

Barney Glazer's "HOLLYWOOD HOTLINE"

If you thought that "Let's Make a Deal" was one of television's most popular daytime shows, keep your eye on its rating achievements now that it has passed over from NBC to ABC-TV, not only in the daytime 1:30 p.m. slot but, starting Feb. 7, in the Friday night 9 o'clock prime time prize. Monty Hall, born in Winni-

peg, Canada, as Monte Halparin, had a few choice words to say about the show he hosts so professionally and ingratiatingly. By the way, Hall's first name is really spelled Monte but someone along the line spent a bundle of money advertising him as Monty so Hall obligingly accepted the change.

"While we appeared on

NBC-TV," said the popular host, "NBC's dealings with us were arrogant and never sincere. We were most happy when ABC-TV quietly and efficiently picked us up when NBC took us for granted at option time at the close of five years.

"NBC never really thought we'd leave and at zero hour, when Bob Sarnoff suggested we sit down and talk, we stunned him with the news that he was trying to close the door after the horse had bolted."

The results of "Let's Make a Deal" switch to ABC-TV are short of fantastic. The show jumped the old ABC rating for that time slot from 19 Nielsen share to 32.8 share, beating out Ed Sullivan and F.B.I.

"When we first arrived," said Hall, "ABC told us that if we obtained a 25 share, we'd be a hero. We're now getting 35, even topping our 32 when we left NBC. Since then, our successor at NBC is at 14 and probably gradually dropping. One trade magazine writer said we'd die at ABC because we wouldn't get the network's promotion (we did), we

wouldn't get any publicity (we did), nor any cooperation (we did.)"

The show goes nighttime Feb. 7 in the old Don Rickles spot and that's putting "Let's Make a Deal" right on the spot because it faces, as Don did, NBC's "Name of the Game" and CBS's "Movie of the Week."

Producer Stefan Hatots, an old Chicago radio and tv pro, said, "Dean Martin has a four-months waiting list for tickets. We have a 14-months waiting list." Will the night show give away bigger prizes? "No, not more than about \$12,000. Any higher would create tax problems for winners. Anyway, we learned that winners are just as happy winning \$500 as they are winning \$1,000. So about the highest we'll go will be Cadillacs, Rolls Royces and trips around the worlds."

"Let's Make a Deal" is a nutty show. As Hatots said, "Where else can you find a surgeon who earns \$250,000 a year, who paints himself green, stands in line with his wife, and winds up happily with 11 pigs?"

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