

USIA's Overseas TV Sizeup: Foreign TV sets-in-use will total 50,000,000 within 4 years, more than doubling, in opinion of Romney Wheeler, ex-NBC London, new director of U. S. Information Agency's TV Service. In speech prepared for delivery before Birmingham Kiwanis Club Dec. 2, he speaks of "promise" of inter-American and transatlantic live transmissions by 1962, says foreign TV growth "will provide the U. S. with a chance to tell something about America and Americans to upwards of 200,000,000 persons."

"This is not hard sell," Wheeler asserts. "We only want them to get to know us—to understand us a little better—and to see for themselves that we don't resemble, even remotely, the Communist-inspired image of America."

USIA this week released its quarterly summary of foreign TV developments, estimates 21,585,200 sets-in-use outside U. S. & its territories, excluding Canada, as of Sept. 30—an increase of 1,400,000 in the quarter.

New station starters during the period numbered 79, USIA says, bringing total to 639, and it estimates total will reach 706 by end of year. Western Europe added 56, Latin America 7, Far East 5, Middle East, South Asia 2. USSR increased by 5, Czechoslovakia 2, East Germany 1, Red China 1.

Our own compilation of foreign TV data as of Aug. 1 is included in Foreign TV Directory section of *TV Factbook No. 27*, pp. 299-310. Copies of USIA's full 26pp. report may be obtained from the agency, at Washington 25, D.C. It's titled: *Overseas TV Developments—Quarterly Report, July 1-Sept. 30, 1958.*

Baseball TV Cut Demanded: Major baseball league player representatives are talking "drastic action" if owners don't agree at meeting in Washington next month to give them slice of regular-season TV-radio income, Associated Press reports. Players now get 60% of \$3,250,000 paid to clubs for broadcasting rights to World Series & All-Star Games, but don't share in big revenues from regular games. Size of TV-radio melon was indicated in report by players' attorney J. Norman Lewis, who had accounting team go over club records. Gross income of majors was \$32,035,481 in 1950—and \$42,836,327 in 1956, Lewis pointing out most of \$10,000,000 increase came from regular broadcasting fees. He had no figures for 1950 & 1951, but said TV-radio receipts in 1952 were \$4,164,939; 1953, \$4,746,206; 1954, \$5,755,683; 1955, \$6,122,303; 1956, \$7,306,259.

Russia will have TV network next year, reports 5-man U. S. delegation sent to Soviet Union last month by State Dept. to study broadcasting-recording techniques under East-West cultural exchange agreement (Vol. 14:43). Group was told by officials of State Committee for Broadcasting & Telecasting that initial network plan is to set up Moscow-Leningrad & Moscow-Kiev links. Delegation (Jerry Danzig, NBC; Ralph Harmon, Westinghouse; Mike Wallace, ABC; Ralph Cohn, Screen Gems; Burton Paulu, U of Minn.) spent 19 days in Russia, now is writing formal report for State Dept.

Philadelphia's WTEL (250 watts D, 860 kc) is being sold for \$500,000 by Foulkrod Radio Engineering Co. after more than 33 years of ownership to brothers John E. & George D. Hopkinson and Quentin C. Sturm. Hopkinson brothers are partners in Chicago radio rep firm Dwight & Assoc. Inc., also partners in a mail order business, and each owns 1/3 of WKAB, Mobile, Ala. Mr. Sturm owns other 1/3 of WKAB as well as 6.35% of WLOI, La Porte, Ind.

Love That Radio Networking: Interesting turn in current efforts to rehabilitate network radio (Vol. 14:44-46) came this week when *Oklahoma City Oklahoman's* WKY, an NBC radio affiliate, whose counterpart WKY-TV is basic on NBC-TV, announced the Nov. 27 termination of its longtime affiliation with NBC Radio, whereupon Todd Storz's recently acquired KOMA there immediately assumed the affiliation. Storz stations (others are WHB, Kansas City; WDGY, Minneapolis; WTIK, New Orleans; WQAM, Miami) have been prime examples of highly successful independent local operation. The WKY defection came in wake of refusal of WJR, Detroit, to go along with CBS's new PCP plan of radio network operation (Vol. 14:46), effective next Jan. 1, which CBS says is the only disaffiliation yet. Meanwhile, MBS did a bit of gloating, took full-page trade paper ads captioned, "We have a feeling we're being followed . . . by CBS"—and going on to say it pioneered CBS's new programming concept more than 16 months ago. "It works," said MBS, reporting clearances up, sales up, good results for sponsors (listing 28 "blue chip" advertisers using Mutual). The ad then carries this gleeful tag-line: "The feeling of confidence is Mutual!"

Fire gutted the home-office of United Broadcasting Co. pres. Richard Eaton in uptown Washington Nov. 25, causing \$30,000 damage and injuring 9 firemen. His 6-year-old daughter Francoise was rescued in the flames by a hired hand, 6 other children having made their escape earlier. Eaton has built up string of 7 radio stations (WOOK, Washington: WSID, Baltimore; WARK, Hagerstown, Md.; WINX, Rockville, Md.; WANT, Richmond; WYOU, Newport News; WJMO, Cleveland) since he fled France, where he published several rural weeklies, just ahead of the Nazi invasion. Five of his 7 children are adopted French orphans.

In filing transfer papers for WTRF-TV, Wheeling W. Va. (Ch. 7), it's revealed purchase price to new WTRF-TV Inc. (Vol. 14:46) is \$1,856,000. The brothers Albert, Raymond, Robert & Gordon Dix, Ohio newspaper publishers, boost holdings from 30% to 92.8% (23.2% each), with gen. mgr. Robert W. Ferguson owning remaining 7.2%. Oct. 1 profit & loss statement lists \$294,795 profit before taxes for year to that date vs. \$229,429 for same 1957 period. Oct. 31 balance sheet shows \$374,773 current assets, \$125,862 current liabilities, \$339,194 fixed assets, \$578,767 surplus.

Professional collegiate journalism fraternity Sigma Delta Chi elects: pres. James A. Byron, news editor of WBAP-TV & WBAP, Ft. Worth, first broadcaster so honored; honorary pres. Eugene C. Pulliam, pres. & publisher of Indianapolis *Star and News* (radio WIRE); v.p.-professional affairs V. M. Newton Jr., *Tampa Tribune* (WFLA-TV & WFLA); v.p.-undergraduate affairs Robert Root, Syracuse U; v.p.-expansion E. W. (Ted) Scripps, *Rocky Mountain News*, Denver; secy. Buren McCormack, *Wall St. Journal*; treas. Robert M. White II, *Mexico* (Mo.) *Ledger*.

Sylk brothers' Sun Ray Drug Co., Philadelphia area drugstore chain of 140 stores (total assets, \$12,800,000), which also owns radio WPEN there and has application pending before FCC to purchase WCKR, Miami, plans merger with Consolidated Retail Stores Co., A. H. Sonnabend-controlled N. Y. chain of 29 apparel stores.

NBC-TV primary affiliation was signed this week by WFRV-TV, Green Bay, Wis., effective May 23, 1959, replacing WMBV-TV, Marinette-Green Bay.