The transmitting station of WCCO, located approximately two miles from Minneapolis. The steel towers are 400 feet tall and 50 feet apart.

Broadcasting on a clear channel, WCCO, covering 810 kilometers with full time and high power, serves a primary audience living within 500 miles of its transmitter, numbering 4,500,000 people. Of these, 2,250,000 live on farms or in towns with less than 5,000 population.

Within the 500-mile radius there are approximately 400,000 receiving sets. 70 per cent of them are on farms or in small towns.

The studios in the Nicollet Hotel were completely rebuilt and enlarged in the summer of 1929, when a magnificently equipped organ was installed.

WCCO brings, through the Columbia Broadcasting System, a service which directly links the listener in the Northwest with the nation's capital, with 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 which has grossed over $10,000,000 in return, and which has given an entertainment value of more than $1,000,000.

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.
WCCO-SERVICE TO THE NORTHWEST

S. H. Cameron, Vice President of Northwestern Broadcasting, Inc.

E. W. Hare, Assistant Treasurer and Secretary, Reed Broadcasting, Inc., in charge of production.

Mildred Scott, known as the "Mother of radio," on WCCO, broadcasts music and other daytime features.

Hugh S. Moeller, Chief Engineer of WCCO.

Wills—World Bowlers' Junior Record, Master of Fantasy.

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

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

Fred Leona, "The Old Sitter," manager of WCCO's St. Paul Office.

Ken Titus, appealing particularly to the ladies.

Jerry Harrington sings, recites, and does any two of the above.

Carl Buxton, the youngest member of the staff.
WCCO-SERVICE TO THE NORTHWEST

William S. Fayer, twenty-eight-year-old president of the Columbia Broadcasting System. Columbia's office in Minneapolis is but one small part of the vast organization engaged in radio activities across the country.

Frank C. Cook, and Julia Sanderson, stars of many years ago who are now back in the Blackstone programs.

Mary and Bob, whose Friday night adventures in the Twin City Hotel are followed by thousands.

Hack Simonous, Showboat group brings the east old "mademoiselle" to Northland for the first time.

E. K. Haas, resident, in a role he has performed in all others.

Mary Ann, the "Little Red Riding Hood.""}

George Buckman, who takes the part in the "Little Red Riding Hood.""}

Milenka, contralto, soloist of the Columbia Broadcast- ing System. Formerly a member of the Haymarket Company, and the American Opera Company.

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

Norman Brookes, a very famous actor and comedian, and sometimes referred to by many people as "Mr. Brookes."

Helen O'Harra, contralto, soloist of the Columbia Broadcast- ing System. Formerly a member of the Haymarket Company, and the American Opera Company.

Professor Paul Wyllie, who is one of the foremost radio authorities, and is credited with having started the craze for radio "tunes." He is heard regularly every night from WCCO.

Harriet Lee, soprano, heard with the big orchestras and in the playhouses of the world.
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. Gaches makes all the program announcements during the Symphony broadcasts.

Herbert O. "Pitt" Gaches, at the left, recently appointed director of the University of Minnesota, and head football coach of the University of Minnesota football team, presented the left is President Louis D. O'Connell of the University of Minnesota, who introduced Mr. Gaches.

The Northwest Banjo-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.
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 WHO of Chicago. The inset is Eddie himself, nationally known organist and pianist.
WCCO-SERVICE TO THE NORTHWEST

Thousands of children in the Northwest are members of the WCCO kids club and tune in every week for the program. "Poppy," "Peg," "Al," and "Bert."

Douglas K. Baldwin, broadcast operator of WCCO, has enjoyed equal popularity with his participation in the program.

Ford Olson, popular violinist, pianist, organist, and orchestra leader, who has a record of popularity among WCCO's listeners.

Richard (Dick) Long, who conducted the program, is now in the Northwest and a regular feature on WCCO's programming.

The trio which plays candy bars to youngsters of the Northwest: Fred Schiffer, Bob O'Grady, and Bob Doherty. They appear regularly on the Kolin-Kohn children's program from WCCO.

The radio program's regulars include Roy L. Hill, editor of the Minnesota State Journal, and N. O. Focke, president of the Northern States Telephone Company, who sponsor the program.

For five years, the Vandal Orchestra and Quartet, sponsored by the W. H. Burtin Company, have been a weekly feature on WCCO.

Leslie Stearns, who sings for WCCO in a program that 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 orchestra. 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.

Mynedell Cate, eminently of breakfast to thousands of women in the Northwest who tune to WCCO each week.

The Maple Dale Quint, now broadcasting for the third successive year in the Maple Dale Hechtman program. Left to right they are J. H. Miller and R. J. White.

Clarence Olsen, instructor in voice at the Northwest Conservatory of Music, and responsible for many of the best musical productions from WCCO.

The Skeltonites under the direction of Eddie Foster, at the piano, based every Thursday night. Miss Stenze is at the organ and at the right are the Toulasen Singers.

The Admiral, M. J. Gorman, master of songs, and the George Gallery of Great Names.

Paul Ober, one of the most distinguished of Northwest song writers, who is official composer of WCCO's staff. Every tune Paul plays, a very attractive gallery of WCCO's friends.
WCCO-SERVICE TO THE NORTHWEST

Howard Meesons, the singing furn-
man of the Northwest, is well-
known among radio enthusiasts.

Long a prominent figure in the radio world, Meesons has been a fixture on the airwaves for decades. His smooth baritone voice has been a favorite among listeners for many years.

The crystal clear sound of WCCO's transmitting station at Anoka. The station's facilities are housed in a modern, state-of-the-art building that is designed to withstand the elements and provide the best possible reception for listeners throughout the region.

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, halls, theatres, etc., and also from New York, are transmitted 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 at all times, 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.

Nels Molender, one of the best known control men in the Northwest, is in charge of WCCO.

The panels of WCCO's transmitting station at Anoka. These house the big tubes which are the heart of the transmitting apparatus. The operators at WCCO are in charge of WCCO's transmitting station near Anoka.

Tunes of a generation or two ago, both dance and concert numbers by the Old Timer and now the direction of Dan Hensley, the Old Timer has compiled the largest library for music in the Northwest.