THE GOLD MEDAL Station, WCCO, representing the Twin Cities of St. Paul and Minneapolis, was established in September 1924, through the joint efforts of the Washburn Crosby Company, makers of GOLD MEDAL flour, and a group of nearly five hundred public-spirited subscribers through the St. Paul Association and the Minneapolis Civic and Commerce Association. On March 4, 1925, it opened its five-thousand watt transmitting station at Anoka, Minnesota, and its studios and offices in the Nicollet Hotel, Minneapolis. On June 8, 1925, it opened its studios in the St. Paul Union Station.

The GOLD MEDAL Station is owned by the Washburn Crosby Company, and is operated for service to the Northwest jointly by this company and by the Minneapolis and St. Paul subscribers, who include in their number most of the leading industrial organizations of the two cities.

Its programs are broadcast from its four studios, two in Minneapolis and two in St. Paul, from the studio of the University of Minnesota, from any of more than a dozen remote control points in the Twin Cities, or from the studios of the National Broadcasting Company, Incorporated, in far-away New York, and in each case are carried by direct telephone wires through the amplifying panels in the studios, and thence by telephone wire to Anoka, where they are sent out to the whole world with a power of five thousand watts, on a wave length of 416.4 meters, representing 720,000 cycles per second.

From the Arctic Circle to Venezuela, from the Atlantic to the Pacific, reports of good reception from the GOLD MEDAL Station are received constantly. The station's signals have been picked up in Australia and New Zealand, in Alaska and Greenland, in England, France, Germany and Czecho-Slovakia.

The staff of the GOLD MEDAL Station is glad at all times to welcome visitors to its studios, and to receive suggestions which may assist in making its service of greater value. To the Station, to the speakers and musicians who provide its programs, and to those to whose financial support the Station owes its existence, messages from listeners are the only form of repayment which is ever asked from the public.

The GOLD MEDAL Station gratefully acknowledges your message, and thanks you for your expression of interest.

The station is glad to verify your report of reception of its programs.

Communications regarding programs sponsored by individual firms, or originating with the National Broadcasting Company, Incorporated, are promptly forwarded, but some delay in responding to requests in such communications is unavoidable.

The Gold Medal Station invites your co-operation in enabling it to render to the highest possible degree SERVICE TO THE NORTHWEST.
General Plan of the
GOLD MEDAL STATION, WCCO
St. Paul-Minneapolis
with glimpses of the studios in the Nicollet Hotel, Minneapolis, and the Union Station, St. Paul, and a picture of the five-thousand watt transmitting equipment at Anoka.