

OPERATOR REPORTS REACTIONS

Salem People Get 'Polite' Rating From Phone Girls

By CHRIS KOWITZ, Jr.

Put a telephone in the hands of a Salem resident and you have a mannerly, polite, but often-confused, individual. Take it from the girls who know—the telephone operators.

To the operators' eyes, the public is nothing but a maze of holes in a huge punchboard-like wall. The ladies who man the switchboards meet Mr. and Mrs. Public through mouth and ear only. And from the listening point of a tall operator's stool, Salem people are generally pleasant to talk with.

The girls with the pleasant voice and phone number everybody knows, agree on two points: (1) the average telephone user in the Salem area is earnest in his efforts to use his phone correctly; (2) but he is usually just a bit bewildered as to certain phases of telephoning technique.

Telephone users may make things more pleasant for the operators by following a few simple suggestions set down by the girls themselves.

Louise Pettit of 270 North 23rd street, a veteran telephone operator, speaks for all local operators in offering criticism and advice regarding telephone usage by subscribers in this area.

In the first place, Miss Pettit points out, John and Jane Salem dial "O" on their telephones entirely too often.

Now don't get the young lady wrong. She's not complaining of the volume of calls. But she explains that many people are in the time-wasting habit of dialing operator when they should be calling another number.

Examples: Operators receive dozens of calls daily from persons who inquire of someone's telephone number. Calls of this nature should go to information service, phone number 113. Other persons call "operator" in regard to telephone company business. Miss Pettit reminds that the telephone company's local office has a phone number of its own, 2-4101.

The girls at the receiving end of number 113, information service, also are swamped with a lot of unnecessary calls from a polite but misunderstanding public.

The most irritating of these calls, from the girls' standpoint, is requests for numbers which can be found in the telephone directory. The Pacific Telephone and Telegraph company goes to great expense to publish and distribute its directory, nevertheless many persons refuse to use the directory, and dial 113 to seek any phone number.

Many misconstrue the term "information" as applied to telephone service. Certain phone users seem to think that if they call 113 they may obtain an answer to any question which may arise in their minds. The girls on the information switchboard often get requests regarding weather forecasts, road conditions, etc., and calls from people who hear sirens and ask "Where's the fire?"

Telephone girls aren't master mind magicians. Or maybe you knew that.

However, some local people evidently think the information girls are all cousins to Houdini. It is not uncommon for information to receive a call such as, "What's the number of that store where they sell clothes? You know the one I mean—the place where they have so many sales."

Next time you make a long distance call, don't bother about borrowing a stop watch for the occasion. The phone company isn't out to gyp anyone. Very intricate, expensive timing devices are mounted on telephone

switchboards to time your call, and operators are instructed to watch the time of every call with extreme diligence.

Nevertheless, complaints pour into operators every day from people (mostly women) who insist, "I timed my call, and I talked five minutes and twenty-seven seconds. What are you trying to pull, charging me for seven minutes?"

Again, it's confusion over telephone policy which creates the friction. The complaint in most cases calms down after the difference between a station-to-station and person-to-person call is explained. If you're not familiar with these two types of calls, you may brush up on them by reading the two paragraphs at the top of the inside front cover of your telephone book.

Some telephone users, after placing a few long distance calls, become so familiar with the procedure involved that the operator need not say a thing but "thank you." If you want to make it that easy for the operator, place your calls thus:

"This is 3-4042. I'm calling Portland, Atwater 6631, John Smith."

That's all you need to say. The operator knows that you are calling from 3-4042, and that you want to speak to John Smith, whose number it Atwater 6631 in Portland. Remember to speak slowly enough that the operator has time to write everything down.

And when you're giving a Salem telephone number, pause after the first of the five digits. It will help the operator immensely.

If possible, ask the girls, don't place a long distance call from a noisy room, and never jabber into the receiver while the oper-

ator is in the act of putting your call through. Such noises are confusing to the operator.

Should you want to determine the charges on any certain call, so inform the operator when you place the call, instead of after you've hung up.

Those are just a few of the remarks made by Miss Pettit, speaking in behalf of operators in Salem. The girls all appreciate the politeness Salem people show toward them, and they hope the preceding suggestions will provide mutual benefit to telephone users and themselves.

Personal hints to male readers: You've probably wondered, as had I, if the average operator looks as sweet as she sounds. Believe me, boys, she does.

Willamina—Mrs. Esther Fawk, local postmaster, is in the McMinnville hospital after a collapse at her home last week. She is reported greatly improved.

Salem High Plans Music Festival

A show that will include band, orchestra and vocal music, carnival acts, magic and dancing, will be staged in the high school auditorium Thursday night. Fully 250 persons will participate in the production which will feature the first appearance of the high school orchestra this season.

Jack Sponge with his magic, dancers from the Armstrong school and a one act play, coached by Miss Margaret Burroughs of the high school drama department, will be featured during the evening. A number of prizes have been made available for top performances.

Kodak Tourist Camera WITH KODAK LENS



\$24.50 Inc. Fed. Tax

... a brilliant, yet inexpensive folding camera for full-color or black-and-white pictures.

Indoor snapshots are easy, too — you just attach the accessory flashholder for synchronized flash shots in black-and-white or full-color. Camera has new type shutter release for sharp, steady exposure. Lens is pre-set, no focusing required. Takes black-and-white Kodak 620 film. Negatives, 2 1/4 x 3 1/4 inches. You'll get a world of picture taking fun from this Kodak Tourist Camera. Stop in and let us show it to you. Camera, \$24.50; accessory flashholder, \$11.08. Prices include Federal Tax.



Attention Loggers!
Top Prices Paid for Logs at
Burkland Lumber Co.
Turner, Ore. Ph. 1125

 *Have you Heard?*

MARGWEN'S
GRAND OPENING IS
WEDNESDAY EVENING
From 7 to 10!
They're going to feature children's apparel, gifts and toys.
It's in the New Capitol Shopping Center



Voice With a Smile—Norma Jean Loewen (above), is one of the Salem telephone operators who handles information calls. She lives at 1520 Trade street, Salem.

New Fireless Guided Rocket

Los Angeles, Nov. 15 (AP)—The air force today unwrapped its "Firebird," a guided rocket with "human intelligence," and broke a two years' silence by releasing data on another missile.

The pilotless "Firebird," the air force's first air-to-air missile, is launched from a "mother" jet fighter plane. It is capable of heading off and destroying enemy aircraft in a matter of seconds—so speedily it is difficult to track on radar scopes.

The air force, in a release to the Seattle Post-Intelligencer, also released some data on a guided missile that has been fired to altitudes higher than those attained by any known aircraft.

An air force spokesman said the missile, named "Gapa," can fly faster than sound and was designed to seek out and destroy enemy aircraft.

The "Firebird" gains its intelligence from a complicated radar navigational system.

The target is first located by the missile's mother plane which directs launching of the projectile from external launching racks. The warhead explodes when close enough to an enemy aircraft to insure destruction.

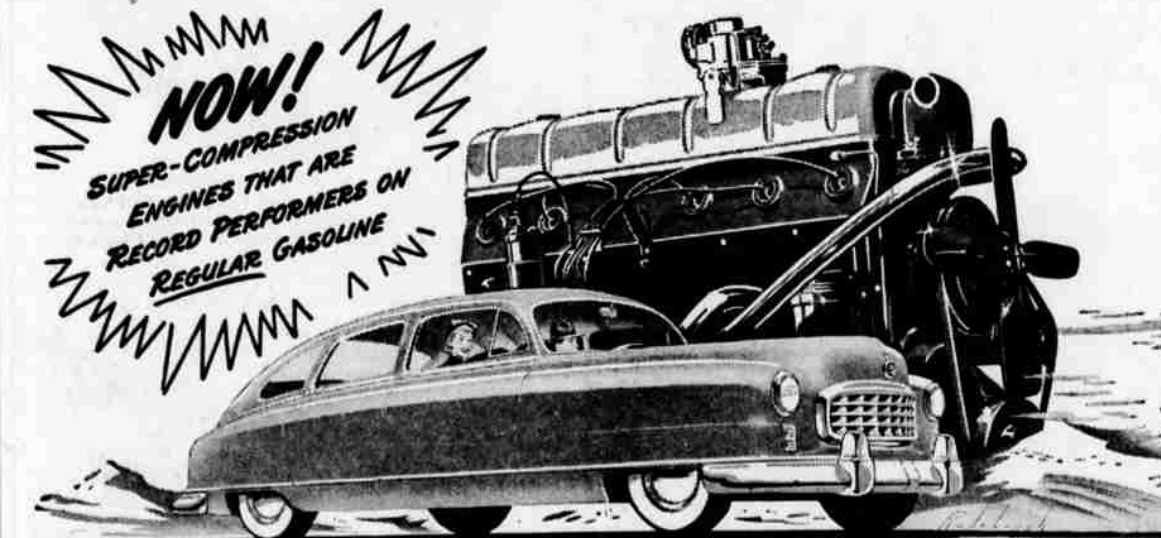
Both the "Firebird" and the "Gapa" have undergone firing tests at Holloman air force base, Alamogordo, N.M. The "Firebird" was developed by the Ryan Aeronautical Co., of San Diego, Cal., at a cost of \$2,000,000. The "Gapa" is a product of Boeing Aircraft Co.

Guests Yamhill Home

Silverton — Mrs. Ed Holden, the family of her brother, Mr. and Mrs. E. Jay McCall, and their house guests, Mr. and Mrs. Jack Box (Mary McCall) and Leslie Jayne, of Cocoa, Fla., spent Sunday all day and as dinner guests of the Harold Bodeen family at their Yamhill home, former residents of Silverton.

WALNUT MEATS WANTED
WE NEED 10,000 POUNDS AT ONCE
Top Cash Prices Paid
ORCUTT'S MARKET
4200 No. River Road
Salem, Oregon Phone 23273

NASH IS FIRST AGAIN—IN POWER!



Nash engineers have done it again! Now—for the first time—you can have all the thrill of super-compression power on regular gasoline!

You'd expect the company that's been ahead in the power parade for a third of a century to stay ahead—but wait 'til you drive a 1950 Nash Airflyte.

Take out a new Nash Ambassador. Its Turbo-head engine has a 7.3 to 1 ratio. Fill it up with "regular"—then tackle the worst hill you know—take the challenge of any other car at the traffic light.

And let the throttle tell the story!

Check your gas mileage for another surprise. No other car of Nash Ambassador size can come anywhere close to it in miles to the gallon.

And the Nash Statesman, with its high-compression engine, is equally outstanding in its class—with over 25 miles to the gallon at average highway speed.

What has Nash got the others haven't? Exclusive sealed-in manifolds, for one thing. They utilize the leanest of mixtures. Uni-Jet Carburetion, for another. It means smoother performance.

20.7% Less Air Drag
Then, these great engines get another boost from America's best aerodynamic design—for Airflyte design has 20.7% less air drag than the average of nine other current cars tested.

And Nash alone has Airflyte Construction that is stronger, safer, without useless weight.

Now—Hydra-Matic Drive
For the best test of all, see your Nash dealer and get the thrill yourself of Airflyte high-compression power. Try it in the Nash Ambassador with Hydra-Matic Drive (optional extra) and exclusive Selecto-Lift Starting.

And let the throttle tell the story!

New Lower Prices—\$73 to \$140 less than last year!

See the new and finer 1950 Nash Airflytes, with Super-Compression Power, Skyliner Lounge Interiors, and dozens of other new features, all priced far less than last year. Compare value—compare prices—you'll agree they are the best buy today.



THERE'S MUCH OF TOMORROW IN ALL NASH DOES TODAY

MARION MOTORS
333 Center St. Salem, Ore.

NEW...top to bottom...inside and out!

FASTEST COOKING
Electric Range in **FRIGIDAIRE history!**



--AND FRIGIDAIRE IS AMERICA'S MOST BEAUTIFUL ELECTRIC RANGE!

- NEW** 36-inch Fluorescent Lamp brilliantly lights entire cooking top.
- NEW** higher back panel adds greater beauty and utility.
- NEW** Radiantube Cooking Units cook faster, yet use less current.
- NEW** smarter-looking styling by world-famous Raymond Loewy.
- NEW** 6-60 Time-Signal has 2 speeds—one for stopwatch accuracy up to 6 minutes, another for timing up to 60 minutes.
- NEW** switch knobs are easier to read—no need to stoop or bend.
- NEW** storage drawers move smoothly, quietly on triple Nylon rollers.

This new Frigidaire Electric Range has new, smarter styling—new time-and-work-saving features galore! New, more efficient Radiantube Cooking Units that cook far faster—yet actually save money on current! Choose models with either one or two big Even-Heat Ovens. You'll be able to cook a whole oven meal automatically—thanks to the Cook-Master Oven Clock Control. And you'll have the Triple-Duty Thermizer—use it as a small oven, as a deep-well cooker, or as an extra surface unit.

Model Shown RM-65
\$309⁷⁵
Others As Low As \$154.75

See this **NEW** Radiantube Cooking Unit!

It cooks faster than ever before—and does it with less current! It's flatter and wider—more heating surface contacts utensils. It gives you a choice of 5 exact, controlled heats—so you get the same results every time.

HOGG BROS
WILLAMETTE VALLEY'S LEADING APPLIANCE & HOME FURNISHERS
SALEM OREGON CITY

Your Trade-ins Is Your Down Payment
Phone Today For Free Appraisal

115 South Commercial Street Phone 3-9148