

Radio, TV Pay 9 Million to Baseball

Newton Faces Steers In SWC Opener Today

NEW YORK, (AP)—Organized baseball, with only the Milwaukee Braves and Kansas City A's out of the picture, will collect a record \$9,300,000 this year for the rights to broadcast and telecast major league games.

This represents an increase of 50 per cent or \$3,100,000 over 1956.

A survey by the magazine Television Age in its March 25 issue revealed that the Brooklyn Dodgers will televise more games than any other team, a total of 102, all 77 home games and 25 on the road. The Dodgers and the New York Yankees will collect the biggest financial chunk, \$750,000 each for their TV and radio rights.

The New York Giants are third in this respect with \$600,000 and Detroit fourth with \$450,000. Pittsburgh's taking of the TV plunge (the Pirates will televise 24 away games) leaves only Milwaukee and Kansas City out of the video pay-off.

Advertising sponsors, of which tobacco, beer, oil, gasoline and razor blade companies, make up the

majority, will pay out \$31,800,000 for the regular season games, the All-Star game, the World Series and pre-game shows. The 1957 figure is \$5,600,000 more than advertisers spent for baseball last year.

Of the \$31,800,000 to be spent this season by the advertisers, an estimated \$22,500,000 will go for non-baseball expenses such as payments to announcers, advertising agencies and station rentals.

By JIMMY CARRELL

Lefty Toby Newton of Galveston will take the mound for the Texas Aggies today at 3 p.m. opposing the Texas Longhorns in a Southwest Conference baseball curtain raiser.

Newton, with a record of 1-0, is slated by Coach Beau Bell to start this important series, the winner expected to be off and running as a serious contender for the title.

The Longhorns, along with Baylor and SMU rate pre-season nods for the first division, relegating TCU, last year's champion, Rice and the Aggies to the second division.

Posting a SWC record of 3-4 last season, Newton is regarded as a

strong contender for all-conference honors. Newton gained a victory over Texas Lutheran and has pitched 11 innings, striking out 10 batters.

Texas coach Bibb Falk is expected to send righthander Harry Taylor, junior hurler from Ft. Worth, against the Aggies. Taylor had a record of 3-10 last year in one of the Steers' worst baseball seasons but struck out 102 batters in 103 innings, lacking just six of breaking the SWC record.

Coach Bell has also announced that his starter at 2 p.m. Saturday will be team captain Dick Munday of Bryan and he will probably face the Longhorn's Howard Reed, an outstanding sophomore pitcher from Dallas.

Munday has been credited with one loss this year and posted a SWC mark of two wins and four losses last year. Munday has pitched 6½ innings this year, giving up seven hits. He is one of the leading hitters, batting .300, including two doubles in this three hits.

Reed posted a 6-0 record for the Texas frosh last year, striking out 69 in 47 innings. If he isn't ready then Falk will probably counter with J. L. Smith, a returning serviceman who was voted the most valuable player in the 1953 NCAA tourney.

Donnie Hullum, righthander from Baytown, who has been most effective for A&M this year, will be in reserve. Hullum's record is 0-0, but he has pitched 10 innings, giv-

ing up two runs and has an ERA of 1.80.

Wendell Reed, of Jefferson, first baseman for the Cadets, is the leading hitter, playing in three games and batting .364 on four hits in 11 trips. He has one double.

Gary Herrington, catcher from Baytown, follows closely with four singles in 12 at bats for a .333 average. Frisco's James Smotherman has picked up five base blows in 17 tries for a .294 average.

Texas' starting outfield consists entirely of lefthanded hitters, with leftfielder Bill Moore, centerfielder Roy Menge and rightfielder Pete Embry all swinging from the right side of the plate. Johnny Elam, a righthanded batter, may start in left field in place of Moore.

Either George Gainley or Dick Carrington is scheduled to start behind the plate.

AGGIES	STARTING LINEUPS	TEXAS
Reed	1B	Good
Mullins	2B	Van Rosenberg
Gibson	3B	Woodman
Balke	SS	Lowry
Tuttle	LF	Moore
Thomas	CF	Menge
Smotherman	RF	Embry
Herrington	C	Gainley
Newton	P	Taylor

SWC SCHEDULE
Mar. 22—Texas at College Station, 3 p.m.
Mar. 23—Texas at College Station, 2 p.m.
Mar. 29—Baylor at Waco.
Mar. 30—Baylor at Waco.
Apr. 5—TCU at Fort Worth.
Apr. 6—TCU at Fort Worth.
Apr. 12—SMU at College Station, 3 p.m.
Apr. 13—SMU at College Station, 2 p.m.
Apr. 18—Brooke Medics at San Antonio, 8 p.m.
Apr. 19—Brooke Medics at San Antonio, 2 p.m.
Apr. 26—Rice at Houston.
Apr. 27—Rice at Houston.
Apr. 30—SMU at Dallas.
May 3—Rice at College Station, 3 p.m.
May 7—Baylor at College Station, 3 p.m.
May 10—TCU at College Station, 3 p.m.
May 14—Texas at Austin.



TRIO OF TEASIPS—The University of Texas baseball team expects to rely heavily on this trio, which represents three eras for the Longhorns. Howard Reed (left) is a prized sophomore while Harry Taylor (center) was the Steers' only dependable hurler throughout 1956. J. L. Smith (right) helped the Texas nine achieve national recognition in 1953 and was chosen the most valuable player of the NCAA baseball tourney that year.

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Table Tennis Meet in MSC Over Weekend

The MSC Table Tennis Committee is sponsoring a tournament open to all A&M students Saturday and Sunday in the game room.

Five trophies and one medal will be awarded to singles and doubles winners, announced Hal Wallace, tourney chairman. Trophies will be awarded to the singles, doubles and consolation champions and singles runner-up. The trophies are on display in the MSC bowling alley.

Entrance fees are 75 cents for singles participants and \$1 per team for doubles. The deadline for entering is Friday at 8 p.m. Fees may be paid at the bowling alley desk.

ST. PETER, Minn. (AP)—Sharpshooting D. L. Smith of Gustavus Adolphus scored his team's first 19 points in the second half of its basketball victory over Macalester. Smith finished with 37 points.

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Professors practice what they preach... and vice versa

Following a practice of twenty years, Pratt & Whitney Aircraft will again welcome a group of college professors as members of the engineering staff during the coming summer months.

Last year our "summer professors" represented colleges from coast to coast. They tackled important projects in such diverse fields as instrumentation and vibration, combustion, compressible flow, and materials development. Despite the limited time available to these men, they made significant contributions to our overall effort.

Though it was to be expected that both the company and the participating professors might benefit directly from such a program, the sphere of influence has been much broader. The many students who are taught by these professors during the college year are sharing the ultimate benefits... profiting from lectures that are sparked by the kind of practical experience that can be gained with a recognized industry leader like Pratt & Whitney Aircraft.

Several "summer profs" voluntarily spent part of their time conducting refresher courses for P & W A's young engineers.

One assignment involved a comprehensive survey of equipment for the expansion of high-altitude facilities in Willgoos Laboratory, the world's most complete, privately owned jet engine lab.

Technical contributions were varied. Worthwhile assistance was given in vibration and instrumentation studies.

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Triandos Set for Big Year

SCOTTSDALE, Ariz., (AP)—If the eyes have it, this may be a big season for near-sighted Gus Triandos, the powerful Baltimore Orioles catcher.

Triandos says he will wear eye glasses for the entire 1957 season. "I'm really looking ahead to this season," Triandos, 26, a 215-pound native of San Francisco, said today.

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