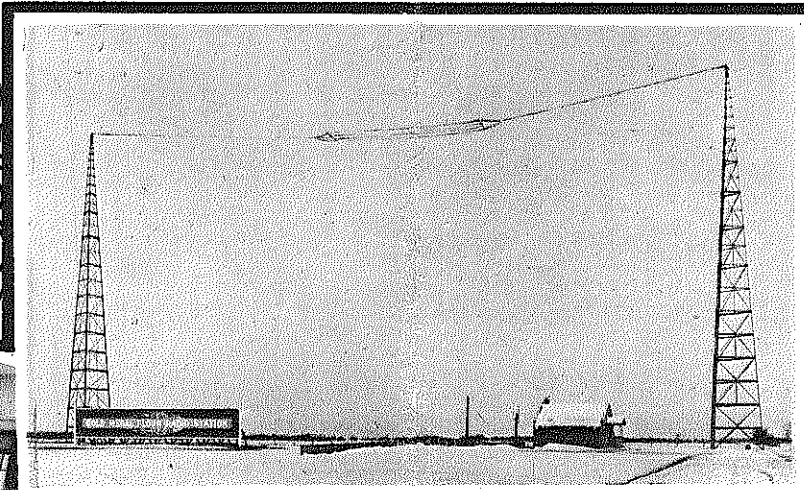
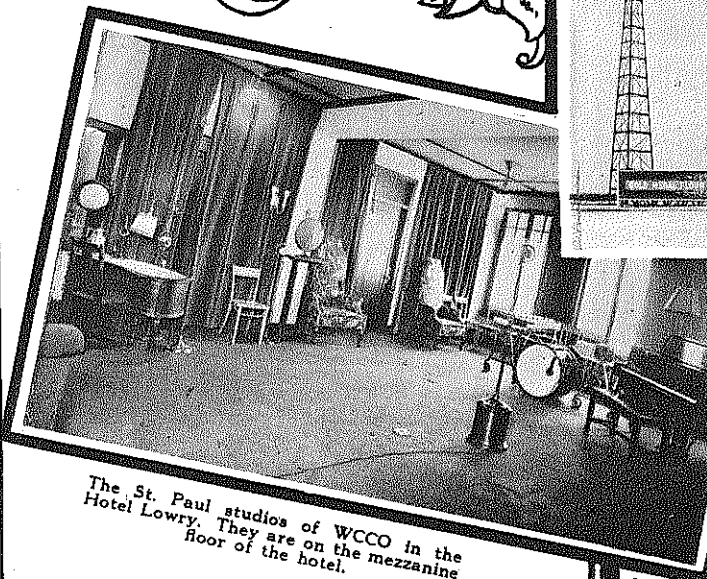


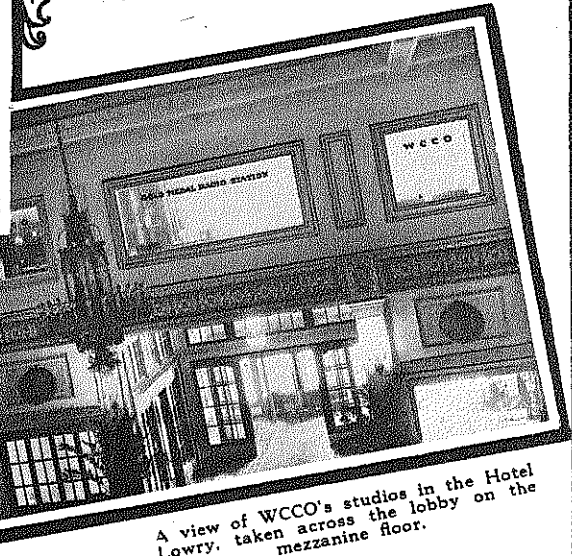
MINNEAPOLIS WCCO "Service to the Northwest" SAINT PAUL NORTHWESTERN BROADCASTING INC.



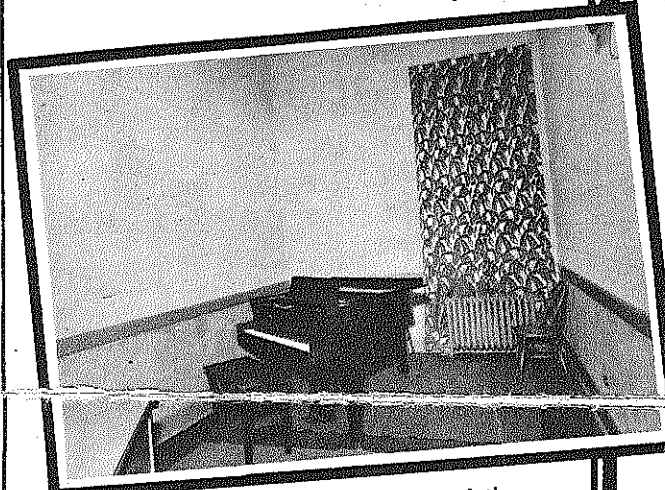
The transmitting station of WCCO, located eighteen miles northwest of Minneapolis and St. Paul, and two miles from Anoka. The steel towers are 200 feet high and 400 feet apart.



The St. Paul studios of WCCO in the Hotel Lowry. They are on the mezzanine floor of the hotel.



A view of WCCO's studios in the Hotel Lowry, taken across the lobby on the mezzanine floor.



Studio B, on the thirteenth floor of the Nicollet Hotel. It is used for small instrumental groups and soloists.

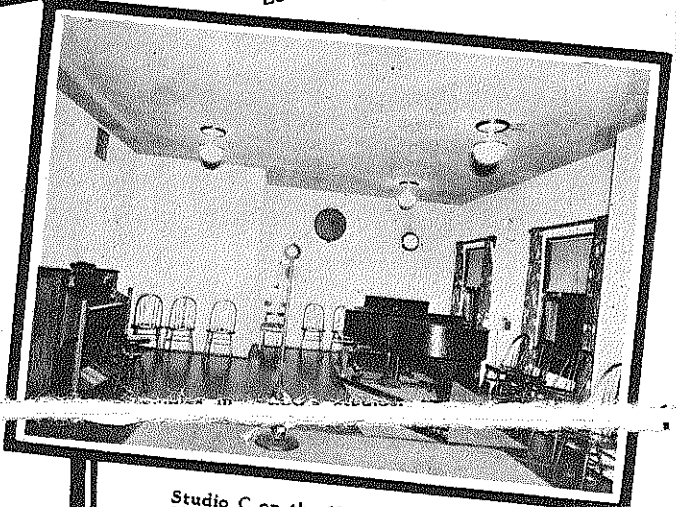
BROADCASTING on a cleared channel, 810 kilocycles, with full time and high power, WCCO serves a primary audience, living within 200 miles of its transmitter, numbering 4,100,000 people. Of these, 2,760,000 live on farms or in towns with less than 5,000 population. Within the 200-mile radius there are approximately 400,000 receiving sets, 70 per cent of them on farms or in small towns. Outside of the 200-mile circle, WCCO is a principal source of day and night program material throughout a region extending into eight states and three provinces of Canada, covering about 260,000 square miles, with a population, almost entirely rural, of 2,685,000, and more than 200,000 receiving sets.

In 1924, Washburn Crosby Company, makers of Gold Medal Flour and Feeds, purchased station WLAG, which had been operating since 1922. A new standard Western Electric transmitter was built at Anoka, Minnesota, and studios and offices were completed at the Nicollet Hotel, Minneapolis. In St. Paul the studios were first in the Union Station, but subsequently were removed to their present location in the Hotel Lowry.

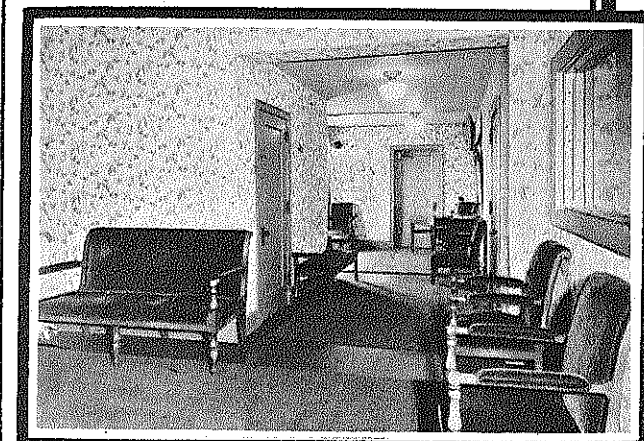
The studios in the Nicollet Hotel were completely rebuilt and greatly enlarged in the autumn of 1929, when a magnificent Wurlitzer organ was installed. WCCO brings, through the Columbia Broadcasting System, a service which directly links the farm in the Northwest with the nation's capital, with the music and drama of New York, and even with London and Paris.

WCCO, both as a source of network programs and in its regional program service, sets before the whole country the artistic achievements of the great Northwest.

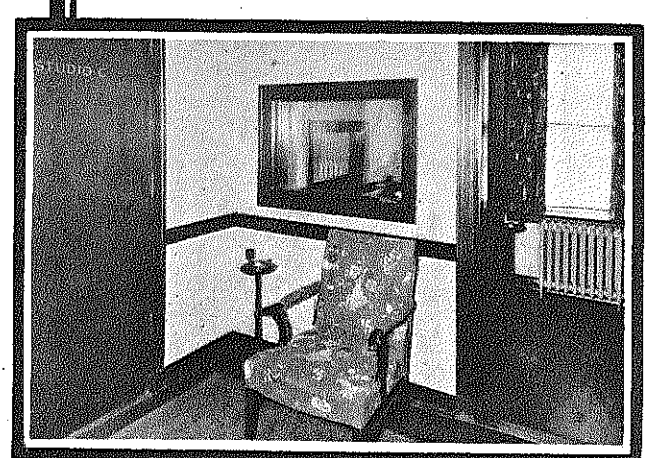
To its listeners, without charge, it gives annually a program service costing, for talent alone, more than a million dollars. The accompanying pictures are sent to you in the hope that they will help you to know better the artists and the station staff of WCCO, and will strengthen your realization of the fact that WCCO is your station.



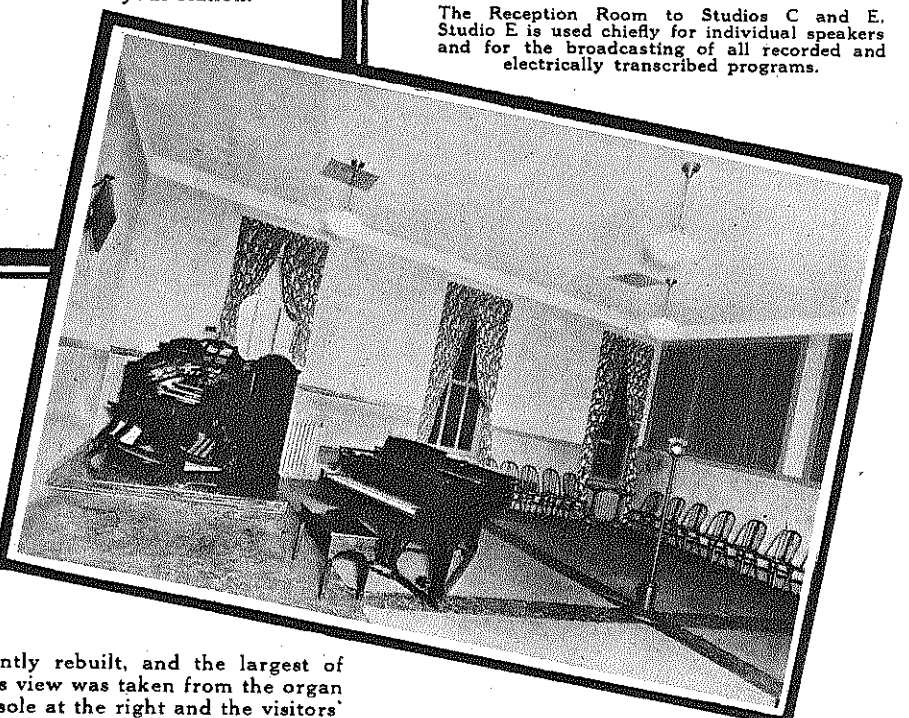
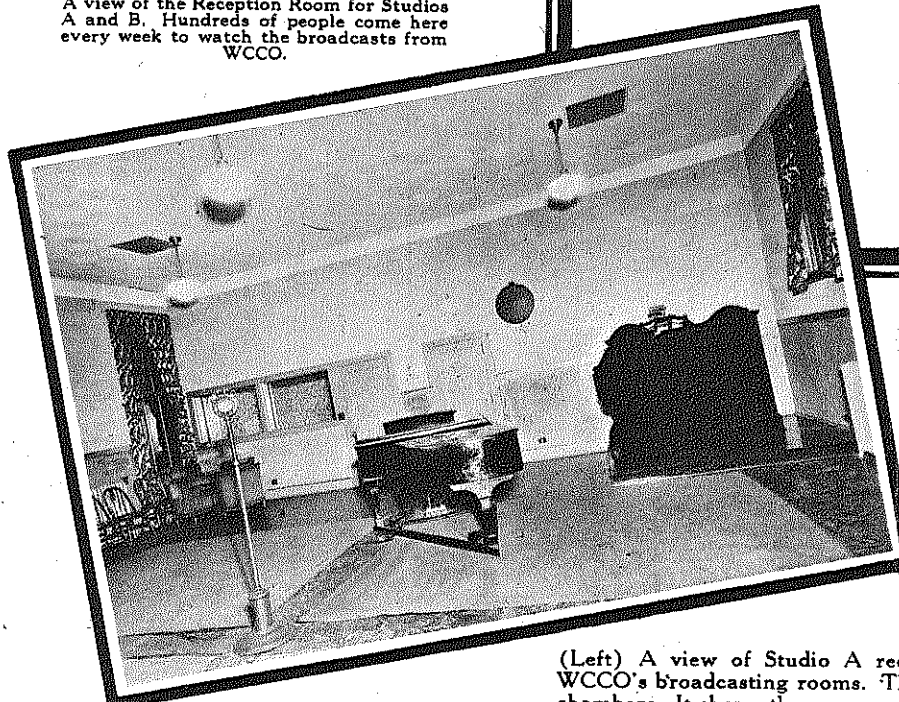
Studio C on the 12th floor of the Nicollet Hotel, part of WCCO's recently added facilities.



A view of the Reception Room for Studios A and B. Hundreds of people come here every week to watch the broadcasts from WCCO.

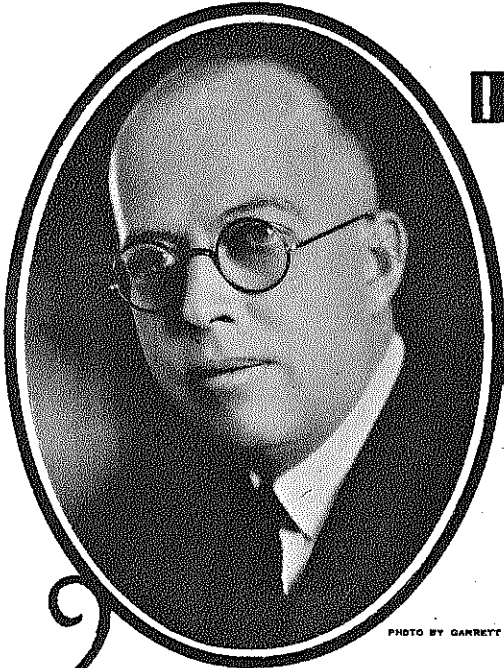


The Reception Room to Studios C and E. Studio E is used chiefly for individual speakers and for the broadcasting of all recorded and electrically transcribed programs.

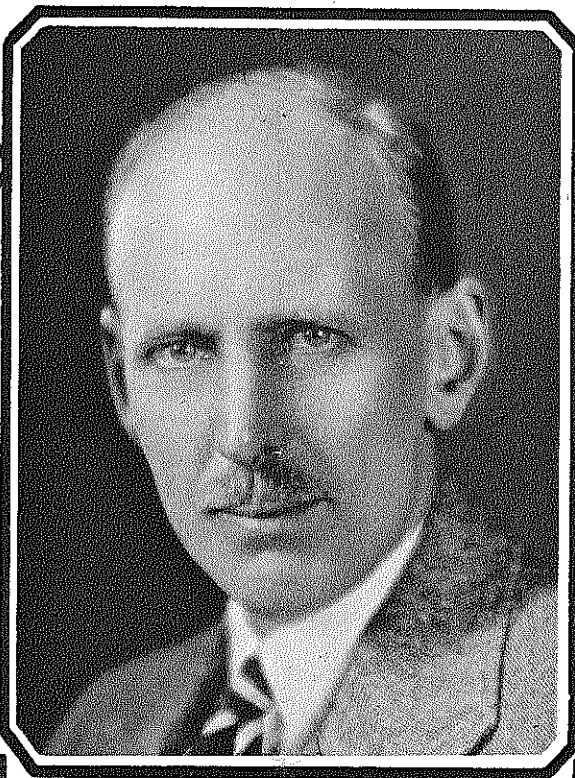


(Left) A view of Studio A recently rebuilt, and the largest of WCCO's broadcasting rooms. This view was taken from the organ chambers. It shows the organ console at the right and the visitors' gallery at the left. The color scheme of this studio is green and gray with the gray acoustic tile on the ceiling and part of the wall. The remainder of the wall is covered with a green tinted acoustic plaster. (Right) Another view of Studio A taken from the main entrance showing the keyboard of the pipe organ console at the left. At the extreme right are the two organ chambers with the shutters covered by drapes.

WCCO-SERVICE TO THE NORTHWEST



E. H. Gammons, Vice President of Northwestern Broadcasting, Inc.



H. A. Bellows, President of Northwestern Broadcasting, Inc., Vice-President of the Columbia Broadcasting System, and formerly a member of the Federal Radio Commission.



K. Wallace Husted, Assistant Secretary and Assistant Treasurer of Northwestern Broadcasting, Inc., in charge of production.



Mildred Simons, known as the "Voice Lady" of WCCO, broadcasts markets and other daytime features.



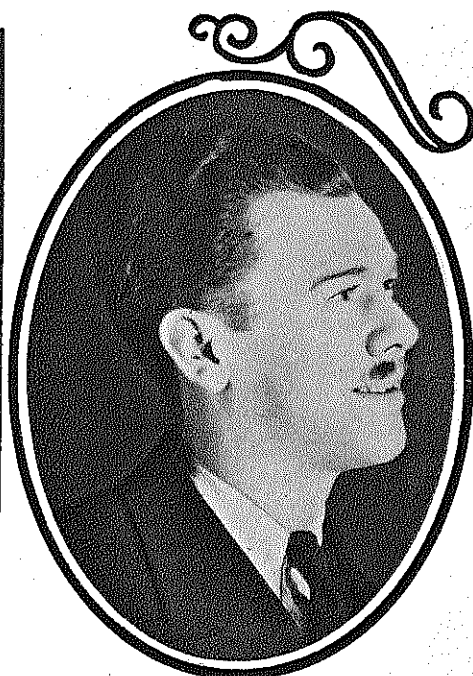
Hugh S. McCartney, Chief Engineer of WCCO.



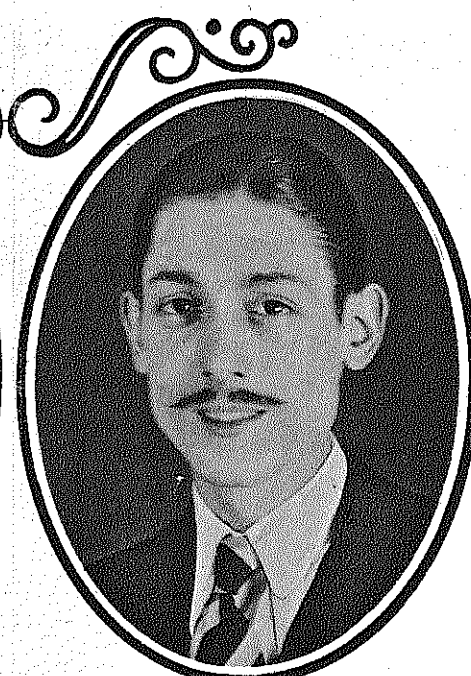
Hazel C. Cavanah, broadcast and advertising specialist in charge of all women's activities on WCCO.



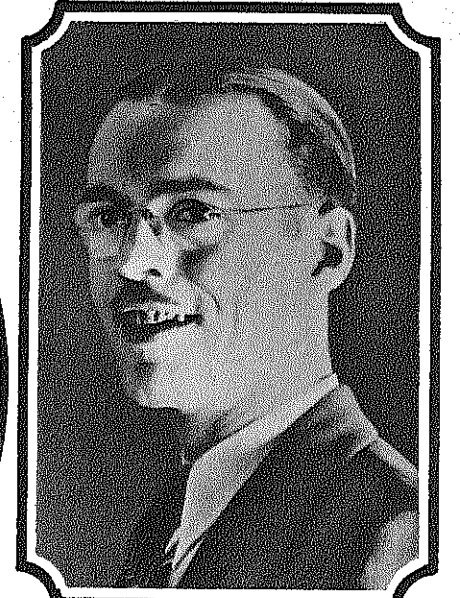
Al Sheehan—World Bookman Bridge Expert, Oratory or Football



Bill Lawrence, also the voice of the rooster with Jimmy the Chicken Man.



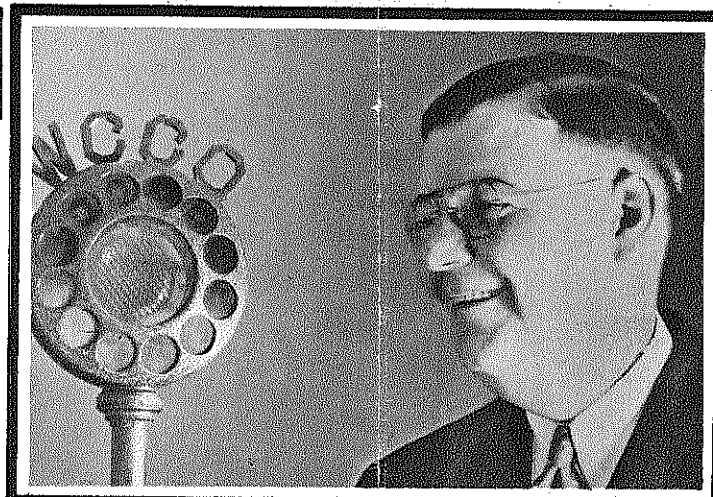
Al Chance announces the Gold Medal Fast Freight program over a nation-wide hookup.



Ken Titus, appealing particularly to the ladies.



Jerry Harrington sings, announces, and when occasion demands, barks.

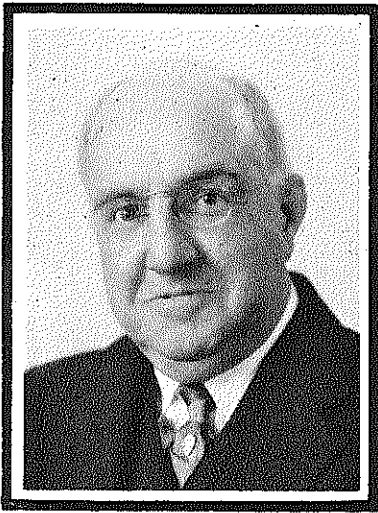


Fred Laws, "The Old Settler," manager of WCCO'S St. Paul Office.



Carl Burkland, the youngest member of the staff.

WCCO-SERVICE TO THE NORTHWEST



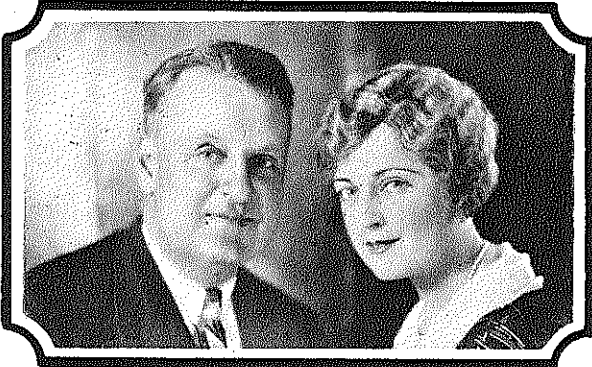
Master of the English language, Frederic William Wile, political specialist of the Columbia Broadcasting System.



William S. Paley, twenty-eight year old president of the Columbia Broadcasting System. Columbia's remarkable progress during the last year is due in a large part to his energy, aggressiveness and his insistence upon sound business policies in broadcasting.



Adele Vasa, formerly leading soprano with the American Opera Company, who is heard in many programs from the Columbia Broadcasting System.



Frank Crumit and Julia Sanderson, stars of musical comedy for many years and now heard in the Blackstone programs.



Mary and Bob, whose Friday night adventures in the True Story Hour are followed by thousands.



The inimitable Henry Burbig of the Ceco Couriers explaining how the wolf almost got "Little Red Riding Habit."



Hank Simmons Showboat group brings the real old "melodrammer" to Northwest listeners over WCCO. Recently this group celebrated their first birthday with a big cake presented by some of their admirers. Hank Simmons, who has charge of these broadcasts, is shown at the extreme right.



Ted Husing, star sports announcer of the Columbia Broadcasting System, who reported the World Series and the big inter-sectional football games.



Georgia Backus, who takes the part of the telephone operator in the Henry-George "Blackouts."



Lois Bennett, popular artist on several Columbia programs.



Zinaida Nicolina, better known to radio listeners as La Palina.



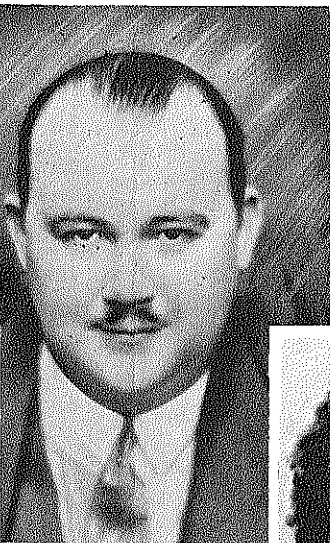
Harriet Lee, contralto, heard with the Ceco Couriers and on the Henry-George programs.



Norman Brokenwire, veteran radio announcer and sometimes referred to by Henry Burbig as "Mr. Brokenwire."



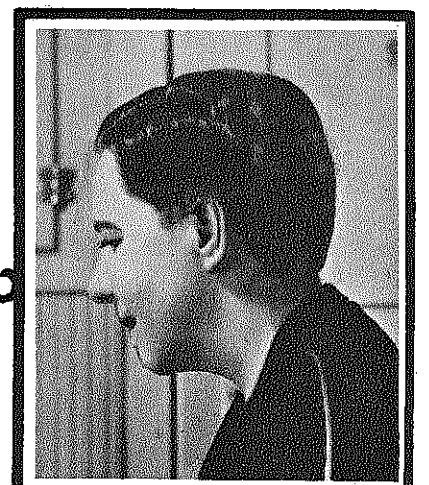
Helen Oelheim, contralto soloist of the Columbia Broadcasting System. Formerly a member of the Rochester Opera Company, and the American Opera Company.



Professor Paul Whiteman, leader of the Old Gold Orchestra, and credited as being the man who gave jazz a college degree. He is heard every Tuesday night from WCCO.

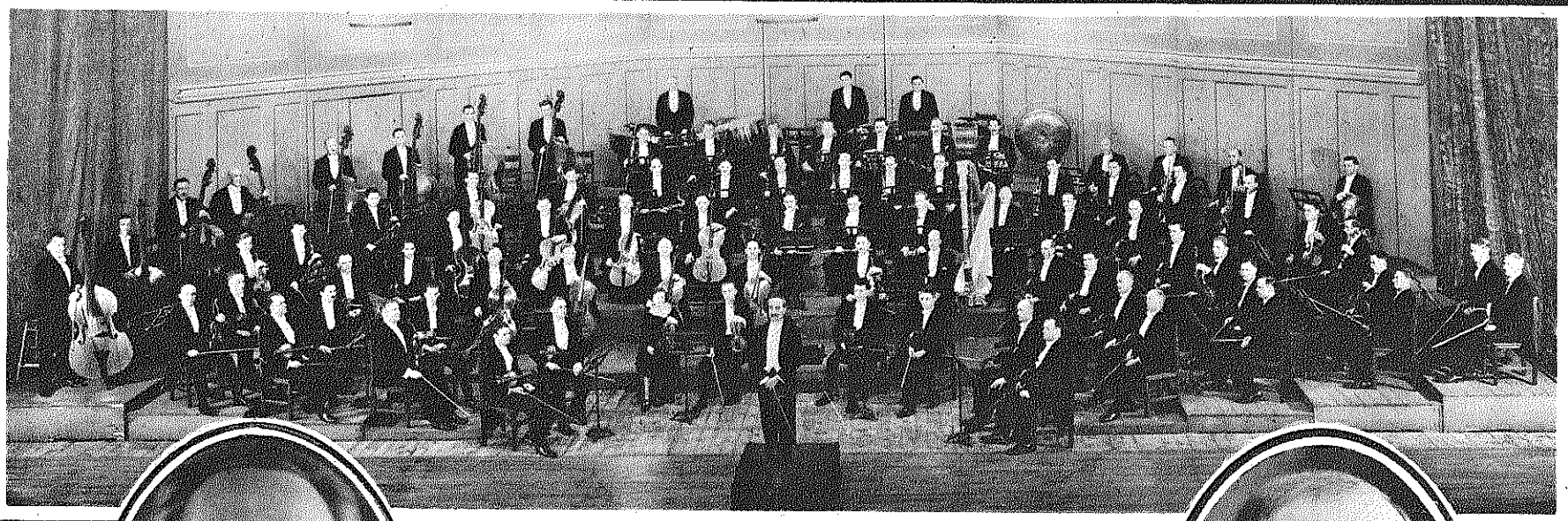


Lee Morse, blues singer from the south, who is a frequent contributor to the programs of the Majestic Theatre of the Air.

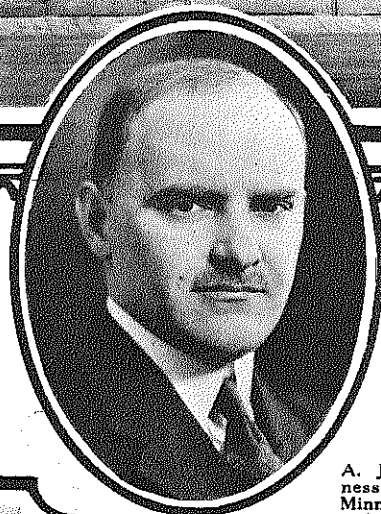


Ida Bailey Allen, who tells about Pillsbury Flour, Crisco, and other products. President of National Homemakers Club.

WCCO-SERVICE TO THE NORTHWEST



Henri Verbrughen, conductor of the Minneapolis Symphony Orchestra.



A. J. Gaines, Business Manager of the Minneapolis Symphony Orchestra.

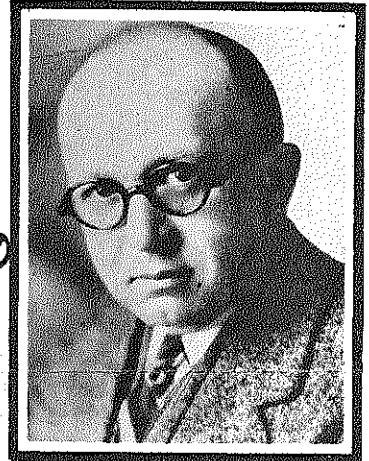
The Minneapolis Symphony Orchestra which broadcasts exclusively over WCCO Sunday evenings 7:00 to 8:00 p. m. under the sponsorship of the First National Bank in Minneapolis, the First Minneapolis Trust Company, and the seven other Minneapolis banks affiliated with them in the First National Group. Mr. Gaines makes all the program note announcements during the Symphony broadcasts.



Maestro Foca Di Leo, director of the Arco Coffee Orchestra heard each Wednesday evening.



Herbert O. "Fritz" Crisler, at the left, recently appointed director of intercollegiate athletics and head football coach at the University of Minnesota, making his first talk to Northwest listeners over WCCO. At the right is President Lotus D. Coffman, of the University of Minnesota, who introduced Mr. Crisler.



Dr. Wm. A. O'Brien of the medical faculty of the U. of M. He is heard each Wednesday morning from WCCO.



Meta Ashwin Birnbach, leading soprano soloist of the Banco-opera productions.



The Northwest Banco-Opera Company, sponsored by the Northwest Bancorporation, which each Monday from 8:00 to 9:00 p. m. presents one of the favorite light or comic operas of past and present theatrical successes. This is one of the largest groups appearing in any one program over WCCO, including soloists, chorus, orchestra, and dialogue characters.



Agnes Rast Snyder, who sings the leading contralto role in the Banco-opera productions.



Walter J. Mallory, "The Master Tenor," in all Banco-opera productions. Also featured as soloist in other broadcasts.



Edwin Lindstrom, twenty year old baritone soloist with the Banco-opera productions heard each Monday evening from WCCO.

Left to right in the front row are: Walter Mallory, tenor; Meta Ashwin Birnbach, soprano; K. Wallace Husted, manager; Agnes Rast Snyder, contralto; Edwin Lindstrom, baritone. Standing behind the music rack is J. Otto Jellison, musical director of the company, and in the front row right center is Clarence Olsen, conductor of the orchestra.

WCCO-SERVICE TO THE NORTHWEST



Oscar Danielson, at the extreme right, and his Swedish Dance Orchestra, which originally was formed in Sweden and later transplanted to the United States and WCCO.



The Iowan Trio, heard Saturday mornings. They are presented by Jacob E. Decker & Sons of Mason City, Iowa. Left to right Jerry Harrington, Irene Harris and Fred Laws.



Jean Waldon, in charge of the afternoon Hostess Hour from WCCO. She tells the women just what kind of a party they want to have.



Ramona Gerhard, organist and pianist of WCCO's staff, and one of the most accomplished of the younger musicians in the Northwest.



Kenneth O. Hezzelwood, in charge of all the Hamline University broadcasts over WCCO. Mr. Hezzelwood's official title is head of the Publicity Department of Hamline University.



Grayce Lindgren, WCCO's Hostess, who also boasts of a charming contralto voice beloved by thousands of WCCO's listeners.



The Politicians, Frank McInerney and Fred Lundberg, who weekly discuss current events as viewed from behind the broom and mop in the Hennepin County Court House.



Gertrude Skarolid Lutzi, lyric soprano heard during the Packard Concert Hall of the Air from WCCO.



Eddie Dunstedter and his orchestra, who play every Tuesday for the Packard Motor Car Co. Their programs originate in the studios of WCCO and are broadcast simultaneously by that station and WMAQ of Chicago. The inset is Eddie himself, nationally known organist and pianist.

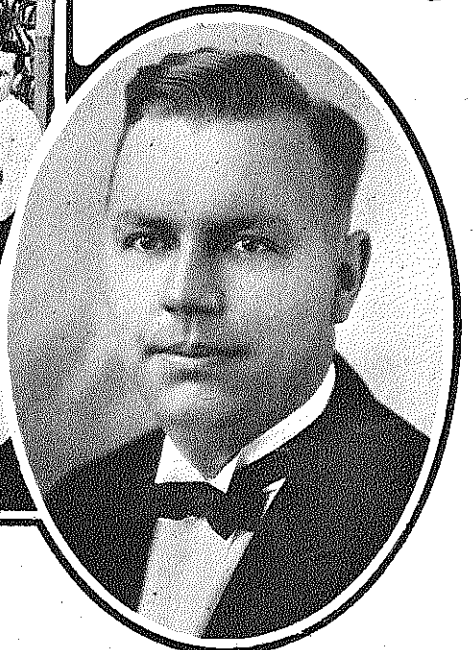
WCCO-SERVICE TO THE NORTHWEST



Douglas K. Baldwin, broadcast specialist, whose various productions on WCCO have enjoyed equal popularity with his participation in them.



Every Thursday evening for miles around the folks gather for an old fashioned barn warming presented by the James Manufacturing Co. Here are the Jamesway Barnwarmers. The young man in the center of the group with the vivid suspenders about to engage in a waltz with the young lady is Doug Baldwin, the director of this production.



Ferd Oldre, banjoist, violinist, pianist, arranger and orchestra leader, who has a host of followers among WCCO's listeners.



Thousands of children in the Northwest are members of the Comrade Club, heard two afternoons a week from WCCO. Here is the quartet heard on every program, left to right, Peggy, Pal, Al and Ramona.



The trio which means candy bars to youngsters of the Northwest: Pop Schutter, Bit O' Honey holding her dog, Almond Chew, and Old Nick. This trio is heard regularly on the Schutter Johnson children's program from WCCO.



Richard (Dick) Long, who conducted the first popular orchestra to broadcast in the Northwest, and a regular feature on WCCO's programs ever since.



Daily except Saturday and Sunday, at 5:45 p. m., WCCO connects with a microphone in the South St. Paul Stockyards, where A. B. Smeby, Market Specialist of the United States Department of Agriculture, gives a report of the day's livestock activities and prices at St. Paul.



For five years the Rev. Roy L. Smith, Pastor of Simpson M. E. Church, Minneapolis, has broadcast his Fireside Philosophies every Saturday evening from WCCO. He is equally popular with all creeds and classes.



The Veedol Orchestra and Quartet, sponsored by the W. H. Barber Company, heard each Sunday evening from WCCO.



Lucille Segal, blues singer of WCCO's staff, who, when away from the microphone, is anything but blue.

WCCO-SERVICE TO THE NORTHWEST



The crew of the Gold Medal Fast Freight, also known as the Wheaties Quartet, and their only passenger, the Gold Medal organist. This group of artists performs on the only chain broadcast originating in the Twin Cities and which goes out to forty-three other stations of the Columbia Broadcasting System.



Myndall Cain, emissary of loveliness to thousands of women in the Northwest who tune to her broadcasts from WCCO each week.



Clarence Olsen, violinist, who has been responsible for many of the best musical productions from WCCO.



Paul Oberg, one of the most distinguished of Northwest younger pianists, who is official accompanist of WCCO's staff. Every time Paul plays, a very attractive gallery assembles in WCCO's studios.



The Maple Dale Chix, now broadcasting for the third successive year in the Maple Dale Hatchery programs. Left to right they are J. McDonough and E. H. White.

Marjorie Ellis Pilney, in charge of dramatic activities of WCCO. She is probably better known to thousands of Northwest listeners as Mrs. George Gabby of Down Home.

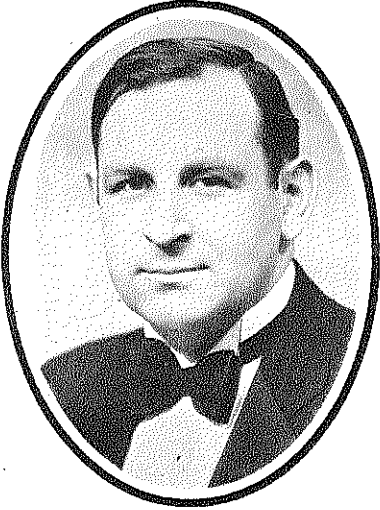


The Admiral, M. J. Kingston, master of dialect and the George Gabby of Down Home.



The Skellodians under the direction of Eddie Fortier, at the piano, heard every Thursday night. Miss Skelgas is at the organ and at the right are the Tagolene Singers.

WCCO-SERVICE TO THE NORTHWEST



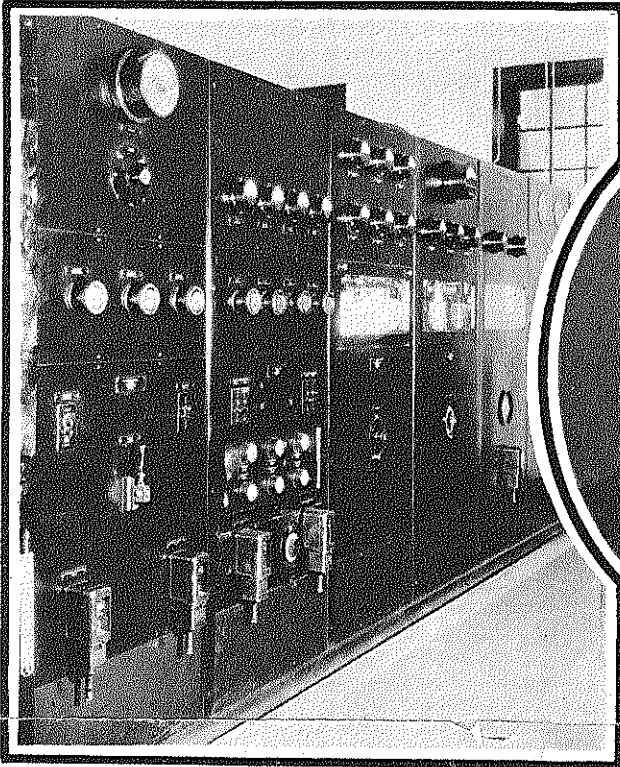
Howard Melaney, the singing fireman of the Northern Pacific railway, discovered by WCCO four years ago, and now a nationally known artist.



Tunes of a generation or two ago, both dance and concert numbers, by the Old Settlers under the direction of Dave Nahinsky. Mr. Nahinsky has compiled the largest library of old time music in the Northwest.



Mabel Pelletier, one of the best known contraltos in the Northwest, heard frequently from WCCO.



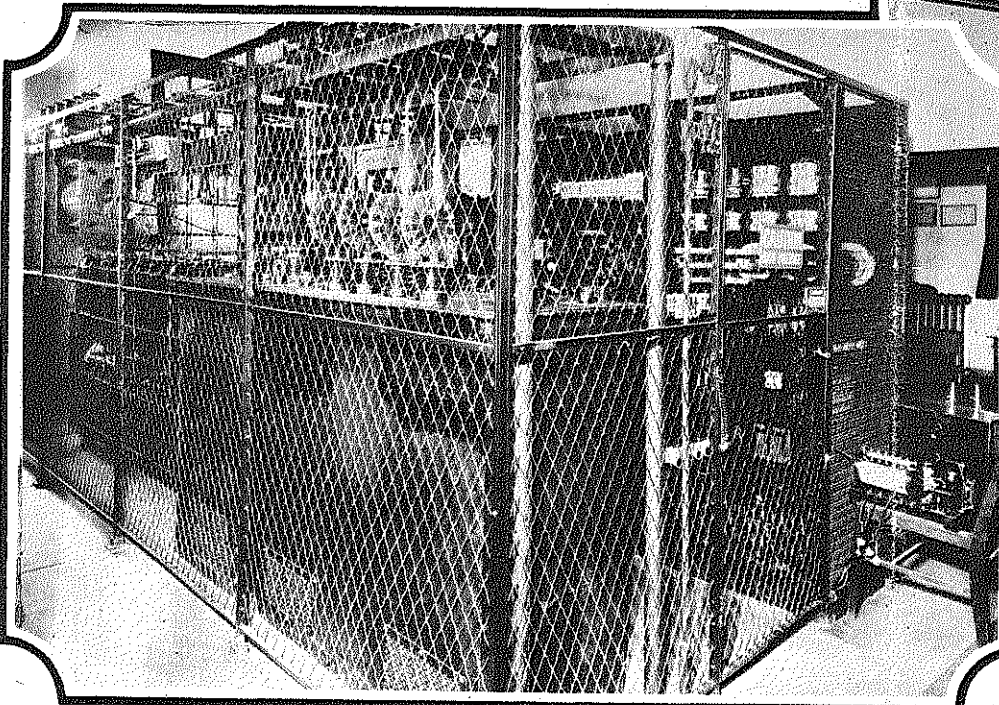
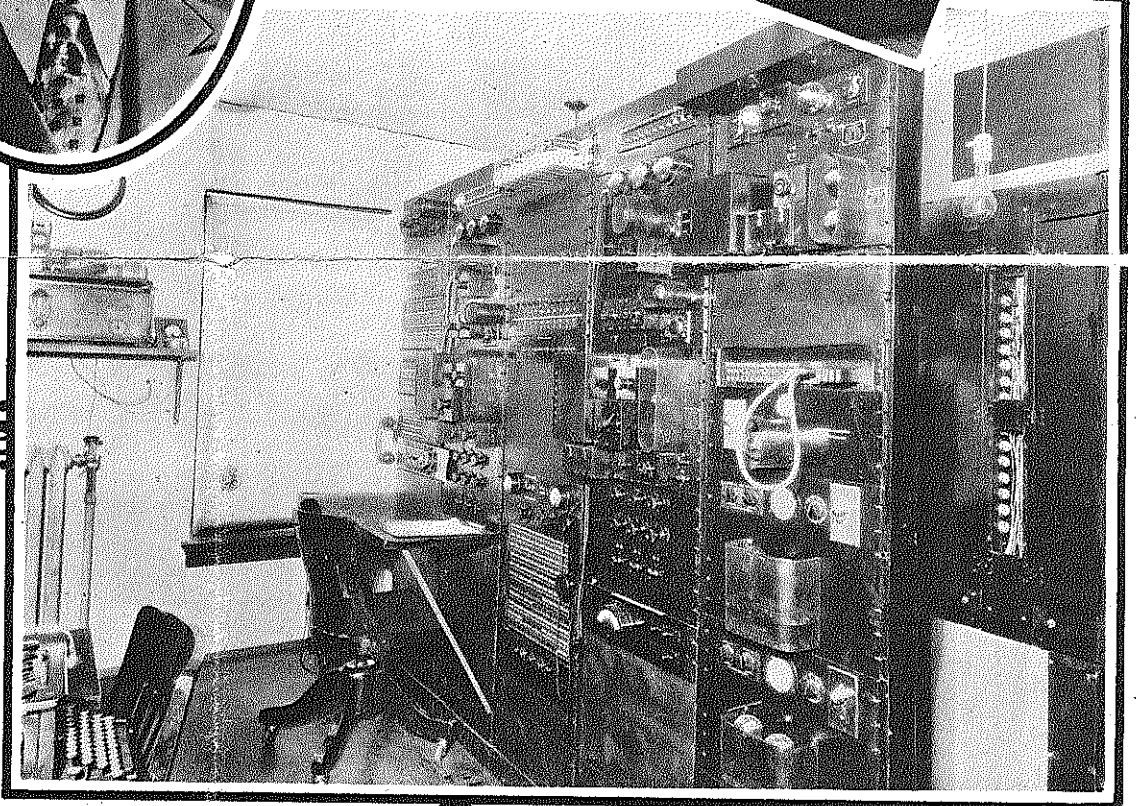
The panels of WCCO's transmitting station at Anoka. These house the big tubes which are the heart of the transmitter. (Inset) Ivan H. Anderson, engineer in charge of WCCO's transmitting station near Anoka.



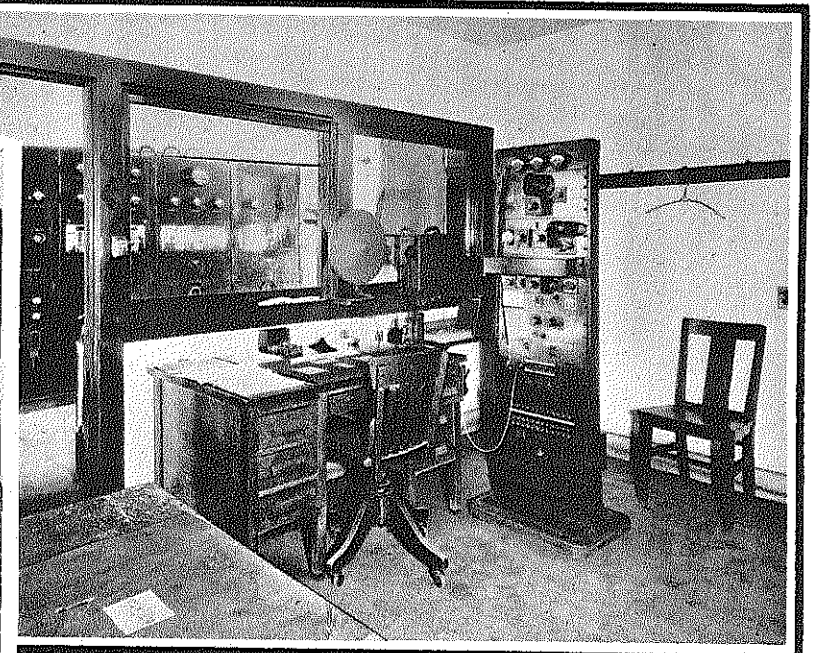
Norvy Mulligan's Nankin Cafe Orchestra. Norvy at the piano.

The control room of WCCO on the twelfth floor of the Nicollet Hotel. All broadcasts, whether they are from the studios of WCCO, from points of remote control such as churches, cafes, theatres, etc., and also from New York, clear through this board and are sent from here over the special wires to the transmitting station at Anoka.

An operator is on duty here constantly during all broadcasts, controlling modulation and volume. In the upper left is a receiving set on which he listens to the station all the time, the same as do thousands in their homes.



A rear view of the transmitting equipment of WCCO at Anoka, showing the high voltage transformers and equipment behind the panels.



The control room of WCCO's transmitting station near Anoka. Through this panel come all of the broadcasts, no matter where they originate, and from here they are fed into the transmitting equipment shown in the background, and from this to the aerial overhead.