

NAVIGATING A SEA OF RESOURCES

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drama and goods

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HOW TO USE YOUR CITY DIRECTORY

The major departments in the Directory are arranged in the following order for ready reference

1. INDEX TO ADVERTISERS

ABOUT AN INDIVIDUAL

- 2. DESCRIPTIVE AND MISCELLANEOUS
- 3. CLASSIFIED BUYERS' GUIDE

- 4. CLASSIFIED BUSINESS SECTION
- 5. BRANDED GOODS BUYERS' GUIDE
- 6. ALPHABETICAL SECTION
- 7. HOUSEHOLDERS' AND STREET GUIDE

Particular attention is directed to four symbols as being important contributing factors in supplying complete information. They appear as follows: APHABETICAL SECTION, "h"—Householder "r"—Resident, HOUSEHOLDERS' AND STREET GUIDE, "\(\Delta\)"—Telephone Subscriber, "\(\overline{\text{0}}\)"—Homeowner.

The City Directory Will Answer Your Everyday Questions--

How does he spell his name?	Is he the "head of the house," roomer or resident?
ABOUT A BUSINESS CONCERN	
What is the correct name?	(NOTE: If name is in bold type, saying "for further information see" much more detailed information appears on that page such as:) What are their specialties?Class-Buyers' Guide
Who are the chief officers?(if inc)Alpha	Description of products and servicesBuyers' Guide
Others in same or similar lines?	Location of branchesAlpha-HH-Class
ABOUT A LOCALITY Quickest way to get there?	Just where in the block is it located?HH and St
	What is the nearest street corner?HH and St
How do the Streets run:	
How do the Streets run?	What is the nearest store, church, school,
Who lives at a given address?	
Who lives at a given address?	What is the nearest store, church, school, garage, etc?
Who lives at a given address?	What is the nearest store, church, school, garage, etc?
Who lives at a given address?	What is the nearest store, church, school, garage, etc?
Who lives at a given address?	What is the nearest store, church, school, garage, etc?
Who lives at a given address?	What is the nearest store, church, school, garage, etc?

ABOUT CITY, COUNTY, STATE OR FEDERAL DEPARTMENTS See Miscellaneous and Alpha Sections

ABOUT STATISTICAL AND HISTORICAL INFORMATION REGARDING YOUR CITY See Descriptive Section

Key: Alpha—Alphabetical Section Misc—Miscellaneous Class—Classified Business Section HH and St—Householders Street and Guide

ARE CITY DIRECTORY ADS WORTHWHILE???

To answer this question, analyze the publication or advertising medium by asking these questions.

1 HAS IT A VALUE?

Any medium must have value, either in dollar return, reader interest or usefulness before it can have an advertising value.

The City Directory has a high definite value. People must have information

it can give and they therefore pay a good price for it.

2. IS IT ACCESSIBLE AND WELL KNOWN?

The medium must be known to the general public and be easily accessible. The City Directory is accessible to the public 350 days a year in most public offices, institutions, drug stores, banks, filling stations and places that use and give information. It is the recognized and universal informational service to practically every city and large town in the world.

3. DOES IT PERFORM A SERVICE?

Every medium must perform some service to warrant its existence.

The City Directory performs a most valuable service by providing, in the only complete form, an informational guide and catalogue to a city and its people.

4. WHAT IS THE LENGTH OF LIFE OF THE MEDIUM?

The longer the ACTIVE LIFE of the medium, the better it is.

The City Directory has one of the most active and long lives of any medium. It is available approximately 12 hours a day, 350 days a year and is seldom filed away or thrown out before two years.

5. WHAT IS ITS PRESTIGE?

A medium must have prestige if it has public recognition and acceptance. The City Directory is recognized as a necessary public service and as such has very high prestige in business, professional and governmental affairs.

6. WHAT IS ITS CIRCULATION?

Not only how many people see it but how many times they see it during the ACTIVE LIFE of the medium determine its circulation rather than just the number of copies issued.

The average City Directory is used three times a day, is available 350 days a year to all and is bought and used by practically every type of business, profession and government agency. Thus 500 copies of your directory would have 500 x 3½ x 350=612,500 yearly circulation or consultations.

7. WHAT ARE ITS ADVERTISING PRICES?

Comparative points as outlined previously determine its value in advertising dollars.

The City Directory advertising prices are among the lowest in comparison with other yearly, monthly, daily or weekly mediums.

THIS IS WHY YOU WILL MAKE A GOOD INVESTMENT IN CITY DIRECTORY ADVERTISING.

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(NEW YORK)

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JANUARY, 1961

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The Copyright Law

Title 17

United States Code

Section 104

That any person who wilfully and for profit shall infringe any copyright secured by this act, or who shall knowingly or wilfully aid or abet such infringement, shall be deemed guilty of a misdemeanor, and upon conviction thereof shall be punished by imprisonment for not exceeding one year, or by a fine of not less than one hundred dollars, nor more than one thousand dollars, or both, in the discretion of the court.

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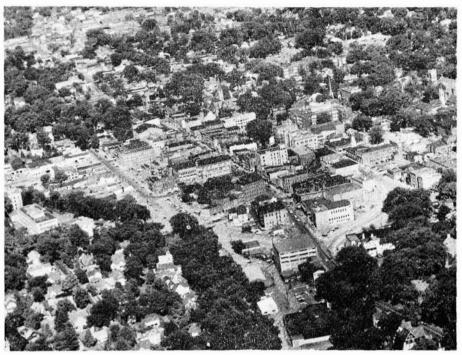
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ITHACA, NEW YORK

"The Home of Cornell University and Ithaca College"



AERIAL VIEW OF DOWNTOWN ITHACA LOOKING WEST

The Following Descriptive Sketch of ITHACA is compiled by the H. A. MANNING CO.OF N.Y., publishers of the Ithaca City Directory with the cooperation and assistance of the ITHACA CHAMBER OF COMMERCE.

"Know Your City"

"Good Citizenship springs from a knowledge about one's own community"—John Cotton Dana

For Further Information regarding Ithaca, address Chamber of Commerce, or H. A. Manning Co. of N. Y., Publishers of this Directory.

ITHACA, N.

"In the Heart of the Finger Lakes Region"

The publishers of this Directory consider it advisable and desirable to set forth the following paragraphs, in as simple and attractive a manner as possible, to enable the readers of these descriptive pages to comprehend as many of the outstanding features of Ithaca as limited space permits. The local resident, the visitor, and the distant reader about Ithaca wish to gain an impression of Ithaca as well as to have at hand a statistical reference regarding the city and its people. It is the publishers' aim to portray as much of Ithaca's charm and greatness as is consistent with facts. The teachings of the City Map and the City Directory about localities, districts, street locations, street changes, growth of sections and general city changes are of great importance to property owners, old residents, new residents and school children. characteristics of names in the Directory enable the consultant to gain a very comprehensive knowledge of the inhabitants of the city and many other educational facts. Notable men all through history have contributed their philosophy as to the value of knowledge about the home town. Here is one from Abraham Lincoln: "I like to see a man proud of the place in which he lives. I like to see a man live so that his place will be proud of him." In studying the following, remember that the Ithaca City Directory disseminates this information far and wide where this Directory represents Ithaca in the Free Directory Library Exchange System of North America. The Ithaca City Directory, with over 500 closely printed pages, is the City of Ithaca in book form; its family and social life, business and industrial life is portrayed in great detail. The publishers invite and accept constructive criticism and suggestions for the improvement of the Directory for the benefit of Ithaca and all interested.

LOCATION—The City of Ithaca, located in the heart of the Finger Lakes Region of Central New York State at the head of beautiful Cayuga Lake, is famous for four things:

Its educational institutions

2. Its position as the agricultural center of the northeast United States

3. Its rugged and picturesque scenic beauty, and
4. Its many progressive small industries.

Known far and wide as the home of Cornell University and Ithaca College, Ithaca is noted for its culture and refined atmosphere in all activities of business and social life.

Its latitude is 42° 27' north and its longitude is 76° 29' west. Located in the center of the Southern Tier of New York State, it is 240 miles south to New York City; Boston is 400 miles east, Albany 175 miles east, Buffalo is 150 miles west, Elmira 35 miles south, Binghamton 50 miles southeast, Syracuse 55 miles northeast and Rochester 88 miles northwest.



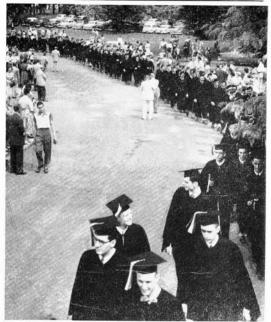
EAST STATE ST. LOOKING WEST

TOPOGRAPHY-Ithaca is in a land of lakes and hills, deep ravines and towering cliffs, waterfalls and cataracts. The city itself is bordered on three sides by hills cut through by the deep gorges of Six Mile, Cascadilla and Fall Creeks which abound with cascades and waterfalls, and on the fourth side by Cayuga Lake, all providing a most picturesque setting. Climate ranges in temperature from an average minimum of 26° to an average maximum of 69°. This comparatively close range of minimum and maximum temperatures results from Ithaca's enviable position at the head of 40-mile long Cayuga Lake. The elevation of the lake, the lowest point in the city is 383 feet above sea level and Cornell University Campus, the highest part of the city, is approximately 800 feet above sea level.

HISTORICAL - Ithaca was settled in 1789, ten years after the visit of a detachment of 200 men commanded by Col. Dearborn from the expeditionary force of General Sullivan first visited the area on September 23, 1779. It was named Ithaca by Simeon DeWitt, Surveyor General under Washington in 1795 after the ancient Greek capitol of Ithaca. It was incorporated as a village in 1821. chartered as a city in 1888 and has been the county seat of Tompkins County since the county's formation in 1818. In days long gone past. Ithaca was a center of inland water transportation as well as the salt center of New York State Ithaca celebrated in 1939 its 150th Anniversary.



TAUGHANNOCK FALLS



CORNELL GRADUATES AT COMMENCEMENT

POPULATION—Ithaca's metropolitan area 1960 is presently estimated to have a population of 40,659. This includes the City of Ithaca, 28,799; Village of Cayuga Heights, 2,788; Ithaca Township, 9,072 and the students at Cornell University and Ithaca College. As in many communities, extensive growth has been seen in the population outside the central city. Between 1900 and 1950 the city population increased from 13,150 to 19,800 or 65%. The town and village during the same period increased from 1,600 to 8,600 or 540%. The student population in 1900 was slightly less than 3,000, today there are nearly 11,500.

Ithaca's population is about 87% native born white, about 3% colored and 10% foreign born.

Ithaca in 1950 had 7,188 homes with 45.3% owner occupied.

Tompkins County in 1960 had 66,164 inhabitants. This figure includes students.

MERCANTILE—Ithaca is a trading center of some 80,000 persons and has stores comparable with those of cities much larger. Because of the University population and a community educated to want the best, retail stores carry merchandise equal in variety and quality to stores in leading eastern cities. There are over 450 retail stores, employing over 2,500 persons with annual sales in excess of \$60,000,000. There are also over 46 wholesale houses employing over 400 with annual sales of \$20,000,000. About 183 service trade establishments, doing an annual business of \$6,000,000 and employing over 800 persons are also located in Ithaca. There are 287 professional offices located within the city limits.

INDUSTRIAL—Although Ithaca is not primarily an industrial city, it has 48 manufacturing establishments with an employment figure in excess of 4,200; a payroll totaling over \$17,500,000 and a total value added by manufacture of \$15,967,000. Cornell University

employs 5,800 and Ithaca College 175, while G. L. F. (Grange League Federation) has 500

employees and the New York State Electric & Gas Corporation 447.

Among the principal products manufactured here are; adding machines, shotguns, power drive chains, leather goods, rayon and cotton underwear, lantern slides, technical mirrors, precision machine tools, scientific instruments, pottery, salt, photo engraving, books, magazines detergents, woodworking and dairy products.



SOUTH HILL INDUSTRIAL AREA

Ithaca has an unusually intelligent class of workmen. Educational advantages for industrial workers and their families include a liberal policy provision for vocational education and training in public schools.

Ithaca has been developing also as a research center. The General Electric Company established a "center" in Ithaca several years ago and recently the Westinghouse Electric Company announced they would locate a research installation here.

There are sites available for industrial development and several organizations are active in the promotion of industrial expansion within the Ithaca trading area. Inquiries addressed to the Ithaca Chamber of Commerce will bring a prompt reply.



CORNELL STUDENTS AT WORK

EDUCATIONAL-Ithaca is among the leading educational centers of the state. The Ithaca enlarged City School District includes 15 public schools with an enrollment of 6,600 and a staff of 320 teachers and administrators. The District covers 160 square miles. There is one parochial school in Ithaca providing classes from Kindergarten through eighth grade.



BOYNTON JR. HIGH SCHOOL

Cornell University, which is one of the great universities of North America, located on one of America's most beautiful campuses overlooking the lower parts of the city and Lake Cayuga, was founded in 1865 by Ezra Cornell. The normal enrollment is about 10,000 students. The university includes colleges of Art and Science, Medicine, Law, Engineering, Architecture, the State College of Agriculture, Veterinary Medicine, Industrial and Labor Relations, Home Economics, a Graduate School, a School of Hotel Management, Education, Nursing, Nutrition and Business and Public Administration. It occupies about 7,000 acres of land and 155 buildings, which with their equipment are valued at about \$35,000,000 while endowment add about \$42,000,000 more to the resources of the institutions. There are also located in the city Ithaca College, devoted to music, drama and physical education; the Cascadilla Tutoring School. There are four libraries, as follows; Cornell Public Library is located in the heart of the business district and gives an extensive service to the public; the Cornell University Library located on the campus has over \$25,000 volumes including special collections having international fame; the Tompkins County Bar Association Library is located in Ithaca Savings Bank Building; the Free Directory Library maintained by the H. A. Manning Co. of N. Y. in the Chamber of Commerce Rooms at 114 North Aurora St.



ITHACA COLLEGE

FINANCIAL—Ithaca has 3 banks with total deposits of about \$50,000,000 and one savings and loan association. These banks are well housed and progressive and have grown with the city. The per capita wealth is high. Ithaca rated third in New York State in 1950. The net taxable value of city property was \$77,167,756 in 1957. The real value of city property

totals \$144,496,080. The city government has operated within its budget for the past 35 years, has a low bonded indebtedness and the highest financial rating. The tax rate is \$9.90 per \$1,000.

TRANSPORTATION—Ithaca is served by Mohawk Airlines, Inc., which operates from the Tompkins County Airport, largest of the city's two airports, providing direct air passenger, mail and cargo service to 23 New York State communities, 6 in Massachusetts, as well as to New Jersey, New Hampshire and Detroit, Michigan. The Ithaca Municipal Airport, only three miles from the heart of the business section, is the second oldest in the state. Ithaca is the hub of a network of highways that make travel in central western New York State a tourist's dream. Ithaca is likewise served by the main line of the Lehigh Valley Railroad. The Ithaca Railway Inc., operates a modern bus service serving the entire city and surrounding suburbs. The city bus terminal on South Aurora St. provides a terminus for interurban buses from Elmira, Watkins Glen, Binghamton, Cortland, Syracuse, Rochester, New York, Auburn, etc.



"MODERN AIR TRANSPORTATION TO ITHACA"

Ithaca is also the southern terminal of the New York Barge Canal system and is provided with docking facilities for boats operating on the canal. Several hundred pleasure crafts including the larger motor cruisers have Ithaca as their home port. Several large boatyards provide sheltered waters and cover for boats whose valuation approximates a quarter million dollars owned by persons from the surrounding area and cities as far away as Elmira, Binghamton, Owego and Scranton.

Daily trucking service is provided to all business in the area by numerous motor truck

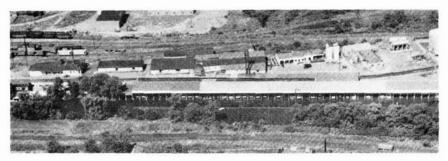
freight lines.



ITHACA YACHT CLUB

PARKS, PLAYGROUNDS AND BOATING—The natural topography of the land heremakes the city a natural park. There are three public parks within the city, the largest of which is located at the lake end of the city and has recreation and athletic facilities also an extensive bathing beach on Lake Cayuga. The Cornell Campus is extensive and supplies a very beautiful park-like effect for the upper part of the city. The following scenic beauty spots in and not far from the city are: Buttermilk Falls State Park, Cascadilla Glen, Cayuga Lake, Coys Glen, Robert H. Treman State Park, Fall Creek Gorge, Ithaca Gorge and Falls, Point Lookout, Taughannock Falls State Park, Watkins Glen State Park.

Ithaca and Cayuga Lake have become the headquarters for small boating enthusiasts throughout the Southern Tier of New York State and much of north central Pennsylvania. Each year more and more boats are brought to Cayuga Lake. In 1957, it was estimated that over \$1,000,000 worth of pleasure crafts made Ithaca their "home port." In addition, hundreds of transient boats visit Ithaca each year using both the public and private launching and docking facilities.



BOAT SLIPS-CAYUGA INLET

Detailed information on the recreation facilities of the Ithaca area can be secured from the Ithaca Chamber of Commerce.

SPORTING EVENTS—A wealth of both spectator and participation sporting events may be found in the Ithaca area. There are four golf courses, roller skating, bowling, swimming, tennis, archery, and many other sports facilities are available. The recently completed Lynah Ice Rink at Cornell University is open to the public for skating. Football, ice hockey, crew, baseball, and polo are only a few of the many sporting events taking place in Ithaca on a year-round schedule.



"IVY LEAGUE COLLEGE FOOTBALL"

SPECIAL EVENTS AND INTERESTING FACTS—Ithaca is the headquarters of the York State Craftsmen and each year during August the York State Craft Fair is presented. The fair features both displays and demonstrations.



BLOCK PRINTING-YORK STATE CRAFT FAIR

Known as the center of agriculture activity in Northeastern United States, Ithaca is the home of the New York State College of Agriculture, Cooperative Grange League Federation Exchange, Inc., Empire Livestock Marketing Cooperative, New York Artificial Breeders Cooperative, and many other organizations of great importance to rural interests. Cornell University's annual Farm and Home Week each year is a highlight even of our agricultural ommunity.



COLLEGE OF VETERINARY MEDICINE—CORNELL UNIVERSITY

Ithaca has very active fraternal, club and social life with over 200 organizations listed, there are 6 hospitals with nearly 500 beds. 4 theatres with a capacity of 4,800, five auditoriums with a capacity of 5,200, 21 churches covering nearly every major denomination and 16 hotels and motels, plus many fine tourist homes. Listings of accommodations are available at the Chamber of Commerce.

In 1957, there were 18,586 passenger cars registered and 25,571 electric meters, 10,043 gas meters, and 22,435 telephones in use. The Postal Receipts amounted to \$927,700.00 and airmail poundage amounted to 51,700 pounds. The city's water storage capacity (not connected with Lake Cayuga) is 350,000,000 gal. with a daily pump of over 3,000,000.

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Ralph C. Smith

ACTING MAYOR

Donald E. Gibson

ALDERMEN

James D. Murphy, Ralph T. Mazza, Robert J. Morris, Ralph Baldini, C. Murray VanMarter, Mrs. Ruth Harrison, Fred J. Hagin, Donald E. Gibson, Frank C. Baldwin, Arthur C. Stallman, J. Gormley Miller, Frank S. Alo, Van B. Hart, Robert M. Mueller

Regular meetings 1st Wednesday of each month at 7:30 p. m., Council Chamber, City Hall

CITY OFFICERS

City Clerk-George A. Blean

City Attorney—Kenneth Johnson, Ir.

City Chamberlain—Mrs. Adeline L. Shaw; deputy, John Wright, office 115 N. Tioga

City Controller-Fred Weinstein

City Judge—Edward J. Casey; acting judge, William Dicker

Clerk City Court—Arden Bremer

City Assessor—Clo Calistri

City Marshal-John L. Brown

Associate Assessors—John Leachtneauer and William Heidt, Jr.

Chief of Police-H. L. Van Ostrand

Fire Chief-Charles M. Weaver

Police Commissioner—Oliver Jones

Sealer of Weights and Measures— E. Paul Medrow

Dog Warden-F. R. McGraw

FINANCE

Stallman, Miller, Hart, Morris

CHARTER and ORDINANCES Gibson, Baldwin, Miller

PUBLIC SAFETY

Van Marter, Hagin, Murphy

PUBLIC WORKS and COUNTY RELATIONS

Baldini, Alo, Hart

YOUTH and RECREATION Gibson, Harrison, Mazza

CIVIL SERVICE COMMISSION

Chm., Smith G. Paulison; Richard L. Pollock, Mrs. Florence Rumph; secretary, Mrs. Mildred Shoemaker. Meetings called by chairman

BOARD OF PUBLIC WORKS

The Mayor, Chairman and Member Ex Officio

Commissioners—L. S. Pickering, term expires Dec. 31, 1964; James Conley, term expires Dec. 31, 1965; Carl J. Yengo, term expires Dec. 31, 1963; F. W. Egan, term expires Dec. 31, 1961; S. S. Reulein, term expires Dec. 31, 1962; J. J. Clynes, Jr., term expires Dec. 31, 1966

City Engineer—Leon H. Cass

Forester-Richard S. Baker

Superintendent Public Works—F. J. Laverty; assistant superintendent, Charles W. Rich (Trumansburg), office 510 First. Regular meetings 2nd and 4th Wednesdays in each month at 4:30 p. m., Council Chamber, City Hall

TOMPKINS COUNTY

Courthouse, 320 NORTH TIOGA STREET

ADMINISTRATION

Judge of Supreme Court—HAROLD E. SIMPSON
County Judge and Surrogate—NORMAN G. STAGG
Special County Judge—LOUIS K. THALER
County Clerk—BEN F. TOBEY
County Treasurer—DONALD A. STOBBS
Deputy County Treasurer—ZDENKA K. STEPAN (Newfield)
Sheriff—HOWARD HARVEY
Deputy County Clerk—SALLY ROBINSON
District Attorney—ROGER SOVOCOOL
Coroner—RALPH J. LOW (Trumansburg)
Surrogate's Clerk—MARY MINEAH
Commissioner of Public Welfare—MYRON L. EVANS
Superintendent of Highways—JOHN E. MILLER
Sealer of Weights and Measures—CARL ROE
Commissioner of Elections—MRS. VIOLA C. BOOTHROYD

BOARD OF SUPERVISORS

Commissioner of Elections-MRS. GRACE E. BAKER

Harvey Stevenson, Chairman, Town of Enfield; Ralph Fuller, Town of Caroline; James H. Cortright, Town of Danby; Lewis H. Gridley, Town of Dryden; Claude W. Holden, Town of Groton; Ben V. Boynton, Town of Ithaca; Harris B. Dates, Town of Lansing; J. Henry Heslop, Town of Newfield; Clifford Bower, Town of Ulysses

ITHACA BOARD OF SUPERVISORS

1st Ward—James R. Graves
2nd Ward—Paul W. Blanchard
3rd Ward—Thomas Griffin
7th Ward—Richard A. Compton

4th Ward—Edward P. Abbott
5th Ward—Wm. P. Sullivan
6th Ward—Donald J. Culligan

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ITHACA, NEW YORK



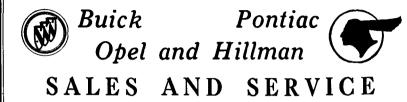
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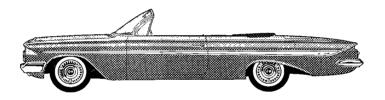
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RT. REV. MSGR. WILLIAM BYRNE, Pastor Emeritus

Assistants

REV. RICHARD E. MURPHY
REV. NEIL J. GOODMAN
REV. WILLIAM J. FLYNN

* *

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Baptisms—1:30 p. m.

Novena Devotions-Sundays 5:15 p. m.

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Masses on Weekdays-7:00, 7:30 and 8:00 a. m.

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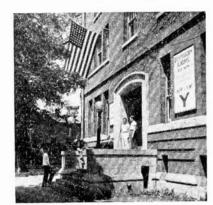
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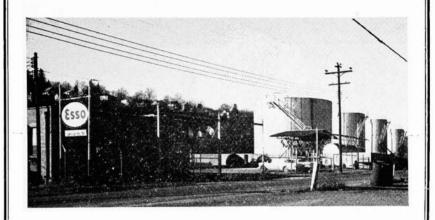
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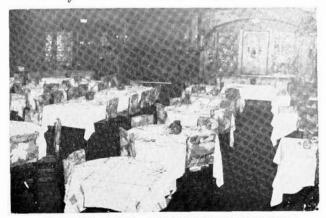
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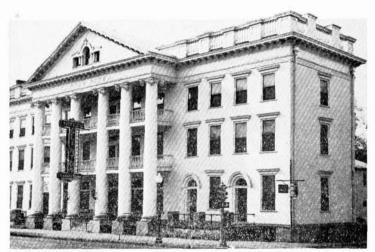
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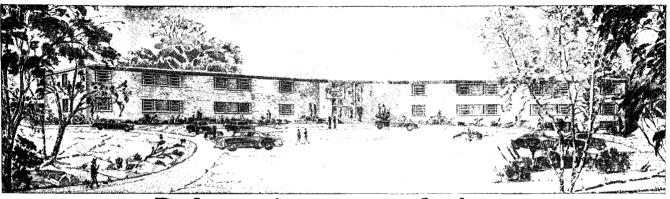
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Judge, NORMAN G. STAGG—Feb. 27, 1961 Judge, NORMAN G. STAGG—May 31, 1961 Judge, NORMAN G. STAGG—Oct. 30, 1961

Motion terms, the first Tuesday of each month except the months of July and August

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Terms—Court in session daily at 10:00 a.m. except in month of August

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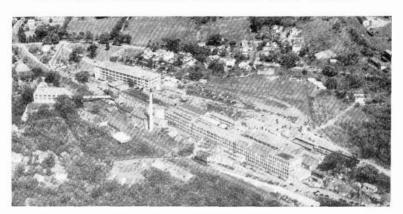
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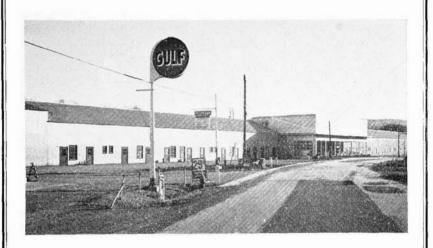
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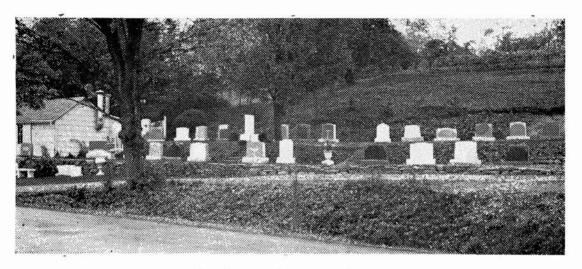


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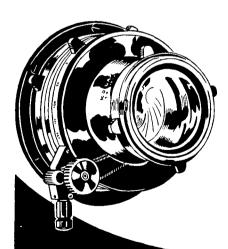


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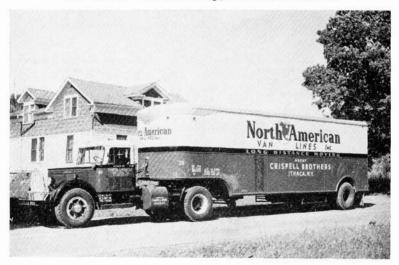
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DIRECTORY INFORMATION is "fundamental"... . . . Give it EMPHASIS and COMPLETENESS

The Minimum Way | The Complete Way In Alphabetical

Jones Allen A (Miriam S) clk 78 Main h98 North & Co John Jones pres Karl Cvr treas ins 106 N Main (16)

In Classified Section INSURANCE

Ingram & Clark 17 South Jack & Co 147 Mitchell Jones & Co 106 N Main (16)

In Alphabetical

Jones Allen A (Miriam S) clk 78 Main h98 North

JONES & CO John Jones pres Karl Cvr treas insurance real estate and property management 106 N Main Rm 16 City Bldg tel. 9-9999 see p 100

In Classified Section INSURANCE

Ingram & Clark 17 South Jack & Co 147 Mitchell JONES & CO 106 N Main Rm 16 City Bldg tel 9-9999

Also listed under

REAL ESTATE PROPERTY MANAGEMENT

and other listings pertaining to the business

"Fundamental Facts"-your City Directory registration

As important as the sign on your business, your letterhead and publicity matter.

Portray your business in the "complete way" as shown above and with detail in the advertising spaces of the directory.

Ask our agent or write us how you may be completely and correctly listed in your directory.