

Operators, Secretaries Go Into Tizzy As Mr. Bell Tries To Phone Mr. Watson

By H. D. QUIGG

United Press Correspondent
New York — (U.P.)—If Alexander Graham Bell were alive today and trying to get a call through the modern business jungle:
Phone rings at offices of Watson Inc., and Watson switchboard operator answers.
Operator — "Watson, Ind. G'Morning."
Mr. Bell's asst. secy. — "Calling Mr. Watson, please."
Operator — "Which Mr. Watson, please? Mr. Watson Jr. or old Mr. Watson Sr.?"
Bell's secy. — "Just a minute, please." There's a wait of five minutes during which Watson operator misses several calls, causing several Watson executives to light up like bulbs. Finally... Operator rings.
Watson's secy. — "Mr. Watson's office. May I help you?"
Bell's secy. — "May I speak to Mr. Watson?"
Watson's secy. — "Who's calling, please?"

Watson's in Conference
Bell's secy. — "Just a minute, please." There's a wait, during which Watson secy. removes fingernail polish and re-dabs nails. "Mr. Alexander Bell is calling Mr. Watson."
Watson's secy. — "Just a moment, please." Considerable pause; Bell secy. draws doodles.
Bell's secy. — "Just a minute, please." She puts Bell's private secy. on the wire.
Bell's pvt. secy. — "Hello, Mr. Bell is calling Mr. Watson. It's important."
Watson's secy. — "Just a minute, I'll let you speak to Mrs. Brilling."
Mrs. Brilling — "I'm Mr. Watson's executive secretary. Mr. Watson is very busy. Is there anything I could..."
Bell's pvt. secy. — "Mr. Bell is calling; it's very urgent."
Watson's secy. — "All right, Mr. Watson can talk now. Put Mr. Bell on."
Bell's pvt. secy. — "Mr. Bell is tied up just now. Will you wait a

minute, Mr. Watson, while I locate him?"
"I want you!"
Watson's exec. secy. politely — "You do not have Mr. Watson yet. This is the secretary. We're not going to wait for you. You're going to wait for us."
Bell's pvt. secy. ultra politely — "Mr. Bell is ready now. Go ahead, please."
Watson's exec. secy. — "Go ahead, please."
Bell's pvt. secy. sternly — "No, you go ahead!"
Watson's exec. secy. steely voice — "We're not going to go ahead first. Mr. Watson is just as big a man as Mr. Bell. You called us and that makes you s'posed to go ahead first. So go ahead."
Bell's pvt. secy. — "Not till you tell me Mr. Watson's there, ready."
Watson's exec. secy. screeches — "He's ready, he's ready. Go ahead!"
Bell's pvt. secy. — "Here's Mr. Bell."
Bell — "Mr. Watson, come here, I want you."
Watson — "Okay, Aleck. Be right over."
Both hang up fast.

Oregon To Foster New Policy on Transportation

Salem — (U.P.) — Oregon will shortly lay down the rules for a transportation policy something no other state has yet pioneered. William E. Healy, assistant secretary of state, told a meeting of shippers here.
He said the federal government, through a recent cabinet committee report, sought such a policy but ran into "explosive controversy."
Healy said there is no clear indication yet as to which direction a transportation policy would take. The idea is so new, he said, that there is no agreement yet as to just what should be considered. Some matters mentioned, he said include a correlation of freight by rail, truck and barge and correlation between members of each of those industries, in so far as rates are concerned. Shippers are being invited to discuss the matter, as at last night's meeting, so that some shape may be given to the policy.

Quotes From the News

By UNITED PRESS

French Resident General Pierre Boyer de Latour, rejecting Spanish denials that Riff rebels fighting the French in Morocco came from Spanish Morocco:
"It is well known that Moroccan dissidents have found aid and refuge in the Spanish zone of Morocco."
The Spanish Foreign Ministry in Madrid replying to the French charges:
"If the French authorities persist with their unfounded declarations about Morocco, Spain will feel obligated to present the facts before the United Nations inviting it to check the truth so that it will be known just what is the real purpose of this campaign and who is menacing the peace in this part of the world."
Aspiring Actress Nan Leslie, spotted by a talent scout who saw her picture on a magazine cover:
"All you could see of me were my eyes and legs."
Sen. John M. Butler (R-Md.) announcing that he "definitely" is going to run for reelection next year:
"I've got a reputation for being a hard-working senator."
Sen. Everett M. Dirksen (R-Ill) on the 1956 Republican presidential nomination race:
"Vice-President Richard M. Nixon is out in front by virtue of his position in the administration."
French Ambassador Maurice Couve de Murville on the French delegation's walking out of the United Nations General Assembly in protest to proposed discussion of the Algerian problem:
"We felt bound to make that move in order to impress on the people they shouldn't go outside the boundaries of the charter."
Presidential disarmament assistant Harold Stassen on Communist sale of arms to Egypt:
"It would be in the Soviet interest in the long run not to ship those arms and in Egypt's interest in the long run not to accept them."

Around Hollywood

By ALINE MOSBY
United Press Correspondent

Hollywood — (U.P.) — "Oklahoma!" on the new Todd-AO wide-screen was billed as the biggest movie event since sound, but it stumbled to a bad start in New York, showman Mike Todd admitted today.
Since the top musical of all time was transferred to a gigantic screen—the size of a barn wall, reams of publicity, including the energetic Todd's, have praised the production.
But the premiere in New York Tuesday turned out less than colossal.
Critics Disappointed
Most New York critics praised the picture but tabbed the Todd-AO process disappointing.
Todd admitted in an interview today that to say the premiere was a flop is "an understatement." But he insisted, "The process is great — it was a bad print and bad showmanship."
"If they had called in experts to louse up the premiere they couldn't have done better," he boasted as he paced around his office at RWO.
By "they" he meant Magna Theaters, distributors of the movie.

"The print was scratchy and covered with snow," he continued. "It destroyed the illusion of depth. And the sound was muffled. They kept the curtain closed at the opening. They wanted to show off that curtain, I guess."
Opening Night Counts
"They kept telling me, it will be all right next week. It doesn't matter next week! It's the opening night that counts. Showmanship," he cried.
Todd rushed to the rescue by sending the theater raw film so a new print could be made. Only one print had been made of "Oklahoma!" because "as of last Friday they were still fiddling around with the title opening on the master print."
"They didn't like the shots of Oklahoma, afraid the process might be shown off better," he said with sarcasm. "They'd taken out the two best scenes — of the corn and the chase — and finally put them back in."

Faster Service To East Told by UAL

United Air lines will inaugurate DC-7 non-stop service from Portland to Chicago and two-stop service to New York effective Oct. 31, according to K. W. Cook, UAL station agent here.
Time of the new flights will be 5½ hours to Chicago from Portland, and 8½ hours to New York. Cook said this will cut about 2½ hours from the present time from Medford to Chicago, and one hour off the time to New York.
Flights from Medford will connect with the eastbound flights in Portland. The new fewer stop flights are possible under a recent ruling of the Civil Aeronautics administration, Cook said.
The new DC-7s are among the world's fastest non-jet airliners, carry 58 passengers, a crew of five and 9,000 pounds of mail, express and freight at a cruising speed of 365 miles per hour and a top speed of 410 mph.

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If You're 'Victim of Nucleomitophobia Put Your Faith in DEW and Forget It

Chicago — (U.P.) — Are you suffering from nucleomitophobia? Put your faith in DEW and forget about it.
Nucleomitophobia and DEW are a couple of new words coined by the neologists.
Neologist is an old word for people who coin new words.
If you're still confused, nucleomitophobia means fear of the atom bomb, and DEW is the designation for the Distant Early Warning network of Arctic radar outposts.
In this plastic-electronic-militaristic age, the neologists seem to be having a field day.
According to the American Peoples Encyclopedia, scores of new words are coined each year, chiefly in the fields of invention, politics, advertising and medicine.
Some Graphic Words
How many of the new words will become part of the language depends on good taste, suitability, and widespread, continued usage.
Some of the more graphic and less familiar words coined during the last few years include:
Midac-Short for Michigan digital analog computer. This is an electronic brain possessing superhuman skill at crapshooting, plus a muleskinner's vocabulary.
Swindletron—a small, inexpensive atom-smasher, so-called because it seems to "get something for nothing."
Armadillo suit—an armored garment of nylon-covered steel plates.
Cermel—a heat resistant material combining metals with ceramics.
?Man Overhead Manipulator—a mechanical arm for remote control work in radioactive areas.
Paracooper—a jet-powered rescue and training helicopter, so compact it may be parachuted in a container.
More New Words
Tollivision—subscription television.
Cinder sifter—a locomotive.
Femineered—styled for the feminine market.
Travelize—to prepare an automobile for vacation time.
Isolette—an incubator for premature babies.
Pronounciary—an electrically operated talking dictionary.
Radome—radar instruments housed in a domed structure.

Telemetry—the computation of data relayed from afar, as by rockets.
Pogo stick—an aircraft that makes vertical take-offs and tail-first landings.
Cavitron—a painless dental drill powered by ultrasonic waves.
Muspike—Muskellunger-pike.
A newly bred fish introduced by Ontario biologists.
Splake—speckled and lake trout. Another new hybrid fish of Ontario.
Bikiniism—a Moscow-inspired term for the "nefarious American invention," the Bikini swim suit.
Brazil has boosted the number of her airports from 140 to 270 in the last five years.

A CENTURY

Strasburg, N. D. — (U.P.) — Anthony Ver Hoeven, who came to the United States from the Netherlands in 1860, has celebrated his 100th birthday. He says he has 100 living descendants, including eight children, 22 grandchildren, 66 great-grandchildren, and four great-great-grandchildren.

SHORT HAUL

Milwaukee — (U.P.) — The Sloane Furniture Co. moved to a new location and some \$80,000 worth of stock was transferred — all without the use of trucks. Employees, 24 of them, carried the stock to the new store, located across the street from the old one.

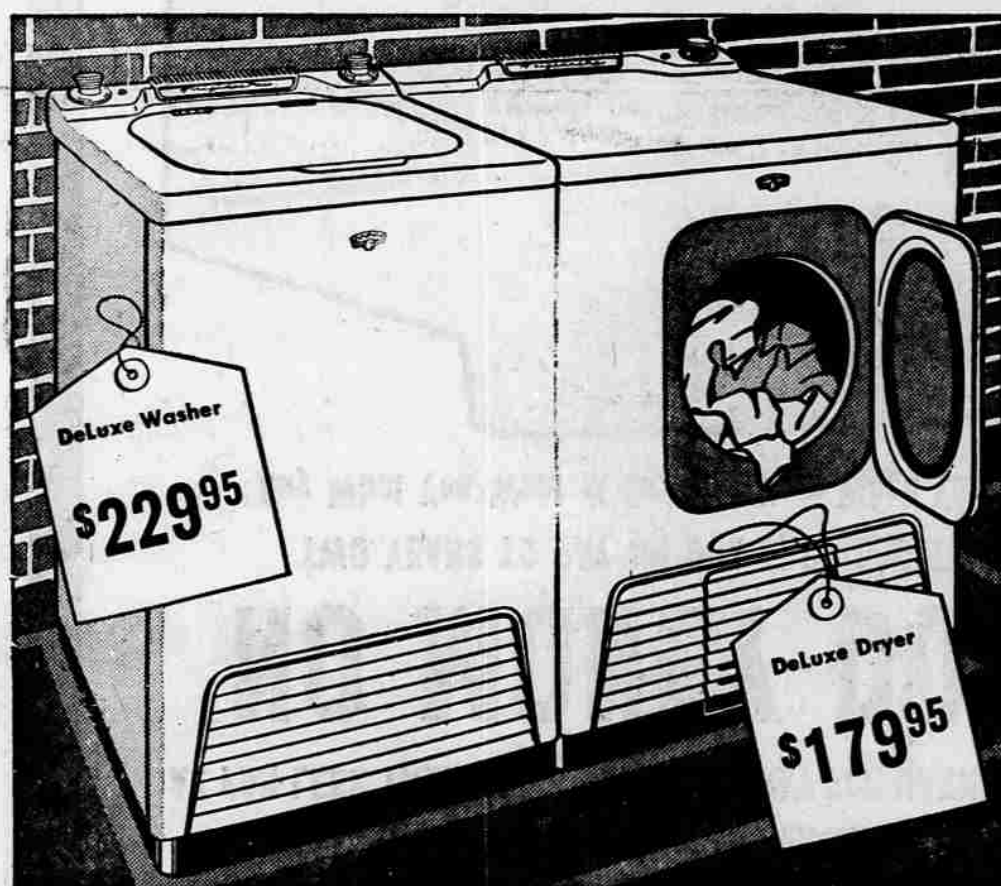
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