Gold Medal WCCO, Minneapolis-St. Paul

The Gold Medal station, Minneapolis-St. Paul, WCCO, is on the air with its new 5,000 watt equipment and broadcasting from its new Minneapolis studios on top of the Nicollet Hotel. If you doubt this, ask Ray Sorenson, chief engineer of WCCO, who has been in bed recuperating from the effects of installing the station. Ask Paul Hanson, announcer, who has barely been able to speak above a whisper since the five-hour program opening night. Ask any of the forty or so thousand Twin City residents who have been listening to WCCO in opening night. In fact, ask any Radio fan from New York to San Francisco, and from Brownsville, Texas, to LeFcoe, Montana. Not satisfied with getting the new transmitter on the air and opening the new studios in Minneapolis, the management of WCCO announces that they will at once begin work on new studios for St. Paul. Those will probably be the most spectacularly located of any in the world.

Above, Paul Hanson, director of WCCO, sits in the large control room of the new studios. Below, Ray Sorenson, chief engineer, welcomes visitors and shows the new equipment. A visitor may view the broadcast through the glass panel.
GOLD MEDAL WCCO

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ing programs from the Gold Medal station.
"Listen for the time signals," is often
heard from this station. The announcer is
none other than Paul Johnson, who has
deaded himself to the ears of all the
fans listening to WCCO.

Next in line comes Eleanor Poehler,
musical program director. She has been
with WCCO for some time, and the qual-
ity of musical programs broadcast, vouch
for her ability at picking artists.

On the evening of the opening, invita-
tions were sent out to approximately 5,000
people to come to the Nicollet hotel and
view the broadcasts. They began arriv-
ing at 7 o'clock in the evening, and con-
tinued coming until the program ended at
2:30 a.m. During the evening hours a
motion picture photographer would have
been able to catch a mob scene equalled
in but few productions. Elevators were
swamped trying to carry the passengers.
Many of the guests walked the twelve
flights to get to the studios.

The most noticeable result, according
to officials of the Gold Medal station, of
the installation of the new equipment is
the greatly increased range. Since the
new transmitter has been on the air,
reception has been reported from both
casts, and on Saturday, March 7, report
was received that the noonday market re-
ports had been heard over a loud speaker
in the heart of New York city. On the
west coast, Radio fans report that the
new WCCO comes in with the volume of
local stations.