

# The General Electric EQUIPMENT-RESERVATION PLAN

For post-war 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 post-war 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.

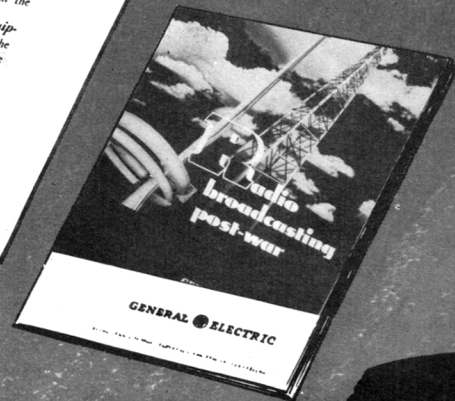
**Your Reservation Is Not an Order for Equipment** Under the Equipment-Reservation Plan you

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 post-war broadcasting.

**GENERAL ELECTRIC**



# Press reports

on the General Electric  
Equipment-Reservation Plan  
for Radio Broadcasters

# WALL STREET JOURNAL.

## GE to Accept Post-War Equipment Options

The General Electric Co. yesterday became one of the first industrial concerns to announce a definite program for easing the transition from wartime to peacetime production, when it disclosed a "reservation" plan for the purchase of post-war radio broadcasting equipment.

Under the plan, prospective purchasers would be required to deposit with G.E. United States war bonds in sums determined by the amount of equipment reserved for post-war delivery.

The reservation plan is not an order for equipment, nor does the broadcaster have to sign a contract to buy. Under the terms of the plan he can place his order for equipment at any time up to 90 days following the date when production and sale of commercial transmitters are authorized. However, to maintain his reserved position, he must enter into a mutually satisfactory sales contract within this 90-day period.

Paul L. Chamberlain, sales head of the transmitter division, who announced to a meeting of newspaper and magazine editors at the Waldorf-Astoria, said he is in the hands of broadcasters next week.

# The New York Times

## G. E. Offers Plan to Ease Shift to Peace Production

The General Electric Company became yesterday one of the first major industrial companies to announce a definite program for easing the transition from wartime to peacetime production with the disclosure of a "reservation" plan for the purchase of post-war radio broadcasting equipment. Under the plan, prospective purchasers would be asked to deposit with the company from now on War Bonds in sums determined by the amount of equipment reserved for post-war delivery. The bonds and their interest would remain property of the prospective purchaser.

# NEW YORK Herald Tribune

## General Electric Adopts Plan For Post-War Broadcast Units

Buyers May Reserve Supplies for the Future by Depositing War Bonds With Company in Step to Aid Orderly Transition to Peace Economy

A reservation plan for the purchase of post-war radio broadcasting equipment, requiring the deposit of war bonds with the company, was announced here yesterday by General Electric Co. The program will help the company prepare for an orderly transition from war to peace manufacture and will aid in keeping workers on their jobs, according to Paul L. Chamberlain, in charge of sales for the transmitter division.

"It will also support the war effort and enable broadcasters to have a definite reservation for the equipment to be built and delivered in accordance with the conditions permit," he said, "being mailed to the company next week."

the broadcaster can place his order for equipment at any time up to ninety days following the date when the production and sale of commercial transmitters is authorized," Mr. Chamberlain explained. "To maintain his reserved position he must enter into a mutually satisfactory sales contract within this ninety-day period. The bonds remain the property of the broadcasters, of course, as well as all income from them. They will be returned when a contract is signed, or at any time the broadcaster wishes to withdraw from the plan. In the latter case he loses his priority position for equipment."

The motive...

NEW YORK PAPERS SAW THE PLAN AS FIRST TO PROVIDE ORDERLY TRANSITION FROM WARTIME TO PEACETIME BROADCASTING

# The Billboard

## Post-War Broadcasting FM, Television, International Seen as Keys To New Show

GE First to Break Silence

NEW YORK, Nov. 6. — A post-war broadcasting world, in which all local and most regional standard broadcasting stations would be replaced with frequency modulation, is being planned by the General Electric Company.

...the transition period ...end of the war and normal ...on FM and tele- ...that will provide ...showbiz ...



# BUSINESS WEEK



As General Electric engineers see radio five years after the war, there will be 500 f-m stations (compared to about 50 today) and 750 a-m stations (compared to 900 today). They

see 100 television stations at that time (compared to nine today), since they predict that television will grow more slowly than f-m into an important separate broadcasting enterprise.

**Emerging**  
**Short Wave**  
**Nowbiz Millions**  
**With Plans**

of standard broadcast receivers will be in use for at least a generation after the war. The shift will be from the long wave to the short wave stations serving big cities. The clear-cut distinction of the national and international broadcasts by engineers and broadcasters, rather than by the public, is a vital factor, with most of the engineering bugs already removed. It is these bugs, mainly static and fading, which have kept the public from becoming radio fans. Engineers and broadcasters have been working on these problems for some time.

**FOR BROADCASTING!**

Two-way programming is bound to be a vital factor, with most of the engineering bugs already removed. It is these bugs, mainly static and fading, which have kept the public from becoming radio fans. Engineers and broadcasters have been working on these problems for some time.

**THE WIRE-SERVICES CARRIED THE STORY ACROSS THE COUNTRY!**

CLEVELAND PLAIN DEALER

## Foresees Wide Use of FM and Television

BY ROBERT S. STEPHAN  
Radio Editor

**A** GLIMPSE FORWARD—Currently an extremely bright postwar broadcast picture is being painted for both frequency modulation, the noise-free system of broadcasting on high frequencies) and television. W. R. David, of the G. E. transmitter division, speaking recently at a New York luncheon dealing with postwar radio, foresees the peace days ahead bringing at least 500 FM stations, compared to today's 50 or so, and 100 televisions, against nine as at present, operating on regular schedules, according to Associated Press report.

In fact, David sees the eventual up of small relay transmitter within five years after peace with high directional antennas when "FM radio stations will supplant all local, most of the regional and some of the high-power (stand-alone broadcast) stations." Furthermore, he expects FM to find a place in the means of connecting networks together by radio much the same as wires are used for this purpose.

wireless FM network, David, "operating on high frequencies, will be made

## ASSOCIATED PRESS

### Bright Future Painted For FM Stations

W. R. David Also Predicts Increase In Television

NEW YORK, Nov. 4—(AP)—An extremely bright post-war broadcast future is being painted for both frequency modulation, the noise-free sound system, and television which in a sense is movies via radio.

So bright in fact that one viewer of peace days looks forward to

### Radio Day by Day

By C. E. BUTTERFIELD

(Eastern War Time)  
NEW YORK (AP) — An extremely bright post-war broadcast future is being painted for both frequency modulation, the noise-free sound system, and television, which in a sense is movies via radio.

So bright in fact that one viewer of peace days looks forward to the time when he expects at least 500 FM stations, compared to today's 50 or so, and a hundred television stations, against nine as at present, will be functioning on regular schedules. This spokesman was W. R. David of the G. E. transmitter division, who so commented at a New York luncheon dealing with post-war radio.

In fact he saw the eventuality within five years after peace when "FM radio stations" will supplant all local, most of the regional and some of the high power AM (stand-alone broadcast) stations." Furthermore, he said he expected FM to find a place as the means of connecting networks together via radio much as wires are used today.

"Tomorrow's wireless FM works," he said, "operating on very high frequencies, will be made up of small relay transmitter units with highly directional antennas located at strategic high points. Such stations may be set up, probably, operated automatically for public utility, similar to the system, or they may be set up as an auxiliary of the major

G. E. transmitter division, who so commented at a New York luncheon dealing with post-war radio. In fact he saw the eventuality within five years after peace when "FM radio stations" will supplant all local, most of the regional and some of the high power AM (stand-alone broadcast) stations." Furthermore, he said he expected FM to find a place as the means of connecting networks together via radio much as wires are used today.

EVER COLD

# Broadcasting

## GE Offers War Bond Equipment Plan

### Post-War Project Told At Lunch Meeting In New York

SPECIFIC postwar plans in the broadcast equipment field—including a War Bond reservation arrangement effective immediately and providing for the purchase of G-E postwar AM, FM, or television equipment—were announced last Wednesday by the General Electric Co., Schenectady, at a luncheon in New York.

Dr. W. R. G. Baker, G-E vice-president in charge of the electronics department; W. R. David, in charge of broadcast transmitter sales; and Paul L. Chamberlain, head of transmitter division sales, were speakers.

#### Three Main Steps

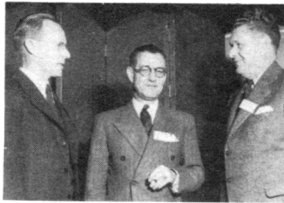
Three steps are involved in the reservation plan, Mr. Chamberlain explained: (1) Indication of the type equipment desired, (2) details supplied on an equipment reservation form being mailed to the industry, and (3) deposit of bonds with G-E in the amount stipulated for the equipment desired. As an example, a 10 kw FM transmitter

powered AM stations and that within five years after the end of the war, there will be 500 FM stations, 750 AM stations, 100 television stations, and 50 international shortwave stations in operation.

Wireless FM networks are inevitable, Mr. David said, at the same time solving the small station's network service problem. Of the approximately 400 local stations on the air, half are losing money, and of that 200, approximately 170 are not network affiliated. FM network service would help these locals, it was said.

#### FM Forecast

"Tomorrow's wireless FM networks will differ from today's in that the relay transmitters will be operated on very high frequencies. They will be small units with highly directional antennas located at strategic high points and probably operated automatically," he explained. "Such stations may be set up as a public utility, similar to the telephone system, or they may be set up as an auxiliary operation of the major networks. In this type of wireless network, the relay transmitters will be operated automatically."



DISCUSSING G-E's PLANS for the manufacture of post-war AM, FM and television equipment, at a press luncheon in New York, Nov. 3, was this trio of speakers who outlined G-E's program: (l to r) W. R. David, in charge of broadcast transmitter sales; Dr. W. R. G. Baker, G-E vice-president in charge of electronics; Paul L. Chamberlain, head of transmitter sales.

ating new designs, details of which will be revealed in about two months," he said.

Dr. Baker, who opened the meeting, said there are two problems that the broadcast equipment manufacturer must solve—(1) The agreement of frequency allocation and service.

## RETAILING

## GE Offers Priority Plan On Transmitter Equipment

A reservation plan requiring the deposit of war bonds for the purchase of postwar radio transmitting equipment was announced last week by the General Electric Co. at a meeting held at the Waldorf-Astoria.

Planned to help the company prepare for "an orderly transition from wartime to peacetime manufacture" and aid workers retain their jobs, according to Paul L. Chamberlain, head of transmitter division sales, the plan will enable the company to

To maintain the reserved position, a mutually satisfactory sales contract within this 90-day period must be signed. When the contract is signed the bonds will be returned as it is not the desire of the company to have the buyer cash the bonds as partial equipment payment. The company does not intend to extend this type of planning to consumer merchandising.

Discussing postwar FM transmitter sales, W. R. David, in charge of broadcast transmitter sales, said the company is planning to

The G-E EQUIPMENT-RESERVATION PLAN will enable you to complete your post-war plans now. It will enable you to establish a post-war priority on equipment. It will enable us to plan definitely for large-scale post-war production, thereby giving you the fastest possible post-war delivery and the savings of planned production.

We have mailed a copy of RADIO BROADCASTING POST-WAR and the G-E EQUIPMENT-RESERVATION PLAN to every broadcaster in the United States. If for any reason you have not received your copy, write or wire at once. . . . Electronics Department, General Electric Company, Schenectady, New York.

**See G-E for all three! FM-TELEVISION-AM**

**GENERAL ELECTRIC**

SCHENECTADY, NEW YORK

## Editor and Publisher

### BONDS FOR NEW EQUIPMENT

A PLAN recently announced by the General Electric Co. for the financing of post-war purchases of broadcasting and television equipment seems to Editor & PUBLISHER to have broad possibilities of application in the newspaper machinery field. That there will be a tremendous demand for new composing machines, presses, stereotype and engraving equipment is indubitable. None has been installed since the manufacturers went on war production and replacements were far below normal in the depression years that preceded the war. It is not far-fetched to estimate that the end of the war will find 50 per cent of today's plants outworn or at least far on the road to obsolescence.

The G-E. plan calls for the purchase by prospective customers of a given amount of War Bonds, an indication of the type of equipment desired, and the deposit of the bonds with the G-E Co. Title to the bonds and accrued interest remains with the customer. The transaction does not constitute a definite order, but gives the customer a priority position on the manufacturer's books when peace-time production is resumed. If a definite order is not placed within 90 days after the company returns to commercial production, the bonds are to be returned and priority cancelled.

Every industry that produces equipment for its factory has its own parts. Editor and Publisher urges printing equipment manufacturers to adopt similar program.