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, unfolds in many respects with the history of radio itself.

WCCO is the 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 adoptions at radio broadcasting by newspapers, department stores and civic groups and was supported solely by business interests of Minneapolis and St. Paul.

Early in 1926, 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 last two years, the station operated under the guidance of Washburn-Crosby Co., 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 1926, Modern Broadcasting, Inc., was formed to 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 M. Gramm, general manager; John McCormick, assistant general manager; and Roy E. Crowson, production and program manager. Hugh S. Murphy is the station’s chief engineer.

NEXT TO CHIEF

JOHN MCCORMICK

New assistant general manager at WCCO

John McCormick, who has been a part of the past year general manager of WING, Columbia’s station in Cincinnati, recently was appointed assistant general manager of WCCO.

He has served for six years as program director and production manager of WING in New York before going to WING.

He is a graduate of Washburn college in Lawrence, Kans., and is a member of Sigma Chi fraternity.

WCCO and the COLUMBIA BROADCASTING SYSTEM take great pleasure in presenting WCCO’s new Minneapolis studio to the listening public of the NorthWest. These new studios, located at 265 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 in 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 workers.

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.

MANAGER WCCO
COLUMBIA BROADCASTING SYSTEM, INC.

WCCO went on 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 operate with such power.

Until its present move to new studios at 265 Second Avenue South, 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 mildew 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 Beckner-Cumming, Inc., distributors of Westinghouse products and appliances.
New Studios House Latest in Radio Equipment

LAST WORD IN
BROADCASTING

Sound Lock, Modern Lighting in Floating Station

BY HUGH S. McCARTHY
Chief Engineer, WCCO

WCCO’s elaborate new studios at 622 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.

The second floor of the building houses all of the studios, and was chosen because the unusual 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 those, 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 “boxed” from the rest of the building, in other words, the floor, walls and ceiling of each studio is totally 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 that even temperatures 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 H.A.D.W.A. 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.

Then, 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. Echos 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 partitions 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 studio is painted in a different color harmony.

Studio No. 1, which houses WCCO’s powerful pipe organ, is in blue and gold.

Perhaps the most colorful of all Six studios. No. 2, which houses WCCO’s mechanical heart of the station, is finished in green and gold.

The office studios No. 1 and No. 5 are finished in a combination of gray and brown.

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

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

A client’s audition room accommodates each of the studios, and 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.

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Among the other special rooms in the WCCO studio lay-out is a musicians’ lounge, a work’s staff lounge, a women’s work lounge, a music room, a transcription room, a security department, and extra telephone room.

In addition to lavatories and wash rooms on each floor there are also shower rooms. The plumbing and heating work was installed by GRUBEM Bros. Co.

This 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 STEELING ELECTRIC CO.

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

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

This powerful station was the first ultra-high frequency unit to be installed in the north-west. It broadcasts on 21,200 kilocycles.

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

The studio is equipped with all of the latest equipment and is designed to meet the requirements of the WCCO network. The studios are equipped with the latest in broadcasting equipment, including the latest in sound recording and broadcasting equipment. The studios are also equipped with the latest in recording equipment, including the latest in sound recording and broadcasting equipment.
Thousands Listen to Education Programs

Here are the "Mike" Men of WCCO

15,000 Pupils in City
Hear Analysis of Events

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 northwest, 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 events are carefully analyzed. Its background and latest developments are pointed out. It's reference to past history and present happenings make clear.

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

EDMUND ARBOTT

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.

Al HARDING

Clellan Card

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

Andrews Sisters

Virginia Payne

Goodman is Official King of Swingsters

To swing there is to live, and "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 STAR

S&L ASSOCIATION

RESOURCES EXCEED ELEVEN MILLION DOLLARS