

WLAG

LISTEN IN RADIO NEWS PROGRAM



Price Five Cents

APRIL 9, 1923

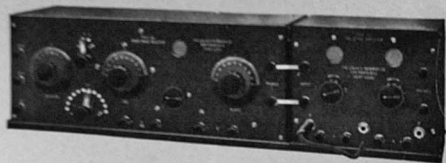
Minneapolis, Minn.

Vol. I No. 7



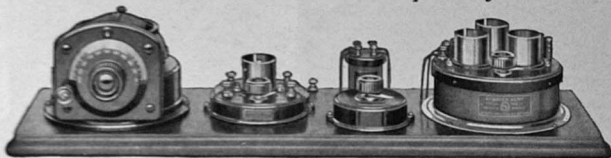
THE POPULAR MacPHAIL TRIO

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

(Wholesale Dept.)

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

BOX 1886, MINNEAPOLIS, MINN.

THE OFFICIAL RADIO NEWS-PROGRAM OF W L A G

"The Call of the North"

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 9, 1923

No. 7

"LISTENIN' IN" HAS NEW ADDRESS

Listenin' In has experienced such rapid growth it has become necessary to establish a separate mail address to handle the volume of correspondence.

Many readers are using to advantage our question and answer page as well as the shopping service.

Address all communications to Listenin' In, Box 1886, Minneapolis, Minn.

"VELLY MUCH OBLIGE"

It is with considerable pride "and everything" that we boast of a truly long distance reception. We have a report from none other place than the peaceful, placid group of Pacific islands (Hawaii). We have our broadcasting eye on China and hope some day one of our returned hand laundry magnates will recognize the "Call of the North."

HERE'S A REAL SNEEZE

"The radio is a wonderful thing," said a fan of late origin to his Swedish friend. "You see, I touch this button and I get Chicago, and I touch this one and I get Cincinnati, and another one and I get Syracuse."

"That's nothing," replied Mr. Swedish joy killer. "I take this little tin box out of my pocket and tap on the lid with my finger and I get Copenhagen."

IT MAY BE SO

C. M. Jansky, Jr., radio specialist at the University of Minnesota, wrote Professor G. D. Shepardson, head of the department of radio engineering, following the Hoover conference in Washington that it was the opinion of the conference that the secretary of commerce in

licensing stations has the authority under the present law to regulate hours and wave lengths for operation of stations, and to revoke or withhold licenses of stations to prevent detrimental interference. He said also that experts at the conference felt that the Twin Cities have the best radio supervision in the country.

WILL MIX WITH BIG BUGS

C. M. Jansky, Jr., who is assistant professor of electrical engineering at the University of Minnesota, is to represent the university and the northwest at a conference called for March 20 in Washington, D. C., by Herbert Hoover, secretary of commerce, to discuss broadcasting interference between different stations. It is expected the secretary will suggest enlarging the number of wave lengths open to broadcasting stations all of which are now confined to the band between 360 and 400 meters. Educational institutions, broadcasting concerns and manufacturers will be others represented at the meeting.

WJZ LOSES OUT

St. Paul contenders for a look in at the prizes totaling \$5,000 offered by WJZ Newark are sleuthing for an air pirate supposed to be in the vicinity of Hamline University. During the St. Paul quiet hour for long distance listening this amateur began operating a spark set apparently holding the key down for a minute at a time. The prizes were by radio manufacturers cooperating with the Newark station and Radio News. The disgruntled owners of receiving sets are doing a little mental malpractice on the amateur.

ARTISTS YOU HAVE HEARD



MAY WILLIAMS GUNTHER
Director
Harmony Choral Club



WELMA ANDERSON GILMAN
Pianist



BERNICE DARLING
Cornetist

LISTENIN' IN

MONDAY

April 9, 1923. 6:00 to 6:30 P. M.

Children's Hour Broadcast for L. S. Donaldson Company
Meeting of the Children's Radio Health and Toothbrush Club of America, Dr. F. W. Pepper, president; R. H. Whitcomb, secretary.

1. Song Irving School
2. Story R. H. Whitcomb
3. Foot Talk Representative of the Minnesota Association of Chiroprodists
..... Anon.
4. Story—"The Correction Box" Marlys Olive Logan (Age 7)
5. Piano—"Etude" Wollenhaupt
..... Dorothy Mannerud (Age 10)
6. Health Talk—"Eyes" Dr. A. C. Hoffman
7. Song—"Toothbrush Song" 6 Irving School Children
8. Story Selected
..... Marlys Olive Logan
9. Piano—"Shadow" MacDowell
..... Dorothy Mannerud
10. Song—"My Kiddies" Dr. F. W. Pepper

Lecture Hour Broadcast for Northwest Farmstead

O. F. Schill: "Proper Lubrication of Motors."
J. G. Leach: "Plant Diseases."

10:10 P. M.

Broadcast for Benzo Gas Company

Leonard H. Wells: "Literature of the Month."

ARTISTS

Veterans of Foreign Wars Drum and Bugle Corps
and Orchestra from Fort Snelling

1. March—"Sempre Fidelis"
..... Drum and Bugle Corps
2. Vissi D'arte—Vissi D'amore Tosca
Song of the Soul from The Climax
..... Mlle. Jenez, Frances Calvert Thompson, accompanist
3. Cornet Solos Selected
..... G. P. Howe, Everet Williams, accompanist
4. Soprano Solos:
(a) Batti-Batti (Chide Oh, Chide Me) (Don Giovanni) Mozart
(b) Charmont Pappilon (Graceful Butterfly) Andre Campra
..... Mrs. Geo. L. Nelson, Elsie Landeen, accompanist
5. Duets:
(a) I'm a Little Blue
(b) Call Me Back Pal of Mine Dickson
..... Bert Hetherington and Hector Trapanier
..... Nichols, accompanist
6. Tenor Solos:
(a) Waltz Song (Carmen)
(b) Two Grenadiers
..... Merlyn Gillett, Anna Carlson, accompanist
7. Accordion and Guitar:
(a) March—"Entrance of Gladiator" Fucik
(b) Waltz—"A Dream of Heaven"
..... L. Noble and F. E. Zetterman
8. Clarinet Solos Selected
..... Weyman Carlson, Bickhart, accompanist
9. Piano Solos:
(a) Prelude II Oscar Lindbert
(b) Elfe Dance Phillip
(c) The Old Retrain Kreisler
..... Olaf S. Oberg

(Continued on page 6)

(Program subject to change.)

Monday—Continued

(Continued from page 5)

10. (a) Yankee Doodle Blues
(b) On the Alamo
(c) Swanee Smiles
(d) Toot Toot Tootsie

Orchestra

11. Drum and Bagle Corps:
First Call—March, "Three Years"—Reveille—Assembly—Mess
Sick—Drill—School—Fatigue—Recall—First Sgt. Call—Offi-
cers' Call—Pay Day—Church—To Arms—Fire—The General—
Stable—Guardmount—Adjutant's Call—March, "Gate City"—
Retreat—Attention—The Colors—Tattoo—Call to Quarters—
Taps—Star Spangled Banner



WELLSWORTH BUILDING - NEW YORK CITY

DISTRIBUTORS

SETS PARTS ACCESSORIES

PEERLESS ELECTRICAL COMPANY

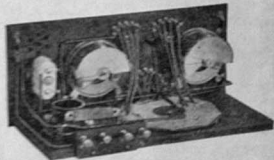
Corner opposite Courthouse

227-229 South Fifth

Minneapolis

FIRAD Reinartz Only \$20⁰⁰

Assembly



Picture shows set as hooked up by a local amateur. This assembly includes spider-web coil, one 13-plate variable vernier condenser and one 23-plate variable condenser, Kellogg bakelite tube socket and genuine Bradleystat. Sold mounted but unwired, at the special price of \$20.00.

Concerts From All Over the States

"I have one of your FIRAD receiving sets and could not resist the temptation to let you know the wonderful success I have had. I have received **concerts from all over the states**. Last Sunday my mother "listened in" on the program of the Sweeney Auto School in Kansas City, Mo. and they had a wonderful program. I have better results than some of the neighbors with their expensive sets. My wife can tune in as easily as I."

The FIRAD is not complicated and the amateur soon learns to operate it as well as experts.

Send for full information telling about the success others are having with this wonderful little receiver; also, list of accessories and our prices.

WE SUPPORT WLAG—"The Call of the North"

FINDLEY ELECTRIC CO.

212-216 So. Fifth St.

MINNEAPOLIS

TUESDAY

April 10, 1923. 2:30 P. M.

Broadcast for L. S. Donaldson Company

Ethel M. O'Leary: "Breakfast Dishes."

2:50 P. M.

Broadcast for Sterling Electric Company

ARTISTS

Sarah Sushansky, soprano
Virginia Brenna, reader
Frances Calvert Thompson, pianist
Tess Cooperman, accompanist

Soprano Solos:

The Swallow.....	Cowen
My Laddie.....	Thayer
Mighty Lak a Rose.....	Nevin
The Little Shepherd Song.....	Percy
Japanese Love Song.....	Thomas
In Her Old Fashioned Way.....	D'Hardelot
Elegie.....	Massenet

Sarah Sushansky, Tess Cooperman

Readings:

My Poor Jerushy
I Am Ashamed to Look My Dolly in the Eye
I Have Something in My Pocket
Virginia Brenna, pupil of Ruby McClune
Gertrude Brook Harper, accompanist

Pianist:

To the Sea.....	MacDowell
To a Wild Rose.....	MacDowell
To a Waterlily.....	MacDowell

Frances Calvert Thompson

4:00 P. M.

Broadcast for L. S. Donaldson Company

Minneapolis League of Women Voters. Mrs. James Gray: "Farmers' Organization."

6:00 to 6:30 P. M.

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

Mildred Dean, story teller: "Giant Energy and Fairy Skill."

6:30 to 7:30 P. M.

Lecture Hour Broadcast for Northwest Farmstead

G. A. Leonard: "Concrete Silo Roofs."
Ford J. Cumming: "Water Under Pressure in Rural Home."
W. T. Tapley: "Five Acres for the City Man—The Vegetable Garden."

Special Program

10:30 P. M.

Broadcast for E. A. Atkinson & Company

ARTISTS

Twin City Flute Club:
H. C. Woempner
Ernest Liegl
J. Nelson
Victor Blunck
Percy Lawrence
George McReynolds
E. Dalgren
A. Ritzman

Mrs. Elsie Yoerg, soprano
George C. Baum, violinist

(Continued on page 8)

(Program subject to change.)

Tuesday—Continued

(Continued from page 7)

Soprano Solos:

Au Va La Jeune Indoue.....	Lakme
Lo, Hear the Gentle Lark.....	Bishop
La Charmant Oiseau.....	David
O Del Mio Amato Ben.....	Donaudy
Oh Si Les Fleures Avalent Des Yeux.....	Massenet
La Girometta.....	Fidella
Vale.....	Russell

Mrs. Elsie Yoerg

Violin Solos and Flute Numbers to be announced.

(Program subject to change.)

WEDNESDAY

April 11, 1923. 2:30 P. M.

Broadcast for Findley Electric Company

ARTISTS

"Arabs," University of Minnesota:

Oswald C. K. Stageberg, reader
Roy E. Norman, reader
R. Montgomery, 1st tenor
W. Lyle Borst, 2nd tenor
Roger Loucks, baritone
Roderick Cross, bass
John Wm. Pagnucco, trumpet

Program to be announced.

4:00 P. M.

Broadcast for Minnesota Loan & Trust Company

Mrs. Robbins-Gilman: "The Community's 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 Thieves at the Big Rock," "Jack Frost Helps Paddie the Beaver," "The Fairies' Quarrel," "The Lion in the Way."

6:30 to 7:30 P. M.

Lecture Hour Broadcast for Northwest Farmstead

T. F. Guthrie: "Why Not Give Yourself a Pension," Minneapolis Association of Life Underwriters.

Harry J. Myser: "Relation of Advertising to Selling."

Miss Edla V. Anderson: "Food for Growing Children."

(Program subject to change.)

THURSDAY

April 12, 1923. 6:00 to 6:30 P. M.

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

Rubert H. Whitecomb, story teller: "Old Pipes and the Dryad"—Stockton.

6:30 to 7:30 P. M.

Lecture Hour Broadcast for Northwest Farmstead

Earle D. McKay: "Concrete Houses."

R. P. Chase: "Minnesota's Public Domain."

W. H. Alderman: "Five Acres for the City Man—Tree Fruits."

9:15 P. M.

Broadcast for Purity Baking Company

Traffic Talk.

9:30 P. M.

Broadcast for Powers Mercantile Company

ARTISTS

Marion Baernstein Bearman, violinist
Esther Jones Guyer, contralto
Louise Lupien Jenkins, accompanist
Arthur Faust, reader
Leone Faust, reader

Violin Solos:

Serenade.....	Czerwonky
Romance (from Concerto No. II).....	Meiniawski
Aus der Heimat.....	Smetana
Berceuse (from Jocelyn).....	Godard
Minuetto (from Symphony in C Minor).....	Haydn
Canzonetta con Variazioni (from Suite).....	Schutt
Hullamzo Balaton (Scene de la Csarda).....	Hubay
Gavotte.....	Rameau
Slavonic Dance No. I.....	Dvorak-Kreisler
Traumerei.....	Schumann

Marion Baernstein Bearman

Contraalto Solos:

Still Wie die Nacht.....	Bohm
Lied des Harfenmadchen's.....	Haile
Mit Deinen Blauen Augen.....	Strauss
Ave Maria.....	Bach-Gounod
Lullaby.....	Hanscom
(Violin Obligato, Marion Baernstein Bearman)	
Deep River.....	Burleigh
Nobody Knows the Trouble I See.....	Johnson
De Ol' Ark's A-Moverin'.....	Guion
O Mary, Don't You Weep.....	Green
Irish Love Song.....	Lang
Through a Primrose Dell.....	Spross
Lorena (An old Ballad of the Civil War and Reconstruction Period)	
Esther Jones Guyer, Louise Lupien Jenkins	

Readings:

The Fool's Prayer.....	Sill
Trifles.....	Foley
Arthur Faust	

(Continued on page 10)

(Program subject to change.)

Thursday—Continued

(Continued from page 9)

Short Poems:

Little Jimmie's Essay.....Dix
Hypnotism and the Dog.....Montague
Don't You?

Leone Faust

Short Play—"Herod".....Stephens Phillips
Act I. Time—Afternoon of the last day of the Feast of the
Tabernacles.

Scene—The great hall of audience in the Palace of
Herod at Jerusalem.

Characters:

(By Arthur Faust) Herod—Gadiaz—Schemus—Phe-
ros—Aristobulus—Chief Priest—Messenger
(By Leone Faust) Mariamne

(Program subject to change.)

RADIO TO REPLACE SHACKS

Mayor G. E. Leach is making an ef-
fort to give the boys of his city some-
thing to replace the "shacks" which have
been ordered out as potential crime
breeding spots. He has offered \$50 for
the most novel, efficient set made by a
school boy, the prize to go to the boy's
school, and the set to the mayor. The

atmosphere of the city will be dingbusted
as the hundreds of boys try out their
handwork preparatory to entering the
sets in the competition. The schools
will pick their own entries from among
the sets made at each school, and the
whole outfit will be exhibited at the Ra-
dio Exposition in April. The mayor him-
self is a fan, through inoculation.

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

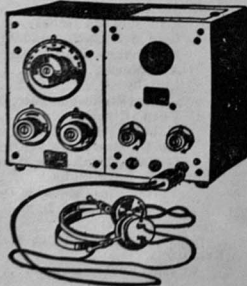
Formerly Sold for \$182.75

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.

FRIDAY

April 13, 1923. 2:30 P. M.

Broadcast for Purity Baking Company,
Talk on the Celebration of Garden Week as a Method of Civic Bet-
terment.

2:50 P. M.

Broadcast for Northwestern National Bank
ARTISTS

Rubinoff and his Terrace Orchestra:

David Rubinoff, violin
Al Withe, piano
Leonard Smith, cornet, banjo, violin
Oscar Watson, trombone and baritone
Eddy Loyd, C melody saxophone and soprano
saxophone
Theodore Dittman, bass, C melody, and bari-
tone saxophone, trumpet
Norman Johnson, drums

Grace Larrusson accompanist

Pack Up Your Sins
Crimoline Days

Fate

Rubinoff and Terrace Orchestra

Hebrew Melody.....Achron
David Rubinoff, Grace Larrusson

Flower of Araby

Nothing But

Crying for You

Rubinoff and Terrace Orchestra

Concerto—Allegro molto vivace.....Mendelssohn

Songs My Mother Taught Me.....Dvorak

David Rubinoff, Grace Larrusson

If You Want to Linger Longer

Red Moon

Aggravatin' Papa

Rubinoff and Terrace Orchestra

4:00 P. M.

Broadcast for Purity Baking Company

Miss Marian MacLeod, Minneapolis Trust Company: "Budgeting the
Family Income."

6:00 to 6:30 P. M.

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

Mrs. H. C. Remele, story teller: "Dickens and His Love for Children,"
"Great Stone Face"—Hawthorne.

6:30 to 7:30 P. M.

Lecture Hour Broadcast for Northwest Farmstead

R. H. Glassley: "Trout Fishing in Minnesota," president of the Izaak
Walton Club.

A. J. McGuire: "Along the Road in Dairying."

J. L. Seal: "Spraying for Better Fruits."

8:15 P. M.

Broadcast for L. S. Donaldson Company

Minneapolis Symphony Orchestra program to be announced.
During the intermissions when the orchestra is not broadcasting,
Helen Anderson, pianist, will play the following:

Cracobienne Fantastique.....Paderewski
On Wings of Song.....Mendelssohn-Liszt
Waltz Prelude Op. 24 No. 1.....Polini
Ballade in G Minor.....Chopin
Waltz C Sharp Minor.....Chopin
Irish Tune.....Grainger
Seguidilla.....Albeniz

(Program subject to change.)



MU-SO CHORAL CLUB
W. C. Jeffrey, Director

BRISTOL AUDIOPHONES

*Are the latest and most wonderful loud speakers
on the American market.*

Bell is spun brass and
neck cast aluminum.



The only loud speaker
with the patented tone
adjustment.

Operates on about one
watt for full volume.

Audiophone, Jr. \$22.50
Audiophone, Sr. \$32.50
Power Amplifier \$25.00
Complete with Audiophone,
Sr., Phonograph Attachment
and Speech Re-
producer \$105.00

Price \$22.50

Sold by Dealers Everywhere

EDWARD G. HOCH COMPANY.

WHOLESALE DISTRIBUTORS

27-29 North 4th St., Minneapolis

SATURDAY

April 14, 1923. 6:00 to 6:30 P. M.

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

Cleota Branch, story teller: "Magic Mask," "The Origin of the Brown Eyed Susan," "Why Popples Make You Sleep."

6:30 to 7:30 P. M.

Lecture Hour Broadcast for Northwest Farmstead

W. G. Brierly: "Five Acres for the City Man—Small Fruits."
Other speakers to be announced.

10:30 P. M.

Broadcast for Northwest Farmstead

ARTISTS

Mu-So Choral Club:

W. C. Jeffrey, director
Miss Essie Mason, accompanist
Mrs. Ione Poore, soprano
H. G. Brown, tenor
Marianne E. Jeffrey, pianist
Mrs. Martha Lee, reader

Quartette:

Mrs. Nettie Curry, Marianne Jeffrey
H. G. Brown, Royal Parsons

1. (a) Song of the Vikings.....Eaton Fanning
(b) Spring Song.....Pinsuti
(c) Song of the Triton.....Molloy
Choral Club
2. Just You.....Burleigh
Mrs. Ione Poore, Marianne E. Jeffrey
3. (a) Let My People Go
(b) In That Great Getting Up Morning
Choral Club
4. Hexentanz.....MacDowell
Miss Jeffrey
5. (a) Marcheta.....Schertzinger
(b) Ship O' Dreams.....Francis
Quartette
6. (a) Encouragement.....Dunbar
(b) Tale of a Tramp.....Richmond
Mrs. Lee
7. (a) The Old Road.....Lane
(b) Friend of Mine.....Sanderson
Mr. Brown, Miss Jeffrey
8. (a) Bridal Chorus (Rose Maiden).....Cowan
(b) How Can I Leave Thee
(c) Love's Old Sweet Song
Choral Club
9. Lovely Spring.....Coenen
Mrs. Poore
Miss Jeffrey
10. Good Bye.....Tosti
Choral Club
11. Rondo Capriccioso.....Mendelssohn
Miss Jeffrey
12. Daybreak.....Gaul
Choral Club
13. The Drunkard's Wife.....Coapes
Mrs. Lee
14. On a way Awake Beloved.....Coleridge Taylor
Mr. Brown
Miss Jeffrey
15. By Babylon's Wave.....Gounod
Choral Club

(Program subject to change.)

Daily Market and News Schedule

THE MINNESOTA LOAN AND TRUST COMPANY

8:30-9:40—Announcements for the day. Weather forecast for Northwest states, received from the U. S. Weather Bureau.

9:40-9:50—Minneapolis grain market quotations, openings, receipts of cars of grain, received by direct wire from the Minneapolis Chamber of Commerce.

10:00-10:20—New York stock market, foreign exchange quotations, opening, received by The Minnesota Loan and Trust Co. by leased wire. South St. Paul and Chicago livestock market quotations and news, received from the U. S. Department of Agriculture.

10:20-10:35—10:30 Minneapolis grain market quotations, received by direct wire from the Minneapolis Chamber of Commerce.

11:20-11:35—11:30 grain quotations, same as at 10:20.

11:35-11:40—Minneapolis butter, poultry and eggs quotations, received from the Daily Market Reporter. New York quotations 20 representative bonds.

1:20-2:00—Minneapolis grain market

quotations, closing, futures, cash and to arrive, received by direct wire from the Minneapolis Chamber of Commerce.

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

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

Chicago egg quotations.

World news bulletins, received from the Minneapolis Daily News.

2:20-2:30—Closing stock quotations, received by leased wire by The Minnesota Loan and Trust Co.

4:30-4:50—Weather map. Bond, foreign exchange, livestock quotations, closing review of the stock and bond market, as given at 10:00.

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

Wave Length 485 Meters.

SUNDAY

April 15, 1923. 10:30 A. M.

Broadcast for Cutting and Washington Radio Corporation
Morning Service from Westminster Presbyterian Church. Rev. John E. Bushnell, pastor. Full chorus choir under the direction of Harry Phillips.

3:30 P. M.

Broadcast for L. S. Donaldson Company
Minneapolis Symphony Orchestra.

7:50 P. M.

Broadcast for Cutting and Washington Radio Corporation
Evening service from Second Church of Christ, Scientist. Marjorie Austin Dunn, organist; Wilmot Goodwin, baritone.
(Program subject to change.)

RADIO DEALERS

Our New Cabinet Factory Will Enable Us To Give you Better Cabinets at more Reasonable Prices.

(PHONE NESTOR 1525)

PREMIER RADIO MFG. CO.

1568 Selby Ave.,

St. Paul, Minn.

"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—E. HENNEPIN AVE.
HARDWARE COMPANY

We Sell Only
Reliable Makes

IT'S A BOY ERA

One of the most wonderful things about the radio is the way the small boy takes to it. He can build almost any kind of a receiving set, with a little guide book in one hand and a few simple tools in the other.

"It seems as if children have a better insight into the radio than a grown man," said a woman who has to deal with boys. "They make short cuts and get along faster in the science in a small way than

the skilled electricians. At least they see the point quicker than the grownups when any hidden point is explained to them. It's sure a boys' era."

A Minneapolis man building a home in a swagger community has instructed his architect to provide for wireless connection plugs in every room. A Twin City architect specifies antennae and sets with all house plans. Built in bookcase or tea cart sets are favorite schemes.

RADIO PROBLEMS SOLVED

The advent of Radio into our peaceful midst carried with it more than the usual drawbacks or inconveniences.

The greatest trouble of the average Radiophan after he purchased his usual equipment and carried it home, anticipating many hours of enjoyment; found that before starting on his fascinating career as a phan, needed a suitable outside aerial for the best radio reception.

The aerial has been up to the present time a real problem. There were needed "two by fours," guy wires, nails, braces and a thousand ideas to erect an aerial. It was a difficult task to fasten these crude affairs to the roof so they would successfully support the aerial. But after a maximum amount of labor, time and energy were expended the job was accomplished.

Today the mast erection is a simple matter for those that use a manufactured cast iron seat.

These seats are substantially made from cast iron and will fit down over the peak of a roof where they may be fastened to the beams by wood screws. The mast slips into a socket made to fit snugly and by tightening bolts the mast is

held rigid and solid without the use of guy wires.

An aerial installed with these seats has many advantages over the ordinary makeshift affairs. They do not disfigure the house upon which they are mounted. They are permanently in place and will withstand practically any wind storm.

The picture will give one a fairly good idea of what the seat looks like and if you contemplate erecting a new aerial this spring it may save time and labor if these seats are used.

Many people are taking their sets to their lake homes and find the employment of mast seats advantageous in dismantling the aerial during the winter. The writer knows of some Radiophans who use seats on their town and lake homes and use one set of masts.

JUDGE LISTENED IN

In the conciliation court in St. Paul Judge John Rounds decided to hold an evening session to determine whether the machine sold O. E. Kropp, 811 Margaret street, by Frank Yost, 452 Iglehart street, set maker, could pick up eastern points, as the manufacturer said, or not, as the installee said. The judge invited Clerk Robert Otte to be present to verify the evidence.

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

DO NOT BUILD YOUR NEW RADIO SET BEFORE SEEING THE

HAMMARLUND
VERNIER VARIABLE CONDENSER

Langbein & Kaufman
VARIOCOUPERS and VARIOMETERS

These are the highest grade and most beautiful Radio instruments you have ever seen, and will simply make your mouth water.

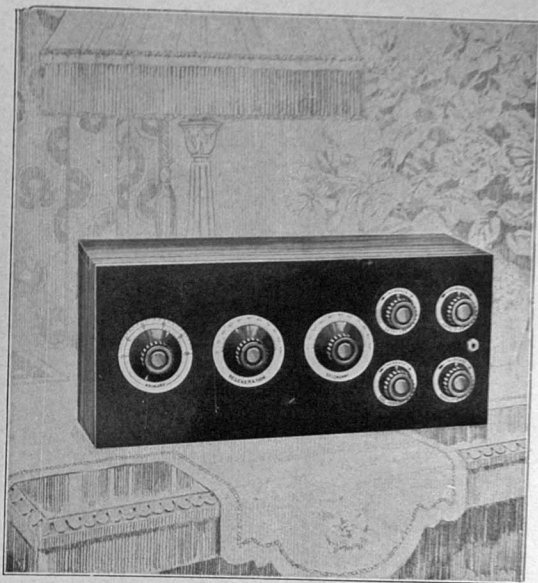
ON EXHIBIT AT

Dayton's Radio Department,
Whitney MacGregor's Radio Dept.
Zenith Elec. Co., 7 So. 5th Street,
Radio Bug, 213 So. 6th St.
Radio Equipment Co., 115 So. 6th St.
Emporium's Radio Dept., St. Paul.
Linner & McGann, Stillwater.

GEO.S.HOUSTON & CO.

DISTRIBUTOR
732 MCKNIGHT BLDG.
Minneapolis GE neva 3555

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



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 choking 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

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

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

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

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

C. BRANDES, Inc.

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

D. S. SPECTOR, Manager Minneapolis Office
Plymouth Building

Minneapolis, Minn.