

'Pro Bowlers Tour' Again Crushes Masters

As it has for many years, "Pro Bowlers Tour" telecast of the \$150,000 Pat Boone Open in Windsor Locks, Conn. on April 13 topped the Masters golf tournament during the time period the two events were head-to-head.

During that head-to-head competition, "Pro Bowlers Tour" scored a 5.4 Nielsen rating to the Masters 3.0 on the CBS network. The Masters managed to pull even in overall ratings at 5.1 by the time coverage of the Masters went off the air at 6 p.m.

"Pro Bowlers Tour" scored with a 16 percent share to 15 percent for the Masters. Now 24 years old, the PBT on ABC has consistently led the ratings in its winter time slot on Saturday afternoons, and again this year was No. 1 in its Saturday afternoon time slot.