

Hayward Reviews Plan for Medford Business District

Richard Hayward, Eugene, bureau of municipal research planning consultant, reviewed a public building plan for Medford and a central Medford business district plan at the Monday roundtable luncheon of the Medford Chamber of Commerce.

The plans, which were presented to city officials in early June, were reviewed and maps were posted to illustrate projected plans.

He explained that Medford has had federal assistance with planning since 1955 when Ned Langford arrived here from Eugene. He is now employed full time by the City of Medford for planning. So far Medford has spent \$24,000 for planning studies, Hayward said, and added that \$4,700 has been earmarked by the city for future planning.

Future Improvements

Future improvements within the central business district plan are recommended on the basis that Medford will reach a population of 38,000 by 1980. He stressed that through traffic should be routed around the core business district and local traffic minimized.

The plan for public buildings in Medford centered on the library park with government buildings grouped around it to the south. He added that Medford is approaching a size large enough to support a civic auditorium and convention hall, and three suggested sites were included in the plan.

Hayward stressed that business district improvements are not cheap. The city must find out its problems, then a group of business persons is needed to promote it.

"You must sell yourself on the plan," Hayward continued, "then you must sell it to the public. Anything you do will reflect your group so get out and support the program from which all will benefit."

He said Medford is the fastest growing area in the whole state and "it is up to you to keep up with it."

English Lamp Post Lights City Center

Liverpool, N.Y. — (UPI) — A cast-iron gas lamp which illuminated a dockside area of Liverpool, England, for nearly a century until put out of business by electricity now shines again — in this name-sake city 3,394 miles away.

The lamp post, a gift from the English city to this central New York village, stands on the lawn in front of the village civic center.

Refurbished and electrified, it was dedicated on Memorial day as an eternal light symbolizing international friendship.

Messages from both the lord mayor of the English Liverpool, D. J. Lewis, and the British consul in New York, the Hon. Alan M. Williams, C.M.G., were read.

Lewis said: "May the Liverpool lamp post be a permanent symbol of the friendships existing between the two Liverpools."

Grandy said the idea of the gas lamp gift came last year when the English city installed a modern lighting system, and the then lord mayor, Peter McKernan, "thought it would be nice for different places named Liverpool in various parts of the world to have these lamps."

Among the victims of the changeover were 250 gas lamps which used to stand on the docks in front of Guinness breweries. Guinness Exports Ltd. bought the lamps from the city and cooperated in sending them without cost to other cities throughout the world.

One lamp stands in front of the Benjamin Franklin Federal Savings and Loan association in Portland, Oregon, and is back at work with its original gas.

Well-Child Clinic Stated in Prospect

A well-child conference will be held at the Prospect Community hall Wednesday July 25, from 10 a.m. to 3 p.m., according to the Jackson county health department.

Children from six months to six years old are eligible to attend. The conference is primarily for those children not under regular health supervision by a family physician. Immunization will be offered.

Dr. A. E. Merkel, public health physician, is the examining doctor. Appointments may be made by calling Mrs. Lewis Love, 659-2089.

Bay Area Residents Continue All-Number Dialing Objections

San Francisco — (UPI) — A San Francisco housewife picked up her telephone, dialed the operator and said with a sly smile:

"I don't seem to be able to dial it. Would you please get me number three billion, one hundred seventy six million, four hundred twenty nine thousand, six hundred eighty two?"

If the operator was left confused — and who could blame her? — the housewife could claim another victory for the bay area forces who are in revolt against ANC, the all-number calling system that Bell System companies are gradually substituting for letter prefixes across the nation.

San Francisco Bay area residents have developed other guerrilla tactics against "Ma Bell," as the Pacific Telephone & Telegraph Company is known, in their battle to

preserve such colorful exchange prefixes as Yukon, Seabright and Juniper.

The telephone company understandably will not reveal all the indignities to which it is being subjected, but they are reported to include the payment of bills with an extra penny or two, just to snarl up the company's bookkeeping, or the punching of random holes in computerized cards.

Today 18 million of the 77 million telephones in the United States have ANC. The total will climb to more than 160 million by 1975. Booming growth is rapidly using up all the available letter combinations for name prefixes, the company contends.

In the opposite corner is the Anti-Digit Dialing League, a newly incorporated, San Francisco organization dedicated to halting "creeping numeralism."

Prof. S. I. Hayakawa, noted semanticist and a league founder, put it this way:

"We have all numerals for our Social Security accounts and all numerals for our bank accounts; but we don't have to memorize our own."

"A telephone number is different. It is an address and we have to keep addresses of friends and business contacts in our heads. As psychologists have shown, the seven-numeral system goes well beyond the average person's ability to memorize."

Carl V. May, another league founder, said it's opposed to such "juvenile" means of protest as harassing telephone operators or overpaying phone bills.

"There are legal channels to voice our protests and we plan to use them," he said. "We are getting a hearing before the state public utilities commission and we will tell

them that the company is not being realistic in expecting people to react like machines."

The phone company takes issue with the memory objection, declaring that in the short period of time between looking up a number and dialing, it's about as easy to re-

member seven numbers as two letters and five numbers. But it concedes that it may take a little longer to memorize all-numeral numbers.

By switching to ANC, the company is able to use all 10 numeral openings on the telephone dial for the prefix instead of the eight on which

letters appear. "This means that hundreds of new prefix combinations can eventually be made by using numerals instead of letters."

The Anti-Digit Dialing League said that it's possible to get 912 million different phone numbers with letter prefixes using present telephone arrangements, and an astronomical 4.75 billion under future plans.

A telephone company spokesman brushed off the claims as incorrect.

The Anti-Digit Dialing League challenged the phone company to debate the issue, but the latter stiffly declined.

The league reports new adherents flocking to its banner. Founder May said new chapters were in the process of being formed in such diverse centers of revolt as Washington, D.C., Carson City, Nev., Phoenix, Ariz., Bloomington, Ind., and Yakima, Wash.

Two Escape Death In Crash of Plane

Seattle — (UPI) — An Oregon man and his sister, returning from a family funeral, escaped injury when their amphibian plane flipped over in Lake Washington Sunday during an attempted landing.

The pilot, Robert Matthews, 34, a Coos Bay, Ore., logger, was giving his sister, Mrs. Carl B. Woolley, 41 of Renton, her first airplane ride. As her husband and children watched from the Renton airfield, about 500 yards away, the single-engine plane flipped over as it touched down on the water.

Matthews and his sister clung to floating seat cushions until a rescue boat picked them up.

The plane sank shortly afterwards while the two were being taken to Renton hospital. They suffered multiple cuts and bruises and Mrs. Woolley received a broken rib and fractured elbow.

STAR GAZER**

By CLAY R. FOLLAN
Your Daily Activity Guide
According to the Stars
To develop message for Wednesday, read words corresponding to numbers of your Zodiac birth sign.

DATE	1	2	3	4	5	6	7	8	9	10	11	12
Aries	1 The	2 A	3 P	4 B	5 Y	6 C	7 Ch	8 R	9 A	10 T	11 E	12 L
Taurus	1 The	2 A	3 P	4 B	5 Y	6 C	7 Ch	8 R	9 A	10 T	11 E	12 L
May	1 The	2 A	3 P	4 B	5 Y	6 C	7 Ch	8 R	9 A	10 T	11 E	12 L
June	1 The	2 A	3 P	4 B	5 Y	6 C	7 Ch	8 R	9 A	10 T	11 E	12 L
July	1 The	2 A	3 P	4 B	5 Y	6 C	7 Ch	8 R	9 A	10 T	11 E	12 L
Aug	1 The	2 A	3 P	4 B	5 Y	6 C	7 Ch	8 R	9 A	10 T	11 E	12 L
Sept	1 The	2 A	3 P	4 B	5 Y	6 C	7 Ch	8 R	9 A	10 T	11 E	12 L
Oct	1 The	2 A	3 P	4 B	5 Y	6 C	7 Ch	8 R	9 A	10 T	11 E	12 L
Nov	1 The	2 A	3 P	4 B	5 Y	6 C	7 Ch	8 R	9 A	10 T	11 E	12 L
Dec	1 The	2 A	3 P	4 B	5 Y	6 C	7 Ch	8 R	9 A	10 T	11 E	12 L

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