

NEW LIGHTS WILL BLAZE ON SIXTH STREET

MUSIC AND DANCE FOR INAUGURAL

Throw Switch On New Illumination for Business Artery at 8:45 Tonight—Elks Band Concert Starts at 7:30—Occasion Marks Culmination of Long Effort.

Marking the realization of another important Medford achievement, the Sixth street lighting system, extending from Oakdale avenue to Riverside, will be inaugurated tonight at 8:45. A special program, including concert from 7:30 to 9:30 by Elks' band, a ceremony attending the closing of the switch promptly at 8:45 p. m., and a street dance following will feature the event, anticipated for weeks as a gala event in the city.

The new system places Sixth street on a par with any illuminated street in cities of comparable size in Oregon and of the Pacific coast. Its illumination is a step farther from the Main street type of city, which Medford has long deserted, and will make Sixth street the most brilliantly lighted in Medford.

The installation of the 50 lights six to a block, is the result of long pioneer efforts and untiring work on the part of many property owners of the street. The need of better illumination became apparent when Sixth street was opened two years ago for its complete length, including the opening of the Sixth street railroad crossing and that portion of the street between Oakdale and Main. The opening of the street was recognized as an all-important progressive step and shortly after, or during its construction, the new lights were proposed.

The proposition was considered a big undertaking. After many preliminary arrangements and plans, the final plan was evolved, resulting in the artistic and efficient illumination system, which will be inaugurated tonight.

crowning a first success with a second.

Replace Arcs.
The new lights will replace arc lights that had hung over intersections of the street, with the exception of Front and Sixth and Riverside and Sixth. The old method of illumination was so crude that the new installation is regarded as being able of transforming night into day. The old lights burned out frequently and illuminated only a small portion immediately surrounding the intersection, often leaving the remainder of the block in darkness, offering more excuse for auto collisions and possible midnight robberies.

With the new installation in operation, a person can read a newspaper standing in the center of the street, the light strength in technical terms being measured in "five-foot candles." Strength of the lights is measured in 4000 lumens each, corresponding to 1175 watts or 400 candlepower. Candle power is not often in present day measurement of light, lumens being the accepted unit of measurement.

The installation was made by the People's Electric store under the direction of Walter Corman, store electrician, and under the supervision of City Electrician Harry Rinabarger and City Engineer Fred Scheffel. Each steel pole is 16 feet in height, with the pole furnished by the Union Metal company, the globe by the General Electric company and the lamp by the Westinghouse company—all the latest in design and manufacture and similar to 18,000 new lights recently installed in Cleveland, Ohio.

The contract for the concrete work was sub-let to the Hartley Construction company of this city which has yet to complete the pouring of concrete at the various street intersections effected by the system, cables having been laid beneath the pavement level.

Owners Bear Expense.
The cost of the system is being borne entirely by the property owners on the street, with the exception that the city of Medford will pay for the supply of electricity to keep the lights burning.

Each lamp is guaranteed to burn 1500 hours and through special transformers and switches, should one lamp burn out the entire system will not be affected, although connected in series.

The lights might have been placed in operation earlier, but the late arrival of several shipments of cable, delayed the installation for several days, a special grade of cable being used.

The contract for the installation was \$10,584, and the cost is assessed at \$2.00 per front foot for every property owner on the street. However, the entire cost of the system is expected to reach nearly \$12,000.

In keeping with improved appearance of the street, effected by the lights alone, all utility poles are to be removed by tomorrow evening, providing a clear

MEDFORD'S NEW "WHITE WAY" LOOKING WEST



Looking west on Sixth street with new lighting standards in right and left foreground. Six lights will shed brilliance in each block of the business artery.

vision for the length of the street. Trees, which had grown on parking lots, are in the course of removal, making Sixth street a metropolitan-appearing thoroughfare.

TROTZKY WOULD ENTER ENGLAND FOR HEALTH

CONSTANTINOPLE, June 8.—(AP)—Leon Trozky, former Red army leader who is now in exile here, today asked Premier McDonald, Great Britain's new labor prime minister, for authority to visit England "for urgent medical treatment and scientific work."

After Trozky had sent a telegram to Mr. McDonald, the exiled Russian's son gave the British consul at Pera a letter from his father, asking a visa on the grounds of the necessity for very urgent medical treatment and the desire to survey the publication of his autobiography in English.

LIGHT STANDARDS ARE ADOPTED IN LEADING CITIES

The fact that Medford's new Sixth street lighting system is not only on a par, but practically identical to that use in many of the leading cities in the United States will be additionally gratifying to the merchants who have made this civic project possible.

Cleveland, Ohio, Newark, N. J., and a number of other eastern centers, are using a large number of the same identical standards as those selected for this city. They are known as the Columbia design. Cleveland recently revamped its lighting system and placed an order to augment a system put in two years ago, bringing the total number of union metal standards up to around 18,000.

On this subject, the Newark Advocate and American Tribune of recent date comments: "Tonight the city of Newark is formally starting her new era," says Mayor Hunter. "Hereafter time in Newark will be reckoned from this date; events will be described as happening either before or after the new lighting system was installed."

"Newark long ago reached the point when it became necessary to have a modern street lighting system on account of the greatly increased traffic and because the old lighting system has long since become obsolete.

"Crimes and accidents flourish in dark streets and the best remedy for these is adequate street lighting and Newark is certainly to be congratulated in providing the remedy.

"The responsibility for providing adequate street lighting rests with the municipality. The safety of the community at night depends largely upon the adequacy of its street lighting system. It is a well-known fact that light increases the vision and statistics show that street accidents at night are materially reduced by effective illumination.

"Good street lighting should not be looked upon as an expense, but as an investment which pays for itself in enhanced real estate values."

COPCO PORTRAYS CITY'S PROGRESS IN ILLUMINATION

Much interest is being shown in the Copco window display on West Main street which portrays the progress in street lighting in Medford for the past twenty years. A crude overhead street light fixture of the type used here in 1908 is featured in the exhibit as a striking comparison to the new, modern Sixth street lighting system, photographs of which appear in the display. Placards calling attention to the benefits of modern

lighting systems are also used in the window and a large keystone poster carries the following timely message:

"Progress"

The splendid progress made by the city of Medford in the past 20 years is typified by the new 4th Street Lighting System which marks this community as one of the most progressive cities on the Pacific Coast.

THE CALIFORNIA OREGON POWER CO.
Your Partners in Progress."

Poland Producing Films.
WARSAW (AP)—Film production in Poland began in 1923 when the first 23 Polish pictures were made. In 1928, Polish studios issued 201 films.

KOERLAN, Germany (AP)—This municipality of 3300 population has found the cost of city administration too high. Consequently the city council has applied for legal sanction to surrender the city charter and reorganize as a village.

GROGERS' FAITH IN 6TH STREET SEEN JUSTIFIED

Gates and Lydiard Blazed Trail of Business—First Venture in Present M. M. Store Location Nine Years Ago.

A word from the wise is also said to be sufficient—especially if the "wise" are pioneering. When the beautiful lamps of Sixth street are turned on tonight, their flood of light will touch a warmly responsive glow in the hearts of the two commercial trial blazers of this business artery.

When W. A. Gates and W. H. Lydiard decided, nine years ago, to open their infant grocery in a part of the space where the M. M. department store now stands, their friends wished them luck, but feared for the worst.

On the corner now occupied by the Economy Groceries a vacant lot, yawning and stretched its full length in the sunlight. The McPherson clothing store space was the death cell of a condemned frame building. The J. C. Penny corner location was occupied by the Jackson County Abstract company, and later by Jarmin & Woods.

But in spite of everything, the Groceries "Bills" opened their little store to the best week day business they ever experienced. It seemed that every resident in Medford turned out that day, according to Bill Gates, who has a speaking suspicion now that they did it out of sympathy for their poor judgment in picking a location off the main stem.

"Yes, I was so impressed with

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MERCHANTS ON SIXTH STREET AID HIGH JINX

Celebration of Light System Put On By Business Men—Play Host to Saturday Night Crowds—Long List of Participants.

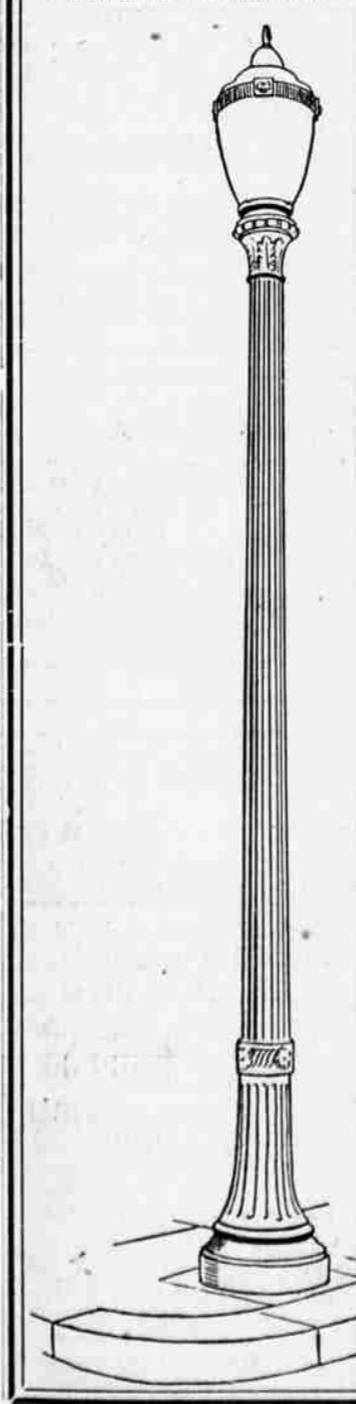
Merchants will become Sixth street conscious when their business thoroughfare is flooded with illumination at 8:45 tonight. Joining hands across what used to be a barrier between the east and west portion of this new avenue, the business men from one end of the street to the other will do their individual and collective best to show the rest of Medford a good time tonight.

Among the business concerns represented along Sixth street who will play the role of hosts tonight are: Beebe and Hinde service station, Dyng and Clark Used Car Lot, Mutual Mill and Seed company, Medford Shoe Repair shop; Independent Electric company, Hand Box Millinery, Gates & Lydiard, McPherson's Clothing, Southern Building and Loan Association, Medford Investment Co., Diamond Cafe, Jackson County Abstract company, City Hall, M. M. Department store, J. C. Penny Department store, Medford Furniture & Hardware company, Gates Auto company, Sixth Street Service Station, Big Pines Lumber company and Fichtner's Garage.

Johnson's Market, in which is located People's Market, John Grim Fruit Market, Ray Schumaker Fish Market, Katherine West restaurant, Reliable Grocery, and Electric Bakery, Lincoln Market, Peri Funeral Home, Harrison

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Artist's sketch of the new electric light standard to be formally initiated tonight on Sixth street.



MEDFORD—a city at night as well as by day

"A city is only half a city when it is only a city during the day. With darkness, activity ceases,—beauty is hidden. With darkness there is no city here during the day it may thrive.

Light will change whole sections of a city. Light will change its activity, its people. Side streets can be made into important thoroughfares. In fact, lights are a transformation complete.

It is with thoughts ever looking toward progress—for a more beautiful, more inviting, a better Medford to live in that Copco joins in hearty congratulations upon the completion of the new lights on Sixth Street. It is with this thought of progress ever before us that we shall play our part with zeal in making Medford the same beautiful, inviting city during the night as it is by day.

The California Oregon Power Company

"Your Partners in Progress"

PEOPLE'S ELECTRIC STORE

212-214 W. MAIN

PHONE 12

CONTRACTORS AND INSTALLATORS OF THE NEW SIXTH STREET LIGHTING CONGRATULATE THE SIXTH ST. BUSINESS FIRMS AND PROPERTY OWNERS ON THEIR \$12,000 STREET LIGHTS.