

# HEINL RADIO BUSINESS LETTER

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No. 1490

December 22, 1942

## MRS. ROOSEVELT'S RADIO-PRESS ENTOURAGE AMAZED ENGLAND

The English people haven't yet recovered from their astonishment at the size of the army of radio and press correspondents, press photographers and newsreel men which followed Mrs. Roosevelt around England. Nothing like that had ever been heard of over there. No visiting queen produced anything to compare with it and the publicity given to any other woman in London, such as Lady Astor or Mrs. Asquith, paled into insignificance. It was said that Mrs. Roosevelt had the most complete radio and press coverage of any visitor to England.

Besides the British Broadcasting Corporation extending itself in having commentators constantly on the job and locating microphones at every strategic point, some 40 newspaper correspondents were in Mrs. Roosevelt's entourage - mostly women. About half of them were British and half American. No one apparently endeavored to count the number of press photographers and newsreel men.

If it had been possible for her to take them with her on the crowded transport, there is no telling how many more radio and press people would have gone with the First Lady from the United States. So much excitement was stirred up by Mrs. Roosevelt's arrival in London that not only was the station platform where she arrived, flood-lighted so the photographers could make pictures, but thereafter handouts were given out hourly to the radio and news correspondents by the British Ministry of Information.

The British were even more surprised to learn that in Washington, Mrs. Roosevelt holds her own radio and press conference quite apart from the President's press and radio conferences, the only difference being that only women are admitted to the former. Membership at Mrs. Roosevelt's conference is restricted to full-time representatives of radio broadcasting companies, press associations and daily newspapers. Although Mrs. Roosevelt has been holding these press and radio conferences since she came to the White House in 1933, it was only last week that the first and only man applied for membership - Gordon Cole, of PM's Washington office. Mr. Cole's application was turned down cold notwithstanding the fact that he represented the New York newspaper of Marshall Field, New Deal "angel" and supposed to be one of the President's personal pets.

Mrs. Roosevelt made her first appearance commercially recently over the Blue Net under the sponsorship of the Chicago Council of Candy Manufacturers. It was a one-time appearance "A Report to the Mothers of the Nation" at which time the First Lady related her impressions of her visit to the American troops. Mrs. Roosevelt said the soldiers had two big complaints (a) why they failed to get their mail and (b) why they didn't get their pay on time.

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## FCC HEAD DISCUSSES SMALL STATIONS AND MANPOWER

Two situations discussed at the press conference of James L. Fly, Chairman of the Federal Communications Commission Monday were small stations and manpower.

Asked regarding the study of replies received from the small stations as to their present needs and difficulties, Mr. Fly said:

"We are making progress on that. After our conferences with the OWI we asked Mr. Norfleet, our Chief Accountant, to get us up some figures analyzing the financial situation of these different groups of stations that may be concerned and we have planned tentatively after the conferences to discuss the problem with advertisers. However, no definite steps have been taken in that direction. Pending the receipt of this analysis now we are somewhat impeded at the moment by not having 1942 figures."

"You won't have the full report until May, will you?" someone asked the Chairman.

- A. Well, maybe March, but we in effect have torn a few questions out of the usual report and by circulating those few questions - a segment of the form - (perhaps it is not a part of the same form) we hope the stations will give us immediately the returns for the complete year of 1942 with the thought that the figures will not be binding. If necessary they may be approximated figures, and in any case they will be tentative. But in order to help the stations at this juncture, we really need all the information they can give us now. While we can go ahead with our plans, actually before we can get our teeth into the thing very concretely and very specifically, we have to have that 1942 data. I think by the middle of January we ought to have something to report. I don't mean to say that the whole matter will be settled by then but I feel optimistically that we can progress very expeditiously with it.
- Q. In connection with these brief returns, will you send forms to the small stations only, or to all?
- A. I think they will go to all stations; otherwise we would have to draw a fine line as to which stations would be concerned and which would not. It's a very small form.
- Q. In discussing the problem of the small stations with advertisers, I assume that you are planning to urge the national advertisers to spend a larger proportion of their advertising dollar on the small stations which they are not now using because they regard their use as uneconomic from a dollar and cent viewpoint.



A. Not at all. That may very well be something that the big advertisers have overlooked. If you can get an audience that is all your own - particularly reliant upon your particular contact, the institutional advertising may be worth much more than on a station in a big city.

Q. Do you anticipate some difficulty from the advertisers?

A. I am very optimistic about it.

Q. Do you have in mind the regular commercial advertising - toothpaste, hair tonic, etc. - or are you thinking more of public service organizations?

A. You mean public utilities? No, I had not thought of public utilities.

With regard to manpower, Mr. Fly said:

"Now I think we may have some good news - maybe some good news for Christmas - on the manpower situation. The Manpower Commission representatives have been giving very intensive study to the problems of the industry and we have had some recent conferences - our staff has had recent conferences with their staff and will have one tomorrow (today), and I think there is a very good prospect that they will come off with a pretty good understanding as to the essential character of the radio business and ultimately a recognition of all the essential features of that business. I don't want to be too optimistic about it, but I do want to say that I am optimistic on the prospect of getting favorable solution there."

Q. Would you advise broadcasters to try to get as many women as they can to work for them?

A. I think that in every branch of industry with a general shortage of manpower (it is particularly true in all the skilled fields) every effort has got to be made to bring in new labor materials - bring in young men, for example, and train them and bring them up to responsibilities. Also, take older men who have the capacity and fit in. But I think it would be a great mistake to overlook the tremendous resources we have in the woman power generally available, and it has been discovered in broadcasting particularly that women have a very broad and great capacity. You go into some manufacturing plants - and some of the big plants - for example, probably as much as 50 percent are women now. And in the field of operation there is no reason in the world why the women can't carry on with a splendid standard of competence. I should think we would be derelict if we overlooked that resource.

Q. Is the receiving tube situation a static one right now?

A. I don't think I am prepared to answer that; I would want to look into it.

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## ELLERY STONE HEADS POSTAL

Ellery Stone, formerly of All America Cables and Radio, Inc., and since 1939 Executive Vice-President of the Postal Telegraph, was elected President of the Postal last week. Mr. Stone, well known in the communications and radio industry, succeeds Edwin F. Chinlund, President of the Postal for the past three years, who resigned to become Vice-President of R. H. Macy & Co., in New York. For the time being, Mr. Chinlund will continue as Chairman of the Postal Telegraph Company.

In 1934 Mr. Stone, who is 48 years old and a native of California, was made President of the Federal Telegraph Company and continued in that capacity until 1931, when the company was acquired by International Telephone and Telegraph. He then became operating Vice President of the Mackay Radio and Telegraph Company and subsequently Vice President of All America Cables and Radio, Inc. In 1938, he joined the Postal organization as a vice-president.

Mr. Stone is the author of "Elements of Radio Communications" now in its third edition, is a Commander in the Naval Reserve, and a member of the Technical Committee of the Board of War Communications.

For the present both Mr. Stone and Mr. Chinlund will devote considerable time to the bill which will again come up in the next Congress to consolidate the Postal and the Western Union.

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## RADIOMARINE UNIT RECEIVES E AWARD

The Army-Navy E pennant for outstanding industrial production and 533 silver E pins were presented to the Radiomarine Corporation of America and its employees at ceremonies in the concern's offices in 75 Varick Street. The award was the third of its kind given to a subsidiary of Radio Corporation of America.

Rear Admiral William Carleton Watts told the 600 persons present that the company's work was essential to the war. He praised the employees and thanked them for the Navy. Brig. Gen. Ralph K. Robertson, commander of the metropolitan military area, told the workers that the E pin was the equivalent of a military decoration.

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## WILSON'S ELEVATION NOT TO ALTER WAR-NAVY AGREEMENT

Radio and radar contracting and production scheduling procedures, now directly under WPB Vice Chairman Chas. E. Wilson, will not, according to the Radio Manufacturers' Association, be substantially altered under the recent WPB agreement with the War and Navy Departments giving Mr. Wilson general supervision over all program scheduling of the various military services. The WPB Radio and Radar Division, of which Ray C. Ellis is Director, continues under the supervision of Vice Chairman Wilson, and the contracting and scheduling procedures of this Division with the various Army and Navy units continue virtually unchanged. The Radio and Radar Division continues as an industry unit in the organization of Vice Chairman Eberstadt, but, under the general program scheduling agreement of WPB with the Army and Navy, Vice Chairman Wilson will have general supervision over all programs of the services and, in addition, "the particular duty of central supervision and direction of the production programs of aircraft, radio and detection equipment and escort vessels".

In the overall production scheduling program, Vice Chairman Wilson has appointed Ralph J. Cordiner, well known in the radio industry, as WPB Director General for War Production Scheduling. Mr. Cordiner formerly was manager of the General Electric Radio Division, and recently has been President of Shick, Inc., of Stamford, Conn.

Another change in the WPB organization is appointment of Vice Chairman Wilson to the U.S.-Canadian Joint War Production Committee. In this post, Mr. Wilson succeeds Vice Chairman J. S. Knowlson.

Substantial relief for military radio manufacturers in scheduling components under the Army-Navy "Precedence List" is in effect. Arrangements have been made by the Army and Navy Electronics Production Agency, of which Fred R. Lack is Director, and the WPB Radio and Radar Division, for reduction in radio parts to be scheduled under the "Precedence List", and also to postpone mandatory scheduling of such limited radio components from January 1 to February 15.

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NOTE: DUE TO THE FACT THAT CHRISTMAS FALLS ON FRIDAY THIS YEAR, THERE WILL BE NO ISSUE OF THIS SERVICE AT THAT TIME.

R. D. HEINL

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## DU PONT RADIO AWARD NOMINATIONS DEADLINE JANUARY 1

In order to give the judges adequate time for consideration, it will be necessary that all nominations for the 1942 Alfred I. duPont Annual Radio Awards be in by January 1st, which is now only a little over a week away.

These nominations should be made by writing to W. H. Goodman, Secretary, Alfred I. duPont Radio Awards, Trust Department The Florida National Bank, Jacksonville, Florida. Nominations should be accompanied by data supporting the claims of outstanding service made by the nominator. The decision of the Judges will, of course, be final and conclusive in all respects. The winners will be announced the first week in 1943.

Two awards of one thousand (\$1,000.00) dollars each are given each year. One goes to the individual radio station in the United States which, in the opinion of a board of impartial judges, has rendered outstanding public service during the calendar year by encouraging and promoting American ideals and giving devoted service to the nation and to its community. The other award will go to the radio commentator, a citizen of the U.S., who, in the opinion of the judges, has performed outstanding public service by aggressive, consistently excellent, and accurate gathering and reporting of news during the calendar year, and for expert and reliable interpretation of the news.

The duPont Annual Radio Awards was established last May by Mrs. Alfred I. duPont of Jacksonville and the Florida National Group of Banking Institutions in Florida.

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## GENERALISSIMO ANSWERS F.D.R.'S RADIO PHOTO MESSAGE

Generalissimo Chiang Kai-shek, replying to a message from President Roosevelt which opened radiophoto service last week between this country and China, expressed the hope the service "would be a symbol of the rapid progress of the United Nations war effort".

Mr. Roosevelt had sent the Generalissimo a hand-written letter - in which he used two "l's" in generalissimo. The Office of War Information fixed up the error with ink eradicator.

A Chinese spokesman discussing the mistake said that the spelling of Generalissimo with one or two "ls" was of no importance and therefore President Roosevelt had made no mistake. Even if he had, the spokesman continued, it would have been discourteous for the Chinese to notice it.



The text of Chiang Kai-shek's reply, released by the White House, follows:

"Your handwritten letter transmitted by radiophoto is an immense source of joy to me. By this newest means of communication the march of science has brought us closer and closer together.

"May this be a symbol of the rapid progress of the United Nations' war effort and of the early realization of our common war aims in advancing the cause of freedom and equality in a world of peace, order and happiness. I am deeply appreciative of the warm welcome accorded Mme. Chiang by you and Mrs. Roosevelt and the American people."

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### OWI CONVENTION IN D.C., DEC. 28

All radio consultants appointed to assist in the functioning of the regional and local broadcasting have been called to Washington for a three day meeting beginning next week.

The program is as follows:

#### Monday, Dec. 28 - Hotel Washington

- 10:30 A.M. - Opening morning session W. G. Lewis - Introduction
- 11:00 A.M. - Elmer Davis, Director - "OWI Policies and Philosophy"
- 11:30 A.M. - Milton S. Eisenhower, Associate Director - "OWI Overseas Operations"
- 12:00 Noon - Gardner Cowles, Jr., Director Domestic Operations - "Overall Operation of Domestic Branch"
- 12:30 P.M. - Luncheon - Hotel Washington Roof (Rose Room)
- 2:30 P.M. - Ken R. Dyke, Chief, Bureau of Campaigns - "Organization and Operation - Bureau of Campaigns"
- 3:00 P.M. - William B. Lewis, Chief, Domestic Radio Bureau - "Complete Network and Station Operating Plans, Domestic Radio Bureau"

#### Tuesday, Dec. 29

- 10:00 A.M. - Ten minute report from each Regional Consultant
- 3:00 P.M. - Report on Philadelphia Test - Leon Levy - "Consultant's Operation"; Howard Browning - "Regional Operation"; Herbert Brucker - "Report on Monitoring Survey of Philadelphia Test"
- 4:00 P.M. - Report from each Regional Radio Director on clearance operation.

#### Wednesday, Dec. 30

- 10:00 A.M. - Discussion of OWI Local Announcement and Transcription Plan - Richard F. Connor, Chairman
- 2:30 P.M. - Discussion - OWI Regulation No. 2 (clearance) - Richard F. Connor, Chairman.

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## RMA EXPORT COMMITTEE COOPERATION WITH BEW

A special RMA-BEW Export Committee, for cooperation with officials of the Board of Economic Warfare on radio export problems, has been appointed by President Paul V. Galvin. The special RMA committee was suggested recently by Assistant Director Hector Lazo of BEW in general charge of export procedure, and is headed by W. A. Coogan of New York, Chairman of the RMA General Committee on foreign trade matters. Other members appointed are: Ad. Auriema of New York, Jay Cooke of Camden, New Jersey, D. McIntosh of New York, and Arthur Rocke of New York. All members of the special committee have traveled extensively in foreign countries and represent many RMA companies and interests in foreign sales of all radio products.

The Radio Manufacturers' Association was represented at the radio export conference by the new Special Committee for Cooperation with BEW. Several BEW officials included Kenneth Campbell, George Donnelly and Albert Waterston. The WPB Radio and Radar Division was represented by Chief Frank H. McIntosh, of the WPB Domestic and Foreign Radio Section, Glen C. Henry and Ralph D. Camp of the Domestic and Foreign Radio Section. Another conference with the RMA committee will be held next month.

The shipping situation, according to information developed at a recent meeting, is not improving for several markets, and export licenses promise to be curtailed during early 1943.

Limited future assembly of sets and also kits, to be earmarked for export, was discussed tentatively at the meeting, but no definite conclusions were reached, partly because of uniformly unbalanced supplies of components in manufacturers' inventories. Several other plans on export matters included the possibility of tube shipments on a two-month quota basis, based on previous export shipments of manufacturers, and also adoption of PD-1A applications for domestic jobber exports.

WPB tentative lists of tubes and parts for the proposed future replacement program are being revised. Action on the tube allocation plan, according to Chief Frank H. McIntosh is being planned this month, although the parts program cannot be completed before January.

Additional types of tubes, including steel, will be added to the authorized tube program, but it has been decided not to restrict replacement tube production rigidly to authorized types. Therefore, a further limitation order to the tube conservation order, will not be issued by WPB, but the future production of replacement tubes will be restricted otherwise to most used types.

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## ARMY, RADIO AND PRESS HAVE CONFAB ON COAST

The first of a series of conferences among northern California news and radio staffs and the public relations officers of air fields and Army camps was held at Sacramento

Topics discussed included Army regulations, censorship rules, types of Army publicity preferred by the working press and radio, function and operation of the varied Army installations in the area, and other related problems. The dinner meeting was "off the record" and attracted officers from virtually all camps in the Sacramento and San Joaquin valleys.

Press tours of the larger camps were arranged for the "working press" and subsequent sessions will be held to acquaint changing personnel of the newspapers, wire services, radio stations and Army public relations staffs with all possible information on military matters.

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## 84 VETERANS IN RADIO INDUSTRY'S "20-YEAR CLUB"

Eighty-four veterans of the industry are included in the first roster of radio's 20-Year Club. Last minute entries from 20 other old-timers were received too late to meet the printer's deadline.

The Club was organized by H. V. Kaltenborn, NBC's news analyst, on April 4, 1942, the 20th anniversary of his first radio news commentary. The sole qualification for membership is proof of 20 year's continuous association with radio.

Members included in the roster are:

Frank A. Arnold, Public Relations Counsel; Campbell Arnoux, General Manager, WTAR, Norfolk, Va.; A. L. Ashby, Vice-President and General Counsel, NBC; Patrick Henry Barnes, performer; L. A. Benson, President, WIL, St. Louis, Mo.; Charles R. Bickerton, control room operator, KDKA, Pittsburgh; Gerald F. Bourke, Manager, CKCA, Kenora, Ont., Canada; Quincy A. Brackett, President, WSPR, Springfield, Mass.; E. L. Bragdon, Trade News Editor, NBC; Bertha Brainard, assistant to Vice-President in Charge of Programs, NBC; George M. Burbach, General Manager, KSD, St. Louis, Mo.; Carl H. Butman, radio consultant; Robert F. Campbell, columnist, Greenwich (Conn.) Time; Phillips Carlin, Vice-President in Charge of Programs, Blue Network; A. O. Coggeshall, Program Manager, WGY, Schenectady; Thomas H. Cowan, Studio Manager, WNYC, New York; Powel Crosley, Jr., President, Crosley Radio Corp.; Milton J. Cross, announcer, Blue Network; Edward R. Cullen, Assistant to operating engineer, NBC; Vaughn De Leath, "First Lady of Radio"; A. Dinsdale, commercial Manager, WATN, Watertown, N. Y.; Dr. Franklin Durham; Orrin E. Dunlap, Jr., Manager, Department of Information, RCA.



Also, Walter Evans, Vice-President, Westinghouse Elect. & Mfg. Co.; Leo J. Fitzpatrick, Vice-President and General Manager, WJR, Detroit; G. Dare Fleck, Traffic Manager, KDKA, Pittsburgh; John M. Flynn, Assistant Chief Engineer, WEA, New York; Charles E. Francis, Transmitter Engineer, WEA; Arthur Giammatto, Senior Transmitter Engineer, WEA; Henry E. Goldenberg, Chief Engineer, WHB, Kansas City; Gerald Gray, Station Engineer, WEA; Sherman D. Gregory, Manager, WEA; Helen Guy, Business Manager, Program Department, Blue Network; Raymond F. Guy, Radio Facilities Engineer, NBC; Kolin Hager, Station Manager, WGY, Schenectady; O. B. Hanson, Vice President and Chief Engineer, NBC; George D. Hay, Audience Relations Director, WSM, Nashville, Tenn.; William S. Hedges, Vice-President in Charge of Stations, NBC; Harry E. Hiller, Studio Engineer, NBC; Charles Hodges, War Editor, Transradio Press Service; Earl C. Hull, General Manager, WHLD, Niagara Falls, N.Y.; William A. Jacoby, Radio Editor, WJR, Detroit; George H. Jaspert, Manager, WPAT, Paterson, N. J.

Also, H. V. Kaltenborn, news analyst, NBC; F. W. Kenworth, Communications Supervisor, NBC; Edwin A. Kraft, Manager, N. W. Radio Advertising Co.; Vincent I. Kraft, consulting engineer, Seattle; Henry Ladner, Law Department, NBC; Edward B. Landon, Control Room Operator, KDKA; E. B. Lyforth, Station Relations Department, NBC; Alfred J. McCosker, President WOR, New York; George McElrath, Operating Engineer, NBC; William T. Meenam, News Manager, WGY, Schenectady; Lester F. Miles "The Radio Psychologist"; Alfred H. Morton, President, NCAC; Dwight A. Myer, Chief Engineer, KDKA. Robert H. Owen, Chief Engineer, Assistant Manager, KOA, Denver, Colo.; John F. Patt, General Manager, WGAR, Cleveland; J. R. Poppele, Secretary, Chief Engineer, WOR; W. J. Purcell, Broadcasting-telecasting engineer, G. E. Co.; Joe Rines, Musical Director, Blue Network; Samuel L. Ross, Secretary-Treasurer, NCAA.

Also, David Sarnoff, President, RCA; John T. Schilling, Vice President, General Manager, WHB, Kansas City, Mo.; M. H. Shapiro, Editor, Radio Daily; John C. Slade, Vice-President Fort Hamilton Broadcasting Co.; Sigmund Spaeth, "The Tune Detective"; Daniel N. Stair, Station Engineer, WJZ, New York; William Stoess, Orchestra Director, WLW, Cincinnati; George F. E. Story, Country Agricultural Agent, Worcester, Mass.; E. O. Swain, Chief Engineer, CKCL, Toronto, Canada; W. Gordon Swan, Program Manager, WBZ-WBZA, Boston-Springfield, Mass.; R. J. Swanecamp, Studio Engineer, NBC; Neal Tomy, Publicity Director, WJR, Detroit, Mich.; Norman Tyson, auditor, NBC; Walter Van Nostrand, owner, Van Nostrand Radio Eng. Service.

Also, Clyde D. Wagoner, News Bureau Head, G-E. Co., Schenectady; Judith C. Waller, Public Service Director, Central Division, NBC; J. H. Weinheimer, District Manager, New England Tel. & Tel. Co.; Wilson J. Wetherbee, Publicity Director, Capitol Broadcasting Corp.; Joseph M. White, tenor soloist, NBC; Edmund Whittaker, radio engineer, NBC; Gordon R. Windham, Maintenance Engineer, NBC; and Mark Woods, President, Blue Network.

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TRADE NOTES

Scheduling of deliveries of electronic equipment under the precedence list issued by the Joint Communications Board of the Army and Navy will begin February 15, instead of January 1, 1943, the War Production Board announced last Friday. The change is made under Amendment 1 to Limitation Order No. L-183-a.

Subject to revision, this schedule comprises: (1) Mica paper, electrolytic or ceramic capacitors; (2) resistors; and (3) electric measuring or indicating instruments.

Station WLW is now on the air 24 hours a day.

Signal Corps procurement of apparatus last November increased 30.5 percent in dollar volume of deliveries over the previous month of October, and compared with an increase of 13.5 percent for November for the entire Army Service of Supplies, according to announcements made December 12 by Secretary of War Stimson. The November deliveries to the Signal Corps were 1328 percent over January 1942, the first full production month after Pearl Harbor. This compared with a total SOS increase of 337 percent.

Office of Price Administration announces Government-owned recording discs, will be melted down to add to the supply of vital materials used in the production of rubber substitutes and synthetic rubber.

The Board of War Communications issued an order (25-C) making final, effective today (December 22, 1942, the discontinuance of non-telegraphic services by the telegraph industry and forbidding effective that same date the transmission of any domestic felicitation or congratulation messages (those both originating at and addressed to points within the continental United States.

The order does not, of course, affect any traffic, including special rate messages, to and from members of the Armed Forces overseas, or general low-rate arrival and departure messages, known as "tourate" messages.

Says the Washington Star:

"When you make an important telephone call you often have to wait while your interlocutor turns off his radio. When you are listening to your favorite broadcast the phone is sure to ring at least three times even if it has been silent all day. This is called modern progress."

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