

### Time Turned Into Money

Every man's time has a certain value to him; that is, he can so use it as to get a financial return. But it has remained for one of the great corporations to establish the literal truth of the proverb, "Time is money," by actually dealing in the fleeting hour as a commodity. According to carefully computed figures the Western Union Telegraph company receives annually nearly, if not full, \$1,000,000 from its trade in this intangible medium. As the company pays nothing for its goods, and is put to no expense but that of delivery, the business is a profitable one, and as its operations extend from border to border of the country in all directions, the monopoly is as extensive as it is remunerative.

How can so volatile a commodity as "correct time" be said?

From the United States Naval Observatory in Washington the correct time, at noon, is given every day. It is free to anyone for the simple asking. The computation of time is carefully made by a staff of experts employed by the government, and the result of their work is communicated by electricity to the various government departments in the capital precisely at 12 o'clock every day. The timekeepers of the nation likewise touch a button, which causes a spark and a click in the offices of the Western Union telegraph office in every city in the United States where their telegraph lines reach.

The Western Union Telegraph company has a concession from the government to keep certain instruments in the observatory. There is an attachment leading from these instruments to a large annunciator, or electric button, and when the time bell strikes, the news of the correct noon-time, sent away to the government offices, is transmitted simultaneously, and without even the aid of an operator, from the Western Union instruments, to points as far west as San Francisco and as far south as New Orleans.

As a matter of fact, it requires but the astonishingly short space of one-fifth of a second to notify every state in the union that the noon hour has arrived. In the very twinkling of an eye the little electric spark is flashed over thousands of miles of wire radiating toward all points of the compass.

The wonderful feat is accomplished only, however, after an absolute suspension of the entire telegraph business of the nation. Every wire is cleared of work, no matter how important it may be, just before 12 o'clock noon, eastern time, each day. For three and one-half minutes not a sound of a Western Union ticker is heard in the United States. The telegraph operators in every part of the country cease sending or receiving messages and arrange the wires so that there may be an uninterrupted and unbroken connection with Washington to all points in the United States to which the wires extend their intricate meshes.

Just before the time bell is to strike a general warning is flashed along the line, and the instant the sun passes over the seventy-fifth meridian the message flashes with the rapidity of lightning to the farthest cities in the United States, in all directions from Maine to California and from the Gulf of Mexico to the Canadian border, so that at practically the same instant every city in the United States knows that the noon hour, at Washington, has arrived. This means for the western cities, 11 a. m., 10 a. m., or 9 a. m., according to their longitude. The differences of actual time in the minor divisions of the hour have, for the sake of convenience, been abrogated, and the entire country divided into four perpendicular strips, each strip setting its clocks by the time of the meridian that bisects it from north to south. So, when the noon hour is announced from Washington, it indicates 11 a. m. at Chicago, 10 a. m. at Omaha and 9 a. m. at San Francisco.

The Western Union Telegraph company has in this commercial device a unique monopoly of news service—a service which sends out but one item daily and that item merely an electric spark. Naturally there are many hundreds of individuals and business concerns in every large city of the country to whom exact time of value and for the accommodation of such customers the telegraph company, in return for a consideration of \$15 a year, establishes connection with their clocks at their homes or offices and maintains perfect official time all over the country by the electrical circuits centering in the national capital.

In New York City alone are 8,000 such electric clocks, from which the company derives a revenue of \$120,000 a year. Bearing in mind that New York is only one of the many large cities in the country and that all the other cities combined have eight times as many clocks in operation as New York, it would require no great mathematical mind to estimate that the amount of money received by the company from the sale of time would be more than \$1,000,000 a year.

Considering that the only expenses incurred are in maintaining the inexpensive apparatus in the observatory and a few men to answer complaints and make repairs, it will be seen that it is a most profitable business enterprise. On the other hand, it should be borne in mind that the loss incurred in completely stopping telegraphic communication every day at the busiest hour is a matter of no small loss in dollars to the company, yet it is by no means tantamount to the gain.

Operators of private observatories have had their cupidry aroused by the work of the Western Union Telegraph company and have offered cut-rate terms for guaranteed correct solar time and while it is



The above is a halftone from a photograph taken of the business department of the Omaha Commercial College during the writing period. There were over two hundred students in other departments not shown in the picture. Truly the O. C. C. leads while others follow.

**LARGEST MERCANTILE SCHOOL.**—It is now conceded that the Omaha Commercial College is not only the largest school of its kind west of Chicago but the best equipped. Its courses of study are complete, its methods modern, its teachers experts and its facilities unequalled. The maintenance of a College Band, a College Orchestra, a College Printing Office, a Literary Society, a Lecture Course and a Board of Trade, provide entertainment for its students of a high order. Other new features are soon to be added. **FALL TERM**—Opens tomorrow morning. Many new students have already registered. Begin tomorrow so you can be properly classified. New class in every department. **NIGHT SCHOOL**—Begins tomorrow night. You can have any study desired. Gregg Shorthand will be taught and it is so easy you can master it in our Night School in a few months. Call and investigate. **PRIZES WORTH FIVE HUNDRED DOLLARS**—For solving certain problems. A \$200 diamond ring or \$200 in gold for first prize. Send for problems. You have until Sept. 30 to send answers. Write for particulars. Eight other prizes. You can get one of them. **CATALOGUE**—Free to any address. **WORK FOR BOARD**—Board for three hours work each day. Write for particulars. **SOCIALS, LECTURES AND ENTERTAINMENTS**—We have a number each year and they are all free to our students. For further particulars address, ROHRBOUGH BROS., OMAHA, NEB.

probably the simon pure article, as time goes, it is not official and the commodity, fresh from the naval observatory at Washington, has the call and the "scalpers" on time have fared but ill.

The government is but too willing to give away time to anybody who calls for it and carries something to take it away in and anyone who wants it can have the very same article and privileges which have been granted to the Western Union Telegraph company. The reason why nobody else can make money from its sale, however, is obvious.

The process carried out by the telegraph company was one of the principal objects of the naval observatory. It was originally intended by the government officials that time balls should be dropped exactly at the hour of noon in all the seaport towns, so that seafaring men might set their chronometers at the true solar time. This the Western Union anticipated and offset by their present system of flashing their noon time to their thousands of clocks throughout the length and breadth of the nation, by which tens of thousands of watches have their hands turned backward or forward to the exact hour mark.

### She Knew Amos Keeter

Cleveland Plain Dealer: She was a very talkative old auntie and her memory was remarkable. Her nephew from the city soon realized the strength of both of these characteristics.

"Say, aunty," he put in when he found an opening in the old woman's continuous chain of reminiscences, "did you ever know the Skeeter family that used to live around here somewhere?"

"Knew 'em all," cried the old woman without a moment's hesitation. "Yes, indeed."

"Did you know Amos?" continued the joker.

"Amos Keeter!" cried the old woman again. "Well, I should say I did. Many's the party he's taken to me. Amos Keeter? Dear, dear, how his name does call up the good old times!"

And then the wicked nephew had to go out behind the woodshed to laugh.

**A Rat**

in the coffee bin—not a pleasant thought, yet when coffees are kept open in bulk who knows what different "things" come climbing and floating in?

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