

Mr. Carlson  
70 Mr. Pratt

Pls arrange go  
out with me  
Monday nite.  
Presume you will  
have Tested ok:  
Sandus  
8/26

WESTERN UNION DESK-FAX DEMONSTRATION  
TELEVISION STATION KTLA MONDAY AUGUST 29, 9:00 P.M.

Announcer: Good evening ladies and gentlemen. This is \_\_\_\_\_  
\_\_\_\_\_. Today marked a new era in communications  
in Los Angeles as the Western Union Telegraph Company  
unveiled it's new and fanciest gadget, a little  
machine called Desk-Fax, a facsimile telegraph  
machine. Not so long ago, Western stated operation  
of a 3 million dollar automatic message switching  
center in Los Angeles- one of a group of 15 such  
centers which have been placed in service throughout  
the nation- including an ultra-modern "Electric Brain"  
which permits offices of Western Union to select  
a distant city for direct transmission. Now they  
have brought this newest of their laboratory  
experiments to you. Not only will we have the  
pleasure of seeing a demonstration of the Desk-Fax  
but we have as our guests some experts who will  
tell us all about this "pint sized" telegraph  
instrument.

Let me introduce Mr. J. W. Inwood, Superintendent  
of Western Union. Mr. W. L. Conlon, Desk-Fax  
Engineer from New York and Mr. F. I. Sanders, Sales  
Manager.

Mr. Inwood, tell us something about this  
gadget.

Inwood: To begin with, it may be of interest to know that  
as early as 1850 man was thinking in terms of facsimile  
reproduction of messages and this was but 13 years  
after Samuel Morse first began to work seriously at  
inventing the Morse system of telegraphy.

Inwood:  
(cont)

While many experts have over a long time been working to <sup>the</sup> a solution of the facsimile process, the ultimate development was hastened by Western Union's engineers creation of "TELEDELTA" (displays sample), a dry recording ~~ex~~ paper which unlike other mediums requires no processing before or after a recording. THE paper is conductive to electricity and is coated with a pigment which turns black as current passes through it. To illustrate let us prepare a message for transmission to our main office. (Hand writes a message on form) I'm going to ask Mr. Conlon to explain the actual sending of the message.

CONLON

(Displaying the message with carbon) Note that the message sending blank has an associated carbon blank. Also (displaying original blank) this blank has a tallow substance on the reverse side. As Mr. Inwood wrote on the blank the tallow was transferred to the carbon blank. (Shows carbon blank) This carbon is used for the transmission. We now place the carbon blank on the cylinder, aligning the message to be sure that it will record in exact facsimile on the other end of the circuit. Now the message is ready for transmission. (punches start switch) Note that when the switch is turned on a buzzer sounds. This is a signal that the machine on the other end of the wire is phasing, or in layman terms it is synchronizing with this machine so that we will get a true duplicate. If they were not phased it would be impossible to reproduce. When machine stops the buzzer noise, it is a signal that the machines are in phase and note that the stylus

Conlon

(CONT)

arm now automatically falls to begin scanning the message. (let's machine record a few ~~minutes~~ seconds) This drum is turning at a rate of approximately 180 RPM'S per minute and records about 14 square inches of space per minute. Let us observe it finishing the message recording and observe the automatic cutoff. How's that?

ANNOUNCER:

That is amazing! How about receiving a message?

Conlon

The same thing takes place only in reverse. (Main office turns on buzzer and we note signal they wish to send.) As the buzzer sounds we insert a receiving blank or the Teledeltos. Now we turn on our machine which starts the phasing operation spoken of before. When the machines are in phase our arm will drop and the message will begin to appear on our copy. ( Message reading "THIS IS A SAMPLE OF WESTERN UNION'S NEW FACSIMILE RECORDING MACHINE DESK-FAX WHICH BRINGS ALL THE TELEGRAPH SERVICES TO THE BUSINESS MAN'S DESK".

ANNOUNCER:

This is a remarkable machine and to what extent will it be installed and what effect will it have on sales and operations in general Mr. Sanders?

Sanders:

The first of 100 immediate installations in Los Angeles was started today. We have plans for a great many more next year. 5,000 test installations will be made in designated cities throughout the nation this year. We have great hopes for it both as a means of bringing telegraph service within arms reach of the businessman, and through improved speed of service which will result from widespread installations of such equipment. Remember the old expression, "the camera doesn't lie?"

Sanders: Well, neither does this Desk-Fax. You receive  
(cont) exactly what you send. We are pleased to bring  
this new service to Los Angeles.

Announcer: Thank you Mr. Sanders. And, thank you Mr.  
Inwood and Mr. Cohlson for being our guests.  
Ladies and gentlemen, it has been KTLA'S  
pleasure to bring you the first television demonstration  
in Los Angeles of Western Union's new facsimile  
telegraph machine.

D AUG 27 AM 11 53

Mr. Conlon

c/o Mr Dodge

.. We have jst had word from Television  
Radio Station KTLA that they will be obliged to  
postpone our program from nine PM M<sup>o</sup>nday night,  
August 29, to 9 PM Tuesday night, August 30.

8-27-49

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