

2/2/75

BILL NITTLER  
603 W. 1st  
McCOOK, NE 69001

DEAR MR. NITTLER,

APPRECIATED MYOUR VERY NICE LETTER SAYING THAT YOU HAD  
PICKED US UP IN McCOOK. DID WANT TO CONFIRM THAT YES IT WAS  
KCAS THAT YOU WERE LISTENING TO AND DO HOPE YOU CAN PICK US  
UP AGAIN SOMETIME. WAS ALSO GOOD TO HERE THAT A 250 WATT AM  
SUCH AS US CAN GO THAT FAR.

THANKS FOR THE LETTER AND BEST OF LUCK TO YOU IN 1976.

SINCERELY,

*Fred Smith*

FRED SMITH  
MANAGER



**IF YOU HAVEN'T HEARD**  
**KCAS - 1050**  
**RECENTLY.....**  
**YOU SHOULD!**

KCAS MUSIC IS MATURE...BUT LIVELY.....A lot of thought has gone into what Lubbock area listeners like to hear. Our music is meant to brighten your day without blasting your eardrums. It's meant to make it easier for you to smile.....without putting you to sleep.

KCAS PERSONALITIES ARE EXCITING, BUT NOT YAKITY, YAK.....Our air staff has experience in the business. They know what you want to know, may it be news, weather, sports, a funny story, a little background on the music they play.....but they don't make the mistake so many do.....they don't assume you would rather hear them talking than hear some first rate radio.

KCAS — ABC Information Network combines four individual news services!! Every hour on the hour followed by KCAS state and local news and weather. We break into any program when important things break. In your car at 1050 you can hear us for over 100 miles in any direction from Lubbock.

**JUST A FEW REASONS WHY WE SAY**

**"LISSIN OR YOUR MISSIN"**

**KCAS-1050**

**SERVING THE ENTIRE LUBBOCK TRADE AREA**