

# FOOTBALL SPONSORS

SPONSORSHIP of the major grid-iron games of the 1949 season began to take tangible form with reports starting to come last week on completed contracts. Both radio and television are on the agenda of advertisers which include Chevrolet, Standard Oil of Indiana, Tidewater-Associated Oil Co., Richfield and others.

A roundup of last week's activities shows:

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## **Chevrolet, Standard Oil of Ind. Buy Big 9, Notre Dame Video**

SIXTEEN Big 9 and Notre Dame games will be telecast alternately on WGN-TV and WBKB Chicago starting Sept. 24 under sponsorship of Chevrolet Motor Division, General Motors, and Standard Oil of Indiana.

Chevrolet has bought five Notre Dame games to be telecast exclusively on the DuMont network. It has also signed for those between Wisconsin and Illinois, Michigan and Illinois, Wisconsin and Northwestern and Indiana and Illinois. The entire Northwestern schedule from Evanston, Ill. [five games] will be sponsored by Standard Oil on the two Chicago stations.

Stations will also carry the six Illinois home games from Cham-paign.

Exact division of games between WGN-TV and WBKB has not been decided because of date conflicts, which also involve Notre Dame play. Notre Dame series of five includes—Sept. 24, Indiana at Notre Dame; Nov. 12, Tulane at Notre Dame; Nov. 12, North Carolina at Yankee Stadium; Nov. 19, Iowa at Notre Dame; Nov. 26, Southern California at Notre Dame.

Neither station would release a confirmation or details of the Illinois and Northwestern arrangements, although a formal announcement of the Notre Dame pickups was made two weeks ago. All Notre Dame games will be fed from Chicago to the DuMont network except for that in Yankee Stadium, to be originated by WABD New York.

Northwestern originally asked \$20,000 for the home series, while Illinois was reported to have set a \$2,000 per-game figure for its series of six. Line charges of about \$1,100 for each Illinois game are believed to have brought the package price to around \$45,000, including agency commission. The Notre Dame price, also unconfirmed, has been reported as high

as \$10,000 per game.

Local Chevrolet dealers in Columbus are backing Ohio State football on WLWC. Lineup includes five home games.

Five U. of Minnesota home games have been bought by Standard Oil of Indiana on KSTP-TV Minneapolis-St. Paul.

WTMJ-TV Milwaukee will telecast five U. of Wisconsin games from Madison.

Although the sale of Big 9 television rights is an institutional rather than a conference matter, with each school setting its own fee, members delegated authority to the conference for sale of post-game film rights. Ford Dealers Advertising Committees, New York, will sponsor a film version of Big 9 and Notre Dame games in Chicago through J. Walter Thompson Agency. Replays may be telecast on a partial network. Outlets have not been decided upon.

Campbell-Ewald, Detroit, is agency for Chevrolet, and McCann-Erickson for Standard Oil.

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## **Colorado Slate Again By Standard Oil of Ind.**

STANDARD OIL of Indiana for the third consecutive year has contracted for the entire 10-game slate of the U. of Colorado on KOA Denver. Station has broadcast the Buffaloes' games for past 12 years.

Announcement by KOA General Manager Lloyd Yoder stated that the station's sports crew will be headed by Special Events Director Bill Day and Announcer Starr Yelland.

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## **Eagle Pro Game Slate To 40 Independents**

WEIGHTMAN, Inc., Advertising, Philadelphia, has acquired the rights to broadcast the 1949 games of the Philadelphia Eagles, National Football League champions, it was announced on Aug. 15 by the Eagles and Weightman.

In its successful bid for Eagles rights, the young Philadelphia agency acted on behalf of its client, Sports Broadcast Network, new organization for airing championship sporting events of all varieties over a wide network of independent stations.

Starting with WPEN Philadelphia as key station outlet, Sports Broadcast already has signed 40 stations to carry its attractions. General manager of the network is Jack Rensel, on loan from Weight-

## **Chevy, Esso Sign**

man where he is a vice president and account executive.

Play-by-play announcer for the Eagles games will be Franny Murray, former Eagles star.

In addition to the Eagles' full league schedule of six home and six away games, the network is carrying four exhibition clashes which began with Green Bay at Green Bay, Wis., Aug. 20.

Along with the live play-by-play coverage, Sports Broadcast is furnishing a one-hour Eagles' personalities show to be supplied both live and transcribed.

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## **Tidewater for Stanford; Signs Others in West**

EXCLUSIVE TV rights have been granted Tidewater-Associated Oil Co. to Stanford U.'s 1949 home games. Stanford is considered key policy maker in the Pacific Coast Conference, which, heretofore, has maintained fear of TV effects on gate receipts.

Although cost of the games was undisclosed, it was understood KPIX (TV) San Francisco bid "more than \$17,000." In all, three bids were made, with Tidewater's offer the highest, Al Masters, Stanford's director of athletics said. Still to be negotiated was which of San Francisco's two TV stations, KPIX or KGO-TV, would telecast the games.

Stanford plays eight games this season, beginning with San Jose State on Sept. 17 and including Michigan, California, UCLA, Oregon State, Santa Clara and Idaho. Mr. Masters said PCC members California, Oregon State and UCLA only will share in TV payments, the division of which is unknown. Expected to spur TV thinking of other conference

## **Buyers' Series**

THE SEVEN-ARTICLE series, "How the Buyers' Market Can Mean Business for Broadcasting," concluded Aug. 15 in BROADCASTING, is being reprinted in booklet form and will be ready for subscribers in about two weeks. The series includes advice and selling tips from some of Radio's most successful executives. The Editors of BROADCASTING believe that every salesman of radio time can benefit by reading these articles. We hope each advertiser, agency or station subscribing to the magazine will send for a free copy. Additional copies may be obtained for 15c each. Address BROADCASTING, "Business for Broadcasting Series," 870 National Press Bldg., Washington, D. C.

schools is Mr. Masters' attitude—he is convinced TV, in the long run at least, will boost game attendance.

This marks a second season of football TV for Tidewater which last fall sponsored home games of Loyola U. in Los Angeles. It also sponsored the Shrine East-West football tilt at San Francisco last New Year's Day and the national collegiate tennis tournament in Los Angeles the spring of 1948. The company, which has signed radio rights for football games of most Western colleges, has not yet decided the stations it will place. Speculation has the most important games going to CBS Western Network. In the past, Mutual-Don Lee Network received them.

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## **Esso on 20-Stations For U. of Arkansas**

MARSCHALK and Pratt Co., New York, are setting up a regional  
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PROCTER & Gamble Radio Director W. M. Ramsey and Mrs. Ramsey lunch on the fly before leaving by plane with NBC's *Welcome Travelers* cast for a two-week tour of American airlift bases in Europe. Tommy Bartlett, who emcee's the five-a-week Chicago-originated show, took his complete talent and production crew along for guest appearances.

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