

Area Volunteers To Take Part in Cancer Crusade

Volunteers of the Jackson county unit of the American Cancer society will call on residents May 2 to distribute educational leaflets which could save their lives, according to Alexander, chairman of the Jackson County Cancer Crusade.

"I hope every door in the community will be open to welcome our Crusaders on C Day," Alexander said.

"If everyone followed the advice contained in the leaflet to be left in each home, more than 85,000 lives could be saved. This is the number of men, women and children who die of cancer in the United States each year but who could have been saved by heeding the simple advice stressed in the American Cancer Society's educational program."

Alexander said the best protection against cancer was to have annual health checkups and to obtain medical attention at the earliest sign of suspicion of any of cancer's seven danger signals.

One Half Could Be Cured

Pointing out that at least one half of all those who get cancer could be cured through early detection and proper treatment, Alexander said the American Cancer Society could make this goal a reality if it had enough funds to do the job.

"The Society was mainly responsible," he said, "for the dramatic decline in the cancer death rate. Twenty years ago only one out of seven who developed cancer was saved; today it is one out of three. With adequate public support and personal action it could be one out of two."

Money raised in the Crusade will not only be used to step up educational programs, but to provide service for cancer patients and to support research of scientists who are working unceasingly

New Directories Have Ashland's 'All Number' Listings



NEW NUMBERS—Medford telephone directories, including some 3,300 Ashland All Number listings like that of the Shakespeare Festival theatre, will be mailed starting Wednesday, May 3. Pacific Telephone-Northwest Service Representative Mrs. Betty Moore, 213 Ross lane, holds open page of old directory showing MURDOCK 2, 5 and 9 numbers that will disappear Saturday, May 6, at 11 p.m., when the new Ashland telephone equipment and numbers go into service.

for a cancer cure or preventive. Progress in cancer research can only go as fast as funds are available.

Alexander said more than 1,100 volunteers will participate in the Jackson county Crusade.

COLOR DIFFERENCES—Baltimore—Pupils of blue eyes contract more in light than the pupils of brown eyes.

Mail delivery of Medford telephone directories, containing some 3,300 new Ashland telephone numbers, will begin Wednesday, May 3, according to J. H. Creager, local manager for Pacific Telephone-Northwest.

All Ashland telephone numbers will be completely changed in the new edition, although they will not be used until 11 p.m. Saturday, May 6. At that time the dial equipment in the new central office building there will be cut into service.

One prefix, 482, will replace the three, MURDOCK 2, 5 and 9, now in use there. The last four digits of each number will vary with individual customers. A typical number will be 482-0010.

All Number Calling

This system, designated all number calling (ANC), will gradually appear on all telephones in the United States. The use of letters and numerals in combination will be dropped because of several factors.

"The nation's telephone industry is simply running out of numbers," Creager said.

Rapid growth of telephone service throughout the nation will exhaust the present 2-letter, 5-number system in about 10 years. ANC will add enough new number combinations to last approximately 40 years.

Not So Radical

The departure to ANC is not so radical as one might believe, Creager said. Actually that is exactly what people have been doing since dial telephones first came into service in the early 1920's.

"Dial switching equipment can't tell the difference between A or Y. It only understands combinations of electrical impulses from 1 to 10, as represented by the holes on the dial of a phone," Creager explained.

Historically, prefix names started when telephone companies found themselves with more customers than were practical to serve from a single central location. As they branched out, the original building usually was dubbed "main." Newer telephone offices were named after their geographical location—"east" or "west"—or perhaps a well-known district.

Lead to Problems

In all cases, however, name prefixes had to be picked so that the number combinations on the dial were not duplicated. A city with the prefixes DEXTER (33) and EDGEWATER (33) would lead to serious dialing problems.

Creager pointed out that as a step toward direct distance dialing (DDD), phone numbers in Ashland would be unduplicated anywhere in Oregon.

"A customer number, whatever it is, will be his own exclusively with the Oregon code area (503)," he said. "That's why we have included area code 503 on the new telephone number plate for all Ashland customers."

May Be Dialed Direct

"If Ashland subscribers give the area code as well as their phone number to friends and business associates out of the state, it will be possible for calls to be dialed direct to telephones in Ashland from most points in the nation," he said. "Oregon's Year-Around Vacationlands" is the theme for

this year's cover on Medford and Ashland directories.

The new directory cover features four color scenes of some of the many vacation activities available in Oregon. One of them captures the beauty of a familiar southern Oregon scene—Lake of the Woods with snow-capped Mt. McLoughlin in the background.

More than 33,000 copies of the new directory were printed. Of that number, some 22,000 will be delivered initially, and about 2,000 sent to points all over the nation. The remainder will be used for replacements and new subscribers during the year.

An added feature for this year's directory is a new

margin index which shows at a glance whether Medford (including Central Point and Phoenix-Talent), Ashland, Butte Falls, Eagle Point, Gold Hill, Jacksonville, Prospect, Shady Cove or White City is listed on a given page.

Some 14 tons of paper were used to print more than 9.5 million pages for this edition of the annual listings.

HELP US!

We need clothing, shoes, dishes, furniture, and bedding.

We Pick Up.

HELP OTHERS!

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Spring 3-7335

Lucky Mother...

Elizabeth Arden

MÉMOIRE CHÉRIE
PERFUME MIST

with Gift...

PURSE FLACON OF
MÉMOIRE CHÉRIE
PERFUME

5.00
8.50 value



Memoire Cherie, created in France by Elizabeth Arden, was recently awarded the Grand Coupe d'Or by the Comité du Bon Gout Français as "the finest fragrance ever created and acclaimed by France." Now Miss Arden has made it possible for those who are not familiar with this unforgettable fragrance to discover it for themselves—in a special way. A 3-oz. bottle of Memoire Cherie Perfume Mist (5.00 value), plus a gift flacon of Memoire Cherie Perfume (3.50 value).

Both for 5.00
plus tax



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for flattery...

A wonderful way to gather compliments... a parade of pretty bows dancing in smart formation atop your hairdo.

2.98



12.95

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SPRING PRETTY AND SUMMER BOUND
IN FLIGHT-WEIGHT, WRINKLE-FREE
JERSEY OF DUPONT NYLON

This graceful little Stroller brightens your living, lightens your cares, makes just the right impression. Its skirt surrounds you with a flutter of soft, unpressed pleats and includes two roomy side pockets. Washes easily, dries dry, packs tiny. Mint green, Mist grey with pink, Bermuda blue, Bahama beige. 10 to 20, 12 1/2 to 22 1/2.

MANN'S—MEDFORD—Spring 3-7484

Please send me Shelton Stroller at \$12.95, in size _____ color _____; (state second color choice) _____

Name _____

Address _____

City _____ Zone _____ State _____

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Make this your Family Pharmacy

SP 3-7474

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- Brass Couplings
- Guaranteed

69¢

BIG 22-INCH—DELUXE POWER MOWER

- 3 H.P.—4 CYCLE BRIGGS STRATTON ENGINE
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- CONTROL-A-MATIC THROTTLE
- STEEL DECK

89.95 VALUE

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INTERIOR WALL LATEX PAINT

Covers 400 sq. ft. per gallon

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JOHNSON'S HOLIDAY CAR WAX

1.44 PAY LESS

OUTSIDE GLOSS HOUSE PAINT

LONG LASTING FORMULA RESISTANT BLISTER

3.99 Gal.

20-Inch Aluminum Handle CAR WASH BRUSH

99¢

ATTRACTIVE MOVABLE POLE LAMPS

3 LIGHTS
Modern Velvet
Black & White
Combinations

12.95 VALUE

\$6.99

IMPROVED ORTHO WEED-B-GON

Concentrated — Kills All Lawn Weeds

1.69 Pint

ORTHO LAWN & GARDEN FERTILIZER

16-16-8
40-lb. Bag

4.95

PAY LESS COUPON

VITAMIN "C"

Ascorbic Acid
100 mg.
100 Tabs
REG. 79¢

33¢ With Coupon

PAY LESS COUPON

FRESH DELICIOUS PEANUT CLUSTERS

1 FULL LB.
79¢ VALUE

47¢ WITH COUPON

1.00 HAND LOTION RICHARD HUDNUT **59¢**

35¢ AQUA VELVA WILLIAMS AFTER SHAVE **19¢**

1.19 ANACIN TABLETS Bottle of 100 **83¢**

* SUNDAY-MONDAY-TUESDAY Sale! * S.M.T.

Building Permits Show Increase Here

Eugene — Building permits rose in Medford during March, compared to February, according to the bureau of business research at the University of Oregon.

Reports of March, 1961, show an increase in permits this year over last year. New residential construction totaled \$148,500 this March, compared with \$201,500 for February, 1961, and \$167,700 for March, 1960.

New non-residential construction for March, 1961, totaled \$105,123. Alterations, additions and repairs for the same period tallied \$125,135. Total building permit expenditures in Oregon during March was \$14,401,082; for February, 1961, \$9,707,659; for March, 1960, \$18,548,140. With 146 identical reporting centers in Oregon included, the state total is 22.4 per cent lower than March, 1960.

In Medford, the total for March is \$378,758; for February, 1961, \$321,695; and for March, 1960, \$311,776.

Building permits are a report of plans rather than of construction in actual operation. Interpretation of these data must allow for the lapse of time between issuing of the permits and beginning of construction, according to University officials.

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