

RADIOPHONE SERVICE SHOWS MARKED GAIN

Static 'Fades Out' and Voices Are More Distinct Here and in London on Second Day.

16 CALLS ARE PUT THROUGH

British Editor Calls Gov. Smith for Interview—One Woman Talks 28 Minutes for \$700.

EAVESDROPPERS A PROBLEM

Federal Radio Inspector to Deal With Offenders Here—Both Cities Use System Again for Business.

New York and London resumed their telephonic conversations yesterday under conditions more favorable than marked the opening of the radiophone service between the hemispheres on Friday. Sixteen calls were completed, the voices carrying with distinctness that amazed some callers.

The static that cut in time and again on the inaugural talks had faded yesterday to a point where it was scarcely noticeable, and officials of the American Telephone and Telegraph Company reported that the two days of actual service had developed no difficulties worthy of mention. In fact, the transoceanic service by its smooth performance yesterday threatened to become almost as commonplace as local inter-exchange calls.

One of the first calls to come through from London was from an editor of a London newspaper. He got Governor Smith on the telephone in the Governor's suite in the Hotel Biltmore at 10:02 A. M. The English newspaperman sought to interview the Governor on his opinion of William Randolph Hearst's suggestion of a union or league of the English-speaking peoples.

"I told him," said the Governor later, "that it was a nice sunny day here, clear and cold, and that I didn't know anything about Mr. Hearst's suggestion. That's all there was to the conversation."

Throughout the day, from the first call at 8:32 A. M., to the last, at 1 P. M., transmission was excellent. This was due in large measure, the telephone officials said, to the passing of an area of low pressure which had hovered in mid-Atlantic for two days. Out of this "storm cloud," however, came a message showing that listeners-in midway between the "stations" had encountered no trouble in hearing what the electric waves were bearing.

Heard First Talks at Sea.

While Walter S. Gifford, President of the American Telephone and Telegraph Company, was talking on Friday to Sir G. Evelyn P. Murray, Secretary of the British Postoffice, in the formal opening of the service, Harry B. Thayer, Chairman of the Board of the American company, was in mid-ocean on the Lloyd Sabaudo Liner Conte Biancamano. Mr. Thayer went to the radio room of the steamship and followed the talk. He cabled his colleagues yesterday that he had "listened in on the first radiophone conversation and heard perfectly, notwithstanding the static."

The first advertisements to be telephoned from this city for publication in London dailies went forward in time to catch later editions of yesterday's issue. Orders for goods, confirmations of deals and just "chats"—as witness one New York woman who talked for twenty-eight minutes to a London friend—made up other calls yesterday.

When the circuit was first put up yesterday morning the operators in test cells found that transmission showed a decided improvement. As the day wore on the clarity of reception continued to gain, with few repetitions being necessary. Radio eavesdroppers, listening in to the long-distance talker, were quick to notice the improvement and to begin calling up their friends to retail what they had heard. Officials of the American Telephone and Telegraph Company, in commenting on the fact that so far no device has been perfected to insure privacy of radiophone conversations, said the problem would be left for the time being to the Federal Government. Federal Radio Inspector Arthur C. Batcheler will deal with the eavesdroppers in this district.

Phones Ad. to London Times.

The credit for having phoned the first American advertisement overseas was claimed by Joseph E. Hanson, President of the Joseph E. Hanson Company of 85 Lincoln Road, Newark. Mr. Hanson put in a call for W. Lint Smith, advertising manager of The London Times, and at 9:45 A. M. New York time, or 2:45 P. M. London time, his telephone rang and the operator announced the connection with the London newspaper office. Mr. Hanson dictated an advertisement for the J. H. Balmer Company, Newark, manufacturers of bathroom fixtures.

Mr. Smith reported that he heard the voice from Newark very well. He added that it was wet in London, "just our usual climate," when Mr. Hanson reported on the sunshine and cold here. The call ended with an exchange of compliments between British and American advertising men. The first British advertisements for American publication, one for Indian tea and the other for Carreras, Ltd., tobacconists, were telephoned on Friday and appeared in THE NEW YORK TIMES yesterday.

Another advertisement was telephoned by William H. Rankin, President of the William H. Rankin Company, to Colonel E. F. Lawson, publisher of The Daily Telegraph. The advertisement was for The Sun. Mr. Rankin sent a cable message to the London newspaper advising Colonel Lawson that he planned to radiophone an advertisement. He received a message back saying that Colonel Lawson would "await your call Central 7026." Mr. Rankin sent to Colonel Lawson the good wishes of William T. Dewart, publisher of The Sun.

Call Comes Through Promptly.

The advertising man notified Mr. Dewart at 9:30 A. M. yesterday that he had contracted for space in The Daily Telegraph. The New York publisher told him to "go ahead." Mr. Rankin placed the call for London at 10 A. M. and twenty minutes later the operator reported she had the London newspaper on the telephone, but that Colonel Lawson was absent.

"I told 'long distance,'" said Mr. Rankin yesterday, "that Colonel Lawson would be in his office at noon, according to our arrangement, and that I would wait for him. Promptly at 12 o'clock our telephone operator said, 'Mr. Rankin, London is on the wire,' and before I could say a word I heard, 'Rankin, this is Lawson.'"

After advising the London newspaper man about the advertisement for The



Photograph sent from London to The New York Times by Radio. Geoffrey Dawson, Editor of The London Times, Telephoning Across the Atlantic on Friday to Adolph S. Ochs, Publisher of The New York Times—the First Private Conversation Carried by Radiophone After Opening of the New System.

Sun, the advertising man and Colonel Lawson recalled the recent advertising convention in Philadelphia, which the British publisher visited.

"We want to wish you all the very best fortune in the new year," said Mr. Rankin. "May it be one of great prosperity for all in England and may it bring every possible health and happiness to each one of you. President Coolidge recently said to the members of the American Association of Advertising Agencies that formerly it was an axiom that competition was the life of trade, but that under the methods of the present day it would seem to be more appropriate to say that advertising is the life of trade."

Woman Chats \$700 Worth.

The New York woman who chatted with a London friend for twenty-eight minutes did so at a cost of \$700, the rate per minute being \$25. She was the first to exceed the maximum of twelve minutes allowed by the American Telephone and Telegraph Company. Unaware that the lengthy conversation was proceeding under a special dispensation from company rules, the operator broke in to ask the speaker how long she planned to use the circuit. The novelty of the talk, however, was strong on the New York patron and she went right ahead.

When the operator, with visions of minutes, each tagged with \$25, speeding past, broke in a second time, the New York woman said she would have to ring off, but that she would call her friend next Saturday at 8:30 A. M.

A department store was another to go on the radiophone early in the morning. An official placed an order for sweaters and socks, and then an editor of The London Weekly Dispatch rang up the Pinkerton detective agency and discussed the use of the radiophone in catching criminals.

The pastors of two historic Methodist Churches, one here and the other in London, exchanged greetings. The Rev. Dr. Francis B. Upshaw, pastor of Old Joan Street Church, the first Methodist Church in New York City, which was established more than 160 years ago, spoke to the Rev. George H. MacNeal, pastor of City Road Chapel in London, the church where John Wesley preached and in its graveyard is buried the founder of Methodism.

Dr. Upshaw said the reception had been remarkably clear, according to The Associated Press. The New York pastor said that he did not know Mr. MacNeal personally, but that a few days ago he had advised him by cablegram that he would attempt to telephone to him. Dr. Upshaw said he felt it appropriate to repeat the first message ever sent by telegraph, "What hath God wrought?" and expressed the hope that God would strengthen the friendly ties between America and England. The Rev. Mr. MacNeal expressed hope for a more united church and for universal peace.

Mrs. Otto H. Kahn Talks.

Several conversations between individuals followed the exchange between the two pastors. One of those who talked was Mrs. Otto H. Kahn, wife of the banker. Major Edward Bowes of the Capitol Theatre talked to a London member of the motion picture fraternity. Major Bowes informed the Londoner he would introduce Greta Garbo and John Gilbert, stars of the screen, and a few seconds later they conversed with the man in the British capital.

A formal exchange of greetings between officials of the International Advertising Association and the London Advertising Association was made. C. K. Woodbridge spoke for the New York association and T. D. Lawrence replied for Charles A. McGurdy, President of the London association. The conversation was recorded on a wax cylinder and later a transcript is to be forwarded to London to verify the accuracy of transmission.

One call, scheduled for 11 o'clock, was called off. Gordon H. Selfridge of Selfridge & Co., the London department store, was to have spoken in London to William R. Carr of 275 Fifth Avenue, the store's American representative. Mr. Carr was called to the telephone at 9 A. M. and was told that the time of the call had been changed to 10:40 A. M. A half hour later the operator called to say that a cancellation order had been received from London.

Many calls which were entered early yesterday were subsequently withdrawn to be put in again on Monday. This came about when New York callers ran into the half-day closing custom in London. Owing to the difference of five hours in time, calls put in during what was the "shank of the morning" here sounded in empty offices in London.

At 1:20 P. M. the transatlantic operator at this end asked London if she had any more calls for New York. When informed that there were no calls waiting, she informed the London operator that the circuit was clear at this end. The circuit was then turned over to the special operators, who bade each other "good night." The service will be resumed at 8:30 A. M. today. Up to last night only one application for transatlantic telephone service for today had been received. The regular hours of service have been fixed to start at 8:30 A. M. and end at 1 P. M.