

The background of the cover is a painting. It depicts a landscape with rolling green and yellow hills. In the foreground on the left, there is a tall, lattice-structured radio tower. Several thin lines, likely power or communication lines, stretch across the sky from the tower towards the right. The sky is filled with large, billowing clouds in shades of white, yellow, and blue. The overall style is that of a classic illustration or painting.

WHAT'S *ON THE* AIR

G.W. Geddard, Jr.

JANUARY

1929

VOL. I, NO. 1

ALA	1	BIRMINGHAM	322	WBRC
COLO	2	DENVER	535	KLZ
	3	DENVER	361	KOA
CONN	4	HARTFORD	283	WTIC
D C	5	WASHINGTON	476	WMAL
	6	WASHINGTON	316	WRC
FLA	7	JACKSONVILLE	263	WJAX
GA	8	ATLANTA	405	WSB
ILL	9	CHICAGO	300	KFKX
	10	CHICAGO	300	KYW
	11	CHICAGO	390	WBBM
	12	CHICAGO	345	WENR
	13	CHICAGO	416	WGN
	14	CHICAGO	416	WLIB
	15	CHICAGO	345	WLS
	16	CHICAGO	448	WMAQ
IND	17	FORT WAYNE		WGL
	18	FORT WAYNE	259	WOWO
IOWA	19	COUNCIL BLFS	238	KOIL
	20	DAVENPORT	309	WOC
	21	DES MOINES	286	WHO
KAN	22	LAWRENCE	297	WREN
KY	23	LOUISVILLE	294	WHAS
LA	24	NEW ORLEANS	353	WWL
ME	25	PORTLAND	319	WCSH
MD	26	BALTIMORE	283	WBAL
	27	BALTIMORE	500	WCAO
MASS	28	BOSTON	303	WBZA
	29	BOSTON	508	WEEI
	30	BOSTON	244	WNAC
	31	SPRINGFIELD	337	WBZ
	32	WORCESTER	517	WTAG
MICH	33	DETROIT	246	WGHP
	34	DETROIT	400	WJR
	35	DETROIT	336	WWJ
MINN	36	MINNEAPOLIS	370	WCCO
	37	MINNEAPOLIS	240	WRHM
	38	ST. PAUL	205	KSTP
MO	39	KANSAS CITY	316	KMBC
	40	KANSAS CITY	492	WDAF
	41	ST. LOUIS	275	KMOX
	42	ST. LOUIS	545	KSD
	43	ST. LOUIS	222	KWK
NEB	44	OMAHA	508	WOW
N J	45	NEWARK	422	WOR
	46			

Central Standard Time

N B C and ASSOC STA'S

N B C and ASSOC STA'S

C B S and ASSOC STA'S

Eastern Standard Time

DURING 1929 the National Broadcasting Co., the Columbia System and the ninety or more stations which are associated with these organizations will provide their listeners with radio entertainment, the total cost of which will undoubtedly run well in excess of \$20,000,000. Every audible form of entertainment will be provided in great profusion; news events will be described in most instances simultaneously with their occurrence; almost every university and educational institution of renown in the country will contribute to the cultural advancement of the radio public—in short—no radio listener can afford to waste these treasures any longer.

Any radio set owner who follows habits of the past will certainly lose a great deal. To keep on merely tuning in and accepting the first thing that comes from the loud speaker that is not unpleasant is to commit a grave injustice to one's self and one's family. It is true, of course, that, when one turns to radio, the mood is that of seeking relaxation and the thought of having to exert effort of any kind to find out what programs are offered at the moment is naturally adverse to that mood.

WHAT'S ON THE AIR has been designed to protect the radio listener against himself. It makes it so easy to find the program of the moment that best fits the mood that nobody will hesitate to do so. No longer need one half-listen to a mediocre program simply because he has overlooked the fact that one of his favorites is broadcasting at the same time and "just around the corner."

NY

NC

OHIO

OKLA

PA

RI

ENN

TEX

VA

WIS

ime

TA'S

TA'S

TA'S

ime

How to use

“WHAT’S ON THE AIR”

**to double the benefits
from your radio set**

NEVER, never “just tune in”! You do not go to the first show you pass, nor read the first book you pick up. Is it not just as sensible to be fastidious in your choice of radio entertainment? The hours you spend with your radio are really more important because they constitute a very substantial part of your entire leisure.

In the matter of choosing radio programs, however, one must take into consideration the very human propensity to follow the path of least resistance. When we turn to radio in the evening, we are relaxing, and the thought of hunting a newspaper, of having to annoy some member of the family who may be reading it, of handling large unwieldy sheets in finding the radio page, of having to digest long columns of station programs to find the features of the moment—in fact, the combination of these thoughts—usually results in snapping the set on and taking the first thing that comes from the loud speaker if it does not displease. In doing this, we overlook, time and again, excellent entertainment that we would thoroughly enjoy, while we only half listen to the program we do tune in.

WHAT’S ON THE AIR eliminates all of the bother! It is always near your set. At the exact time you tune in, it tells you with almost no effort on your part what the big chains and powerful nationally popular stations have to offer at that moment. You not only learn what features are available but also know what kind of entertainment to expect. For example, if your mood calls for a symphony concert, **WHAT’S ON THE AIR** tells you where to look for a symphony concert; if your guests want to dance, it immediately gives you a list of dance orchestras on the air at the time—in short, it tells you where to find what you want, exactly when you want it.

SEE INSIDE BACK COVER FOR COMPLETE INSTRUCTIONS

DURING 1929 the National Broadcasting Co., the Columbia System and the ninety or more stations which are associated with these organizations will provide their listeners with radio entertainment, the total cost of which will undoubtedly run well in excess of \$20,000,000. Every audible form of entertainment will be provided in great profusion; news events will be described in most instances simultaneously with their occurrence; almost every university and educational institution of renown in the country will contribute to the cultural advancement of the radio public—in short—no radio listener can afford to waste these treasures any longer.

Any radio set owner who follows habits of the past will certainly lose a great deal. To keep on merely tuning in and accepting the first thing that comes from the loud speaker that is not unpleasant is to commit a grave injustice to one's self and one's family. It is true, of course, that, when one turns to radio, the mood is that of seeking relaxation and the thought of having to exert effort of any kind to find out what programs are offered at the moment is naturally adverse to that mood.

WHAT'S ON THE AIR has been designed to protect the radio listener against himself. It makes it so easy to find the program of the moment that best fits the mood that nobody will hesitate to do so. No longer need one half-listen to a mediocre program simply because he has overlooked the fact that one of his favorites is broadcasting at the same time and "just around the corner."

TUE 7 to 9 P. M. CENTRAL
8 to 10 P. M. EASTERN

A	A	B	F	O	O	X	X
O	O	O	O	V	V	O	O
●	●	●	●	B	F	●	●
O	O	O	O	●	●	F	B
●	●	●	●				T
●	●	●	●	●	●	●	●
A	A			D	D	D	D
●	●	●	●			●	●
D	D	D	T	H	H	G	G
●	●	●	●	●	●	●	●
P	P	P	P	P	P	A	A
K	K	L	L	L	L		
●	●	●	●			H	H
P	P	P	P	J	J	J	J
		A	A	P	P	P	P
D	D	D	D			K	K
●	●	●	●	O	O	O	O
●	●	●	●				
●	●	●	●	A	A		
H	H			D	D	D	D
●	●	●	●	G	G		
●	●	●	●	●	●	●	●
●	●	●	●	O	O	●	●
		G	G	K	K	F	B
		A	A	●	●	K	K
●	●	●	●	●	●	●	●
●	●	●	●	O	O	O	O
●	●	●	●	●	●	●	●
●	●	●	●	●	●	●	●
●	●	●	●	B	F	A	T
●	●	●	●	●	●	●	●
		H	H	●	●		
●	●	●	●	P	P	A	A
●	●			●	●	●	●
J	J	J	J	●	●		
D	D	D	D	L	L	L	L
			T	A	A		
G	G	P	P	P	P	●	●
●	●	●	●				
●	●	●	●	D	D	D	D
●	●	●	●				
●	●	●	●	●	●	●	●
●	●	●	●	●	●	●	●
G	G	R	R	●	●	●	●
O	O	O	T	V	V	A	A
Q	Q	Q	Q	P	P	P	P

CENTRAL STANDARD TIME.

45	30	15	8	45	30	15	7
	←			←			

11	11	10	10	9	9	8	8
7	7	7	7	6	6	5	5
12	12	12	12				

EASTERN STANDARD TIME

45	30	15	9	45	30	15	8
	←			←			

THE EVEREADY HOUR



THE SPIRIT OF RADIO

5 Song Recital

Genia Fonariova, mezzo-soprano, with string orchestra — a National Broadcasting Co. presentation.

6 Prophylactic Program

Orchestra rendering semi-classical and popular music. Lillian Taiz, soprano.

7 The Eveready Hour

Radio's oldest feature. The famous Eveready group, with the Eveready Novelty Orchestra furnishing the musical background for the presentation of personalities figuring prominently in the news of the day.

Getting the Most Out of Radio

is only a matter of tuning in the kind of program you want when you want it.

WHAT'S ON THE AIR shows you just where to find a band concert when your mood calls for a band, drama when it is drama you want, dance music when your guests want to dance.

It does not give you meaningless names—it classifies the programs of ninety high grade stations at the precise moment you tune in—

And it does it in less time than it would take you to choose among three stations by twirling your dials.

TUE 7 to 9 P. M. CENTRAL
8 to 10 P. M. EASTERN

C	O	X	X	D	D	D	D
		●	●	●	●	●	●
		C	C	T	X	X	F
				●	●	●	●
●	●	●	●	●	●	●	●
●	●	●	●	●	●	●	●
		●	●	●	●	●	●
D	D	D	D	●	●	●	●
		A	A	A	A	B	B
●	●			A	A	A	A
X	X	X	X	●	●	●	●
		C	C	●	●	●	●
B	B	X	X	●	●	●	●
K	K	G	G	V	V	F	X
				●	●	●	●
		●	●	●	●	●	●
R	R	A	A	O	O	O	O
C	C	X	X	●	●	●	●
				D	D	D	D
●	●	X	X	L	L	L	L
●	●	●	●	●	●	●	●
		Q	Q	●	●	●	●
G	G	A	A	T	X	G	G
D	D	D	D	●	●	●	●
●	●	●	●	●	●	●	●
J	J	J	J	G	G		T
●	●	●	●	●	●	●	●
●	●	●	●	●	●	●	●
				●	●	●	●
A	A	A	A	●	●	●	●
		●	●	●	●	●	●
D	D	D	D	A	A	A	A
		D	D	D	D	D	D
K	K	K	K	T	K	K	K
●	●	●	●	●	●	●	●
●	●	●	●	I	I	I	I
C	C	X	X	X	X	X	T
				D	D	D	D
●	●	●	●	J	J	J	J
●	●	●	●	L	L	L	L
X	X	X	X	G	G	V	V
				L	L	L	L
B	B	X	X	A	A	A	A
●	●	●	●	●	●	●	●

CENTRAL STANDARD TIME

7	15	30	45	8	15	30	45
→				→			

8	8	9	9	10	10	11	11
5	5	6	6	7	7	7	7
				12	12	12	12

EASTERN STANDARD TIME

8	15	30	45	9	15	30	45
→				→			

8 Stromberg Carlson Hour
Male quartet—Milton J. Cross, first tenor; Maurice Tyler, second tenor; Walter Preston, baritone; and Marley R. Sherris, bass. Vibraphone soloist, Keith McLeod.

9 Michelin Hour
Orchestra with male chorus—popular program.

10 Three-In-One Theatre
Burlesque skits on Historical subjects. Mabel Zoekler in soprano solos. Male trio singing late song hits.

11 Dutch Masters Minstrels
Old time minstrel shows. Percy Hemus and Al. Bernard, end men under the baton of Steve Porter, interlocutor.

12 Hank Simmons' Showboat
Exciting melodrama of the good old days. A Columbia Broadcasting System presentation.

Keep Your Dancing Up to Broadway

**(for only \$1.50 a year
12½¢ per month)**

A special department under the guidance of one of the world's greatest instructors of ballroom dancing will teach you

A New Dance Each Month

You learn at your own convenience in your own home, and the finest dance orchestras in the country play for you while you practice. Just glance at your watch and then at **WHAT'S ON THE AIR** and you know at once which orchestras are at your service at the moment.

TUE 9 to 11 P. M. CENTRAL
10 to 12 P. M. EASTERN

V	V	Q	Q	D	D	D	D		
D	D	D	D	V	V				
J	J	J	J						
●	●	●	●	●	●	●	●	●	●
●	●	●	●	●	●	●	●	●	●
●	●	●	●	Q	Q	K	K		
G	G								
●	●	L	L	L	L				
●	●	●	●	●	●	●	●	●	●
●	●	●	●	D	D	D	D		
●	●								
●	●	●	●	●	●	●	●	●	●
●	●	●	●	●	●	●	●	●	●
D	D	D	D						
L	L	L	L						
●	●	●	●	●	●	●	●	●	●
●	●	X	X						
D	D	D	D	V	V				
●	●	●	●	●	●	●	●	●	●
●	●	●	●						
X	X	●	●	●	●	●	●	●	●
●	●	●	●	D	D	D	D		
●	●	●	●	●	●	●	●	●	●
●	●	●	●	●	●	●	●	●	●
●	●	X	X	V	V				
D	D	D	D						
●	●	●	●						
●	●	●	●						
●	●	J	J	J	J				
●	●								
				D	D	D	D		
●	●								
●	●	●	●						
●	●	●	●	●	●	●	●	●	●
●	●	X	X	D	D	D	D		

CENTRAL STANDARD TIME

9	15	30	45	10	15	30	45
---	----	----	----	----	----	----	----

16	16	17	17				
13	13	14	14	15	15	15	15
18	18	18	18	19	19	19	19

EASTERN STANDARD TIME

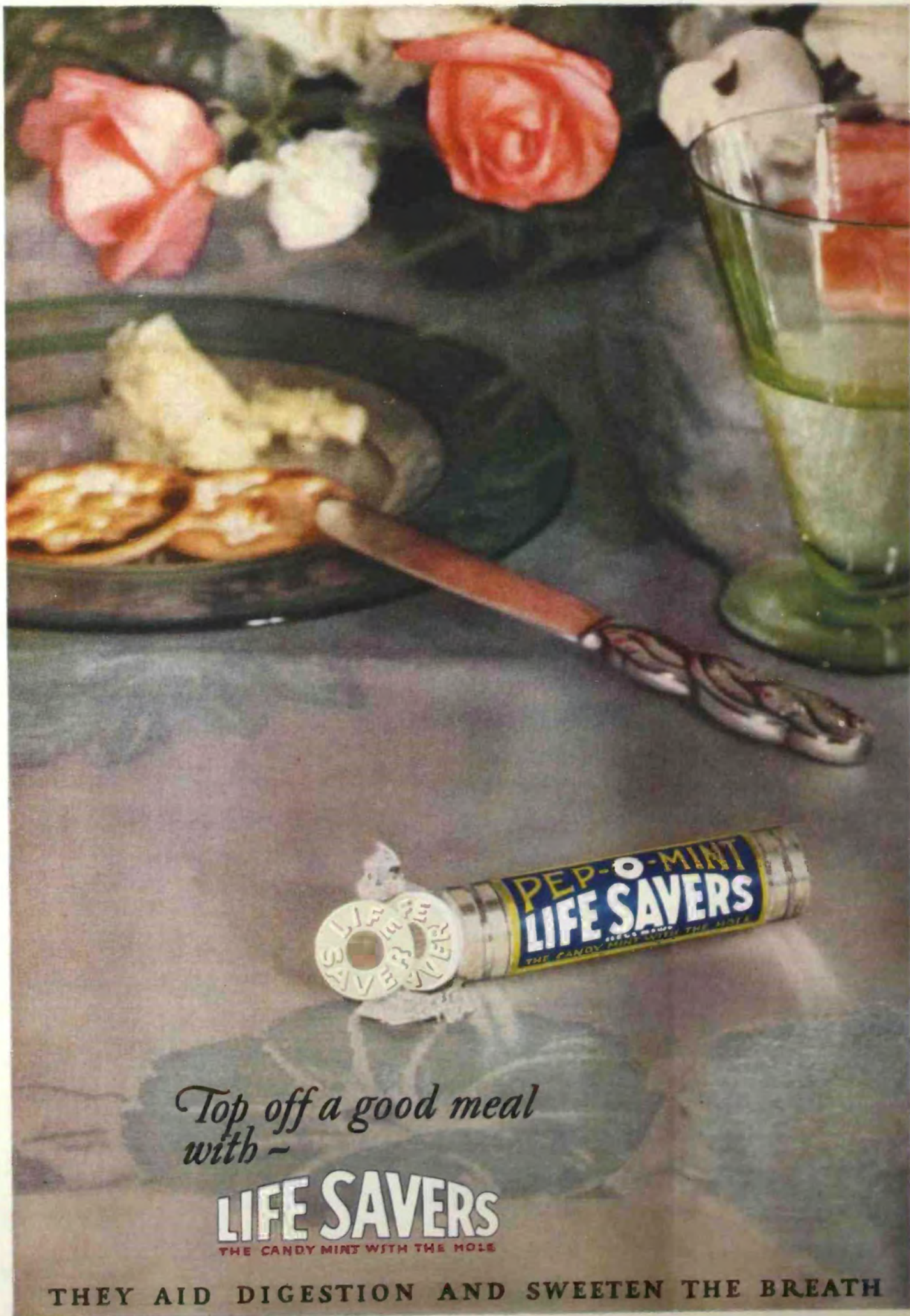
10	15	30	45	11	15	30	45
----	----	----	----	----	----	----	----

16 The Sixteen Singers
Eight men's and eight women's voices directed by George Dilworth.

17 Freed-Eiseman Orchestradians
Large dance Orchestra. Mildred Hunt, contralto.

18 The Voice of Columbia
Wide range of music. Operatic selections to modern jazz symphonic numbers by orchestra interspersed with choral and male quartet numbers. Also tenor and baritone solos.

19 Wrigley's Royal Canadians



*Top off a good meal
with -*

LIFE SAVERS
THE CANDY MINT WITH THE HOLE

THEY AID DIGESTION AND SWEETEN THE BREATH



Mr. Murray

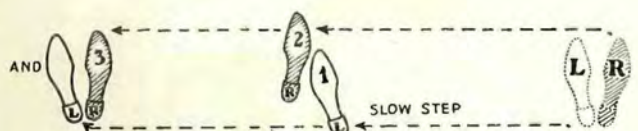
Fascinating New Tango Steps

by ARTHUR MURRAY

"America's Foremost Dancing Instructor"



Position of couple in second
step of Chassé



Chassé

ONE article will appear each month featuring the newest dance steps.

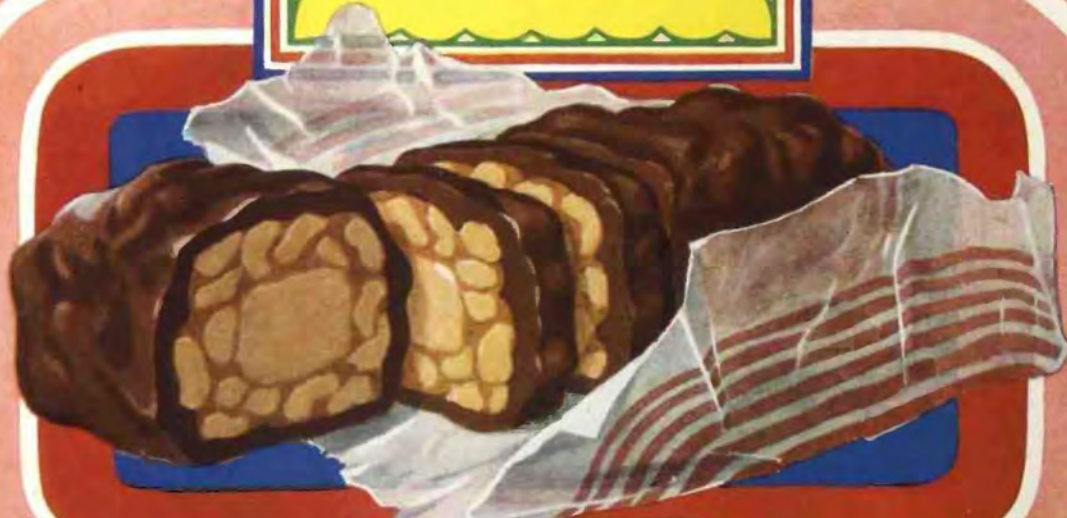
These will be illustrated by sketches and diagrams similar to the above, including complete instructions for dancing

The Tango Walk or Promenade
The American Chassé in the Tango
The El Sharon

Instructions cover the man's part as well as the lady's part.

WHAT'S ON THE AIR tells almost instantaneously where music, suitable for these and other dances, can be obtained through your radio.

Dollar
a
Pound
Quality



Otto Schnering
PRESIDENT

© 1929, C. G. Co.



It's all in the Candy

Baby Ruth's goodness is all in the candy. There are no gilt ribbons, no fancy boxes. That's one reason why we can sell this generous packet of dollar-a-pound quality candy for only a nickel. Guaranteed fresh everywhere. Treat yourself today.

What is Baby Ruth made of—
The finest chocolate from sunny tropical plantations; the sweetest golden nuts, hand-picked for plumpness; pure milk, refined cane sugar and everything nice—
That's what Baby Ruth is made of!

CURTISS
CANDY COMPANY, CHICAGO
OTTO SCHNERING, President

Education By Radio

Let **WHAT'S ON THE AIR**
Be Your Guide

EACH MONTH, a large number of excellent educational lectures are broadcast from stations you can easily tune in.

These lectures are sponsored by reliable educational institutions and offer you a convenient, comfortable way of acquiring a liberal education and supplementing your knowledge of subjects in which you have a particular interest.

*Every issue of **WHAT'S ON THE AIR** will contain an educational department under which all lectures broadcast from all chain stations during the coming month will be classified according to subject.*

Of course, under this classification, you will also be told from which station and at what time the lecture will be given.

OLD IVORY fixtures by Kohler of Kohler supply the color *motif* for this exquisite bathroom. The luxurious lavatory is the *Bellaires*, of finest vitreous china. The bath is the very modern *Mayfair*. The gold-plated fittings reveal superb Kohler craftsmanship, worthy of the fixtures they adorn. . . . *Color means Kohler*. Other Kohler colors are lavender, black, brown, blue, gray, and green—with fixtures in color suitable for every bathroom. Ask your plumber about them. And write to Kohler Co., Kohler, Wis., for their book of Colorware.



© 1929, Kohler Co.

"MODERNIZE YOUR HOME"

KOHLER OF KOHLER

Plumbing Fixtures

LOOK FOR THE KOHLER TRADE MARK ON EACH FIXTURE

The Farmer's **Radio Calendar**

The United States Department of
Agriculture

The State Departments of
Agriculture

The Land Grant Universities

Hundreds of Radio Stations

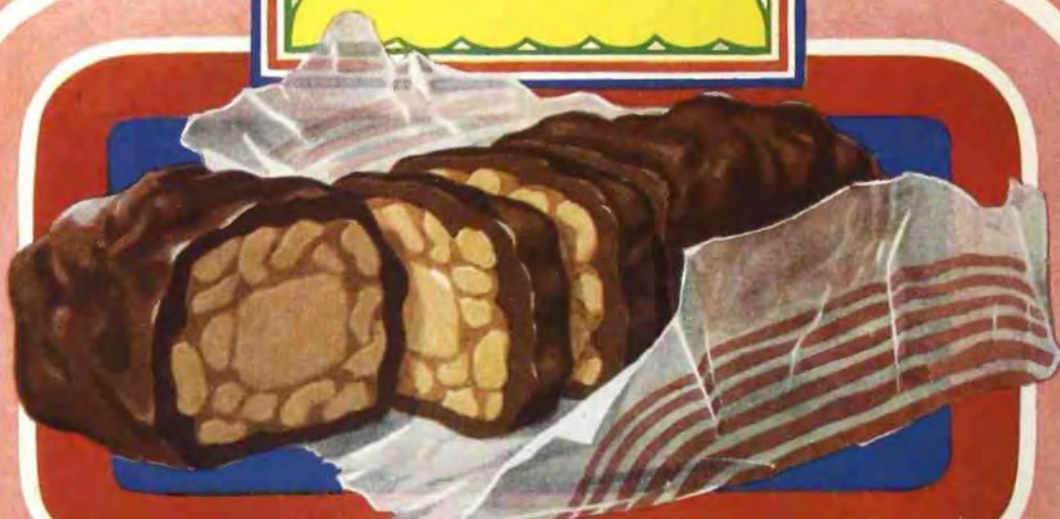
BROADCAST

**Information for the Progressive
AMERICAN FARMER**

WHAT'S ON THE AIR

not only tells the farmer *at the exact time he tunes in* what stations are on the air with features pertaining to agriculture, but it further provides this department in which will be tabulated important radio lectures, so that he will not miss information that means progress and money to him.

Dollar
a
Pound
Quality



Otto Schnering
PRESIDENT

© 1929, C. C. Co.



It's all in the Candy

Baby Ruth's goodness is all in the candy. There are no gilt ribbons, no fancy boxes. That's one reason why we can sell this generous packet of dollar-a-pound quality candy for only a nickel. Guaranteed fresh everywhere. Treat yourself today.

CURTISS

CANDY COMPANY, CHICAGO
OTTO SCHNERING, President

What is Baby Ruth made of—
The finest chocolate from sunny tropical plantations; the sweetest golden nuts, hand-picked for plumpness; pure milk, refined cane sugar and everything nice—
That's what Baby Ruth is made of!

Education By Radio

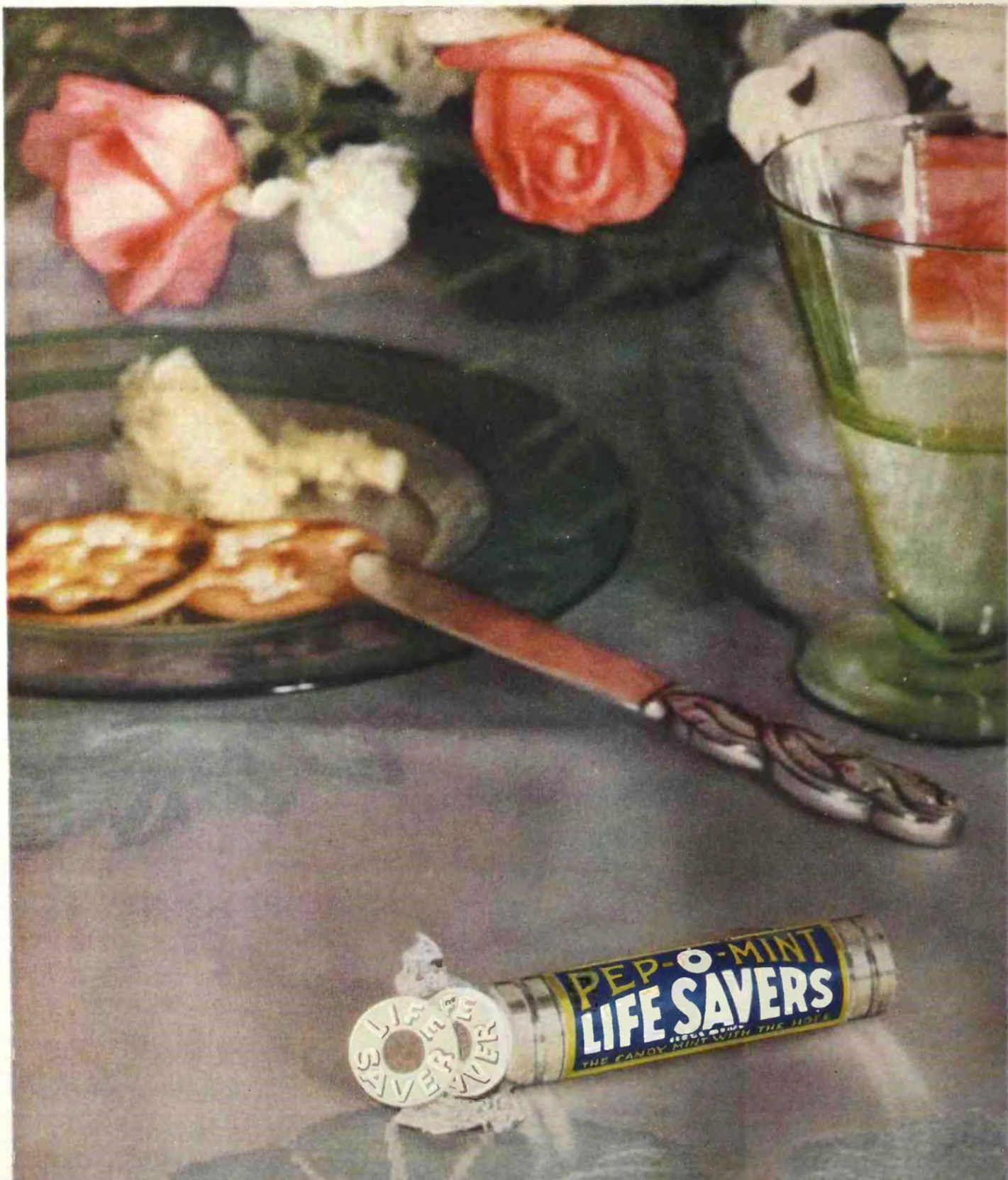
Let **WHAT'S ON THE AIR**
Be Your Guide

EACH MONTH, a large number of excellent educational lectures are broadcast from stations you can easily tune in.

These lectures are sponsored by reliable educational institutions and offer you a convenient, comfortable way of acquiring a liberal education and supplementing your knowledge of subjects in which you have a particular interest.

Every issue of **WHAT'S ON THE AIR** will contain an educational department under which all lectures broadcast from all chain stations during the coming month will be classified according to subject.

Of course, under this classification, you will also be told from which station and at what time the lecture will be given.



*Top off a good meal
with -*

LIFE SAVERS
THE CANDY MINT WITH THE HOLE

THEY AID DIGESTION AND SWEETEN THE BREATH



Mr. Murray

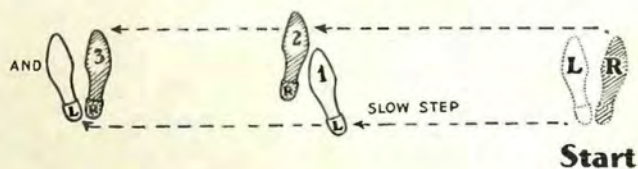
Fascinating New Tango Steps

by ARTHUR MURRAY

"America's Foremost Dancing Instructor"



Position of couple in second
step of Chassé



Chassé

ONE article will appear each month featuring the newest dance steps.

These will be illustrated by sketches and diagrams similar to the above, including complete instructions for dancing

The Tango Walk or Promenade
The American Chassé in the Tango
The El Sharon

Instructions cover the man's part as well as the lady's part.

WHAT'S ON THE AIR tells almost instantaneously where music, suitable for these and other dances, can be obtained through your radio.

Several pages of
WHAT'S ON THE AIR

each month will be devoted to photographs and biographical sketches of your favorite radio personalities.

Informative and entertaining articles of general interest will also be a feature of the publication.



WKBW	204	BUFFALO	4
WGR	545	BUFFALO	4
WMAK	204	LOCKPORT	4
WABC	349	NEW YORK	5
WEAF	454	NEW YORK	5
WJZ	395	NEW YORK	5
WHAM	259	ROCHESTER	5
WGY	380	SCHENECTADY	5
WFBL	333	SYRACUSE	5
WWNC	526	ASHEVILLE	5
WBT	278	CHARLOTTE	5
WADC	224	AKRON	5
WKRC	246	CINCINNATI	5
WLW	428	CINCINNATI	6
WEAR	280	CLEVELAND	6
WHK	216	CLEVELAND	6
WTAM	280	CLEVELAND	6
WAIU	469	COLUMBUS	6
WSPD	207	TOLEDO	6
KFJF	204	OKLA CITY	6
WKY	331	OKLA CITY	6
KVOO	535	TULSA	6
WLBW	238	OIL CITY	6
WCAU	256	PHILADELPHIA	7
WFAN	492	PHILADELPHIA	7
WFI	535	PHILADELPHIA	7
WLIT	535	PHILADELPHIA	7
KDKA	306	PITTSBURGH	7
WCAE	242	PITTSBURGH	7
WJAS	232	PITTSBURGH	7
WEAN	259	PROVIDENCE	7
WJAR	341	PROVIDENCE	7
WDOD	234	CHATTANOOGA	7
WMC	384	MEMPHIS	8
WREC	500	MEMPHIS	8
WLAC	201	NASHVILLE	8
WSM	461	NASHVILLE	8
WFAA	288	DALLAS	8
KRLD	288	DALLAS	8
WBAP	375	FORT WORTH	8
KPRC	545	HOUSTON	8
WOAI	252	SAN ANTONIO	8
WTAR	384	NORFOLK	8
WRVA	270	RICHMOND	9
WISN	268	MILWAUKEE	9
WTMJ	526	MILWAUKEE	9

Central Standard

N B C and ASSOC

N B C and ASSOC

C B S and ASSOC

Eastern Standard

How to find out what the Chain Programs are at the moment

If you live in the New York Area

Ex. Let us assume it is 9:05 o'clock, Tuesday evening.

Turn to the pages marked "Tuesday, 8 to 10 P. M. Eastern."

Read the schedules from the bottom upward. The time figures cover 15 minute periods. In the column directly above 9 you find the number 12 in the black row, number 7 in the red row and number 10 in the blue row. A glance at the foot notes reveals that 12 means that the Columbia station WABC is broadcasting the "Hank Simmons' Showboat"; 7 indicates that WEAJ is broadcasting the Eveready Hour, and 10 in the blue row means that WJZ is offering the "Three-In-One Theatre." Each feature is described so that you can make an intelligent choice.

If you do not live in the New York Area

Ex. Let us assume it is 8:05 o'clock, Tuesday evening, and that you live in Chicago.

Turn to the pages at the tops of which you find "Tuesday, 7 to 9 P. M. Central."

Insert the pages to the left under the cover flap which shows the Illinois stations. Draw the top page out so that the edge of the flap will mark the column at the bottom of which is the 8 o'clock Central Time figure. You note at once that KYW is broadcasting the blue chain feature and WGN the red chain feature, and that the Columbia chain feature is not being broadcast from a Chicago station. Glancing down the page, however, you find that it may be heard from WOWO, Ft. Wayne, Indiana, KOIL, Council Bluffs, Iowa, or WGHP in Detroit. If you do not know how to tune in any of these stations on your set, the *wave length guide* under the back cover flap will show you.

HOW TO USE THE WAVE LENGTH GUIDE

This guide is designed to enable you to use your knowledge of stations with which you are familiar to tune in others with which you may not be familiar.

Whenever you find it convenient, draw a few lines from the arrows opposite the wave lengths of the stations you tune in frequently to the points on the representation of a detector dial to the right, corresponding to points at which these stations "come in".

Naturally, stations having intermediate wave lengths must respond at points between the lines you have drawn for guidance.

HOW TO FIND A SPECIAL KIND OF ENTERTAINMENT

On the under side of the front cover flap you will find a key. Consult this when your mood calls for a certain kind of program. Then find the index letter you want in the schedule column applying to the time you are tuning in.

TO MAKE A LONG DISTANCE TEST (DX)

Ascertain which of your local stations are broadcasting chain features at the moment. Tune in one of these and find out what number is being rendered. Then start your detector dial at either end of its arc and turn slowly. As soon as you hear the same number, note your dial setting and check back from your scale to the wave length to find the wave length of the station to which you are listening. In this manner, you will be able to know, without being obliged to wait for call letters, just what station you are receiving. If two cross reference numbers are listed, an appropriate chain color index will guide you in making the identification.

By turning back occasionally to your local station to verify the number being sung or played, you can go through the entire list and identify many stations in far less time than would be necessary if you were to wait for call letters.

This file including all text and images are from scans of a private personal collection and have been scanned for archival and research purposes. This file may be freely distributed, but not sold on ebay or on any commercial sites, catalogs, booths or kiosks, either as reprints or by electronic methods. This file may be downloaded without charge from the Radio Researchers Group website at <http://www.otrr.org/>

Please help in the preservation of old time radio by supporting legitimate organizations who strive to preserve and restore the programs and related information.