

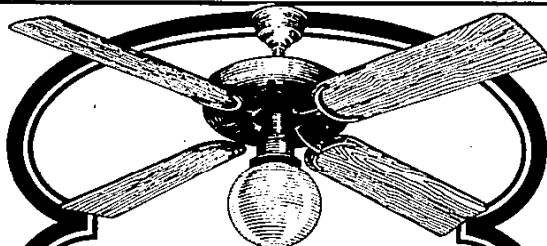
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No Open TV time

Continued from Page 17

to do it, and the ratings are very low," he said.

DICK AUERBACH, NBC's vice president of programming, seemed to agree with ABC's thinking. "We get a tremendous response to the 14 golf tournaments we televise," he said.

"But because the Senior Open comes so late in the season and because of the cost involved — close to a million dollars — I doubt we would have pursued it even if we had known of ABC's decision far enough in advance," Auerbach said.

JACK O'CONNOR, CBS vice president of Detroit sales, said, "there's a certain appeal and nostalgia surrounding it (the Senior Open), and if it were played sometime other than the summer months, we may have been interested."

"But I can speak for all the networks when I say we have to be realistic. We're in business and have a responsibility to our shareholders. It's difficult to get a return on your investments."

"We've reduced our coverage from 19 golf tournaments a year to 14. The five we've dropped are all in the summer months when the chances of high viewing are lowest."

"We can easily cover a tennis tournament with four cameras, a small production crew and one or two announcers."

"All we need to cover a fight is a truck, a cable to run into the arena, one or two cameramen and an announcer."

"But covering a golf tournament requires 40 production people, half a dozen announcers, cameramen strung out all over, cable running through 100 acres, trucks — you're talking hundreds of thousands of dollars."

"It's strictly an economic problem."

Art Wall joins Open

Art Wall, a regular member of the Seniors circuit, has 14 tour victories and \$638,816 in career earnings.

But 1959 is the year Wall — and all golf fans — will never forget.

The 57-year-old Pennsylvanian won four of his 14 tournaments in 1959, including the prestigious Masters in Augusta, Ga.

He was the leading money winner (\$53,167) and was named PGA player of the year in 1959, adding the Bing Crosby, Azalea Open and Buick Open tournaments

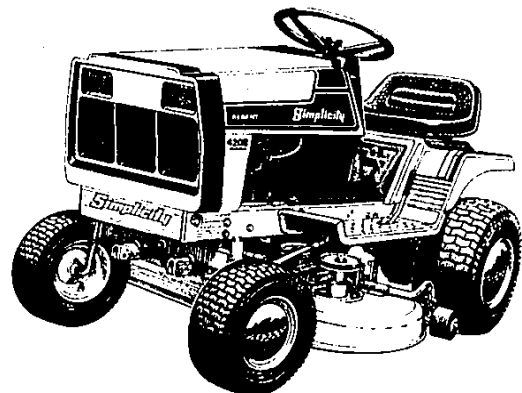
to his victory list.

Wall, who comes to Oakland Hills as an exempt player (which means he did not have to qualify) for the U.S. Senior Open,

joined the tour in 1949, but didn't win a tournament until 1953 at the Fort Wayne Open. He followed that win with a first-place finish at the 1954 Tournament of Champions.

A 1949 Duke University graduate, Wall won the 1980 Legends event with Tommy Bolt.

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