

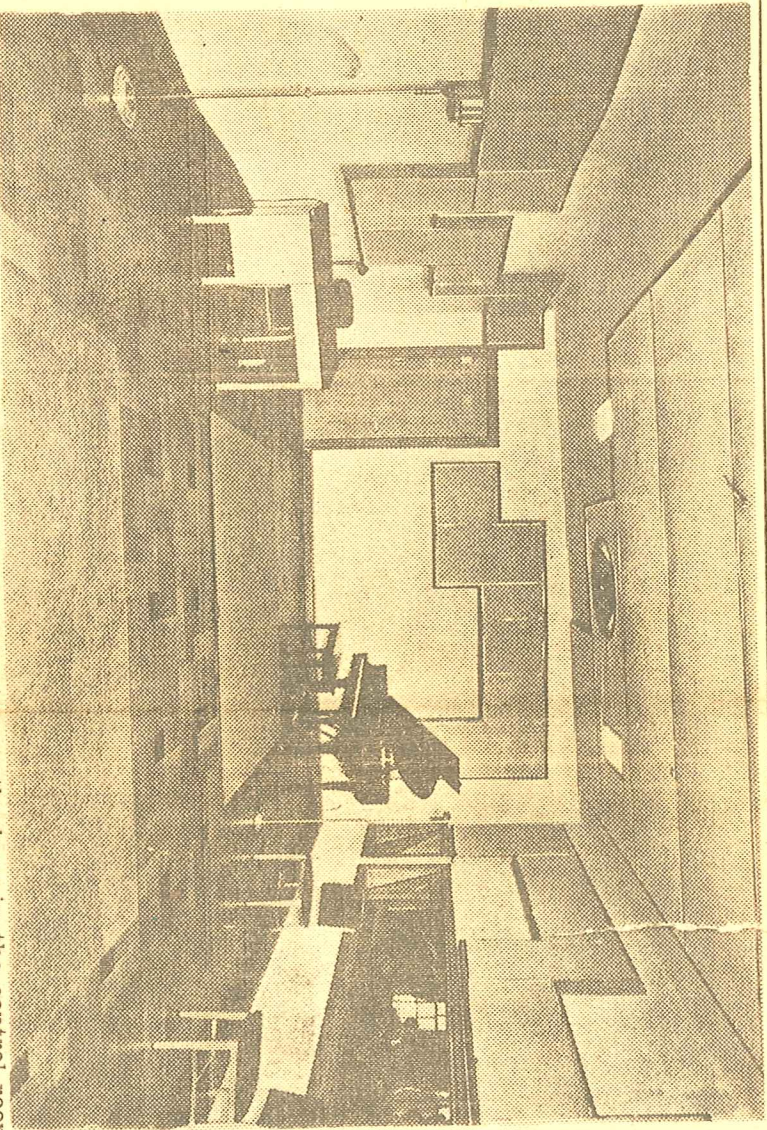
Good When It Comes
 Before television for the general public becomes an actuality, the picture must be sufficiently clear and detailed to hold the public's interest. Briefly, it must compare favorably with good printed illustrations or motion pictures.

Congratulations and Best Wishes to WEGAN BICKNELL Photo Service
 The Camera Center of Maine 15 Preble St., Portland, Me.

MODERN BAKERY"
 MAMM
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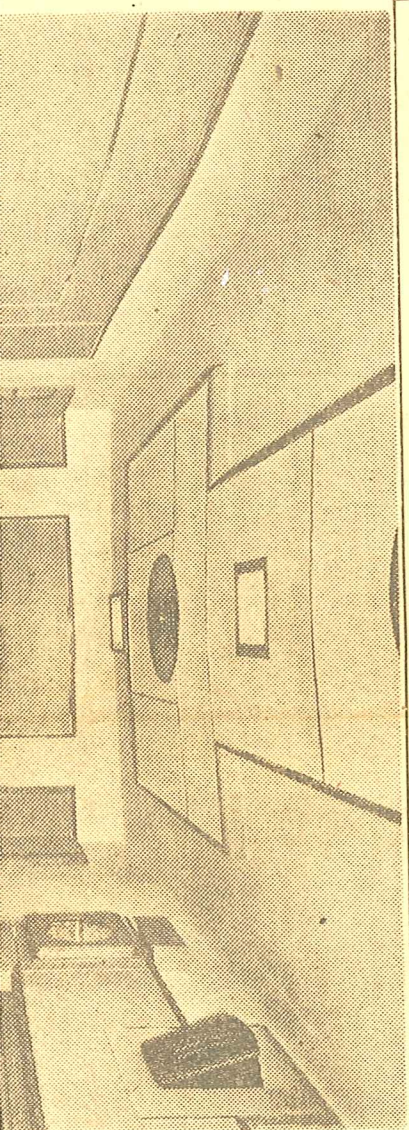
VIDEO CAMERA FANS
 Service Dealers Offer You a New

As Those In Control Room See Studio A



The camera shows the depth of Studio A in a view as the boys in the control room see it through their glass window. At the right is the broad window, through which visitors in the lobby may witness broadcasts.

Studio B, Setting For Numerous Auditions



Quiz Programs Make Spurt As Air Waves Fad

Total Reaches 21 Weekly; Men Outsmart Women; Sponsors Save Coin

By C. E. Butterfield
 Associated Press Radio Editor
 Quizzing is a radio art nowadays.

Either that, or it has developed into the latest in broadcast cycles, what with all of the programs currently running on the networks in which questions and answers form the basic element. The total goes to the surprising figure of 21 a week.

Men Smarter
 At the same time there is proof that the quizzing has demonstrated, at least so available figures indicate, that "men are smarter than women." While it may be that the listeners like to try their metal, there is the consideration, too, that broadcasts of this type are not nearly so costly as those in which high priced entertainers are used.

Most of them do carry a prize of some sort, still that doesn't make the operation cost so important. Talent, if it could be called that, is supplied mainly by the visible and the invisible audiences. They either send in the questions or try to answer them themselves.

It's from the Professor Quiz series—the professor is Dr. Craig Earl, one of the pioneers—that data have been compiled about the relative intelligence of men and women.

The figures go back to March, 1937, and they show in that time that of the 372 men contestants, 175 have made high scores, while of the 263 women, 94 were winners.

Number Increases
 While the Prof. Quiz series is among the older of the "puzzles" programs—in radio they call them audience participation—it was not until this Spring and Summer that

WORK
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Montgomery Ward

Congratulates

Portland's New Radio Station

W G G A N

On The Excellence Of Its Programs . . .

To Insure Perfect Reception Hear Them With This

NEW 1939

World Range! 11 Tubes!



64.95
\$6 A Month, Down
Payment, Carrying
Charge

10-BUTTON AUTOMATIC TUNING
New Remote Control!

the new radio station. At the extreme right is the window connecting with the operating department.
Photos by Staff Photographer.

CONGRATULATIONS TO W G G A N

Portland's New Broadcasting Station

Portland Fish Co.

Custom House Whf., Portland

Best Wishes And Success

W G G A N

McCausland Engraving Co.

119 - 121 Exchange St.

Day and Night Service

Tel. 2-4223

Congratulations

W G G A N

We take this opportunity to wish WGGAN success in its new venture in the Field of Radio.
As in Aviation each new development is an important advancement.

French Short-Wave Stations Are Testing Various Frequencies

Several new French short-wave stations are now testing on a great variety of frequencies. The old stations at Poutoise are maintaining their usual broadcasting schedules. Call letters and schedules for the new stations are as follows: TPB11 on 9.37 megacycles, 1 to 5 a. m. and 10:15 a. m. to 5 p. m.; TPB7 on 11.85 megacycles, 8:30 to 11 p. m.; TPA3 on 11.90 megacycles, 1 to 5 a. m. and 11:15 a. m. to 5 p. m.; TPA4 on 11.71 megacycles, 6 to 8:15 and 8:30 to 11 p. m.; TPB6 on 15.13 megacycles, 6 to 8:15 p. m.; TPA2 on 15.24 megacycles, 6 to 11 a. m. and TPB3 on 17.76 megacycles, 9:30 to 11 a. m. All times given are Eastern Standard.

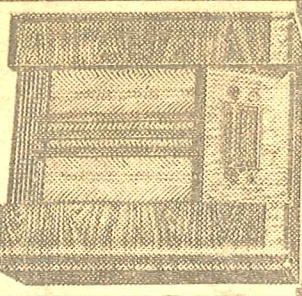
CONGRATULATIONS W G G A N

From The RADIO DEPT.
PORTLAND JUNIOR
TECHNICAL COLLEGE
40 Plum St. 2-4422

Congratulations!! Station "WGGAN"

Enjoy your favorite radio programs now with

RCA VICTOR Electric Tuning



with words: from the Sky, bor, and Musier day, Press Tim events, and Name?
The CBS st Mondays and V of Games, a 1 days, East an Champ, in wh sorts are sele Game, Fridays another childr days, Prof. Gu

