

**M**ay your success be as far reaching as your new transmitter, was one of the many congratulatory messages received by KXRO, Aberdeen, Washington, during the dedication ceremony of their new transmitting equipment celebrating the station's increase in power from 100 to 250 watts. Apparently the wish is being fulfilled. Recent reports indicate that because of the increased coverage and improved tone quality made possible by the Western Electric 310B transmitter, KXRO is winning hosts of new listeners in Western Washington.

An outstanding feature of the installation is the exceptionally fine ground wave afforded by the location of the transmitter and the 189-foot Blaw-Knox tower situated at Finch Farms. Here salt marsh provides one of the best ground systems in the country. In recent years radio technicians have been stressing the ground wave rather than the sky wave in order to avoid freak and skip distribution of signal. With such a splendid location KXRO's programs are being heard exceedingly well within the city of Tacoma.

Ten remote control points have been provided in Grays Harbor and Pacific counties. The line to the Raymond outlet is said to be the longest west of the Mississippi River. Other regular remote pick-up points are located at the Hoquiam and Aberdeen high school gymnasium and athletic fields, the Trinity Episcopal church in Hoquiam, the Congregational church in Aberdeen, the Elerding chapel and the Warner Brothers theatre.

For the past nine years Harry R. Spence, a pioneer in the broadcasting industry, has directed the activities and formulated the policies of KXRO. Before joining the Grays Harbor organization he was associated with KMO, Tacoma. During 1928 he left Tacoma to reorganize KXRO. In his capable hands the station took on new life. He has consistently aimed for better service to listeners of the Grays Harbor area. "Make 1310 on your dial a habit" has been his motto.

When the new high fidelity transmitter at Finch Farms was placed in operation the latter part of July, one of Mr. Spence's ambitions was realized: for with the increase in power and a modern transmitting plant for KXRO came new standards of transmission and quality and increased listener popularity.

As president and general manager of the station, he heads a competent staff of 23 persons among whom are: Fred G. Goddard, Vice President and Sales Manager; Edwin J. Alexander, Commercial Manager; Ben K. Weatherwax, Program Director; Carlos Pendergraft, Musical Director; W. M. McGoffin, Chief Engineer; R. P. Heatlie, Sam Norin and Kenneth Grinde, engineers.

# KXRO

Aberdeen, Wash.



Harry R. Spence,  
President



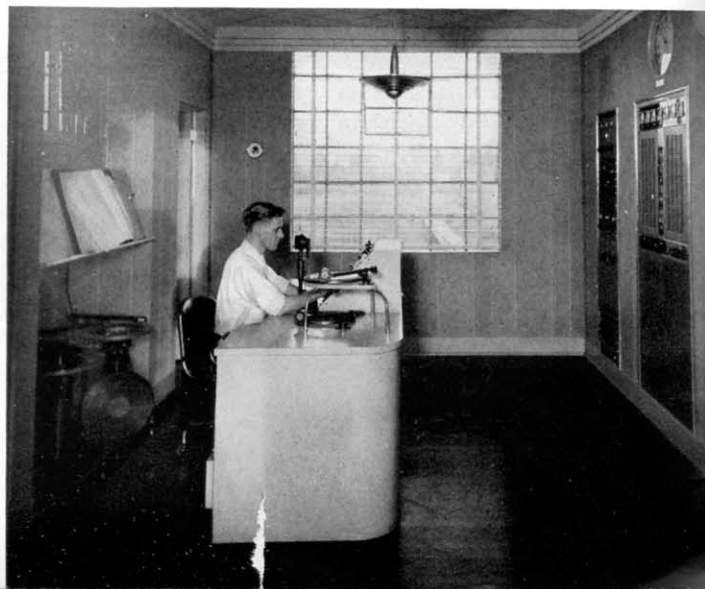
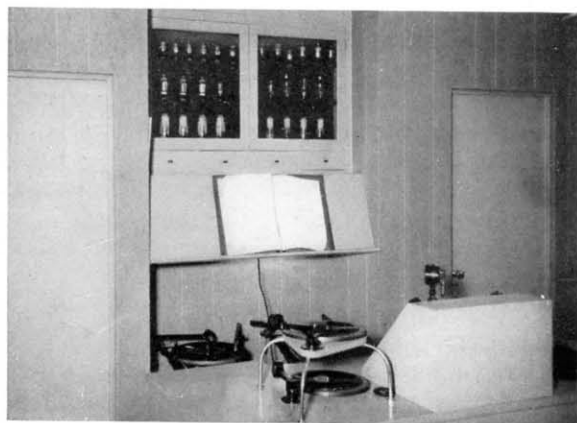
W. M. McGoffin,  
Chief Engineer



R. P. Heatlie,  
Engineer



Kenneth Grinde,  
Engineer





The new Western Electric 310 type transmitter (left) which boosts the station's power from 100 to 250 watts. Dedication programs were heard by New Zealand listeners. The 110A program amplifier is shown at left of transmitter.

Left: Double deck transcription equipment permits use of two vertical cut turn tables in space of one. Compact wall cabinet contains spare tubes.

KXRO's modern transmitter building (right) which is constructed of concrete and stucco. The 189 foot Blaw-Knox radiator in background.

Left: A room with a view to gladden the heart of any engineer who has the good fortune to work in such surroundings — everything at his fingertips.

