



well-known sports and news commentator, brings to the microphone two sure-fire, five minute newscasts, Monday through Friday at 9:15 a.m. and 5:45 p.m.



Jovial guides his singin' and swingin' musical and fun-loving associates through an hour-long session of smiles and inspiration on the Breakfast Club Monday through Friday 8:00 a.m. to 9:00 a.m. The program is now in its 22nd consecutive year on the air.



who portrays "Harry Davis" in ABC's poignant morning drama, When A Girl Marries, brings to the part an emotional sincerity born out of considerable experience on stage, screen and radio. When A Girl Marries is heard Monday through Friday at 10:15 a.m.



Veteran flight sportscaster will team up with Jack Drees to handle the commentary on the Blue Ribbon Bouts each Wednesday at 7:15 p.m.



Rhythm is his business and a generation of Americans has sung and danced to the strains of Swing and Sway music by The maestro and his orchestra currently entertained the nation on "Serenade Room" Monday, Wednesday, Thursday and Friday at 9:35 p.m. and Sunday at 6:35 p.m.



has received national recognition for his insight and maturity of judgment born out of long years of experience as a radio newscaster. Called a "four-star" newscaster by his associates, he has gained the loyalty of millions of listeners. He is heard on many of the Texaco Newscasts every Saturday and Sunday.



Getrude Warner is her real name, but she's known as author and world traveler, on Whispering Streets, the daytime drama heard Monday through Friday at 9:55 a.m. Whispering Streets presents a new story daily of men and women as they try to find happiness in their own walks of life.



lets the chips fall where they may as he heaves into the burning issues of today on his News broadcast, Wednesday at 12:00 noon and Sunday at 6:00 p.m.



"Number One" sportscaster highlights his ABC Radio commentary with colorful vignettes from behind the sports scene. Sports Today with is heard Monday through Friday at 5:15 p.m.



Top newscaster reports world events on Monday Morning Headlines, Sunday evening at 8:00 p.m. The 15-minute roundup summarizes weekend news, which will make lead stories in the Monday morning press.



views the news through the trained eyes of an expert observer. The distinguished journalist and foreign correspondent, editor of "The Christian Science Monitor", is heard Sunday nights at 6:15.



famous marriage counselor brings to KJUN his real-life case stories of husbands and wives facing a crisis in their married lives, on "Companion," heard in five episodes each week, Monday through Friday at 10:30 a.m.

## We're Celebrating The Start of Our 4th Year of Service To Central Oregon Listeners and Advertiser

Name The ABC STARS (See lower left corner)



### 1955 Conlan Study of Listening Habits Shows That: KJUN Is The Preferred 5 to 2 By 27,000 Central Oregonians No Wonder More and More Central Oregon and National Radio Advertisers Are Boarding The "1240" Bandwagon

### We Believe KJUN's Popularity For The Past 3 Years Has Been Due To A Happy Combination Of Famous ABC Network Stars Featured In Entertaining Programs For All The Family; PLUS Livewire Local Programming Like These KJUN Firsts

- Music**
  - "MARTIN BLOCK SHOW"
  - "SAMMY KAYE SERENADE"
  - "BROADWAY MATINEE"
  - "BOBBY HAMMACK SHOW"
  - "VOICE OF FIRESTONE"
  - "METROPOLITAN OPERA"
  - "COCONUT GROVE ORCH."
  - "SAT. DANCING PARTY."
- Sports**
  - BLUE RIBBON WED. NIGHT BOXING; HEAVYWEIGHT TITLE BOUTS; TIDEWATER BASEBALL AND FOOTBALL SPORTSCASTS TWICE WEEKLY; EASTERN FOOTBALL GAME - OF - THE - DAY; SAT. HORSERACING.
- News**
  - MARTIN AGRONSKY, JOHN McVANE, BOB GARRED, WILLIAM WINTER, TAYLOR GRANT, LEN BEARDSLEY, JOHN VANDERCOCK, BILL STERN, EDWIN C. CANHAM
- Drama**
  - "SAGA"
  - "STRANGE"
  - "MY TRUE STORY"
  - "WHISPERING STREETS"
  - "WHEN A GIRL MARRIES"
  - "GREATEST STORY EVER TOLD"
  - "UNSHACKLED"
  - "PROUDLY WE HAIL"
- Kid Shows**
  - "BIG JOHN AND SPARKY"
  - "MOPPETS AND MELODIES"
- Comedy**
  - "DON McNEIL'S BREAKFAST CLUB"
  - "RENSON'S HIDEAWAY"
- Religion**
  - "HOUR OF DECISION"
  - "CHURCH IN THE HOME"
  - "VOICE OF TRUTH"
  - "RADIO BIBLE SCHOOL"
  - "PIRGIMAGE"
  - "LIGHT & LIFE HOUR"

#### AN OPEN LETTER TO CENTRAL OREGON MERCHANTS:

For many months in frequent ads, KBND has asked you to believe that the results of a Barometer survey taken TWO LONG YEARS AGO in the summer of 1953, are still an accurate yardstick of listenership in 1955. To be exact one could hardly call KBND's "boiled down" version of the Survey an accurate yardstick of Central Oregon listenership in 1955; BECAUSE THE ENTIRE MADRAS PORTION OF THE FOUR CITY SURVEY WAS OMITTED when the survey was reduced to a "population breakdown by a Bend CPA. Certainly the town of Madras, where KBND had but 17.2% of the audience, could not be considered OUTSIDE the "Central Oregon Trade Area" because every important publication including "Patterns of Income and Retail Trade in Oregon" defines Deschutes, Crook AND Jefferson county as the Central Oregon Trade Area, and Madras has always been represented on the Central Oregon C. of C. In fact KBND's average share of audience for Redmond and Prineville combined was only 27.9% so out of all four cities, KBND ACTUALLY only had a majority in Bend. Yet by applying Bend's population, which is nearly twice the total of Redmond and Prineville together, to KBND's Bend majority and by the OMISSION of their 17.2% rating in Madras, KBND was able to come up with a "55% of the audience figure" which you were told represented listening preference not only in Bend but in Redmond and Prineville. Naturally in their summary no mention was made of the following statement by Eldon C. Barr who conducted the one-man survey: "A THUNDERSTORM OCCURRED DURING THE MEASUREMENT IN BEND WHICH LIMITED LISTENERSHIP TO STATIONS OUTSIDE BEND DURING THE AFTERNOON AND EVENING;" nor the fact that the survey was conducted in each town for one day only, instead of a week or more as is customary in Conlon and Neilson and other better known studies. We grant that KBND should have a majority of the audience in its own hometown. But knowing that most of you would be more than a little curious about the ACTUAL listening habits of the other TWO-THIRDS of the Central Oregon population living "OUTSIDE" Bend and the southern end of the county, we purchased copies of the July 1955 CONLAN STUDY OF LISTENING HABITS. The summary appears below in addition to the summary of a Prineville study in 1954. We will be happy to show you in person the complete summary covering every quarter hour of the broadcast day for an ENTIRE WEEK.

	1955 Redmond, Prineville, Madras			1954 Prineville Only		
	A.M.	P.M.	Survey	A.M.	P.M.	Survey
KJUN	47.7	50.3	51.3	41.8	30.1	36.0
KRCO	34.7	23.3	23.8	32.8	38.6	35.7
KBND	14.1	20.2	19.0	20.3	24.7	22.5
Other	4.1	6.1	5.9	5.1	6.6	5.8

Robert S. Conlan Associates of Kansas City, Missouri have been taking studies of listening habits in this and thousands of other markets throughout the United States for the past 20 years. Their studies, which include, co-incidental telephone calls, non-telephone home interviews and out-of-home listening interviews, are primarily taken for use of national advertisers and agencies, but copies of all studies are available for purchase by any radio station or their representatives. The Conlan Study referred to above is their annual study of listenership in the Redmond, Prineville and Madras markets, and other small towns and communities in these general trading areas, encompassing ALL of the Central Oregon trading area except the city of Bend itself, and Southern Deschutes county. Approximately 27,000 persons, or practically two-thirds of Central Oregon's population reside in this market area covered by the July 1955 Conlan Study, according to postal department box holder figures and 1955 City and county population estimated appearing in Sales Management's 1955 Edition of "Survey of Effective Buying Income," (the "Bible" of the advertising industry.)



Peter Pan? Nope... guess again! He's radio's liveliest, friendliest little imp - Big Jon's pal - Big Jon Arthur, and he's heard on Saturdays at 8:00 a.m. on No School Today!



strictly to the ladies every morning during "Coffee Break" at 11:00. But at 4:15 p.m. daily, she is just plain - the Story Lady to hosts of Central Oregon youngsters.



has broadcast over 200 Central Oregon sports events in 3 short years, in addition to presiding over Sport Slants at 6:15 weekday evenings in the winter, and covering special events throughout the area with the KJUN mike.



and his mythical Frog "Pedro" are Central Oregon's most popular "wakeuppers;" as thousands of Central Oregon alarm-clock radios wake their owners up to the strains of western music on "Happy Howdy Jamboree" 6 to 7:15 a.m.



runs a one-man radio show with the help of every important band leader and recording star in show business. Together they add up to



whose evangelistic crusades have attracted wide attention throughout the world, is heard each Sunday at 11:00 a.m. on "Hour of Decision".

We'd Like To Meet All of You At Our Open House Thursday, 3 'Til 10 P.M. Lots of Birthday Cake and Coffee for All

#### School Sports

FIRST TO ORIGINATE "LIVE" DIRECT BROADCASTS OF ALL REDMOND FOOTBALL & BASKETBALL GAMES PLUS DISTRICT STATE TITLE PLAY-OFFS OF PRINEVILLE, MADRAS, CULVER & SISTERS.

#### Local Talent

MORE "LIVE" STUDIO PROGRAMS USING CENTRAL OREGON TALENT, INCLUDING: WES TITTLE'S TRI-COUNTY BOYS; FRANK SMITH'S "HAPPY HOWDY JAMBOREE;" LEN GORTON'S SQUARE DANCE PARTY.

#### School Radio

FIRST TO ORGANIZE A HIGH SCHOOL RADIO CLUB AND DEVOTE A 1/2 HOUR EACH DAY TO STUDENT BROADCASTERS: "REDMOND HIGH SCHOOL HOUR" AT 4:45 P.M.

#### Hunting News

FIRST TO ATTRACT STATE WIDE ATTENTION TO CENTRAL OREGON'S HUNTING WITH SPECIAL ALL NIGHT PROGRAM FOR HUNTERS ON EVE OF 1955 SEASON.

#### Kiddie Shows

FIRST TO DEVOTE AN ENTIRE 1/2 HOUR LOCAL PROGRAMMING DAILY TO KEEP YOUNGSTERS ENTERTAINED AND OCCUPIED BEFORE DINNER-TIME: 4:15 P.M.

#### 4-H Programs

KJUN ANNUALLY DEVOTES MORE THAN TWICE AS MUCH TIME TO 4H DESCHUTES FAIR ACTIVITIES THAN ANY STATION.

#### Conventions

ONLY STATION TO COVER ALL MAJOR HIGHLIGHTS OF 1955 DEPT. OF ORE. AMERICAN LEGION CONVENTION.

#### Oil Drilling

FIRST TO BROADCAST DIRECT FROM THE SCENE OF MAJOR OIL EXPLORATION.

Left Side, Top to Bottom: Bob Garred, Paul Harvey, Bill Stern, Len Bearley, Edwin P. Canham, Dr. John R. Mace. Right Side, Top to Bottom: Hope Winslow, Risa Stevens, Helen Schieles, Mary Jane Highy, Fran "Aunt Fannie" Allison, Billy Graham. Top, Left to Right: Don McNeil, John Raby, Steve Ellis, Sammy Kaye, Taylor Grant, Bottom, Left to Right: Sparky, Patricia "Auntie Pat" Lieser, Gil Lieser, Frank "Hoppy Howdy" Smith.

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Lovely mezzo-soprano of the Metropolitan Opera Company, whose successes have ranged from the concert stage to the movies, guests on ABC Radio's "Voice of Firestone," Monday at 8:30 p.m. She joins Howard Barlow, with the Firestone Orchestra and chorus.



well-known radio actress, is frequently featured on ABC's human and absorbing drama, My True Story. Miss brings to her various roles a wealth of emotional understanding born out of considerable experience on stage and radio. My True Story is heard Monday through Friday at 9:30 a.m.



who plays the star part of "Joan Davis" on ABC's poignant morning drama, When A Girl Marries. During the past fifteen years she has become, for millions, a nationwide radio favorite. When A Girl Marries is heard Monday through Friday at 10:15 a.m.



dials the right number for laughter as featured comedienne on "The Breakfast Club". Monday through Friday mornings at 8:00 a.m.



an ABC network feature heard every Monday through Friday from 2 to 3:30 p.m.