


Our records show thirty-four seconds as the average time consum ed from the time you place a call to the time it is answered by the party called, and that most of this time is necessary in getting a response after the bell has been rung.

The Telephone Operator has no authority to compel an answer to her summons. She simply forwards to your telephone a mechanical signal, which, interpreted, means "Some one desires to speak with you." It remains with you, the person called, to recognize this request responding promptly
Remember, delay on your part means the inconvenience of another.
Every Bell Telephona is a Long Distance Station
( - ThePaciic Telephone $\mathbb{A}$ TelegraphCa.

This is the age of advertising. It is the age of direct appeal to the consumer. It is the age of surgestive selling and of scientific merchandising Fifty-third Annual

# OREGON STATE FAIR 

 SALEM, OREGONSeptember 28 to October 3

REDUCED RATES ON ALL RAILROADS.

## SIX DAYS OF PROFIT, SIX DAYS OF PLEASURE

## $\$ 20,000.00$

In Cash Premiums for Agricultural, Live Stock, Poultry, Textile and Other Exhibits. Horse Races, Band Concerts, Eugenics Ex position, Evening Musieal Entertainments and Other Free Attrac tions. Free Camp Grounds.

## YOU ARE INVITED <br> SEND FOR PREMIUM LIST AND ENTRY BLANKS.

For Particulars Address

## Frank Meredith, Secretary, SALEM, OREGON

