

BZZZWWIG WATCHES ALL THE TV WESTERNS—AND THE LOUDER THEY ARE THE BETTER HE LIKES THEM...



BUT LET HIS LITTLE WELTERWEIGHT RUSTLE A TISSUE... THAT HE CAN'T STAND!!



Aroused Citizens Plan Action Against All-Digit Telephoning

San Francisco—(UPI)—A tiny band of aroused citizens is forming a skirmish line of protest against the "numbers game" of industrial automation.

They are convinced a "revolution of sorts" is necessary to preserve the dignity of man.

The battle, as yet joined only in angry phrases, would be, they say, against the eventual reduction of all good and treasured things to numbers—just because machines function more efficiently with numbers.

The unofficial general of this people's army is renowned semanticist S. I. Hayakawa, who urges all citizens to balk against the plan of American telephone companies to substitute digits for names in their telephone exchanges.

Names Significant

Many exchange names have historical or geographical significance and most are pleasing to the ear. But the phone companies eventually intend a sweeping change to digits corresponding to the first two letters of the exchange because they can get a more varied combination.

Thus Edgewater 2-2345, imaginatively and accurately describing Sausalito, Calif.,

becomes the impersonal 332-2345.

One outraged San Francisco newspaper columnist has exhorted his readers to sabotage the telephone company's automatic accounting system by overpaying three cents on their bills.

Another suggested that when an operator asks for a number it should be given in this manner: "three million, three hundred twenty-two thousand, three hundred forty five."

Already, 13 million subscribers have the new seven-digit numbers.

Battles Trend

To Hayakawa, the expert on words, the battle would be against a steamroller trend of making everybody and every nice detail about him into a Social Security number.

"The passive acceptance of creeping mechanization has gone far enough," he said. Besides, he said, the use of exchange names gives you a clue as to who has been calling you and "helps you decide whether to call the guy back."

And further, Hayakawa said, exchange names make numbers easier to remember. On this, he was supported by a psychology professor, Jack Block of the University of California at Berkeley. He

said more than half of the population isn't bright enough to remember a seven-digit number.

As for telephone companies' intentions, George Brunn, an attorney, bitterly said, "We have a new word—'telephony'—to apply to reasons given by a phone company when it doesn't have any."

Running Out

Actually, the telephone companies give a rather simple reason. They say they are running out of numbers.

According to them, the nation now has 75 million telephones and will have twice as many in another 15 years.

When exchange names are employed, an area code number can accommodate about 600,000 telephones. But under a seven-digit system, an area code number can include 800,000 phones.

Brunn says the present 105 area code numbers could be expanded to as many as 1,000. But the companies reply that in population centers this might require you to dial an area code to be connected with somebody nearby.

So what are Block, Brunn and Hayakawa going to do? They told a news conference that they don't know yet, but they will work out their plan for revolution soon.

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MEETS PRESS—Air France stewardess Francoise Authie, who survived history's worst airplane crash Sunday when a Boeing 707 jetliner crashed and burned on takeoff at Paris, killing 130 persons, is shown as she conferred with newsmen. Miss Authie, 23, was still in a bad state of shock. She suffered only minor cuts in the disaster in which she and another stewardess were the only survivors. (UPI)

Radioactive Clocks Give Man New Sense of Antiquity

By JOSEPH L. MYLER

United Press International
Washington—(UPI)—Radioactive "clocks" have given man a new sense of his own antiquity.

They have provided "a new sort of yardstick," according to Dr. Glenn T. Seaborg, "by which we can measure how fast and how far we have come in our ascent from the swamps and the caves of our remote ancestors."

Radioactive materials decay at known rates. By measuring the quantity left in once living matter, it is possible to fix the time when this matter ceased to absorb radioactive materials in the ordinary processes of life.

Seaborg, chairman of the Atomic Energy commission, said radioactive dating had enabled the British anthropologist, Prof. L. S. B. Leakey, to determine when certain ancestors of man lived, made tools, and hunted game.

Remains of Creature

In the Olduvai gorge of Tanganyika, East Africa, Leakey found remains of an ape-like creature which had "learned the fundamental art of making crude tools of flint."

Scientists using radioactive dating techniques established "that these early men hunted and lived and died over 600,000 years ago," Seaborg said.

More recently some other bones found by Leakey have been dated as being at least 1,750,000 years old. This comes close to doubling the previously estimated age of man's ancestors.

Continuance Granted To Harvey Aluminum

The Dallas—(UPI)—The State Sanitary Authority has granted another continuance in the air pollution abatement action against Harvey Aluminum Co. here.

The action came after a progress report on a new fluoride removal system now being installed. Company officials said the new equipment is almost ready to be put into use, but must be tested first.

EASEMENT GRANTED

Salem—(UPI)—The Oregon Forestry Board has granted Pacific Power and Light Co. the right to cross a two-mile-long, 200-foot-wide strip of state forest land south and west of Klamath falls.

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