF THE WORLD—Morgan Beatty CC			Local News Walt Hoffman :35 Monitor CC
00	▼			EMPHASIS—CC			▼
15	:05 Youth Forum CS			:50 MELODY TIME—LP			▼
30	Meet the Press CCC			NEWS			▼
45	▼			:05 TEMPO—Bob Kerr LP			:05 Monitor CC
00	Catholic Hour CS			EMPHASIS			76 Party Time Chuck Cecil Union Oil Company LP
15	▼			:35 TEMPO—Bob Kerr LP			▼
30	▼			NEWS			▼
45	▼			:05 LOCAL NEWS—Larry Chatterton LP			Hollywood Palladium (Lawrence Welk Orchestra) LP
00	▼			TEMPO—Bob Kerr LP			▼
15	▼			SPORTS SUMMARY—Dave Shaw LP			76 Party Time Chuck Cecil Union Oil Company LP
30	Toscanini—The Man Behind the Legend CS	Commonwealth Club of California LP		:35 TEMPO—Bob Kerr LP			▼
45	▼			▼			▼
00	▼			NEWS			Cocoanut Grove Orch. (From Cocoanut Grove, Ambassador Hotel) LP
15	▼			:05 LOCAL NEWS—Larry Chatterton LP			▼
30	▼			:10 EMPHASIS			▼
45	▼			LIFE LINE—Bob White LP			76 Party Time Chuck Cecil Union Oil Company LP
00	▼			MILESTONES IN MELODY LP			▼
15	:25 News Walt Hoffman LP			HLH Parade Co.—LC			▼
30	Eternal Light CS			▼			▼
45	▼			Music Treasurers of the World Encyclopedia Americana LP			▼
MOST LOS ANGELES FACTORY AFTERNOON SHIFTS END HERE --- NIGHT SHIFTS START							
00	Song Fellows Valley Music & Supply LC			NEWS			Johnny Cañon Orch. (from The Palms, Glendora) LP
15	▼			:05 SPORTS FINAL—Dave Shaw LP			▼
30	▼			WRAP UP—Larry Chatterton LP			▼
45	▼			▼			▼
00	Best From Interlochen CS			:40 DICK SINCLAIR SHOW —Acoustic—LP			76 Party Time Chuck Cecil Union Oil Company LP
15	▼			:55 THIS THING CALLED LIFE—LC			▼
30	Sign Off LP			OTHER SIDE OF THE DAY—Ron McCoy LP			▼
45	▼			▼			▼

NOTE—KFI WILL CARRY ALL LOS ANGELES DODGERS GAMES

KFI
NBC FOR LOS ANGELES

CODE
 NS —National Spot CCS —Chain Cooperative Sustaining
 LC —Local Commercial RC —Regional Commercial
 LS —Local Sustaining RS —Regional Sustaining
 CC —Chain Commercial LP —Local Participating Commercial
 CCC —Chain Cooperative Commercial TBA —To Be Announced
 CS —Chain Sustaining M —Must

640
640 ON YOUR DIAL