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TELEPHOTOGRAPHS

Up to the present time, telephotography has been, to those familiar with picture taking at least, the process of taking pictures by means of a telescopic lens. By this process it has been possible to take close-ups of objects at a considerable distance beyond reach of the ordinary lens.

The American Telephone and Telegraph Company has attached a new meaning to this word as they are now using it to describe transmission of pictures over long distances by telephone wires.

From time to time during the past year or more, various reproductions have appeared in newspapers of pictures transmitted both by radio and wire. Those sent by wire have been in an experimental stage up to the present, but it is now announced that the process is established on a regular commercial basis, and that it can be used for transmitting a representation of any object of which an ordinary line cut or half tone could be made.

In a pamphlet furnished by the American Telephone and Telegraph Company there are remarkable examples of the perfection to which this process has now been raised. The booklet published by the Telephone Company shows, side by side, half tones made from the original photograph together with telephotograph of the same picture. To the casual observer there appears to be no difference between these pictures, and even at close range only a slight coarseness of detail characterizes the picture transmitted over the wires.

At the present time the telephotographic process is installed between New York, Boston, Cleveland, Chicago and San Francisco. An interesting example of service that this renders possible is set forth in the suggestion that it can be used for transmitting photographs for Christmas presents. It is possible for anyone to take his photograph, write suitable Christmas greetings on it, and have a reproduction which can scarcely be told from the original delivered within a few hours to persons in any one of these cities. A set of photographs showing the original and telephotograph may be seen at the desk of the editor of the News Letter.

A practical application of this process is suggested in a case where the client may wish to make important changes in a layout or copy close to the closing date. By means of the telephotograph process the rough layout and final proof or the advertisement in any intermediate stage may be submitted to the client by wire and his comments received promptly.

Another interesting use of the process set forth in the Telephone Company's booklet is the assistance which it gives to banking by making it possible to transmit a facsimile of a signature on a check offered for payment in a distant city.

Another use which is suggested is the transmission of X-Ray pictures by means of which difficult cases may be submitted to a distant diagnostician for his advice.

The use to which such a process can be put includes every case in which facsimiles and reproductions can be of value. The main advantage is the speed which is afforded. Textile designs, fashion drawings, and intricate mechanical drawings may be transmitted simply and easily.

Of course the applications of this process will still continue to be somewhat limited while it is possible to use it only between the five cities mentioned, but it is understood there will be extensions shortly.

By the use of this process it is possible, as recently shown in a case of a bond issue put out by Blair & Company, to transmit an intricate piece of copy for immediate appearance in newspapers all over the country, with absolute certainty of everything being correctly in place and there being no errors in the copy supplied each paper.

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BRITISH POST OFFICE SUBMITS TO PUBLIC OPINION

Only about three months after the British Post Office offered to sell advertising space on the dies used for postage stamp cancellation, the strength of public opinion, particularly the opinion of advertisers, has compelled the abandonment of the plan.

As originally announced, the British Post Office, under authority from Parliament, offered advertisers a chance to use space on cancelling dies, at a rate that ranged from sixty to seventy-two cents a thousand letters.

The British advertising industry was quick to sense the fact that this move was not only an invasion of the private rights of all persons using the mails, but that it would be greatly resented by the public as well. The Postmaster General seemed to be entirely oblivious of the fact that under this system all the correspondence of one firm might be compelled to carry advertising of a competitor.

The British advertisers held a meeting at which they decided to avoid the use of this medium, and urged that all others do the same. Another means used to defeat it was the ingenious plan carried out by a number of firms of printing a large black band across the top of their envelopes, so that it was impossible to print any message on them that would be legible.

After realizing the tremendous hostility which the plan had aroused, the Postmaster General announced recently that he had discontinued the scheme.

The United States once attempted a similar system, except that no charge was made for the use of the dies. About May, 1922, the first use of this method of advertising appeared, for the benefit of the International Silk Exposition. The plan has never been repeated, because of the tremendous protest which resulted, and at present cancellation marks in this country are limited in their advertising messages to the Red Cross, and one or two other announcements, such as advertising the Sesqui-Centennial.

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THE GREATEST INVESTIGATION

There have been many investigations of living habits, buying habits, and the like, but one which has just been completed by the General Federation of Women's Clubs is probably far more comprehensive than any other that has ever been made in such a direction, and in addition it has the advantage of having been made under conditions which well insure accuracy and lack of bias.

This investigation covered home conditions of more than thirty-two million persons, living in 2,228 different places located in 48 states and the District of Columbia, in villages, towns, and cities.

The work of this investigation was made possible by means of the co-operation of women's clubs throughout the country. The investigation, which is entitled "The Home Equipment Survey", was originated and carried out by the central office of the General Federation of Women's Clubs. The Woman's Home Companion aided the plan and is the medium through which the results are being published.

The questionnaire is divided into six main sections, and these deal with (1) public water supply, (2) garbage disposal, (3) heating systems, (4) the use of gas, (5) electrical equipment, and (6) recreational equipment, including telephones, automobiles, radios, phonographs and pianos. Under each one of these heads the logical questions tending to bring out details were asked.

Whenever there seemed to be doubt about accuracy, the doubtful points were referred back to village, town, or city officials, public utility companies, or others whose opinion on the matter would be sound.

In the November Woman's Home Companion there was an article written by Mary Sherman, President of the General Federation of Women's Clubs. This article deals with some of the amazing discoveries concerning the comparative lack of simple labor saving devices in American homes. In the paragraphs below there are some quotations from this article, followed by a typical summary of the conditions discovered in one state.

Comment on the balance of the investigation will appear in a later issue of the News Letter. The outstanding feature brought out in the

figures discussed below is that there is still an enormous market in this country for every type of convenience which has to do with the use or distribution of water supply and with garbage disposal. While many of these conveniences are widely in use, figures disclosed show that there is still a market which is enormously below the saturation point.

"So the great shock which the digest of the Home Equipment Survey brought is the undisputed evidence that, as a nation, we American women do not live efficiently; we do not reduce drudgery to a minimum, even when means and opportunity permit; we do not avail ourselves of sanitary and labor-saving equipment; but prefer certain luxuries and recreations to release from almost primitive forms of domestic facilities."

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".....For the forty-one charts or tables which lie before me, summarizing the survey, prove that here in America we have hundreds of communities whose homes have equipment as primitive as any village homes in Belgium or France, conditions unsoftened by hedgerows, trellises, hollyhocks and blooming roses.

"Village after village in our own country with neither water nor sewerage system; entire blocks or districts in prosperous cities whose homes have no connections with water, sewer or gas mains; whole communities where housewives carry fresh water into the house and waste water out, where they clean coal-oil lamps, or where their sole labor-saving device is an electrical iron. And these families can afford to own automobiles, phonographs and radio sets."

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"Facilities which relieve the entire family, including the mother, of monotony, outrank the devices which are chiefly drudgery killers for the housekeeper. Automobile and telephone, phonograph and piano outstrip in relative numbers the electric washing machine and dishwasher and electric sewing machine, the electric vacuum cleaner and the mechanical refrigerator. They even outrank the stationary laundry tubs for the country as a whole, and overshadow them in the small communities. Even the newly arrived radio set for the country as a whole outranks all the labor savers named above except the vacuum cleaner and the laundry tub, and even the laundry tub has been outdistanced by the radio in communities of less than 5,000 population.

"The stationary kitchen sink is the only labor saver that holds a lead over these recreative and educative facilities in places of 2,500 and over. In places where there are fewer than 2,500 persons, even the kitchen sink is less in use than the telephone or the automobile."

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"Now, let us see how running water and sewerage, or the lack of these facilities, affect the home-maker's daily routine. Eighty-four per cent of all the homes reported under the head of "Sanitary Equipment of

Homes" can boast of kitchen sinks under running water, but the 16 per cent not thus equipped represents 630,000 family dwellings, each occupied possibly by four or more persons. Multiply this by four or five (as our population is racing toward the 150,000,000 mark) and you can see that not thousands but millions of American homemakers are carrying clean water into the house and waste water out. And most surprising is the fact that the low figures for equipment with kitchen sinks in small towns is not a condition of a few relatively new and thinly populated states, because in the community class making the poorest showing, towns of 1,000 or less, thirty-nine out of our forty-eight states are represented."

Equipment Of Illinois With Water
And Sewer Facilities

(The figures indicate percentages)

<u>COMMUNITIES</u>	<u>I</u> Stationary Kitchen Sinks	<u>II</u> Flush Toilets	<u>III</u> Stationary Bathtubs	<u>IV</u> Station- ary Wash basins	<u>V</u> Station- ary Laun- dry Tubs
Under 1,000	27.6	17.8	20.5	21.5	4.3
From 1,000 to 2,500	34.4	15.8	20.1	21.9	4.2
From 2,500 to 5,000	74.6	62.6	59.8	62.4	24.2
From 5,000 to 10,000	77.4	78.9	77.1	80.1	46.8
From 10,000 to 25,000	82.2	82.1	79.3	84.7	49
From 25,000 to 50,000	91.1	83.5	86.9	85.2	13.6
From 50,000 to 100,000	82.3	82.2	75.5	79.8	37.1

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MORE COMMENT ON OUR COLONIAL KITCHEN

The Boston Transcript recently printed an article of considerable length dealing with the J. Walter Thompson Colonial Dining Room. This article described the dining room and commented how unusual it was to find such a room in a metropolitan office building.

Another description appears in the Edison Monthly of November, 1926. This includes photographs of the kitchen together with a complete description of it.

An interesting side light on these descriptions is that publicity of this sort often results in offers of various antiques to Mr. Resor or to the company. As a result of the Boston Transcript article a woman in Mississippi forwarded a pair of lustreware cups in the belief that the J. Walter Thompson Company dealt in antiques.

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