

Electronic Production

(Continued from page 21)

parts to use next March 75% of their average use during the Jan.-June 1950 base period—thus increasing civilian supply by 10%.

The government said the increase was designed to "give relief to certain manufacturers and assemblers of end products . . . to maintain production and to permit additional time for adoption of substitute materials." Conditions laid down by NPA: (1) the components must serve a "functional purpose in the end product"; (2) it is not practicable to "substitute another material before or during March"; (3) components do not exceed 1% of the end product's total weight; (4) parts manufacturers must obtain certification from the assembler of the end product stating NPA terms were complied with.

Cadmium Conservation

● Took steps to conserve cadmium (used frequently to plate steel chassis in radio-TV sets) by limiting cadmium inventories to 30 days and its use to certain products, including "copper-base alloys containing not more than 1¼% cadmium for parts inside electronic tubes and resistance welding electrodes . . . safety devices, electrical fuses . . ."

● Discussed with industry officials the impact of NPA restrictions on use of copper in manufacture of low-voltage electrical distributing equipment needs for expanded industrial production.

● Established a Facilities and Construction Bureau designed to speed up industrial expansion needed for defense and to expedite related defense construction, with Frank R. Creedon as assistant administrator supervising functions relating to building of new facilities. Mr. Creedon set up five divisions governing industrial expansion, tax amortization, loans, building materials and construction controls.

● Brought under its complete control purchase and distribution of all natural rubber.

WANE Fort Wayne, Ind., has announced five one-hour programs, featuring final rehearsals of the Fort Wayne Philharmonic Orchestra conducted by Igor Buketoff, sponsored by Magnavox.

MILITARY NEEDS

Can Be Met—Baker

MILITARY requirements can be adequately met by the electronics industry if it is permitted to convert to defense on a sound basis partly in line with its own expansion plans, according to Dr. W. R. G. Baker, General Electric vice president and general manager of the company's Electronics Dept.

"One of the major concerns," Dr. Baker stated, however, "is that trained electronics workers would scatter into other fields if there should be a sharp curtailment of television and radio output before production lines for military equipment could be placed in operation."

Contending that a part of physical facilities necessary for military production will be provided under present "expansion plans" within the industry, Dr. Baker noted that GE's electronics department has embarked on a long-range program to include expansion of facilities relating to manufacture of parts, components or products that can be used in defense output. One of GE's three new plants can be readily converted to military use, he added.

A major critical shortage foreseen by Dr. Baker is the number of experienced electronic engineers capable of designing and improving guided missile, radar, communications and electronic fire control equipment.

WORLD RATE PLAN

Will 'Hold Line,' Sinn Says

WORLD Broadcasting System Inc. will "hold the line on rates at their current level as long as possible," according to John L. Sinn, president.

In a letter to the World member affiliates, Mr. Sinn cited the recently completed negotiations between world and AFRA which resulted in an average cost increase for AFRA talent of 175%, but reassured the affiliates that World would not increase its rates as long as it was possible to retain the present structure. He added that the stations will continue to receive all the new commercial ideas for sale of the programs.

Don Lee Sale

(Continued from page 19)

Francisco, KGB San Diego.

CBS—KTSL.

Los Angeles Times—K T T V (100%).

Mr. Dellar—KDB.

First National Bank of Akron (as trustee)—The estimated \$2 million-plus Don Lee studio building in Los Angeles (leased to CBS and Lee Enterprises), Don Lee's Mt. Wilson and Mt. Lee TV properties (leased to CBS), and other real properties.

FCC meanwhile dismissed as "premature" a petition filed by Oilman Edwin W. Pauley's Television California seeking return of TV Channel 2 to the long-standing competitive proceeding involving San Francisco TV applications [BROADCASTING • TELECASTING, Dec. 18, 1950]. Don Lee's application for Channel 2 in San Francisco had been severed from the comparative proceeding and associated with Don Lee renewal applications, when the renewals were pending.

Applicant Only

The renewals were subsequently granted, and FCC pointed out in last week's order that "Don Lee's status with respect to the television application in question is simply that of an applicant."

FCC said it has no information as to whether Don Lee, under General Tire ownership, will wish to continue with the San Francisco TV application.

To Television California's suggestion that details of the sale of KTSL to CBS imply that "trafficking in licenses" may be involved, the Commission replied that "we find nothing suggesting the activities of a promoter or broker but rather of the orderly distribution of an estate. Hence, we are satisfied that no problem of trafficking is present."

Under General Tire ownership, the Don Lee Network and its owned stations are expected to be under the executive management of Willet H. Brown, now Don Lee president. Licenses of the stations will remain in the name of Don Lee Broadcasting System.

Merle Jones, general manager of KNX-CBS Hollywood and the Columbia Pacific Network, will be general manager of KTSL under CBS ownership. KTSL will be Columbia's second fully owned TV station, the network already owning WCBS-TV New York, in addition to a 45% interest in WTOP-TV Washington.

The lease arrangements in the Don Lee transactions provide for CBS to rent space in the Los Angeles Vine St. studio building for 10 years at a total rental of \$2,550,000 and to lease the Mt. Wilson and Mt. Lee television properties for 20 years at \$460,000 total rental.

CBS gets the right to renew the Mt. Wilson and Mt. Lee leases for another 20 years, and would be

permitted to buy the Mt. Wilson property after the first 11 years of the lease for \$137,000 with certain minor conditions.

Don Lee (General Tire) also will lease space in the Vine St. building, under a 10-year agreement totaling \$2,550,000. Certain other real properties are to be made available to Don Lee on a 10-year rental basis for a total of \$930,000.

With General Tire acquiring more than \$5 million in cash and quick assets in its purchase of the Lee Estate, and with certain other properties yet to be liquidated, the company's actual outlay would be approximately \$6 million for the estate.

Comr. Paul A. Walker voted for hearing on two aspects of the Don Lee transaction—assignment of the KTSL construction permit to CBS, and the transfer of control of the Don Lee AM and FM properties from the bank as trustee to General Tire.

The reported \$450,000 sale price of CBS's 49% interest in KTTV to the Los Angeles Times was understood to be premised on a ceiling of \$25,000 in monthly losses from April, plus certain fixed items.

FCC's action brought this phase of the transactions just under the wire, since the CBS-KTTV contract was slated to expire Dec. 31. KTTV's operations are understood to have entered the black in October.

On the bidding for the Lee Estate, General Tire topped Hoffman Radio & Television Corp. and associates on the second round by increasing its offer to \$12,320,000 after the Hoffman group made the high bid on the first round, \$11,200,000 to \$10,525,000.

General Tire was represented by the Washington law firm of Pierston & Ball.

Sign Loyalty Oath

ENTIRE staff of KWKW Pasadena, invited by William J. Beaton, vice president and general manager, to sign a loyalty oath with no compulsion attached, has responded with 100% signatures, KWKW reports.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA
Send for WHO'S WHO
Among Advertisers on WEVD
WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mg. Director N.Y. 19

SERVICE

Twenty-four years of faithful service to American agriculture makes WIBW the most-listened-to-station in Kansas and adjoining states.

WIBW The Voice of Kansas
in TOPEKA