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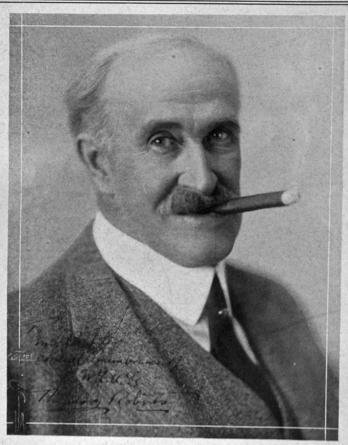
ISTEMIN RADIO RADIO NEWS-PROGRAM

Price Five Cents

MARCH 12, 1923

Minneapolis, Minn.

Vol. I No. 3



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MINNEAPOLIS 405 MARQUETTE

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NORTHWEST PARMSTEAD NORTHWESTERN NATIONAL BANK POWERS MERCANTILE CO. PURITY BAKING CO. STERLING ELECTRIC CO.

Vol. I

MARCH 12, 1923

No. 3

RADIO MARKET NEWS SERVICE

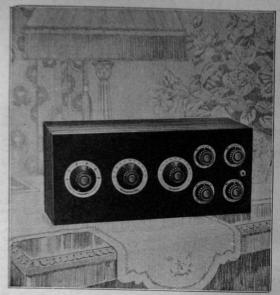
The wireless telephone has made possible the projecting into our very homes the highest class of entertainment. Listening in on radio concerts is a new recreation unprecedented in its popularity. A less heralded function of the broadcasting station but of immense importance in the world of business, however, is the broadcasting of the daily market reports. Radio is a medium that is unsurpassed for its economy and reliability in getting timely market tips to all of those interested. Thousands of farmers, elevator managers, millers, produce dealers, livestock dealers, and brokers distributed over an area of seven states utilize in their business every day the reports broadcast from WLAG.

The Radio Market News Service of WLAG provided by the Northwestern National Bank and the Minnesota Loan and Trust Company opens at 9:30 o'clock in the morning with the weather forecast received from the United States Weather Bureau. It is followed by Minneapolis grain market quotations, openings, and receipts of cars of grain, received by direct wire from the Minneapolis Chamber of Commerce, after which is a review of the previous day's grain market and the Chicago grain openings. Reports from the New York Bond Market, New York

Stock Market Openings, Liberty Bonds and foreign exchange openings which reach the Minnesota Loan and Trust Company by leased wire, are broadcast at 10:00 o'clock, followed by reports on South St. Paul and Chicago livestock quotations, received from the United States Department of Agriculture. At 10:30 the ten-thirty quotation of the Minneapolis and Chicago grain markets are given out, and at 11:30 the eleven-thirty Minneapolis and Chicago grain quotations are given out, followed by the Minneapolis produce market of butter, poultry and eggs received from the Daily Market Reporter, and the opening quotations on twenty representative bonds. Commencing at 1:30 p. m. the closing quotations are given on Minneapolis futures, cash and to arrive, Chicago futures, Minneapolis, Chicago and Kansas City potatoe markets, Chicago butter and egg quotations, and ending with world news bulletins received from the Minneapolis Daily News. The closing New York stock quotations are given out at 2:20, and the closings for the remaining quotations, twenty representative bonds, Liberty bonds, foreign exchange, South St. Paul and Chicago livestock, are broadcast at 4:30 p. m. To furnish a complete and comprehensive news service of this

(Continued on page 15)

The Radio Masterpiece



CUTTING & WASHINGTON New No. 11A Radio Receiver
ARMSTRONG REGENERATIVE CIRCUIT
Protected by Pat. No. 1113149 October 6, 1914

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Truly a Masterpiece of Workmanship.

Additional Information on Request

Cutting & Washington Radio Corporation
MINNEAPOLIS

OPERATING
WLAG "Call of the North"

Manufacturers and Distributors

MONDAY

March 12, 1923. 6:00 to 6:30 P. M. Children's Hour Broadcast for L. S. Donaldson Company Meeting of the Radio Toothbrush Club. Dr. F. W. Pepper, presiding: R. H. Whitcomb, secretary, Short talk on the feet-arranged by Minnesota State Association of 6:30 to 7:30 P. M. Lecture Hour Broadcast for Northwest Farmstead John J. Reighard: "Cost Accounting." J. R. Birkelund: "Better Seeds and Better Crops." Dr. H. B. Price: "Consumer's Part in the Market Price." 10:10 P. M. Broadcast for Powers Mercantile Company Dr. Leonard H. Welles: "Literature of the Month." ARTISTS Bertha Marron, pianist The MacPhail Players under direction of Maude Moore William A. Geldert, baritone Edith Bolstad, accompanist 1. Piano Solo: B Flat Etude.....Liszt Bertha Marron 2. Baritone Solos. (a) My Old Shako.....Trottere (b) Friend O' Mine.....Sanderson William A. Geldert Edith Bolstad 3 The Store.....Kellam Mr. Dicky Frederick Irving Schweppe Mary Dicky......Aurora Plantikow Grace Dicky......Ida Nelson George Dicky......Helen Hancock Harry, Grace's Lover......Chester Tanner 4. Piano Solos: (a) EtudeBlassman-Dadiner (b) Hark, Hark, the Lark.....Schubert-Liszt Bertha Marron 5. Baritone Solos: (a) Star o' Robbie Burns......Booth (b) Bonnie Sweet Bessie......Gilbert (c) Annie Laurie. William A. Geldert Edith Bolstad 6. In Toscana Tavern.....Tupper Marta, proprietor of Toscana Tavern.....Leone D. Faust Mario, the stranger......Arthur H. Faust 7. Piano Solos: (a) NocturneChopin (b) Waltz E Minor.....Chopin Bertha Marron 8. Selections: William A. Geldert 9. Hearts to Mend......Overstrut PierrotPhilip Steffa PierretteInez Brothers



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LISTENIN' IN

TUESDAY

March 13, 1923, 2:30 P. M.
Talks at 2:30 and 4:00 P. M. to Be Announced Bondont for
Musical Program Broadcast for the Minnesota Loan & Trust Company ARTISTS
Gertrude Neubelser, soprano
V. S. Kelsey, accompaniat
Marie Neubeiser, planist
Ida Nelson, reader
Abe Katzman, violinist
1. Soprano Solos:
1. Heart's Delight
2. I Love Thee
V. S. Kelsey
2. Readings:
1. Stars and Stripes
2. Advertising for a Wife
Ida Nelson
"Intermezzo"
Marie Neubeiser Dohnanyi 4 Soprano Solos:
1. Joy
2. Fair Jessie
Gertrude Neubeiser
V. S. Kelsey
F Deadings.
1. Wet Blanket
2. Tina Stars on Tag Day
Ida Nelson
6. Piano Solo:
"Seux Fallets"Thilite
7. Soprano Solos:
1. Love Song
2. Philosophy
Gertrude Neubeiser
V. S. Kelsev
8. Piano Solo:
"Irish Washerwoman"Sowerby
Marie Neubeiser
9. Readings:
Ole and Jennie Little Henry Wilkerson
Ida Nelson
10. Soprano Solos:
1. Dawn
2. The Last HourKraemer
Gertrude Neubeiser
V. S. Kelsey
Abe Katzman
6:00 P. M.
Children's Hour Broadcast for L. S. Donaldson Company
Story-teller: Tess Cooperman. 6:30 P. M.
Lecture Hour Broadcast for Northwest Farmstead
Speakers:
C. F. Clayton, Division of Agricultural Economics, University Depart-
ment of Agriculture: "Public Markets of the Twin Cities"

ment of Agriculture: "Public Markets of the Twin Cities.

(Program subject to change.)

Morton Newcomb; "Business Talks,"





ELL. GADBOIS Director Gadbois Orchestra

TESS COOPERMAN Story Teller

Every Radio Fan Should Read "LISTENIN' IN"

the new weekly publication which brings you advance information regarding the programs to be broadcasted by the Minneapolis station, "WLAG".

Subscription Price: 25 cents for Six Months.
50 cents for Twelve Months

Each issue carries announcement of WLAG's programs for the following week, together with other matter.

At an early date we shall start publication of a series of technical articles written in popular vein and dealing with radio subjects of interest to every fan.

Mail your subscription today to

WLAG

604 Oak Grove Hotel

MINNEAPOLIS, MINN.

WEDNESDAY

March 14, 1923, 2:30 P. M. Broadcast for Powers Mercantile Company

Miss O'Leary-Domestic Science.

1. Piano Solo:

LISTENIN' IN

3:00 P. M. Broadcast for E, E. Atkinson & Company

ARTISTS

Mabel Alley, mezzo soprano Eleanor Freemantel, accompanist Rebecca Bakken, pianist

"Sunset," "Night," and "Dawn."
Mabel Alley

 (a) Let Not Your Heart Be Troubled
 Speak

 (b) Take Joy Home
 Basset

 (c) Song of the Robin Woman (from Shanewis)
 Cadman Mabel Alley

 7. Le Cavalier Fantastique
 B. Godard

Rebecca Bakken

4:00 P. M. Broadcast for Powers Mercantile Company

Mrs. Robbins Gilman: "The Work of the Woman's Cooperative Al-

6:00 to 6:30 P. M. Children's Hour Broadcast for L. S. Donaldson Company

Radio Story Teller: Jack Rabbit Stories written for WLAG by David Corey, the Jack Rabbit Man of the New York Evening Mail; Japanese Story, "The Boy Who Drew Cats," by Lafcadio Hearn; Irish Fairy Stories by Yeats.

6:30 to 7:30 P. M. Lecture Hour Broadcast for Northwest Farmstead

R. A. Lathrop: "Providing an Education for Your Children."
T. A. Oberlander: "How to Take Care of Tires."
Mrs. Constance Rittenhouse: "Observers of City Government."
W. H. Peters; "Possibilities in Community Livestock Breeding."

DAILY MARKET AND NEWS SCHEDULE.

THE NORTHWESTERN NATIONAL BANK

THE MINNESOTA LOAN AND TRUST COMPANY

- 9:30-9:40 Announcements for the day. Weather forecast for Northwest states, received from the U. S. Weather Bureau
- 9:40-9:50 Minneapolis grain market quotations, openings, receipts of cars of grain, received by direct wire from the Minneapolis Chamber of Commerce.
- 10:00-10:20 New York stock market. foreign exchange quotations, opening, received by The Minnesota Loan and Trust Co, by leased wire. South St. Paul and Chicago livestock market quotations and news. received from the U.S. Department of Agriculture.
- 10:30-10:35 10:30 Minneapolis grain market quotations, received by direct wire from the Minneapolis Chamber of Commerce.
- 11:30-11:35 11:30 grain quotations, same as at 10:30
- 11:35-11:40 Minneapolis butter, poultry and eggs quotations, received from the Daily Market Reporter. New York quotations 20 representa-

tive bonds.

1:30-2:00 Minneapolis grain market quotations, closing, futures, cash and to arrive, received by direct wire from the Minneapolis Chamber of Com-

Chicago grain market quotations, Twin City, Chicago and Kansas City potato markets, received from the U. S. Department of Agriculture.

Chicago butter quotations, received from the U. S. Department of Agriculture

Chicago butter quotations, received from the U.S. Department of Agriculture.

Chicago egg quotations.

World news bulletins, received from the Minneapolis Daily News.

- 2:20-2:30 Closing stock quotations, received by leased wire by The Minnesota Loan and Trust Co.
- 4:30-4:50 Weather map. Bond, foreign exchange, livestock quotations, closing review of the stock and bond market, as given at 10:00.

At weekly intervals an entire evening's musical program is given by these institutions.

Wave Length 485 Meters.

Central Standard Time.

Blank forms for taking down these reports will be furnished gratis upon request to

RADIO DEPARTMENT THE NORTHWESTERN NATIONAL BANK

MINNEAPOLIS, MINN,

LISTENIN' IN

THURSDAY

March 15, 1923, 6:00 to 6:30 P. M.

Children's Hour Broadcast for L. S. Donaldson Company

Ernest MacGowan, story teller.

6:30 to 7:30 P. M.

Lecture Hour Broadcast for Northwest Farmstead

Mae H. Dills, Superintendent of Hennepin County Schools: "Rural Schools."

Major Ivens Jones of 88th Division: "Peace Activities of Army." C. E. Mickel: "Corn Insect Pests."

Broadcast for Northwest Farmstead

Program to be announced.

Broadcast for L. S. Donaldson Company

Elks Glee Club David Nyvall, Jr., director

Lois Rogers at the piano

1. Britain, Ask of Thyself......Edward Elgar (From "The Coronation Ode")

The Chorus

Theo. T. Kline, tenor 3. (a) Where'er You Walk (from "Semele") George Frederick Handel

(b) Now Is the Month of Maying (Madrigal) Thomas Morley

(d) Bugle Song......Arthur Foote

The Chorus 4. The Pilot......Protheroe

W. Bryant Sanford

(b) The Christ-Child's Lullaby (for double chorus) from Kolners Gesangbuch (1623)

(c) The Hallelujah Chorus (from Messiah)

George Frederick Handel

The Chorus

6. Negro Spirituels:

(a) O. Every Time

(b) Couldn't Hear Nobody Pray (c) Ride on Jesus

T. T. Kline, O. O. Whited, H. S. Houglum, O. S. Zelner 7. (a) Rolling Down to Rio...... Edward German

(c) I Passed by Your Window......May H. Brahe

(d) Border Ballad......J. H. Maunder

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Not because it is the cheapest-we stock only the best quality lines and so radio equipment bought here is worth more and gives better satisfaction.

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We support WLAG--"The Call of the North"

FINDLEY ELECTRIC CO.

Drop in and subscribe to "Radio Pioneers" WLAG Programs here

212-216 S. Fifth St. MINNEAPOLIS

St. Louis, Mo., Program KSD

Monday, March 12th

8:00 p. m .- Mrs. S. W. Bramley, Carmen Bramley, pianists; Audley and Jewel Cooley, Mary Moore, vocalists: Heidwig Nehoff, violinist; Mrs. J. H. Tulgham, accompanist: Anna Calvert, reader,

11:30 p. m.-Broadcasting the dance program of the Gene Rodemich Orchestra, at Hotel Statler.

Tuesday, March 13th

8:00 p. m.-Estelle Fisher, pianist; Mrs. Lee H. Simpson, Louise Ackerman, pianists: R. E. Wilson, baritone: A. F. Steigerwald, violinist: Erna Ackerman, soprano.

Wednesday, March 14th

8:00 p. m.-Concert by St. Louis University Glee Club. Thursday, March 15th

8:00 p. m .- Silent.

11:30 p. m.-Melva Corson, soprano; Frank Woods, baritone; Mrs. Grace A. Leland, pianist,

Friday, March 16th

8:00 p. m.-Program arranged by Nelle Dee of Edwardsville, Ill. Leota Diesel, reader.

Saturday, March 17th

8:00 p. m.-Broadcasting the concert of the St. Louis Symphony as given at the Odeon.

STANDARD BROADCASTING HOURS RADIOPHONE STATION WOC

Davenport, Iowa

(Central Standard Time-400 Meters)

Sunday Schedule

9:00 a.m.-Chimes Concert (one hour). 1:45 p.m.-Orchestra Concert (1 hour). 6:00 p.m.-Pipe Organ Concert (1/2 hour).

6:30 p.m.-Sport News. 7:00 p.m.-Church Service.

8:00 p.m.-Orchestra (two hours).

Week Day Schedule

10:55 a.m.-Time Signals (485 meters). 11:00 a.m.-Weather and Markets (485 meters)

11:10 a.m.-(Mon. and Thu. only) Agriograms (485 meters).

12:00 noon-Chimes.

2:00 p.m.-Closing Market Quotations.

3:30 p.m.-Educational Talk.

5:45 p.m.-Chimes (except Wednesday). *6:35 p.m.-Sandman's Visit.

*7:00 p.m.-Musical Program (one hour).

*8:00 p.m.-Educational Lecture (when announced).

9:30 p.m.-(Sat. only) Dance Program (one hour).

10:00 p.m.-(Wed. only) Musical Program (one hour).

*These schedules not broadcast on Tuesday-Silent Night for DAVENPORT.

Friday-Continued

(Continued from page 13)

Violin Solo:

Three O'Clock in the Morning Rubinoff's Own Arrangement Dave Rubinoff

(This program has been arranged by Frank Novack, manager of the Leo Feist Music Publishers, Minneapolis, Minnesota.)

6:00 to 6:30 P. M. Children's Hour Broadcast for L. S. Donaldson Company

Miss Mildred Dean, story teller. Miss Dean is one of the story tellers of the city who has been waiting an opportunity to introduce herself to the children of WLAG. We hope the children will express their appreciation in post cards addressed to Miss Dean in care of WLAG.

6:30 to 7:30 P. M.

Lecture Hour Broadcast for Northwest Farmstead

Harry J. La Due: "Water Areas As an Asset to the Northwest." C. N. Barrett: "Successful Chick Feeding."

R. W. Shimmel: "Fire Prevention."

C. H. Eckles, Division of Dairy Husbandry, Univ. Dept. of Agriculture: "Raise the Feed for Your Cows."

(Program subject to change.)

"LISTEN-IN" RADIO-FANS

East-Side's Popular

Radio-Store

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Mail Orders Must Include Postage.



We Sell Only Reliable Makes

(Continued from page 3)

kind direct wires have been leased, extending from coast to coast and from New Orleans to the Canadian border.

In order that these reports may be copied with ease and accuracy the Northwestern National Bank and the Minnesota Loan and Trust Company have provided specially prepared blanks which may be secured free of charge upon application to the above named banks. In using these blanks it is only necessary to write down the figures which are given out slowly.

No expense has been spared in making this market news service as complete and accurate as possible, and it will be augmented and enlarged as the demand for it grows. That this service may be improved to the utmost limits of usefulness suggestions and criticisms are welcome at all times. The number of letters received indicate that the market reports broadcast from WLAG are rapidly becoming indispensable to the farmers and business men of the Northwest. The service is rendered free to anyone concerned; yours for listening in.

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MINNEAPOLIS

RADIO PROGRAM WBAP-The Fort Worth, Texas, Star-Telegram

(Class B Station)
DAILY FEATURES

9:45 to 10 a. m.—Opening market quotations, 485 meters.

11 a. m. to 11:30 a. m.—United States waster report; late cotton and grain quotations; first call cottonseed oil; Department of Agriculture, fruits, vegetables and cattle divisions quotations, 485 meters.

3 to 3:30 p. m.—Closing market quotations, 485 meters.

Time is Central Standard.

SPECIAL FEATURES Sunday, March 11

11 a, m, to 12:15 p. m.—Complete services of the First Methodist Church, Rev. J. W. Bergin, pastor; Will Foster, organist.

3:30 to 4:30 p. m.—Concert.

Monday, March 12 7:15 to 8 p. m.—Concert by Eddie Whitley's Orchestra.

9:20 to 10:30 p. m.—Concert by the Senior High School Cadet Band. Tuesday, March 13

7:15 to 8 p. m.—Concert.

9:30 to 10:30 p. m.—Concert by the Harmony Club of Fort Worth. Wednesday, March 14

7:15 to 8 p. m.—Concert of Irish music arranged by Mrs. Marie Lewis.

9:30 to 10:30 p. m.—Program of musical and novelty numbers by artists from the Broadway Baptist Church.

Thursday, March 15 7:15 to 8 p. m.—Concert by the Music Study Club of Fort Worth.

9:30 to 10:30 p. m.—Concert by the Texas Woman' College.

Friday, March 16

7:15 to 8 p. m.—Children's chorus and other numbers under the direction of Mrs. Paul Brown.

9:30 to 10:30 p. m.—Concert by the Texas Christian University. Saturday, March 17

6:30 to 6:45 p. m.—Review of the interdenominational Sunday School lesson by Mrs, W. F. Barnum, leader of the Barnum Bible Class of the First Methodist Church.

9:30 to 10:30 p. m.—On Saturday and Sunday The Star-Telegram observes a "silent night" courtesy to its tube set listeners wishing to try for long distance records.

SATURDAY

March 17, 1923. 6:00 to 6:30 P. M.
Children's Hour Broadcast for L. S. Donaldson Company
Bertha Olson, Story Teller.

6:30 to 7:30 P. M.

Lecture Hour Broadcast for Northwest Farmstead Ray P. Chase: "Minnesota's School and Swamp Land Grants." W. J. Corwin: Subject to be announced.

8:30 P. M.
Broadcast for E. E. Atkinson & Company
ARTISTS

Elsie Muessie Yoerg, coloratura soprano Ingeborg Pearson, accompanist Gertrude O'Neil Ganley, reader Harrison Gagstetter, trombone Helen Collins, pianist Mary Keator Cummins, pianist

| Soprano Solos:
| Uno Voce Poco Fa. | Rossini Theme and Variation | Proch Villanelle | Dellaqua The Wren. | Benedict Robin, Robin, Sing Me a Song | Scott Butterfly | Seller I Passed by Your Window | Brahe

Mrs. Yoerg and Miss Pearson
Readings:
Mrs. Casey on Lawn Tennis
Procrastination
The Fighting Irishman
The Ould Plaid Shawi

Mrs. Ganley

Trombone Solos:
Inflammatus from Stabbat Mater. Rossini
Intermezzo, Cavelleria Rusticana Serenade. Schubert
Largo Handel
Irish Melodies. Selected
Harrison Gagstetter

Piano Solos:

Prelude Rachmaninoff
Persian Song Burmeiste
An Irish Tune from County Derry Grainger
From an Indian Lodge MacDowell
March Wind MacDowell

Mary Keator Cummins 10:30 P. M.

Broadcast for Purity Baking Company

Program arranged by the Knights of Columbus.

Teenie Murphy Sheehan, mezzo-soprano
Double Quartet composed of:

Dan Sullivan and Herbert Schaaf, tenors
Philip Nightingale and Arthur Jones, second tenors
Bud Coffee and Al J. Hickey, first baritones
Romeo Dumas and O. L. Lance, basses

Directed by Rev. Francis A. Missia Program to be announced.

SUNDAY

March 18, 1923, 10:30 A. M.

Broadcast for Cutting and Washington Radio Corporation

Morning Service from Westminster Presbyterian Church. Rev. John E. Bushnell, pastor. Full chorus choir under the direction of Harry Phillips.

3:30 P. M.

Broadcast for L. S. Donaldson Company Minneapolis Symphony Orchestra Hugh C. M. Ross, guest conductor Henry J. Williams, harpist

1.	March-"Pomp and Circumstance"
2	Symphony No. 2, in B MinorBorodin
3.	Shropshire Lad RhapsodyButterworth
4.	Harp SolosSelected
5.	Roumanian Rhapsody No. 2, in A Minor Enesco
	Mr. Ross is the director of the Winnipeg Male Voice Choir, who
ha	ve recently concluded a tour of eastern Canada and part of the
Ur	nited States.

7:50 P. M.

Broadcast for Cutting and Washington Radio Corporation

Evening Service from Second Church of Christ, Scientist, Marion Austin Dunn, organist; Wilmot Goodwin, baritone.

(Program subject to change.)

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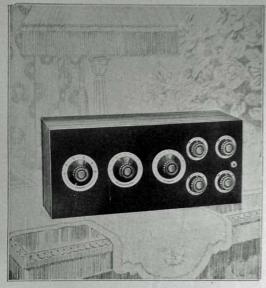
Take advantage of our intimate knowledge of sales conditions and long successful experience in dealing with Northwest farmers by consulting our business producing staff:

H. H. Allen, 602 Oneida Building, Minneapolis, Minn. Telephone, Atlantic 1782

W. C. Allen, care of The Dakota Farmer, Aberdeen, S. D.

A. F. Larson, Room 1014, 64 West Randolph St., Chicago, Ill. or any advertising agency.

The Radio Masterpiece



CUTTING & WASHINGTON New No. 11A Radio Receiver ARMSTRONG REGENERATIVE CIRCUIT Protected by Pat. No. 113149 October 6, 1914

 \widetilde{N} EAT, dignified appearance which will harmonize perfectly with the furnishings of any home. Extremely high selectivity (non-interference) with clearness and length of range.

Truly a Masterpiece of Workmanship.

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Cutting & Washington Radio Corporation
MINNEAPOLIS

WLAG "Call of the North"

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users. They are time-tested and true and you know you are buying absolute satisfaction when you buy Brandes.

Brandes Matched Tone Superior head sets are priced at \$8.00 per pair complete. At that price they are the best buy in radio merchandise. Brandes are regularly carried in stock by all good radio dealers and jobbers.

Buy a pair of Brandes Matched Tone Superior head sets and treat yourself to the pleasure of ultra-sensitive and faithful reception.

When Radio Experts Use BRANDES --- Should You Do Otherwise?

C. BRANDES, Inc.

Mirs. of BRANDES MATCHED TONE Radio Head Sets for 15 Years.

D. S. SPECTOR, Manager Minneapolis Office Plymouth Building Minneapolis, Minn.

