

The General Electric EQUIPMENT-RESERVATION PLAN

**For postwar priorities
on FM and AM broadcasting equipment**



Purpose of the Plan Recent extensive surveys show that many broadcasters have definite plans for setting up new stations after the war or for replacing obsolete transmitters in their present stations. The G-E Equipment-Reservation Plan enables these forward-looking broadcasters to make a definite reservation for equipment to be built and delivered as soon as conditions permit.

How the Plan Works To obtain a postwar priority on the equipment you want, you need take only the following simple steps:

- (1) Estimate the power of the transmitter you will need.
- (2) Fill in the equipment-reservation form enclosed with this folder and mail it to us as soon as possible.
- (3) Buy in your name registered United States War Bonds in the amount required under the plan and deposit them with us within 30 days of the date of your reservation.

You Retain Title to Bonds All income from the War Bonds that you deposit with us goes to you and title to the bonds remains with you.

Your Reservation Is Not an Order for Equipment Under the Equipment-Reservation Plan you

merely reserve equipment—you do not sign a contract to buy. Under the terms of the plan, you can place your order for equipment at any time up to 90 days following the date when the production and sale of commercial transmitters is authorized. To maintain your reserved position you must enter into a mutually satisfactory sales contract within this 90-day period. When the contract is signed, your War Bonds will be returned as it is not the desire to have buyer cash the bonds as partial equipment payment.

How Priorities Will Be Assigned Upon receipt of your Equipment-Reservation form, a priority will be assigned to you for the type—FM or AM—and rating of transmitter described on the reservation form. The same priority will apply to antennas and other equipment that you reserve. Your priority will be assigned on the basis of the time your reservation form is mailed as shown by the postmark on the envelope.

Your Dollars Do Double Duty Under the Equipment-Reservation Plan By participating in the Equipment-Reservation Plan you not only support the war effort, but you also help us plan an orderly transition from wartime to peacetime manufacture. This means earlier delivery of the transmitter you need for your postwar broadcasting.

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How to reserve an FM transmitter for early delivery after the war

Because of the recent action of the FCC in reinstating applications for FM licenses, it is especially important for the prospective FM broadcaster to think now about his transmitter requirements.

In requesting reservation for a postwar transmitter, prospective FM broadcasters who now have an FCC application pending should state the transmitter rating called for in the application. Other prospective broadcasters should indicate a specific transmitter rating on the requirements for transmitter power.

The table shows prewar FM transmitter ratings, and the amount of registered United States War Bonds required under the General Electric Equipment-Reservation Plan for a postwar priority on each rating of transmitter.

Postwar Designs and Prices As the largest prewar manufacturer of FM broadcast transmitters and leading supplier of transmitters for the Army and Navy, General Electric is in close touch with developments in the FM transmitter field. On the basis of evidence to date, it now seems certain that postwar FM broadcast transmitters will incorporate many minor improvements, but no radical or revolutionary changes.

Thus, postwar FM transmitters will be similar in design to the G-E transmitters built before the war—transmitters which have been proved in service.

Since postwar prices will be governed by labor and material costs which cannot be predicted today, it is impossible to quote a firm price on postwar transmitters.

FM TRANSMITTER RESERVATION TABLE

RATING OF TRANSMITTER	WAR-BOND DEPOSIT REQUIRED
250 Watts	\$ 250 (Maturity Value)
1 Kilowatt	\$ 400 " "
3 Kilowatts	\$ 700 " "
10 Kilowatts	\$1200 " "
50 Kilowatts	\$3500 " "

OTHER FM EQUIPMENT

DESCRIPTION	WAR-BOND DEPOSIT REQUIRED
Transmitting Antenna (Less Mast)	
One Bay (Power Gain .602)	\$ 50 (Maturity Value)
Two Bay (Power Gain 1.66)	\$125 " "
Four Bay (Power Gain 3.47)	\$250 " "
Station Monitor	\$ 50 " "
Speech Input	\$125 " "
S-T Relay Transmitter and Receiver	\$300 " "

How to reserve an AM transmitter

To obtain a postwar priority on a General Electric AM transmitter, follow the same procedure as outlined for reservation of FM transmitters.

AM TRANSMITTER RESERVATION TABLE

RATING OF TRANSMITTER	WAR-BOND DEPOSIT REQUIRED
5 Kilowatts	\$1250 (Maturity value)
50 Kilowatts	\$5000 " "
500 Kilowatts	\$15000 " "

Other Equipment

If you wish your priority extended to broadcast-station equipment not listed here, indicate the equipment you wish to reserve in the space provided for "Other Equipment" on the enclosed Equipment-Reservation Plan. We will notify you as to the War-Bond deposit required.

Answers to important questions about the G-E equipment-reservation plan

Q. How will priorities be established?

A. Priorities for each type and rating of transmitter will be based entirely on the hour and date appearing in the postmark on the envelope in which your equipment-reservation form is mailed. Every attempt has been made to mail copies of the Equipment-Reservation Plan and reservation form to reach all broadcast station managers on the same date.

Q. Will I be notified of my priority rating?

A. Yes. As soon as possible after receipt of your equipment reservation, we will notify you of your priority rating. For example: If yours is the fifth reservation mailed for a 3-kw FM transmitter (on basis of postmark) you will be notified that your priority for this transmitter is No. 5.

Q. What happens if it becomes necessary at some future time for me to change the rating of transmitter for my station? Will I lose my priority?

A. Yes, unless the transmitter originally specified happens to be the exciter for the new rating. In the latter case, you maintain your priority on the exciter and receive another priority on the amplifier.

Q. Will it be possible for me to withdraw my war-bond deposit at any time? Is there any penalty?

A. You can withdraw your bond deposit at any time upon written request. The only penalty will be the loss of your priority. Your bonds will be returned promptly by registered mail.

Q. Are specifications and a quotation available now covering the price and design of the transmitter I reserve?

A. It is impossible at this time, because of war work and uncertainties concerning future costs, to supply quotations and specifications. Considerable descriptive literature on prewar G-E transmitters is available and will be sent on request.

Q. Is this a government priority?

A. No, it is a designation by General Electric Company of a place in our initial production plans which is subject to governmental priorities and similar regulations.

Q. Am I obliged to purchase the equipment I reserve?

A. No. You have no obligation to purchase, nor General Electric to sell, the equipment, unless and until you make a contract with mutually satisfactory terms and conditions. In the meantime, you enjoy the benefits outlined in this plan.

Q. What assurance do I have of prompt delivery of the equipment I reserve?

A. Your *priority* under the Equipment-Reservation Plan will assure you of obtaining one of the first deliveries of equipment after commercial manufacture is resumed. At the time you place your *order* for equipment (in accordance with paragraph 4, page 1), we will establish a definite delivery date. Our ability to make prompt delivery of equipment will be based on our extensive manufacturing experience and production facilities:

1. Prewar manufacturing experience in the commercial transmitter field.
2. Manufacture today of 100,000-watt international short-wave transmitters.
3. Mass production of transmitters and other radio equipment for the Armed Forces.

Q. Will the equipment that I receive be merely of prewar design, or will it incorporate improvements growing out of wartime design?

A. It will incorporate the latest improvements. We expect to introduce refinements in all types of transmitters. In associated equipment, too, you can benefit from General Electric's leadership in design and engineering. For example, G.E. is the only equipment manufacturer to build the S-T relay transmitter and receiver, and the FM circular antenna is a G-E development.

Electronics Department

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SCHENECTADY, N. Y.

LEADER IN RADIO, TELEVISION, AND ELECTRONIC RESEARCH

Reservation Form

For Transmitters and Associated Equipment

GENERAL ELECTRIC EQUIPMENT-RESERVATION PLAN

DATE.....

Transmitter Division
GENERAL ELECTRIC COMPANY
1 River Road
Schenectady 5, New York

Gentlemen:

Please enter my reservation for the equipment indicated below to be built and delivered to me as soon as possible after the construction of commercial transmitters and associated equipment is again authorized.

Transmitters	Bond Deposit
FM () AM () Rating:.....kw	\$.....
FM S-T Relay Link ()	\$.....
FM Transmitting Antenna	\$.....
One Bay ()	
Two Bay ()	
Four Bay ()	
FM Station Monitor ()	\$.....
Speech Input Equipment ()	\$.....
TOTAL BOND DEPOSIT \$.....	

Other equipment (described here or in accompanying letter)

This reservation is placed in accordance with the provisions in your publication, "The General Electric Equipment-Reservation Plan for Post-War Priorities on FM and AM Broadcast Transmitters (ETR-5)."

I am enclosing will mail within 30 days Registered United States War Bonds in the amount of \$.....
(cross out one)

NAME.....STATION.....

TITLE.....FIRM.....

ADDRESS.....

CITY.....STATE.....

Fill out in triplicate, retaining yellow copy for your files. Duplicate will be returned to you after priority has been assigned.

Accepted by General Electric Company

.....Title.....

1 River Road, Schenectady, N. Y.

Priority No.....