



SURROUNDED BY talented members of his quartet, is smiling Charlie Magnante, whom many will recall having been starred by the late Major Bowes on the "Original Amateur Hour" which was a regular network-feature for many years, from the stage of the Capitol Theatre in New York. Magnante is the only accordionist in the world to have ever played a concert engagement in the music-hall of the great Carnegie Hall. Mr. Magnante will perform for KWRO listeners together with his quartet, and in solo-work.

Radio Station On Old Sanford Ranch Site

When the late R. D. Sanford, visioned progress and prosperity for Coquille and district but it is doubtful if his predictions for the

future included the erection of a radio tower at Sanford Heights, where he once operated a large dairy ranch.

The Sanford ranch took in 216 acres between Cedar Point, on the west and the Stillwell and J. H. Nosler places on the east. From 1888 until 1901, Mr. Sanford raised dairy and beef cattle on the ranch. In 1897 he cleared much of the property, planting orchards, and put up a number of buildings. Later he subdivided the property into ten acre lots, provided for roads and rights of way, and sold to settlers, many of whom still own property there.

In addition to operating the ranch, Mr. Sanford entered the real estate business in Coquille in partnership with A. J. Sherwood. He was responsible for the construction of many of the city buildings, was the one who first started the dairy business in Coquille and was a manager of the first creamery in this area. So it was that when a water company was formed by the property owners of the once Sanford ranch in 1910 the section was named "Sanford Heights" in recognition of the work of R. D. Sanford, a far-sighted pioneer citizen.

To Citizens Of Coos County

The Board of Directors of the Coquille Chamber of Commerce wish to extend to the Staff of Radio Station KWRO the sincere hope for an anticipated successful and continued operation of a needed service to Coos County.

This group feels that cooperative effort of Radio Station KWRO and the Coquille Chamber of Commerce will see a greater fulfillment of our endeavors during the year 1949. Our cooperation will be pledged to that end.

We rank the achievement of the Staff of Radio Station KWRO with our outstanding achievement of a long sought-for and modern Highway between Coquille and Coos Bay. Our further progress is assured as our Communication and Transportation facilities improve.

COQUILLE CHAMBER OF COMMERCE
WM. Head, President
C. S. Osika, Executive Secty.

Teacher Honored

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ago, when they met after nineteen years' separation, and the first thing Mrs. Dimick said was, "Am I dreaming?"

This year, Mr. Chan said, he wanted to do something special, "because, after all, I owe everything to her." He decided it would be nice to fly the teacher here—although she was never on a plane before—and have her spend a week with his wife and two young children.

Mrs. Dimick agreed because "I want to see Sou and his little babies."

A drive down Broadway last evening didn't particularly impress the teacher, who came out of retirement during the war years because of the teacher shortage. She did not care to see any stage plays; only the Church of St. John the Divine, The Little Church Around the Corner and the George Washington Bridge—if we can get reservations.

Mr. Chan said he has a little trouble pronouncing words with "t's" and "r's" and he thought Mrs. Dimick might help him overcome this.

We're proud of the fact—our most loyal subscribers and readers are among the farmers of Coos county.



CLOSE-HARMONISTS par-excellence are the members of the Deep River Boys group. Those talented Negro artists will be heard from time to time on KWRO.



CONSTRUCTION scene shows Jess Dow helping to play out the ground wire for the new Radio KWRO. (Coquille Studio)



YOU HAVE TO LIKE IT HIGH, and that's what these men did as they got a 162 feet more or less up in the air on Radio KWRO's station as it went up. (Coquille Studio Photo)

Welcome to Our City • •

KWRO

The folks of this vast area are looking forward eagerly to this, Coquille's own radio station • • • •

PARTICULARLY WE WANT TO CONGRATULATE YOU UPON THE FINE SERIES OF PUBLIC SERVICE PROGRAMS WHICH YOU INTEND TO BROADCAST. THIS WILL BE A REAL SERVICE TO COOS COUNTY PEOPLE.

The Coquille Paint Store
AL BRANHAM

145 W. 1st St.

Phone 267-L

Congratulations

Radio Station KWRO

Your faith in the future of Coquille and the great Coquille Valley Area

is reflected by the addition of your new transmitter and broadcasting studios. Only through growth and the development of new industry can a community such as Coquille go forward in America's new era of progress.

WE ALSO HAVE FAITH IN THE FUTURE OF THIS GREAT COUNTRY, FAITH IN THE PEOPLE, FAITH IN OUR GOVERNMENT AND FAITH IN PRODUCTS SUCH AS BUICK AND CHEVROLET—NAMES THAT HAVE BEEN TRIED AND TESTED DOWN THROUGH THE YEARS BY AMERICA'S DISCRIMINATING PUBLIC.

Southwestern, Motors Inc.

BUICK • CHEVROLET

Our Heartiest

Congratulations

to

RADIO STATION

KWRO

It is a real pleasure to extend the hand of fellowship and good-will to you

COQUILLE'S NEWEST ASSET

Progress in the American way is reflected by the growth of the community. Coquille's rapid development is in keeping with the expansion and development of American life.

WE ARE PROUD TO BE PART OF SUCH A PROGRESSIVE COMMUNITY AND HAPPY TO HAVE SUCH FINE MEN AS ARE REPRESENTED BY THE STAFF OF KWRO AS NEW CITIZENS OF COQUILLE.

GEO. F. BURR MOTOR CO.

Coquille, Oregon

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