

WLAG  
**LISTENIN' IN**  
RADIO  
**NEWS PROGRAM**



Price Five Cents

MARCH 26, 1923

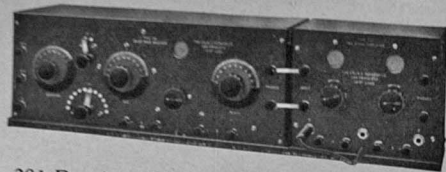
Minneapolis, Minn.

Vol. I No. 5



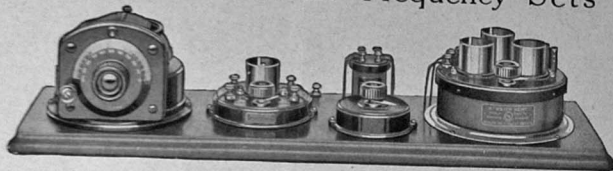
REINMUTH TRIO RETURNS TO WLAG

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# Atwater Kent Radio Frequency Sets



Atwater Kent Receiving Set consisting of one stage transformer coupled, radio frequency, detector and two stage audio amplification. No. 4052 complete \$60.00.

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We carry the most complete line of radio supplies  
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## REINHARD BROTHERS COMPANY

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MINNEAPOLIS

(Retail Dept.)

## RADIO SUPPLY COMPANY

609 Marquette Avenue  
MINNEAPOLIS

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

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PURITY BAKING CO.  
STERLING ELECTRIC CO.

Vol. I

MARCH 26, 1923

No. 5

### ON THE CALENDAR

We stated some time back we had a few musical surprises for you and offer for your Radio anticipation the following programs:

On April 3rd we broadcast a popular program of The Blackcat Syncopaters. This is a matinee program at 2:30.

April 5th you may dance. Those carping for this class music may plan a dancing party for that date.

April 7th gives us the return of two of our favorites: The Call of the North Orchestra and Harmony Choral Club (women's voices).

April 12th we broadcast a musical matinee program by Dave Rubinoff and his orchestra. Rubinoff is an unusually talented young violinist.

April 23rd. Popular musical program rendered by Peavey's Jazz Bandits. This is a late 10:30 program.

Mr. R. H. Glassley, president of the Isaac Walton Club, will talk to the anglers on "Trout Fishing in Minnesota." To get 100 per cent satisfaction Listenin' In suggests you have your rod with you during the talk.

Another dramatic evening is now being arranged.

There are several "Cost Accounting" lectures for farmers scheduled for April.

### EYES IN THE DARK

Miners at Holte mine, McCall, Idaho, snowed in for the winter, were able to visualize the outside world through the agency of waves from WLAG station. The spot is 7,000 feet up and four days from a railroad, and mail is every six weeks. Months have been cut down by WLAG programs from "50 days" to normal length, say the miners.

### JEALOUSY AMONG CHURCHES

After one of the leading churches of Minneapolis had closed a year contract for WLAG broadcasting of its morning services objections began to be heard from other churches to this "monopoly." It is said the pastors of some of these churches do not greet the dominie of the "alert" church as cordially as heretofore. Just a slight strain of restraint. But just wait until the golf temporary greens open, and they'll all be on common ground.

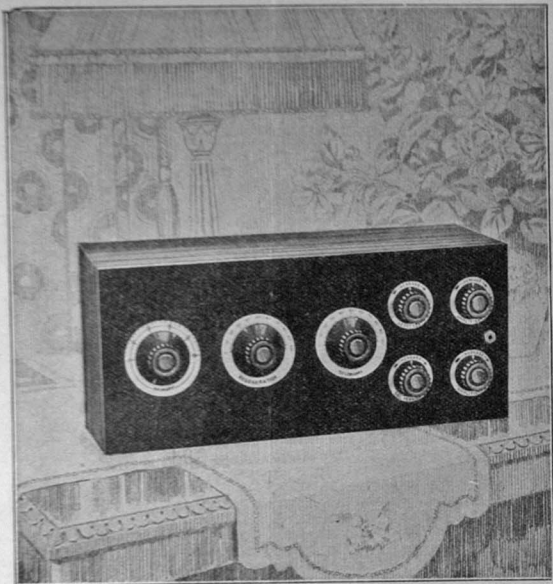
### RADIO WIND PROOF

The midcontinent storm that destroyed property galore and many lives, failed to put the radio on the blink. In fact when wires were down by sleet sheets, the radio merrily kept up contact with the outside world and maintained news and telegraph and telephone service as a substitute. In fact The Illinois Central radio out of Chicago utilized the radio to keep the train dispatchers' fingers on the system regardless of broken wires.

### WLAG DAILY SCHEDULE

Monday nights at 10:10 P. M.  
Tuesday afternoons at 2:30 P. M.  
Wednesday afternoons at 2:30 P. M.  
Thursday nights at 9:15 P. M.  
Friday afternoons at 2:30 P. M.  
Saturday nights at 8:30 P. M. and 10:30 P. M.  
Sundays at 10:30 A. M. and 7:50 P. M.  
Children's Hour every day except Sunday at 6:00 P. M.  
Lecture Hour every day except Sunday at 6:30 P. M.

# 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

## Monday—Continued

(Continued from page 5)

8. Trio—Praise Ye (Attila).....Verdi  
 Vergie Hickman, Dr. Preine and S. Howard Brown
9. Awake Up, My Glory.....Barnby  
 Chorus
10. Solo—Help Me to Pray.....Tootl  
 S. Howard Brown
11. The Radiant Morn Hath Passed Away.....Woodward  
 Chorus
12. Solo—I Will Extol Thee O Lord (Elf).....Costa  
 Vergie Hickman
13. Seek Ye the Lord.....Roberts  
 Mr. A. E. Adams and Chorus
14. My Faith Looks Up to Thee.....Schnecker  
 Vergie Hickman and Chorus
15. Solo.....Selected  
 Walter A. Pocock
16. Piano Solo—Ballade in A Flat Major, No. III.....Chopin  
 Mary Young
17. Hark, Hark My Soul.....Shelly  
 Vergie Hickman, Mable Preine
18. Duet—Calm as the Night.....Geetz  
 Vergie Hickman and Edward Herman
19. Jerusalem.....Parker  
 Chorus
20. Inflammatus (Stabat Mater).....Rossini  
 Vergie Hickman and Chorus  
 (Program subject to change.)

## STERLING ELECTRIC CO.

Distributors For

**Radio Corporation**  
 of America

WOLWORTH BUILDING - NEW YORK CITY

COME IN AND SEE THE NEW R. C. A. RECEIVING SETS  
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Radiola "Four".....\$275.00	Radiola Grand.....\$325.00
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### 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  
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**RADIO TROUBLE FINDER BOOK**

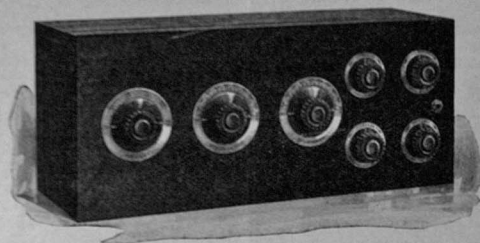
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Mica-Diaphragm Phones  
"Listen to the Difference"

Gilfillan Radio Parts

Western Motor Supply Co.  
12th and Harmon Place

GET OUR CATALOGUE

## TUESDAY

March 27, 1923. 3:00 P. M.  
Broadcast for Sterling Electric Company

### ARTISTS

Lyric Operatic Quartette;  
A. Victoria Courtney, Soprano  
Mabel Pelletier, Contralto  
J. Donald Bouchier, Tenor  
Clarence Scheibe, Baritone  
George Elliot, Pianist and Accompanist

1. Blue Danube.....Strauss  
Quartette
2. On the Road to Mandalay.....Speakes  
Clarence Scheibe
3. Good Night (Martha).....Flotow  
Quartette
4. Home to Our Mountains (Trovatore).....Verdi  
Mabel Pelletier and J. Donald Bouchier
5. Rose In The Bud.....Doro Foste  
A. Victoria Courtney
6. (a) Who Knows.....Ball  
(b) Goodbye.....Tosti  
Quartette
7. Piano Solo.....Selected  
George Elliot
8. Contralto Solo.....Selected  
Mabel Pelletier
9. (a) Tell Me of My Mother (Carmen).....Bizet  
(b) Solo—Mio.....De Capua  
A. Victoria Courtney and J. Donald Bouchier
10. Prison Scene (Faust).....Gounod  
A. Victoria Courtney, J. Donald Bouchier,  
Clarence Scheibe
11. Sextette (Lucia).....Donizetti  
Quartette

4:00 P. M.

### Broadcast for Purity Baking Company

Talk by Gratia Countryman, of Minnesota League of Women Voters,  
"Jury Service and Citizenship."

6:00 to 6:30 P. M.

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

Mildred Dean, story teller: The Discontented Pig; Dust Under the  
Rug .....Lindsay  
A Palace Made by Music.....Alden

6:30 to 7:30 P. M.

### Lecture Hour Broadcast for Northwest Farmstead

Senator C. L. Hansen: "Agricultural Legislation."  
Morton Newcomb: "Business Methods."  
G. A. Lundquist: "Social Aspects of Rural Education in Minnesota."  
(Program subject to change.)

### COAST GETS FIRST RADIO EXPOSITION

San Francisco will have the first national radio and electrical exposition, April 3-8. The Electrical Development league has been so notified at the Golden Gate by President F. R. Hitchcock of the American Radio Exposition company of New York.

### WAAL STATION REBUILT

Five days in the week WAAL is broadcasting morning programs from 4023 Thirteenth avenue S., Minneapolis, for the Beamish Electric company. The plant occupies an acre of land and has increased sending range. The antenna will handle 1,000 feet of navy wire with 2,000 feet of No. 14 wire used as ground.

## WEDNESDAY

March 28, 1923. 3:00 P. M.

Children's Program Broadcast for Powers Mercantile Co.

### ARTISTS

Virginia Lindquist, 8 years, pianist  
 Geraine Greear, 8½ years, bird imitator and soprano  
 Agnes Westerlund, accompanist  
 Grace Bernice Murphy, soprano  
 Adeline Fergestad, reader  
 Muriel Gardener, reader  
 Vernon Wick, boy contralto

### Piano Solos:

1. Will O' the Wisp.....Jungenian
2. Invention in F.....Bach  
 Virginia Lindquist (Pupil of Miss Minette)

### Soprano Solos:

1. Take Me Back to Babyland
2. Alice Blue Gown
3. Daddy's Sweetheart
4. Bird Songs—Trilling—  
 Geraine Greear  
 Agnes Westerlund, accompanist  
 Grace Bernice Murphy, soprano in Bird Songs.

### Readings:

1. The Weathery Man
2. So Was I  
 Adeline Fergestad (pupil of Ruby McClune)

### Readings:

1. I Love the Old Doll Best—Pianologue
2. The Managerie Diet
3. Lilac Tree—Pianologue  
 Muriel Gardener (pupil of Ruby McClune)  
 Gertrude Brook Harper, accompanist

### Contralto Solos:

1. Christ in Flanders
2. Out Where the West Begins
3. Mother Machree
4. I Love a Little Cottage  
 Vernon Wick (Lake Street School of Music)  
 Mrs. Alice Adrian Pratt, accompanist

4:00 P. M.

Broadcast for Findley Electric Company

Woman's Cooperative Alliance, "Causes of Juvenile Delinquency," Mrs. Robbins Gilman.

6:00 to 6:30 P. M.

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

Florence Jessup, story teller. Dick Whittington and His Cat.

6:30 to 7:30 P. M.

Lecture Hour Broadcast for Northwest Farmstead

"Consuming Wind Power, George Manikowski  
 "Stamp Collecting," O. J. Olson, Holm & Olson, St. Paul  
 "Possibilities in Community Livestock Breeding," W. H. Peters,

(Program subject to change.)

## THURSDAY

March 29, 1923. 6:00 to 6:30 P. M.

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

Rupert Whitcomb, story teller. Christmas Before Last.....Stockton  
 6:30 to 7:30 P. M.

Lecture Hour Broadcast for Northwest Farmstead

"History of Paper Making," J. H. Allison  
 "Minnesota's Public Domain," R. C. Chase, State Auditor  
 "The Jersey Breed," G. S. Taylor, Hugo, Minnesota

9:15 P. M.

Broadcast for Powers Mercantile Company

Traffic Talk

10:30 P. M.

Broadcast for E. E. Atkinson & Company

### ARTISTS

Zuhrah Saxophone Sextette:  
 W. E. Webb, W. D. Lawrence, C. E. Updike,  
 Kirk Scott, Roy Miner, Bert Cork  
 Nels Swenson, bass  
 Gertrude Neubeiser, accompanist  
 Joseph Conrad, character singer  
 Mrs. J. B. McClintock, soprano  
 Mrs. C. H. Swetek's Petigreed Roller Canaries  
 George Lamb, reader  
 Lucille Keeley, pianist and accompanist



### Saxophone Sextettes:

1. Comedy Tom—March
2. Tom Brown's Waltz
3. Siren of The Nile—Fox Trot
4. Honey-Babe—Lullaby
5. Chicken Chasers Ball—Fox Trot
6. Hey Paw—Fox Trot
7. Twelfth Street Rag—Fox Trot  
 Zuhrah Saxophone Sextette

### Bass Solos:

1. Davy Jones' Locker.....Petri
2. Song of Hybrius the Cretan.....Elliott
3. Asleep in the Deep.....Petri
4. Lonesome, That's All.....Lee Roberts  
 Nels Swenson  
 Gertrude Neubeiser, accompanist

### Character Songs:

1. It's Nice to Get Up in the Mornin'.....Lauder
2. Chinese Love Song.....Chinese dialect number
3. My Bes' Friend.....Italian dialect reading
4. At the Yiddisha Ball Game.....Jewish dialect song
5. Fuzzy Wuzzy—Kipling.....English dialect song
6. Zis For You.....French dialect song  
 J. E. Conrad  
 Lucille Keeley, accompanist

### Soprano Solos:

1. Love Sends a Little Gift of Roses.....Openshaw
2. I Love a Little Cottage.....O'Hara
3. Some Day You Will Miss Me.....Darewski
4. A Little Coon's Prayer.....Hope  
 Mrs. J. B. McClintock  
 Gertrude Neubeiser, accompanist

(Continued on next page)

(Program subject to change.)

## Thursday—Continued

### Readings:

1. The Battle of the Keyhole.....Don Marquis
2. The Searching Foot.....Don Marquis
3. The Highwayman.....Alfred Noyes
4. If I Could Be By Her.....Ben King

### Soprano Solo:

- Ours.....Howard Cadmus  
Lucille Keeley



NELS SWENSEN  
Bass



Zuhrah Saxophone Sextette

## FRIDAY

March 30, 1923, 3:00 P. M.

Children's Program Broadcast for Minnesota Loan & Trust Co.

### ARTISTS

Bernice Darling, cornetist Betty McCracken, soprano  
Helen Berg, reader Viola Thompson, pianist (7 years)

### Cornet Solos:

1. A Dream
2. Only a Year Ago
3. The Rosary
4. One Fleeting Hour  
Bernice Darling  
Ernest Sandhall, accompanist

### Readings:

1. Just a Half of That Please.....Edgar Guest
2. Opportunity.....Dunbar
3. Sermon Time.....Joe Lincoln
4. Tom Boy  
Helen Berg

### Soprano Solos:

1. Alice Blue Gown
2. Old Fashioned Garden
3. When Song Is Sweet  
Betty McCracken

### Piano Solos:

1. Chimes—In the Village Chapel.....Sontag
2. Dancing Doll.....Poldini
3. Humoresque.....Dvorak
4. The Birdling.....Grieg  
Viola Thompson

4:00 P. M.

Broadcast for Purity Baking Company

"Kitchen Arrangement," Miss Mary Bull of University of Minnesota.

6:00 to 6:30 P. M.

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

Mrs. A. C. Remele, story teller: "Rikki Tikki Tavi"—Kipling; "Why the Rose Bush Has Thorns"; "Why the Morning Glory Climbs"; "Raggy Lug."

6:30 to 7:30 P. M.

Lecture Hour Broadcast for Northwest Farmstead

"Balancing the Poultry Ration," D. E. Hale, Chicago.

"History of Grimm Alfalfa," A. B. Lyman.

"A Big Farm Problem," L. F. Carey.

(Program subject to change.)

**Radio Corporation**  
of America

WORLD WIDE WIRELESS  
WEDDORTH BUILDING - NEW YORK CITY

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PARTS

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PEERLESS ELECTRICAL COMPANY

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Your radio set is not complete without a  
**"SKINDERVIKEN"**  
 Transmitter Button

To be mounted on the diaphragm of receiver in circuit with dry cell battery.

**MAKE YOUR OWN LOUD TALKER**

The April 9th issue of "Listenin' in" will contain full information relative to a \$100.00 prize contest to be put on for the three best "hook up's" of the Skinderviken button in conjunction with radio loud talkers either on tube or crystal sets. WATCH FOR IT.

**GET YOUR BUTTON NOW**  
 \$1.00 *postpaid with instructions.*

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

**ST. LOUIS, MO., POST-DISPATCH**

Weekly Program for Week of March 19th—KSD  
 Monday, March 26th

8:00 p. m.—Artist recital by Henrietta H. Schumacher, soprano; Mrs. Frank Neal, pianist; Isabelle McGrath, violinist.  
 11:30—Broadcasting dance program of Gene Rodemich Orchestra, Hotel Statler.

**Tuesday, March 27th**  
 8:00 p. m.—Tiemann Orchestra, Mrs. Olive Platt Bishoff, soprano; Mrs. John A. Logan, pianist.

**Wednesday, March 28th**  
 8:00 p. m.—Karl Schambecher, Henriette Husted Young, Julia Eтта Broughton, pianists; Myrtle Edna Love, lecturer; Frances Alcorn, soprano; Robert Lyle Malone, tenor; Myrtle Alcorn, accompanist.

**Friday, March 30th**  
 12:00 to 3:00 p. m.—Broadcasting Tre-Ore Services at the Church of St. Francis Xavier.

8:00 p. m.—Broadcasting the Good Friday Oratorio of Crucifixion by Sir John Stainer, Westminster Presbyterian church.

11:30 p. m.—Artist recital W. A. LeMaster, baritone; Marguerite Reid, piano.

**Saturday, March 31st**  
 8:00 p. m.—Glee Club of Westminster College, Fulton, Mo.

Helena Arliss Webb's Premiere Orchestra. Veronica Hill, pianist.

**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) Agri-grams (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.

**SATURDAY**

March 31, 1923, 6:00 to 6:30 P. M.  
 Children's Hour Broadcast for L. S. Donaldson Company  
 Bertha Olsen, story teller.

6:30 to 7:30 P. M.  
 Lecture Hour Broadcast for Northwest Farmstead  
 "From Paradise Apples to Ketchup," C. L. Thomas.  
 "City Charters," O. W. Buss.

"Farmers' Clubs in Minnesota," R. A. Olmstad.

8:30 P. M.  
 Broadcast for Minnesota Loan & Trust Company  
 ARTISTS

Arcana Male Quartette:

Alexander Hamilton, 1st tenor  
 James Spargo, 2nd tenor  
 William Spargo, 1st bass  
 Walter L. Scott, 2nd bass  
 Mrs. Walter Campbell, accompanist  
 Master Stanley Spargo

- |  |                    |
|--|--------------------|
| 1. Friendship  | Haesch             |
| 2. Carolina in the Morning                           | Botsford           |
| 3. Annie Laurie                                      | Emerson            |
| 4. Holy City (baritone solo)                         |                    |
| 5. Carry Me Back to Ol' Virginy                      |                    |
| 6. You Tell Her I Stutter                            | Friend             |
| 7. Lassie o' Mine                                    | Walt               |
| 8. I'm Just a Little Blue                            | Van Alastyne       |
| 9. One String Violin Duet, "Perfect Day"             | Bond               |
| 10. I Love a Little Cottage                          | O'Hara             |
| 11. Tenor Solo (Scottish), "The Pipes o' Gordon Men" | Alexander Hamilton |
| 12. Call Me Back Pal o' Mine                         | Dixon              |
| 13. Mr. Gallagher and Mr. Shean                      |                    |
| 14. 1921 Medley                                      | Remick             |
| 15. Bass Solo, "Bells of the Sea"                    | Solman             |
| 16. Laughing Chorus                                  | Dicks              |
| 17. Baritone Solo, "Crying for You"                  |                    |
| 18. Rock of Ages                                     | Stebbins           |
| 19. Good Night, Good Night, Beloved                  | Pinsuti            |

(Continued on page 17)

(Program subject to change.)

*Rebur Ward 24 W. 50th St. N.Y. City*

*Mrs. Harry B. Anderson, Knoxville, Tenn.*

*Range of from open to hints for the book,*

*Provide a pleasure for all who partook.*

*Prize—Was a prize, which he wired for, and took.*

## RADIO 'ALL SENSITIVE' CRYSTALS

"ALL SENSITIVE" Crystals are GUARANTEED extremely sensitive over the entire surface. Just lay your cat whisker down anywhere, 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.  
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At All Good Dealers

It's the best  
home dessert  
after all

*Ives* Delicious  
ICE CREAM

### 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.

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

3:45 to 4 p. m.—Financial Review, 400 meters.

Time is Central Standard.

#### SPECIAL FEATURES

##### Sunday, March 25

11 a. h. 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 26

7:15 to 8 p. m.—Concert of dance music by the Jolly Jazz Band-its orchestra.

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

##### Tuesday, March 27

7:15 to 8 p. m.—Concert by Miss Josephine Miller and Mrs. Ethel Mayfield, of Mineral Wells.

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

##### Wednesday, March 28

7:15 to 8 p. m.—Concert by Mrs. J. Gordon Clark and other artists.

9:30 to 10:30 p. m.—Concert, vocal and instrumental, by the Cornelius Quartette and others.

##### Thursday, March 29

7:15 to 8 p. m.—Concert by the 35-piece band of Alvarado, Texas.

9:30 to 10:30 p. m.—Concert by the combined glee clubs of the John Tarleton College, Stephenville, Texas.

##### Friday, March 30

7:15 to 8 p. m.—Concert by Miss Katherine Field, violinist; and Miss Romaine Field, pianist.

9:30 to 10:30 p. m.—Concert by the Texas Christian University.

##### Saturday, March 31

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—Continued

10:30 P. M.  
Broadcast for Benzo-Gas Company

ARTISTS

Reinmuth Trio:

Florence Reinmuth, pianist  
Hilda Nordholm, violinist  
Winnifred Crawford, cellist

Hazel Canada, soprano  
Frederick Schwegpe, baritone  
Alice Froude Banks, accompanist



- Selections for Mlle. Modiste  
Reinmuth Trio
- Cello Solos:
  - Last Rose of Summer
  - Ave Maria.....Bach Gounod  
Winnifred Crawford
- Baritone Solo:  
Chanson Du Toreador (Carmen).....Bizet  
Frederick Schwegpe, Alice Froude Banks
- Four Bavarian Waltzes.....Frank  
Reinmuth Trio
- Soprano Solos with violin obligato:
  - By the Waters of Minnetonka.....Lieurance
  - Just Like Your Eyes.....Grun-Bainbridge
  - The Years at the Spring.....Beach Browning  
Hazel Canada
- Trios:
  - Serenade.....Widor
  - Pierrette.....Chaminade  
Reinmuth Trio
- Baritone Solos:
  - On the Road to Mandalay.....Speaks
  - Shipmates of Mine.....Sanderson  
Frederick Schwegpe, Alice Froude Banks
- Violin Solos:
  - Les Adieux.....Sarasate
  - Hindu Chant.....Rinsky-Korsakow-Kreisler
  - Snake Dance.....Bunleigh  
Hilda Nordholm
- Soprano Solo with Trio Accompaniment:  
Night.....Ronald-Teschemacher  
Hazel Canada, Reinmuth Trio
- Piano Solos:
  - Waltz, Opus 70 No. 1.....Chopin
  - Waltz in E Minor.....Chopin
  - Dance of the Gnomes.....Liszt  
Florence Reinmuth
- Baritone Solos:
  - I Cannot Sing the Old Songs
  - Believe Me if All Those Endearing Young Charms  
Frederick Schwegpe, Alice Froude Banks
- Selections from Madam Sherry  
Reinmuth Trio  
Incidental whistling by Miss Crawford
- Baritone Solo:  
All Through the Night  
Frederick Schwegpe, Alice Froude Banks

(Program subject to change.)



## SUNDAY

March 25, 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.

4:30 to 5:30 P. M.

State Christian Endeavor Society will arrange the Vesper Services.

7:50 P. M.

Broadcast for Cutting and Washington Radio Corporation  
Evening Service from Second Church of Christ, Scientist.

(Program subject to change.)

## "LISTEN-IN" RADIO-FANS

East-Side's Popular  
**Radio-Store**

WE CAN SUPPLY YOUR WANTS—TRY US.

Mail Orders  
Must Include  
Postage.

**OTTO ROOD**  
417-19-F. HEALING AVE.  
HARDWARE COMPANY

We Sell Only  
Reliable Makes

### THE CALL OF THE NORTH

WLAG is the station for me!  
It's the ABC and the XYZ  
Of all that a radio station should be;  
The Alpha-Omega of song and of saga,  
The ne plus ultra of symphony.  
Minneapolis' pride, it's the Call of the  
North;  
All knowledge its voice on the air sends  
forth;  
Its melodies rise to the stars of the skies,  
(And I wonder at times if with Heaven it  
vies.)  
If that's sentimental, it's but incidental,  
It's not my intention to pose in that  
guise.  
But I want you to know, without ostenta-  
tion,  
The name of my favorite broadcasting  
station;  
And I know you'll agree that for you and  
for me,  
For service supreme—it's WLAG.  
—Erwin Wilwerding.

### STATION FOR UNIVERSITY OF MINNESOTA

The University of Minnesota, pioneer  
of 1920 in broadcasting as WLB, is likely  
to have its operation restored by state  
appropriation for a \$15,000 station and  
\$10,000 a year for two years to operate it.  
A bill has been introduced in the legisla-  
ture. It will furnish crop and agricul-  
tural reports, livestock and grain quota-  
tions and also educational features and  
entertainment.

### MUST STUDY SPANISH NOW

Argentina's high power wireless sta-  
tion is to be on the air in June. The  
station is at Monte Grande, near Buenos  
Aires, the first South American station in  
the international commercial radio sys-  
tem. The control lines will be conduited  
24 kilometers into the city. This station  
is expected to be powerful enough to  
overcome one of the two static dead  
centers, which are near the equator off  
Brazil, and in the south Atlantic.

## "More than satisfied"

You will be too.



**AMRAD 3380**

"I am located in the  
Oak Grove Hotel where  
the surroundings for  
Radio reception are  
rather poor. However,  
I am more than  
satisfied with the  
AMRAD set. We  
listen in to Kansas  
City, Detroit, Atlanta  
and many other cities,  
and have no trouble to  
get all concerts very  
clearly."

(Name on request.)

This receiver is extremely adaptable and sensitive. It  
is a single circuit type of receiver, and consequently easy  
to manipulate. It has a wave length range of 180 to 3400  
meters, which makes it excellent for long distance receiving.  
Because Radio Frequency Amplification is employed, it  
exceeds in performance any regenerative receiving equip-  
ment available today *whatever the price.*

A very exact regulation of tone intensity  
and purity is provided by the unique Amrad  
Vernier Potentiometer shown here and incor-  
porated exclusively in this Receiver. This  
control device permits the finest possible ad-  
justment, often bringing in 5 or 6 stations by  
the simple turning of the knob.



This receiver will operate any standard loud speaker or series of  
head phones. Adequate instructions are included with each set.  
Write for Amrad folder telling about this high-class Receiver; also,  
the kind of a receiver you would like. We carry several of the better  
makes.

WE SUPPORT WLAG—"The Call of the North"

## FINDLEY ELECTRIC CO.

Wholesale and Retail

212-216 So. Fifth St.

MINNEAPOLIS



## Brandes *Matched Tone*

TRADEMARK REG. U.S. PAT. OFF.

### Superior Headsets

**The best radio receiver is no better than the head set used with it.**

It is false economy to buy or build an expensive or unique receiving set and then hinder its proper operation by choosing it with a poor head set.

Give your receiving set a chance to function properly. And give yourself the pleasure of ultra-sensitive and faithful reception by using a pair of Brandes Matched Tone Superior headsets.

Brandes Matched Tone Superior head sets have been standard with radio men for 15 years. For fifteen years they have been giving unsurpassed satisfaction to their

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

#### C. BRANDES, Inc.

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

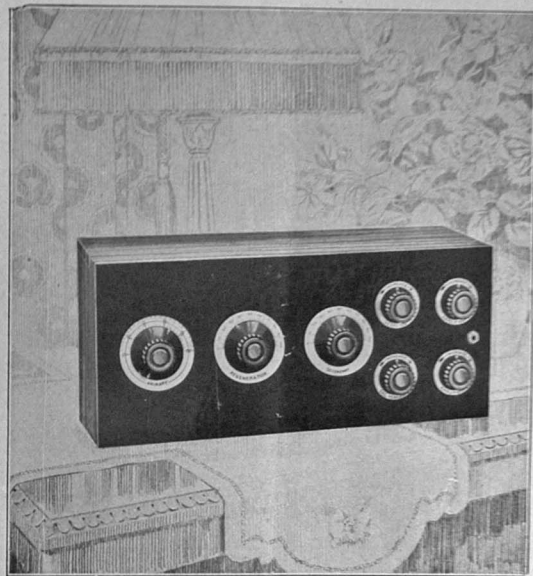
D. S. SPECTOR, Manager Minneapolis Office  
Plymouth Building Minneapolis, Minn.

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.

## 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*

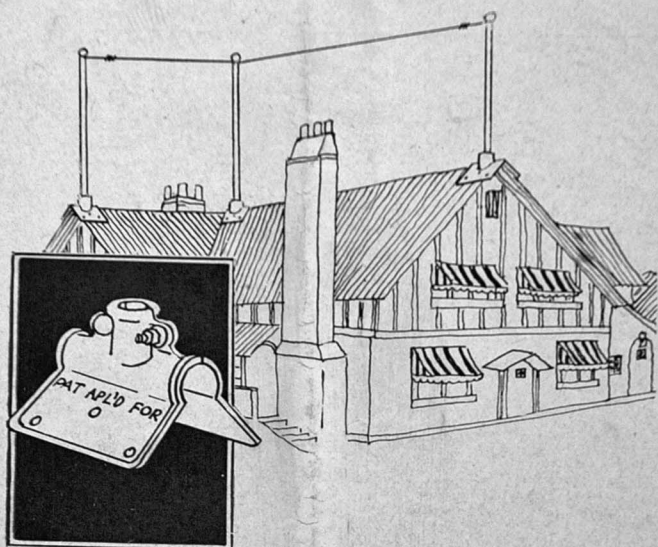
**Cutting & Washington Radio Corporation**

MINNEAPOLIS

OPERATING  
WLAG "Call of the North"

Manufacturers and Distributors

# 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