

road games, and will go to stations in Texas, Louisiana and New Mexico. A pregame and postgame package on the English-language radio and TV networks will be co-sponsored by Monsanto Chemical through Doyle Dane Bernbach. The other half is open. Handling the play-by-play and adjacent English programming will be Gene Elston, Lowell Passe, and Harry Kalas. Rene Cardenas and Orlando Sanchez Diego will do the Spanish-language feeds.

Los Angeles Dodgers ■ **KTTV(TV)** Los Angeles, for the 10th year, will carry the Dodgers' TV games, and, as in the past, the regular season televised schedule will be limited to the nine games against the Giants in San Francisco. Two exhibition games from Miami and Houston are also slated. All 11 will be in color. The preseason games last year were in black-and-white. Additional TV games may be added if the pennant

Ralph Kiner. Sponsors have not been disclosed. **WJRZ** Newark, N. J., which also has signed for five years, plans to cover 189 games, including all 27 exhibition contests. It will feed **WGLI** Babylon, N. Y. (another five-year commitment), and **WNAB** Bridgeport, Conn. (signed for one-year). Other stations are expected to join the network. **WJRZ** has tentative plans for a pregame and postgame show as do its two network outlets. Radio-TV announcers for the games will be Mr. Kiner, Lindsey Nelson and Bob Murphy.

Philadelphia Phillies ■ **WFIL-AM-TV** Philadelphia ends its three-year contract with the Phillies this year. **WFIL** will feed 162 games to 24 radio stations in Pennsylvania, Delaware and New Jersey. It's scheduling a 10-minute pregame show, sponsored by Chrysler through Young & Rubicam, plus a five-minute show with Richie Ashburn before game time, and a 10-min-

utes of a doubleheader, has been purchased locally. **KDKA-TV** Pittsburgh will feed 38 road games, the same number as 1966, to a five-station network in Ohio, Pennsylvania and West Virginia. Sixteen of the games are already scheduled as colorcasts. Pregame and postgame shows will be scheduled for some of the televised games. Bob Prince and Jim Woods will return as the radio-TV play-by-play team and will be joined by Nelson King for his first year at a Pirates' microphone.

St. Louis Cardinals ■ **KMOX** St. Louis continues to feed one of baseball's largest radio networks, 100 stations, a 190-game schedule that includes 28 preseason games. Pregame and postgame features go to the network for local sale. **KSD-TV** St. Louis will feed 22 games, for the first time all will be in color, to a 13-station network in Missouri, Illinois, Kentucky and Tennessee. Harry Caray, Jack Buck and Jerry Gross will handle all the radio-TV announcing.

San Francisco Giants ■ Following last year's lead, **KTVU(TV)** Oakland-San Francisco will carry 19 games, including two exhibitions. These include the nine Dodgers games from Los Angeles. Eighteen of the games will be in color, compared to only four last year. Of the two pregame TV shows, one has Anheuser-Busch through Gardner Advertising and Air California through Pereira/McFadden as co-sponsors; the other will be backed by Volvo dealers through Carl Ally. Postgame show sponsors will be General Mills through Knox Reeves and Household Finance through Needham, Harper & Steers. **KSFO** San Francisco, in its 10th year with the Giants, will feed 11 exhibitions plus the regular season to an 18-station radio network in California, Arizona, Nevada and Hawaii. Armour & Co. through Young & Rubicam is half-sponsor of the pregame and postgame shows. Del Monte through McCann-Erickson will alternate on the pregame and Bay Area Chrysler Dealers through Y&R will alternate on the postgame. The radio-TV play-by-play and adjacent shows will be handled by Russ Hodges and Lon Simmons.

AMERICAN LEAGUE

Baltimore Orioles ■ **WBAL** Baltimore will feed 14 exhibition games plus the regular season schedule to a radio network expected to exceed last season's 60 stations. As world champions the Orioles figure to attract audiences from Delaware south to Florida and west to Louisiana. The 10-minute pregame show and five-minute postgame shows will be fed to the network for local sale. Under a new two-year contract, **WJZ-TV** Baltimore will carry 52 games this season, the same as 1966, but for

CBS takes no chances on color for Yankees

Color equipment may be more abundant than ever, but CBS Inc. isn't taking any chances on promised delivery schedules when it comes to its offspring New York Yankees.

WPIX(TV) New York, which will carry the Yankees' games, has new RCA color cameras on order with delivery scheduled well before the first game in April. But CBS wants nothing to stand in the way of the TV audience getting a colorful eyeful of the newly painted stadium, the new royal blue Fiberglas bleachers

and the new turf.

CBS-TV is leasing to the Yankees five GE PE-250 color cameras (which will be manned by **WPIX** crews) for the season. In the fall, the cameras will go back to the network.

Among the innovations planned by Michael Burke, Yankees president, will be placement of cameras in dugouts for field-level shots. Still uncertain is if Mr. Burke's pictorial program calls for the cameras to pan the stands if the house is thin.

race is tight and the Dodgers are involved. **KFI** Los Angeles will feed 28 exhibitions plus the regular schedule to a 10-station radio network in California, Nevada and Arizona. Included in the feed is **KOY** Phoenix which keys an auxiliary Arizona network. Pabst Brewing through Kenyon & Eckhardt will sponsor a pregame show on radio and TV. Carnation Co. through Erwin Wasey is half-sponsor on radio and TV of the postgame program with General Cigar through Young & Rubicam taking the other half on radio. A half is still open on TV. Vin Scully and Jerry Doggett will do all the air work on radio-TV.

New York Mets ■ **WOR-TV** New York starts its second five-year contract with the Mets with 120 games, including three preseason. Its color schedule lists 75 home games and as many as 37 out of 45 road contests. The majority of the games, 70, will be at night. It will program postgame segments with

ute postgame program, which is not sold yet. **WFIL-TV** has organized a 60-game schedule, including two exhibition contests, with some of the games to be fed to three stations in the state. Color telecasts might be introduced this year. **WFIL-TV** plans three 10-minute pregame shows, handled respectively by Mr. Ashburn, Gene Mauch and Bill White. Jim Bunning will be host on a 10-minute postgame program. Sponsors for pregame and postgame shows are to be announced. Announcers for the games on radio and TV are Mr. Ashburn, Byrum Saam and Bill Campbell.

Pittsburgh Pirates ■ **KDKA** Pittsburgh will carry 177 games, including 15 preseason, and feed them to a 28-station radio network in Pennsylvania, Maryland and West Virginia. Ten-minute pregame and postgame shows will be carried on **KDKA** only and are sold out on participating basis. Another show, *Pirate Dugout*, to be carried between