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October 11, 1965

TO: W. Scott Ditch
CC: William E. Finley
FROM: James W. Rouse

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Re: Names for Columbia

This simply records an idea I've passed along before.

Couldn't you have prepared fairly simply a map of Columbia that would indicate all of the roads, lakes, public places, etc. that require names. Couldn't we distribute it with a description of the places involved and offer a reward for any successful names.

Clearly we must have names and soon. Clearly we have a serious internal question in developing acceptable names. I worry about settling in desperation on some kind of an arbitrary naming system. It may be beyond the capacity of anyone to produce a large number of names, but many individuals might each have a good idea for something. This also has the advantage of assuring a "no-system" system.

James W. Rouse