

munications rather than the broadcasting industry, some broadcasters remained fearful of future government intervention.

While the bombs dropped in Europe and governments toppled, a worried America sought moments of escape in comedy that dominated statewide radio entertainment. For the third consecutive year, Edgar Bergen's Charlie McCarthy won the title "Champion of Champions" in the *Motion Picture Daily's* poll of 700 radio editors and columnists. Jack Benny gained the title of "Outstanding Artist of the Year" and his show the "Best Program" from the *New York World-Telegram* poll.

Quiz shows were gaining in popularity. One, *Pot O' Gold*, not only achieved a significant audience but also intensive FCC scrutiny. *Pot O' Gold* had debuted on NBC on Sept. 26, 1939, and presented music by Horace Heidt and His Musical Knights and featured a phone call from host Ben Grauer to a number chosen from directories. A person at home and answering received \$1,000; those not answering were

sent \$100 by mail.

Despite the 80-million-to-one odds against being called by Grauer, *Pot O' Gold* lured so many from movie houses that some theater owners offered \$1,000 prizes to anyone who was called while attending the movies.

Because of complaints from members of Congress, theater owners and others over the growth of quiz shows and *Pot O' Gold* in particular, the FCC, in February, asked the Department of Justice to investigate *Pot O' Gold* and *Fine Bread Mystery Woman*, (a local program in Texas with a slightly different awards format) to see if they violated lottery laws. The Justice Department declined to prosecute.

Sports and politics also attracted growing numbers of radio listeners. Joe Louis's fight with Arturo Godoy on June 20 captured a rating of 37.9. Baseball broadcasts increased in popularity. The 1940 World Series between the Detroit Tigers and the Cincinnati Reds, broadcast on MBS, received an average rating of 25.2 as compared with 21.3 for the 1939 series bet-

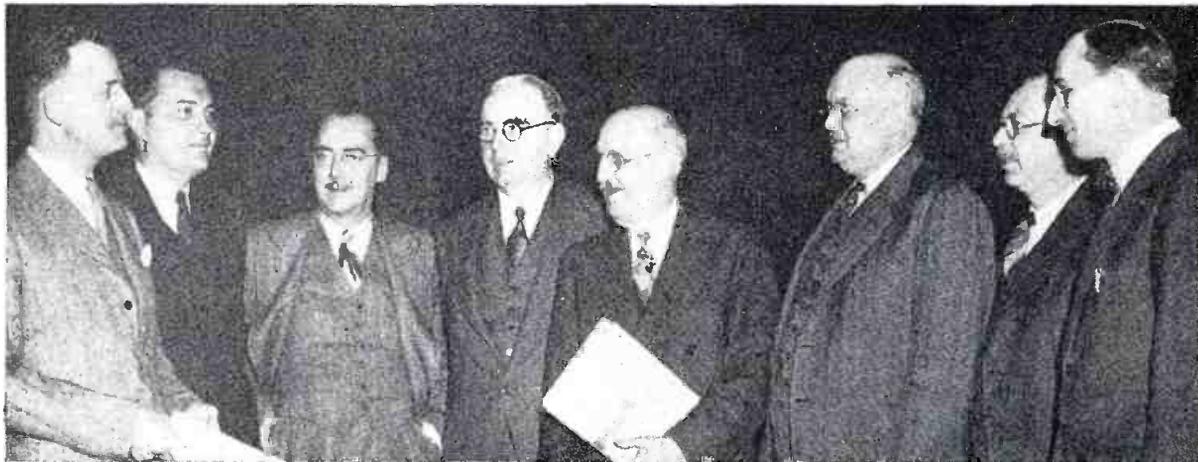
ween the New York Yankees and Cincinnati.

The presidential race between Republican Wendell Willkie and President Roosevelt drew large radio audiences; Willkie nomination acceptance speech, broadcast from Elwood, Ind., on all nationwide networks, attained a 37.8, the highest rating for a political speech in the 10 years of the Cooperative Analysis of Broadcasting's research. [CAB pointed out that two other speeches received higher ratings; Roosevelt's June 10 speech in Charlottesville, Va., received a 45.5 and King Edward VIII's abdication speech in December, 1939, received a 45]. Many considered Willkie a flop as a radio orator because of his slurring of words, his tendency to say "flosophy," "b'lieve," "opp'site." As an editorial in the Scripps-Howard newspapers put it, "Wendell Willkie's speech was much better to read than to hear . . . When it comes to vote-getting in this day of radio and audience by the millions, teamwork among the organs of speech is vital . . . An Adam's apple may

## Five Commissioners Hear Major Armstrong's Testimony



AS MAJ. ARMSTRONG unfolded the story of FM development, five of the seven FCC members listened in rapt attention. On the bench (l to r) T. A. M. Craven, Thad H. Brown, Chairman James Lawrence Fly, Paul A. Walker and F. I. Thompson sat throughout the hearings which began March 18 and lasted two weeks.



FOSTERERS of FM during the FCC proceedings were (l to r) J. R. Poppele, chief engineer of WOR and chairman of the FM Broadcasters Inc., engineering committee; Paul W. Morency, WTIC, Hartford; Walter J. Damm, WTMJ, Milwaukee; Dr. Franklin Doolittle, WDRC, Hartford; John Shepard 3d, president of FM Broadcasters Inc.; Dr. C. M. Jansky Jr., consulting engineer; John V. L. Hogan, consulting engineer; Paul A. deMars, technical director of the Yankee Network, which already has an FM station in operation.

—Broadcasting, April 1