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G. E. READY FOR FREQUENCY MODULATION DEMANDS

Following the announcement from the Federal Communications Commission that forty air channels had been made available for an unlimited number of stations using frequency modulation transmission, Dr. W.R.G. Baker, manager of the radio and television department of the General Electric Company, stated that "General Electric is ready to meet the demand which will inevitably result from the favorable announcement of the FCC toward commercial FM broadcasting. The interest of the broadcast industry in this new field is attested to by the requests - totalling between 140 and 150 - pending before the FCC for authority to construct FM stations."

To meet FM demands, General Electric has available a flexible line of standard FM broadcast transmitters rated 250 watts, and 1, 3, 10, and 50 kilowatts. The basic unit of 250 watts is used as an exciter for the transmitters of higher output rating. To increase power, the amplifier units may be added initially or later.

Designed for dependable broadcast operation, the General Electric FM transmitters are said to incorporate new ideas of circuit simplicity, accessibility, and low tube cost. Their actual measured performance characteristics substantiate the perfection of audio fidelity, dynamic range, and low distortion claimed by Major Edwin Armstrong for frequency modulation -- in addition to the FM system advantages of freedom from static, man-made interference, and interference from other stations (virtually cleared channel operation for the small stations), efficiency, and economy.

General Electric also has announced two antenna designs -- a vertical half-wave antenna for the small station, and a turnstile design for those wanting an antenna with power gain. The turnstile design has a power gain of approximately 7 db. over a single cross arm section, or 4 db. over a dipole in the direction of maximum radiation.

The complete line of General Electric frequency modulation receivers has been on the market approximately a year, available in areas where frequency modulation stations are operating. G-E dealers in these areas are cooperating with frequency modulation broadcasting stations to build FM audiences.

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