

## Telestatus

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ness with 77 accounts on its six stations. Los Angeles was in second place, handling 53 advertisers. Chicago had 48 spot accounts and there were 45 in Philadelphia. The leading single station market in this classification was New Haven, which had 23 different spot accounts.

In the local field, Rorabaugh reported 1,141 accounts active during the September test week. This is an increase of 59 from the month before and sets a record for local advertisers.

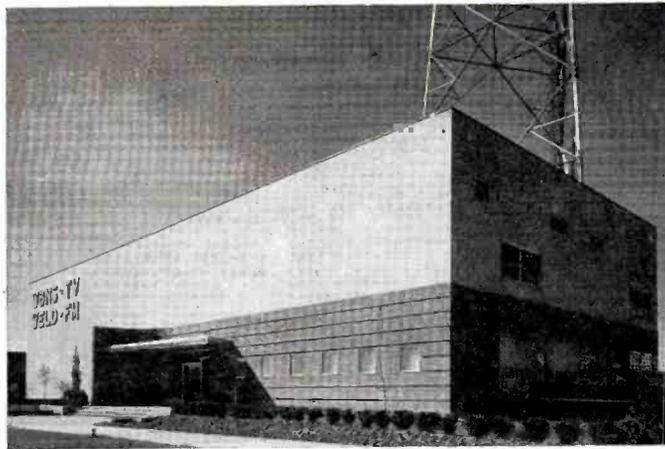
By far the strongest market in this classification was Los Angeles which had 115 local accounts on its six stations. (Los Angeles' seventh station, KECA-TV, went on the air Sept. 16, after the test week, and is not included in this report.) Philadelphia, a not too close second, had 59 advertisers placing local business, and the 56 accounts in Washington put that market in third place.

Greatest gain in the total number of new accounts was in New York which added 31 for the month (Table III). The increase in network business was an important factor in this gain, accounting for 19 of the new accounts. Spot and local business had six new advertisers in each field, an average of one each for the six local stations. Providence and Wilmington, which are shown in Table III as having gained 39 and 37 advertisers respectively, are new markets. Omaha, which also was not listed in August, started with 18 accounts.

### Boston Increase

Second greatest gain in the number of advertisers was recorded by Boston which picked up 28 accounts on its two stations. Memphis, Miami and St. Louis were the only three cities which Rorabaugh reported as losing accounts.

In September, Los Angeles continued its lead in total advertisers, recording a gain of 21 from the month before for 193. The other six-station market, New York, continued in second place with 178 accounts. In third place for both months was Philadelphia, gaining



NEW "Tele-Center," officially opened Oct. 15 by the Columbus (Ohio) Dispatch, is reportedly the first television station to accommodate studios and transmitter in a structure with standard industrial framing. Designed and built by The Austin Co., the building houses all of the facilities of WBNS-TV and the transmitter for WELD (FM) The large video studio occupies the full height of the building at one end on the extreme left and is flanked on one side by a large two-level property shop and storage area.

25 pieces of business for a September total of 163. This is a three-station market.

Other cities with over 100 advertisers were: Chicago (156), four stations; Baltimore (146), three stations; Detroit (139), three stations; Washington (137), four stations; Boston (120), two stations, and Cleveland (106), two stations. The latter two cities were not in the over 100 advertisers list for August.

Food and Food Product advertisers continued to be the largest overall user of television time in September (Table IV). There were 248 such accounts active during the month, including 162 local, 78 spot and eight network. Derby Foods Inc., General Foods Corp., and Phillips Packing Co. were active in both the spot and network field, with spot business confined to two or three stations.

With a total of 184 accounts, Automotive, Automotive Accessories and Equipment advertisers were in second place. Eight sponsors used the networks and there were 13 spot accounts and 163 local. Oldsmobile Div. of General Motors backed three quarter hours a week of CBS-TV News on eight sta-

tions in addition to spot schedules on 36 stations.

In the classification of Radios, Phonographs, Musical Instruments and Accessories there were 163 advertisers, making this category third in total accounts. Local advertisers were very heavy users of television, in most cases using the medium to promote the sale of TV sets. There were 148 local advertisers, 11 spot and four on the networks. All of the network advertisers also had spot campaigns although they were not very extensive.

On the networks were four classifications which tied for first place in the number of advertisers. Automotive, Automotive Accessories and Equipment; Food and Food Products, Smoking Materials, and Toiletries each had eight accounts. There were six advertisers of Household Furnishings, Equipment and Supplies and the radio classification was third with four different advertisers.

Beer and Wine advertisers lead in the spot field with 89 different firms placing business. Food and Food Products were second with 78 accounts and Confectionary and Soft Drink organizations had 25 representatives.

Locally the Automotive classification lead the field with 163 advertisers. Dispensers of food and food products were second with 162 and radio-TV accounts had 148 backers.

As the amount of building increases it is noted that the number of building material advertisers increased from 33 in August to 57 in September. There also were nine local building contractors who used television advertising in September. The number of gas and oil advertisers also made a marked gain, going from eight in August to 21 in September. Increases were noted in the network, spot and local fields. Local radio-TV advertisers increased from 127 in August to 148 in September.

## WBNS-TV OPENS

'Tele-Center' Dedicated

DEDICATION ceremonies of the Columbus (Ohio) Dispatch television station, WBNS-TV, were held Oct. 15 at the station's new "Tele-Center" which also houses the WELD (FM) transmitter.

Ceremonies were attended by many network and advertising officials from New York. The station is an affiliate of CBS and several top officials were present to give the network's newest station a sendoff, WBNS-TV reports.

Designed and built by The Austin Co., which has handled the engineering and construction for 15 of the 85 TV stations now on the air, the new "Tele-Center" is described by WBNS-TV officials as the first television station to accommodate studios and transmitter facilities in a structure with standard industrial framing.

The station has been designed and located on a three-acre plot to permit the ultimate addition of AM and FM studios and a general office building in an integrated broadcasting layout.

WBNS-TV transmits on Channel 10 (192-198 mc) with power of 14.4 kw visual, 7.2 kw aural.

## J. T. WILNER

Takes Up WBAL-TV Post

JOHN T. WILNER, former engineer in charge of CBS television transmitter development, has joined WBAL-TV Baltimore as en-

gineering director, it was announced last week [BROADCASTING, Sept. 5]. Mr. Wilner's move to the station had been delayed because of the CBS presentation color television to the FCC during current hearings.



Mr. Wilner

Mr. Wilner, one of the country's foremost designers of transmitting apparatus and a pioneer in both color and ultra-high frequency equipment development, joined CBS as a research engineer in 1937. In 1943 he was loaned to Harvard U. for one year to head the transmitter development group at the American-British Laboratory at Malvern, England.

During that time, he supervised development of radar equipment which effectively blanketed Nazi radar-controlled gun positions on the French coast, preventing heavy losses to the Allied invasion fleet.

Mr. Wilner's many contributions in the communications field include the design of the first 100 w color UHF transmitter at 500 mc. His appointment to WBAL-TV precedes an expected expansion of the station's facilities to more than twice its present size.

**WBZ** BOSTON  
50,000 WATTS  
WBZ-TV  
WBZA  
SPRINGFIELD MASS.  
WESTINGHOUSE RADIO STATIONS Inc