

EVENING STAR

C. L. BITTINGER & CO.

C. L. Bittinger and R. R. Carroll, Proprietors and Publishers.

C. L. BITTINGER, Editor and General Manager.

R. R. CARROLL, City Editor and Business Manager.

THE TELEPHONE CONVENTION

After President W. G. Brorien, of Tampa, had called the telephone association to order, he called on Judge W. S. Bullock to extend an address of welcome, which the judge did in his usual happy manner. He implied that there were no latch strings hanging out for the doors were wide open and the banner of welcome flaunting way beyond the confines of the city.

Dr. P. W. Butler, of Leesburg, responded very humorously and said he knew what Ocala hospitality meant, for on the 4th of July did not a large contingent of his people come here and enjoy a day of great pleasure and the people of Ocala were so solicitous in their hospitality that they insisted that some of his people must remain all night and beds were supplied them at the city hall. He thought that was a little too strenuous in the way of hospitality and he would accept for the association all the Brick City offered minus the hall of rest.

E. E. Voyle, the veteran telephone line builder, spoke on "Toll Lines; their cost and how to construct them," etc. He said lines cost from \$75 to \$175 a mile. He deplored poor construction, and said it was best to get right of way along a railroad if possible as fifty feet of the way was cleared. Ordinarily it was best to build lines on an air line. It paid to clear a space of all trees 100 feet wide to prevent them from falling on the lines. As to right of way, in many instances people seeing the importance and benefit of lines, gave right of way free, others demanded the limit, but in these cases he always satisfied the man. Young Mr. Voyle said in running along public roads it was preferable to get right of way in the fields twenty-five feet back from the road, so as to avoid the cutting of the underbrush along the roadsides.

Mr. W. U. Lathrop, of Bradentown, also took part in the discussion of toll lines and in the main agreed with Mr. Voyle, though he said the conditions in his section were different from those existing in Alachua county.

Mr. Brorien spoke of the treatment of poles by the application of creosote and other wood preservatives and said it was economy to treat the poles in this manner. H. A. Grant, of Jacksonville, said bridge paint was good stuff.

J. A. Helvin spoke of the different kind of timber most desirable and durable used in the North; spoke of poles in New York City seventy-five feet high and treated them with pitch with good results. Canada white pine he deemed the best in that climate, while red cypress was the thing in Florida, to be cut when the sap was down. He thought poles should be twenty-five feet high and seven inches at top. It was generally agreed the life of a pole was seven years. He contended for first class work in construction as the spirit.

Mr. Fernald, of Sanford, said in the early construction of lines it was too cheaply the work could be done. Now that the telephone is a fixture they must be constructed for permanency. He spoke for the Sanford and Orlando lines and the increase of business secured from local lines. Mr. Brorien said the increase in business during the last three years was fully three hundred percent, Sanford had 250 subscribers, paid in advance.

W. U. Lathrop made an interesting talk on "Directories, how often they should be issued and how to make them a source of revenue. Mr. L. has evidently discovered the secret, for he believes in first class work and thoroughness with the smallest detail as to the location of country customers, so that a stranger taking the description could find the patron in the country. He thought twice a year was often enough for the issuing of a directory. He got out an issue of 750 copies and made it a paying investment by getting all the live business men of Bradentown, Palmetto and Manatee to insert their business cards. He said his exchange had 400 members out of a population of 8,000, a good showing. Mr. Lathrop has the born instincts of a successful newspaper advertiser. He said St. Petersburg got out four directories a year, that the publication each quarter was given to some live merchant who got up the book free to the exchange. He deemed telephone directory advertising the best that any one can invest in.

Mr. Ed Scott, of Arcadia, spoke on "Subscribers and Collections." He said his exchange had 220 subscribers in town and forty in the country. He said there was no use trying to solicit subscriptions until your system worked well, then hustle. He said a good way of adding subscribers in the country was to get kin folks, who once get the taste of 'phoning, just can't do without it. He believed in paying in advance. He sent out bills and demanded prompt payment or no service. Three per cent would cover his loss in a year's business.

Dr. Butler didn't send out bills but had educated his people to come and settle at the end of each quarter. He said his collections averaged ninety-eight per cent, and his exchange had 105 subscribers. The Sanford system demands a deposit of \$3 a 'phone, to be remitted at end of year.

President Brorien spoke on rates and how to raise them. He spoke of the importance of the industry, exceeding all others. That it took about fifteen per cent to keep line in repair, that the cost of the service grew as the number of 'phones increased. To take the people into your confidence, have a heart to heart talk with them and if you are sincere and honest in your transactions, which you must be, and show users of the system that rates are too low, you will have no trouble to secure an advance. This he did in Tampa with gratifying results and now rates that were formerly \$2.50 are \$4.50, but in

this you must give as perfect service as it is possible to give. The best built line is not too good, you must build for service. He said a rate of \$1.50 in Florida was too cheap, that an exchange with 300 'phones should not charge less than \$2, and that for the benefits accruing the user was getting it cheap at that. He said the service in the South was the cheapest known.

The president then introduced the representatives of the different electrical companies, who had displays of their goods in the Holder block and the association adjourned to inspect same. The meeting and the discussion of the papers and addresses proved very interesting and instructive.

List of Those Present

- W. E. Brorien, Peninsular Telephone Co., Tampa, Fla.
- W. U. Lathrop, Peninsular Telephone Co., Bradentown.
- E. E. Voyle, East Florida Telephone Co., Gainesville.
- C. C. Voyle, East Florida Telephone Co., Gainesville.
- J. C. Griffin, Pasco County Telephone Co., Dade City.
- Frank Sands, Palatka Telephone Co., Palatka.
- J. B. Steinmiz, Apopka Telephone Co., Wekiwa Springs.
- Geo. H. Fernald, Sanford Telephone Co., Sanford.
- W. B. Merck, Eustis Telephone Co., Eustis.
- W. H. Reynolds, Orlando Telephone Exchange, Orlando.
- O. E. Dees, Mayo Telephone Exchange, Mayo.
- P. W. Butler, Leesburg Telephone Co., Leesburg.
- J. C. Howell, Anthony.
- J. B. Curtis, Orange Heights.
- Ed Scott, Arcadia Telephone Co., Arcadia.
- H. L. Lee, George R. McKean, Ocala Telephone Co., Ocala.
- H. B. Frazee, West Coast Telephone Co., St. Petersburg.
- E. C. Stenstrom, Wauchula Telephone Co., Wauchula.
- O. A. Lyon, Live Oak Telephone Co., Live Oak.

Following is a list of the salesmen present: J. A. Helvin of the Stromberg-Carlson Tel. Mfg. Co., Rochester, N. Y.; H. A. Grant of the Florida Electric Co., Jacksonville, Fla.; F. B. Vary of the Kellogg Switchboard and Supply Co., Chicago and Atlanta; H. P. Dixon, of the Ericsson Tel. Mfg Co., Buffalo and Atlanta; H. B. Stanton of the Western Electric Co., New York and Atlanta; A. L. Shaw, of the Sumter Telephone Co., Sumter, S. C.

At the morning session a constitution and name was adopted and the old officers re-elected.

One of the delightfully informal and pleasingly surprising episodes to mark the closing moments of the convention was the consummation of a happy thought that took possession of the heads and hearts of the following visiting gentlemen, viz: J. A. Helvin, Charlotte, N. C.; H. A. Grant, Jacksonville; F. B. Vary, Chicago; H. P. Dixon, Atlanta; H. B. Stanton, Atlanta; and A. L. Shaw, Sumter, S. C., who, as a slight testimonial of esteem for Secretary G. R. McKean, of Ocala, and the generous, hospitable and thoughtful manner in which he treated them while attending the convention, presented him with a beautiful Elk stick pin, mounted with a brilliant diamond. Mr. J. A. Helvin, the polished and courteous gentleman, was made spokesman of the presentation delegation, which he did in his most courteous manner. The presentation was such a complete surprise that for a moment it discomfited the bright and shining star of our local exchange, but recovering himself, his response was in keeping in thought and word, with the beautiful and expressive sentiments uttered by Mr. Helvin. This recognition on the part of the gentlemen named, to Mr. McKean's worth as a royal host and ideal toastmaster, enthused the crowd and the pleasant incident was made an occasion of sincere congratulations.

The Banquet at the Ocala House

The banquet served by the proprietor of the Ocala House, Mr. E. L. Maloney, was a creditable affair and greatly enjoyed by the thirty-one "hello boys" present. Mr. George R. McKean, who was the moving spirit in the gathering of the telephone men of the state and for whose admirable work the success of the meeting was largely responsible, was toast master and made one that not only those present delighted to honor, but a gentleman whom Ocala should feel proud of. His remarks were very appropriate and pleasing and at times very humorous, as he presented the speakers to the audience.

The editor of the Star was the first speaker and responded to the toast, "The Telephone an Evidence of a Town's Prosperity and Progress," and in substance said:

Mr. Bittinger's Address

Mr. President and Gentlemen: I am here at the request of your honored secretary and treasurer, Mr. G. R. McKean, one of the progressive, active, successful and honored business men of our little city, in whom is constituted the ownership, head, front, offending and service which the telephone system of this place gives to its people. A service we are pleased to say in passing has been wonderfully improved under his management and control, so efficient, that it has become an indispensable adjunct of our growing business and social life.

Why I was thus honored I have not had time to figure out, unless I happen to be a newspaper man and as our country cousins insist in saying when they visit our sanctum for information, that an editor knows everything (God save the mark) hence can enlighten them and if so can give you, gentlemen of this association, several good reasons why "the telephone is an evidence of a town's prosperity and progress." The answer must be in the affirmative. The reasons are so many I would exhaust your patience and so far exceed the limit of time given me, that I would justly become an object of summary vengeance.

This fact then being so patent, it would be a work of supererogation on my part to inflict on you a history of the wonderful invention, the telephone and the illustrious names which adorn its usefulness, though a pleasant task to recount the men and the places that gave them birth from Phillip Reis of Prussia, down to Bell, Gray and Edison of the present time, and the process of reasoning by which those apostles of science and benefactors of mankind have created a mechanism that has made the telephone the hand-maid of that other wonderful invention of Morse, the telegraph, which seized the lightning from the skies and girdled the earth in forty seconds.

Pleasant as I say, it would be to recount all this, as it ever must be to observant minds to note how mind does triumph over matter and make it subservient to the utilities of mortals and enlarge the usefulness and happiness of the world, but with these facts as part of your business and profession you are thoroughly familiar, and I pass on to an evidence of a town's prosperity, the telephone the moving cause; the cause of the world's progress.

Human ingenuity and invention is the lever that promotes commercial activity and whatever is the source or cause of said activity thereby promotes trade, prosperity and progress in any community. The progress of the world is measured by the inventions of mankind and the ceaseless activities of men's minds along lines of inventions to be of service to their fellows is not only a cause of wonderment and surprise to the ordinary person, but the helpfulness of the service is a constant source of speculative thought that engenders purposes and performances that cause the people of the earth to live more actively and hence as the mind is stirred to greater observation and reflection, the conditions of it are improved. This is so evident that we need but mention steam, electricity and the thousand and one devices of the mind that have fully kept pace with the world's growth in population and through them our necessities have been supplied.

We grow and develop on that on which we feed and in our way of thinking nothing in the life of nations so promotes the usefulness and happiness of a people as intellectual progress. Nothing has been so stimulating to the people of the world as the inventive geniuses that have arisen from time to time and by their contributions, utilizing the raw material of the earth, nature's lavishments to man, made them indispensable to man's living.

The more we enjoy the blessings of invention the greater becomes our desire for more, hence we are inspired to do more and better work for in the end the finished product is what counts in material, social, intellectual, moral and religious life of a person and a people.

Now, wherever the useful inventions of man are dominant there you find the freest and happiest people; where people are free to think for themselves, there are to be found the agencies and conditions of life that tend to promote the general welfare. With this recognition there is a uniformity of purpose, a desire to cooperate, and where there is intelligent cooperation there must be progress and there is no progress without prosperity.

But to cease the general deductions of this wonderful system of inter-communication, an arm or fulcrum of the business world, if paralyzed would not cause the earth to stand still, but it would more seriously effect the tide of business than any public utility

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- Mercerized Batiste, assorted colors, worth 25c., only, per yd 10c
- Chambray, assorted colors, worth 10c., only, per yd. 6 1-2c
- Arnold Broad Cloth, assorted colors, worth 20c., only, per yd 10c
- 36-inch Guaranteed Taffeta Silk, all colors, worth \$1.25, only, per yard 84c
- 3-4 Brown Sheeting, worth 6c., only, per yard 4 1-2c
- 4-4 Brown Sheeting, very heavy, worth 8c., only, per yard 5 1-2c
- 4-4 Bleached Sheeting, worth 12c., only, per yard 8c
- 4-4 Bleached Sheeting, worth 10c., only, per yard 6 1-2c
- 7-8 Bleached Sheeting, worth 8c., only, per yard 5c
- Amoskeag Gingham for Aprons, worth 8c., only, per yard 5 1-2c
- 40-inch White Lawn, very sheer, worth 18c., only, per yard 10c
- 8-4 Unbleached Sheeting, very heavy, full width, worth 25c., only, per yard 19c
- 9-4 Unbleached Sheeting, very heavy, full with, worth 30c only, per yard 23c
- 8-4 Bleached Sheeting, no starch, full width, worth 30c., only, per yard 23c
- 9-4 Bleached Sheeting, no starch, full width, worth 35c., only, per yard 25c
- Brown Dress Linen, worth 25c., only, per yard 15c
- Brown Dress Linen, Guaranteed, worth 30c., only, per yard 21c
- 44-inch Black and Blue Mohair, worth 75c., only, per yard 49c
- Brown Drill, heavy quality, worth 10c., only, per yard 7 1-2c
- 4-4 Cambric, very soft, worth 12 1-2c., only, per yard 9c
- 36-inch White Linen Lawn, worth 35c., only, per yard 24c
- 36-inch Irish Linen Waistings, worth 50c., only, per yard 29c
- Six Spools Coats' Thread for 25c

LOOK FOR THE GREEN SIGNS!

THE VARIETY STORE

known to man today. And in illustration and verification of this statement we have but to say the Bell system alone in 1907 has 7,107,836 instruments in use, the number of its exchange connections 16,478,058 or a total per year of 5,305,900,000, or the average number of daily calls per subscriber, six. The independent telephone associations, to distinguish them from the Bell system, 9,000, operating over 2,500,000 instruments. Capital invested approximately \$350,000,000, number of stockholders 500,000, income roughly estimated \$105,000,000, and the average increase in the use of this mammoth utility is growing at the rate of twenty-five per cent a year. As a test of the use of this incomparable system and a criterion of the intelligence of the people of the world who use it, we need but say that our own country, the people of this glorious republic of ours, send annually nine billion telephone messages, stamping us the most ingenious, the largest inventors and the most intelligent people on the face of the earth. This surely is a record that we need not be ashamed of and pardonable is our pride when we revert to the fact that our leadership in a world of thought, endeavor and accomplishment is owing to the freedom of speech, liberty of the press and expression of opinion that is ever for the advancement and betterment in every relation of life of the people who enjoy under our stately banner opportunities such as no other government vouchsafes humanity.

Surely then is the telephone, whose uses are so great and important to all—to be more specific we need but mention the fact that the telephone brings the business and social life of the town and country in closer union, in hourly and daily touch—a evidence of a town's progress and prosperity.

Dr. P. W. Butler, of Leesburg, spoke to the toast "The Telephone Business as a Tonic and Rejuvenator." Words would fail to describe the doctor's highly entertaining, humorous and picturesque presentation of the subject he so admirably handled. Taking his own words for it it certainly was to him a powerful tonic and rejuvenator and in quaintness of manner and greater querness of speech and naive vocative delineation he proved a veritable Mark Twain and as such, in the entertainment he gave the hello boys. This elegant Georgian gentleman by birth and a royal Floridian by adoption is commended by us to our neighbors of Lake. The doctor sure has a cinch of his job, does his own prescribing and taking his word for it, takes his own make of liver pills that he couldn't give away to his patients, and the joke of it all is that what they fail to accomplish as prescribed on others, work like a charm on him, a professional statement that is as surprising in results as it was wonderful in declaration.

J. A. Grant, of the Jacksonville Electrical Co., was introduced as the gentleman from the metropolis of the state who was responsible for this gathering, because he is a thorough electrician and believes in cooperation and what a factor the association can be made to be in promoting the benefits of the system to the people of

(Concluded on Third Page.)

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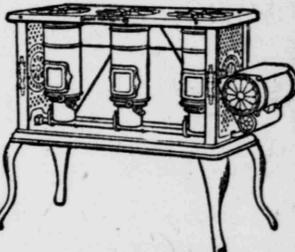
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