

# DAN RICHARDSON

Outdoor Advertising

ROUTE 7 BOX 466 • JACKSONVILLE 8, FLORIDA • TELEPHONE PO 5-2244

incorporated

January 19, 1961

Mr. Stanwood R. Morss  
RFD #3  
Bradford, Mass.

Dear Stan,

Thanks so much for your recent letter reporting reception of our broadcast on December 18, 1960. This will confirm your report. Your logging of pgm. at 6:20 a.m. was very accurate. Thanks so much for info on reception conditions, etc. This is indeed helpful to us in our type of work as we are a Christian Radio station and we are as interested in the distant chance audience of skip and sky wave as in the local reception which of course (local reception) is important commercially for advertisers. We began operation on May 28, 1960 and are relatively young in this field. As you can see from your letter here I am in the outdoor advertising business otherwise and have followed this line of work for now twenty years. Radio is a field we are just getting acquainted with. We began using radio for gospel broadcast work back in April of 1950 and have used it ever since. This acquaintance led us to finally acquire our own facilities.

You will be interested in knowing what we have in way of equipment as you have described your receiver, antenna, etc. We have a one kw Collins and bdest. non directional on 550 daytime. We sign on at 4 am and sign off at local sunset. We are now working on hopes of increase to a 5kw and will likely try and buy Collins again as it is fine eqpt. and reasonably priced to boot. We have Collins turn tables, Gray arms, Collins console, Ampex 351 recorders (2) have General Radio frequency, modulation and peak limiter, (freq. & mod. monitors).

We are enclosing a little booklet as a token of appreciation for your correspondence and report. Thanks so much for writing and when you get a chance to pick up the station again, let us know even if just a card.

Sincerely,

*Dan Richardson*  
Dan Richardson

WAYR