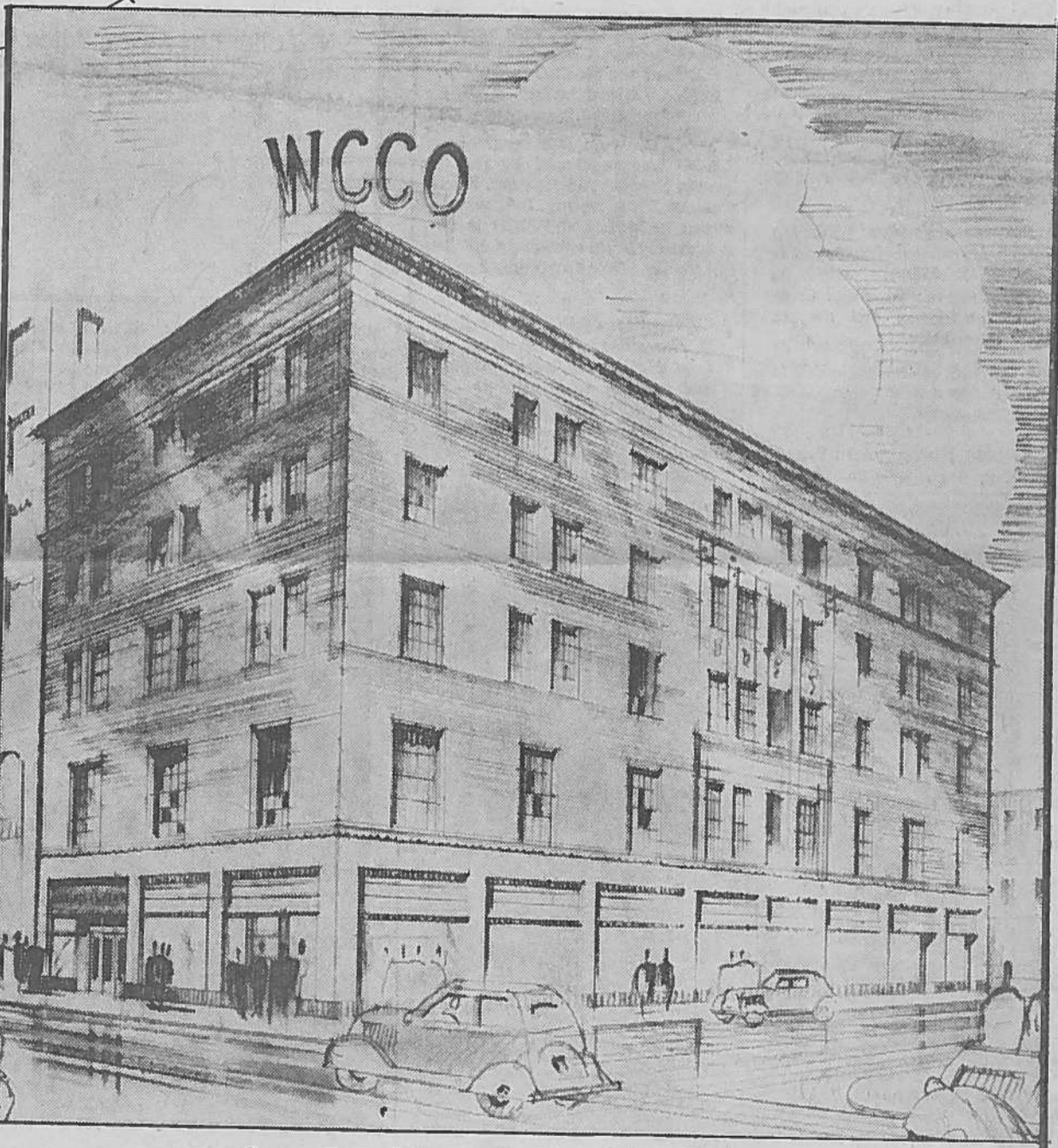
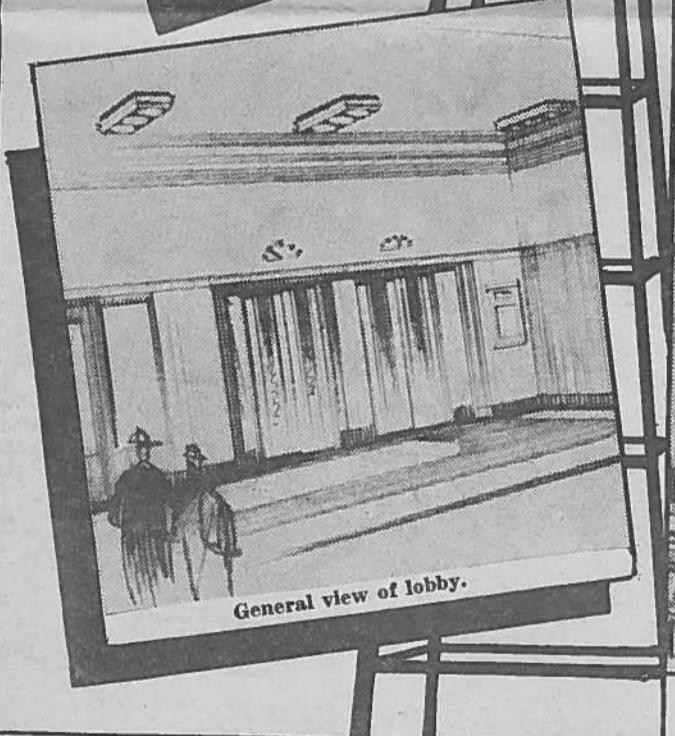


# The New Home of

# WCCO



Corner Second Avenue South and Seventh Street

LIEBENBERG & KAPLAN—ARCHITECTS

JAMES LECK CO.—GENERAL CONTRACTORS

# WCCO Is Pioneer Radio Station in Northwest

## HISTORY DATES BACK TO 1922

Has Only 50,000-Watt Transmitter in This Section

The chronology of events in the history of WCCO, the only 50,000-watt station in the northwest and pioneer in this section of the country, coincides in many respects with the history of radio itself.

WCCO is a successor to one of the first stations in the United States and one of the first stations in the country to broadcast a commercial program.

The story of WCCO dates back to 1922 when station WLAG was opened in Minneapolis.

It was a combination of several attempts at radio broadcasting by newspapers, department stores and civic groups and was supported chiefly by business interests of Minneapolis and St. Paul.

Early in 1924, WLAG was disbanded. It left the air early in June of that year.

After various efforts were made to raise funds for its continuance, Washburn-Crosby Co. purchased the existing equipment of WLAG and installed a new 5,000 watt-transmitter. With further financial cooperation from business men of the Twin Cities, broadcasting was resumed under the new call letters—WCCO.

For the next two years the station operated under the guidance of Washburn-Crosby Co., the Minneapolis Civic and Commerce association and the St. Paul association.

At the end of the period, Washburn Crosby continued support of the station alone.

In 1930, Northwestern Broadcasting, Inc., was formed to

## NEXT TO CHIEF



**JOHN MCCORMICK**

New assistant general manager at WCCO

John McCormick who has been for the past year general manager of WKRC, Columbia's station in Cincinnati, recently was appointed assistant general manager of WCCO.

He has served for three years as program director and production manager of WINS in New York before going to WKRC.

He is a graduate of Wabash college in Crawfordsville, Ind., and is a member of Sigma Chi fraternity.

take over ownership and operation of the station, with Washburn Crosby controlling two-thirds of the stock and the Columbia Broadcasting system the other third.

In 1931, complete control of WCCO was purchased by the Columbia Broadcasting system. Northwestern Broadcasting, Inc., was dissolved in 1937, and WCCO is now operated as a subsidiary of the Columbia Broadcasting System, Inc.

Executives of WCCO are Earl H. Gammons, general manager; John McCormick, assistant general manager who takes up duties April 15, and Hayle C. Cavanaugh, production and program manager. Hugh S. McCarney is the station's chief engineer.

WCCO and the COLUMBIA BROADCASTING SYSTEM take great pleasure in presenting WCCO's new Minneapolis studios to the listening public of the Northwest. These new studios, located at 625 Second Avenue south, represent the very latest trends in radio engineering. This construction marks another step toward keeping the Northwest in the front rank of the radio broadcasting industry. The desire of WCCO and the Columbia Broadcasting System is to render the best possible service to the Northwest.



These new studios will go a long way toward helping us to do this. They are the first broadcasting studios in the Twin Cities in which the structure was designed, planned and built exclusively for broadcasting purposes, and in which the most recent improvements of radio engineering are incorporated.

We are also happy over the fact that it has been possible to spend practically all of the considerable sum required for these new studios, with Minnesota firms and Minnesota workmen.

Since its inception in 1924, WCCO has always endeavored to keep faith with its listening public by giving them the best, not only in programs, but in equipment to carry these programs over the air waves.

We offer our new studios to you—our listening audience—believing that you will feel as proud of them as we do.

*E. H. Gammons*

MANAGER WCCO  
COLUMBIA BROADCASTING SYSTEM, INC.

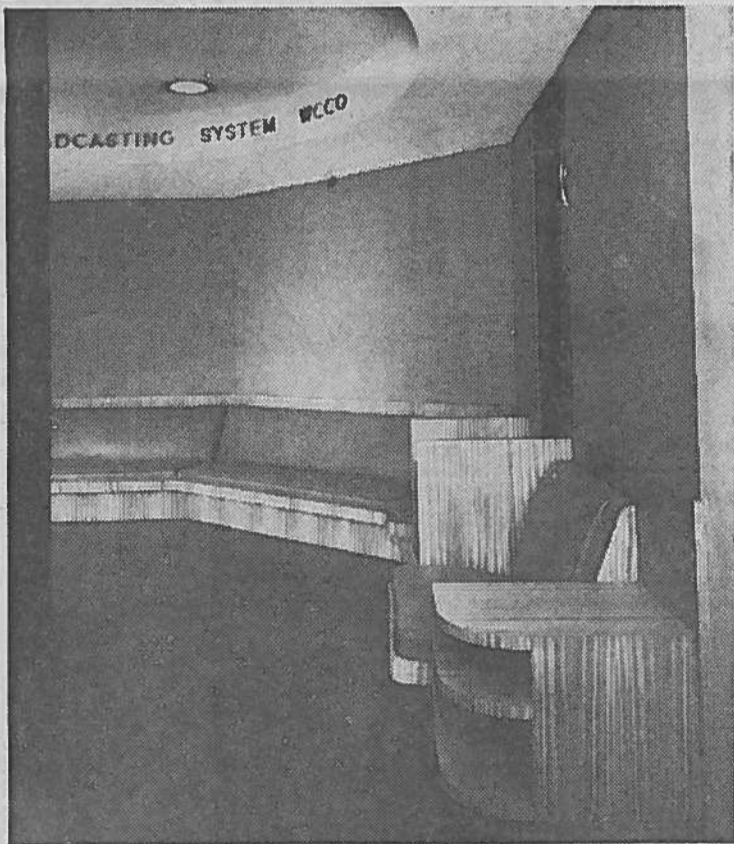
WCCO went on the air with its new 50,000-watt transmitter in September, 1932. It thereby became one of approximately 40 stations in the United States licensed to op-

erate with such power.

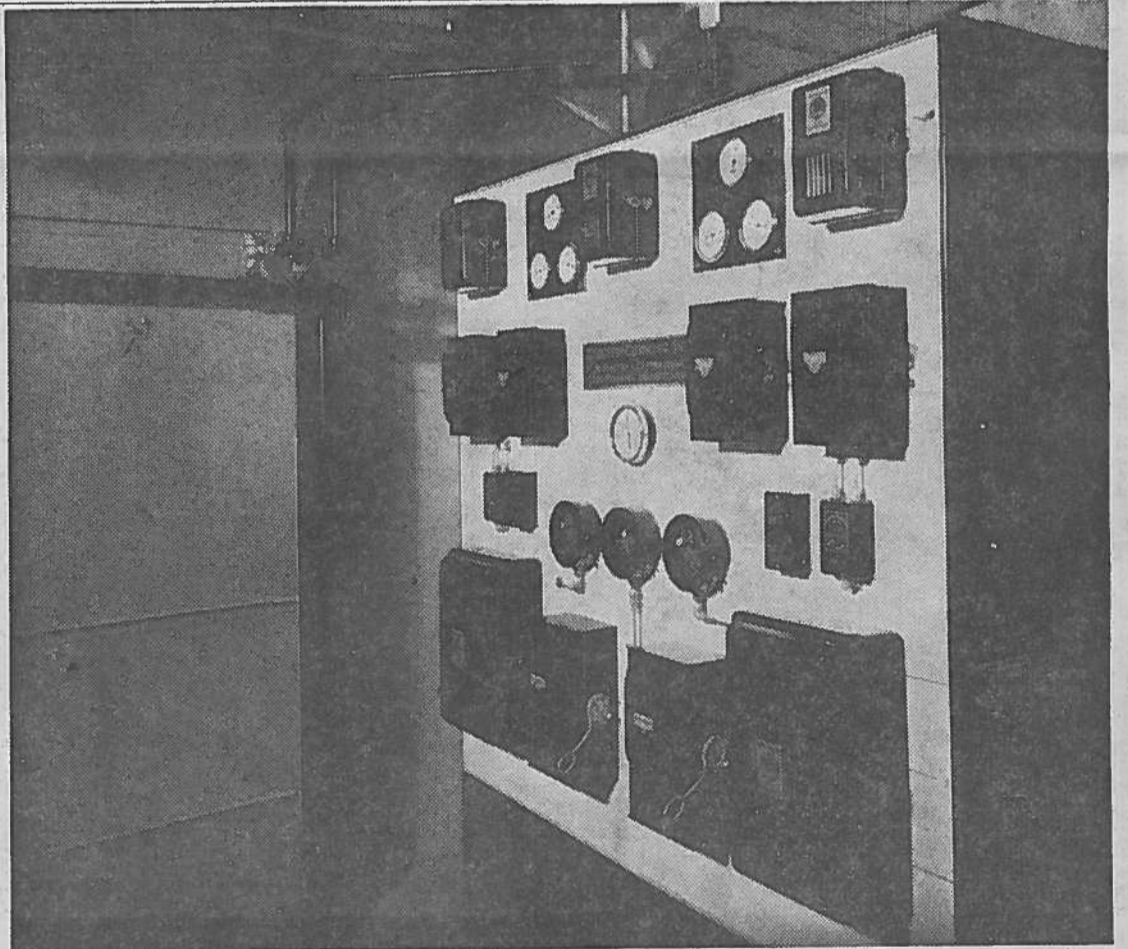
Until its present move to new studios at 625 Second Avenue S., WCCO was headquartered in Hotel Nicollet in Minneapolis and the

Lowry hotel in St. Paul. The station will continue to operate its St. Paul studios in the Lowry.

WCCO's transmitter is located near Anoka, Minn.



A view of the main lobby showing the special millwork supplied by the KULLBERG MFG. CO. Painting and decorating by NELSON-LUNDBLAD CO.



A view of the air conditioning and large cooling system control board installed by BEECHER-CUMMING, INC., distributors of Westinghouse products and appliances.

Advertisement

# New Studios House Latest in Radio Equipment

## LAST WORD IN BROADCASTING

Sound Lock, Modern Lighting in Floating Station

By HUGH S. McCARNEY  
Chief Engineer, WCCO

WCCO'S elaborate new studios at 625 Second avenue S., which were dedicated in a gala hour-and-a-half broadcast last Thursday, incorporate the latest developments in radio studio construction and the newest developments in the field of radio engineering.

Occupying the entire second and part of the third floor, the studios are built on a completely modernistic design.

\* \* \*

Included in the 13,000 square feet of space are six studios, control rooms and offices.

\* \* \*

The second floor of the building houses all of the studios, and was chosen because the unusual ceiling height makes it ideal for radio studio construction.

Plans for the studios and offices were drawn by CBS architects in New York city.

The Columbia network has recently completed new studios in Chicago, St. Louis and Boston, and similar work is in progress in Hollywood.

The new WCCO studios have been patterned after these, but several changes and improvements have been made.

WCCO's new layout is considered to be one of the finest broadcasting headquarters in the United States.

\* \* \*

All of the studios are actually "floated" from the rest of the building. In other words, the floor, walls and ceiling of each studio is entirely separated from the rest of the structure.



FRANCES LANGFORD  
Singing star

The first of the regular radio broadcasts to originate in Hollywood was "Hollywood Hotel." Here is Frances Langford, singing star of the show which is heard Fridays at 8 p.m. over WCCO.

The entire second floor is sealed and treated acoustically to prevent the intrusion of any outside noises. All of the studios are air-conditioned so an even temperature can be maintained at all times and in all seasons of the year.

A new type of flush lighting fixture, especially developed for broadcasting studios, which completely eliminates shadows, is used throughout.

All of the studios are protected by a new development in broadcasting studio construction—the "Sound Lock," consisting of two doors with a short hallway between.

Thus, if for any reason an outsider must enter a studio while it is on the air, or if an artist must leave the studio during a broadcast, no sound from the outside can enter.

Only one door is open at a time, the other door protecting the studio from noise.

The walls of the studios are covered with a special perforated hard board which is sound absorbent

and which contains a multitude of small holes. Behind this is the acoustical treatment.

Echoes and reverberations are thus prevented in the studio.

Each of the larger studios contains an individual control room, in which an engineer sits during all broadcasts to maintain the proper volume level of programs.

The glass partition between the studio and the control room is of the most modern design.

Sloping windows prevent glare and reflections, and the projected and raised front of the control room gives the engineer complete vision in all sections of the studio.

Each of the studios is painted in a different color harmony.

Studio No. 1, which is the largest, is finished in two shades of red.

Studio No. 2, which houses WCCO's powerful pipe organ, is in blue and yellow.

Perhaps the most colorful of all is studio No. 3, which is finished in green and gray.

Two shades of brown decorate studio No. 4, and studios 5 and 6 are finished in a combination of gray and brown.

Most of the office walls are finished in combinations of gray and white.

The walls of the reception room and larger halls are done in Columbia blue (so called because the color was developed and is used exclusively by CBS).

A client's audition room accompanies each of the studios, where program sponsors may hear their broadcasts through loud speakers while at the same time observing the action in the studio.

Each of the studios is also provided with a storage room for instruments and other requirements for broadcasting.

\* \* \*

Among the other special rooms in the WCCO studio layout is a musicians' lounge, a men's staff lounge, a women's staff lounge, a music room, a transcription room, an orchestra conductors' room, and of-

fices for WCCO's many and varied departments.

One of the most colorful and unusual sections is the reception room.

Luxurious lounges completely surround the room, with upper walls done in Columbia blue color and woodwork in rare satin wood with a natural finish.

WCCO's master-control room, the mechanical heart of the station, is situated just off the reception room on second floor.

Completely new equipment has been purchased at great expense for this important part of WCCO's broadcasting facilities.

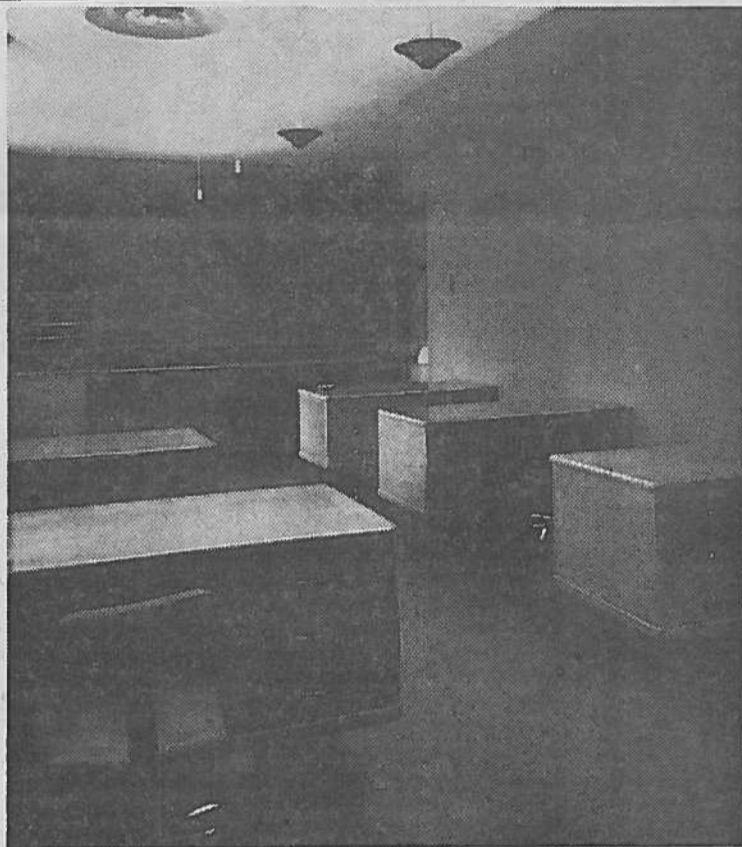
All programs heard over WCCO

must pass through the impressive control boards in the master-control room. The color finish is a dull gray.

W9XHW, the ultra-high frequency short wave transmitter maintained by WCCO, will also be housed in the master-control room.

This powerful station was the first ultra-high frequency unit to be installed in the northwest. It broadcasts on 31,600 kilocycles.

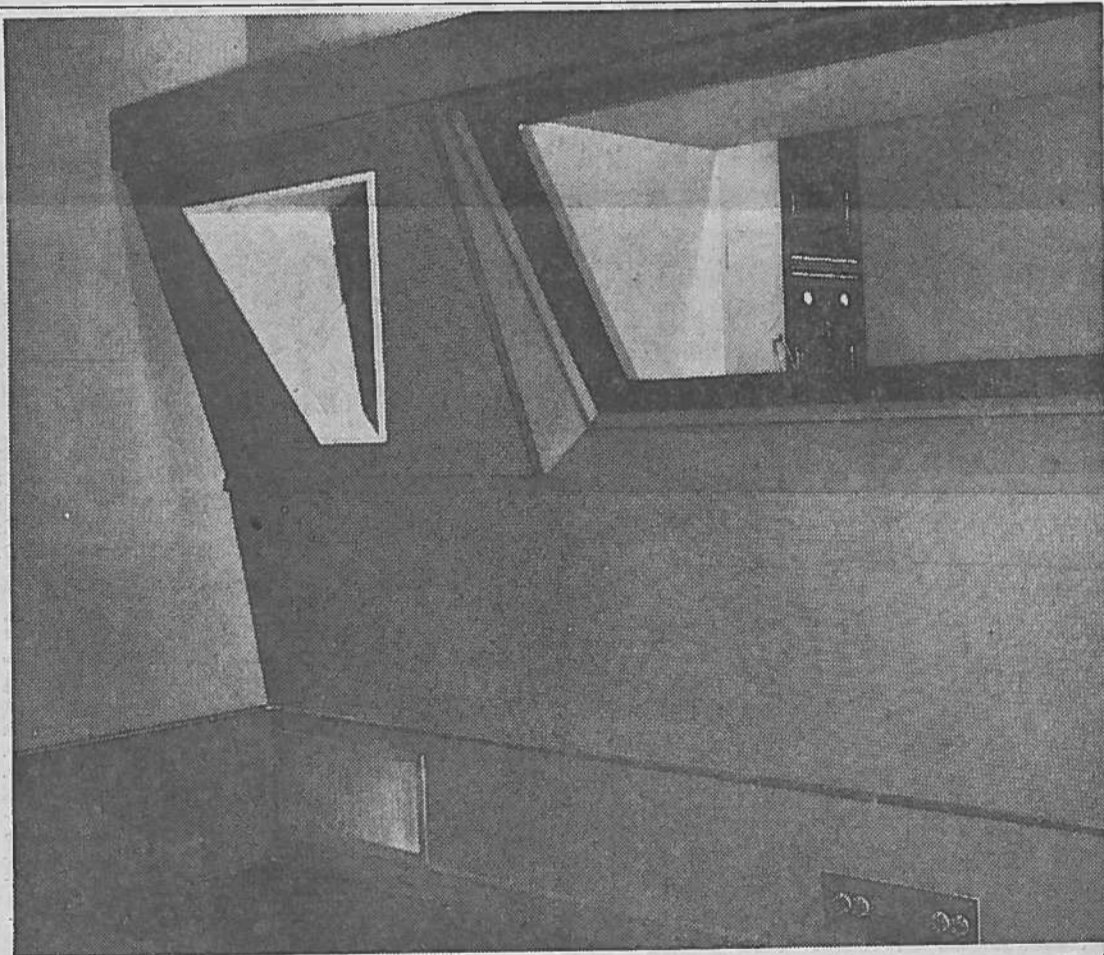
The engineering department will also maintain laboratories for experimental work in radio transmission on the first floor of the building.



Here is a view of the general offices showing the new type desks obtained from JACOBSON FIXTURE EXCHANGE, and electric fixtures and wiring installed by the STERLING ELECTRIC CO.



In addition to lavatories and wash rooms on each floor there are also shower rooms. The plumbing and heating work was installed by GRUDEM BROS. CO.



This is the interior of one of the broadcasting studios showing the control room. Each studio is perfectly isolated from the exterior walls of the building and echoes are killed by the perforated wall board. This work was done by the UNITED STATES GYPSUM CO.

Advertisement

# Thousands Listen to Education Programs

## 'NEWS X-RAY' VERY POPULAR

15,000 Pupils in City Hear Analysis of Events

By MAX KARL  
Educational Director of WCCO

If you can picture 15,000 pupils in Minneapolis, and untold hundreds throughout the several states in WCCO's listening area, together with adults all over the north-west, gathered around radios every Tuesday afternoon to hear the "News X-Ray" broadcast, you will have an idea of the power and significance of educational broadcasting.

Every week at the same time, 2:30 p. m., the outstanding news event is carefully analyzed, its background made plain, its manifold implications pointed out, its reference to past history and present happenings made clear.

Founded through the cooperative effort of the Minneapolis Department of Education, The Minneapolis Star and Station WCCO, the News X-ray has the distinction of being the first program planned for broadcast direct to classrooms in the city of Minneapolis.



ANDREWS SISTERS  
From Minneapolis

Three comely natives of Minneapolis are the Andrews Sisters, who are heard every night, Monday through Friday, at 10 p.m. over WCCO on the "Just Entertainment" program. They are co-starred with Jack Fulton, romantic radio tenor.

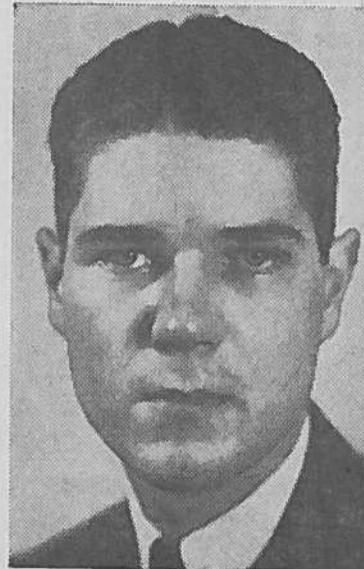
## HERE ARE THE 'MIKE' MEN OF WCCO



EDMUND ABBOTT



AL HARDING



BOB CAMPBELL



ROY BRANT

5,300 copies of a map of Europe showing recent changes in boundaries, have gone out in a single week. 450 pieces of mail have come in in response to a single broadcast. Each week the total of history and social studies classes hearing this program increases.

Another development of which we are equally proud is the presentation of the North Star school. This program, now finishing its third season on WCCO, is sponsored by the Minnesota Education association.

Through its chairman, N. R. Ringdahl, principal of Corcoran school in Minneapolis, the association has cooperated with WCCO in developing a broadcast which has attracted nationwide recognition among educators.

In the past the North Star school has been the medium for discussions of problems affecting education in all communities of the state.

This year's program was divided into two sections.

The first half presented talks on child behavior and training by Mrs. Marion L. Faegre of the Institute of Child Welfare at the University of Minnesota.

The second series has consisted of discussions of topics concerning education and vocational guidance.

Authorities of state and national standing have appeared on these programs, among them Dr. Harl R. Douglas of the University of Minnesota; Dr. John Rockwell, state commissioner of education, and Mr. Frederick A. Anderson, personnel director for the Twin City Rapid Transit company.

Each season's broadcast has also featured outstanding high school musical organizations. This program was responsible for the first local broadcast of a verse-speaking choir.

Local speakers over WCCO include Dr. William A. O'Brien, on personal health; Mathilde Rice Elliott, staff lecturer of the Minneapolis Art institute; representatives of the League of Women Voters, the Minnesota Taxpayers' association, and the Radio Garden club; Dr. Vern D. Irwin, on care of the teeth, and Frank Berry on traffic safety.

Through CBS, also, WCCO has presented several new programs to

The upper three floors of this building will be available for commercial office space on or about April 15. For information see the Building Manager.

listeners. Among them are the adult education series; "Americans at Work," every Thursday evening, and Columbia's "American School of the Air," broadcast for a half hour a day five days a week.

The importance and promise of radio in education has been recognized since the beginning of broadcasting. It has remained for the past few years to demonstrate resources which the broadcast industry can bring to the educator.



VIRGINIA PAYNE  
'Ma Perkins'

Virginia Payne, lovely radio actress, plays the name role in the popular daytime series, "Ma Perkins," heard Mondays through Fridays at 9:45 a.m. over WCCO.

### Train for Radio—Now!

Radio is no longer "in its infancy," willing to accept inexperience. It is becoming more and more specialized, competitive. The radio profession now demands skill as a prerequisite. The Beck School for Radio is a new, up to the minute training school offering complete radio station activities to individuals planning a definite radio career, and to resourceful teachers who wish to augment their teaching programs.

Bob Campbell, WCCO announcer, pictured on this page, took training at our school.

**BECK SCHOOL FOR RADIO**  
1208 2nd Ave. So., Mpls. At. 8901  
(See Radio Program Page)



OLELLAN CARD



CHARLES ROSS

Here are the WCCO announcers whose voices and names are familiar in households throughout the Northwest.

### Goodman Is Official King of Swingsters

To swing fans, there is just one "King of Swing." He is Benny

Goodman, leading impresario of this new style of American dance music. Benny and his orchestra are featured at 8:30 p.m. Tuesdays over WCCO.

## Hello Neighbor!

Our best wishes. We will be under the same roof with you soon.



A GOOD TREE TO COME TO FOR SHELTER

## MINNEAPOLIS SAVINGS & LOAN ASSOCIATION

RESOURCES EXCEED ELEVEN MILLION DOLLARS