

# K B I S

BAKERSFIELD  
CALIFORNIA



. . . . .  
**970**  
1000 Watts

March 21, 1958

2013 CHESTER AVE. . . . TELEPHONE FAirview 4 6093

Mr. Maurice W. Nittler  
2818 So. Cherokee  
Englewood, Colorado

Dear Mr. Nittler:

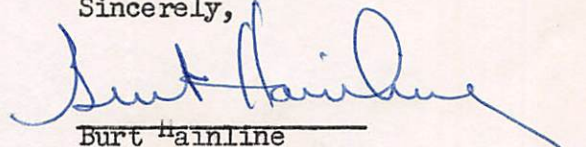
We certainly are pleased that you were able to pick up our signal as far away as Englewood, and trust you'll buy your next new Pontiac from Barber Pontiac.

For your information, K B I S is a 24 hour station...one of eight stations in Bakersfield...and the consistent PULSE and HOOPER winner. We operate with a staff of five full-time announcers plus a pair of full-time newsmen, and, of course, the usual office and production staff. Our format is exclusively music and news...with five minute hourly newscasts such as the one you heard. During the day we cover local news with a relatively new device...our mobile news unit, which is equipped with two way radio communication to enable on-the-spot coverage of local events.

During your next early morning dialing we hope you'll be able to pick us up again. We don't want to lose any of our listeners.

BH:mtb

Sincerely,

  
Burt Mainline  
Program Director