

Hudepohl Brewing (Stockton-West-Burkhart) Reds.
 Hygrade Foods (Doner) Tigers.
 Kraft Foods (JWT) *Red Sox.
 Kroger Stores (C-M) *Cardinals.
 Jays Foods (Lilienfeld) *Cubs.
 Liggett & Myers (JWT) Twins.
 P. Lorillard (L&N) Braves.
 Lucky Lager Brewing (BBDO) *Giants.
 Magakist Rug Cleaning (Greenwood) *White Sox.
 Midas Mufflers (Simons-Michelson) *Tigers.
 Benjamin Moore (Dreher) *Mets.
 National Bank of Detroit (C-E) Tigers.
 National Brewing (Doner) Senators, Orioles.
 Narragansett Brewing (NH&S) Red Sox.
 Northern States Power (C-M) Twins.
 Oak Park Federal (Connor) Cubs.
 Pabst Brewing (K-E) Tigers, *Dodgers.
 Peoples Gas Light (FC&B) Cubs, White Sox.
 Pepsi-Cola Bottlers (Acomb) Reds.
 Phillip Morris (Burnett) Giants.
 Phillips Petroleum (JWT) Cubs, White Sox.
 Pittsburgh Brewing (KM&G) Pirates.
 Pittsburgh National Bank (KM&G) *Pirates.
 Plymouth Dealers (Ayer) Pirates.
 Pure Oil (Burnett) Tigers, Twins, *Braves, Indians.
 Rambler Dealers (Various) White Sox, *Mets.

R. J. Reynolds (Esty) Cardinals, Cubs, White Sox, Indians, Orioles, Phillies, NBC package.
 Rheingold Beer (DDB) Mets.
 Schlitz Brewing (Burnett) Astros.
 Security First National (Y&R) Dodgers.
 Serta Mattress (Doner) Cubs.
 Shell Oil (O&M) Cardinals.
 Standard Oil of Calif. (BBDO) Angels, Giants.
 Stroh Brewing (Zimmer, Keller & Calvert) Tigers.
 Sun Oil (Esty) Reds, Indians, Tigers, Orioles, Mets.
 Tasty Baking (Aitken-Kynett) Orioles.
 Texaco (B&B) Cubs.
 Tidewater Oil (Grey) Yankees.
 Tressler Oil (Friedman) Reds.
 Twin City Federal (Colle & McVoy) Twins.
 Union Electric (Gardner) Cardinals.
 Union Oil of Calif. (Smock, Debnam & Waddell) Dodgers.
 United Air Lines (Burnett) *Cubs, *White Sox.
 United California Bank (Wasey) Angels.
 Utz Potato Chips (Torrieri-Myers) *Orioles.
 Western Air Lines (BBDO) *Twins.
 Western Oil (Forney) Twins.
 Western Pa. National Bank (K&E) *Pirates.
 Geo. Wiedemann Brewing (Rockwell, Quinn Wall) Reds.

TV announcing.

Pittsburgh Pirates ■ KDKA-AM-TV have one-third rights to the Pirates in a new multi-year contract. KDKA-TV will feed 38 road games, the largest number of Pirates' games ever televised, to a five-station network. Some of the games will be carried in color. KDKA will originate 177 games, including 15 exhibitions for a 27-station radio network in Pennsylvania, Ohio and West Virginia. Pre and postgame shows on radio and TV will be locally originated. Pittsburgh National Bank through Ketchum, MacLeod & Grove will be one-half sponsor of the pre and postgame shows on KDKA-TV, the other half is open. Sponsors for those programs on KDKA will be Avis Rent-a-Car through Marcus Advertising, Allegheny Airlines through KM&G, General Mills through Knox Reeves, Western Pennsylvania National Bank through Kenyon & Eckhardt, Milkland Inc. through Thompson & Associates, Joseph Ziskind through Lou Sautell and Sipes Paint through Fourth Allegheny Corp. Bob Prince, Don Hoak and Jim Woods will handle the radio-TV coverage.

St. Louis Cardinals ■ KMOX St. Louis again expects to have the largest radio network in baseball with a 100-station lineup to take 174 Cardinals' games, including 12 exhibitions. Pre and postgame shows will go to the network for local sale. On KMOX the pregame *Dug-out Interviews* will be co-sponsored by Steak & Shake placed direct, and Mayrose Packing Co. through Batz-Hodgson-Neuwoehner. The postgame *Scoreboard* will be co-sponsored by the Dodge Dealers through BBDO and Kroger stores through Campbell-Mithun. The postgame *Star of the Game* is still open. KSD-TV St. Louis anticipates putting together another 13-station network to carry 22 road games. Harry Caray and Jack Buck will handle the radio-TV announcing with Jerry Gross also on TV.

San Francisco Giants ■ KTVU(TV) Oakland-San Francisco will carry an expanded schedule of 19 television games this season, an increase of eight games over previous years. The staple of the package is again the nine games played with the Dodgers in Los Angeles. One Sunday pickup from every other league city and two exhibition games complete the TV lineup. Four games will be colorcasts. Pre and postgame sponsors are: General Mills through Knox Reeves, Household Finance through Needham, Harper & Steers, and Volvo Import Inc. A 10-minute pregame show with Jackie Jensen will be sponsored by Lucky Lager Brewing through BBDO and New Century Beverage. Ksfo San Francisco will originate 10 exhibitions plus the regular 162-game schedule for a 17-station radio network in California,

and Arizona. The basic television coverage of KTTV(TV) Los Angeles will again be limited to the nine games with the Giants played in San Francisco. Two additional pickups this season will be exhibition games from Atlanta and San Diego. The pregame TV shows will be sponsored by Pabst Brewing through Kenyon & Eckhardt and the postgame shows will be co-sponsored by Carnation Co. through Erwin Wasey, and General Cigar through Young & Rubicam. Vin Scully and Jerry Doggett will handle the announcing on radio-TV. For the ninth straight year kwkw Pasadena-Los Angeles will carry the Dodgers schedule in Spanish sponsored by Union Oil of California through Smock, Debnam & Waddell.

New York Mets ■ WHN New York will feed a 190-game schedule including 28 exhibitions, to a nine-station radio network in New York and Connecticut. WOR-TV New York will carry 129 games, including three preseason. All 81 home games and a few road games are set

for color. Pregame shows will be sponsored by Benjamin Moore & Co. through Monroe F. Dreher and postgame shows are bought by Rambler though Needham, Harper & Steers. Lindsey Nelson, Ralph Kiner and Bob Murphy will handle the radio-TV announcing.

Philadelphia Phillies ■ WFIL-AM-TV Philadelphia have virtually the same programing and station lineups they had last year. WFIL will feed 182 games, including 20 exhibitions, to a 23-station radio network. WFIL-TV will originate 64 games, including two preseason, for a four-station network. Day and night road games and day home games are on the TV schedule. On radio, 5-minute and 10-minute pregame programs and an openend postgame show will be carried. Sponsors for these shows include Aamco Transmissions through Wermen & Schorr, and Chrysler dealers through Young & Rubicam. There will be 30 minutes devoted to pregame TV programs. Richie Ashburn, Byrum Saam and Bill Campbell will handle the radio-