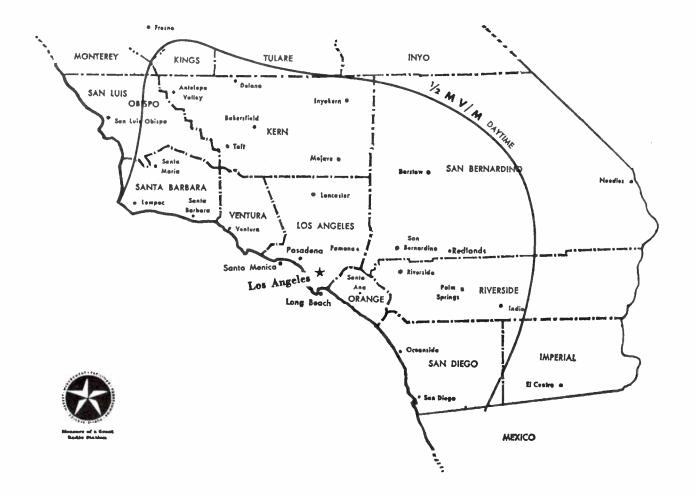
another good reason why

KFI SELLS BEST



MARKET DATA IN TEN SOUTHER	N 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



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.



NBC for Los Angeles

Carle C. Centhony Inc.

* NBC FOR LOS ANGELES *

50,000 WATTS 640 KC CLEAR CHANNEL

owned and operated

у

Earle 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						
	SUNE	AY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY		SUNDA	Y MON	IDAY	TUESDAY	WEDNESDA	Y THURSDAY	FRIDAY	SATURDAY		SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
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