

New Telephone Numbers Will Be Introduced To Valley April 27

In a few years all telephone users in the United States will be able to dial long distance calls without the help of an operator to any other telephone in this country or Canada.

Medford, and other towns in the Rogue River valley, will be

ready for this direct distance dialing when it comes, as a result of the switch to new numbers in this area April 27, according to Pacific Telephone Medford Manager Jack Creager.

At the same time new numbers are being introduced in

Ashland, Jacksonville, Gold Hill and in the new Phoenix-Talent exchange.

Prefixes for Numbers

Prefixes for the new Medford numbers will be SPring 2 or SPring 3, for Ashland numbers, MURdock 2, MURdock 3 or MURdock 9, for Jacksonville numbers, TWinoaks 8, for Gold Hill numbers, ULrick 5 and for Phoenix-Talent numbers, KEYstone 5.

Following each of these prefixes will be four other numerals.

The telephone company, Creager pointed out, is constantly studying ways to improve service in order to handle the increasing number of long distance calls placed every day in the United States. One result has been adoption of a nationwide numbering system which includes prefixes such as will be introduced in this area.

Selecting useable prefixes is not an easy job, and must meet many qualifications, Creager said.

Under the nation-wide plan, for instance, all telephone central offices are identified by a three-number code. For the Medford central office they are 772 and 773.

Medford's Code
In the case of Medford the prefixes SPring 2 and SPring 3 correspond with the numerical codes 772 and 773. This is important, because to switching equipment letters on the telephone dial are actually numbers.

So in selecting a prefix name for the Medford central office, the important thing was to choose one in which the first two letters correspond with the numbers "77" on the telephone dial, Creager explained.

In compiling a list of acceptable telephone prefix names it has been found that names having local significance in one part of the nation are quite often mispronounced, misunderstood or misspelled in another part of the country. So prefix names used in the nation-wide numbering plan are tested by reading them over the telephone to operators in distant cities.

Medford is the only town in Oregon that will have the prefixes SPring 2 or SPring 3. But they might be used in some town in another state, he said.

To prevent a long distance call intended for Medford from going to the other town with the same central office prefix name, a safeguard has been set up. The United States and Canada have been divided into over 100 geographical areas. Each is identified by a three-number code such as 503 for Oregon.

When a long distance call is dialed directly to Medford from a town outside the state, the area code number must be dialed first and then the SPring 2 or SPring 3 number in Medford.

That is how new numbers for this area were chosen and how they fit into the nation-wide numbering plan, Creager said.

SANTA'S LITTLE HELPER
Dallas, Tex. — (U.P.) — Dee Dee Dobbs couldn't understand how her cat persistently reappeared in the house after she had firmly escorted it outside and barred all entrances. Wednesday night she stayed up to find out. Before long the cat came sliding down the chimney.



SWITCHES INSPECTED—Switches, shown being inspected here by Bob Lyons, Western Electric employee from Medford, will put life into the new Phoenix-Talent central office when it is placed in service April 27. Pacific Telephone is spending more than \$200,000 in establishing the new exchange and introducing KEYstone 5 telephone numbers.

Father Saves Tot; Own Child Drowns

Tampa, Fla. — (U.P.) — The mother of a theatrical family "went on with the show" in the Ice Follies opening Wednesday night despite her daughter's tragic drowning.

Teddy Roman, skating star, not many hours before had saved four-year-old Craig Leff from drowning, unaware that at that very moment his own four-year-old daughter, Christine, had become lost.

The little girl's body was soon found at the bottom of the tiny lake where she had been playing with other children. Roman was unable to take his part in Wednesday night's performance. His wife appeared, however.

Roman said he noticed a group of children playing in the lake near the trailer park where his mobile home is parked and ran to the rescue when he saw the Leff child struggling in the water.

Architects Named for Portland E-R Center

Portland — (U.P.) — The architectural firm commissioned to design Portland's eight-million-dollar sports and exposition center said today actual construction on the project should begin not later than Aug. 1, 1958.

John Merrill, resident architect for Skidmore, Owings & Merrill, said the firm's timetable was a cautious one and could possibly be shortened. He estimated completion date at December, 1959.

Ned Sparks of Movie Fame Dies

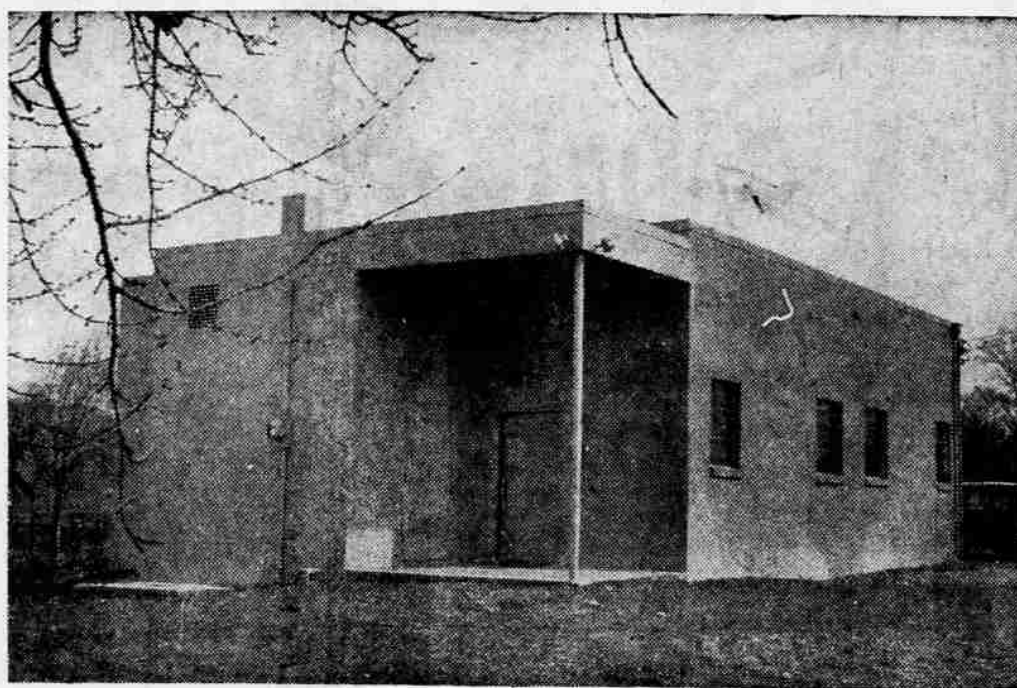
Victorville, Calif. — (U.P.) — Sour-faced veteran film comedian Ned Sparks died Wednesday night at his ranch here following a brief illness. He was 73.

Sparks, a native of Canada, earned a million dollars as the screen's one and only sour-puss comic. He retired from the movies temporarily in 1940 but returned to Hollywood after spending two years at Toronto, Canada.

The dead-pan comic, who once paid \$3,500 for a pair of false teeth, had been living with his daughter here on his ranch for the past several years. The coroner's office reported the comedian died of natural causes, apparently from a heart condition.

Sparks came to Hollywood in 1919 and was in such movies as "Alice in Wonderland," "The Iron Man," and his last picture, "Magic."

He was born in Ontario, Canada under the name Edward A. Sparkman but changed his name when he invaded Hollywood.



NEW BUILDING—New central office building houses dial equipment that will be heart of new Phoenix-Talent exchange. Establishment of exchange is part of \$630,000 Pacific

Telephone service improvement and expansion program which will go into effect in the Rogue River valley April 27.

Sheridan Resigns; OLCC Withdraws Dismissal Letter

Portland — (U.P.) — The Oregon Liquor Control Commission Wednesday announced the resignation of Thomas Sheridan as state liquor administrator. The commission also withdrew its letter of dismissal.

Sheridan was ousted from the commission staff following his appearance before the Senate Rackets committee in Washington. At that time he refused to resign and said he would appeal his case to the State Civil Service Commission.

The commission indicated that Sheridan had withdrawn his appeal.

Chairman Hugh Kirkpatrick read a prepared statement at the regular liquor commission meeting at the Milwaukee headquarters. It said "Mr. Sheridan has tendered his resignation to the Commission to be effective March 31, 1957, and the Commission has this date accepted his resignation and withdrawn their letter of dismissal, thereby reserving to Mr. Sheridan his civil service rating."

On Education Board

Detroit — (U.P.) — Election officials said it will take several days to find out who was elected to the Board of Education, but it may be President Eisenhower. No candidates were listed for the post, a short term ending June 30, but some 1,000 write-in votes were cast. A spot check showed the choices to include the President, Elvis Presley and Hopalong Cassidy.

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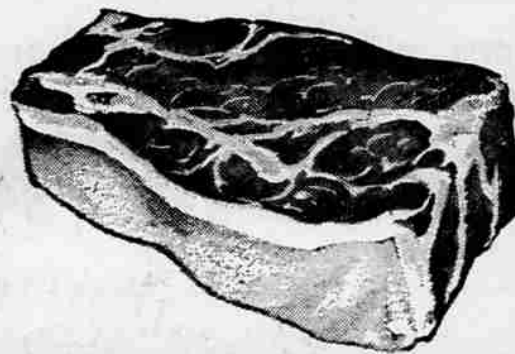
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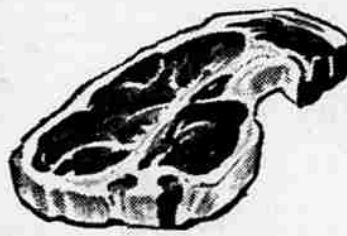
BEEF
ROAST
35¢ lb



SIRLOIN

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49¢ lb



T-BONE

STEAK
59¢ lb

RIB

STEAK

55¢ lb

CHOICE ROUND

STEAKS
69¢ lb



PORK SPARE RIBS

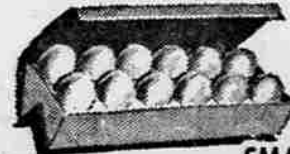
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