

WLAG

# LISTENIN' IN RADIO NEWS PROGRAM

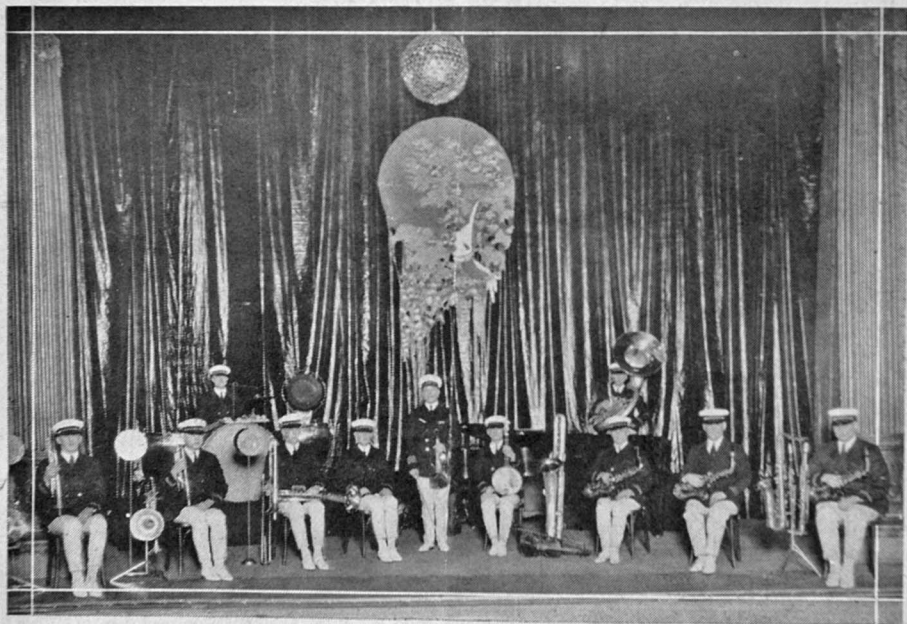


Price Five Cents

APRIL 2, 1923

Minneapolis, Minn.

Vol. I No. 6



THE CALL OF THE NORTH ORCHESTRA  
ART LANDRY, Director

Two New Features Starting in This Number:

SHOPPING SERVICE

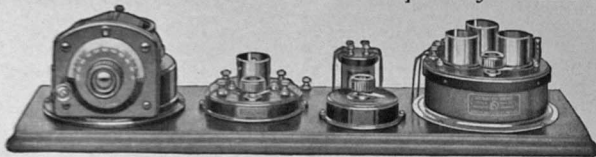
QUESTION AND ANSWER PAGE

# Colin B. Kennedy Receiving Sets



No. 281 Receiver \$90.00 No. 521 Amplifier \$55.00

## 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.

Atwater Kent Receiving Set consisting of two stage transformer coupled, radio frequency, detector and two stage audio amplification. No. 4066 complete \$72.00

We carry the most complete line of radio supplies in the Northwest

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## REINHARD BROTHERS COMPANY

11 to 17 South Ninth Street  
MINNEAPOLIS

(Retail Dept.)

## RADIO SUPPLY COMPANY

609 Marquette Avenue  
MINNEAPOLIS

Postage 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.

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

Vol. I

APRIL 2, 1923

No. 6

### WHAT DO YOU KNOW ABOUT THESE?

Some of our Minneapolis friends have not yet grasped the magnitude of WLAG. They don't seem to realize that when we broadcast we are heard from Porto Rico to Hawaii, and from Alaska to Mexico. Keeping this expanse of territory in mind one may easily appreciate how sublimely ridiculous such a request is as when one of our well meaning listeners called us on the telephone to ask us to broadcast the loss of her dog. It was a time in the evening when well behaved dogs should be indoors. She said her dog "didn't exactly run away", but he has a sore paw and may not find his way home." Good! And again, on another evening—

Responding to a frantic ring the station heard a voice that was reminiscent of Palestine, and after much questioning it was discovered that son Max was visiting cousin Abe in North Minneapolis and it being about 9:30 p. m. Mrs. Cohen thought it time for Max to return home. She said he was listening in and would get the message pronto. And better—

On still another occasion responding to one of the many calls we heard a very sweet feminine voice state her case as follows (after assuring herself she had the desired station): WLAG had been heard wonderfully well all evening at her home, but all of a sudden it died down and she simply couldn't understand how come. She said her set was fine. She'd dusted the cat's whisker, 'n everything, but it didn't do any good and she wondered, in her sweet way, "if someone isn't standing in front of the machine, and if there is please ask him to stand a little to one side." And best—

During one of our most popular and important concerts we had a request from a fair one, due to the fact her aerial blew off the house, "can't you wait with the music until it is fixed?"

### WILL IT MAKE THE RACE LAZY?

Theorists are wondering if the next generation will lose power of locomotion in 20 years, whether the people will have exchanged big ears for the old time legs. It's awfully easy for the farmer to say: "Let's listen in today, Lizzie, the roads are too muddy to go to church." It's easier to stay home and listen in to concerts and lectures than to make the effort to dress up and get out. With all day programs on the air the inclination is to stay glued to a chair with a pair of phones on rather than to move about.

Of course there's nothing to it. More people are going to church than before sermon broadcasting, and he who can sit still when a dance program is on the air is dead already.

### WHAT WILL HAPPEN?

One of the summer problems is to find out what effect a tornado will have on radio waves. The tornado is the swiftly moving and rotating center of a cyclone. Cyclones are common, but the tornado is an unusual thing. It's easy to know what a tornado would do to antennae and the building on which the wires are strung, but what would a tornado do if it sauntered across the waves from a sending station? Probably stop, fascinated by the strains of music, and fall to pieces.



ART LANDRY  
Director of the Call of the North Orchestra

## Radio Corporation of America

WEDGWOOD BUILDING - NEW YORK CITY

One of the World's Finest  
Radio Sets Reduced in Price  
Westinghouse R C  
Now \$142.50 Complete

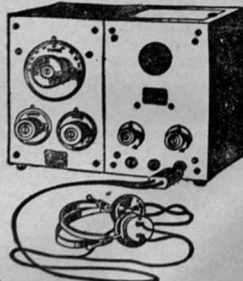
Formerly Sold for \$182.75

The "R.C." is considered by eminent radio experts one of the best on the market. At the new reduced price it is now sold with the following equipment ready for instant erection. Three W. D. 12 tubes, three dry cells, three "B" batteries, one phone plug and one pair Brandes head phones.

### BRISTOL LOUD SPEAKER

This is the loud speaker that has caused so much favorable comment of recent. Two sizes—

\$22.50-\$32.50



## STERLING ELECTRIC CO.

33 S. FIFTH ST., MINNEAPOLIS

The Sterling is an authorized distributor for the Radio Corporation of America.

## MONDAY

April 2, 1923. 6:00 to 6:30 P. M.

Children's Hour Broadcast for L. S. Donaldson Company  
Meeting of the Children's Radio Toothbrush Club of America, Dr. F. W. Pepper, president; R. H. Whitcomb, secretary.  
Song—"Pearly White Teeth".....Dr. F. W. Pepper  
Piano—"Etude".....Wothenhaupt  
Dorothy Mannerud  
•Story—"Who Is Afraid".....Cook  
Helen Berg  
Birds.....Mrs. C. Swetak and her World Prize Canaries  
Piano—"Shadow Dance".....MacDowell  
Dorothy Mannerud  
Story—"My Kiddies".....Dr. F. W. Pepper

6:30 to 7:30 P. M.

Lecture Hour Broadcast for Northwest Farmstead  
J. Walter Godwin, Minneapolis Association of Life Underwriters: "A Business Shock Absorber."  
H. F. Sewell: "Where Garden Seeds Come From."  
G. C. Matthews, Assistant Professor of Bee Culture: "Bees in April."  
10:10 P. M.

Broadcast for Powers Mercantile Company

Dr. W. P. Lemon: "Current Events of March."

### ARTISTS

Parker-Winnebago Male Quartette:

Mr. Roy E. Sherer, basso  
Dr. Oliver K. Durgin, baritone  
Mr. Ronald F. Barnes, 2nd tenor  
Prof. Howard M. Sanders, 1st tenor

Miss Naana Forbes, reader

Prof. Raymond H. Officer, accompanist

- (a) America, the Beautiful.....MacFarlane  
(b) Bend Low, O Dusky Night.....H. Underhill  
Quartette
- Hear Dem Bells.....McCosh  
Quartette
- Where E'er You Walk.....Handel  
Prof. Howard M. Sanders
- What From Vengeance.....Donizetti  
Quartette
- Readings.....Selected  
Miss Naana Forbes
- (a) Lassie O' Mine.....Walt  
(b) Until the Dawn.....Parks  
Quartette
- (a) Give a Man a Horse He Can Ride.....O'Hara  
(b) Grass and Roses.....Bartlett  
Dr. O. K. Durgin
- (a) While I Have You.....Parks  
(b) Tell Me What Makes the Stars to Shine  
Quartette
- Negro Spirituals.....Selected  
Prof. Howard M. Sanders
- (a) The World Is Waiting for the Sunrise.....Seitz  
(b) Swing Along.....Cook  
Quartette

(Continued on page 7)

(Program subject to change.)

It's the best  
home dessert  
after all

*Ives* Delicious  
ICE CREAM

## PROFIT FROM RADIO

You Have Bought  
Radio Apparatus.  
Thousands Are  
Buying Every Day.

THE RADIO BOOM  
MEANS ENORMOUS  
PROFITS FOR  
RADIO EQUIPMENT  
CORPORATIONS.

There is a fascinating way to invest in the great radio companies whose securities are listed upon the New York Stock Exchange. Only a small amount of money is needed. Great profits are possible.

Send for our interesting Radio Circular and our book "Making Money" which explains the Profitable Morrison Plan.

### Morrison & Co.

FOREIGN—BONDS—DOMESTIC

324-26-28-30 Metropolitan Bank Bldg.  
MINNEAPOLIS



—Drawn for "Listenin' In" by an enthusiastic subscriber.

## Monday—Continued

(Continued from page 5)

11. (a) If Preachers Would Not Preach So Long  
(b) Go Ask Papa.....Parks  
Quartette
12. Rose of My Heart.....Lohr  
Dr. O. K. Durgin and Howard M. Sanders
13. On the Sea.....Dudley Buck  
Quartette

## "LISTEN-IN" RADIOPHAN East-Side's Popular Radio-Store

WE CAN SUPPLY YOUR WANTS—TRY US.

Mail Orders  
Must Include  
Postage.

**OTTO ROOD**  
417-19-21 HENNEPIN AVE.  
HARDWARE COMPANY

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, 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  
732 MCKNIGHT BLDG.,  
Minneapolis GE neva 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.



# FIRAD Coupler Type Assembly No. 1 Only \$18<sup>00</sup>



## Others Get Long Distances You Can, Too!

"I could not resist the temptation to write and let you know the wonderful success that I have with my FIRAD. Since I learned to operate my set I have received concerts from all over the States. Last Sunday my mother 'listened in' to Kansas City, Mo. and they had a wonderful program. I have gotten better results than some neighbors with their expensive sets. My wife said that it was the best entertainer I could possibly have brought home. She can 'tune in' as easily as I."

### A Tube Receiver at A Price You Can Afford

At this price it is a wonderful bargain and above letter is only one of many we have received. Also, FIRAD Reinartz type with spider-web coil and 2 condensers, \$20.00.

Assembly has 13-plate condenser, high-grade coupler, Kellogg bakelite tube socket, and genuine Bradleystat.

Write for folder, or better still call at our store and ask a salesman to show you the FIRAD. Special proposition for dealers.

WE SUPPORT WLAG—"The Call of the North"

## FINDLEY ELECTRIC CO.

212-216 So. Fifth St.

MINNEAPOLIS

## Do You Want to Get DX? (distance)

Then let us figure on that radio set for use in your home or on your camping trip this summer.

Simple of operation, neatly put up in sturdy cabinets made to stand abuse.

Call Geneva 2424 and make an appointment for this evening to have one of our representatives demonstrate in your home.

### Flory Radio Shop

417 Medical Block 608 Nicollet  
MINNEAPOLIS

## Character Sketches for the Piano

These are the numbers you have heard broadcasted from WLAG by John Jacob Beck.

### The Trial (Russian Tragedy)

#### Waltz "Allurement"

#### Slavonic Romance

#### Petite Valse Caprice

40 cents each copy  
or the group 4 numbers \$1.50  
Sent postpaid

Excerpts of the above numbers mailed free on request

SAMUEL BECKER  
P.O. Box 627 MINNEAPOLIS

## TUESDAY

April 3, 1923. 2:30 P. M.

Broadcast for L. S. Donaldson Company

Talk by Miss Ethel M. O'Leary: "Deep Fat Frying."

2:50 P. M.

Broadcast for Findley Electric Company

ARTISTS

The Black Cat Syncopators:

Julius Reed, pianist

Clyde Moffet, saxophone

James Clarke, saxophone

James Mayfield, banjo

Ernest Winter, drums and marimbaphone

John McCauley, cornet

1. Carolina in the Morning
2. I'm Through Shedding Tears Over You
3. Baby Sister Blues
4. Don't Be Too Sure
5. Aggravating Papa
6. Just a Little Blue
7. Fate
8. Falling
9. Who Cares?
10. Down by the Old Apple Tree
11. I Gave You Up Just Before You Threw Me Down
12. Martha

4:00 P. M.

Broadcast for L. S. Donaldson Company

Minneapolis League of Women Voters, Mrs. H. W. Rubins: "City Planning."

6:00 to 6:30 P. M.

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

Miss Mildred Dean, story teller: "The Elves and the Envious Man," "The Duty That Wasn't Paid," "The Boy Who Discovered the Spring."

6:30 to 7:30 P. M.

Lecture Hour Broadcast for Northwest Farmstead

J. G. Cohan: "Public Health."

Morton M. Newcomb: "Business Methods."

George G. Mowat: "Varnishes and Shellac, Origin and Use."

D. D. Mayne: "Five Acres for the City Man."

(Program subject to change.)

### BUGS SURVIVE PROHIBITION ERA

Not until Thursday of last week did we realize there are so many bugs, beetles and worms that insist upon eating our corn crop before we have our turn. It's the early bird that catches the worm and the early worm that gets the corn. Mr. C. E. Mickel, talking for the Northwest Farmstead, told us last Thursday about "corn insect pests," and there are a lot of 'em.

### FARM TALK SCHEDULE CHANGES

The lecture hour for the Northwest Farmstead has been changed to a later time, which will enable farmers to catch

in on farm talks that they missed at the early hour talks. The longer daylight period prevents them from finishing their work in time now to listen in at the 6:30 p. m. schedule. This hour will be changed for the summer months in the near future.

### FLUTE MUSIC NO FLUKE

All who listened in at 11 p. m. Friday, March 16, were surprised to learn what music may be blown out of so simple an instrument as the old fashioned flute. The Twin City Flute club gave us an interesting and entertaining program of flute music.

## WEDNESDAY

April 4, 1923, 2:30 P. M.

Broadcast for Sterling Electric Company

Mrs. William Guthuns: "A Dollar Investment in Floral Beauty."

2:50 P. M.

Broadcast for E. E. Atkinson Company  
ARTISTS

Mrs. Ruth Sterling Devin, coloratura soprano  
Mrs. James Norton Collins, contralto  
Helen Bach, pianist  
Thelma Halvorson, soprano  
Eugen Skaaden, accompanist

1. (a) Sing On.....Denva  
(b) Ho! Mr. Piper.....Curran  
(c) Song of the Robin.....Case  
Ruth Sterling Devin, Eugen Skaaden
2. (a) Sombre Woods.....Lully  
(b) When the Dew Is Falling.....Schneider  
(c) The Sweet of the Year.....Salter  
Mrs. James Norton Collins, Eugen Skaaden
3. (a) Blue Danube Waltz Song.....Wekerlin-Strauss  
(b) My Little House.....Hageman  
Ruth Sterling Devin, Eugen Skaaden
4. (a) Romance.....Sibelius  
(b) Gavotte.....Brahms-Gluck  
(c) Autumn.....Moszkowski  
Helen Bach
5. (a) April, My April.....Milligan  
(b) Es Blinkt zer Thau.....Rubinstein  
(c) My Lindy Lou.....Strickland  
Thelma Halvorson, Eugen Skaaden

4:00 P. M.

Broadcast for Sterling Electric Company

Mrs. A. J. Spain: "Parents' Responsibility for Juvenile Delinquency."  
6:00 to 6:30 P. M.

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

Merle McBride, story teller: "The King's Faithful Servant," "The Four Leaf Clover."  
6:30 to 7:30 P. M.

Lecture Hour Broadcast for Northwest Farmstead

George H. Nettleton: "Spring Cleaning and Beautifying Campaign."  
Hugh Jeffries: "King Corn's Rivals."  
C. P. Buell: "State Weed Inspection."  
Miss Wylie McNeal: "Importance of Home Making."

10:15 P. M.

Broadcast for Cutting & Washington Radio Corporation

Resume of their Opera by the Aero Club of Minneapolis.

(Program subject to change.)

### "DO YOU KNOW THEY SAY THAT—"

Wild and wooly tales develop daily regarding radio broadcasting. One of the most recent tales tacked on to WLAG is printed below for your amusement:

It is told a certain commercial traveler from Minneapolis enroute to South Dakota decided to quench his burning thirst while crossing the desert of North Dakota and while he was preparing to drink the train rounded a curve, passing through the snow capped bad lands.

Without the curve there would have been no story. Our hero braced himself with both hands, one on the metal of the water cooler and the other on a window pane.

What do you supposed happened? Our hero thusly parked heard, he swears, the "Call of the North," without a cat's whisker phone or nothin'.

This is beyond our wildest imaginings. We were told the whole thing, the hero's name, and that of the firm he represents. It's a good, reliable concern.

## THURSDAY

April 5, 1923, 6:00 to 6:30 P. M.

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

Joe Sykes, story teller: "Weasel Gets His Breakfast," "A Two-Story House," "An Unexpected Rescue."

6:30 to 7:30 P. M.

Lecture Hour Broadcast for Northwest Farmstead

J. R. Birkelund: "Seeding in the Northwest."  
A. Brackett: "Profits and Pleasures of Growing Strawberries and Raspberries."  
C. O. Rost: "Five Acres for the City Man—How to Select the Land."

9:15 P. M.

Broadcast for Benzo-Gas

Traffic Talk.

J. P. McAvoy, New York City, humorist.

9:40 P. M.

Broadcast for Purity Baking Company

DANCE PROGRAM  
Cafarella's Orchestra  
J. A. Cafarella, Director

1. Crinoline Days
2. Open Your Arms My Alabama
3. Starlight Bay
4. Dreamy Melody Waltz
5. Apple Sauce
6. Saw Mill River Road
7. I'm Through Shedding Tears Over You
8. South Sea Eyes
9. My Serenade (From Drigos Serenade)
10. Little Rover
11. You've Got to See Mama
12. Chicago
13. Through the Night
14. Ivy! Cling to Me
15. Kiss Mama, Kiss Papa
16. Dearest
17. My Pillow and Me
18. After Every Party
19. I've Got to Cool My Doggies Now
20. Clover Blossom Blues

(Program subject to change.)

### RAISE STANDARD OF RURAL EDUCATION

"If our rural civilization falls our national civilization falls," were the closing words of Mae H. Dills, from her lecture on rural schools. Proper taxation on properties and school aid given regardless of community value, with the state of Minnesota as the nucleus, is the solution she proposed. Our rural school children are sadly neglected and handicapped. There should be a solution of the rural school problem, one that would enable the backbone of the nation to obtain an education as nearly in proportion as possible to the education avail-

able in cities, where plenty of revenue is derived from property value taxation.

### SMALL ONES

Loyal Dobbs, 616 12th avenue SE., Minneapolis, has a radio set scarcely larger than a postage stamp. It has a complete coil in the base of 90 turns of wire and a condenser 3/16 of an inch square. Bolts and binding posts were hand made. O. L. Peterson, 500 E. 15th street, has made radio sets that he wears as finger rings, as tie pins and as pencils. Thirty-two of the tie pin sets will go into a cubic inch of space.

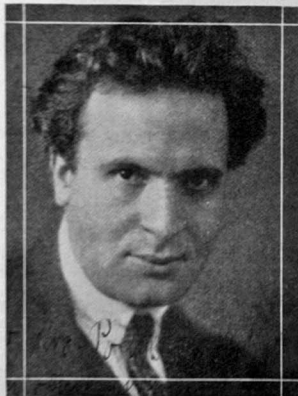
# ARTISTS YOU HAVE HEARD



MADAM STABERG HALL  
Distinguished Soprano



FREDERICK SCHWEPPE  
Baritone



BRUNO WALTER  
Guest Conductor  
Minneapolis Symphony Orchestra

## FRIDAY

April 6, 1923. 2:30 P. M.

Broadcast for Northwestern National Bank  
Civic Betterment Talk to be announced.

3:00 P. M.

Broadcast for Minnesota Loan and Trust

### ARTISTS

Effie Brancheau, soprano  
Ingeborg Olund, pianist  
Zelda Levin, dramatic reader  
Joseph Rudolf, accompanist  
Ingeborg Pearson, accompanist

#### Soprano Solos:

Bird Song from Pagliacci.....	Leoncavallo
Tes Yeaux.....	Rabey
Dawn.....	Curran
Lullaby.....	Scott
Life.....	Curran
Rain.....	Curran
There My Caravan Has Rested.....	Lohr
Love Sends a Little Gift of Roses.....	Openshaw

Effie Brancheau, Ingeborg Pearson

#### Piano Solos:

Erotikan Nos. 1, 2, and 3.....	Emil Sjorgren
Butterfly Etude.....	Chopin
Revolutionary Etude.....	
Fountain of Acqua Paola.....	Griffel
Of Salamanders.....	MacDowell
Concert Etude.....	MacDowell

Ingeborg Olund

#### Readings:

Auntie Doleful's Visit.....	Kyle
The Forty-Nine Cent Store.....	
The Cuckoo Clock.....	

#### Pianologues:

Mammy's Little Soldier Gal.....	Price
Play Make Belief.....	Jacobs-Bond
It's a Mighty Good World After All.....	Robert Service

Zelda Levin, Joseph Rudolf

4:00 P. M.

Broadcast for Powers Mercantile Company

Mrs. Bertha Galligan: "Care of the Skin."  
6:00 to 6:30 P. M.

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

Mrs. Robert Cargill, story teller: "The Queen of Lanternland," "The Plate of Pancakes," "Three Little Friends in the Woods."  
6:30 to 7:30 P. M.

Lecture Hour Broadcast for Northwest Farmstead

R. W. Wheelock: "Minnesota Penitentiary."  
Curtiss M. Johnson: "The Road to Happiness."  
H. B. Price: "Recent Tendencies in Middlemen's Margins."  
8:15 P. M.

8:15 P. M.

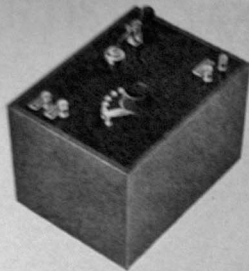
Broadcast for L. S. Donaldson Company

Minneapolis Symphony Orchestra.

During the intermissions when the orchestra is not broadcasting, Lillian Nippert Zelle, violinist, and Louise Chapman, accompanist, will play the following:

Air de Lenske.....	Tchaikovsky
Tambourin.....	Rameau
Nocturne—Opus 72.....	Chopin-Auer
Chanson Louis 13 and Pavini.....	Couperin-Kreisler
Paraphrase on Paderewski's Minuet.....	Kreisler

(Program subject to change.)



**T**HIS Little Radio set is fast becoming our best money maker, which means, of course, that it is doing equally well for our dealer customers. There is, however, nothing strange about the Premier Junior Crystal set crowding our large sets as a money maker, because it was only perfected after much painstaking, engineering and experimenting.

We realize that the Crystal set is being neglected by practically all the Radio Manufacturers in their mad endeavor to turn out a tube set that will surpass anything being placed on the market by their competitors. It is also plain to see that there is a tremendous demand for a high grade, handsome and sure operating Crystal set. All three features are embodied in the **Premier Junior**, and we can refer you to dealers, who have more than doubled their general business since handling this set.

Richly polished Mahogany case.  
Fifty miles range, (has been heard much further).  
Each machine thoroughly tested and guaranteed.  
List Price \$6.00.

Dealers and jobbers write for our attractive proposition.

## Premier Radio Manufacturing Co.

1568 Selby Avenue, St. Paul, Minn.

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

Weekly Program for Week of April 2nd—KSD

Monday, April 2

8 p. m.—Ed. Nanche's Orchestra.

8:30 p. m.—Mary Israel Schmitthausler, mezzo-soprano; Jack Burke, tenor; Edna Feldman, pianist; St. Louis Police Quartette.

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

Tuesday, April 3

8:00 p. m.—Shrine Chanters, O. Wade Fallert, director.

Wednesday, April 4

8:00 p. m.—Elizabeth A. Lavin Duffy, soprano; Mrs. Earle L. Cahoon, reader; Mrs. Daisy Thompson, harmonica soloist. Address by G. E. Weidemann. Old fashioned dance program, J. O. Sturdy, director; Mrs. Lizzie Simpson, pianist; Lee Simpson, cornet and guitar; Arthur Steigerwald, violin.

Thursday, April 5

Silent.

Friday, April 6

8:00 p. m.—White Swan Orchestra; Frank N. Risch, baritone; Mrs. Hazel P. Affolter, pianist.

11:30 p. m.—Arthur Joseffy, baritone; Mrs. James M. Bradford, soprano; Margaret Dee, pianist.

Saturday, April 7

7:00 p. m.—Children's program.  
8:00 p. m.—Mathilda Erickson, soprano; Miss McGregor, contralto; Miss DeVoltine, pianist.

### Listenin' In Shopping Service

Any of you desiring to buy Radio Equipment of any description may avail yourselves of this service. We will buy for you any Radio material that may be for sale in the Twin City market. Simply write us of your requirements and your reply will be given prompt and efficient attention.

Address your reply to Listenin' In, 604 Oak Grove Hotel, Minneapolis, Minnesota, care Shopping Bureau.

## SATURDAY

April 7, 1923. 6:00 to 6:30 P. M.

Children's Hour Broadcast for L. S. Donaldson Company  
Cleota Branch, story teller.

6:30 to 7:30 P. M.

Lecture Hour Broadcast for Northwest Farmstead

James Sorenson: "Caring for Cream."

H. B. White: "Five Acres for the City Man."

10:30 P. M.

Broadcast for Northwestern National Bank

"The Call of the North" Orchestra

1. Parade of the Wooden Soldiers\*
2. Everything Is K. O. in Kentucky
3. You Tell Her I Stutter
4. Land of Smiling Waters
5. Wet Yo' Thumb
6. Swannee Smiles
7. Dreamy Melody\*
8. Secrets\*
9. By the Shalimar\*
10. Wonderful One\*
11. Sleepy Hills of Tennessee
12. Gallagher and Shean
13. Barcarolle
14. Coal Black Mammy
15. Rose of the Rio Grande
16. After Every Party
17. Sampson Delilah Melody
18. Dearest
19. Seven or Eleven
20. Choo Choo Blues
21. Clover Blossom Blues
22. Magic Blues
23. Crying for You
24. Sweet One
25. You Got to See Mamma Every Night or You Can't See Mamma at All
26. Aggravating Papa
27. Rip Saw Blues

\*The "Call of the North" Orchestra makes records exclusively for the Gennett Record Company.

(Program subject to change.)

## RADIO FOR THE SUMMER

At The Lake, On Your Vacation, Picnics & Fishing Trips.

CROSLLEY REGENERATIVE RECEIVING SET COMPLETE

Nothing else to buy.

**\$48.50**

NORTHWESTERN-EDEN CO.

Midway 4437

ST. PAUL, MINN.

1591 Selby Ave.



## RADIO-ELECTRICAL EXPOSITION

Twenty-four dealers signed up right off the bat for space for the Radio and Electrical Appliance Exposition to be given by the 151st Field Artillery to the Minneapolis Armory the week of April 12-21. It is to be the biggest thing of the sort in the northwest. Summer use of radio sets and instructions how to get better results from sets are two things to be specialized at the show. Radio control of tanks and motor cars will be demonstrated, prizes for home made sets will be offered, and lectures will be given.



**SETS PARTS ACCESSORIES**

**PEERLESS ELECTRICAL COMPANY**

227-229 South Fifth

Corner opposite Courthouse

Minneapolis

## 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.

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

Time is Central Standard.

### SPECIAL FEATURES

#### Sunday, April 1

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, April 2

7:15 to 8 p. m.—Concert of vocal and instrumental numbers arranged by Mrs. Pool.

9:30 to 10:30 p. m.—Organ, violin, piano, cornet and vocal concert arranged by Will Foster, organist of the First Methodist Church.

## FROZEN NORTH STRONG FOR RADIO

WLAG now has four points in far off Alaska where programs have been received. One would think that the "bulbs" would freeze, but they aren't those kind of "bulbs."

BN7, 250 meters, Minneapolis Armory, is a station opened for use of the signal section of the 151st Field Artillery, a great war veteran outfit. Joseph Schauffman is operator. The station, under glass, was open for public inspection of the broadcasting process all through Building Show week, ending March 24.

## LISTENIN' IN

## Listenin' In Question and Answer Page

For the benefit of Listenin' In readers we will conduct a weekly question and answer page. If you have any questions regarding Radio they will be answered on this page. Send your questions to Listenin' In and they will be answered by Ray R. Sweet, chief engineer of WLAG. Address your envelope care Question and Answer Dept.

**Question:** What kind of wire is most suitable for a receiving antenna?

**Answer:** Seven strand copper wire is most generally used for the antenna. Sizes are No. 12 and No. 14 and are carried in stock by nearly all radio dealers.

**Question:** How many turns of wire should be wound on the rotor and stator of a standard variometer for use in the plate circuit of a regenerative receiver?

**Answer:** Using forms of size commonly found on the market, forty turns on the stator and fifty turns on the rotor give excellent results.

**Question:** Are paper grid condensers as good as mica condensers?

**Answer:** No. Paper condensers are not as reliable as the capacity varies with temperature and a little moisture will often short them and render them inoperative. Changes in pressure will vary the capacity of the condensers.

**Question:** How many stages of audio frequency amplification may be used efficiently?

**Answer:** Two stages may generally be used efficiently. More amplification usually is accompanied with many ex-

traneous noises which tend to distort and interfere with the received signals.

**Question:** Why is it that a station will come in loud and clear, gradually fade out, and then come in again?

**Answer:** Many and various theories have been advanced to explain the phenomena of "fading". As yet no conclusive facts have been established. It may be due to either an absorption of the transmitted energy or reflection and refraction of waves. It is quite noticeable when receiving distant stations and is an inconvenience which will have to be put up with for the present.

**Question:** What are the correct values of grid condenser and grid leak to be used with the new 201-A radiatron tube when used as a detector?

**Answer:** Use a .00025 microfarad grid condenser and from 2 to 5 megohms as a grid leak. These values are not critical.

**Question:** Can the primary coil of a loose couple be tuned with a variable condenser?

**Answer:** The antenna circuit may be tuned very satisfactorily over a broad band of wave lengths using a variable condenser with a series-parallel arrangement.

## WHO OWNS THE AIR, ANYWAY?

Edward McWilliams, bank president, got out a temporary injunction restraining G. Wylie Bergman, 18, from operating a broadcaster. Edward said Wylie interfered with his receiving station. On a demurrer the case was continued to the April term at Pontiac, Ill. It came about because McWilliams couldn't receive election returns last November because of the Bergman output. Some big boys like Herbert Hoover will attend the hearing. The joke is the complainant beat it for California last fall and the defendant has been unrestrainedly unrestrained by the legal ruling all winter. Bergman says an amateur broadcaster is essential to the community in case of the crippling of regular service for communication.

## CUT OUT THE SNOOPER

A superphone has been invented by use of which listenin' in will be confined to only one person. On party telephone wires Mrs. Maloney and Mrs. Swenson and Mrs. Mazurkewicz cannot hear what Mrs. Dusenbury at one is contributing to the stock of confidential information of Mrs. Swash at the other end. This is accomplished by wireless waves, sent along a wire. The waves are too rapid to reach the ear but they are toned down by means of a detector until the beat is made audible to the ear at the telephone receiver. So only tuned stations get the waves and there may be as many varieties on a party wire as there are stations. This permits all kinds of telephoning over the same wire at the same time.

# SUNDAY

April 8, 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.

4:00 P. M.

Broadcast for Minnesota Loan and Trust

ARTISTS

Harmony Choral Club:

May Williams Gunther, director

Daisy Ribble, accompanist

George Gunther, reader

Grace Davis Le Clair, soprano

Elizabeth Murphy, contralto

May Williams Gunther, soprano

Daisy Ribble, contralto

1. (a) Spinning Song.....Brown  
(b) Swinging.....Foster  
Choral Club
2. With Verdure Clad.....Hayden  
May Williams Gunther
3. (a) Route Marching.....Kipling  
(b) The Betrothed.....Kipling  
George Gunther
4. (a) Firefly Fairies.....Risher  
(b) Sleepy Beauty Bright.....Caudlyn  
(c) Fleeting Days.....Bailey  
Choral Club
5. (a) Love's Springtime.....Logan  
(b) Good-day Marie.....Pessard  
(c) Love Song.....Haesche  
Grace Le Clair
6. (a) Leetle Bateese.....Drummond  
(b) Jack Gillespie.....Kipling  
George Gunther
7. (a) With Lilies Sweet and Daffodils.....Branscombe  
(b) God Is Love.....Marks  
Grace Le Clair, soprano  
Daisy Ribble, contralto
8. Sunlight Waltz.....Ware  
Elizabeth Murphy
9. (a) Song of the Woods.....Nevin  
(b) Sleep Lillies.....Harker  
Choral Club
10. (a) You and I.....Stephens  
(b) Such a Lil' Fellow.....Dichmont  
(c) Now.....Liddle  
May Williams Gunther
11. Beauteous Night (Barcarolle Tales of Hoffman)  
Elizabeth Murphy and Choral Club
12. Song of the Thistledrift.....Foster  
Mrs. Florence Carlton and Choral Club  
Mrs. Francis Gorham
13. Home, Sweet Home.....arr. by Herbert Johnson  
Grace Le Clair and Choral Club

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.)