

Who Fixed the TV Fixers? Wall St. Knows the Answers

By MIKE NEWBERRY

AN EXECUTIVE of the Manufacturers Trust Co., at 44 Wall St. did not wish to talk to me about the "\$64,000 Question", the Quiz Show whose rigged questions it "guarded" in its burglar-proof, but apparently not television producer-proof, vaults.

"I will send you a prepared statement", he said.

No, he had no comment on how the Wall Street bank felt about the Quiz Show scandal. No, he had no comment on whether the bankers were disturbed by it. No, he had no comment on whether the House Committee on Legislative Oversight (or Hindsight) was planning to subpoena bank officials. No, he had no comment.

"Wasn't it true that having the rigged questions guarded by the bank's vaults was just a publicity stunt to hide the hoax?" he was asked.

No, he had no comment!

OTHERS SPEAK

But others had already commented. Mervyn Koplin, former producer of "\$64,000 Question," testified before the Congressional Investigators that it sometimes took him almost a whole week to rig the questions, and he sometimes didn't finish "his work" until the day before the broadcast. Then he had to "rush down to the bank and place the question momentarily in the vault, before it was returned for the show."

Bankers at Manufacturers Trust (which guarded the "\$64,000 Question") and Guaranty Trust, which guarded the rigged questions for the "\$64,000 Challenge," both declared they knew nothing.

One reporter, John Fuller in the Saturday Review, intoned that "the banks were guiltless, though taken in along with all of us."

And yet I wondered how "two of New York's most venerated financial institutions" could be taken in so by TV hucksters. Why, I wondered, would these banks, with \$6,000,000,000 in combined assets, lend their names to a publicity gimmick for a Quiz Show? Now I know.

BILLION DOLLAR QUESTION

Some of the biggest corporations are hiding behind the publicity smokescreen of the Quiz Show scandal.

Among them are, Procter & Gamble, Lever Bros., Colgate, Bristol Meyers, Heinz, Nestle, Borden, Armour, Ponds, National Biscuit, American Home Products, Standard Brands, General Foods, General Mills, General Electric, General Motors, and all the other Generals of big business.

The boards of these corporations are criss-crossed with directors of the banks and networks involved in the TV scandal.

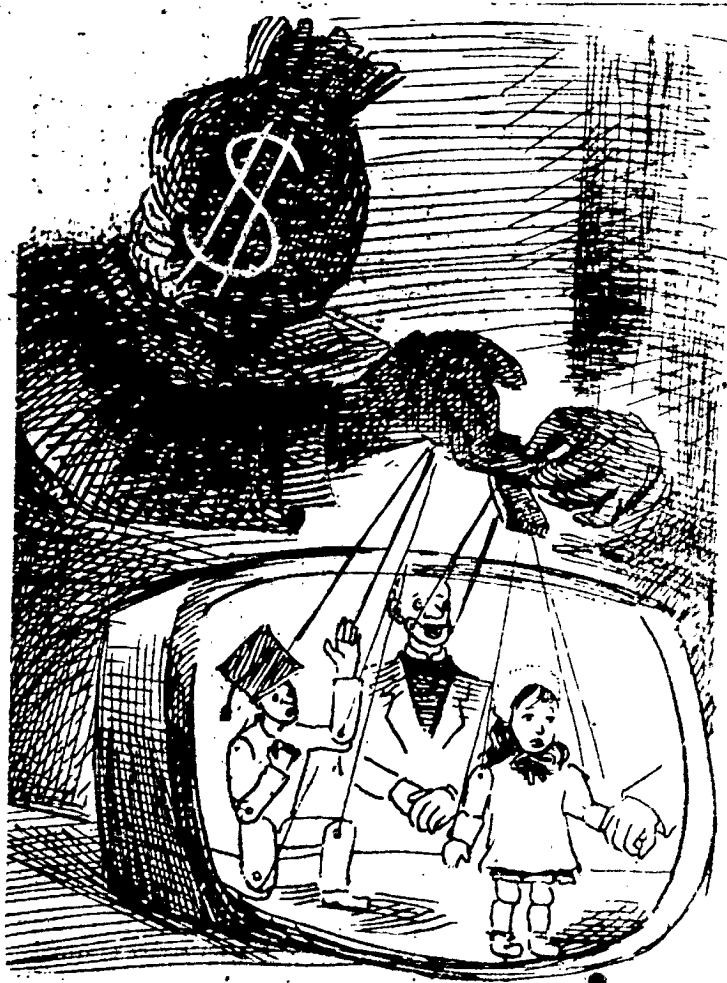
How do these men tie in with the Quiz Shows? Let's look at the financial record:

DIRECTORS OF MANUFACTURERS TRUST

- A. G. DRUSH, Chairman of the Board, American Home Products (a big Quiz Show sponsor).
- W. E. ROBINSON, director of NBC, RCA; and Coca Cola.
- L. R. CRANDALL, director of Sears & Roebuck and Lever Bros. subsidiaries, Quiz Show sponsors.
- L. A. VAN BOMEL, Chairman of National Dairy Products, one the largest TV and radio sponsors.

DIRECTORS OF GUARANTY TRUST

- C. M. SHANKS, Director of National Biscuit, Quiz Show sponsor.
- R. T. STEVENS, director of General Electric, a Quiz Show sponsor, and of the Rockefeller Foundation, and former Secretary of Army.
- E. WILSON, director of General Motors, a Quiz Show and former Secretary of Defence.



This partial list already contains five directors of Manufacturers Trust and Guaranty Trust banks who are also directors of corporations that sponsored quiz shows.

That's only the beginning of the story. Let's take a look at the boards of the equally innocent TV networks.

THE "POOR" NETWORKS

If you believe the testimony of network officials, they knew nothing of the fakery, being in the entertainment business and unaware of sordid commercial details.

- Who are these "entertainers"?
- ROBERT LOVETT, of Brown Bros., Harriman & Co., director of CBS and N. Y. Life Insurance.
- MRS. D. HORTON, director of RCA (NBC) and N. Y. Life Insurance.

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