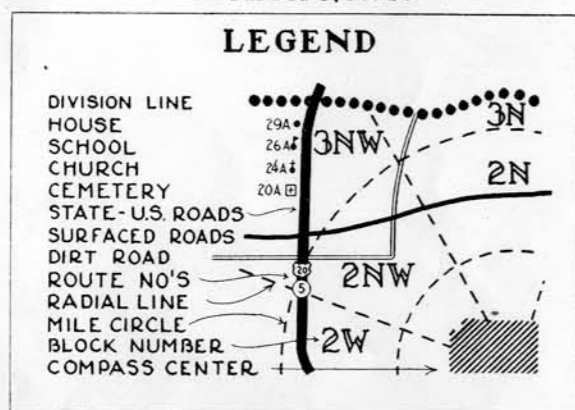


COMPASS SYSTEM MAP
of
TOMPKINS
COUNTY, NEW YORK

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RURAL DIRECTORIES, INC.,
FIRST NATIONAL BANK BUILDING,
ITHACA, N.Y.



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Names are listed in Rural Index

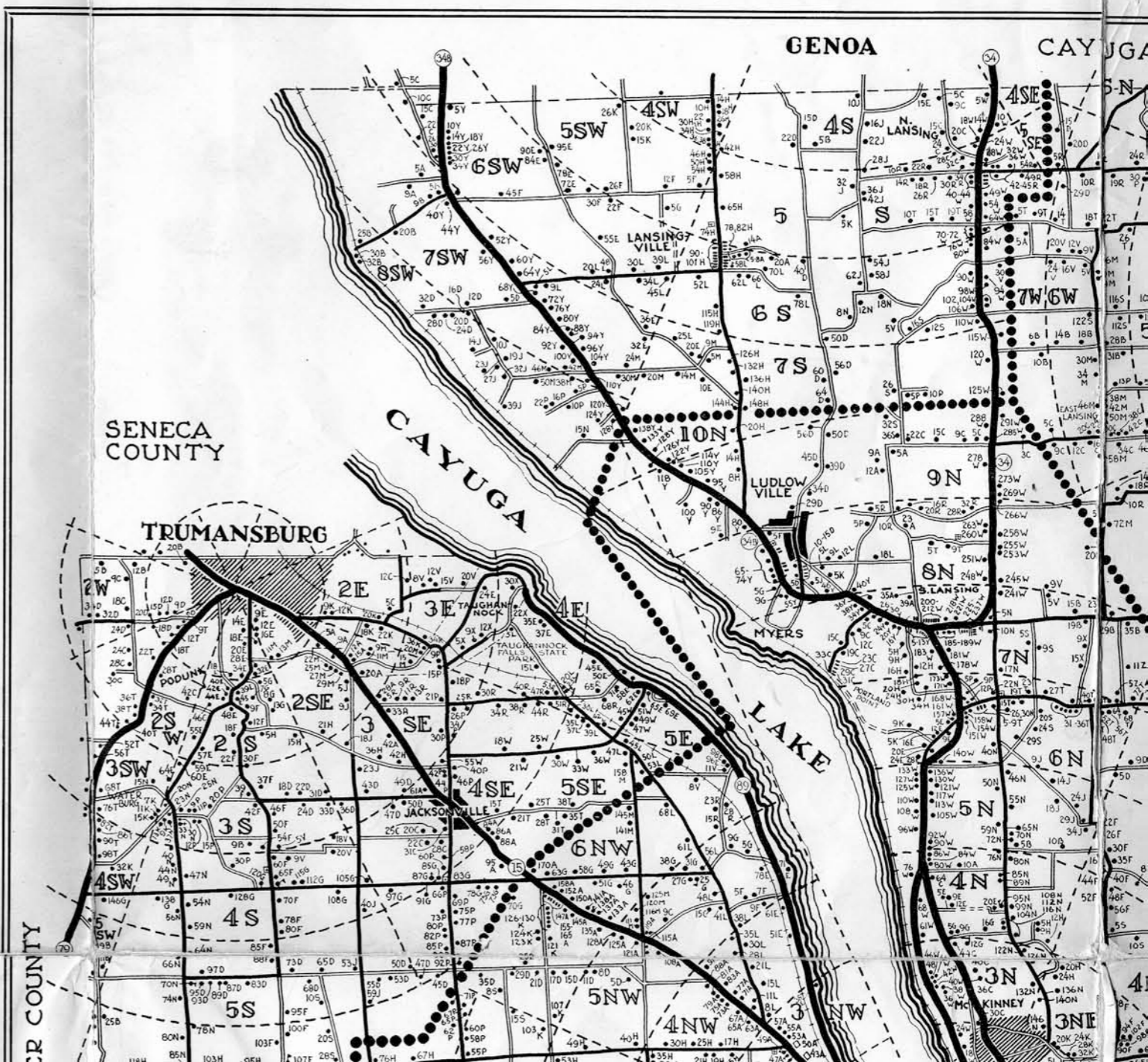
RURAL INDEX, a directory listing the names of the heads of all rural homes outside the city and village limits, provides a supplement to this MAP. The "COMPASS ADDRESS," as shown on the MAP (not the mailing address), is given after each name. Copies may

To accurately locate KNOW THE "COM

EXPLANATION of the "Compass Address" System—Everyone realizes that "John Doe, R.F.D. 3, Farmville," indicates little regarding the exact location of John Doe's residence. To locate a certain individual "who lives on R.F.D. 3" invariably involves considerable guessing and searching. RURAL INDEX & MAP—with its "compass" address of each rural home outside the city and village limits of Tompkins County—now eliminates all such uncertainty.

Example: John Doe, 3NW Groton 110T.

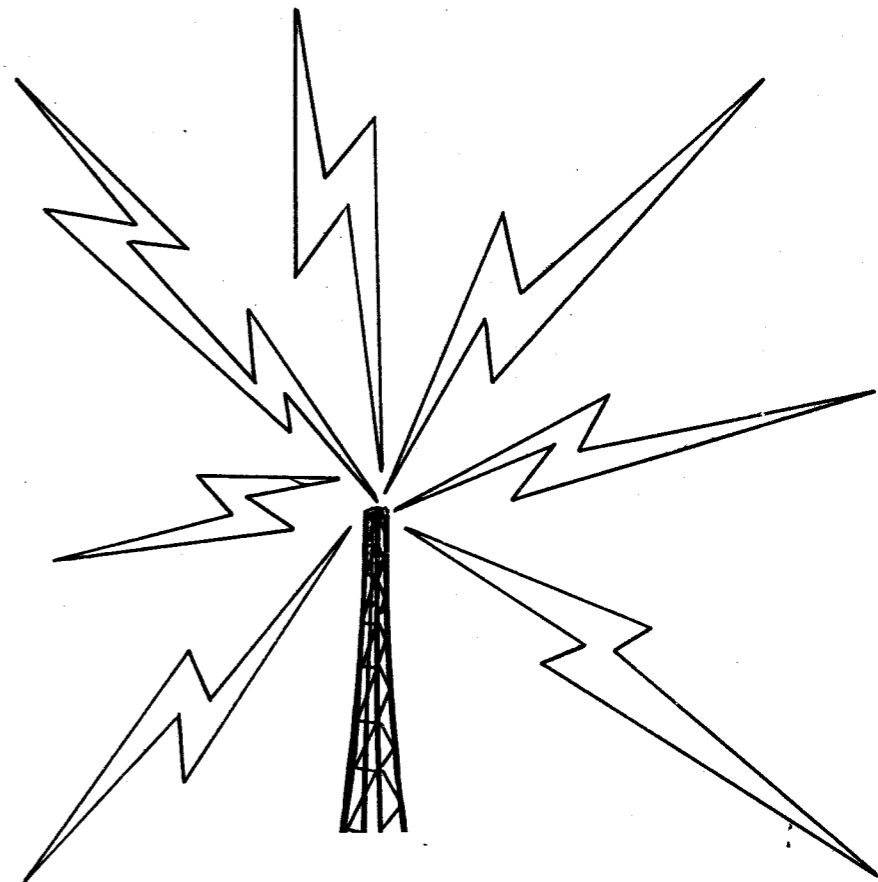
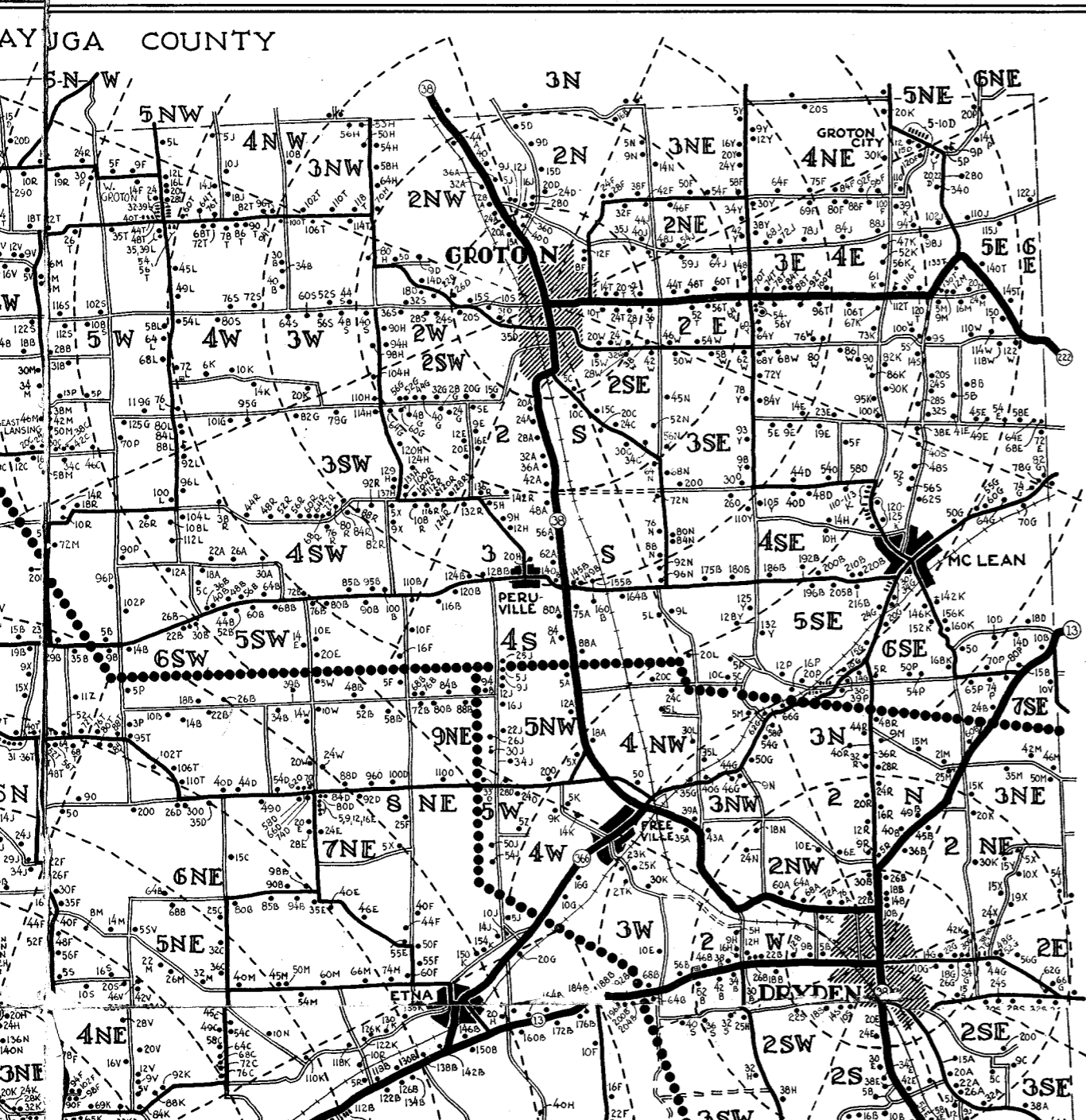
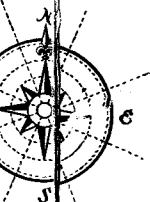
The figure "3" represents the number of miles from the compass center (Groton, in this example). The letter or letters following it refer to the com-



te a rural residence MPASS ADDRESS"

pass direction from the center, North-West in this case. The number following the name of the compass center is the house number and the letter is the road letter. All roads in the county are lettered and every farm house has its number. From the example then, we see that Mr. Doe lives three miles North-West of Groton in house number 110 on "T" road. This definitely locates his farm on the map.

See paragraph below Legend (in left hand column) regarding listing of names in RURAL INDEX



WHAM at Rochester, N. Y.

THE STROMBERG-CARLSON STATION

50,000 WATTS
1150 KILOCYCLES

A Good Day's Work

Seventeen and a half hours, ---
from 6-30 in the morning until
midnight, - that's considered a real
day's work at Station WHAM.
And what a day it is! The equi-

ND COUNTY

RURAL INDEX, a directory listing the names of the heads of all rural homes outside the city and village limits, provides a supplement to this MAP. The "COMPASS ADDRESS," as shown on the MAP (not the mailing address), is given after each name. Copies may be obtained for 50c each.

NOTE: The Index PLUS a copy of **\$1.00** this MAP may be obtained for (stamps acceptable) **PER SET**

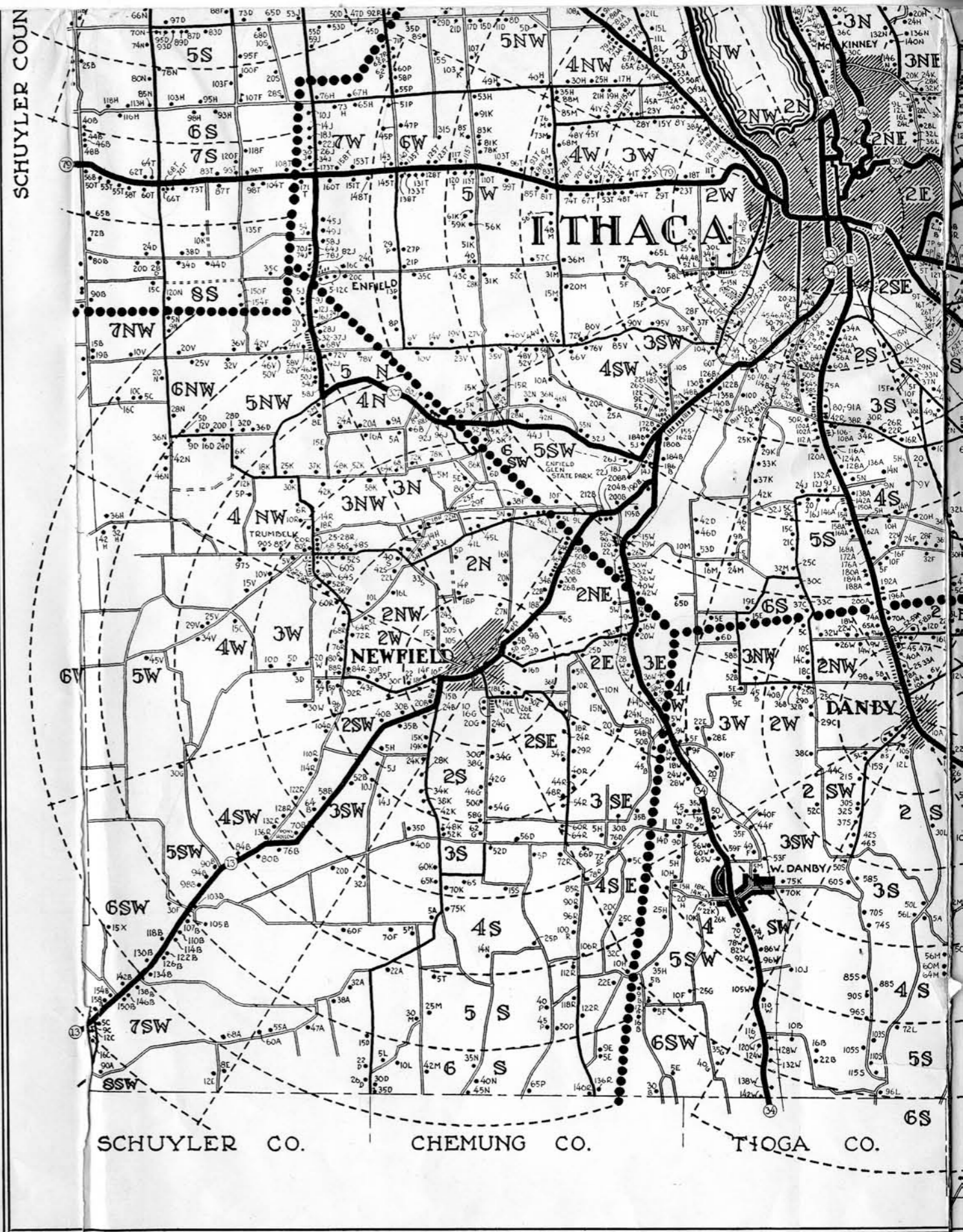
Write to

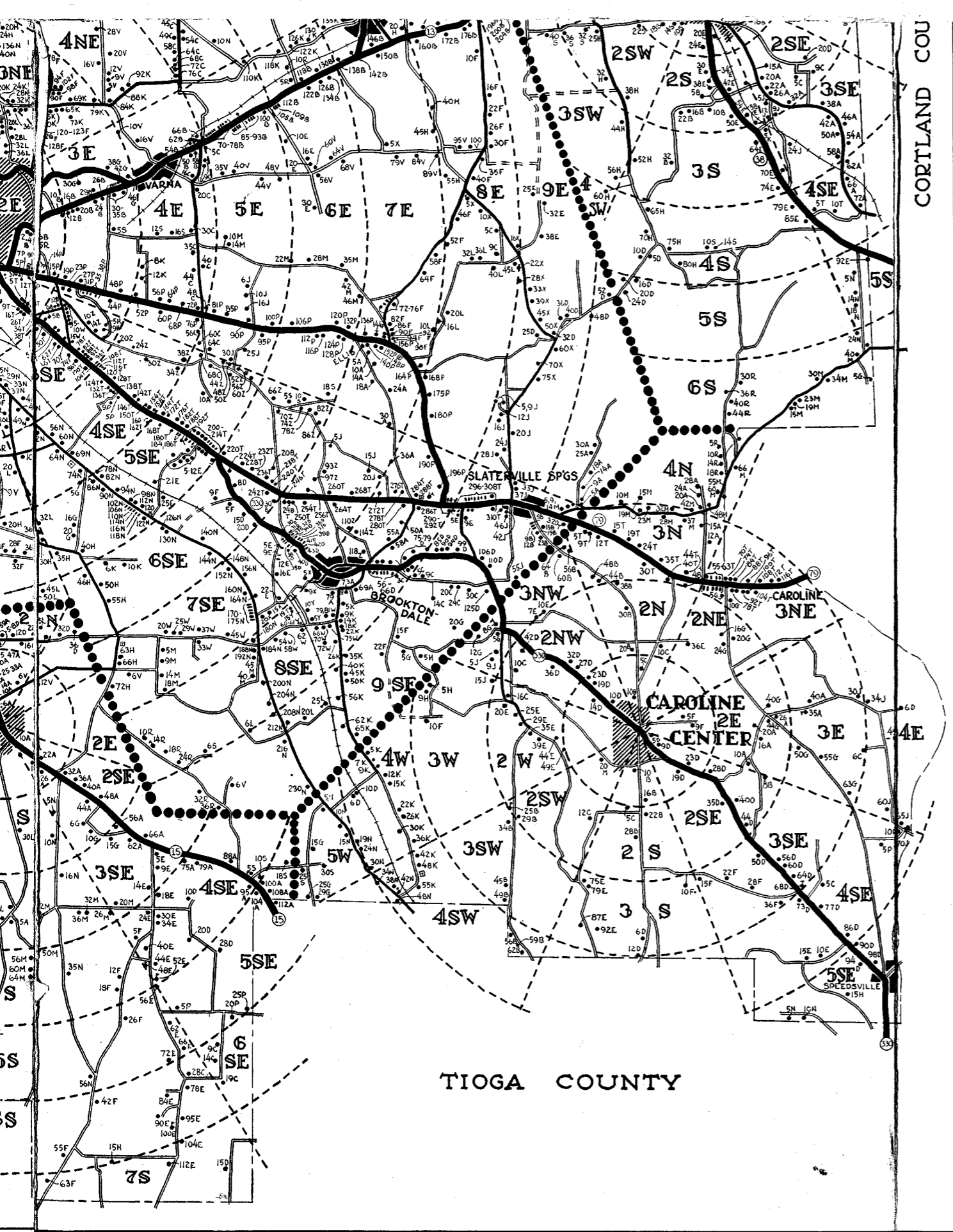
Rural Directories, Inc.

First National Bank Building
Ithaca, N. Y.

Communities & Villages in Tompkins County

<i>Village or Community</i>	<i>"Compass Location"</i>
Brooktondale	8SE Ithaca
Buttermilk Falls State Park	3SW Ithaca
Caroline	3NE Caroline Center
Caroline Center	"Compass Center"
Danby	"Compass Center"
Dryden	"Compass Center"
East Lansing	6W Groton
Ellis	7E Ithaca
Enfield	7W Ithaca
Enfield Glen State Park	5SW Ithaca
Etna	7E Ithaca
Freeville	4NW Dryden
Genoa	"Compass Center" (outside county)
Groton	"Compass Center"
Groton City	5NE Groton
Ithaca	"Compass Center"
Jacksonville	4SE Trumansburg
Lansingville	6S Genoa
Ludlowville	8N Ithaca
McKinney	3N Ithaca
McLean	5SE Groton
Myers	7N Ithaca
Newfield	"Compass Center"
North Lansing	5S Genoa
Peruville	4S Groton
Podunk	2S Trumansburg
Pony Hollow	4SW Newfield
Slaterville Springs	9SE Ithaca
South Lansing	7N Ithaca
Speedsville	5SE Caroline Center
Taughannock	3E Trumansburg
Taughannock Falls State Park	4E Trumansburg
Trumansburg	"Compass Center"
Trumbell Corners	3NW Newfield
Varna	4E Ithaca
Waterburg	3S Trumansburg
West Danby	4SW Danby
West Groton	5W Groton





midnight, - that's considered a real day's work at Station WHAM. And what a day it is! The equivalent in length of six double feature movie bills every day in the week.

WHAM Offers Diversified Programs.

WHAM has been on the air since 1922. In 1926 it became a part of the Stromberg-Carlson organization and increased its power to 5,000 watts. In 1934 under Stromberg-Carlson guidance it further increased power to 50,000 watts, becoming one of the most powerful stations in the country. This super-power and the absence of other stations at WHAM's spot on your dial assures perfect reception of WHAM both day and night.

WHAM has a staff whose work it is to determine what balance of programs will hold most appeal for the WHAM audience.

Guided by these program experts, WHAM mixes news with drama; adds such features as the Farm and Home Hour; takes time out for the "School of the Air", then finds room for generous periods of music and variety entertainment.

Whatever your taste in radio WHAM tries with sincerity to satisfy it.

WHAM welcomes the comments and criticisms of its listeners because it is in business to give them the radio entertainment they desire.

To satisfy you WHAM must have your criticisms and suggestions. In cooperating with Rural Directories, Incorporated, WHAM has but one motive,—to request you to make known your radio desires and wishes. Please forward them to WHAM, Rochester, New York.