



To get the greatest enjoyment from your radio keep it tuned to WCAO



1939



The Voice of Baltimore

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STANDING on a pretty acre tract at one of the highest points in northwest Baltimore, the home of WCAO is a picturesque structure of the late colonial type, whose conventional lines pleasantly harmonize with well-kept shrubbery, dwarf pines, fragrant magnolias, and a species of maples of more pretentious proportions.

Years ago this location was selected by a gentleman of the old school as the site for his home, erecting a building which, in keeping with the vogue of that day, was delightfully commodious.

From the windows of his mansion he could look out over the roof tops and chimney pots of the sprawling town to the south and east. Wooded hills and wide spread pastures stretched as far as the eye reached north and west. It was an ideal location in that day and generation for the home of a well-to-do citizen who desired to enjoy with his family the advantages of quiet country residence, and at the same time be within a few minutes' drive of the center of the growing community, in which he had his business and financial interests.

But the tide of brick and mortar dwellings crept closer as years passed, and long rows of new homes sprang up, filling vacant fields and supplanting fertile garden spots, and now and then claiming a corner of the gentleman farmer's estate, until presently there was left but a scant acre of greensward about the old mansion.

THIS today is the home of WCAO, and, although thoroughly modernized and adapted to the part it has to play in up-to-date radio transmission, the property retains much of its original romantic attractiveness and charm.

From its upper windows—and still better, from the observatory on the roof—there is a sweeping view of the city and of the surrounding country for miles in every direction. The upper reaches of the Patapsco river, the Westport and Hanover street bridges, the hills of Anne Arundel county, the lower harbor out toward Fort Carroll and the point where the river empties into the bay, greet the eye to the south and east; to the north Roland



*LEWIS M. MILBOURNE
President of the Monumental Radio Company*

Park's homes and Druid Hill's lawns; to the west the hills of Howard county—all these are easily discernible above the sea of innumerable homes in which Baltimoreans live and move and have their being.

Even as this was an ideal site for the gentleman farmer's home of the past, so today it is an ideal location for the newer purpose to which it has been dedicated by the Monumental Radio Company, owner of WCAO. Situated at almost the geographical center of Baltimore, as well as close to the exact center of population, the broadcasting station with its superior equipment aided by admirable topographical advantages is assured unexcelled reception of its programs not alone in Baltimore but throughout Maryland, and its mail indicates it has a large listening audience in sister commonwealths—the Virginias, the Carolinas, Delaware, Pennsylvania, New Jersey and the District of Columbia.

WCAO is Maryland's oldest broadcasting station. Established in 1922, it was first located on Charles street near Mulberry street. Later the plant was moved to Lehmann's Hall on north Howard street. In 1929 the present property on Lanvale street near Fremont was purchased and after extensive remodeling

WCAO's programs comprise a large proportion of the best that is on the air.



In the Program Department Gordon Scheihing applies himself to the task of organizing a day's schedule, while George Filling checks up on a few of the almost innumerable transcriptions in the music library.

was occupied the following year by the station's offices, studio and mechanical plant. The equipment is of the most modern type, and is serviced by a staff of skilled radio engineers.

WCAO has a most desirable wave band—or frequency—600 kilocycles, and broadcasts at 1000 watts during the day, and 500 watts at night.

In 1927 this station became associated with the Columbia Broadcasting System, and since then has enjoyed all the advantages of membership in that country-wide chain, affording its listeners the most outstanding national programs of the times, together with frequent special features of universal popularity.

It is the policy of WCAO to put on the air those things of greatest interest to the public—to give listeners what they want—and, to this end, it is the constant endeavor of the management to secure the best programs obtainable.

ENTERING the home of WCAO the visitor steps into a spacious hall, at the far end of which is the telephone switchboard, an important accessory of the station. The young ladies in charge there to handle all in-coming and out-going calls, are equipped to give information concerning programs. When special request programs are scheduled it is not infrequently necessary



The Commercial Staff holds daily conferences for discussion of its work. Left to right, "Jeff" Voelker, John Lyons, Edward L. Anzman and C. S. Gernand.

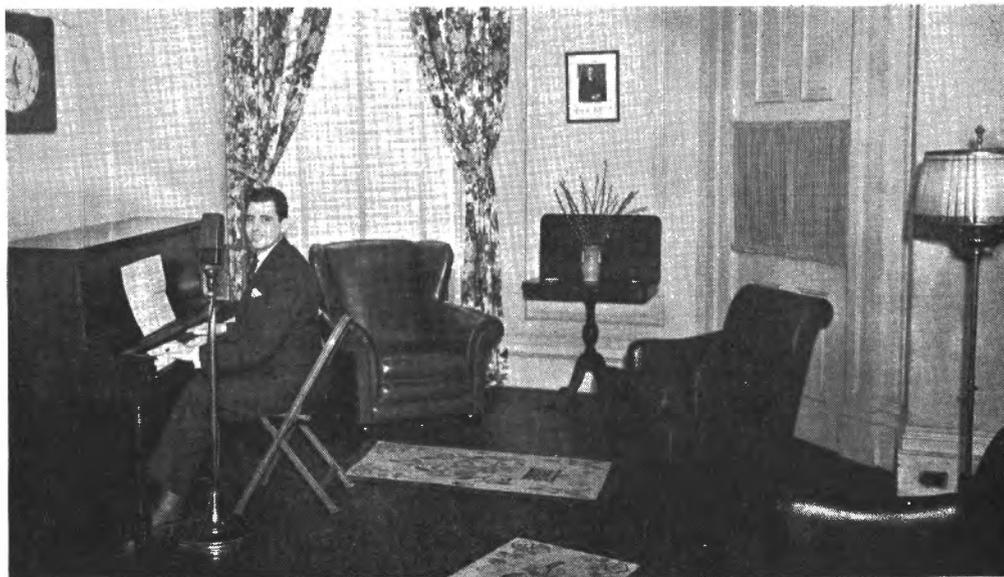
to augment the force of girls at the switchboard to care for all the calls that are received.

At the right of the entrance hall is the station's reception room, a large, high-ceilinged chamber attractively furnished. Here the station's regular programs may be heard, or special auditions checked by clients.

On the opposite side of the hallway is a studio extending the full depth of the building. Here are broadcast programs in which groups of persons participate—orchestras, choruses, choirs. The room is equipped with pianos, vibraphones, and various other musical instruments. Here, also, is an amazing array of sound effect apparatus that is employed in the broadcasting of special features. During the presentation of a program the performers are constantly under the watchful eye of a radio engineer, who sits in a glass enclosed sound-proof control booth, and with the aid of delicate instruments governs the volume and quality of sound as it goes out over the air.

Returning across the hall, we enter a smaller studio, but one that plays a very important part in clearing a large proportion of

The most entertaining special features are put on the air by WCAO.



A WCAO reception room, equipped with facilities readily permitting it to be used as a studio.

the station's daily features. Here for the greater part of the day and night announcers introduce scheduled programs, present various special offerings, and make "station breaks" in chain programs coming from the Columbia Broadcasting System. Most of the local speakers on civic and kindred topics, who go on the air from time to time, speak from this studio. Here, too, Uncle Bill and Snowball stage their daily philosophical dialogues and the Children's Hour; and here the Morning Clock with its frequent reminders of the correct time is presented, and later in the day Musical Varieties originate in this studio. This is also the broadcasting point for the several news periods each day, including the Sports Review.

ON THE second floor of WCAO's home are the executive offices of the Monumental Radio Company, which owns and controls the station. Here may be found the president and those members of the staff associated with him in the business administration of the property, as well as those who are responsible for station management and program arrangement.

THE Commercial Staff, or sales force, constitutes an important unit of the radio station organization. Its members serve program sponsors in a dozen ways, and are ever alert to the interests of their clients. They originate and develop new features and adapt them to the particular necessities of patrons.



Melvin F. Woods, Accountant

When it is desired they also obtain talent to aid in the presentation of programs and are able to provide artists for musical or speaking parts with equal celerity.

The station has the most modern facilities for the making of high class electrical transcriptions, which are frequently useful in the presentation of commercial announcements, and sometimes for whole programs. These afford a measure of economy that keeps the sponsorship cost at a minimum.



Studio No. 1 is large enough to accommodate a military band, but is more often used by orchestras and choruses.

Fashioning the Daily Program

THE Program Director's quarters are on the second floor. This official has the task of logging the various features, of assigning them time, and of seeing that the clock is religiously respected in their presentation.

The assembling of a delicate piece of machinery involves no greater degree of care and accuracy than is required in the fashioning and carrying out of the radio station's daily program. From getting-up time in the early morning until midnight—and later—every moment must be accounted for. A multitude of presentations must be fitted into the long day's log—music, talks, plays,

Whether you incline to symphony or swing you will find the best music on WCAO.

announcements, news. Each must be assigned a time—a time to start, a time to continue, and a time to end. It may be a few brief seconds for an announcement. It may be an hour or more for a symphony; for an entertainment program of exceptional merit and popularity; for the description of a current news happening of compelling importance and interest, or for some other feature of more than ordinary moment. Whether it is assigned seconds or hours, the presentation must be restricted to its allotted time, and must not infringe one instant upon that of another period. WCAO's clocks give the time by split seconds, are maintained uniformly accurate, and carefully synchronized with the time-pieces of the Columbia Broadcasting System.

THE station's Music Library is an extensive one, and includes a collection of many hundreds of electrical transcriptions. They cover music of the past and present, and it would be difficult to suggest a selection that could not be instantly produced from this large array of melodic recordings.



Telegraph wires leading into the News Bureau daily bring in more than 80,000 words of news from all parts of the world.



*L. WATERS MILBOURNE
Vice-President Monumental Radio Company*

Keeping Abreast of the News

EARLY in its career WCAO sensed the value of the radio as a news dispenser and took steps to advise its listeners of the latest happenings of special interest. Later—in 1937—the station established its own News Bureau, which is quartered with full equipment in a room convenient to the studios. Telegraph wires of the International News Service bring here all the latest news from every part of the country and from around the world. Two teletype machines print the dispatches, which come in a steady stream from 5 o'clock in the morning until after midnight. Editors, who are experienced newspapermen, prepare the news in bulletin form for the news periods, a number of which

A daily Sports Review is a feature of WCAO's news service.

are scheduled during the day and night. News of unusual importance is put on the air in the form of "flashes" as soon as possible after being received and without waiting for the next regular news period. Listeners to WCAO are, therefore, assured of getting the freshest news promptly. Special periods are devoted to sports news, and during the summer extra ticker telegraph service is installed to care for baseball news.

In the broadcasting of news WCAO has a very definite policy, which, briefly summarized, is

- that news be presented when it is news;
- that the language be plain and understandable;
- that it be clean and inclined away from sensationalism;
- that gruesome detail be avoided in criminal cases;
- that bulletins be short and comprehensive.

Brevity assures coverage of the greatest possible number of news items in each broadcasting period. An effort is made to limit bulletins to the fewest words that will convey an intelligible understanding of the news happening, whatever it may be.

This station's solicitude for cleanliness in news may be summed up by quoting a paragraph from the annual review of the work of his department by WCAO's News Editor, in which he said:

"There is the same obligation upon a broadcasting station that rests upon the press—that of contributing constructively to promotion of the community's welfare, and of presenting its citizens with an attractively framed record of what is going on. With even greater ardor than the newspaper, the broadcaster must strive to avoid exercise of any influence that will weaken the moral fabric. Portions of the newspaper may remain undiscovered or are ignored by some members of the family circle. But when the radio is turned on in the home it is heard by all—father and mother, boys and girls. It is essential, therefore, that news pertaining to crime in its various forms be handled in the most judicious manner, with exquisite care that the bounds of decency are not even approached, and that no debasing line of thought is excited in the minds of listeners— young or old. This responsibility cannot be regarded lightly. Radio has entree to a multitude of homes, and should eternally seek to comport itself with such regard for the best interests of those homes as is commonly expected of treasured guests."

Columbia's School of the Air has been adopted as a regular feature at educational institutions having an aggregate teaching staff of 121,000 and more than 3,000,000 students.

THE MEN WHO MAN THE "MIKE"

To the right, Chief announcer Wm. J. ("Bill") O'Toole, among other things creator of the character "Snowball" whose homely philosophy and safety talks enliven the station's daily birthday roll call.



PAUL MORRIS
News announcer



JOE CLARK
KOLAREK
Sports announcer



CHARLES PURCELL
*Staff announcer and reader
in WCAO's Nocturne*



At the left, Francis Dice, whose specialties include Sports Review and a wide range of other announcing activities. John Ademy, of WCAO Varieties' fame who has built up a large clientele of admiring fans. Ray Moffett, whose musical training admirably fits him for the intelligent handling of his programs.

Birth of the Radio Wave

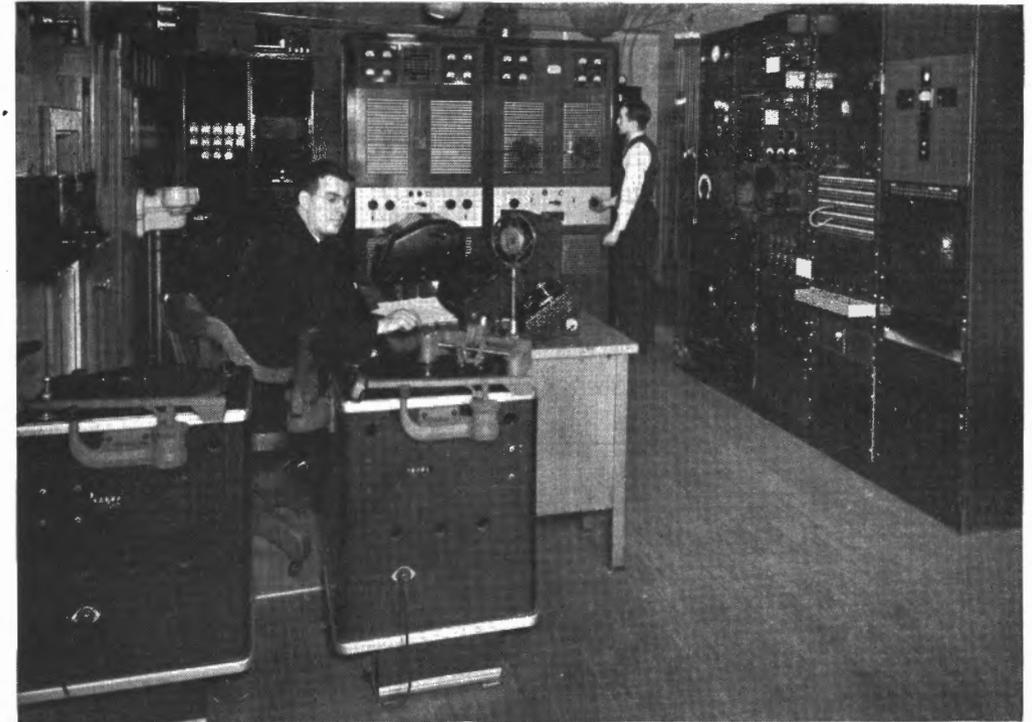
THE ether waves upon which WCAO sends its programs out over the air to countless listeners are generated by a plant installed in an admirably equipped building detached by but a few feet from that housing the studios and administrative staffs. From its control room engineers constantly govern the activities of the wave, and see that it maintains its assigned frequency.

The apparatus through whose processes the miracle of radio is produced is of the most modern description and specially adapted to give perfect performance during the long hours that WCAO remains on the air daily. The wave that is given birth here is projected through the atmosphere from an aerial strung between two 165-foot steel towers.

It is the business of the engineers to put sound astride the radio wave and send it forth on its mission. Whether it is the human voice, or the sound of musical instruments, when it is



Chief Engineer Martin Jones and Engineer Swartwout inspect an electrical transcription machine

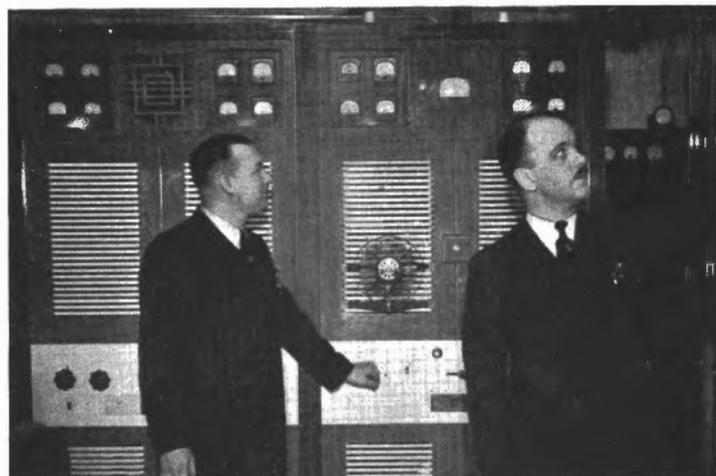


The Control Room with Engineer Seibold on duty.

uttered or played within the pick-up range of an active microphone it takes its place on the practically ceaselessly surging wave, and goes forth to entertain, to amuse, to edify, to inform myriads of men and women, old and young, who form the great family of WCAO's regular listeners.

A visit to the control room discloses an impressive and, to the layman, bewildering array of radio mechanism. Transformers, transmitters, mixers, fades, amplifiers, volume indicators and other measuring equipment, power lines, jacks, plugs, and an infinite assortment of kindred devices abound here. All are necessary to the generation of the wave and to its endowment with sound that is to be picked from it by radios in tens of thousands of homes and instantaneously transformed to the original sound for the edification of listeners. In the process of generating the wave no

It is easy to listen to WCAO because it is on a clear broadcasting band.



Engineers Mathison and Bassford in the Control Room.

less than 203 tubes are constantly used. They are of 45 different types, and they vary in size from a tiny bulb, that could be covered with a thimble, to big tubes that would just about fit comfortably in a bushel basket. Each of these tubes—big and little—is as necessary to the perfection of the radio wave as is a cog in a piece of machinery.

As an emergency measure WCAO maintains a complete and distinct duplicate of its generating and transmitting apparatus, so that the control room actually houses not one, but two plants, the second one being always in readiness to be cut into service in the event of mishap to the regular plant.

Facilities are complete for picking up broadcasts from any point in the community, and include portable apparatus that may be dispatched to the selected location.

One interesting feature of this form of equipment is a portable pack transmitter that is strapped to the shoulders of an announcer in much the same manner as a knapsack. With this device the announcer, at points remote from wire facilities, may put on the air a running description of events such as golf or tennis matches, yacht, horse, or auto races, or news happenings of other kinds. The value of this service at times of emergency is beyond estimate.

As a member of the Columbia Broadcasting chain, WCAO presents the outstanding programs of that unexcelled system.



Above: Misses Fox, Little and Lewis, of the secretarial staff of WCAO.

At the right: Miss Lamb presides over the switchboard as floods of calls come in during request programs.



Radio's Countless Listeners

WHILE the size of the radio audience is almost beyond computation, some idea may be had of the enormous numbers that listen to a popular program by reviewing available statistics of the number of radio receiving sets that are in use.

These figures show that in Maryland about 97 out of every 100 homes have radios. In Baltimore city and county there are approximately 220,000 radios in use. If all were in homes, and we were to accept the generally agreed upon figure of 4½ persons to a



Dwight Burroughs,
News Editor.

family, it will be seen that there is an audience approximating one million persons when all the Baltimore sets are tuned in.

But many radios are in public places where the audiences number a dozen, a score, a hundred, or even more. There are receiving sets in restaurants, and in practically every tavern; they are in clubs, and in hotels; most drug stores, and many chain and department stores provide patrons with musical entertainment via radio; the barber shaves his customer to the music of a popular orchestra;

patients in the waiting rooms of doctors and dentists while away their time listening to some favorite program; in some manufacturing establishments managements have found that workers do more and better work to the accompaniment of rhythm. There are radios on steamboats, and on yachts and motor boats, and they are on railroad trains and on inter-state passenger buses, and on thousands of private automobiles.

The rural dweller is an ardent devotee of the radio art. About 70 per cent of American homes outside of cities and towns are equipped with receiving sets. In the counties of Maryland outside of Baltimore city there are 170,000 radios.

The universal use of ether waves by Americans is evidenced by the fact that there are 26,666,500 radio families in the United States. And the number is steadily increasing. In radio manufacturing establishments in this country it is said there are employed no less than 345,000 persons, and it is estimated they will build and sell nearly 10,000,000 new radios this year.

To serve the enormous demand for high class diversified programs WCAO has consecrated itself, and it will ever strive to merit the public confidence and popularity it has long enjoyed and of which its countless listeners have given repeated evidence.

Maryland's Oldest Station

OF THE broadcasting stations now operating in Baltimore WCAO has the honor of having been the first to be established. The Federal Communications Commission certified to this fact in a letter under date of June 17th, 1937, in which it set forth that WCAO was licensed on May 8th, 1922. It was nearly

two years later—on March 8th, 1924—that the next now existing Baltimore station was licensed. Another was licensed on November 3rd, 1924, and the fourth Baltimore station received its license on August 24th, 1926.

While we appreciate the honor of having the oldest radio station in Maryland, the management of WCAO is more interested in having the latest and most modern transmission equipment, and being up to the minute in those essentials that our listeners naturally expect from the high standards we have always maintained.



Clarence W. Miles,
General Counsel.

WCAO'S Good Citizenship

THE telephone bell rang and over the wire there came a message to WCAO from a physician at one of Baltimore's hospitals.

"We have a patient here who must have a blood transfusion within thirty minutes. Can you get us a volunteer, type B?" asked the physician.

"We will try, doctor," was WCAO's reply, and the request was immediately put on the air.

Within ten minutes a transfusion was in progress. The time was a new record. The blood donor was driving his car within a block of the hospital and listening to his radio when he picked up the appeal for a volunteer sent out by the broadcasting station.

A business is successful in proportion to its service to the community, and it is a pleasure to WCAO to be helpful when occasion affords. We esteem it a privilege to have served many good causes from time to time. These include:

The Community Fund,
Maryland Federation of Women's Clubs,

Last year there were 667 broadcasts of music of the finer sort by Columbia.

Kiwanis Club,
 Maryland Pharmaceutical Society,
 Catholic Evidence Guild,
 Garden Club of Maryland,
 American Vocational Association,
 American Red Cross,
 Maryland Tuberculosis Association,
 Salvation Army,
 Baltimore Safety Council,
 Public Schools of Baltimore,
 Foreign Missions Society,
 Negro Achievement Society,
 Baltimore Health Department,
 Baltimore Welfare Department,
 Jewish Charities of Baltimore,
 Cancer Control Society,
 Child Study Association,
 Maryland Outdoor Life Federation,
 Conference of Jews and Christians,
 President's Infantile Paralysis Ball Committee,
 Blind Brotherhood of Maryland,
 Baltimore League for Hard of Hearing,
 Churches of all denominations,
 Hospitals,
 St. Vincent de Paul Society,
 Baltimore Goodwill Industries,
 Parent-Teacher Associations,
 U. S. Postal Service,
 Federal Housing Administration,
 U. S. Marine Corps,
 U. S. Navy,
 U. S. Treasury Department,
 U. S. Department of Justice,
 Baltimore Police Department,
 County and State Police,
 Baltimore Safety Council,
 Baltimore Public Schools,
 American Legion Auxiliary,
 State Forestry Department,
 Commissioner of Motor Vehicles,
 and many others.

In the religious field the Columbia chain presented 133 hours of programs last year.

Stars and Features

WCAO offers its listeners opportunity to hear the best in radio. A roll call of the star performers and the outstanding features put on the air by this station would include:



Paul Whiteman



Ben Bernie

Amos and Andy
 Gracie Allen
 Adventures in Science
 American School of the Air
 Ask-It Basket
 All Hands on Deck
 Aubade for Strings
 Americans All-Immigrants All
 Ben Bernie
 Robert Benchley
 Irene Beaseley
 Archie Bleyer's Orchestra
 Al Bernard's Minstrels
 Ray Block's Varieties
 Big Sister and Aunt Jenny
 Charles Baum's Orchestra
 Major Bowes' Capitol Theatre
 Family
 Major Bowes' Amateurs
 Joe E. Brown
 Phil Baker
 Burns and Allen
 Scattergood Baines
 Eddie Cantor
 Milton Charles
 County Seat
 Cab Calloway's Orchestra
 Cincinnati Symphony Orchestra
 Church of the Air
 Doc Barclay's Daughters



Kate Smith



Major Bowes

The cleverest clean humor is heard over WCAO.



Orson Welles

Dancepators
 Jack Denny's Orchestra
 Jimmy Fidler
 Fiddler's Fancy
 Fact Finder
 Four Clubmen Quartet
 Edgar A. Guest
 The Goldbergs
 Gang Busters
 Benny Goodman's Swing School
 Howard and Shelton
 Her Honor, Nancy James
 Howie Wing
 Hilltop House
 Johnny Presents —
 Harry James' Orchestra
 Indianapolis Symphony
 Orchestra
 Anne Leaf
 Guy Lombardo
 LeBrun Sisters
 Langworth Military Band
 Jack Lederer's Orchestra
 Life Can Be Beautiful
 Lum and Abner
 Enoch Light's Orchestra
 Lux Radio Theater
 Myrt and Marge
 Helen Menken
 Richard Maxwell
 Mary Margaret McBride
 Modern Melodies
 Montana Slim
 Merrymakers
 Moods for Moderns
 Jim McWilliams
 Leighton Noble's Orchestra
 National Hillbilly Champions
 New York Philharmonic
 Symphony
 Our Gal Sunday
 Walter O'Keefe



Sophie Tucker



Lanny Ross



Texas Ranger



Guy Lombardo



Prof. Quiz

Joe Penner
 Pentecostal Church
 Prof. Quiz
 Doris Rhodes
 Edward G. Robinson
 Romance of Helen Trent
 Kate Smith
 John Sturgess
 Stepmother
 Sports Review
 Saturday Night Swing Club
 Salt Lake Choir and Organ
 Sophie Tucker
 Bob Trout
 Mary Lee Taylor
 The Road of Life
 This Day Is Ours
 The Mighty Show
 Tune Up Time
 Texaco Star Theater
 Texas Rangers
 Michael Trine's Orchestra
 Paul Whiteman's Orchestra
 Orson Welles
 Barry Wood
 Nan Wynn
 WCAO Nocturne
 Tex Walker
 Wings Over Jordan
 We, the People
 Words Without Music



Phil Baker



Amos and Andy

WCAO covers all major sporting events.

Latest news is assured listeners by the complete telegraphic service of WCAO.

Patrons and Products

IN THE following list will be found the names of some of the prominent concerns that present themselves to the public through the medium of WCAO, and also a partial enumeration of the wares that they recommend for popular consideration.

| | |
|-------------------------|---------------------------|
| Anacin | E. I. duPont de Nemours |
| American Tobacco | Ethyl Gasoline |
| Arrow Beer | Emerson Hotel |
| Bayer's Aspirin | Ford Motor Co. |
| Burke Savage Co. | Free State Brewery |
| Bruton Brewing Co. | |
| Chrysler Motors | George Washington tobacco |
| Camel Cigarettes | Albert R. Goetze |
| Crisco | Gardner Nursery Co. |
| Chipso | General Mills |
| Chesebrough Mfg. Co. | Gulf Refining Co. |
| Cat's Paw Rubber | Globe Brewing Co. |
| Colgate's Dental Powder | Gunther Brewery |
| Carter Medicine Co. | |
| Campbell's Soups | Household Finance |
| Chesterfield Cigarettes | High's Ice Cream |
| Campagna Sales | Huskies |
| Calumet Baking Powder | |
| William Cook | International Silver |
| Diamond Crystal Salt | Kellogg's Corn Flakes |
| Drene | Koester's Bakery |

*Of educational programs you get the most information from
WCAO.*

Kleenex
S. & N. Katz

Lux Flakes
La France
Lady Esther
Lava Soap
Listerine
Lifebuoy Soap
Levenson & Klein

Minute Tapioca

Noxema
Nehi Co.

Old Gold Cigarettes
Ovaltine

Postum
Penick & Ford
Palmolive Soap
Palmolive Shave Cream
Pet Milk
Personal Finance
Pickgan Laboratory

Provident Savings Bank
Post Toasties
Philip Morris Cigarettes

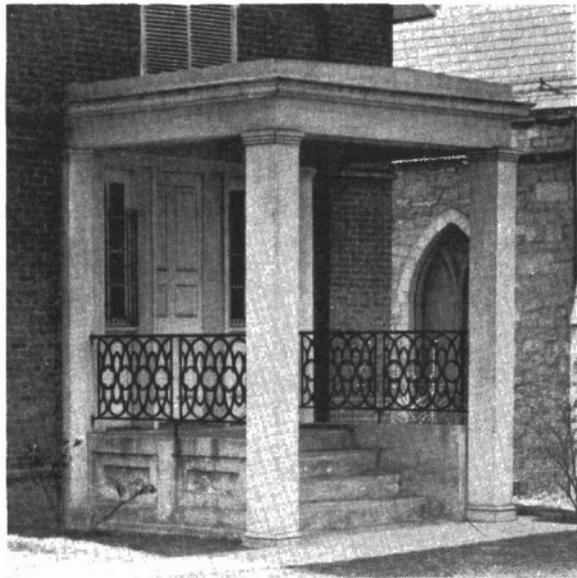
Rumford Chemical Works
Rinso
Rice Bakeries
Roi-Tan Cigars

Sanka Coffee
Sherwood Brothers
Satina
Schluderberg-Kurdle Co.
Super Suds
Spry
Schmidt Baking Co.
The Sunpapers
Swan's Down Flour
Stanback
Mano Swartz

Texaco Gasoline

United States Rubber Co.
U. S. Tobacco Co.

Wrigley's Gum



Doorway of WCAO's Control Room.

*While close to the exact center of the city's population, WCAO is
free from town-made interference.*