

## The GOLD MEDAL Station WCCO

*St. Paul-Minneapolis*

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

**T**HE 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, millers 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.



# GOLD MEDAL STATION, WCCO

St. Paul-Minneapolis

416.4 Meters

Operating on Central Standard Time

NORMAL SCHEDULE

(Subject to change without notice)

## DAYTIME

DAILY, except Saturdays and Sundays: Market reports 9:45, 10:30, 11:30 A. M., 1:30, 3:00 P. M. Program for the day, News Bulletin 9:30 A. M., Farm Hour 12:00 M., Woman's Hour 2:00 P. M., Readers' Club 4:00 P. M., Children's Hour 5:15 P. M., Livestock Summary 6:00 P. M., Weather reports 9:45 A. M., 1:30 P. M. Betty Crocker Gold Medal Flour home service talks 10:45 A. M. (Mondays, Wednesdays, Fridays). Minnesota Federation of Women's Clubs 3:05 P. M. (Mondays only). Legislative dialogues 4:30 P. M. (Tuesdays only). Afternoon concerts 2:30 P. M. (Wednesdays only) 2:15 P. M. (Thursdays only). Baseball scores (during season) 4:00, 5:55 P. M.

SATURDAY: Program for the day, news bulletin 9:30 A. M., market reports 9:45, 10:30, 11:30 A. M., 12:30 P. M. Weather report 9:45 A. M.

SUNDAY: Church services 10:50 A. M., 4:10 P. M. Concert 5:30 P. M.

## EVENING

SUNDAY: Church service 6:20; Leaders in Today's World 7:45; New York program 8:15; orchestra 9:15, weather report 9:45; organ recital 10:00.

MONDAY: Dinner concert 6:15; farm lecture 7:15; New York program 7:30; University of Minnesota program 8:00; orchestra 9:00; weather markets and road conditions 10:00; dance program 10:05; organ recital 11:30.

TUESDAY: New York program 7:00, 7:30, 8:00, 9:00; musical comedy 9:30; weather, markets and road conditions 10:00; outdoors program 10:05; musical program 10:30.

WEDNESDAY: Democrat of the Dinner Table 6:30; radio pioneers 6:45; Your Bank and You 7:45; New York program 8:00; orchestra 8:30; New York program 9:00; musical program 9:30; weather, markets and road conditions 10:00; dance program 10:05; organ recital 11:30.

THURSDAY: Dinner concert 6:15; Common Sense in Religion 7:15; fashion talk 7:45; New York program 8:00, 9:00; weather, markets and road conditions 10:00; traffic safety talk 10:05.

FRIDAY: Dinner concert 6:15; farm lecture 7:15; orchestra 8:00; New York program 9:00; musical program 9:30; weather, markets and road conditions 10:00; dance program 10:05.

SATURDAY: Dinner concert 6:15; Fireside Philosophies 7:45; New York program 8:00; musical program 9:00; weather, markets and road conditions 10:00; dance program 10:05.



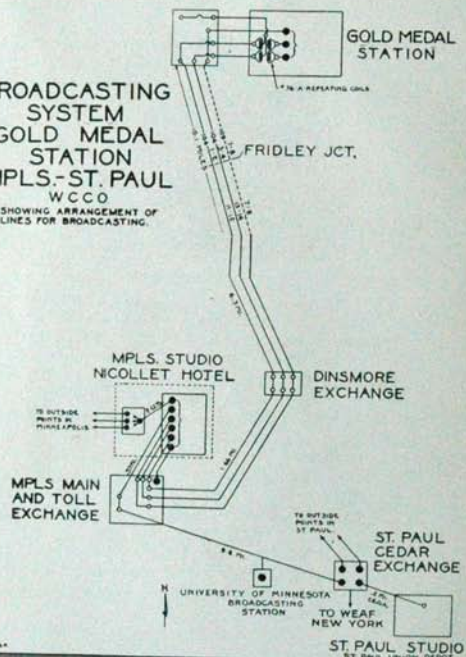
The Minneapolis Studio and Visitors' Gallery



Panels at the Anoka Station

**BROADCASTING SYSTEM  
GOLD MEDAL  
STATION  
MPLS-ST. PAUL  
WCCO**

SHOWING ARRANGEMENT OF LINES FOR BROADCASTING.



**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.



A corner of the St. Paul Studio



A Group of the Junior Artists