

radio station KRKS

P. O. BOX 696
RIDGECREST, CALIFORNIA

Here's a sample of the copy we broadcast for you this month.
OCTOBER 3, 1960.



DEAR NORMAN,

FIRST OF ALL, LET ME EXPRESS MY THANKS FOR YOUR VERY KIND AND THOROUGH LETTER REGARDING OUR FREQUENCY TEST. THE ONLY MISSING WORD WAS "GILSON" THAT PRECEDES BROADCASTING! THE IRONIC PART OF THE WHOLE "BIT" IS THE FACT THAT ALTHOUGH YOU PICKED US UP IN NEW MEXICO, THE FREQ. MONITORING SERVICE IN LONG BEACH CALIFORNIA (ABOUT 180 MILES FROM HERE) MISSED US COMPLETELY!

THIS IS THE SECOND TIME WE HAVE BEEN "DXed" FROM NEW MEXICO. ABOUT ONE YEAR AGO WE RECEIVED A LETTER FROM CLOVIS, HOWEVER IT WAS NOT AS CLEAR AS YOURS. THE FURTHEREST OUR SIGNAL HAS BEEN CONFIRMED IS READING PENNSYLVANIA.

I AM ENCLOSING A COVERAGE MAP OF OUR PRIMARY LISTENING AREA, AND YOU WILL REALIZE HOW HAPPY WE ARE WHEN SOMEONE TELLS US HOW FAR WE REACH OUT AT TIMES. OUR XMITTER IS SITTING OUT IN THE MIDDLE OF THE MOJAVE DESERT ALMOST 160 MILES FROM LOS ANGELES, AND IN ADDITION TO BEING "LOADED" WITH HEAVY MINERAL DEPOSITS IN THE AREA, THE EARTH IS "BONE DRY" AND CONSEQUENTLY THERE IS VERY LITTLE "GROUND WAVE."

ONCE AGAIN LET ME THANK YOU FOR YOUR LETTER, AND I HOPE THIS WILL CONFIRM YOUR "DX."

SINCERELY YOURS,

Lee C. Spence
LEE C. SPENCE
GENERAL MANAGER
KRKS RADIO RIDGECREST.

P.S.:

PLEASE EXCUSE TYPING ERRORS,
I HAD TO DO THIS MYSELF AS
SECRETARY HAS A "DAY-OFF."

LCS.



DODGERS -
GIANTS -



and in Ridgecrest.



Radio reaches your customers indoors,
outdoors or on the job.

