

# Good Telephone Service for Everyone At Reasonable Cost

**T**HE TELEPHONE SYSTEM which we have built in New York State sets a standard for the entire world. The equipment is of the highest type — the service is of a superior quality. Cities, towns, villages and hamlets are placed within voice reach of each other at any time in any season. All are brought into one great neighborhood where the telephone does its part to aid and promote commercial and social activities.

This system is the product of a policy of providing good service for everyone at reasonable cost to everyone. Each subscriber and each community pays a rate that bears a fair relation to the value and scope of the service furnished. The Company meets its financial obligations by means of its revenue from the entire State and develops and improves its service in each community so as to make the system as a whole of greater value to everyone it serves.

There has been some talk of discarding this tried and effective method and substituting a method which would treat each community as a unit with telephone rates fixed upon a basis that would provide sufficient revenue to pay the operating expenses and a fair return upon the value of the local property.

The adoption of such a theory would seriously restrict the development of telephone service throughout the State and would make it very difficult to maintain the present high standard of telephone communication in many of the communities served.

In more than two-thirds of the communities in this State the rates so fixed would be materially higher than they have ever been. In many cases the

quality of the service would be adversely affected and in some the service might have to be discontinued altogether.

**T**HE STATE-WIDE principle, which we have followed in building up our telephone system, made possible our railroad systems, with the transcontinental trunk lines that opened up the Great West. Today the same principle keeps in operation the relatively unprofitable branch railroads. They do not pay their own way, but they feed the trunk lines, help promote commerce and contribute to the value of the entire service.

The State-wide principle also made possible our State highways, which make all communities in the State more accessible. The same policy provided for the Barge Canal, which serves the entire State, but touches only one-third of the counties in the State.

The Postal System of the nation has been developed on the same principle. If our post-offices did not have the resources of the United States Government behind them, and each office had to meet its operating costs entirely from its local revenue the majority of them would be forced to close. Rural Free Delivery would cease to exist.

The State-wide method of making telephone rates is the method of progress. Its continuation means the continuation of unrestricted development of telephone service for everyone at reasonable cost to all.

## NEW YORK TELEPHONE COMPANY

### WIRELESS IN THE POCKET

Small, Cheap Apparatus That is Really a Marvel of Ingenuity, Costs Only \$5.

It is now possible to pick up a wireless message from any of the big stations within reasonable distance in this country with the aid of an ordinary umbrella, a patent pocketbook and a telephone.

The umbrella will act as the aerial, the pocketbook contains a miniature receiving set, and, of course, the telephone must be a high-resistance instrument.

It has even been possible, inventors of the pocket receiving set say, to use an ordinary bedstead as an aerial.

You must not expect with this simple installation to get in wireless touch with Paris, Berlin or Moscow, but if you want the mild excitement of picking up messages from a home station within reasonable distance you must follow these directions:

Take your umbrella with you and the pocketbook, select a nice lofty position, and having earthed one corner of the pocketbook—say to a water pipe or something equally damp and handy, hold your umbrella out at arm's length. There should also be a telephone handy, and it would be more convenient to use the headgear worn by telephone operators.

Having rigged yourself out as a human wireless station all you have to do is to listen. You will be as a rock in a wireless sea with invisible waves of understanding running down the stick of your umbrella.

It is claimed for this pocket receiving set that it is comparable in sensitiveness with the most expensive and

elaborate tuner on the market. The cost of the pocketbook is about \$5.—London News.

### RETURN AFTER MANY YEARS

Tilfish Again Caught in Vast Numbers, Though They Were Believed to Have Been Wiped Out.

Tilfish are a fish with a short but remarkable history, writes a correspondent. Their discovery was dramatic. In May, 1879, Captain Kirby of the schooner Hutchings, out of Gloucester, Mass., was trawling for cod off the Nantucket banks. No cod was found, but a large fish, unknown to science, was present in great numbers. In a very short time 5,000 pounds of the new species were caught. The fish proved to be of high food value and good keeping qualities. There was a big popular demand for them, and huge quantities were caught for three years. Then the supply failed as suddenly as it had appeared. In the spring of 1882 the boats failed to catch a single tilfish. A few days later incoming boats reported having passed through miles of dead or dying tilfish. They covered an area of 5,000 square miles, and were estimated to number 1,000,000,000.

From 1882 to 1915 no trace of tilfish was found in any waters of the world, adds our correspondent. Scientific men were convinced that the fish had been suddenly and mysteriously exterminated. Then, early in 1915, a government boat, in almost the identical spot off the Nantucket banks as that in which tilfish were first taken, again caught some of the same species. Again there proved to be vast numbers of them, and new grounds were also discovered along the New Jersey

coast. Since then the tilfish has been caught without interruption, but the riddle of its strange disappearance for 33 years has not yet been solved.—Manchester Guardian.

### New Meaning of "Intrigue"

The latest verbal impostation from France that I have had occasion to remark is no more than the conferring of a new meaning upon an old word. In English "to intrigue" has always meant to plot surreptitiously, whereas in French it was always used (by extension) to indicate the state of puzzled doubt in which we may find ourselves when we have reason to suspect a surreptitious plot; and this secondary French meaning is now passing over into English, so that we may read in the light stories that run through our magazines, "she intrigued me," meaning that she puzzled me, and not meaning that she involved me in an intrigue. This Gallic secondary meaning will probably force itself into our yielding Anglo-Saxon, and we shall have hereafter the privilege of employing "to intrigue" in either of two different intents. I doubt if this will be to the profit of the language; but protest is idle, since the fate of a novelty always depends upon its ultimate usefulness.—Brander Matthews in Harper's Magazine.

**He Sat Down Quickly.**  
No finer dressed party of men and women ever assembled together in this city than those who took part in the ball given by the bachelors of Sheridan to their married friends. Many of the costumes deserve mention, but the Postman is not capable of describing them properly.

The supper and refreshments were of the kind that all appreciated, and

were served at just the right time by obliging waiters, who seemed to enter into the spirit of the times and make everyone feel satisfied. Only one deplorable thing transpired at the dance, and it was nobody's fault.

Dr. Newell had the misfortune to lean too far forward when bowing to a lady and tear his pants across the seams. He had filled his program and had a beautiful partner for each number, but he had to back off and sit down.—Sheridan (Wvo.) Post.

**Walter, One Dish "Mihli"**  
The Chinese are very fond of an extraordinary dish called "mihli," which is made of five new-born mice dipped in honey.

**Remarkable Orchids.**  
Many orchids present imitations so striking as to be positively weird. For instance, there is the variety called the "butterfly," which when in bloom looks as if big gaudy-winged insects hovered over it. The "bee" orchid, the "spider" orchid and the "lizard" orchid are equally remarkable. One species bears a flower in the likeness of a grinning monkey; another suggests the aspect of an opera dancer suspended by the head.

### CROSBY'S KIDS

**THE IDEAL BOY**



MOTHER, WOULD YOU MIND GETTING UP THE CASTOR OIL?

**HAMMERMILL BOND**

Letterheads  
Envelopes  
Bill Heads

Give Us Your Orders for Printing

### IN FALL

**Lady's Gown**  
Tight or Very Loose

**Happy Medium**  
Styles Arriving in Large Quantities from Paris

It's time to start thinking about clothes for next fall, or, at least, for new ones, advises a New York fashion correspondent. The fashion districts of the large cities are now receiving the first shipments of Parisian fall styles.

Suits and coats have changed radically from those of the last season. In suits, the new features are choker or Robespierre collars, long hip-reducing coats, lavish fur and fabric trimmings, and loose, masculine coat and kimono sleeves.

A typical model for the fall of 1915 much copied in shop windows, comes in navy blue fur. The jacket is of the loose kimono with deep armholes extending into flowing sleeves, white and over tight, long cuffs of contrasting close-fitting choker collar is also worn. The kimono jacket is belted at the back, but shorter and fuller than those of yesterday.

Although a majority of the new styles seem to be variations of this masculine type, a shipment from one of the Parisian house employs the fitted kimono jacket with Robespierre collar and tight, fitted sleeves. But there is a happy medium. The autumn garment of lady of fashion must be either very loose or very tight.

If the general effect is too masculine, then the long glove fitting coat is used. This is often trimmed with fur or wool embroideries trailing from the lapel to the end of the coat. These gowns are still used, but are quite centre and entirely free from the feminine blandishments. Many of them are made with white kid, and are worn over silk or metallic threads. Some of the same material, but in various colored weavings are also seen.

The strictly tailored suit of the spring suits alternates in favor with the drapery, pet-topped ones that billow about the shoulders, for



### EGYPTIAN SHADES

Thousands of years ago Egypt was the center of the world's learning; long before the Greeks achieved civilization this country knew much of astronomy and geography. It is within their tombs that we find the traces of their knowledge of the world. Their sense of color was so developed, and the draped garments their women showed a knowledge of the world among the sea's Egyptian, and among the mountains of the world, that their wraps are those which give us the Egyptian influence.

It is the draped garment, the winged gown, that is the fashion of the future. The draped garment is the fashion of the future. The draped garment is the fashion of the future.