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PROGRAMS
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No. 3

Gold Medal WCCO, Minneapolis-St. Paul



Hitting the high spots in singing at WCCO. From left to right they are: Ted Kline, first tenor; Kenneth Johnson, second tenor; Cal Scheibe, baritone, and Nels Swenson, bass. They are the famous Gold Medal quartet.

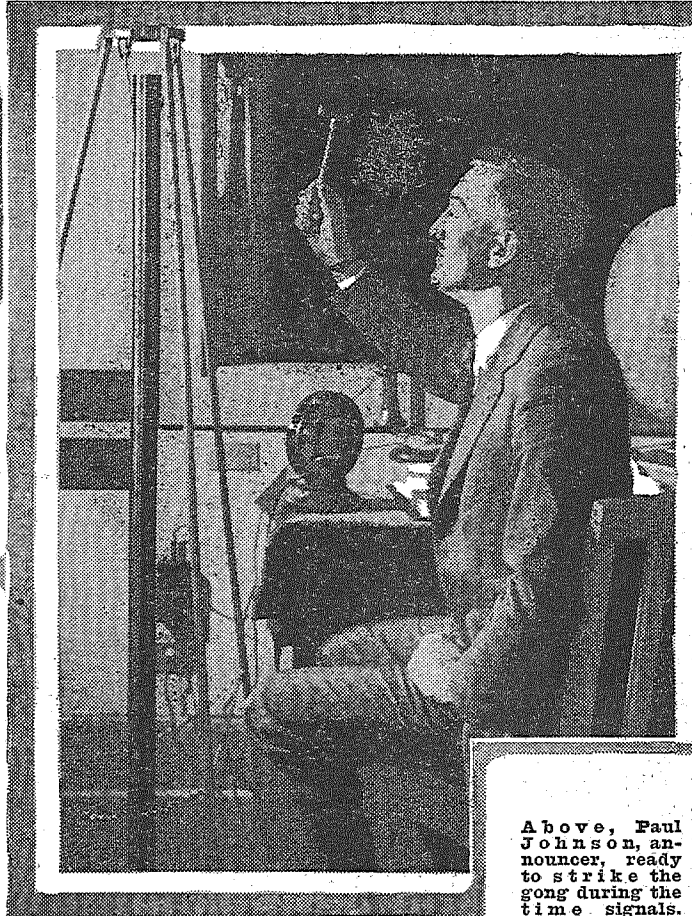


Above, Henry A. Bellows, station director. Below, Eleanor Freemantel, accompanist at WCCO.



THE Gold Medal station, Minneapolis-St. Paul, WCCO, is on the air with its new 5,000 watt equipment and broadcasting from its new Minneapolis studios on top of the Nicollet hotel. If you doubt this, ask Ray Sweet, chief engineer of WCCO, who has been in bed recuperating from the effects of installing the station. Ask Paul Johnson, announcer, who has hardly been able to speak above a whisper since the five-hour program opening night. Ask any of the four or five thousand Twin City residents who jammed the Nicollet hotel to see the new studios on opening night. In fact, ask any Radio fan from New York to San Francisco, and from Brownsville, Texas, to LePas, Manitoba. Not satisfied with getting the new transmitter on the air and opening the new studios in Minneapolis, the management of WCCO announces that they will at once begin work on more new studios for St. Paul. These will probably be the most uniquely located of any broadcasting studios in the world. They will be in St. Paul's handsome new Union depot, used by nine railroads, and where thousands of persons will pass by daily and watch the broadcasts through glass panels.

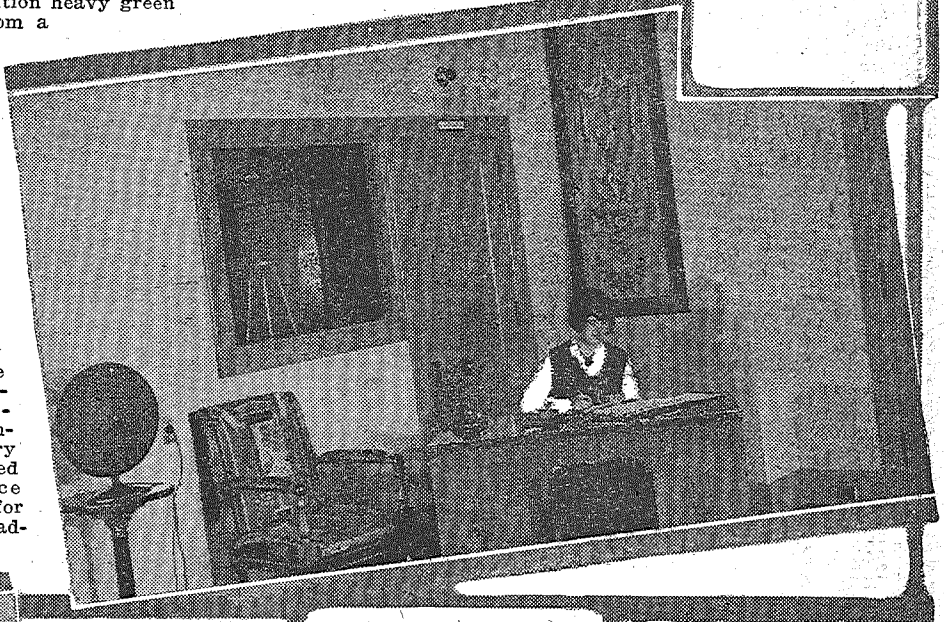
The construction of the studios proper is unique in that the ceilings are suspended and deadened, the walls insulated, the floor built upon cork, and in addition heavy green velvet drapes are hung from a track running about the walls, thus making possible acoustic control. The reception room and studios are elegantly furnished. On the floor in the reception room and promenade are Oriental rugs, while the studios are covered with extremely heavy padded carpeting. The furniture is all in colors and of a unique type. In fact, the studios have been pronounced by those who have visited broadcasting stations throughout the country to be unequalled in appearance and facilities for proper broad-



Above, Paul Johnson, announcer, ready to strike the gong during the time signals. Below, a corner of the reception room, showing draperies and a futuristic tinge. This room is located on top of the Nicollet hotel; here the visitors and artists are first greeted.

casting. Henry A. Bellows, well-known magazine editor and musical critic of the Northwest, has just become associated with WCCO as director. He is known throughout the country for his work in magazine circles, and his position of director will entail the work of arranging for all broadcast-

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Left to right, Ray Sweet, chief engineer; Eleanor Poehler, musical program director; Paul Johnson, announcer, and Harry Wilbern, station manager. This is the way they looked after broadcasting for five and one-half hours.



Visitors at the Minneapolis studios of the Gold Medal station on top of the new Nicollet hotel may view the broadcast through the glass panels.



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GOLD MEDAL WCCO

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ing programs from the Gold Medal station.

"Listen for the time signals," is often heard from this station. The announcer is none other than Paul Johnson, who has endeared himself to the ears of all the fans listening to WCCO.

Next in line comes Eleanor Poehler, musical program director. She has been with WCCO for some time, and the quality of musical programs broadcast, vouch for her ability at picking artists.

On the evening of the opening, invitations were sent out to approximately 5,000 people to come to the Nicollet hotel and view the broadcasts. They began arriving at 7 o'clock in the evening, and continued coming until the program ended at 2:30 a. m. During the evening hours a motion picture photographer would have been able to catch a mob scene equalled in but few productions. Elevators were swamped trying to carry the passengers. Many of the guests walked the twelve flights to get to the studios.

The most noticeable result, according to officials of the Gold Medal station, of the installation of the new equipment is the greatly increased range. Since the new transmitter has been on the air, reception has been reported from both coasts, and on Saturday, March 7, report was received that the noonday market reports had been heard over a loud speaker in the heart of New York city. On the west coast, Radio fans report that the new WCCO comes in with the volume of local stations.