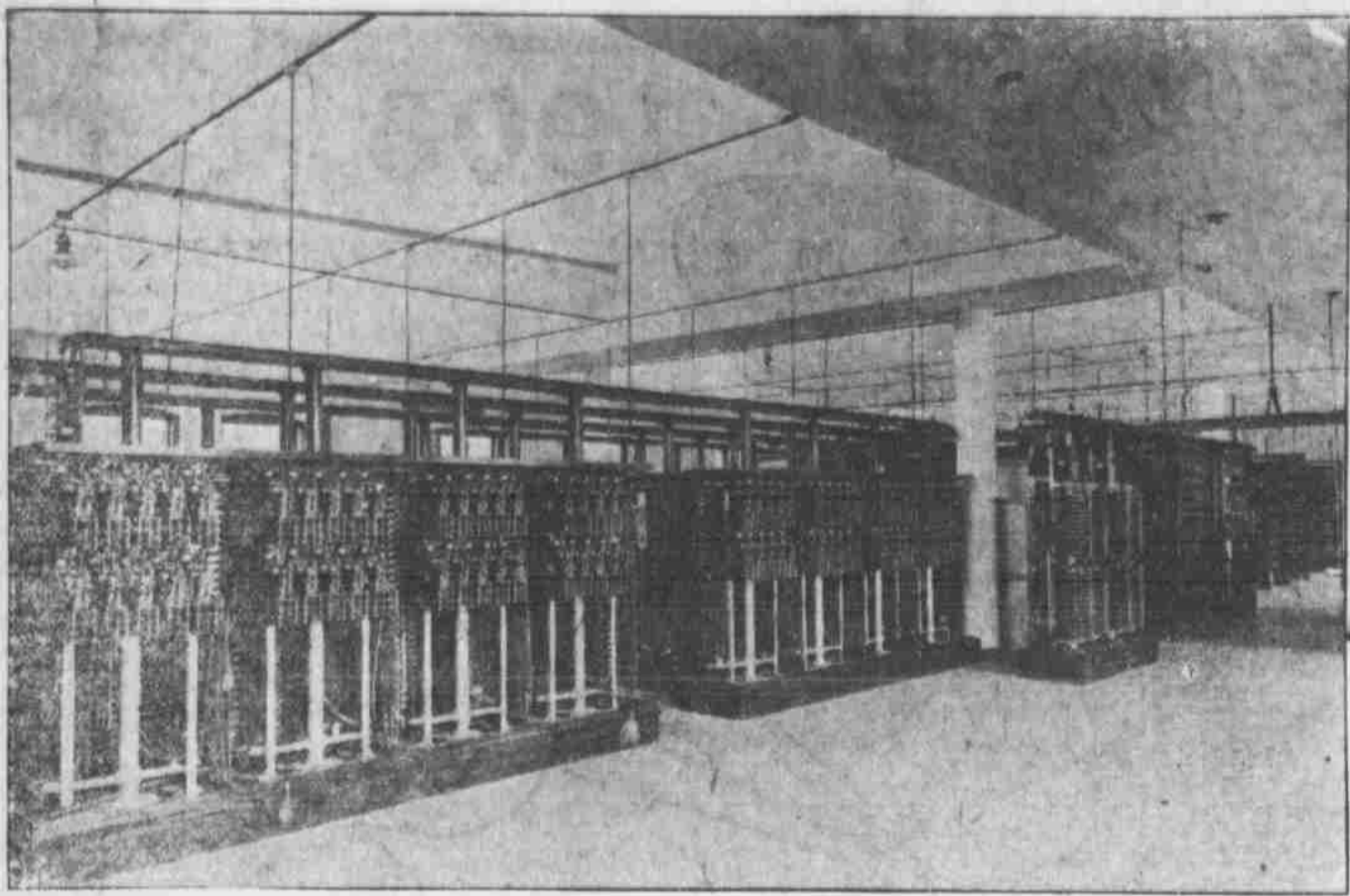


Automatic Telephone and Its Valuable Service to Society in General

How the Independent Company Has Brought Relief in Reduced Rates and Increased Efficiency to Business Office and Home



BACK VIEW OF AN AUTOMATIC SWITCHBOARD.

HE Independent Telephone company of Omaha has fulfilled every promise it made. The plant is established and is in successful operation. We said we would have telephones in operation by December 1, 1907. We said we would have 3,000 phones in operation by April 1, 1908. We said we would have long distance connections by March 29, 1908. We said we would give Omaha the best telephone service in its history and at reasonable rates. We have fulfilled every one of these promises and more.

By that time we will have between 4,000 and 5,000 telephones in operation and there will be no ground for anyone to complain that the service is too limited to be worth the price.

Success Exceeds Expectations.

"In answer to your question as to whether or not we are satisfied with the encouragement given us, I can only say that it is far in excess of anything we had any reason to expect. We are serving practically every business interest of any magnitude in Omaha with very few exceptions; those few will soon find it to their interest to use our telephones, and would be doing so now if they realized to what extent their business is already being impaired by the lack of Independent connection."

Mr. Matthews was asked for an explanation of the phenomenal growth of the Independent Telephone movement throughout the country:

"It is not generally known," said Mr. Matthews, "that in the states of Nebraska and Iowa there are three times as many Independent telephones in use as there are Bell phones. However, this is the case and the ratio is

rapidly increasing in favor of the Independents.

Owned by Local People.

"The chief reason for this phenomenal growth is found in the fact that the Independent companies are owned and operated locally. In many cities and towns as high as 90 per cent of the business men therein are stockholders in the local telephone company. This means that they are all boosters for the company, and this fact, together with the superior service usually rendered, produces the result now in evidence in these two states, namely, a vast majority of Independent telephones over the Bell. Such is the condition of affairs rapidly being manifested in Omaha.

"We are urging the sale of our securities here more for the securing of local moral support than from the necessity of securing local money for building. We offer an investment that pays excellent returns and at the same time is made absolutely safe by a first mortgage on the property. The wisdom of investing in the securities of our company is borne out by the fact that many of Omaha's most careful business men are putting their money into our securities. These men make this investment only after a

thorough examination of the property and careful investigation into the organization operating it.

"The Omaha Independent Telephone company is largely a home enterprise. Over a quarter of a million of the stock of the company is owned by Omaha citizens. The president of the company is W. C. Bullard, president of the Bullard, Hoagland & Benedict Lumber company of Omaha, and the next board of directors will be Omahans.

Growth for Next Year.

"With a large line of local stockholders and the company officered by local business men, the Independent Telephone company will undoubtedly have within a year or so as many subscribers as the Bell company has secured in twenty-five years of monopoly. This statement is made reservedly and based upon the experience of other independent companies using the same methods that we are using.

"The matter of rates is largely responsible for the encouragement we have received, and they are not any lower than is consistent with good business. Our automatic switchboards eliminate an expense of from \$35,000 to \$50,000 per annum over the old-fashioned manual system. This factor in itself enables us to do business at a profit at much lower rates than could be granted under that system.

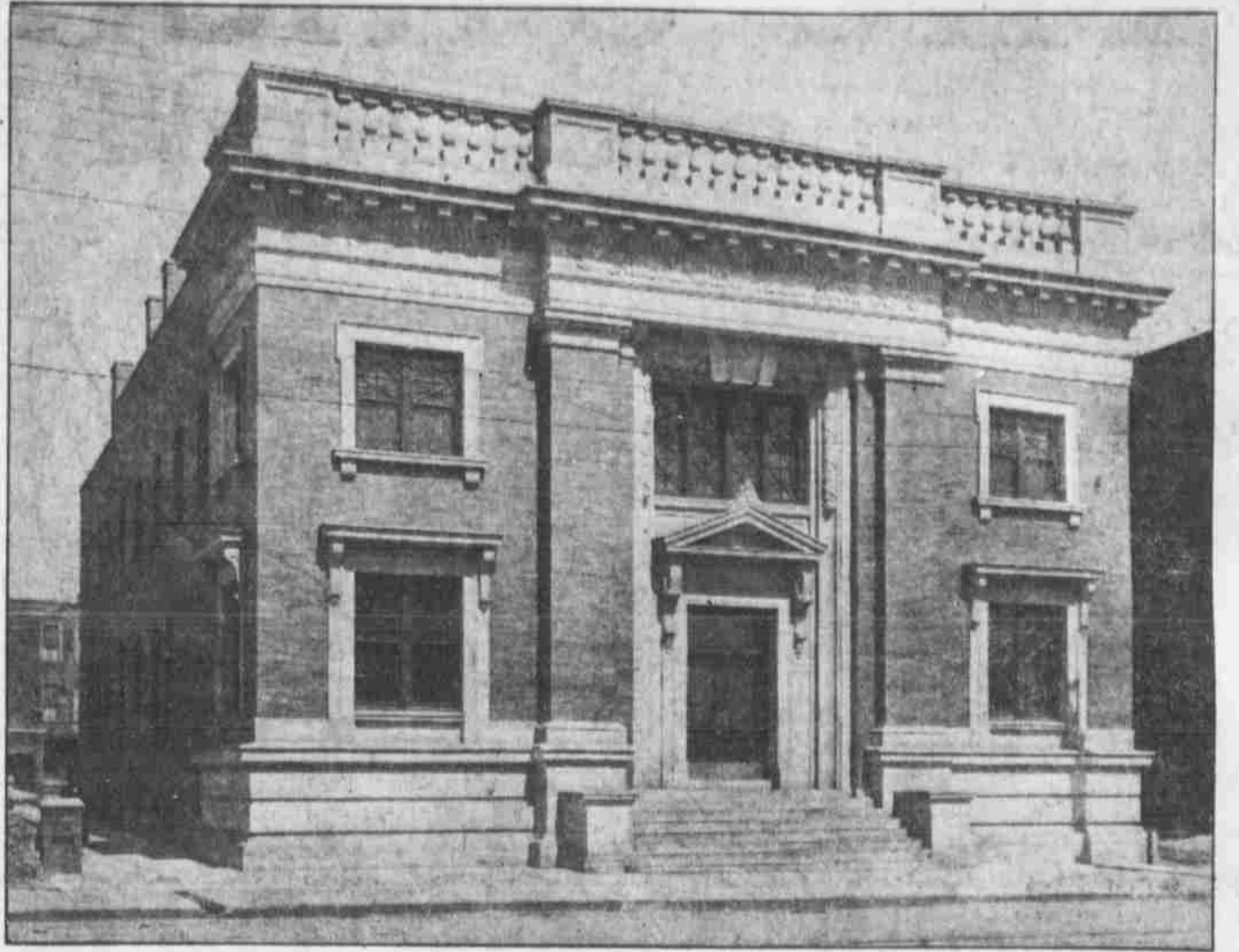
"It is not the purpose of the Independent Telephone company to cut rates, but simply to give everybody the opportunity to avail themselves of the best telephone service in the world at a moderate price.

"We propose to make that service so valuable that everybody will have to use it if they use the telephone at all. The telephone is an indispensable part of business and household economy, and its usefulness is becoming more so daily.

"For this reason the public demands the best and will have it. This not only applies to the local and district, but to the long distance service.

Automatic Service the Solution.

"The automatic phone is the crux of scientific achievement and absolute convenience. Its simplicity and accuracy makes it indispensable in the home or business office. With the automatic phone the subscriber operates his own exchange and is assured of absolute secrecy in his conversations over the wire. There is no breaking into conversations as is the case where party lines are in use. He talks directly with the person he wishes and the conversation is as secret as in the



GENERAL OFFICES AND MAIN EXCHANGE BUILDING, TWENTIETH AND HARNEY STREETS.

privacy of his own home. The defects formerly charged against the automatic system have all been eliminated by recent improvements and they are now at the acme of perfect service.

"The automatic connection is faultless, because it is immediate, thus doing away with the tedious and vexatious delays incident to the exchange service operated by girls.

"The only trouble we have experienced thus far is in our inability to supply the demands for phones. We are securing all available expert automatic installers, but seem unable to keep pace with our orders.

Connection with Council Bluffs.

"I think at this time the public will be particularly interested in knowing something of our Council Bluffs and long distance service; the Council Bluffs service is especially a matter of pride because of its speed and accuracy. By pulling BO, which signifies Bluffs operator, on the dial of the automatic phone, you are connected,

automatically, directly with the Council Bluffs exchange. The party calling asks for the telephone number or name of the Bluffs party wanted and is given speedy connection therewith. This service will unquestionably become exceedingly popular. We have fifty lines connecting the two cities, which should guarantee prompt service.

"We are now connected with all of Iowa, but the service is not yet as broad as it will be a little later. Perhaps the most satisfactory service we have is that to Sioux City.

"We do not wish the people to expect too much of us immediately, as it takes time to perfect connections and get everything to working smoothly.

Hooking Up with Lincoln.

"Our lines are being built to Lincoln and as soon as completed will open up the entire state of Nebraska. By June 1 this service will be inaugurated and connections made with Kansas City and hundreds of points in Kansas.

"It is impossible to get away from the fact that our long distance business will grow to immense proportions, for the reason that throughout the surrounding states such a large percentage of the merchants and business men generally are stockholders in independent companies. That they are bound to pay their tolls to the companies in which they are interested rather than to competitors is self-evident. With such powerful influence working always in our favor, the success of the toll feature of the business is absolutely guaranteed.

"When all the facts outlined above are taken into consideration and supplemented by the undoubted superiority of the automatic service, it is not hard to understand the overwhelming success with which our company is meeting.

"Of course there will be vigorous opposition from our competitors for some time to come, but it will prove as ineffective in stemming the on-sweep of our success as the same opposition and methods have been elsewhere."

RECORDS OF INDIAN MUSIC

Native Songs Have Been Preserved by the Phonograph.

ONE IMPORTANT WORK FINISHED

Miss Fletcher Finds in the Music of the Modern Red Men Resemblances with Modern Composers.

WASHINGTON, April 4.—The phonograph has recently been used by the bureau of ethnology to register the native songs of the Indians. Several hundred songs have thus been obtained and it is destined to secure the most complete record possible of the vanishing melodies.

These Indian songs as transcribed from the phonograph records have elicited the interest not only of the scientists but of professional musicians as well. Credit for the records is due to Miss Alice Fletcher, an employee of the bureau, who for a number of years has interested herself in the subject of Indian music.

In the records of the talking machine Indian music has for the first time been recorded in a satisfactorily authentic manner and the transcriptions which have been made from them are scientifically accurate. The Indians have no musical notation and apparently no theories of music. Their songs are handed down by tradition and the phonograph has opportunely proved of great value in perpetuating them.

"Contrary to what I have found to be a general impression among those ignorant of the subject," said Miss Fletcher, "the songs of the Indians are not meaningless chants, devoid of sweetness, power and expression."

Feature of the Music.

"The Indian is a natural musician. On transcribing a number of these songs, for instance, a striking circumstance was noted, namely, the use of the major chords of the over third and under third. As you probably know this is one of the most notable characteristics of our modern romantic composers.

"We find more or less of it in Beethoven and Schubert, still more in Schumann and Chopin, most of all in Wagner and Liszt. This fact shows, I believe, that the great romantic writers in going outside of the accepted harmonic limits made a genuine discovery of natural harmonic relations. This has long been the belief of a number of musicians, but these Indian songs afford strong confirmation of the justness of the theory, for whatever else they are there can be no question that they are absolutely natural.

"What may be called the opening of the 'Wa-wan' or Pipe of Peace chorus, reminds one strongly of natural passages in Wagner. Yet it is perhaps more daring than any of that master's compositions, for it is a twelve-measure song, beginning in B flat and ending in C. Surely this composition is worthy of the attention of every student of harmony as well as of the scientist. It seems a bold statement to make, but it is one amply justified that all melodic and harmonic resources to be found in our music, especially the most modern and advanced, are also to be found in this primitive music among a people who have no musical notation, no musical theories, and, in fact, no systematized scientific knowledge of what we call music.

"Nor is it in harmony alone that this Indian music reminds us of the present day

ultra romanticists as well as older masters. The Indian rhythms are frequently as complicated and difficult as any to be found in the works of Schumann and Chopin.

Rhythm Like Mendelssohn's.

"I have, for example, songs simulating precisely the rhythm of some of Mendelssohn's 'Songs Without Words,' as well as of compositions by Schumann and pieces of the modern and most advanced school. One rhythmic peculiarity of some of the songs is the frequent use of a short note on the drumbeat, or emphatic portion of the measure, just as we find in ancient Scotch music.

Every tribe has hundreds of original songs which are its heritage. Many of them have been handed down through generations and embodied not only the feeling of the composer, but record some past event or experience among the tribe or clan. The people treasure them and great care is taken to transmit them accurately.

"We with our written music have a mechanical device by which a tone may be uniformly produced as by the vibrations of a chord of given length and tension, this tone becoming the standard by which all others can be regulated. The Indians have no such mechanism for determining a pitch, and there is no uniform key for a song, which can be started on any note suitable to the singer's voice.

"Yet the songs, as is shown conclusively by some of the phonographic records which have been obtained from different singers, are repeated without any material variation. Men with good voices take pride in accuracy of singing, and often have in their memories several hundred songs, including many from tribes with the members of which they have exchanged visits.

"The Indians did not object to having the music of some of their solemn ceremonies recorded by the phonograph, but on the contrary were kind enough to accede to my requests for the obtaining of good records. Perhaps that of the Calumet or Wa-wan ceremony is the most notable of these specimens of what may be called sacred music.

Miss Fletcher's Own Story.

It is interesting to hear Miss Fletcher tell how she came to acquire an interest in Indian music.

"The first occasion," she says, "on which I attended one of their ceremonies I was certainly not favorably impressed with the music. Indeed, I was nearly frightened to death by the whole arrangement, savage and barbarous to the extreme to my uninitiated eyes and ears. "Concerning the music I gleaned the impression that while it might possess a certain degree of simple rhythm, it had little melody, the few tones being iterative and almost if not quite lacking in expression. But some songs which I had heard before this did not coincide with this conclusion. "While I was living among my Indian friends I was stricken with a severe illness and lay for months, ministered to largely by my companions of the Omaha tribe. As I was thus shut in from all the world, the Indians coming and going about me in their affectionate solicitude, I would ask them to sing to me. Because I was weak, I suppose they sang softly. There was none of the distracting drum and, devoid of the barbarous noise which had displeased me, I realized the sweetness,

the beauty and the meaning of these wonderful songs.

"Color and dramatic action form marked qualities of Indian music. Every religious, tribal and social ceremony, as well as personal experience, is expressed in the melodies, and there is hardly a phase of life that does not find in a manner of speaking its representation in sound. "Strange to say, the funeral song is expressive of joy and hope. That of the Omahas, of which I have a record and which is the only one possessed by that tribe, suggests in its major strains sunshine, birds and verdure, and has a fleet, happy movement. Nevertheless, there is a solemnity.

Music Has Powers.

"Music, in the Indian's belief, has power to reach the unseen world. They think the spirit of the dead man can hear the song as it leaves the body, and the glad cadences are to cheer him as he goes from those to whom he was attached on earth, the mourners showing their grief by wailing their bodies.

"From a purely scientific standpoint these phonographic records are very valuable. The songs of the Indian give us an interpretation of his character. We can discern from these melodic records his religious nature, his attitude toward the unseen powers that control him.

"In a way, too, they are a revelation of his social and tribal relations. In no song is there mention of the father or the wife. The grandfather is not alluded to as a personal kindred, but as one whom age has made wise and fit to be trusted. The mother is only indirectly referred to, but the sister is the representation of the family, and personates the women of the tribe in many songs.

"The explanation for all this is found in the peculiar structure of the tribe and in the nondevelopment of the family idea as we understand it. In fact the only recognized relationship is the clan, or gens, a political subdivision of the tribe.

"Among Indians, with few exceptions the woman carries the clan, and kinship is traced only through her, the children being counted in her clan, and not in that of the father. As a man can never marry in his own clan, he must be as a stranger to his wife and to his own children, and when he dies, his brothers and sisters, who constitute his family, are his heirs.

"So when an Indian sings of his home, his sister, with whom he has a recognized relationship, represents that home, rather than the wife and children, who can never belong to him. The Indian's love song is, practically, a song without words, consisting of unmeaning syllables.

"Friendship is a common theme in Indian songs. There are no songs of labor. The mystery song has a peculiar origin, as it is supposed to come to the composer in a vision, after days and nights of fasting and supplication. The revelation often comes in the form of some animal, typifying the supernatural agency friendly to the supplicator, and in praise of which the song is composed.

"Sometimes the revelation is the same to different persons and in this case the one song becomes common property, creating a bond of fellowship and sympathy. In some of these songs there is an element of the weird truly impressive. Indeed, in this Indian music I am sure that the accomplished composer of today can find a vast world of new motives."

PAIR OF HEAVYWEIGHT BOYS

Two Husky Texas Kids, Four and Nine, Giant in Weight and Height.

Two of the most remarkable boys in the world live on a farm near Llanuis, Tex. They are sons of Mr. and Mrs. John H. Ashcroft. The combined age of the two boys is 13 1/2 years and their combined weight 292 pounds.

The oldest boy is named William Dewey Ashcroft. He is 9 1/2 years old and weighs 252 pounds. He is still taking on flesh at the rate of about twenty pounds each year. At his present rate of growth, he will be a giant in height as well as in weight by the time he has completed his growth. He is now five feet two inches tall. His waist measure is fifty-three inches. His body is well proportioned and he moves around without any noticeable inconvenience.

If his growth continues during the next eleven years at the rate he has since birth he will weigh in the neighborhood of 600 pounds by the time he reaches the age of an ordinary full-grown man. His health is good and it is claimed by physicians who have examined him that his chances for continued growth and development are as good as those of an ordinary boy.

When this boy was born, in 1888, he weighed nine and one-half pounds. He took to growing right from the start and when he was only 1 year old he weighed fifty-two pounds. He was as large as an ordinary size man when only 5 years old, his weight at that time being 127 pounds. He gained sixty-four pounds during the next two years, his weight being 201 pounds on the day he was 7 years old.

The wonderful boy has had many of the ills that usually fall to the lot of children and grown people, but he kept growing all the time. When he was only seven months old he had an abscess in the throat. He suffered a severe attack of pneumonia when only two years old. He pulled through that sickness and quickly regained the flesh that he had lost and had taken on a lot more by the time he was three years old, when he weighed 137 pounds.

He did not have another spell of sickness until he was six years old, when he was attacked with diphtheria. He recovered from that illness and still continued to get better and bigger until he was seven years old, when typhoid fever laid hold on him and kept him confined to his bed for a few weeks. He got over that sickness and was soon as fat as ever. He has not been sick since then and his daily gain in weight continues without interruption.

The youngest of the two brothers is named Ernest Z. Ashcroft. He is also a physical phenomenon. He was born December 4, 1903, and weighed ten pounds at his birth. He weighed forty pounds when one year old, and by the time he was three his weight had increased to seventy-six pounds. He weighed 105 pounds when four years old. He is three feet seven inches tall. His waist measure is thirty-six inches.

This younger boy has had no serious spell of illness and is the picture of health. The most remarkable thing about the phenomenal sizes of these two boys is that their parents are of ordinary size. Their father is about six feet tall and weighs 165 pounds, and their mother is five feet ten inches tall and weighs 150 pounds.

Mr. and Mrs. Ashcroft have five other children, all girls, and none of them shows signs of unusual physical growth or development. On the contrary, the girls are delicate and unusually light of weight for their ages. Mr. Ashcroft says his greatest ambition is to give his record-breaking sons a good education.—Houston Post.

Advertisement for Nemo Corsets. The ad features two illustrations of women wearing corsets. The text reads: 'Nemo CORSETS FOR EVERY FIGURE'. 'The Nemo Corset is the only corset that is more than a corset. The only one that does something for you that no other corset can do.' It lists models like 'N° 351 BACK-RESTING CORSET FOR MEDIUM AND SLENDER FORMS' and 'N° 320 SELF-REDUCING CORSET FOR STOUT FIGURES'. Prices are given as \$3.50, \$3.00, and \$5.00. Manufacturer: KOPS BROS., Corner Fourth Avenue and 12th Street, New York.