

Local Firms Help Build Coquille Radio Station

Local firms had their share of helping to erect Radio KWRO according to Walt Read, president, and the construction work was done by the E. L. Perrott and Son contracting company of Coquille. The Perrotts constructed the building, put up the tower bases, and made the present studio in the Hotel Coquille.

The complete job of electrical wiring, and according to Read, it was a whopper of a job, was done by Carroll's Electric with Earl Carroll being on the job day and night to supervise the intricate and complicated wiring setup that goes into a modern radio station.

W. H. Van Auken, Coquille plumbing specialist, did the plumbing work which included even a septic-tank, while materials were purchased from Lamb Hardware, Stevens Hdw. and Mason's Hardware company.

Lumber came from both Sayre's and the Riverside company, while floor coverings came from Bieger's Furniture and the John Purkey Furniture company.

Cabinets for records and other items were made on order through the Brooks Furniture, and Elmer Benham furnished the concrete and gravel for the construction work.

The transmitter is a prefabricated aluminum building and situated in Sanford Heights.



HANDSOME TENOR LANNY ROSS, for many years singing star of radio's famous "Show Boat" program, is now scoring new smash-successes on television programs in New York. His legions of listeners, border to border, applaud his interpretations of both light-concert and modern ballads. Mr. Ross, with Will Lorin's Orchestra, will entertain Coos County residents with Song Recitals on KWRO.



WESTERN MUSIC-LOVERS will recognize this handsome son of the Lone Star State, Texas Jim Robertson, crooning the strains of a song of the old West, as he strums his own guitar accompaniment. Robertson and his Lone Star Cowhands will serenade on the "Foreman's Round-Up" on KWRO.

NOW HEAR THIS

KWRO

1450 ON YOUR DIAL

1450—MUSIC—By Muzak and Cole, 8,000 Selections
Plus Local Talent and Records, Too

1450—NEWS—By AP and Coquille Valley Sentinel

1450—DRAMA—By Top Hollywood and Broadway Stars

1450—SPORTS—Hi School Play by Plays

1450—FARM PROGRAM—AP and Local

1450—SPECIAL EVENTS—

THE AMERICAN WAY OF LIFE
BOTH STIMULATES AND INDUCES
GOOD CLEAN COMPETITION.
JUST LIKE STATION KOOS IS.

NOW THAT WE ARE NEIGHBORS
ALONG KILOCYCLE LANE
WE PLEDGE TO DO OUR BEST
TO RAISE THE PROGRAM PLANE

WITH MUSIC, NEWS AND DRAMA
AND TALKS AND FARMING SHOWS
YOUR RADIO PANORAMA
IS AT 1450—KWRO

Office and Studio

Coquille Hotel

Phone

Coquille 396

Transmitter and Studio

Sanford Heights