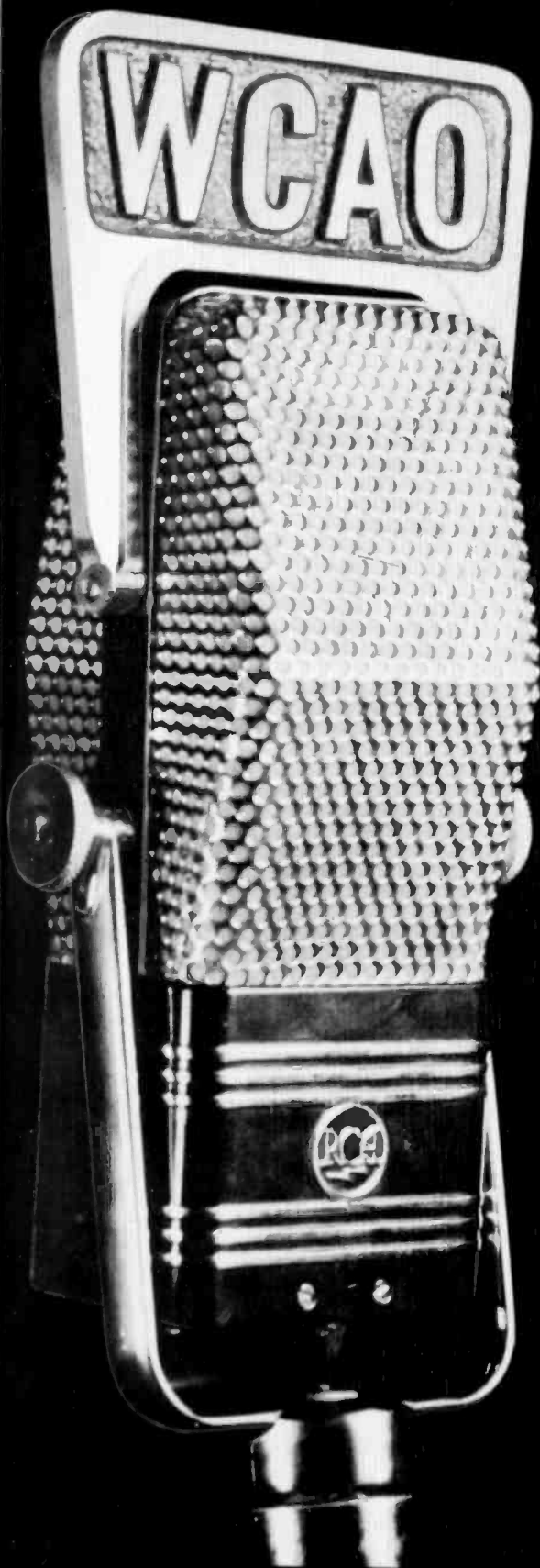


W·C·A·O

• THE VOICE OF BALTIMORE •

COMPLIMENTS OF
Willie Dairy

2016-26 Fleet Street
(Firm Name and Address)



THE HOUSE ON THE HILL was not intended for a Radio Station, indeed, the gentleman farmer who built it on one of the high, open hills northwest of the growing town of Baltimore, gazed out over the Patapsco river, the rolling Anne Arundel county, the lower harbor, the Druid Hill lawns, and could not as much as dream of radio . . . this amazing new industry was yet to become even a dream.

But Baltimore reached out its arm, progress in science revealed new miracles, and as **The House On The Hill** felt the wide fields about it fill with homes and stores the secrets of radio ventured into popular use.

In 1922, a group of pioneering Baltimore gentlemen formed the Monumental Radio Company, applied to the Federal government for a license, and established Radio Station WCAO — the first broadcasting station in Maryland!

At first located on Charles Street near Mulberry Street, WCAO in 1929 moved into **The House On The Hill** on Lanvale street near Fremont. The old house was completely remodeled for its new scientific purpose, but care was taken to retain much of the mellow style and character of the original home. With WCAO came the facilities of the newly organized Columbia Broadcasting System, with which the station had become affiliated as early as 1927, providing the earliest and best national programs to its listeners.

The House On The Hill has watched abundant change in the young radio industry . . . innovations and improvements too numerous to tell . . . constant alterations and progress by WCAO to make its services of great benefit to Maryland listeners. This album is dedicated to each of you — Our Listeners.

MEN AT THE MICROPHONE



Veteran announcer of the WCAO staff is **William J. O'Toole** . . . "Bill" or "Uncle Bill" to friends. At an early point in his life, Bill wanted to become rich — to have the facilities to help those who needed it. His life in search of that fortune has taken him into innumerable fields, until Jess Willard, prominent Washington radio executive persuaded him to come aboard the new radio bandwagon. In 1928 Bill joined WCAO, and has originated and produced many of the programs you hear.



Versatile and ambitious **Charles W. Purcell** is another of your WCAO "mikemen" . . . but he is also in charge of various production jobs. From Arbutus, Maryland, Charlie wended his career through farming, the ambition to be a policeman, and into radio, landing at WCAO in 1931. Special events, when he must keep up a running description without benefit of script, are his forte — and for this purpose Charlie often flies his own airplane. His most familiar — and personal favorite — program is the quiet evening hour "Nocturne."



A voice — his fine bass voice — led **John Ademy** into radio announcing. At first, that voice was to have been the substance of a musical career, but upon graduation from Peabody Conservatory of Music, and before a concert career could be launched, Johnny was made a staff announcer in his hometown station, Greensboro, North Carolina. From there he came to WCAO in 1935. Many know his "Varieties" program of dance music each afternoon, few know his yen for late sleeping.



Right—From the Old Testament of a Gideon bible **Francis R. Dice** took his first announcing audition. But unusual circumstances were not new to the fellow from Pennsylvania. He had been a church janitor, newspaper photographer, teacher, principal in a penitentiary school and an actor. A year before graduation from St. John's College, he played an extra part in Ramon Navarra's 1925 film, "The Midshipman," later he played in comic opera. Married, and with a son and daughter, Frank is an amateur gardener and vintner.



A career with the Metropolitan Opera Company was an early and entirely reasonable ambition of **Ray Moffett**, before he found radio announcing and singing demanding his services. Graduating from Washington College, Ray went on to Peabody Conservatory for his training as teacher of voice, then went back to his alma mater to direct choral music. He can turn out perfect measures on the violin, saxophone and trombone, too. No Ray has not always dealt in music—with the RKO theatres he handled money and publicity . . . and he was once a government inspector of tomatoes!

THE PROGRAM DEPARTMENT



Ever present but never heard is the fate of **Gordon A. Scheihing** of the WCAO Program Department. Copy, schedules, production and a hundred and one other background detail fall within his scope. In 1930 Gordon — whose youthful yen was to be a streetcar motorman — came to WCAO as a copywriter. It was only a short time before the kilocycle germ lodged in his system and he was caught in the radio ward. "Gordy" is married and father of two children.



If he could have followed his secret hope **George Lewis Filling** would have been hob-nobbing with the gentry of the sod-and-rubber diamond . . . he wanted to be a baseball player. But the vagaries of earning a livelihood took young George by the ear and led him a good ways from the cheers of fans. In case you want to argue about it, George is only 31, unwed. To him falls the duty of coordinating the copy and transcription departments. A native of Baltimore, he came to WCAO in 1930.

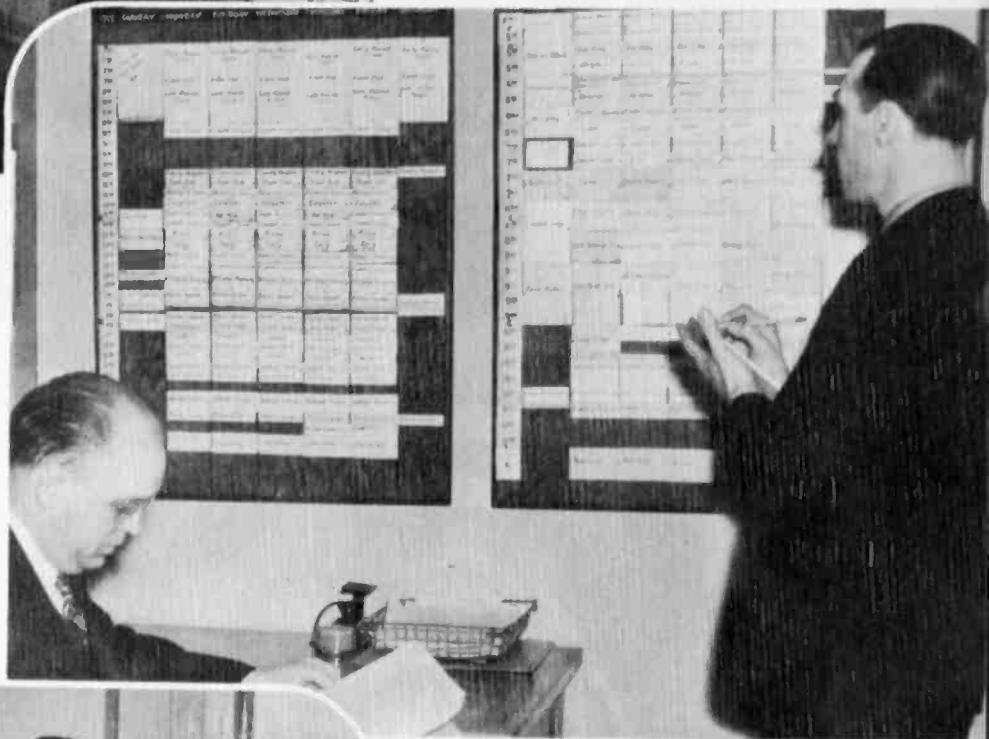
Necessity is radio's "mother of invention," too. So, with an advertiser's need for radio's services representatives of the Sales, Production, Program, Announcing and Administrative Departments gather in conference, as they are here, to work out a suitable arrangement and manner of program.

The idea sounds good . . . but how will it look in the black-and-white of script? So copyman Scheihing sets it up for a thorough review by the first conference group. A radio writer must be imaginative, brief, lucid and able to turn out a concrete idea form in a very short time.





Left—The script is reviewed, revised, reviewed and revised until the original idea may have faded into one sequence. Finally, it is approved, passed on to the program department. Here, it is "broken down" . . . analyzed for whatever music, sound-effects, cast, technical equipment will be needed. Assembling them sets Programakers Scheihing and Filling to work. Then individual scripts must be run off for each one on the cast, and for engineers, filing and clients.



Right—Meanwhile, the arrangements for time on the air have been agreed upon. But that means moving this down here and that over there to assure proper balance of program material throughout the day. Popular "sustaining" (non-commercial) programs are important, but they are the only ones available for shifting on the schedule. With those moves special notices must be broadcast to the fans of the show.



Left—Into rehearsal . . . coats off, sleeves up, nerves taute . . . the cast and director iron out the wrinkles and sweat the new program into its proper tempo and mood.



Right—And then "On the Air" . . . everyone praying nothing will "miss" on the first broadcast. After the first show it all comes easier, the station settles down to the rhythm of precise production. All is calm . . . until next time.

WCAO NEWS

Whether it happens next door or in a remote corner of the world, WCAO News is still news when you hear it. For that reason WCAO maintains a staff whose sole duty is to collect, prepare and broadcast news. In affiliation with a world-wide news service, whose trained reporters, expert writers, astute analysts and thousands of miles of

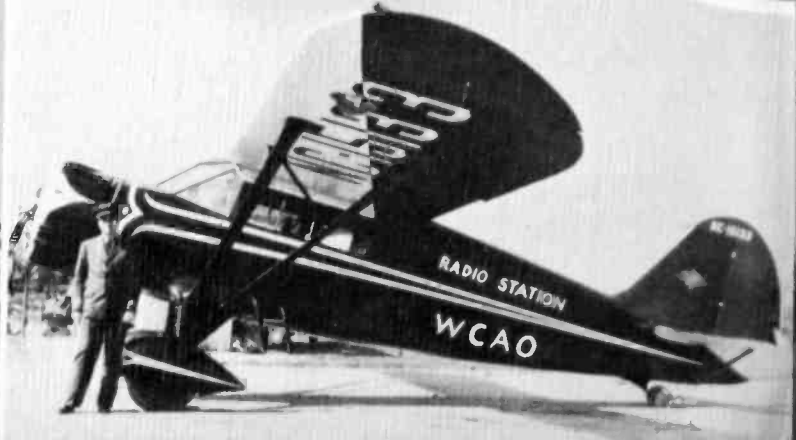
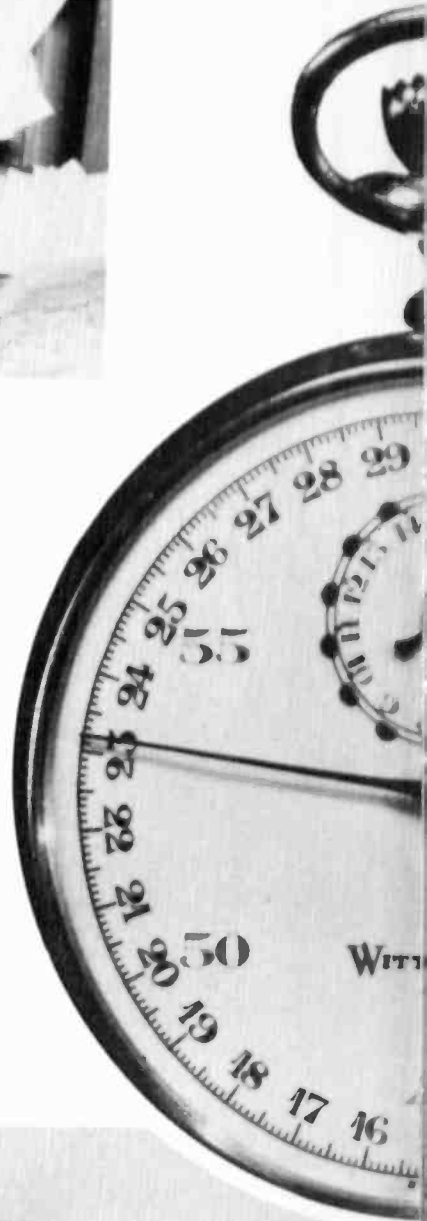


Above—News Editor **Dwight Burroughs** at his desk where each item of news from near or far must be sorted, shortened, revised and rewritten for broadcast. With an extensive background of newspaper and radio journalism, Dwight Burroughs gives WCAO listeners concise, understandable reports on world affairs.

Below—**Paul Morris** assists in the collection, arrangement and broadcast of local news in the WCAO area. A newscaster is responsible for correct pronunciation of whatever foreign names or phrases happen into his copy, and must be constantly informed of world history to intelligently talk of current events.



Below — WCAO's regular special events pilot is Capt. Charles F. Thompson, President and Chief Pilot for Thompson Airways, Inc. One time Vice Consul in the U.S. Diplomatic Service, ex-Marine Corp flyer, Capt. Thompson thinks and acts quickly, enabling WCAO to be on the scene for whatever news is available.



WHILE IT IS NEWS

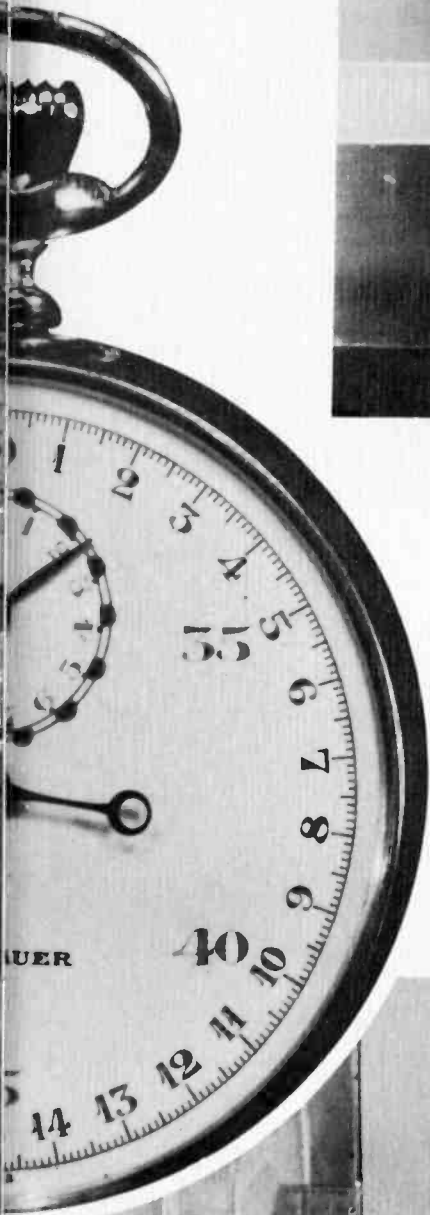
special wires are devoted to lightning delivery of stories from around the globe . . . equipment that will bring you news from anywhere in this locality faster than you could view it and understand it personally. WCAO is pledged to give its listeners "News — while it is news."



Above—Fast coverage and broadcast of WCAO News is further facilitated by the use of airplanes. Special events man Charles Purcell holds a license to operate a ship and many times handles the controls at the same time he is delivering an account of the news event by short-wave to the ground transmitter.



Below—Morris (left) and Burroughs discuss news slants before air time. Many times a story will unfold during a broadcast and Burroughs must edit and deliver it to the studio piece-meal while Morris is talking.



Above— Whenever news "breaks" within the reach of Baltimore, WCAO speeds its "pack transmitter" — a complete broadcasting station with a short-wave frequency, which can be carried by one man, as in the picture. From the point of the news' origin WCAO sends a complete first-hand description of the progression of events. Here Charles Purcell is interviewing a man at a point near the station.



Bob Trout, familiar CBS aireporter and special-events ace.



Paul Sullivan moved from WLW a year ago to join the CBS news commentation staff.

Edwin C. Hill, veteran radio news analyst for CBS.



Mary (Marvin) Breckenridge is one of CBS' reliable sources of information stationed in Germany.



Recognized as the greatest network coverage of the war is the CBS News Roundup service to WCAO. By shortwave direct transmission from the active fronts in Europe,



Elmer Davis "boils down" world news each evening from New York's CBS studios.



Linton Wells, noted journalist, "pinch-hits" for Elmer Davis in CBS news analysis when the occasion demands.

Bill Henry (left) leaves Edward R. Murrow in London, attired in service kit for observation of front line events in France.



and from the news capitals of America come the facts and opinions compiled by the world's most expert news minds . . . another contribution to WCAO's "News-while it is news."

CBS Foreign Correspondents gather (left to right): William Shirer (Berlin), Thomas Grandin (Paris), Edward R. Murrow (London), and Paul White (Scandinavia).





At the Baltimore Home Show WCAO installed a completely equipped studio from which daily programs were broadcast. Those of you who attended that exposition from March 30 thru April 6 will recognize this scene, where celebrities and authorities met to air the features of the Home Show.



Beauty comes to the WCAO microphone . . . Mary Nell Porter, Cotton Queen of the nation, is interviewed by L. W. Milbourne at the Baltimore Home Show this spring.



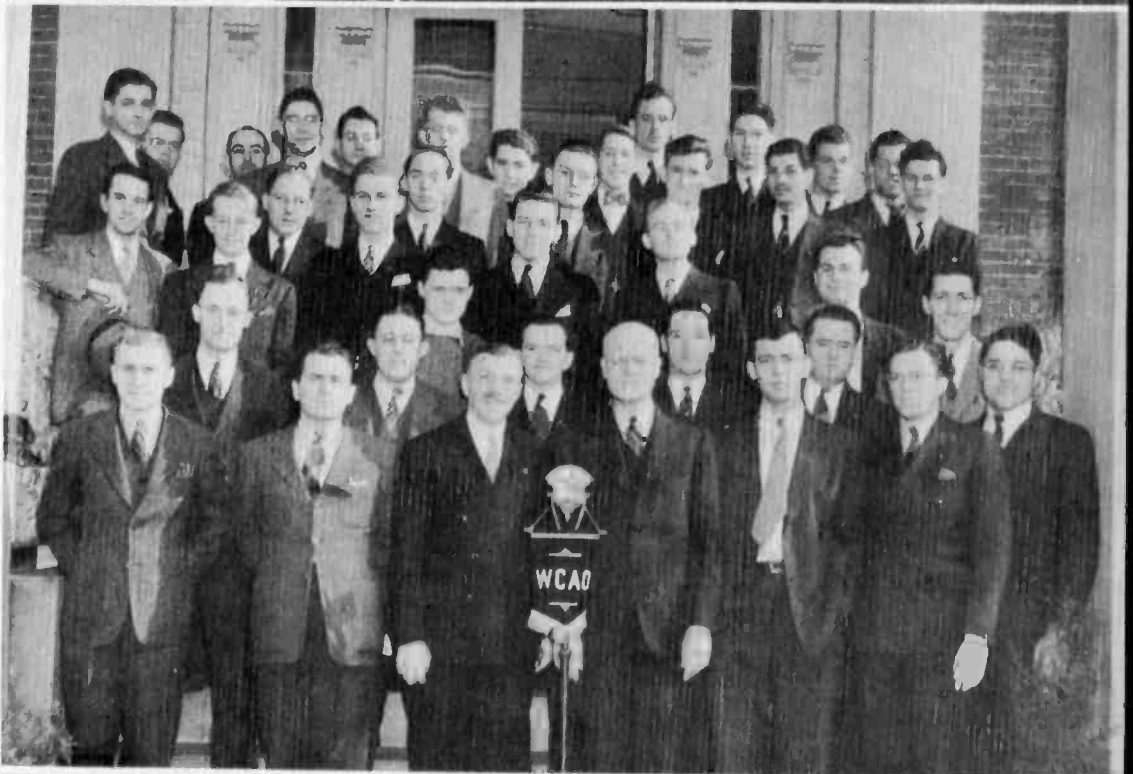
The Maryland Yacht Club Regatta was broadcast exclusively by WCAO. This picture shows the Governor and Mayor with their respective parties during one of the programs direct from the scene of this annual function.

FEATURES

The Baltimore preview of "Gone With the Wind" brought a choice celebrity group together at the WCAO microphone: (left to right) Governor Herbert R. O'Connor, Olivia de Havilland, supporting star in the film, and U. S. Senator George L. Radcliffe.



The Muhlenburg College Choir came down from Pennsylvania to broadcast over WCAO. This well-known vocal aggregation owes its success to the direction of Carl Wright Boyer, Ph.D., standing just left of the microphone.



John Barbirolli, famed conductor of the New York Symphony Orchestra, was feted at a reception in the Belvedere Hotel last winter. The people of Baltimore had an opportunity to attend the affair through the broadcast facilities of WCAO. Lewis M. Milbourne stands at the left of the center lady, and L. W. Milbourne directly in rear.





Rev. John Pitcher broadcasts the services of the Pentecostal Church, of which he is the pastor. These religious programs originate in the church during the Sunday morning observance.

Right — "Sunday Serenade" is your Sabbath program of soothing organ melodies. Harvey Hammond presents them from the console in Loews Century Theatre. At the left is WCAO engineer Charles Seibold at the portable control box.



Left—William K. Saxton, manager of the Loew's Theatres in Maryland, cooperates with WCAO in the presentation of special programs from the stages of his various motion picture houses. Here he (left) is checking details of a new WCAO offering with Charles Purcell. Thus, WCAO listeners realize a special program advantage in the association of one of the world's largest motion picture companies and Maryland's veteran radio outlet, WCAO.



Bettie McCall is the planner, writer, producer, narrator, commentator, announcer... well, she IS "Your Friendly Neighbor." From Washington, listing her age as "30 plus," and real homemaker for a swell family. Bettie's actual name is Bettie McCall Roberts. A scientific mind combined with a flair for fine taste to rather confuse the career of Bettie: With a Bachelor of Science degree from the Home Economics College of the University of Maryland tucked in her pocket, she started out as a bacteriologist — in a soil laboratory! But her personable manner brought her into the public eye as a travelling representative of a cosmetics company, in which position she used her scientific background — and realized, again, her desire for creative work. So off she went to Columbia University to study design and interior decoration, with a touch of dramatics. Since then she has revelled in writing and home arrangement and design. Currently, Bettie is trying to complete a book on homemaking started two years ago.

"YOUR FRIENDLY NEIGHBOR" AND "WHITE ELEPHANT EXCHANGE"

Bettie McCall "grips a mean grapefruit" when she goes on her daily shopping tour to prepare material for her show. Thus, "Your Friendly Neighbor" gives you facts instead of guesses.

Conducting a style show, as in this case, Bettie has the advantage of having personally designed and made smart clothes. And she can tell about them on her program, too.

Bettie McCall's "White Elephant Exchange" is a unique and busy program feature. If Bettie were to personally handle the items folks want to exchange for others, a large warehouse and plenty of help would be involved. But letters do the trick of turning a pair of brass candle sticks into a bicycle for Junior, or a lawnmower into a perambulator. Incidentally, be sure you sign your letters to Bettie — she turns a deep shade of purple when correspondence reaches her unsigned, either intentionally or otherwise.





LEWIS M. MILBOURNE

LEWIS M. MILBOURNE, President, Monumental Radio Company (WCAO). It has truly been said that every business expresses the personality of the man behind it. Since 1931 WCAO has been fortunate in having as its President, Lewis M. Milbourne — successful businessman in various previous enterprises — a man well-known and respected throughout the State. Beginning as a gentleman farmer (He still owns a large tract on the Eastern Shore of Maryland), Mr. Milbourne became a canned foods packer, eight years a State Senator, President pro tem of one session of the Maryland State Senate, and at a great business sacrifice, Assistant Collector of Internal Revenue in Baltimore from 1912 to 1920. In the last-mentioned post during the World War I, he maintained an "A" rating with the U.S. Treasury Department throughout the trying era. Later, as State Auditor for a short time, he reorganized that office and installed the present modern accounting system. Mr. Milbourne now devotes his entire time to his greatest interest — WCAO.

L. Waters Milbourne



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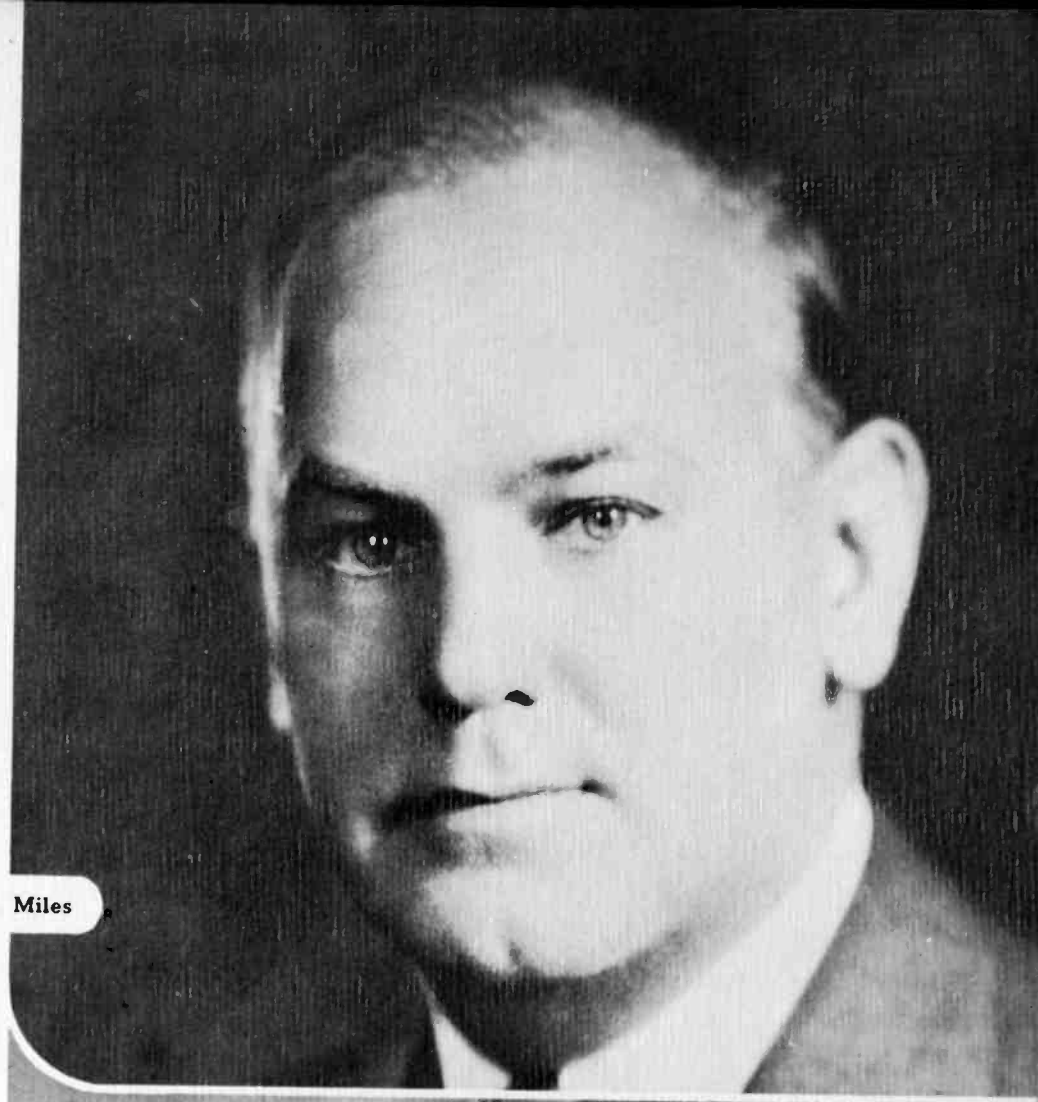
IVE HEADS

Right—**Clarence W. Miles**, Legal Counsel, The Monumental Radio Company (WCAO). Mr. Miles heads one of the leading Baltimore law firms, Miles & O'Brien. He has gained a great deal of prominence in recent years for his work in conjunction with the legalities of reorganizations, sales and negotiations for many of the country's large public utility companies.

Mr. Miles is also a leader in Maryland politics. His brother is Treasurer of the State of Maryland, and Mr. Miles was campaign manager in the last election for the present occupant of the Governor's chair.

With his varied and exciting background, Mr. Miles still credits radio with the greatest fascination, and WCAO with his attentive interest.

Clarence W. Miles



Right—**Melvin F. Woods**, Treasurer, The Monumental Radio Company (WCAO).

Through actual business experience and preliminary commercial education, Melvin Woods has attained an enviable knowledge of transactions and the rating of C.P.A. With the public accounting firm of John T. Woods, Jr., he was engaged to make an audit for WCAO in 1926, and was thereupon retained as a permanent, active member of this company, becoming treasurer in April, 1939.

Mr. Woods is a native of Baltimore and was recently married.

Melvin F. Woods



L. Waters Milbourne, Vice President and General Manager, The Monumental Radio Company (WCAO).

Son of WCAO's President, was also born in Baltimore — is a graduate of both Eastern Shoreman — is a graduate of both Baltimore City College and the school of Commerce and Business Administration of Washington Lee University, also holding a B.A. degree from the latter institution.

Coming to WCAO, "L.W." gained a great deal of valuable business knowledge from six years in the real estate business and ten years in investment banking with one of Baltimore's leading finance firms.

As a promoter of some scope and as great frequency of business will allow, "L.W." values highly his experience in "public psychology." His recreation comprises outdoor sports of all kinds, in some of which he participates.

CBS STARS OVER WCAO



Left — The Silver Theatre recently presented this couplet of radio-stage-screen stars in its weekly dramairing—Shirley Ross and staccato Lee Tracy.



Right — Bea Wain can charm with equal facility via the microphone or in person. A young, yet polished, veteran of the kilocycles, Bea is a familiar band-balladress.



Dick Powell, Arkansas boy who has made good music and charm wherever he has ventured, "emcees" the new show with Martha Raye, Parkyakarkus and Lud Gluskin's orchestrating.



Right— Ellery Queen of the famous "Adventures series" and his copper-haired assistant, "Nikki Porter."



Left — Kate Smith, "The Songbird of the South," extends her versatility into the "kitchen-and-counsel-chatter" at mid-day, while she still heads her high-rating "Hour" show.



Left—Benny Goodman toots his familiar clarinet while seldom-noticed brother Harry whips the "bull fiddle" during a broadcast rehearsal for "Swing School."



Wayne King, constantly popular "Waltz King" of the nation, has clung to his original "drifting" style in three-four time. He is an ever-welcome favorite over WCAO-CBS.



Mark Warnow, dynamic young CBS conductor, originated his current musical variety program "Blue Velvet Music" in a style to sweeten swing. His "Swing Fugues" and "Little Symphonies" are famous innovations in modern music.



Radio shows may come and go as "Amos and Andy" move ever forward through radio history. This famed "trouble-couple" had a hard time "crashing" Chicago radio before their "break."



Above — Jane Froman, slender erstwhile newspaper woman from Missouri, who found fame in music and drama, leads the attraction of the new June-opening "Gull Musical Playhouse," with Erno Rappe's orchestra and a 16-voice chorus.



Above — Andre Kostelanetz and Grace Moore, frequent musical conferees, again meet when Miss Moore "guests" on Andre's CBS "Tune-Up Time" program.



Right—Backstage at "SECOND HUSBAND" rehearsal, Houston Wyatt, Betty Garde (Also of "My Son & I), Ed Jerome and Helen Menken enjoy an informal chat.

WCAO CBS STARS



Left — **Guy Lombardo** pours his rich, deep-toned music into your WCAO channel with the ease of a veteran these days, but years back he and his three band brothers found it difficult to achieve a foothold up in Canada.



Right — **Col. H. Norman Schwarzkopf**, "Gang Busters" commentator, contributes his vast experience in police work gained during his 15 years as head of the New Jersey State Police.



Left—**Lanny Ross** needed but two "day-time" programs to assure him that the ladies of Baltimore and those throughout the country followed his lyric tenor songs wherever or whenever they appeared.



Right—**Ben "Yowsah" Bernie** "fronts" the show with the dialectic dunces **Lew Lehr**, vocalists **Buddy Clark**, **Mary Small** and **The Bailey Sisters** on late Sunday afternoons.



Left—"Lola Mitchell," the tempestuous girl of the back streets in your serial-drama "Big Sister," is played by Junior Leaguer **Arlene Francis**, young and talented actress.



Right — **Barry Wood**, romantic balladeer, has appeared in many CBS musical features. His informal conversation adds an intimate note to his quarter hours of melody.

WCAO'S TECHNICIANS

Martin L. Jones, Chief Engineer, is responsible for the maintenance, operation and improvement of WCAO's technical equipment. With the exception of a paper route and a while as a Fuller Brush man, "Marty" has held to radio. He has come a good way in his 28 years.



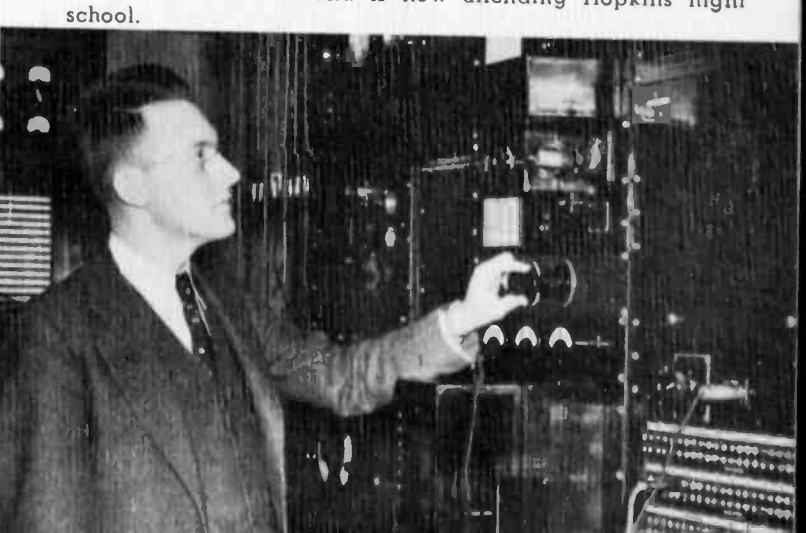
Sydney W. Bassford, Jr. joined the WCAO Engineering Staff in 1930 — he was only 20 then — after experience as a marine wireless operator. This picture shows "Brother Bassford" at the control console with the transmitter behind him.



Charles Seibold was inspired by "back-cover ads" to take up radiotelegraphy in 1923. Here was once it worked, for Charlie has been active in radio since that time. He came to WCAO in 1933. A resident of Baltimore since the beginning, he would like to travel farther afield — someday.

Gerald M. Mathison has hardly been confined in his places of employment. Born in Columbus, Ohio, he spent twelve years as a wireless operator on shipboard and then at a radio station in Iowa. In 1936 he came to Baltimore and WCAO.

Robert Swarthout rates as the youngest member of the WCAO technical department — only 24. But in those years he has studied music at Peabody Institute, radio at Baltimore Polytech, worked as a marine radio operator, assisted as aircraft mechanic and is now attending Hopkins night school.





Edward L. Anzman, Jr. has lived in Baltimore all his life, and has represented WCAO since 1930.



Claude S. Germand is a veteran newspaper and radio advertising man, and joined WCAO "about 1930."

COMMERCIAL REPRESENTATIVES

Many people do not understand the "why" of radio time-sales. Under the independent system of radio broadcasting in the United States, each station must look to its own earnings to give its listeners continuous programs. In Europe the various governments own and control radio, using it primarily for propaganda and what they term "educational" features. Here, it is the duty of a radio salesman to interest sponsors in good entertainment, thereby obtaining revenue for free educational and service programs. It is recognized that this system of independent broadcasting is the greatest in the world, and typical of the American "freedom of thought" ideal.

Thus, these men — representatives of improved radio broadcasting — play a silent, yet vastly important part in providing the best listening under the sun to you — free.

E. F. "Jeff" Voelcker graduated from St. John's College in 1921, came with WCAO in 1932.



John V. Lyons once thought of a political career in Baltimore County — gave it up upon joining WCAO in 1935.





Edyth Mae Fox is secretary to the Messrs. Milbourne. In 1929 Edyth became a part of our organization and is listed as one of the most faithful and dependable members. Because she liked the idea of helping others, she wanted to become a nurse, but now radio fills that need and she looks forward to an even greater part in the industry.



Mary W. Lewis, from whose middle name — Waters — is derived her nickname — "Muddy Waters" — came to WCAO to handle secretarial duties in 1937. She was about 22 years of age at that time, so your mathematical genius should be able to determine her current age. A daughter of neighboring Bel Air, Mary came to work in Baltimore directly from school.

IN THE WCAO OFFICES

Frances L. Jordan (The prefix is "Mrs.") is another veteran at WCAO. In 1930 she started her work as hostess, switchboard operator and stenographer after experience with another Baltimore business concern. Married three years later, Frances' liking for office work kept her on the job. Smiling and efficient, she is a popular member of our organization.



May Claire Lamb presents a personable "hello" to whomever might call by 'phone or in person at WCAO. She doesn't know exactly why she had an early yen to be an interior decorator, nor does she know why she hasn't done anything about it in her 24 years. At WCAO for nine years, she heeds the address of either "Maisie," Lambie Child" or "Curly."



WCAO STARS FROM CBS



"Myrt and Marge" are mother and daughter in real life as well as in the serial of that name. Their story was originated by Myrt during depression days, when she and her husband found chicken ranching none too profitable.



Left — Glenn Miller and his popular orchestra represent the latest trend of dance music — the blend of sweet and swing. Well arranged, intelligently interpreted melodies from Glenn and his band are a WCAO-CBS favorite.



Right — Major Edward Bowes has started so many young artists on their way to entertainment fame with his "Original Amateur Hour" that there may appear a vaudeville generation dedicated almost entirely to "the Bowes school."

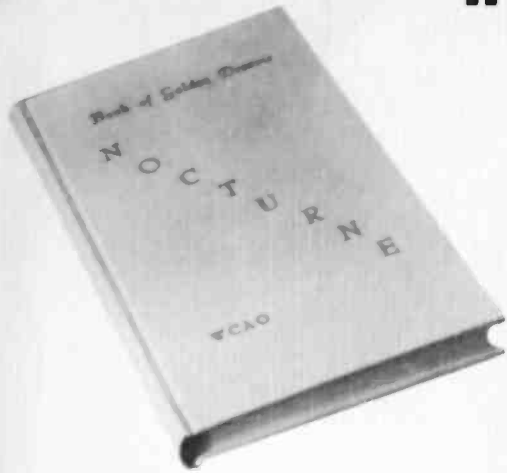


Left — Lionel Barrymore is heard annually in the dramatization of Dicken's immortal "A Christmas Carol." Here he appears in his repeated role of "Scrooge." However, the oldest son of the famed Barrymore acting clan is a frequent contributor to dramatic presentations over WCAO-CBS.



Right — Barbara Luddy, tiny leading lady of the "First Nighter" dramas, was a trouper at eight. She has ventured from her Montana home into fields as far as Australia on the stage. Screen roles were recently added to her acting history.

NOCTURNE



Late in the evening comes WCAO's program of soothing poetry and quieting organ music... "Nocturne." Narrated by Charles Purcell and set to familiar melody by Roland Nuttrell, this program of relaxation has become a welcomed interlude in Maryland homes.

Right — Charles Purcell has compiled the "Golden Book of Dreams," the cover of which is shown on this page, from his readings on the "Nocturne" program.



Left — Roland Nuttrell, only twenty six, is the talented organist who provides the background music for "Nocturne." He is well-known as a theatre and church organist in Baltimore, and is a graduate of Peabody Conservatory.

JOHN "QUINTET"



Above—**John Varney's Quintet**, playing for "The Spotlight Revue," comprises a unique instrumentation, devoid of brass or reed, with scintillating rhythm and harmony from electric organ, novachord, piano, celeste, marimba, xylophone, vibraphone, musical saw, Spanish and electric guitar, string bass and vocalization. Of course, with vocalist Evelyn King the group comprises six, and each member performs on more than one instrument, but the group is still the quintet playing arrangement novel to Baltimore.

Below—**Ray Martin** doubles on novachord, celeste and piano for the daily quintet presentations. Violin is also among his musical achievements. After a well-rounded training at Peabody and London Conservatories and with other tutors, Ray spent years in all types of orchestral work. With the rest of the quintet he shares the hope for network performance of their music.



Above—**John Varney**, director of the quintet and musical director for WCAO, started studying piano at the age of four years. Later, he studied trumpet and violin and advanced in piano and organ at Peabody Conservatory. In 1921 John played the "mood-music" for silent films at the Forest Theatre in Baltimore, but when sound came in he turned to radio.

VARNEY'S

MODERNE"

Below — Evelyn King at eighteen is well versed in song from both study and club engagements. Like the others in this company, "Eve" can step into either piano or violin parts between her songs.



Above—Mabel Varney deals in the percussion instruments — marimba, xylophone and vibraphone — plus the novel musical saw for the Quintet. She and her brother down in Virginia studied piano and violin, respectively, together for eight years and started public performance. After some time she met and married John Varney and became a member of his Quintet. Mabel is related to Cinemactor Wallace Beery.

Below—Robert MacLennan, string bass man of the Quintet, had little idea of making music his career. He set out at Baltimore Polytechnic Institute to study engineering. But opportunities presented him with experience in Baltimore theatres and hotels playing with bands, and even with the Baltimore Symphony.

Right — Elmer C. Barrows adds both the electric and Spanish guitar to our unusual combination. Following high school, Elmer studied music for three years and held a chair in the Baltimore Symphony Orchestra. The Quintet retained him in 1940.



SATISFACTION

A business is successful in proportion to the service it renders to the community, and it is of great satisfaction to WCAO to have the facilities with which to be helpful when occasion affords. We esteem it a privilege to have served many good causes from time to time.

1. The telephone rang . . . over the wire came an urgent request from a doctor in one of Baltimore's hospitals: "We have a patient who must have a blood transfusion within thirty minutes. Can you get us a volunteer donor, type B?"



2. At WCAO the answer was: "We'll try, doctor." Immediately an announcement was written ready for the air.



3. Interrupting a program of any kind in an emergency of this kind is a definite WCAO practice, so out over the air the appeal went . . . several times it was broadcast.



4. In his car near the hospital a blood donor of the type required hears the appeal for aid . . . he drove to the hospital



SERVICE

On these two pages is the photographic story of an actual incident in which WCAO produced surprising results. Of course, the action was originally too rapid to photograph, so the following pictures are a posed dramatization of the various steps . . . all within TEN MINUTES!

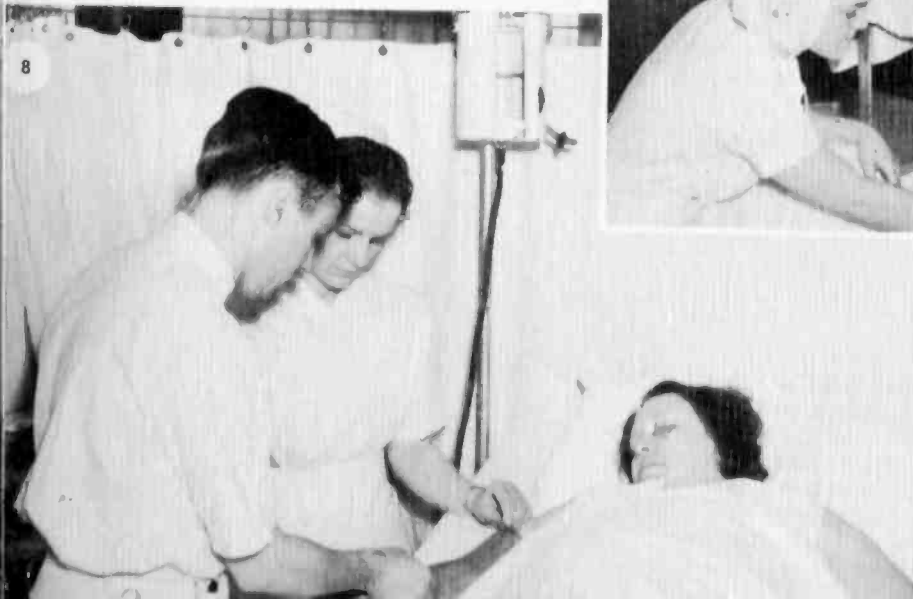
5. Applying at the information desk to confirm the request, the donor was registered for testing.



6. The test proved satisfactory and the donor was moved into the sterile transfusion room to have the proper amount of blood withdrawn for use in the patient.



7. Further tests and checks were made to insure the safety of the patient. Minutes were passing that were precious to the welfare of the one in need.

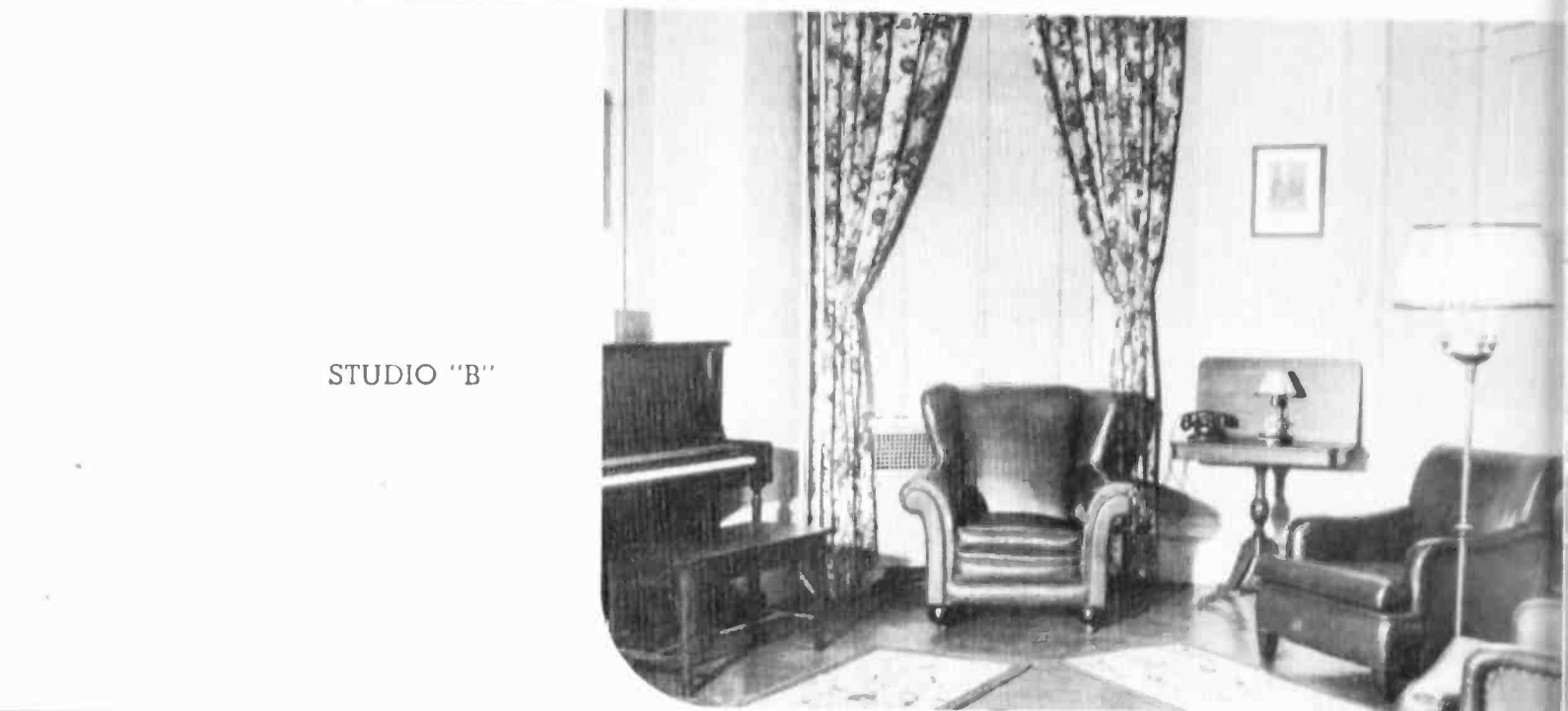


8. At last, with everything in readiness, the new blood was administered to the patient. The crisis of necessity had been passed . . . thanks to the good citizenship of an unnamed volunteer, and the gladly donated facilities of radio . . . of WCAO.

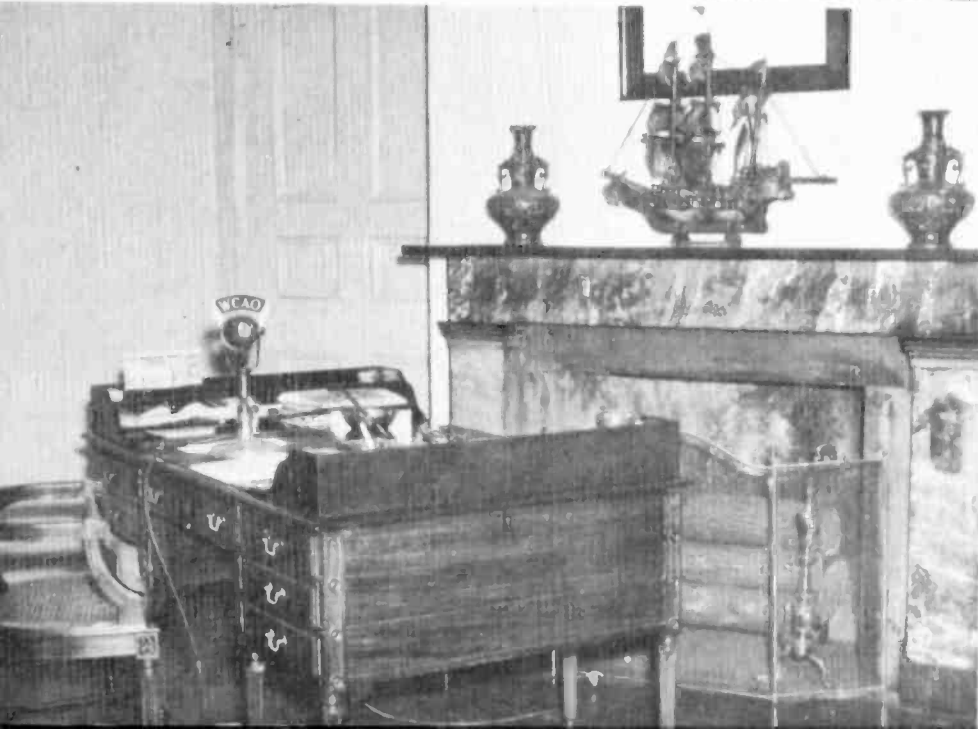
WCAO STUDIOS



STUDIO "A"



STUDIO "B"



STUDIO "C"

Edited by Hal Hubert, National Radio
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