

& Schorr, Philadelphia, and Tasty Baking through Aitkin-Kynett, Philadelphia. Each sponsor has an equal share, and under a rotation plan there will be three sponsors for each game. Play-by-play will be handled by Byrum Saam, Frank Simms and Claude Haring.

Pittsburgh Pirates: KDKA Pittsburgh will broadcast the entire Pirate slate with 35 of these (and possibly more) to be presented on KDKA-TV. On radio the coverage will be provided to a network of 26 stations in Pennsylvania, Ohio and West Virginia. The sponsorship this year will be by Atlantic Refining Co. through N. W. Ayer & Son, New York; Ford Motor Co. of Allegheny County through J. Walter Thompson, New York, and Iron City Brewery through Ketchum, McLeod & Grove, Pittsburgh. Jim Woods, Bob Prince and Paul Long will do the sportscasting.

San Francisco Giants: KSFO San Francisco and Golden West Network will broadcast entire schedule with Falstaff Brewing Co. through Dancer-Fitzgerald-Sample, N. Y.; J. A. Folger Co. (coffee) through Fletcher Richards, Calkins & Holden, San Francisco and American Tobacco (Tareyton cigarettes) through Lawrence C. Gumbinner Adv., N. Y., each sharing 1/3 sponsorship. The Giants also will break their self-imposed tv barrier with 11 telecasts—all away games with the Los Angeles Dodgers—on KTVU (TV) San Francisco-Oakland. Falstaff picks up the entire tv tab. This is the first tv venture for the Giants since moving to the west coast in 1958. Russ Hodges and Lon Simmons will handle commentary on both radio and tv.

St. Louis Cardinals: As in previous years, KMOX St. Louis will feed a radio network of some 60 stations in nearly a dozen states for sponsorship by Anheuser-Busch's Busch Bavarian beer through Gardner Adv., St. Louis. Although there is no telecasting when the Cardinals play at home, about 40 road games will be carried for Busch on KPLR-TV there. For many years the Cardinals radio network has claimed to be the biggest, but it is being challenged now as some of the other regional groupings press the 60-station mark, too.

NETWORKS

CBS-TV: Approximately 160 stations will carry CBS-TV's *Baseball Game of the Week* in the U. S. and about 40 Canadian stations will present about 12 games out of 50 contests scheduled on Saturday and Sunday by the network. Network officials said they were lining up various regional sponsors for the games but could announce at this time that only Falstaff Brewing Co., through Dancer-Fitzgerald-Sample, would underwrite the games in various areas of

Bonus for top spot

The new Minnesota Twins are claiming a baseball first in their "incentive plan" sale of broadcasting rights to WTCN-TV and WCCO, both Minneapolis-St. Paul. Simply, here's the plan: The Twins sold their rights on the basis of finishing anywhere between fourth and tenth place. If the Twins finish higher, the stations will pay an additional rights fee. A first place finish would net an estimated extra \$60,000 for the team, a 10% boost.

the Midwest. Former major league stars Dizzy Dean and Peewee Reese will handle the announcing chores.

NBC-TV: Weekend telecasts of top major league games will commence on 150 stations April 15-16. A total of 50 Saturday-Sunday games will have been telecast when the last tv game is played on Oct. 1. Lindsey Nelson and Joe Garagiola will call the play-by-play on NBC-TV's *Major League Baseball* series. First advertisers to sign: General Insurance Co., via Cole-Weber Adv., Seattle, for one-quarter on alternate Sundays; Anheuser-Busch, Busch Bavarian beer, via Gardner Adv., St. Louis, one-half sponsorship on both Saturday and Sunday in the Midwest. The games will not be seen in any major league market, and no colorcasts have been set.

Baseball in full color promises future profit

WGN-TV Chicago, which last year began full scale colorcasting of baseball games, feels the impact of color tv might very well establish a "New Frontier" in the national pastime. Last year's experiment—the colorcasting of 120 games of that city's White Sox and Cub games at virtually black-and-white prices—prompted these words from Ward Quaal, WGN-TV's vice president and general manager:

"Color is a most potent and dramatic innovation in television, adding a fourth dimension of increasingly greater importance to the matchless combination of sight, sound and motion. We believe in color because it is *better* television."

Indicative of Mr. Quaal's feeling is WGN-TV's new radio and tv center on Chicago's north side, an all-color operation featuring live, local programming and increased emphasis of the use of color prints on feature and syndicated film prints.

Financial reflection actually will not be realized until 1962 when the broadcast rights of both the Cubs and White

Sox will undergo revision because of the National League's expansion plans (meaning an additional eight games to the Cubs' schedule) and the possibility of nighttime colorcasting which the station hopes to install.

WLWT (TV) Cincinnati, successful pioneer in nighttime colorcasting, also will not realize any additional profits from its venture until 1962 when the Redleg rights are renewed. No figures are available from 1960's test, but WLWT officials report a heavy saturation of color set sales in Cincinnati and a solid share of the audience despite the fact that the Redlegs had a relatively poor season.

Pulse to start a new in-home interview method

The Pulse Inc. will announce officially this week the start of a new in-home interview method which is designed to eliminate two problems that occur regularly in its monthly or bi-monthly reports on viewing and listening. A Pulse spokesman said last week that continuing coincidental in-home interviews began March 1 in the top 20 markets, and the service will expand to all markets "as quickly as possible."

The new interview technique, which, in effect, will validate the research company's recall findings based on the roster reconstruction method, has been initiated to check upon the listening and viewing by (1) the not-at-home families, and (2) short-span memory loss. Results of the coincidental in-home interviews, which will constitute 6-9% of the total aided recall interview sample, will be released at no extra charge to clients in the regular monthly or bi-monthly Pulse reports.

Agency appointments...

▪ Benson & Hedges (Canada) Ltd. appoints James Lovick & Co. Ltd. and Kenyon & Eckhardt Ltd. for handling of new cigarette accounts. Media plans will be announced at a later date.

▪ The American Petroleum Institute, N.Y., appoints J. Walter Thompson Co. for a program of research and advertising to stimulate automotive travelling. A research project now underway is designed to learn what motivates car owners to travel and to give an indication of which advertising media will be most effective to attain the institute's objective.

▪ Exquisite Form Brassiere Inc., N.Y., appoints Kastor, Hilton, Chesley, Clifford & Atherton, that city, as its advertising agency for the Exquisite Form Brassiere and Feminine Form divisions. EF's budget will be above last year's (\$500,000), and will be used in both print and broadcast media.