

# SPEAKING DAY'S NEWS.

Will the "News-teller supplant the newspaper? Will the time come when the average man will learn what is happening to the world and his wife, not with his eye glued to the newspaper propped against the marmalade-pot as he consumes the morning rasher, but with ear pressed against the receiver of a telephone through which he will hear all the news and gossip?

To some it may seem a remote possibility, but in view of the fact that for the last twenty years a telephonic daily has been in active operation at Budapest, Hungary, and, furthermore, that preparations for a similar enterprise are in an advanced stage in London while it is also being introduced into Paris and Berlin, it will be obvious that the telephonic daily, like the cinema newspaper, which shows the news on the screens of the picture palaces every night, has generally arrived.

The Budapest telephone newspaper is called the "Telefon-Hirmondo," or the "News-teller." It is no mere fad or toy. It is a great journal, with all the equipments—save type, ink, and paper—of a first class newspaper. Every day it speaks all the day's news to upwards of 7,000 subscribers in their homes or offices.

Every day, from eight in the morning to eleven at night, the "Telefon-Hirmondo" is busy sending the news of the world, hot from the wires, into its subscribers' homes—carefully edited news of all sorts; telegrams, theatrical critiques, the law courts, the markets, tit-bits from the local and Vienna Press, weather forecasts, and so on, says the Newspaper World.

The exact time for each of the news items is strictly regulated, and is announced to the subscribers every morning. Thus each subscriber need only listen to the news that particularly interests him or her, and can always be sure of hearing it at the predicted minute. In case, however, of particularly important news coming to hand, it is immediately announced, and special alarm-signals are rung.

### What It Costs.

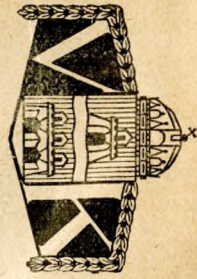
Not only is the "Telefon-Hirmondo" a real boon to the world of commerce, giving, as it does, the news of importance much sooner than the printed dailies, but to women and children, and especially to the sick, to patients in hospitals, and the blind, and to all who have not time or money enough to go to theaters or concerts, the telephone newspaper is available.

One of the most praiseworthy features of the "Telefon-Hirmondo" is its extraordinary cheapness. Each subscriber pays but a penny a day for its many advantages, and there are no fees for having a receiver fixed to a house. No one need continue subscribing to the speaking newspaper for longer than four months. On these favorable terms each station is provided with the receiving appliance, having two ear-tubes, so that two people can listen at the same time.

When the "News-teller" sprang into life its wires extended in a net of forty-three miles. At the present time there are 640 miles of wire, and the spools of the company can be seen under the corners of houses in almost every street. The staff of the paper consists of a business manager, an editor with four sub-editors, and ten reporters with six "stentors" at work speeding the news. The latter take turns of ten minutes each.

Though advertising receipts are necessarily somewhat limited, yet the "Telefon-Hirmondo" is an advertiser's paradise, for when the advertisement is transmitted over the wires it goes between two items of interesting news and commands special attention. The advertising charge is a little less than two shillings for twelve seconds.—London Tit Bits.

Közp. nyomat. XX. cs. 23. sz.



## Budapestre vonatkozó újságcikkek

Oszályozás

Tárgy

659.1

Hely

Idő

1914

Személy

Szerző:

Cím: Speaking day's news

Forrás:

Proba

Adotit

(Hely)

1914 VII. 7.

(Idő)

(Köt. v. fiz.)