

*"Beep" means you're wanted!*

## *Calling All Doctors*

### *By New Telephone Magic*



by Camilla Marvin

DR. BENJAMIN DAVIS stood behind his ball on the seventh green of the Lehigh Valley Country Club and carefully sized up his putt. Aim three inches to the right of the pin, he decided.

Suddenly the doctor knew—knew for sure—he was wanted on the telephone for an important call.

"I'm afraid that's it—for me," he said. "If I don't catch up on the next hole, don't wait."

He shouldered his clubs and headed towards the clubhouse for the pay telephone. Was the doctor psychic? Did unseen thought transference waves notify him of the telephone call?

The relay of the doctor's message would, to those not familiar with modern electronics, seem very mysterious. But it is becoming routine to a service that is offered by the scientists of the Bell Telephone System.

Dr. Davis is a subscriber to the new telephone company service now on trial in Pennsylvania. In his breast pocket he carries a small radio transistor set—about the size of a fat eyeglass case. When he hears its whistling beep from his pocket, he knows he has an important telephone call.

His secretary back in his office screens off routine messages, but when a call is urgent, she dials the telephone company's Personal Signaling Operator, and the doctor is paged—by short wave radio. He may be driving his car to a house call, or doing an errand at the grocery store—but he will hear the prolonged beep from his pocket and know he's wanted. He goes quickly to the nearest telephone and calls his office. Gone are the days when he checked in by 'phone every half hour, or left detailed instructions about where he could be reached.

Still in an experimental stage, the service is at present offered only in the Allentown-Bethlehem section of Pennsylvania—an area of about 40 square miles.

HOW LARGE an area could be covered by the service? One telephone company official answers: "Sufficient transmitters could blanket any area—however large. In the Allentown-Bethlehem set-up we use two. Technically, the entire United States could be covered." Of course, he hastens to add, any such plan would be highly impractical right now.

Columbus, Ohio, is scheduled next to receive the Personal Signaling Service. Other areas—perhaps your own community—may have the service very soon.

Today, in the Allentown-Bethlehem region, about 120 of the eight ounce, battery-powered, signaling receivers are making themselves heard.

For some subscribers, the Personal Signaling device means an increase in cash receipts. Such "service businesses" as coal and oil deliveries, furnace, plumbing, electrical and TV repairs are enthusiastic subscribers. One vending machine company, with twenty-four hour service, says it has never used its set's turn-off switch. Funeral homes, newspapers, real estate offices and contractors are among those who consider the little signaling receiver well worth its

\$10 monthly rental charge (which includes about 35 free calls).

In the hotel business, it's a help, too. As an example, one recent beep was heard on an unusually high level: The Hotel Traylor was getting itself a new water tower, and the manager was up on the roof supervising, when the "pleasant-toned sound," as it's called officially, signalled him.

"It was one of our leading manufacturers," he explained, "who goes in for entertaining in a really big way. I'd never been able to get his business. He was waiting in the lobby, and if I'd missed him then, he might never have given us his business. I scrambled down from that roof in a jiffy, and we got the banquet order—350 guests with a check totaling almost \$4,000."

For organizations with sporadic periods of peak activity, as well as for its regular subscribers, the Personal Signaling Service is proving its value. When the last annual Great Allentown Fair was being produced, arrangements proceeded more smoothly thanks to the eight little signalers beepingly tracking down the constantly moving key personnel. Similarly, at the Trexler Farms orchards, when the fruit picking seasons come around, the orchard manager fastens a receiver to his belt and can always be reached for those quick decisions which can boost harvest profits.

To some of the nine doctors and

two priests, using the service, the whistle of the signaling receiver is often a matter of life or death. "I never go out for a minute without mine," says the assistant pastor at St. Ursula, one of the most active churches in Bethlehem. "Whether I'm paying my parish calls, going to the bank, or just out to buy some cigarettes, my signaler stays with me."

Last year, 200 emergency calls were relayed to this priest—the only car-driving cleric on the staff. "My responsibility," he says, "is to be quick when I'm needed. It would be on my conscience the rest of my life if I were not." With the signaling service, the priest is finding some relaxation from the tension of his work. "I can now go off for a half hour's walk," he says.

Another subscriber for whom the service makes possible a new found freedom is a leading neurosurgeon, who states, "I am *never* off call." He is now able to go shopping, or play badminton without prearranged planning. Last December, on a Saturday evening, a six-year-old boy was scampering across the street in front of his house. He didn't see the car coming—until it was too late. Brakes screeched and a woman onlooker screamed.

The doctor and his wife had stepped over to a neighbor's—without bothering to advise his answering service. But hooked to his belt was his signaling receiver, and within a few minutes he was on

his way to the Allentown Hospital.

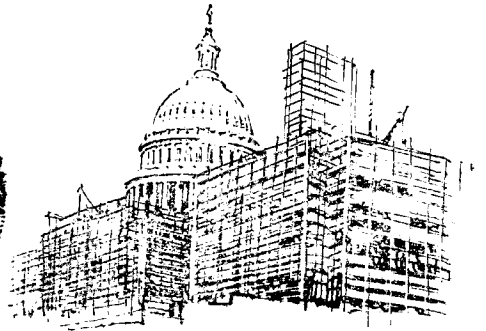
"In such a case of skull fracture," he explained, "delay in operating could have produced epilepsy." The boy is back again at play—with no more danger of epilepsy than any other child.

THE Personal Signaling Service is one more step towards the fulfillment of the "total communication" dream of many a telephone man. In 1877, oh's and ah's greeted the announcements of Alexander Graham Bell, a Boston teacher of speech correction, who prophesied that on a future rainy morning a Mrs. Smith might call on "the central office to connect her with Mr. Jones, the butcher." A more recent flight of fancy by an American Telephone and Telegraph engineer looks to the day when telephone numbers are assigned to babies at birth. This seems a bit early—and perhaps, from a child's standpoint, undesirable—but it serves to point up the fact that, although technical problems of the Personal Signalling Service are being solved rapidly, its commercial future still depends on customer demand.

There are a great many people who cannot properly avoid an unexpected duty or emergency. If enough of them demand it, the whistling beep of this tiny, electronic, signalling wonder will become a familiar sound in cities and towns all over the country.

# Do You Know?

- Lower taxes enabled German industrial production to soar 254 percent in the past ten years, against 70 percent in Britain. Lower taxes and elimination of our "Debt money system" could electrify our nation.
- Today the mortgage debt against one-to-four family dwellings aggregates more than \$105 billion. A major stimulant to the demand for housing has been the use of credit.
- The American people hold about \$54 billion in U.S. Savings Bonds.
- In 1910, the Federal Government spent about three-fourths of one billion dollars. The proposed budget for next year is about \$74 billion.
- The Ford Foundation gave India 2.2 million dollars to promote basket weaving, pottery, and other small industries. That brought the total of Ford gifts to unfriendly India to more than \$25 million—the highest to any foreign country.
- In 1956, the revenue from income taxes amounted to \$56,600,000,000 as compared with \$2,188,000,000 in 1939. The total amount taken out of private possessions by the government in 1956 was \$78,820,000,000 as compared with \$5,667,000,000 in 1939.
- Hungarian courts used to punish a bigamist by making him live in the same house with both wives.
- Official figures show the total debt of all other principal nations of the world to be \$153 billion. The U.S. debt today is \$280 billion.
- In ancient Greece, a man who got a divorce was forbidden to remarry any woman younger than his first wife.
- Unless the American people, through their representatives, demand and obtain a return to elemental Constitutional principles and a containment of the Supreme Court to the functions delegated it by the Constitution, then we have lost the safeguard and guarantees of freedom and assurance of sovereignty of the States bequeathed us by our forefathers.



## **"IMPROVING THE U. S. CAPITOL"**

# ***—I want some cost facts.***

**by Senator Harry F. Byrd**

**I** BELIEVE the people of this country would be overwhelmingly opposed to destruction or distortion of the contour of the Capitol of the United States. I am equally certain that they wish this fine old building maintained in a safe state of repair and in a condition befitting the majesty of this Nation. In this whole matter, only one thing is clear: the contentions and testimony are conflicting. In fact, I find current information on present plans for "extension of the Capitol" to be exceedingly confusing. I find a great lack of clarity throughout *all* of the material available to me in connection with the proposal to "extend" the Capitol at this time.

I deal here with the lack of clarity with respect to costs. The expenditure authority for extension of the Capitol is open-end. *There is no limit on amount or time.* Obligations may be made without prior appropriation.

The Budget Document for the current fiscal year, 1958, page 24, shows \$5 million was appropriated in 1956 along with an indefinite contract authorization for \$37.6 million—a total obligational authority of \$42.6 million. It shows also a \$12 million appropriation in 1957 for contract liquidation.

As you unwind the available information on the subject, you come to the realization that this scheme to extend the East Front, accord-