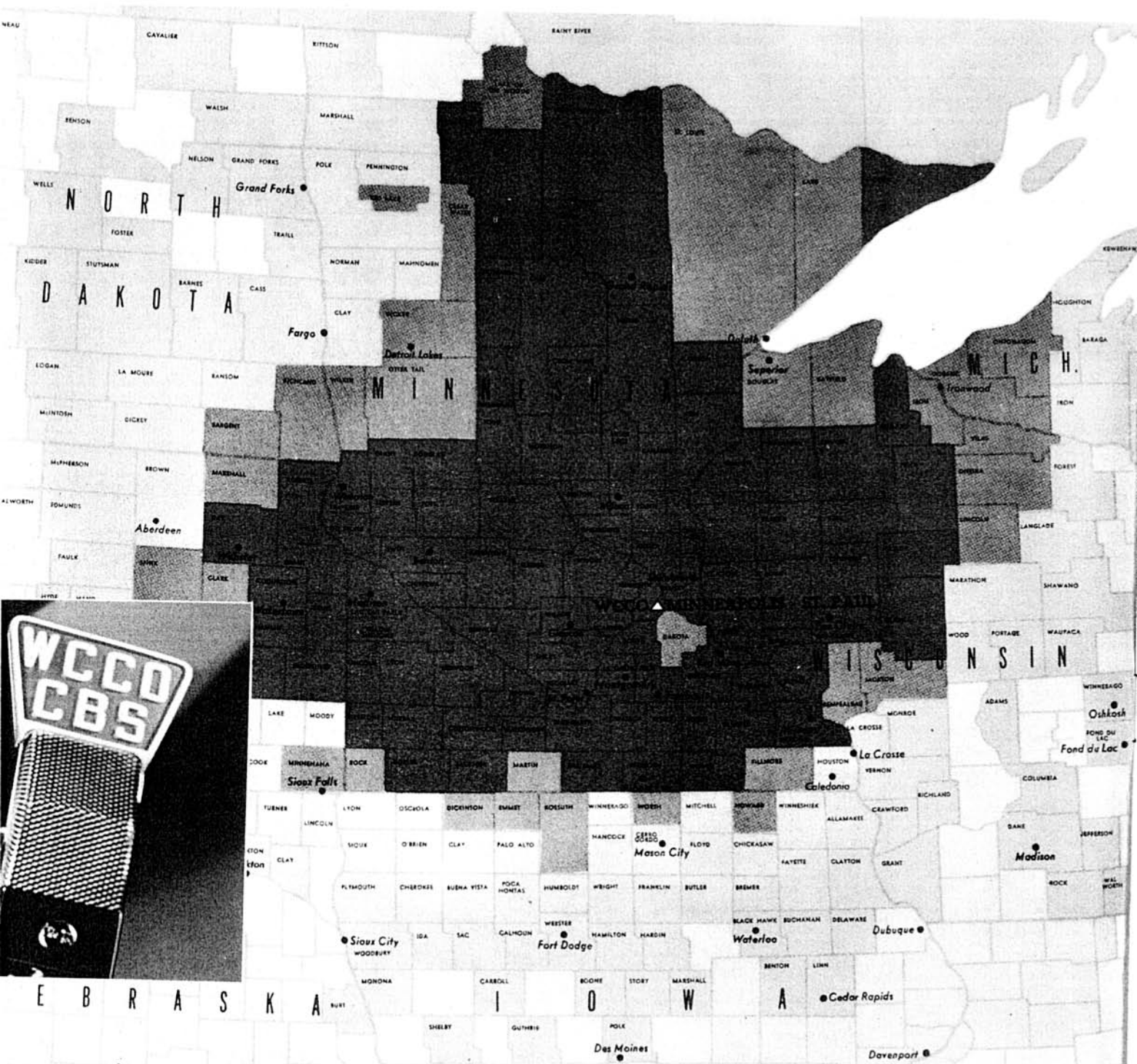


# HOW WCCO SERVES THE



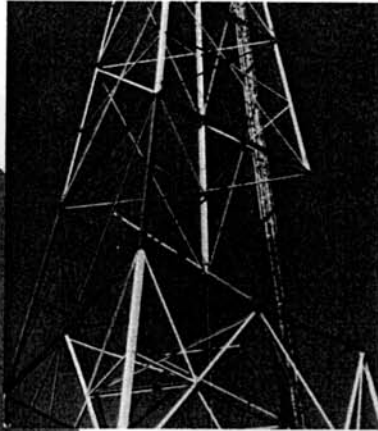
THIS MAP gives you a picture of the vast territory served by WCCO. Into Minnesota and neighboring states — to more than 3 1/3 million radio listeners in its "primary listening area" — and 6 1/3 million in its "primary and secondary areas" — goes the clear, strong "signal" of WCCO — the Northwest's most important radio station and the only Twin City station which covers all this area.



# NORTHWEST WITH THE BEST IN RADIO



OFFICIAL  
GREETERS OF  
WCCO



**TURN YOUR DIAL** to 810 kilocycles and, whether a hundred feet or a hundred miles away, WCCO — the most important radio station in the Northwest

— is a "bee-hive" of activity. Everybody is curious about radio. What goes on behind that dial? What is radio made of? What makes it work? Who works it?

**THROUGH YOUR RADIO** you hear leaders in education, science, government and public affairs, musical, stage and screen favorites — the stars of the entertainment world. You listen to a famous statesman, a noted explorer, a prominent news commentator.

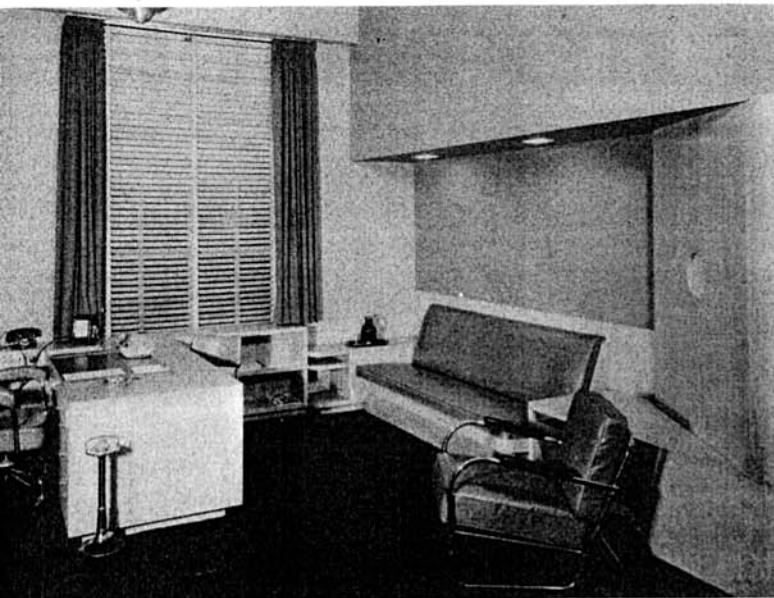
**THROUGH WCCO**, farmers receive valuable weather and market reports, housewives obtain new ideas on home-making, hear talks on family health and welfare. Through WCCO, school children participate in educational radio projects.

**WITHIN** these pages, WCCO—one of the nation's great radio stations—leaps to life before your eyes. We hope this may give you some idea of the time and thought and talent expended in order that WCCO may efficiently administer its stewardship of the Northwest's only nationally cleared channel.

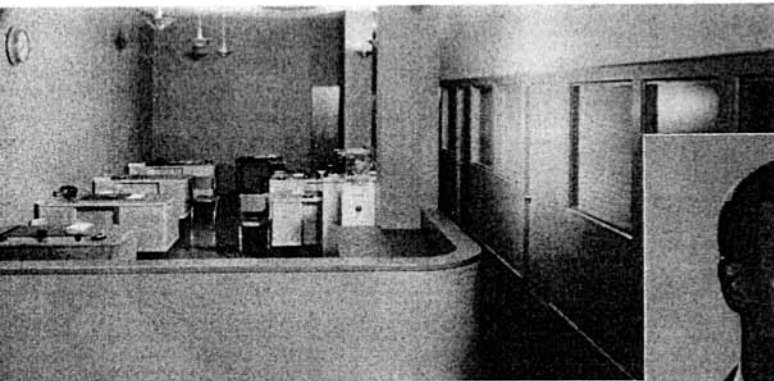
**EARL H. GAMMONS**  
General Manager of WCCO



# THE NEW AND MODERN HOME



Office of Earl H. Gammons, general manager of WCCO



A portion of WCCO's general offices

Reception room for executive offices



**THE MOST MODERN** and elaborate broadcasting headquarters in the Northwest were opened by WCCO in Minneapolis on April 7, 1938.

Leaders in business, civic and cultural affairs from all parts of the country paid tribute to WCCO on this occasion — an occasion which signified that "the last word in radio" had arrived in the Northwest. WCCO's broadcasting equipment is the newest that modern radio science has developed.



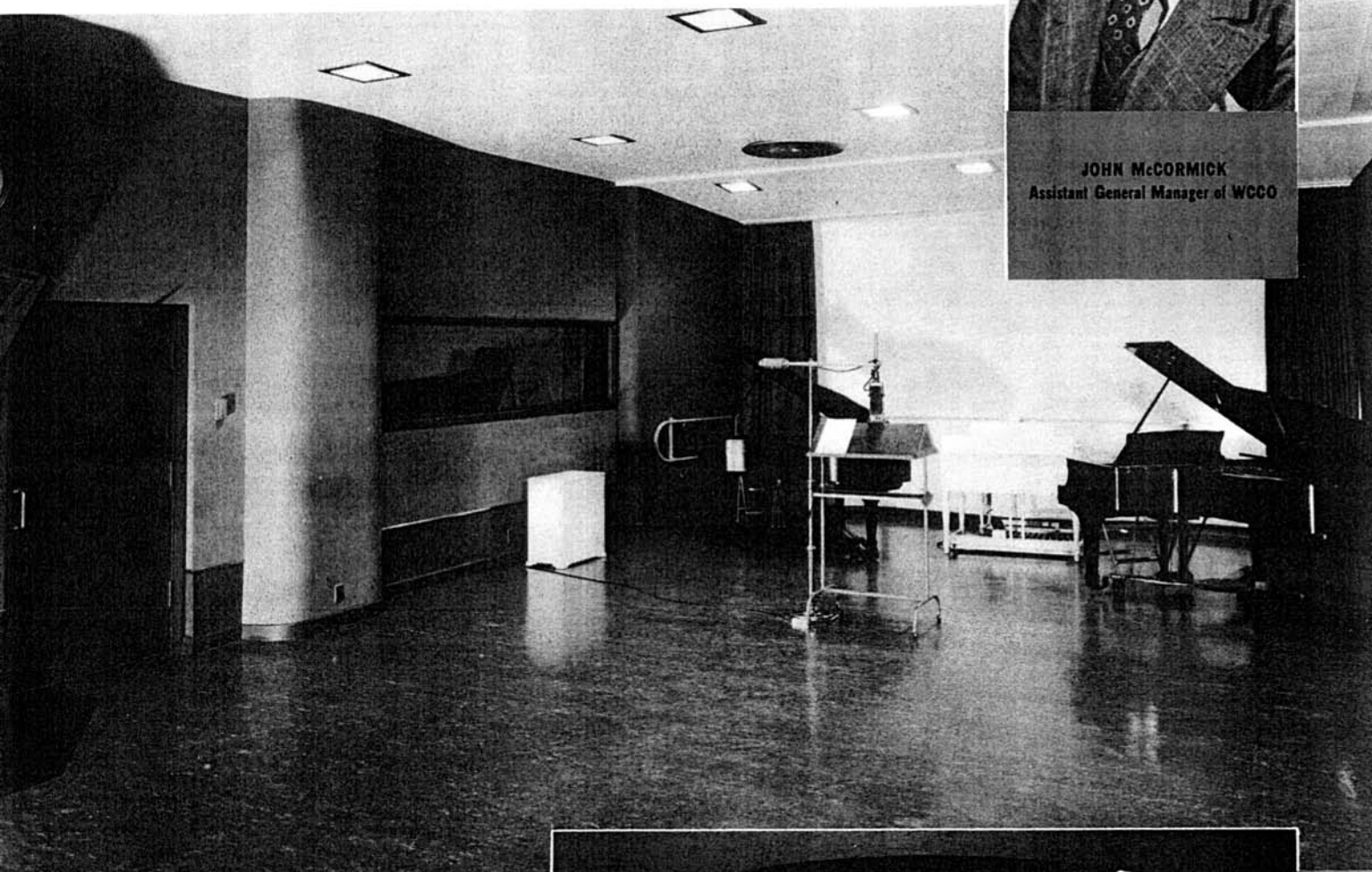
**CARL J. BURKLAND**  
Sales Manager of WCCO

**STYLED**, architecturally and mechanically, much like the CBS Hollywood studios at "Columbia Square", the studios of WCCO rank with those of the largest broadcasting centers in the world.

# O F WCCO

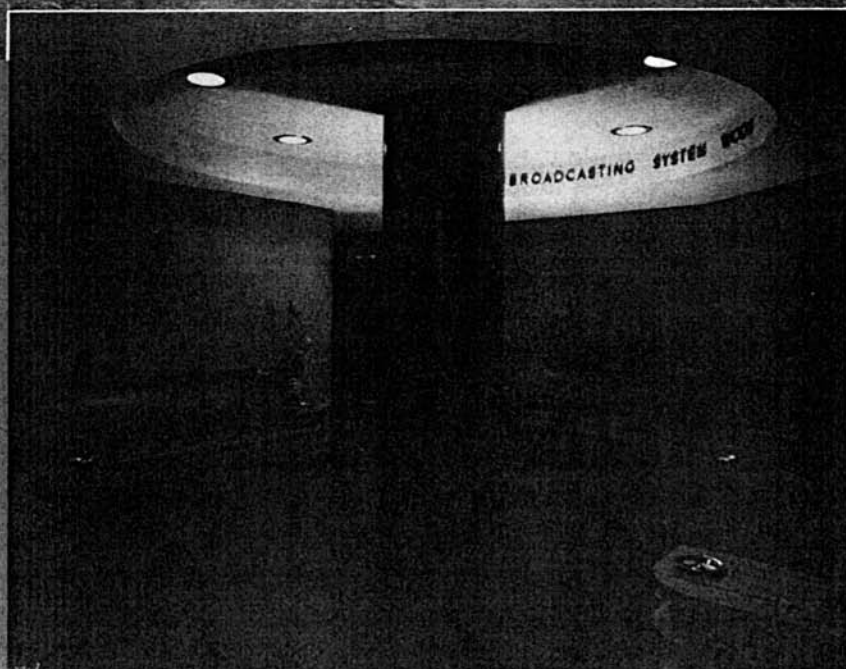


**JOHN McCORMICK**  
Assistant General Manager of WCCO



Above: Studio One, the largest of six WCCO studios. In its design, engineers have isolated it from all outside sounds and vibrations. This is a "Floating Studio". This is a room within a room, ingeniously separated by springs from surrounding building walls, ceiling and floor.

Right: The general reception room of WCCO.



# A DAY BEHIND THE DIAL WITH



# BUILDING A



**MAX KARL**  
Educational director



**WALLY OLSON**  
Musical director



**HAYLE C. CAVANOR**  
Program and production manager



**ROY W. WINSOR**  
Assistant production manager



**KENENA MacKENZIE**  
Continuity director



**AL HARDING**



**BOB CAMPBELL**



**ED ABBOTT**



**ROY BRANT**



**CLELLAN CARD**



**EDDIE GALLAHER**



**CHARLES ROSS**

## "THE VOICES OF WCCO"—THE ANNOUNCERS

Below: "Pine Corners Social" and "Country Party"



# RADIO SHOW FOR THE AIR

**THE PROGRAM** and production departments go to work on a new idea. Men and women skilled in program presentation build plot, dialogue and action into a script, select talent and rehearsals begin. Scenes are enacted over and over. Lines are changed, deleted or added. Sound effects are tested and tonal values checked. The tempo of the music is quickened or slowed down.

**EVERY MOVE**, and every sound, must be perfectly harmonized, coordinated and adjusted so that when the finished product reaches you, it will be the kind of program that you may expect from WCCO.



**RAMONA GERHARD**  
pianist-organist



A Jamboree of music and songs is heard Fridays over WCCO during the "Sportsmen's Special" programs.

**ROLLIE ALTMAYER**  
organist-pianist



These personalities are available for personal appearance through the WCCO Artists Bureau.

**DICK LONG**  
orchestral conductor



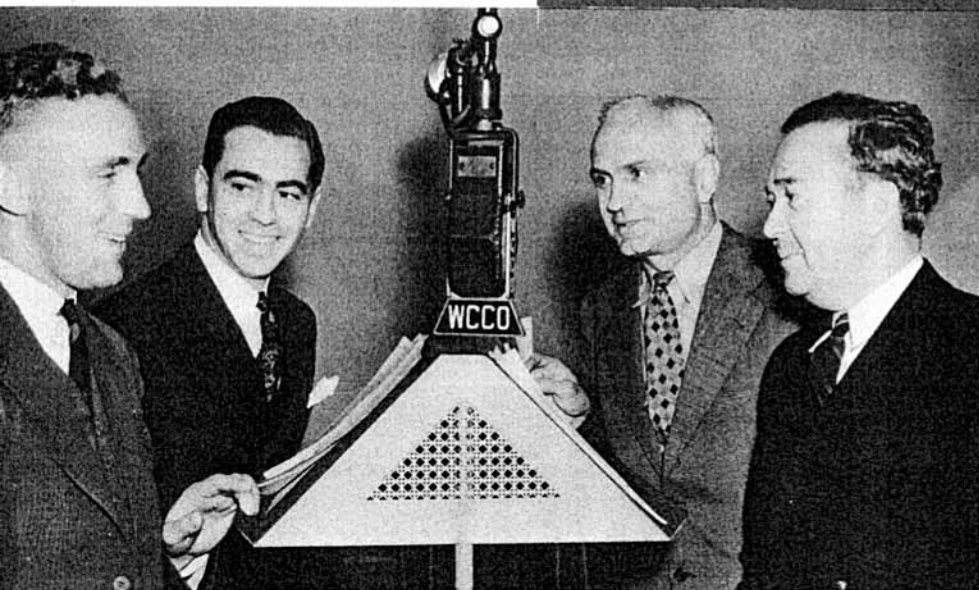
**CLIFF RECKOW**  
orchestral conductor



Left: CLELLAN CARD, purveyor of early-morning laughs, is star of the daily "Almanac of the Air" program.

Right: Comedians of long-standing popularity with WCCO audiences are "Tena and Tim".

Below: Sunday nights the Northwest listens to Babe Le Voir — former Minnesota gridiron star, Eddie Gallaher — WCCO's ace sports commentator, Bernie Bierman — famed coach of Minnesota's Golden Gophers, Charles Johnson — sports editor of the Minneapolis Star, for authoritative football talk.



HUGH ASPINWALL — Popular entertainer, singer, master-of-ceremonies and philosopher.



Here are the "Musical Hands" of the "Tune Time" program.

Below: "HOME FOLK TUNES" — Favorite old folk tunes and melodies starring Hugh Aspinwall, the "Bob O' Links" and Ramona Gerhard with Harry Habata.





# SERVING THE NORTHWEST WITH ESSENTIAL RADIO FEATURES



Above: **CEDRIC ADAMS** --- Popular WCCO news commentator and top columnist of the Minneapolis Star, whose reputation is national, is one of the leading local features on Northwest airwaves.



Above, left: **ROY BRANT**---WCCO News Editor. News covering local, national and world events are broadcast daily by Roy Brant.



**GEORGE GRIM** --- Radio director, Minneapolis Star, producer of "Front Page Parade", writer of "Exclusive", and "News X-Ray".



**AL SMEBY** --- For 13 years, Mr. Smeby has broadcast the markets --- vital business information for all Northwest farmers and livestock men.



**DR. WILLIAM A. O'BRIEN** --- Dr. O'Brien has been a WCCO feature for 11 years with his Saturday morning health talks.

These personalities are available for personal appearance through the WCCO Artists Bureau.



**WCCO** gives complete radio service to the Northwest—essential services that are a part of each day's living, such as market reports, weather forecasts, time signals, discussions of health, home-making, education, the many daily broadcasts of local, National, and World News — and through CBS finest foreign news service. WCCO coverage of Special Events makes every Northwest home a witness to "History In The Making".



**EDDIE GALLAHER** --- Able, accurate, colorful. WCCO's rapid-fire sports announcer and commentator.



**ROLLIE JOHNSON** --- Veteran WCCO sports commentator, is shown describing an exciting "turn" in the Intercollegiate Track and Field Meet, held in Minneapolis and presented by WCCO to a nationwide CBS audience.

**FLORENCE LEHMANN**  
 Prominent Northwest newspaper woman. Feature writer, columnist, story teller. The only newspaper woman to travel with the University of Minnesota football team, writing feature stories from the woman's viewpoint. Miss Florence Lehmann makes many personal appearances throughout the Northwest through WCCO Artists Bureau.



**H. V. KALTENBORN**  
 dean of radio news analysts



**MISCHA ELMAN, violinist**  
**LEON BARZIN, symphony conductor**



**FLORENCE REED**  
 famed actress



**IN A VOTE** for the most popular Northwest program, Florence Lehmann's

"Ladies First" would undoubtedly win high place. Virtually all outstanding personalities visiting Minneapolis appear on her afternoon programs. She interviews symphony conductors and prize fighters, multi-millionaires and six-day bike riders, novelists, poets, educators, actors, housewives, professional men and heroes. "Ladies First" is a spirited, stimulating WCCO feature — the personal "Who's Who of the Air" — intensely popular with Northwest women and men.



**COUNTESS ALEXANDRA TOLSTOY**  
 popular writer



**FRANCIS TWEDELL**  
 Minnesota's 1938 football captain



**4H CLUB WINNERS**

**CORNELIUS VANDERBILT, JR.** journalist, traveller



**"PUDGE" HEFFELFINGER** all-time all-American guard

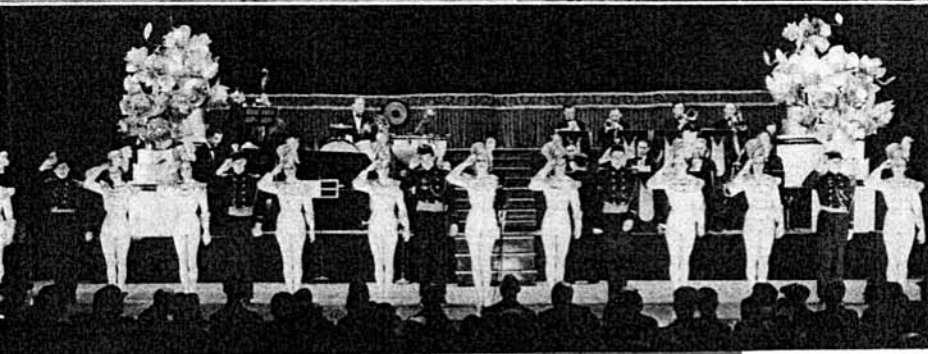


**GENE TUNNEY**  
 one-time heavyweight champ





FROM **WCCO** ARTISTS BUREAU COMES



Left:  
**PARKER & ARDELLE** — Mixed Dance Team  
Specializing in Adagio, Acrobatic, Ballroom.

Center:  
**GLYDE SNYDER** — Master of Ceremonies.

Right:  
**BRUCE PATTERSON** — Banjo Stylist.

**AL SHEEHAN**, well known broadcaster and showman, is manager of WCCO Artists' Bureau, recognized as the leading talent office in the Northwest. His task, with the aid of an able staff, is to scout talent, direct its development, have it available for WCCO broadcasts.



# THE TALENT FOR WCCO LOCAL SHOWS

Opposite Page:

**BALLET OF SIX DANCING GIRLS**

Production Scene from Northwest Automobile Show, Minneapolis Auditorium

**PROFESSOR WART**

Slip Tongue, Scandinavian Comedian

**HARRY HABATA**

**RAMONA GERHARD AND BEE BAILEY**

Twenty Flying Fingers

**BARN DANCE**

Below:

**STROLLING TRIO**

**BLUES SINGER**

Jerry Gardner

**BOB-O-LINKS**

These personalities are available for personal appearance through the WCCO Artists Bureau.



**THE WCCO** Artists Bureau supplies talent and showmanship for WCCO

programs, providing the largest direct supply of local live talent available to any Twin City station. The Bureau has another important job. It engages the services of its artists for personal appearances before the public throughout the Northwest. Bureau talent appears at colleges, churches, banquets, civic celebrations, conventions, hotels, county fairs, dances. Thus Northwest people see their favorite WCCO radio personalities, get to know them intimately.



BARBARA LUDDY, LES TREMAYNE  
of "First Nighter"



MAX REINHARDT  
of "Star Theater"



ANDRE KOSTELANETZ



KATE SMITH



JOHN BARBIROLLI



TED HUSING

# WCCO CARRIES THE FULL SCHEDULE OF CBS



MARTHA RAYE



## FROM CBS

the world's largest radio network, WCCO brings the Northwest many of radio's top-flight features. From New York or Hollywood, or the important European scene, WCCO's listeners hear the best in entertainment, the latest in news, the foremost in culture and education. The entire entertainment world, and the living world itself are at the command of WCCO's listeners at the turn of the dial.



LEW LEHR



BENNY GOODMAN

PAUL WHITEMAN

"PROFESSOR QUIZ", BOB TROUT

CECIL B. DeMILLE

MAJOR BOWES

EDDIE CANTOR



IT'S A BIG JOB to give first class radio service to a territory as large as the Northwest. To do that job well — to give as fine a radio service as exists anywhere in the country — WCCO has invested hundreds of thousands of dollars in equipment — spends thousands more each year keeping the equipment in prime condition.



# PUTTING

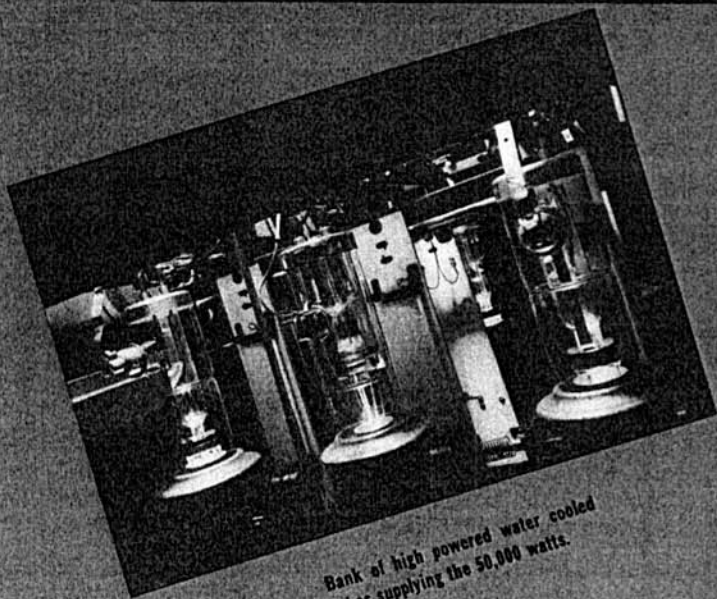


HUGH S. McCARTNEY  
Chief Engineer, WCCO.

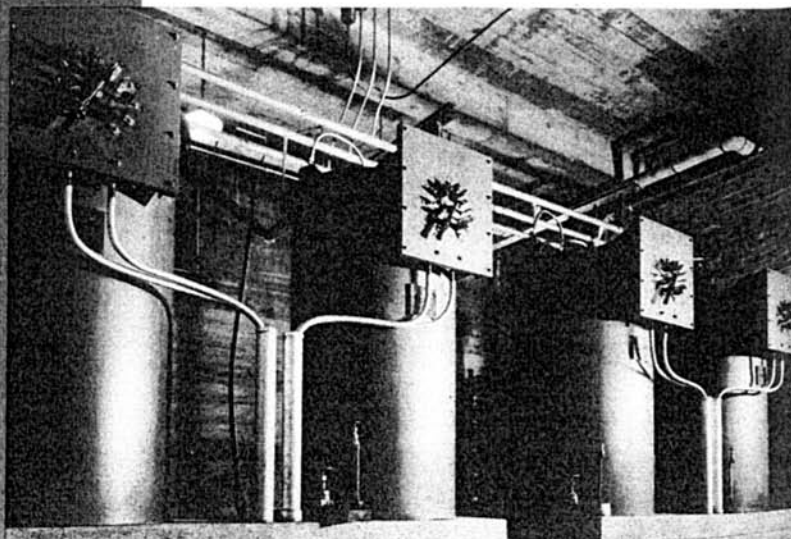


View of Master Control room. Here the technician records music, speech and sound effects into a coordinated whole.

High voltage transformers that step up voltage to supply the plates of the water cooled tubes.



Bank of high powered water cooled tubes supplying the 50,000 watts.



# THE SHOW ON THE AIR

## A DESCRIPTION OF THE TECHNICAL SIDE OF RADIO

ETERNAL VIGILANCE is the price of good radio transmission. Day and night WCCO engineers go over the entire system, checking and testing both regular and auxiliary equipment, to make certain that the programs reaching your radio are faithful reproductions in tonal quality and volume of the action in the studio.

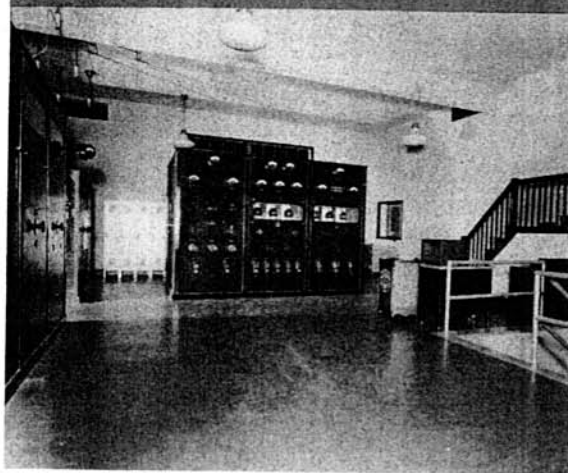


**AT THE MICROPHONE** programs are born. The "mike" is an electro-mechanical ear which picks up every audible sound, word, song, music, even a whisper — transforming these audible sounds into electrical impulses. Why are the audible sounds changed to electrical impulses? The answer is — so they can be controlled and transmitted over long distances.

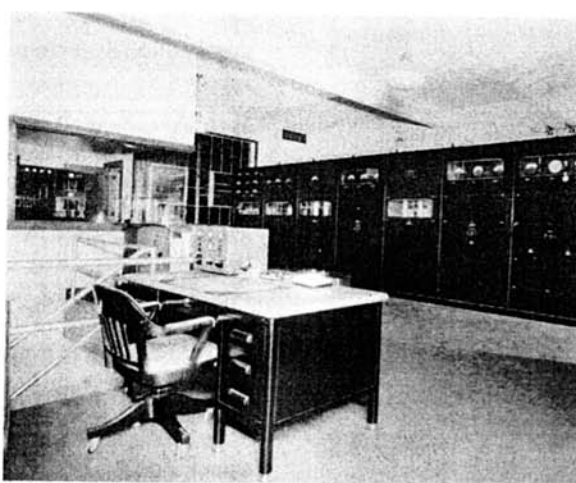
**THE TECHNICIAN** in the control room can blend the music, speech, sound effects, etc., picked up by the various studio microphones into a coordinated whole. He can make them loud or soft, or gradually swell or diminish the volume. His job is to control these electrical impulses so that when you hear them, they are properly balanced with regard to each other and truly reproduce the original performance. The technician's equipment consists of amplifiers for making the exceedingly minute electrical impulses stronger, and volume controls for adjusting the balance and the overall volume.

**HERE'S AN EXAMPLE** of control. A soloist is singing to the accompaniment of an orchestra. One microphone near the orchestra gets the full volume of its music; a second microphone, before the singer, gets the full volume of the song. The sounds from the two microphones go into the control room. There the technician blends music and song so that they come to you in their proper relationship to each other.

**THE PROGRAM LEAVES** the control room and is carried over special wires to the WCCO transmitter, located near Anoka, 25 miles from Minneapolis. At the transmitter, intricate and marvelous equipment changes the audio frequencies into modulated radio frequencies and then radiates them into space. An idea of the complexity and the elaborateness of the facilities involved may be judged from the fact that the output energy of the studio microphones is amplified 30 trillion times (30,000,000,000,000) before being broadcast by the WCCO transmitter. From the antenna wires suspended between the tops of the two 300-foot, beacon-lighted towers, the programs go on the air, impelled by 50,000 watts, to the millions of radio listeners in the Northwest.

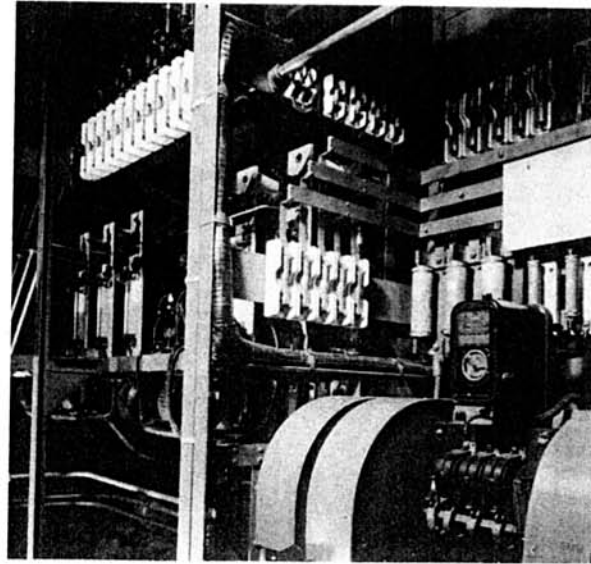


Rectifier unit that changes high voltage AC into 17,500 volts DC.



Control desk and general view of transmitter.

AC distribution racks to control circuits.



# BUILDING PROGRAMS FOR NORTHWEST LISTENERS

● **THE AIR WAVES** are sovereign property — they belong to the people of our country and, in a more particular way, to the people of a locality. The people, through the Federal Communications Commission, license radio stations to serve the public in a given area.

RADIO means different things to different localities. National preferences are almost the same everywhere. But it is in approval or disapproval of local features that sectional preferences reveal themselves.

THE AVERAGE Northwest listener regards radio as a service. He considers radio as a complete menu, and not a high-spotting of special features. The reports of prices on farm commodities may sound dull. But the city and town people of the Northwest, many of them from farms and rural areas, most of them with country cousins, know that these broadcasts are an essential service to the farmers and business men of the community. And agriculture is one of our great sources of national wealth.

BECAUSE of a preponderance of Scandinavian and German people, with their

great love of music and great talent for it, the Northwest probably enjoys more fine music than any territory outside New York. No city the size of Minneapolis supports so competent, so large a symphony orchestra. No other area enjoys the wealth and quality of the choral singing that distinguishes Minnesota.

CURIOUS as it may seem to those who like classical music, there are many who do not — and for them WCCO has programs of other types. Since radio belongs to the people — all the people, even the minorities, are entitled to their fair share of radio.

THE MEASURE of service in radio is not that one single type of mind must be pleased with every program on the air, but that everyone, everywhere, shall have his share of the wonderful things radio has to offer.

YOUR SON or daughter may find a career in radio. If so, you can congratulate them, for radio is one of the great means of service to people. It imposes tolerance, discipline, and the great understanding that people are different and that to provide radio service for all is a busy, fascinating job.

A CBS STATION



50,000 WATTS