ANA

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than doubled our network sponsors during the past 90 days.

"The interesting thing is that while, as we might expect, the country's largest advertisers like Procter & Gamble, Colgate, General Foods, Swift, Kraft, Ford and others are naturally turning to television as a new advertising medium, at the same time the smaller advertisers like Bates Fabrics, Disney Hats, Motorola and Unique Toy Co. are also finding that network television is paying off for them."

Commenting on program trends, Mr. Trammell reported on the decline of video sports time by nearly 50% during the past year, with sports telecasts accounting at present for only 27% of the television schedule. More time is being given to feature films, kid shows, variety, news, music and drama. "Sports have played and will continue to play an important part in television programming," but from now, he stated, network sports telecasts will be increasingly confined to events of national or regional interest, with baseball and football becoming primarily local program TV features.

He noted that audience acceptance of feature films and film shorts is declining. Last spring films were the most popular type of program on the air. The latest ratings, however, show films in fifth place, following variety, drama, sports and audience participation programs.

Looking ahead, Mr. Trammell predicted that within a year video audiences will be watching the same type of five-a-week serial dramas that they now listen to on audio. Video adaptations of comedy shows, such as the Fred Allen program, which could utilize a standard Allen's Alley set with the characters in costume, would also make good television material, he said.

Young & Rubicam is "bullish" on television, S. L. Weaver Jr., radio and television vice president of that agency said. Of the 36 clients served by the New York office of Y & R, he said, ten are now using television and "13 additional clients . . . are now considering a television plan specifically interpreted to their problems."

Y & R has found, Mr. Weaver reported, "that most commercials are more powerful in impact if done on films, with all the latitude you get in film production and, of course, the expense. But the selling message is the payoff moment, and you will find, or perhaps you have found already, that the high budget on film commercials is money well spent.

"If you haven't been in the medium," he warned, "stand by for costs of several thousand dollars a minute for commercials, and don't be alarmed either. Because you may be the first to say, when you have viewed them, that the dollar return on that expenditure will be the highest in your budget.

"We just finished a job where, to get what we wanted, we had to have 14,000 feet of film shot to get 22 feet we now use." The film featured a cat in a Bigelow Sanford commercial.

"If your strategic use of the show business [TV] medium is right," Mr. Weaver concluded, then failure of individual programs—tactical failures—will not prevent you from success in the medium. It will delay you and perhaps bring on those ulcers, but better ulcers . . . now than temporary peace while your competitor spends the money and the nerves to get himself a hit show and a clicking commercial. Because he will be making sales to your customers while you wait.

"Don't gamble with your company's future.

"Play safe—get into television now."

Cuff Gives Views

The national advertiser has to help the retailer in television if he is going to make full use of this new medium, Sam Cuff, television consultant to Allied Stores Corp., declared.

The best way he can help, Mr. Cuff said, is by making available to the retailer, particularly the department store, a supply of open-end commercials for the manufacturer's product into which the store can insert its own commercials and for which the store will buy the air time.

He pointed out that it "simply does not make economic sense for any individual retailer to stand the entire cost of making a pictorial selling presentation for his exclusive use, when the same pictorial selling material could be used in more markets by many other retailers."

A TV broadcasting industry of a thousand stations with a total investment in plant of about a quarter billion dollars by 1955 was envisaged by J. R. Poppele, WOR vice president and president of Television Broadcasters Assn.

Mr. Poppele reported that the 41 TV stations now on the air represent an investment of $750,000 per broadcaster.

The 85 stations now being built will cost on the average of $593,000, he said. With additional savings accruing to future builders "the average station of tomorrow, comprising the remainder of the 303 unassigned allocations (currently frozen) will represent an investment of about $325,000. . . . A mere $189,591,000 has been and will be poured into television between now and, let us say, 1950."

Once the primary market areas are covered, Mr. Poppele continued, satellite stations — so-called "because their life-blood will come from the transfusion given them by network connections to principal cities"—will rise up in the smaller communities and rural areas.

He estimated that by 1955 there will be some 600 of these satellites, built at an average cost of $90,000 and adding $54 million to the TV plant investment for a grand total of $243,591,000.

"Within a four-year span television will have accomplished network-wise what it took radio more than a decade to accomplish," he concluded.

Reviews TV Set Output

Reporting on TV sets, Fred Kugel, publisher of *Television* Magazine, said that this year's estimated production of 750,000 sets plus the 178,000 produced last year will mean close to a million video receivers by the end of 1948.

"In 1949," he said, "industry estimates make it reasonable to expect production of a million and a half receivers. . . . By the end of 1953 . . . there will be between 12 and 14 million receivers in American homes."

Grouped with Mr. Poppele and Mr. Kugel in a statistical section of the evening's program was the report of Dr. Thomas E. Coffin of Hofstra College on the effects of television on entertainment and advertising.

William N. Connolly, director of advertising, S. C. Johnson & Son, Racine, Wis., was elected ANA board chairman at last Tuesday's business meeting.

Mr. Connolly was former vice president of the group and succeeds Robert B. Brown, Bristol-Myers, in the chairmanship. He has also been active in the ANA Radio Council, the Advertising Council, U. S. Chamber of Commerce Advertising Committee, and is a board member of the United States Trade Mark Assn.

Officers who were reelected include W. B. Potter, Eastman Kodak Co., Rochester, for a second term as ANA vice-chairman, and Paul B. West, president. Treasurer and secretary will be named following the first board meeting.

Members elected to the board for a three-year term are: William A.