

# YOUR RADIO TODAY

KAGH...1300  
KECA...790  
KERN...1410  
KFAC...1330  
KFI...640  
KFOX...1280

KFSG...1150  
KFVD...1020  
KFWB...980  
KGER...1390  
KGFJ...1230  
KHJ...930

KIEV...870  
KLAC...570  
KMPC...710  
KNX...1070  
KOWL...1580  
KPMC...1560

KPPC...1240  
KRKD...1150  
KVOE...1480  
KWIK...1490  
KWKW...1430  
KXLA...1110

## 7 A.M.

KFI-News.  
KLAC-Haynes Reins.  
KECA-News.  
KNX-News.  
KMPC-Tunes, Topics  
KPCF-Coffee Cup  
Concert.  
KHJ-Edinway.  
KFWB-Maxtims.  
7:15 A.M.  
KFI-F. Lawton.  
KMPC-News.  
KECA-Music.  
KFWB-Rise 'n' Shine.  
KNX-Brady.  
7:30 A.M.  
KFI-Platter Party.  
KRKD-News.  
KNX-Bob Garred.  
KMPC-F. Lawton.  
KECA-B. Elson.  
7:45 A.M.  
KFI-News.  
KHJ-News.  
KMPC-Good Morn.  
KFWB-Fred Beck.  
KECA-Zeke Manners.  
KFWB-Woman's Pt.

## 8 A.M.

KFI-F. Warink Show  
KLAC-News.  
KECA-Comastony.  
KFWB-Fearing Vists  
KNX-Sonns.  
KMPC-News.  
KPCF-County Ch.  
KECA-Bkfst. Club.  
8:15 A.M.  
KHJ-News.  
KMPC-Mkts. Sports.  
KNX-News.  
KLAC-Haynes Reins.  
KFWB-Morn. Melody.  
8:30 A.M.  
KFI-Inside News.  
KHJ-Editors Diary.  
KMPC-Song For You.  
KPCF-News.  
KFI-Take All.  
KFWB-News.  
KLAC-Bkts. Haynes.  
8:45 A.M.  
KFI-Sam Hayes.  
KHJ-Politic.  
KPCF-Unity.  
KFWB-Science.  
KMPC-In Nut Shell.

## 9 A.M.

KFI-Notebook.  
KECA-Serenade.  
KFWB-Sirilin' Tom  
KHJ-The 'Jedee'.  
KMPC-Band Box.  
KPCF-Morn. Concert  
KFI-Stand In.  
KLAC-Melodies.  
9:15 A.M.  
KHJ-V. Lindlahr.  
KFWB-Music.  
KLAC-Chef.  
9:30 A.M.  
KFI-Jack Birch.  
KNX-Grand Slam.  
KECA-Kyser's Collic.  
KLAC-Racing News.  
KHJ-Music Moods.  
KFWB-M. Walton.  
9:45 A.M.  
KFI-Lora Lawton.  
KNX-Rosemary.  
KFWB-Gadset Jury.  
KLAC-Music.

## 10 A.M.

KFI-Ladies' Day.  
KFWB-Morn. Concert  
KHJ-News.  
KFWB-Bbl. of Douch  
KNX-Wendy Warren  
KECA-Ted Malone.  
KLAC-Al Jarvis.  
KMPC-Westerners.  
10:15 A.M.  
KECA-Makes You  
Tick?  
KNX-Aunt Jenny.  
KFWB-Gospel Singers.  
10:30 A.M.  
KHJ-K. Smith Spks.  
KECA-My True Story  
KNX-Helen Trent.  
KFWB-M. Hart Show  
10:45 A.M.  
KFI-Missing Hite.  
KNX-Cal Sunday.  
KPCF-Salv. Army  
Band.  
KHJ-K. Smith Sings

## 11 A.M.

KFI-All Around.  
KLAC-Al Jarvis.  
KMPC-Stars of Sons  
KHJ-Ladies First.  
KPCF-Mus. Festival.  
KNX-Bic Sister.  
KECA-Mag. of Air.

KFWB-P. Potter.  
11:15 A.M.  
KFI-Chuck Collins.  
KMPC-Neighbor-  
hood Voice.  
KNX-Ma Perkins.  
KECA-Listening Post  
11:30 A.M.  
KFI-What You Say?  
KPCF-Keybord. Art.  
KRKD-News.  
KMPC-K. Nethering-  
ton.  
KECA-Cass Cusat.  
KNX-D. Malone.  
KFWB-News.  
KHJ-Queen For Day.  
11:45 A.M.  
KFI-Briller Day.  
KFI-Guiding Lite.  
KECA-Quizzical.  
KFWB-P. Potter.

## 12 Noon

KFI-Farm Report.  
KECA-Sam Hayes.  
KLAC-Ballroom  
KMPC-Women W/ful.  
KNX-2nd Mrs.  
Burton.  
KPCF-Lunch Concert  
KHJ-News.  
12:15 P.M.  
KFI-Road of Life.  
KECA-Baukhare.  
KNX-F. Mason.  
KHJ-Sing Amer.  
12:30 P.M.  
KFI-Today's Child.  
KNX-Nora Drake.  
KMPC-News.  
KECA-Mag. One For  
Book.  
KFWB-News.  
KHJ-News.  
12:45 P.M.  
KFI-Life of World.  
KLAC-Melody Matinee.  
KNX-Rhy. Rancho.  
KPCF-News.  
KNX-Evelyn Winters  
KFWB-P. Potter.

## 1 P.M.

KFI-Life Beautiful.  
KLAC-News. Sports.  
KMPC-Music in Air.  
KPCF-Piano.  
KNX-News.  
KECA-Bkfst. Hlwd.  
KHJ-Lynn at Hlwd.  
1:15 P.M.  
KFI-Ma Perkins.  
KLAC-570 Club.  
KPCF-Classroom.  
KNX-F. Livins.  
KHJ-Nancy Dixon.  
1:30 P.M.  
KFI-Pender Young.  
KECA-Galen Drake.  
KNX-B. Wheeler.  
KFWB-Norma Young.  
KPCF-American Hr.  
1:45 P.M.  
KFI-Rite Happiness.  
KECA-Ethel & Albert  
KFWB-B. Anson.

## 2 P.M.

KFI-Backstage. Wife  
Sports.  
KHJ-Heart's Desire.  
KECA-Surprise Pak  
KPCF-Three Alarm  
Track  
KNX-Party Line.  
2:15 P.M.  
KFI-Si'la Dallas.  
KLAC-570 Club.  
2:30 P.M.  
KFI-Lorenzo Jones.  
KECA-B. Bride. Groom.  
KHJ-Lunch. Sardi's.  
KNX-Meet Missus.  
2:45 P.M.  
KFI-Widder Brown.  
KFWB-B. Anson.

## 3 P.M.

KFI-Girl Marries.  
KMPC-Chiff Ser'de.  
KFI-Happy Gang.  
KLAC-News. Sports.  
KNX-Hint Hunt.  
KECA-Be Beated.  
KPCF-Favorites.  
3:15 P.M.  
KFI-Portia.  
KLAC-D. Otis Show.  
3:30 P.M.  
KFI-Platin Bill.  
KPCF-News.  
KMPC-Melodies.  
KECA-N. Smith  
KHJ-Advtre. Par.  
KNX-House Party.  
3:45 P.M.  
KFI-Fri. Peo. Farrel

KHJ-Superman.  
KPCF-Lyrics in  
Chorus.  
KECA-F. Scully.  
KMPC-Swing 'n' Sing  
KFWB-B. Anson.

## 4 P.M.

KFI-Double. Nothing  
KMPC-News.  
KNX-A. Godfrey.  
KFWB-Coolley.  
KHJ-Mallard.  
KPCF-Masterpieces  
KLAC-News. Sports.  
KECA-Penneman  
Show  
4:15 P.M.  
KHJ-News.  
KMPC-Orch.  
KLAC-Music.  
KFWB-Records.  
4:30 P.M.  
KFI-Aunt Mary.  
KHJ-Passing Par.  
KMPC-Rom. and  
Rhythm.  
KLAC-Racing Rdup  
KFWB-Daily Light.  
4:45 P.M.  
KFI-Nora Drake.  
KHJ-News.  
KLAC-Music.  
KFWB-S. Hamblen.  
KECA-Happy Thdre.  
KRKD-News.

## 5 P.M.

KFI-Woman's Secret.  
KMPC-News. Star  
Time.  
KHJ-Lewis Jr.  
KNX-K. Manning.  
KPCF-Suns. Sera-  
nade.  
KECA-Fred Henry  
KECA-Yukon Chlise.  
5:15 P.M.  
KFI-News.  
KPCF-Sports.  
KHJ-Chandu.  
KLAC-Music.  
5:30 P.M.  
KFI-Murray Talks.  
KNX-C. H. S.  
KRKD-Sports Dial.  
KECA-J. Armstrong.  
KPCF-Whoa Bill.  
KHJ-Go. P. Midnite.  
KMPC-All Time Hits.  
5:45 P.M.  
KFI-Feature Wire.  
KLAC-Sportsbook.  
KPCF-Race Results.  
KMPC-Top Tunes.  
KNX-E. R. Murrow.  
KHJ-Tom Mix.  
KFWB-S. Hamblen.

## 6 P.M.

KFI-Reporter.  
KLAC-News.  
KECA-News. Anim  
Crt.  
KPCF-News.  
KPCF-Twilitte Hr.  
KHJ-You Top This.  
KFWB-News.  
6:15 P.M.  
KFI-Superior's Rep  
KLAC-Ballroom.  
KMPC-Sports.  
KNX-News.  
KFWB-Melodies.  
KECA-Demo. Record  
Show.  
6:30 P.M.  
KFI-Orch.  
KMPC-Golden Gate  
Track  
KHJ-Touchdn. Tps.  
KNX-Mr. Ace & Jane  
KECA-Jury Trials.  
KPCF-Music Hour.  
KFWB-Amer. Dances  
6:45 P.M.  
KFI-E. Peterson.  
KHJ-Remember When?

## 7 P.M.

KFI-Eddie Cantor.  
KHJ-G. Heatter.  
KRKD-News.  
KLAC-Music.  
KPCF-Favorites.  
KECA-Break Bank.  
KNX-Theatre Hr.  
7:15 P.M.  
KHJ-B. Wallace  
KLAC-Music.  
7:30 P.M.  
KFI-Red Skelton.  
KPCF-Echoes. Encls.  
KPCF-Rom. and  
Rhythm.  
KHJ-Cisco Kid.  
KFWB-Sports  
KECA-The Sheriff.  
KLAC-News.  
7:45 P.M.  
KFWB-Remember?  
KLAC-Loyola vs.  
Pomona.

## 8 P.M.

KFI-Life Rlier.

KMPC-News.  
KFI-Eve. Concert.  
KHJ-Great Scenes.  
KECA-Boxing Bout.  
KNX-Everyb. Wins.  
KFWB-Wms.-Rodger.  
8:15 P.M.  
KMPC-Amtr. Music.  
8:30 P.M.  
KFI-Sports Newsreel.  
KECA-Sports. Swin-  
ing.  
KHJ-Spotlite Rev.  
KHJ-Leave to Girls.  
KFWB-News.  
8:45 P.M.  
KFI-B. C. Velle.  
KLAC-Loyola vs.  
Pomona.  
KFWB-Concert.

## 9 P.M.

KFI-Supper Club.  
KMPC-Par. of Hita.  
KPCF-News.  
KECA-News. Man.  
KPCF-Concert.  
KNX-L. Thomas.  
KFWB-C. Roberts.  
9:15 P.M.  
KFI-World News.  
KHJ-F. Lawton.  
KNX-Jack Smith  
KFWB-U. Nations.  
9:30 P.M.  
KFI-J. Durante.  
KECA-Your P.H.I.  
KNX-Jack Carson.  
KFWB-Daily Word.  
9:45 P.M.  
KHJ-Your Land and  
Mine.  
KFWB-News & Music  
KMPC-News.  
KLAC-Loyola vs.  
Pomona.

## 10 P.M.

KFI-Hlwd. Or. Hsa.  
KECA-Dance Par.  
KPCF-News.  
KECA-Reporter.  
KPCF-Dance Time.  
KHJ-Lewis.  
KFWB-G. Norman.  
10:15 P.M.  
KECA-Orch.  
KHJ-Political.  
KPCF-Meliah.  
10:30 P.M.  
KFI-Melody Time.  
KNX-Nite Editor.  
KECA-Hawthorne.  
KLAC-D. Otis.  
10:45 P.M.  
KFI-Prop. No. 2 & 13  
KNX-Sports Rev  
KFWB-F. Ball.

## 11 P.M.

KFI-News.  
KECA-News.  
KFWB-G. Norman.  
KHJ-Orch  
KPCF-News.  
KPCF-Dance Time.  
KMPC-Dance  
11:15 P.M.  
KFI-U.N. Report.  
KNX-News.  
KHJ-Merry Go Rd.  
KHJ-Orch.  
11:30 P.M.  
KFI-U.S. Navy.  
KECA-Orch  
KLAC-D. Otis.  
11:45 P.M.  
KFI-Melodians.  
KNX-U.N. Politica.  
KLAC-News.

## 12 Midnight

KFI-Flyer  
KPCF-News.  
KFWB-Rhapsody.  
KFWB-Music.  
KNX-Break. Records  
KLAC-Music.  
Television  
KFI-TV  
7:00 p.m.-Children Show  
7:30 p.m.-News.  
8:00 p.m.-Buyorama.  
8:15 p.m.-Home News.  
8:30 p.m.-College Twn.  
KTLA  
6:30 p.m.-Judy  
Spintars.  
6:45 p.m.-Cartoon.  
7:30 p.m.-Yer Ols  
Buddy.  
7:40 p.m.-Newsreel.  
8:00 p.m.-Unusual Peop.  
8:15 p.m.-Loyola vs.  
Pomona.  
KTLA (WAXAO)-  
7:55 p.m.-"Your  
8:00 p.m.-"Touchdown"  
8:30 p.m.-Telenews  
8:30 p.m.-Boxing.  
KTLA-TV  
1:00 p.m.-Tost Pattern.  
7:30 p.m.-Football.

## F.M. SCHEDULE

KFI-104.9 Mez.  
3 to 9 p.m.  
3 p.m.-Afternoon Melodies.  
3:30 p.m.-Classics.  
5:00 p.m.-Music For You.  
5:30 p.m.-Story Land.  
6:00 p.m.-World of Music.  
6:30 p.m.-Dinner Hour.  
KMGH-98.7 Mez.  
3 to 10 p.m.  
4:00 p.m.-Nonclassical Hour.  
5:15 p.m.-Fair Hawaii.  
5:30 p.m.-Pan-Amer. Fest.  
6:00 p.m.-Curtain Time.  
6:30 p.m.-Gospel.  
8:30 p.m.-Melodies Segue.  
(The information contained in this schedule is furnished by the station broadcasting the programs. Due to present conditions changes in the programs listed may be made without notice.)

KHJ-101.1 Mez.  
3 to 9 p.m.  
1:30 p.m.-Norma Young.  
2:00 p.m.-Farm Fare.  
2:15 p.m.-In Your Name.  
2:30 p.m.-Lunch Sardi's.  
(3 to 9 p.m. same as AM  
schedule above).  
KFLA-97.1 Mez.  
3 to 10 p.m.  
2:30 p.m.-Girl of Destiny.  
3:15 p.m.-Melodies Delite.  
6:45 p.m.-Mike Street.  
7:00 p.m.-Odds and Ends.  
7:15 p.m.-Sports.  
9:00 p.m.-Melodies.

KUSC-9.15 Mez.  
8:30 to 10:30 p.m.  
5:30 p.m.-Interlude.  
6:00 p.m.-Miniatures.  
7:00 p.m.-Concert  
8:30 p.m.-Trojan Lccum.  
9:30 p.m.-Listening Hour.  
10:30 p.m.-News.  
The following station pro-  
grams (same as AM sched-  
ules above):  
KECA-98.9 Mez. 5:30 a.m.  
to 12 p.m.  
KFI-93.1 Mez. 3 to 9.  
KMPC-100.3 Mez. 3 to 9.

FOR  
RADIO  
ADVERTISING

Turn to Page 2, Part II