

WLAG

LISTENIN' IN RADIO NEWS PROGRAM

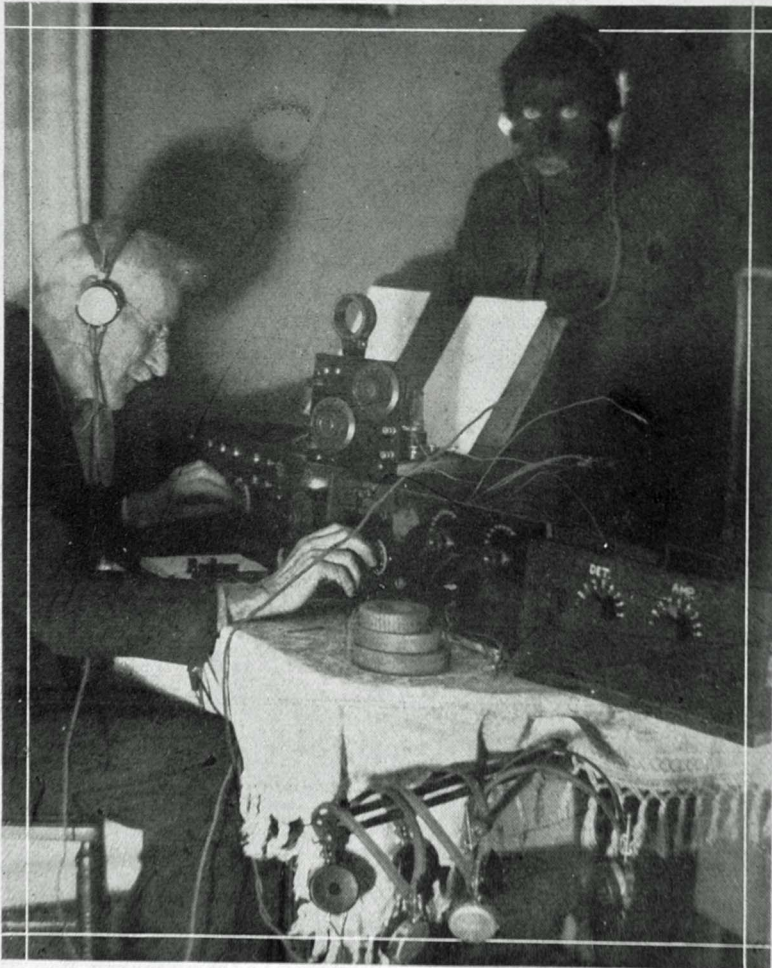


Price Five Cents

MARCH 19, 1923

Minneapolis, Minn.

Vol. I No. 4

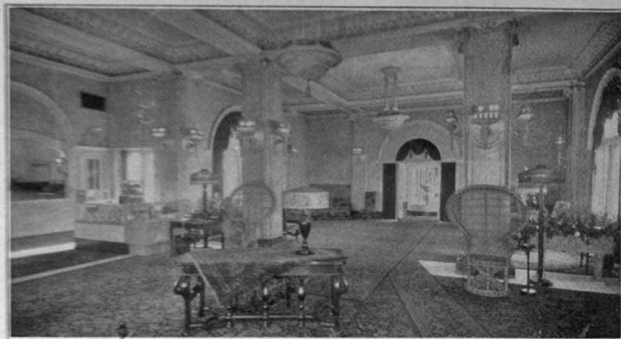


Chas. Seymore and man Friday enjoy WLAG., Hartford, Conn

Oak Grove Hotel

MODERN MINNEAPOLIS FIREPROOF

Home of W-L-A-G



VIEW OF LOBBY

Ask your friends to stop with us when in Minneapolis.

Quiet, cheerful and homelike.

Convenient to the Theaters and Downtown Shopping District.

The terminus of the Twin City Motor Bus Line (University Avenue) to and from St. Paul.

CAFE

ROOMS WITH PRIVATE BATH

*Daily, Weekly and Monthly Rates
on Application*

Subscription 50c a Year

Single Copy 5 Cents

LISTENIN' IN

THE OFFICIAL RADIO NEWS-PROGRAM OF W-L-A-G

"The Call of the North"

OAK GROVE HOTEL, MINNEAPOLIS

Operated by
CUTTING AND WASHINGTON RADIO CORPORATION

Supported by

E. B. ATKINSON & CO.
CUTTING & WASHINGTON
L. S. DONALDSON CO.
FINDLEY ELECTRIC CO.
MINNESOTA LOAN AND TRUST CO.

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

Vol. I

MARCH 19, 1923

No. 4

OUTSIDE BROADCASTING

By Ray R. Sweet, Chief Engineer

Many, who have heard the programs broadcast from the Automobile Show and more recently from the Westminster Presbyterian church and Second Church of Christ Scientist, also the splendid Symphony Orchestra concerts broadcast from the Auditorium, will be interested in knowing just how this is accomplished.

At the Automobile Show, a special reverberation proof room was built with one side of glass in order that visitors could see what was going on. One microphone transmitter was suspended from the ceiling in the center of the room for the musical numbers. Another was placed on a pedestal and used by the announcer and speakers on the programs.

These microphones are unbelievably delicate in picking up the sound waves, which are translated, so to speak, into electrical pulsations of absolutely identical character. This pulsating current is conducted into the "speech input" panel where it is amplified hundreds of thousands of times. At this point the speech current is conducted over a telephone cable pair to the broadcasting station. The current is again amplified and conducted to the transmitter proper where it is used to change the form of the continuous electrical oscillations in the radio transmitter so that very powerful pulsations are sent out into the aerial and sent out therefrom in all directions with the speed of light (186,000 miles a second) but still in such form as to faithfully reproduce the speech, music or other sounds conveyed to the little microphone.

Thus the changes taking place are,

briefly: 1st. The transfer of sound energy into electrical energy. 2nd. The amplification of this electrical energy and conduction over telephone wires to the broadcasting station. 3rd. The further amplification of the currents and moulding of these onto the high frequency carrier current. 4th. The conversion of this energy into electromagnetic and electrostatic lines of force which travel out at the speed of light.

The business of the receiving set is to convert the electromagnetic energy and electrostatic energy into electric currents and reproduce the sound waves as sent out at the transmitting station.

In broadcasting the church services microphones are placed on the pulpit, up in the organ loft and two are suspended in air, one over and in front of the choir ad the other out over the congregation. A number of experiments were made to determine the best points to suspend the microphones in order to successfully "pick up" the congregational responses, choir and pipe organ music, sermons and announcements.

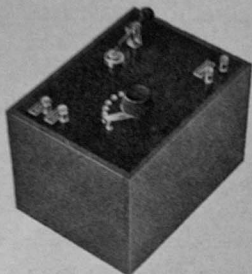
The Symphony Orchestra concerts were broadcast in the same manner. A number of microphones were placed in different positions to "pick up" all the individual instruments.

Due to the splendid cooperation of the Telephone Company, lines have been selected with great care to obtain "cable-pairs" free from inductive interference and cross talk.

Experiments are being conducted continually to improve the quality of "outside broadcasting."

RADIO RECEIVER COMPLETE

AERIAL
INSULATORS
WIRE
PHONES



HEAR EVERY
TWIN CITY
STATION
CLEARLY

\$9.50

Order Yours Today—This Offer Is Limited.

RADIO SALES COMPANY, Set by at Snelling
ST. PAUL, MINNESOTA
SHIPPED ANYWHERE C. O. D.

Every Radio Fan Should Have a “SKINDERVIKEN” Transmitter Button

By mounting this button on the diaphragm of a radio receiver in circuit with a dry cell battery you can easily make a loud talker. Can be used on either a crystal or tube set.

\$1.00 postpaid with instructions.

K. ELECTRIC CO.
1271 Curtis Hotel Minneapolis, Minn.

MONDAY

March 19, 1923. 6:00 to 6:30 P. M.

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

Meeting of the Tooth Brush Club, F. W. Pepper, presiding; R. H. Whitcomb, secretary.

6:30 to 7:30 P. M.

Lecture Hour Broadcast for Northwest Farmstead

John F. Scott: "Financing Your Building."
E. A. Purdy: "Marketing by Parcel Post."
Representative C. M. Bendixen: "Agricultural Legislation."
W. L. Calvert: "Cost of Hog Production."

10:10 P. M.

Broadcast for Northwest Farmstead

Address: "The Motion Picture Yesterday and Today," by W. H. Lawrence, publicity manager for the First National Pictures, Incorporated.

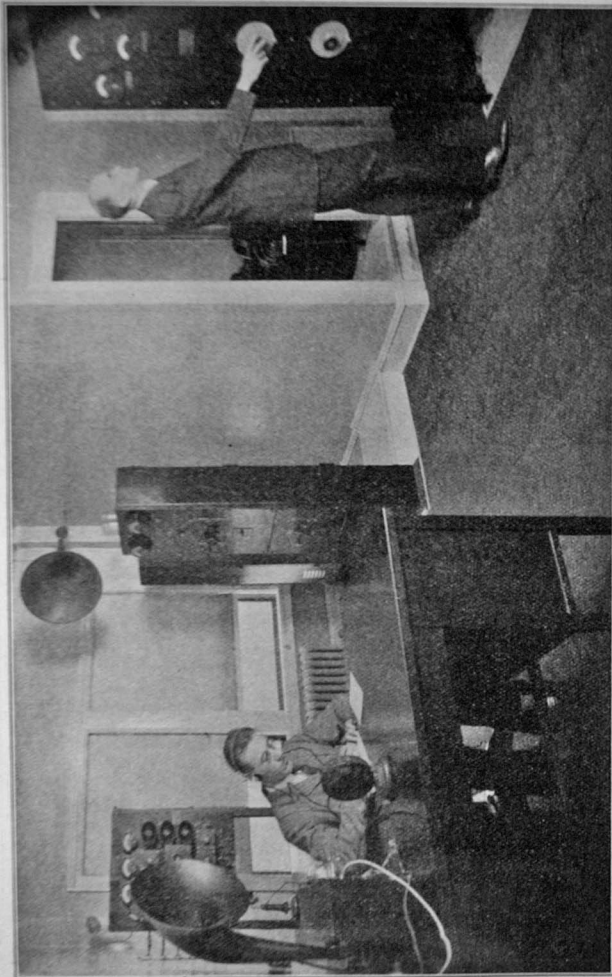
10:30 P. M.

BACHELORS' QUARTETTE

Orville Rennie, 1st tenor
Paul F. McMains, 2nd tenor
L. Marvin Wilkins, baritone
Richard Elvis, bass

1. Swing Along.....Cook
Kentucky Babe.....Geibel
2. Rudolph's Narrative (Boheme).....Puccini
Mr. McMains
3. Invocation (Magic Flute).....Mozart
Winter Song.....Shakespeare
Armorer's Song (Robin Hood).....De Koven
Mr. Elvis
4. Under the Desert Star.....Gordon Temple
In This Solemn Hour (Force of Destiny).....Verdi
Mr. McMains and Mr. Wilkins
5. Then You'll Remember Me (Bohemian Girl).....Balfe
Mr. Rennie
6. The World Is Waiting for the Sunrise.....Seitz
Bachelors' Quartette
7. Invictus.....Huhn
Dio Possente (Faust).....Gounod
I Heard a Cry.....Fisher
Mr. Wilkins
8. Still Wie Die Nacht.....Bohme
Over the Steppe.....Rachmaninoff
Mother O' Mine (Kipling).....Tours
Last Night.....Kjerulf
Mr. McMains
9. From the Land of the Sky Blue Waters.....Cadman
Gypsy Love Song.....Victor Herbert
Swanee Smiles.....Hagee
Bachelors' Quartette

(Program subject to change.)



View of WLAG Operating Room

TUESDAY

March 20, 1923, 2:30 P. M.

Broadcast for the Powers Mercantile Company

Talk by Miss Ethel M. O'Leary: "Vegetables and Their Food Value in Preparation."

2:50 P. M.

Program Broadcast for the E. E. Atkinson & Company by the Aakhus Company

ARTISTS

Gecina Stockland Aakhus, soprano and whistler
Olive Bolstad, accompanist
Daniel Aakhus, violinist

1. Selections:
 1. Somewhere a Voice Is Calling
(Soprano solo with violin obligatto)
Gecina Stockland Aakhus
Daniel Aakhus
Olive Bolstad
 2. Intermezzo Russe
(Whistling and violin duet)
2. Violin Solos:
 1. TraumerelSchumann
 2. Souvenir de Wieniawski.....Haesche
Daniel Aakhus
Olive Bolstad
3. Pianologue and Reading:
 1. Mad Brigade, reading
 2. Rosalie, pianologue
Gecina Stockland Aakhus
Olive Bolstad
4. Violin Solos:
 1. CavatinaRaff
 2. Norwegian Dance.....Grieg
Daniel Aakhus
Olive Bolstad
5. Selections:
 1. Soprano solo with violin obligatto:
Carry Me Back to Old Virginy.....Bland
 2. Whistling solo:
Wedding of the Winds.....Hall
Gecina Stockland Aakhus
Daniel Aakhus
6. Readings:
 1. Tillie Olsen
 2. Her Specialty
 3. Stewed Prunes
Gecina Stockland Aakhus
7. Selections:
 1. Soprano solo:
Eg Elesker de Voggande Tonar.....Lepsol

(Continued on next page)

(Program subject to change.)

Tuesday—Continued

(Continued from preceding page)

2. Swedish Bird Song, with bird voices and violin obligatto
Gecina Stockland Aakhus
Daniel Aakhus

8. Violin Selections:

1. Saterjentens Sondag.....Ole Bull
2. HallingBull
3. KulawiskWieniawski
Daniel Aakhus

4:00 P. M.

Broadcast for Powers Mercantile Company

Talk—Woman's League of Voters.

6:00 to 6:30 P. M.

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

Miss Mildred Dean, story teller: "Simple Simon's Silken Coat."
"How We First Came to Have Umbrellas." "Mr. Easter Rabbit."

6:30 to 7:30 P. M.

Lecture Hour Broadcast for Northwest Farmstead

A. J. McGuire: "Minnesota Cooperative Creameries."
Mathilda Holtz: "The Return of the Birds."
George A. Pond: "The History of Farm Cost Accounting."

(Program subject to change.)

Broadcasting Stations in the United States and Canada—Call Letters Arranged Alphabetically.

(Continued from March 3rd issue)

WCAT—Rapid City, S. D. State School of Mines.
WCAU—Philadelphia, Pa. Philadelphia, Radio-Phone Co.
WCAV—Little Rock, Ark. J. C. Dice Elec. Co.
WCAW—Quincy, Ill. Quincy Elec. Supply Co. (Quincy Herald.)
WCAX—Burlington, Vt. Univ. of Vt.
WCAY—Milwaukee, Wis. Kesselman-O'Driscoll Music House.
WCAZ—Quincy, Ill. Whig-General.
WCE—Minneapolis, Minn. Findley Elec. Co.
WCL—New Haven, Conn. A. C. Gilbert Co.
WCK—St. Louis, Mo. Stix Baer & Fuller (Grand Leader).
WCM—Austin, Tex. Univ. of Tex.
WCN—Worcester, Mass. Clark Univ. Daily.
WCX—Detroit, Mich. The Detroit Free Press.
WDA—Nashville, Tenn. Ward Belmont School.
WDAC—Springfield, Ill. Illinois Watch Co.
WDAE—Tampa, Fla. Tampa Daily Times.
WDAF—Kansas City, Mo. Kansas City Star.
WDAG—Amarillo, Tex. J. Laurance Martin.
WDAH—El Paso, Tex. Mine & Smelter Supply Co.
WDAL—Syracuse, N. Y. Hughes Radio Corp.
WDAL—College Park, Ga. A. & W. P. R. R. Co.
WDAK—Hartford, Conn. Hartford Courant.
WDAL—Jacksonville, Fla. Florida Times

WDAN—Shreveport, La. Centenary College and Glenwood Radio Corp.
WDAO—Dallas, Tex. Automotive Elec. Co.
WDAP—Chicago, Ill. Thorne Donnelly and J. Elliott Jenkins. Drake Hotel.
WDAQ—Eggsboro, Pa. Hartman-Riker Elec. & Mach. Co.
WDAR—Philadelphia, Pa. 1st Bros.
WDAS—Worcester, Mass. Samuel A. Waite.
WDAU—New Bedford, Mass. A. H. Smith.
WDAV—Muskegee, Okla. Daily Phoenix.
WDAX—Centerville, Iowa. First Nat'l Bank.
WDAY—Fargo, N. D.
WDM—Washington, D. C. Church of the Covenant.
WDT—New York, N. Y. Ship Owners Radio Service.
WDV—Omaha, Neb. John O. Yelser, Jr.
WDY—Roselle Park, N. J. Radio Corp. of America.
WIZ—Tuscola, Ill. James L. Bush.
WEAA—Flint, Mich. Fallain & Lathrop.
WEAB—Port Dodge, Ia. Standard Radio Equip. Co.
WEAC—Terre Haute, Ind. Baines Elec. Service Co.
WEAD—Atwood, Kans. N. W. Kansas Radio Supply Co.
WEAE—Blacksburg, Va. Polytechnic Inst.
WEAF—New York City, N. Y. Am. Tel. & Telg. Co.
WEAG—Edgewood, R. I. Nichols-Hineline-Bassett Lab.

(Continued on page 10)

WEDNESDAY

March 21, 1923. 2:30 P. M.

Broadcast for Sterling Electric Company

2:50 P. M.

Broadcast for Northwestern National Bank

ARTISTS

Bess Perry, contralto and reader
Leone Perry, violinist
Evelyn Hanson, accompanist
James Manley, accompanist and whistler

1. RomanceWieniawski
2nd Concerto
By the Brook.....Boiffedre
Leone Perry
Evelyn Hanson
2. SylviaSpeakes
Lassie o' Mine.....Walt
Bess Perry
James Manley
3. Whistle Solos:
Who Knows.....Ball
Out of the Shadows.....Ball
James Manley
Bess Perry
Violin obligatto by Leone Perry
4. The Sea.....Grant-Schaeffer
Gipsy Songs.....Clara Edwards
Bess Perry
5. CanzonettaD'Ambrosia
Songs My Mother Sang.....Dvorak
Leone Perry
6. Mrs. Rastus on the Telephony
Ole and Yennie
Bess Perry
7. I'm Alongin' for You.....Hathaway
Bess Perry, Leone Perry, and James Manley

4:00 P. M.

Broadcast for the Sterling Electric Company

"Big Sister Work in Minneapolis"—Katharine Hattendorff.

6:00 P. M.

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

Merle McBride, story teller.

6:30 P. M.

Lecture Hour Broadcast for Northwest Farmstead

Geo. H. Conn: "A Livestock Program for the U. S."
Emily Kneubuhl: "Women in Public Affairs."
F. H. Steinmetz: "Spring Wheat for Southern Minnesota."
Dr. C. B. Shore: "Feeds and Feeding of Silver Foxes."

(Program subject to change.)



DR. F. W. PEPPER
President, Radio Tooth Brush Club



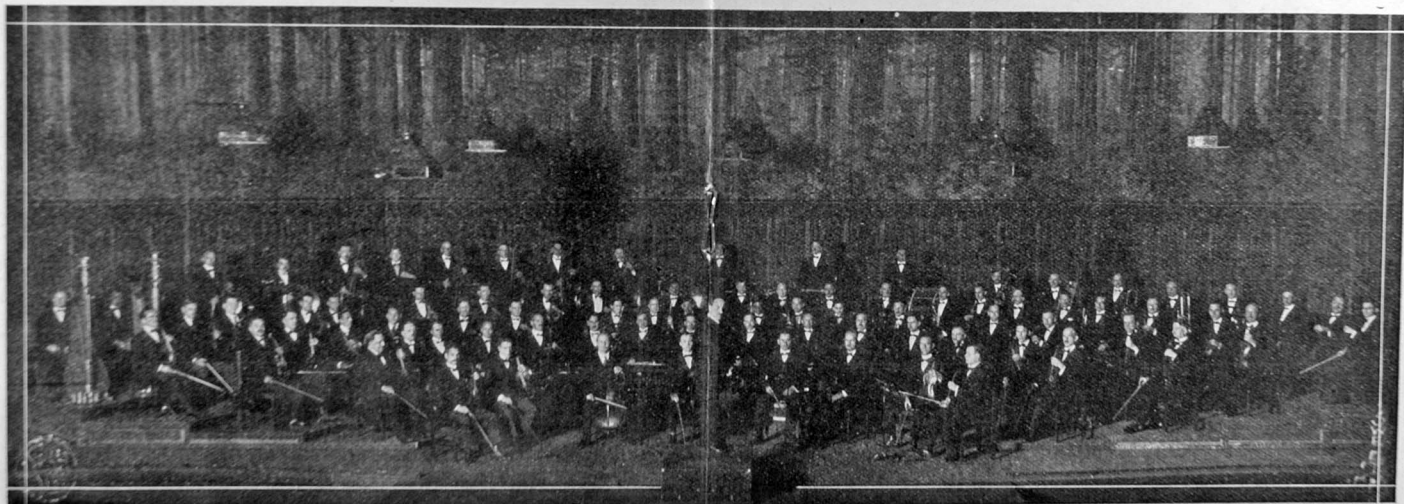
MABEL ALLEY
Mezzo Soprano



MILDRED SIMONS
Story Teller



MARLYS OLIVE LOGAN
Pianist and Reader



MINNEAPOLIS SYMPHONY ORCHESTRA

THURSDAY

March 22, 1923. 6:00 to 6:30 P. M.

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

Ernest Macgowan, story teller: "Wizard of Oz."

6:30 to 7:30 P. M.

Lecture Hour Broadcast for Northwest Farmstead

Speakers to be announced.

C. H. Chalmers: "Heating with Oil."

N. K. Carnes: "Problems Before the Beef Producer."

9:15 P. M.

Broadcast for Cutting and Washington Radio Corporation

ROTARY CLUB PROGRAM

Agnes Griswold Teasdale, soprano

Frances Vincent Coventry, soprano

Lillian Nippert Zelle, violinist

Ethel Payne Collins, accompanist

THE ROTARY MALE QUARTETTE

Rollo Welles, Thomas McCracken, tenors

Al Roper, Hugh Stevenson, basses

Paris and Welles will do a turn.

The M. A. C. Orchestra.

Other attractions to be announced on this surprise program.

(Program subject to change.)

PREMIER TUNING CHART

*Tuning Troubles Disappear
Like Melting Snow*

Any Receiving Set Can Be Chartered

*Nothing like it has ever been offered the Radio public.
Anyone can follow the clear concise directions.*

After tuning in from 4 to 6 stations clearly and charting them, you can locate other stations at the rate of *one a minute* until you have received all the stations your set is capable of reaching.

After you have heard a station once, you can tune it in again at any time after a moment's adjustment.

Published and Distributed Solely by the

Premier Radio Manufacturing Co.

Selby at Snelling Avenues

ST. PAUL

MINN.

Under
Copyright License,
First Distribution Direct
By Mail Only

L. S.
PREMIER
RADIO
MANUFACTURING
CO.,
Selby at Snelling,
St. Paul, Minn.

Gentlemen:
Enclosed is \$1.00 (No
Stamps). Send me "The
Premier Radio Tuning Chart"
with instruction charts, nine
blank charts and six scale strips,
postpaid.
Name

Street

City

FRIDAY

March 2, 1923. 2:30 P. M.
Broadcast for Purity Baking Company

Prof. S. A. Graham: "Trees and Their Insect Enemies."

2:50 P. M.

Broadcast for Minnesota Loan & Trust Company

CHILDREN'S PROGRAM

ARTISTS

Nellie Reilly, violinist

Marlys Olive Logan, reader and pianist

Violin Solos:

Hungarian Mazurka.....	Carl Bohm
Viennese Melody.....	F. Kreisler
Mazurka.....	E. Mylnarski
Souvenir.....	F. Drdla
Mother Machree.....	Alcott

Nellie Reilly

Piano Solos:

Giants.....	Rogers
Witches.....	Rogers
Crescendo.....	Per Lasson
Tarantelle.....	MacDowell
Sonata Opus 49 No. 2.....	Beethoven

Allegro, Menuetto

By the Brook.....Ornstein

Passepied.....Delibes

Morceau.....Wollenhaupt

Marlys Olive Logan

Readings:

Opportunity (Negro dialect).....	Dunbar
The Kittens.....	Chisholm
The Monkey Man.....	Cooke
A Discouraged Kindergartner.....	Foley
I've Got the Mumps.....	Green
The Tom Boy.....	Anon.

Marlys Olive Logan

4:00 P. M.

Broadcast for Purity Baking Company

G. F. Weber, Weber-Werness Studios: "Decorating and Furnishing a Bed Room."

6:00 to 6:30 P. M.

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

Story teller, Mrs. Robert Cargill: "How the Elephant Got His Trunk"
—Kipling. Other stories by request.

6:30 to 7:30 P. M.

Lecture Hour Broadcast for Northwest Farmstead

O. E. Seiler: "Safeguarding Your State."

C. A. Bush: "Seed Corn for Northwest."

8:15 P. M.

Watch daily papers for announcements in regard to symphony broadcasting. All symphony orchestra programs are broadcast through the courtesy of L. S. Donaldson Company.

(Program subject to change.)

STERLING ELECTRIC CO.

Distributors For



COME IN AND SEE THE NEW R. C. A. RECEIVING SETS JUST ARRIVED

- | | |
|-----------------------------|----------------------------|
| Radiola "Four".....\$275.00 | Radiola Grand.....\$325.00 |
| Radiola "Five".....132.50 | Radiola "Six".....162.50 |

SPECIAL OFFER

We will send postpaid upon receipt of 25c one **Downs Radio Trouble Finder Book**. This issue also contains names of over 650 broadcasting stations in the United States and Canada.

STERLING ELECTRIC CO.

33 So. Fifth Street
MINNEAPOLIS, MINN.

Subscribers to WLAG

COUPON RADIO TROUBLE FINDER BOOK

STERLING ELECTRIC CO.
33 S. Fifth St., Minneapolis

Enclosed please find 25c for one Radio Trouble Finder Book.

Name

Town

St. Louis, Mo., Post-Dispatch

Weekly Program for Week of March 19th—KSD

Monday, March 19

8 p. m.—Margaret Mary Durin, soprano, Josephine Kneuev and Frances Kelly, pianists, Aletta Kennedy, reader. Harry Abram's Orchestra.

11:30 p. m.—Broadcasting dance program of Gene Rodemich's Orchestra at Hotel Statler.

Tuesday, March 20

8 p. m.—Program arranged by Anna Craig Bates.

Wednesday, March 21

8 p. m.—Mrs. Flavel A. Rudolph, soprano, Mabel Browning, violinist, Erlmine Stevenson, pianist.

11:30 p. m.—Helen Kammerer, contralto, Stuart C. Mahanay, violinist, Max Gold, pianist.

Thursday, March 22

8 p. m.—Silent.

Friday, March 23

8 p. m.—Program by Maplewood Baptist Church, F. D. Anderson, director.

Saturday, March 24

8 p. m.—Program by choir of St. John's Episcopal Church, Paul Fries, director.

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 (½ 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.

(Continued on page 18)

- WEAH—Wichita, Kans. Lander Radio Co.
- WEAL—Ithaca, N. Y. Cornell Univ.
- WEAJ—Vermillion, S. D. Univ. of S. D.
- WEAL—Grove City, Pa. Grove City College.
- WEAK—St. Joseph, Mo. Julius B. Abercombie.
- WEAM—North Plainfield, N. J. Borough of N. Plainfield.
- WEAN—Providence, R. I. The Shepard Co.
- WEAO—Columbus, O. Ohio State Univ.
- WEAP—Mobile, Ala. Mobile Radio Co.
- WEAR—Baltimore, Md. News & American Pub. Co.
- WEAS—Washington, D. C. The Hecht Co.
- WEAT—Tampa, Fla. John J. Fogarty.
- WEAU—Sioux City, Iowa. Davidson Bros. Co.
- WEAY—Rushville, Neb. Sheridan Elec. Service Co.
- WEAW—Anderson, Ind. Arrow Radio Lab.
- WEAX—Little Rock, Ark. T. J. M. Daly.
- WEAY—Houston, Tex. Will Horwitz, Jr.
- WEB—St. Louis, Mo. The Benwood Co., Inc.
- WEH—Tulsa, Okla. (300 S. Main St., Eldorado, Kans.) Midland Refining Co.
- WEY—Houston, Tex. Hurlburt-Still Elec. Co.
- WEW—St. Louis, Mo. St. Louis Univ.
- WEY—Wichita, Kans. Cosradio Co. (Wichita Beacon.)
- WFAA—Dallas, Tex. Dallas News and Dallas Journal.
- WFAB—Syracuse, N. Y. C. F. Wosse.
- WFAC—Superior, Wis. Superior Radio Co.
- WFAD—Salina, Kans. Watson Weldon Motor Supply Co.
- WFAB—Poughkeepsie, N. Y. H. C. Spratley Radio Co.
- WFAQ—Waterford, N. Y. Radio Engineering Lab.
- WFAH—Port Arthur, Tex. Elec. Supply Co.
- WFAJ—Asheville, N. C. Hi-Grade Wireless Instrument Co.
- WFAM—St. Cloud, Minn. Granite City Elec. Co.
- WFAN—Hutchinson, Minn. Hutchinson Elec. Service Co.
- WFAQ—Cameron, Mo. Cameron Radio Co. and Mo. Wesleyan College.
- WFAH—Sanford, Me. Hall & Stubbs.
- WFAH—Port Wayne, Ind. United Radio Corp.
- WFAT—Sioux Falls, S. D. Argus Leader.
- WFAU—Boston, Mass. Edwin C. Lewis.
- WFAV—Lincoln, Neb. Univ. of Neb.
- WFAW—Miami, Fla. Daily Metropolis.
- WFAY—Independence, Kan. Daniels Radio Supply Co.
- WFAZ—Charleston, S. C. S. C. Radio Shop.
- WFB—Philadelphia, Pa. Strawbridge & Clothier.
- WFO—Dayton, O. Rike-Kumler Co.
- WGB—Houston, Tex. QRY Radio Co.
- WGAD—Ensenada, Porto Rico. Escuela His-



John Jacob Beck
Pianist

pano Americana de Radio Telegrafia, Inc. WGAI—New Haven, Conn. New Haven Elec. Co.
WGAI—Shenandoah, Ia. W. H. Gass.
WGAK—Macon, Ga. Macon Elec. Co.
WGAL—Lancaster, Pa. Lancaster Elec. Supply and Construction Co.
WGL—Philadelphia, Pa. Thos. F. J. Howlett.
WGAM—Orangeburg, S. C. Orangeburg Radio Equipment Co.

(Continued on page 18)

"LISTEN-IN" RADIO-FANS

East-Side's Popular
Radio-Store

WE CAN SUPPLY YOUR WANTS—TRY US.

Mail Orders
Must Include
Postage.



We Sell Only
Reliable Makes

RADIO 'ALL SENSITIVE' CRYSTALS

"ALL SENSITIVE" Crystals are GUARANTEED extremely sensitive over the entire surface. Just lay your cat whisker down anywhere, when that's all, the signals will come in extra loud and clear.

"ALL SENSITIVE" Crystals are the only crystals which have been awarded the CERTIFICATE OF MERIT by the Radio News Laboratory, after exhaustive tests.

DEMAND the crystal in the yellow box with the red seal of the Radio News Laboratories (a mark of approval), it's the "ALL SENSITIVE."

Your money refunded if not satisfactory.

Mail orders promptly filled.

Sells for 35 Cents

GEO. S. HOUSTON & CO.

DISTRIBUTORS
712 McKnight Bldg.
Mississippi GE 2624 3555

At All Good Dealers

What Radio Receiver

?

compares with the new Westinghouse RC. Now operates on dry cells making it especially suitable for rural districts. Equipped with A and B, phones and plug, and three WD 12 vacuum tubes. Can be easily installed and operated by anyone. Price now \$142.50 complete.

Pioneer Electric Co.

Radio Corporation Distributors

Wholesale Retail

137 E 5th St. St. Paul, Minn.

Some territory still open to agents. Write for price list. We carry all standard lines.

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

DAILY FEATURES

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

11 to 11:30 a. m.—United States weather 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

Monday, March 19

7:15 to 8 p. m.—Concert by Mrs. Sidney Martin and others.

9:30 to 10:30 p. m.—Concert by Sam S. Losh, baritone, and a group of his pupils.

Tuesday, March 20

7:15 to 8 p. m.—Concert of dance music by the Panther City Six Orchestra.

9:30 to 10:30 p. m.—Concert by the Floydada Novelty Five Orchestra under the auspices of the Chamber of Commerce, Floydada, Texas.

Wednesday, March 21

7:15 to 8 p. m.—Concert by The Star-Telegram Stringed Orchestra.

9:30 to 10:30 p. m.—Concert by the Euterpean Club.

Thursday, March 22

7:15 to 8 p. m.—Concert by the Negro High School, Fort Worth.

9:30 to 10:30 p. m.—Concert by Rex Maupin's Original Texas Hotel Orchestra.

Friday, March 23

7:15 to 8 p. m.—Concert by Baron James V. Auriemma of El Paso.

9:30 to 10:30 p. m.—Concert by the Methodist Church Orchestra, Henrietta, Texas.

Saturday, March 24

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 24, 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

L. H. Jeffries: "Protection Against Cold."

Other speakers to be announced.

8:30 P. M.

A program to be announced if the Symphony is not broadcast on Friday, March 23.

10:30 P. M.

Broadcast for Powers Mercantile Company

ARTISTS

Maude Moore, dramatic reader

Edwina Wainman, accompanist

Chester Campbell, violinist

John Beck, pianist

Readings and Spoken Songs:

1. Cain..... Words and music by Rupert Hughes
2. Improving a Husband.....Givens
3. Spoken Songs (the words of these songs are by John Masfield):
Roadways.....John Densmore
Sea Fever.....John Ireland
Port of Many Ships.....Frederick Keel
4. Spoken Songs in Darkey Dialect:
Won' Yo' Tell a Story.....Neidlinger
De Whip-pu-will.....William Strickler
De Water Melyun.....Jessie Pease
Maude Moore and Edwina Wainman

Piano Solos:

1. Preludes I and XIX.....Chopin
Nocturne Op. 37 No. 2
Fantasie Impromptu Op.
2. Slavonic Romance.....Samuel Becker
Waltz Allurement
John Jacob Beck

Violin Solos:

1. Farewell to Cucullain.....Kreisler
(Old Irish Air)
2. Serenade.....Schubert-Elman
Waltz No. 2.....Weber
The Rosary.....Nevin
Spanish Dance.....Rehfeld
Danse Zigane.....Nachez
Paradise Song.....Kriesler
From the Canebrake.....Gardner
L'Abelle.....Schubert
Serenade du Tzigane.....Valdez

(Program subject to change.)

(Continued from page 13)

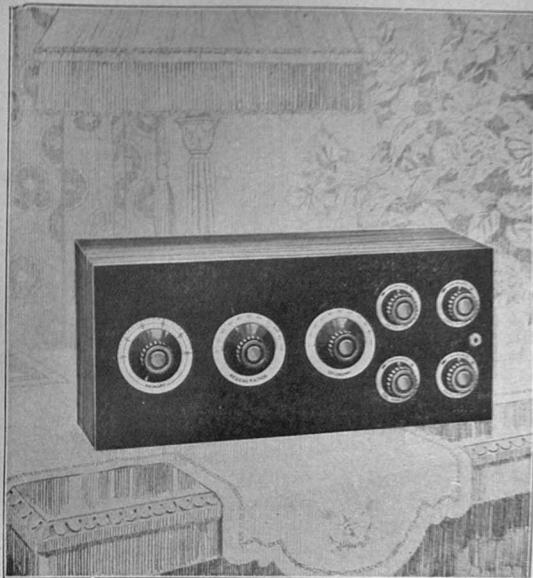
WGAN—Pensacola, Fla. Cecil E. Lloyd.
 WGAQ—Shreveport, La. Glenwood Radio Corp.
 WGAR—Port Smith, Ark. Southwest American.
 WGLS—Chicago, Ill. Ray-di-co Organization, Inc.
 WGAT—Lincoln, Neb. Am. Legion, Dept. of Neb.
 WGLT—Wooler, O. Marcus G. Limb.
 WZAW—Allison, Pa. Ernest C. Albright.
 WGAN—Washington C. H., O. Radio Elec. Co.
 WGAY—Madison, Wis. North Western Radio Co.
 WGAZ—South Bend, Ind. South Bend Tribune.
 WGF—Des Moines, Ia. Register and Tribune.
 WGI—Medford Highlands, Mass. Am. Radio and Research Corp.
 WGM—Atlanta, Ga. Atlanta Constitution.
 WGR—Buffalo, N. Y. Federal Tel. & Telg. Co.
 WGV—New Orleans, La. Interstate Elec. Co.
 WGY—Schuylkill, N. Y. General Elec. Co.
 WHA—Madison, Wis. Univ. of Wis.
 WHAA—Jowa City, Ia. State Univ. of Ia.
 WHAD—Galveston, Tex. Clark W. Thompson Co.
 WHAC—Waterloo, Ia. Cole Bros. Elec. Co.
 WHAD—Milwaukee, Wis. Marquette Univ. Service Co.
 WHAE—Sioux City, Ia. Automotive Elec. Service Co.
 WHAF—Pittsburgh, Pa. Radio Elec. Co.
 WHAG—Cincinnati, O. Univ. of Cincinnati.
 WHAI—Joplin, Mo. John T. Griffin.
 WHAI—Ivansport, Ia. Radio Equip. & Mfg. Co.

(To be continued)

It's the best
home dessert
after all

Ives Delicious
ICE CREAM

The Radio Masterpiece



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

NEAT, 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.

Additional Information on Request

Cutting & Washington Radio Corporation
 MINNEAPOLIS

OPERATING
 WLAG "Call of the North"

Manufacturers and Distributors



The Phone

that's worth more
yet—costs less

\$500—3000 OHMS

The "True Tone" is a guaranteed phone. 3000 ohms resistance and is built to meet the need for a dependable Radio phone at a lower price.

Perfection in appearance and performance.

Magnets of Tungsten steel, super-magnetic strength, cords of highest grade tinsel construction. Black Japanned and shellacked diaphragms, coils accurately wound with No. 40 copper wire and all connections strongly reinforced.

EVERY PAIR CARRIES A WRITTEN GUARANTEE.

TRUE TONE RADIO MFG. CO.

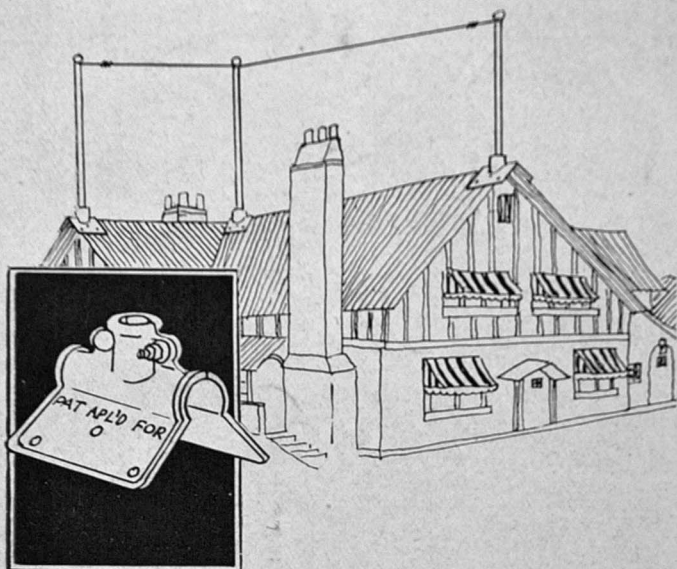
Chas. Goldfus Co., Northwest Agents

931 Second Ave. So.

MINNEAPOLIS

Dealers and
Jobbers
Write for
Discounts

For Your Radio



The Bull Dog Mast Seat

enables any one to install an aerial mast on the peaked or metal ridge roll type of roof, with the ordinary tools found in every home.

By using this simple and efficient device the customary trouble, labor and expense is eliminated.

No more 2 x 4, crooked or bent poles, but a trim, rigid mast—one you are proud to show to your friends.

Price for 1 inch diameter socket each **\$2.00**

Price for 1 1/2 inch diameter socket each **2.50**

Sockets will accommodate either wooden pole or iron pipe.

*If your dealer can not supply you,
clip coupon and mail with
your remittance to*

Mast Seat Mfg. Co.

119 5th St. S. E.
MINNEAPOLIS

Jobbers and Distributors Write for Discount

MAST SEAT MFG. CO.,
119 5th St., S. E., Minneapolis, Minn.

GENTLEMEN: Enclosed is \$.....
send me Mast Seats to cover remittance.

Name

Address

City

CHECK, MONEY ORDER or BANK DRAFT