

Advertise in Directories

It reaches More People when they
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Advertising medium.

154

BUILDINGS, HALLS, ETC.

- Academy Hall, 157 Essex.
Almshouse, Salem Neck.
Ames Memorial Hall, Y. M. C. A. bldg.
Armory "Light Infantry," 13 and 15 Brown.
Armory, Salem Cadets, 136 Essex.
Aronson Building, 149 to 153 Derby.
Association Factories, 242-246 Canal.
Atlantic Hall, 15 Harbor View ave.
A. O. H. Hall, 104a Boston.
A. O. U. W. Hall, 53 Washington.
Bertram Home for Aged Men, 114 Derby.
Bowker Place, 150 Essex.
Browne Block, 228 Essex.
Cate's Block, 69 to 73 Washington.
Central Hall, 4 Central.
City Hall, 93 Washington.
City Scales, 169 Bridge.
Collier's Building, 145-147 Derby.
County Court Houses, 32-50 Federal.
County Jail, foot of St. Peter.
Creamer Block, 243½ Essex.
Custom House, Derby opp. Derby wharf.
District Court, 31 Central.
Downing's Block, 175 Essex.
East India Marine Hall, 161 Essex.
Empire Theatre, 285 Essex.
Empire Theatre Building, 283-287 Essex.
Endicott Buildings, 240 Essex and 94 Washington.
Engineers' Hall, 221 Essex, rm. 26.
Essex Block, 17 St. Peter.
Essex Institute, 132-134 Essex.
Father Mathew Total Abstinence Society Building, 129 Essex.
Flint Building, 191-193 Washington.
Foresters' Hall, 209 Essex.
Franklin Place, 10 and 12 Washington Square (west).
Goldman Building, 133a-133c Essex.
Grand Army Hall, 17 St. Peter.
Hamilton Hall, 7 Cambridge.
Harding Block, 23 Brown.
Hardy Hall, 11 Washington.
Harrington Place, 266 Essex.
Hathorne Building, 195 Essex.
Holyoke Building, 114 Washington.
Home for Aged Women, 180 Derby.
Juniper Hall, Juniper Point.
King Building, 256½ Essex.
Kinsman Block, 81 Washington.
Kotarski Block, 167 to 169 Derby.
Kotarski Hall, 167½ Derby.
Lawrence Place, Front cor. Washington.
Liberty Hall, 64 North.
Lyceum Building, 33 to 43 Church.
Lynde Block, 145 Essex.
Manning Building, 53 Washington.
Mansfield Building, 291 Essex.
Market House, Derby Square.
Masonic Hall, 81 Washington.
Maynes Block, 202½ Essex.
Mercantile Bank Building, 221-225 Essex.
Naumkeag Building, 209 Essex.
Naumkeag Trust Co. Building, 217 to 219 Essex.
Neal and Newhall Building, 228 Essex.
Neal and Newhall Annex, 101 Wash.
Newcomb Building, 3 to 7 Central.
Normal School, Lafayette c. Loring ave.
Now and Then Hall, 102 Essex.
Odd Fellows' Halls' 81 and 125 Washington.
Odell Block, 60 to 66 Washington.
O. U. A. M. Hall, 175 Essex.
Peabody Museum, 161 Essex.
Peabody Building, 126 Washington.
Perley Block, 252 Essex.
Phoenix Building and Hall, 41 Lafayette.
Plummer Farm School, Winter Island.
Police Station, 17 Central.
Post Office, 118 Washington.
Power Building, 144 Washington.
Price Building, 237 Essex.
Public Library, 370 Essex.
Pythian Hall, 243½ Essex.
St. Joseph's Building, 158 to 162 Derby.
St. Joseph's Hall, 162 Derby.
Salem Athenaeum, 339 Essex.
Salem Five Cents Savings Bank Building, 210 Essex.
Salem Fraternity Rooms, 11 Central.
Salem Hospital, 31 Charter.
Salem Savings Bank Building, 125 Washington.
Salem Theatre Building, 259-261 Essex.
Salem Young Women's Association, 18 Brown.
Studio Building, 2 Chestnut.
Town Hall, Derby Square.
Tracy Building, 131 to 131b Essex.
Washington Square Hall, 26 Washington Square (south).
West Block, 188 Essex.
Young Men's Christian Association Building, 284-292 Essex.

Naumkeag Directory

Is the only Directory that reaches
the 100,000 people living
in this vicinity.

SALEM NICKNAMES.

Salem is unusually prolific in local nomenclature. There is hardly a lane or alley, hill or hollow, which has not borne some nickname more or less appropriate at some period of its history. In this age of directories such names become lost, giving place to the recognized title.

All down town, below Pleasant st. was formerly known as Wapping, so named from Wapping in London.

North Salem was christened Pigeonville, and many still call it North Fields, a later title.

Castletonville, now nicknamed Nauvoo, was a locality where Winthrop and Endicott streets now are. A man named Joe Smith built a house there about the same time that Joe Smith, the Mormon settled Nauvoo.

Roast Meat Hill, applied to the rising ground back of High street.

Knocker's Hole was in the vicinity of Mill and Margin streets. There was a shipyard there in the eighteenth century.

Button Hole was near the jail, and the Button Hole toughs used to have fights with the Knocker's Hole gang.

Vinegar Hill was on Broad street.

Circus lane is now Hathorne street, the fields out that way being let years ago for circus performances.

Liberty Hill is in North Salem, off Appleton street. There was a little picnic ground there years ago and quite a story could be written of its history.

Buffum's corner was at the junction of Boston and Essex streets, named after a Buffum who kept store there, about 200 years ago.

Neck-gate denoted the end of Derby street.

Blubber hollow was from Federal to Goodhue street, also known as Town Ridge.

Johnny Cake Hill stood between

Blubber hollow and the big tree on Boston street.

Carltonville is a section of North Salem on Mason street.

From the big tree to the Peabody burying ground was called Trask's plain.

The Nubble was a locality near the Peabody burying ground.

Goose lane ran from Federal to Fowler street.

Lover's lane was off Tremont st.

Plank alley was a part of Elm street between Charter and Essex.

Baptist hill, in the rear of Federal street, named from the First Baptist Church, now called Odell square. They used to baptize in a pond nearby.

Gallows hill, in the rear of Boston street, the scene of the witchcraft execution of 1692 is too well known to require anything beyond mere mention. As also the town pastures and Castle hill, which still hold their names.

Creek street is so named because it is built over what was a creek, but is now culverted over.

School house lane was the early name given Washington street, afterward Court street.

"Nahum Keike," or Naumkeag, was the original Indian name for North river.

Federal street was so named in 1766, as an indication of the united feeling, in favor of something better than an eight foot way along North River. The portion from Washington to North was previously called Marlborough street and the eastern portion County street.

Old Paved street was the name of Essex between Washington and North for many years, it being paved about 1773. King street and Main street are also names which have been applied to Essex street.

RAILROAD STATIONS, B. & M. R. R.

Carltonville, 68 Flint.

Castle Hill, Ocean ave. near Canal.

Forest River (flag station), Lafayette at lead mills.

Loring ave. (flag station).

Salem, Washington cor. Norman.

North street, North near Bridge.

Everett C. Smith

Funeral Director and
Furnishing Undertaker

**37 Washington St.
Salem. Tel. 1944-W**

STANDARDS OF PRACTICE FOR DIRECTORIES

Adopted June 23, 1914 at the Convention of American Directory Publishers held at Toronto, Canada, in conjunction with the Convention of the Associated Advertising Clubs of the World.

The Publisher of a directory should dedicate his best efforts to the cause of business and Social Service, and to this end pledge himself:

1. To consider, first, the interests of the user of the book.
2. To subscribe to and work for truth, honesty and accuracy in all departments.
3. To avoid confusing duplication of listings, endeavoring to classify every concern under the one heading that best describes it, and to treat additional listings as advertising, to be charged for at regular rates.
4. To increase public Knowledge of what directories contain, to study public needs, and so far as possible make directories supply them; to revise methods and classifications so that what is wanted may be most easily found, and the Directory be made to serve its fullest use as a business and social reference book and director of Buyer to Seller.
5. To decline any advertisement which has a tendency to mislead, or which does not conform to business integrity.
6. To solicit subscriptions and advertising solely upon the merits of the publication.
7. To avoid misrepresentation by Statement or inference regarding circulation, placing the test of reference publicity upon its accessibility to seekers rather than on number of copies sold.
8. To co-operate with all organizations and individuals engaged in creative advertising work.
9. To avoid unfair competition.
10. To determine what is the highest and largest function of the field which he serves, and then to strive in every legitimate way to promote that function.

CAPITAL
\$200,000

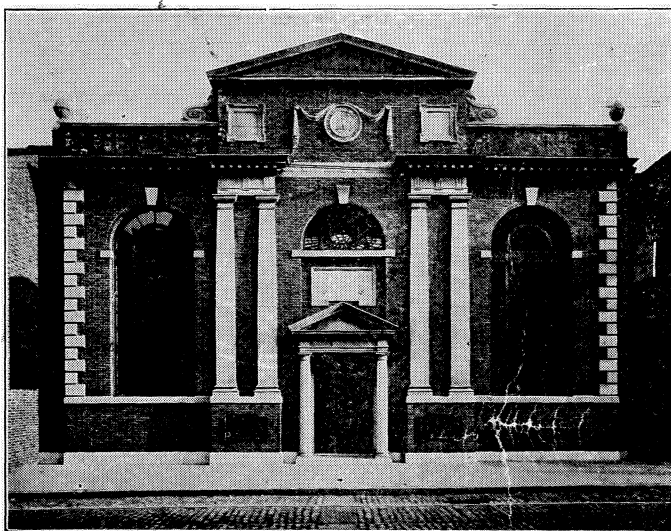
**The Oldest Banking
Institution in Salem**

SURPLUS
\$300,000

MERCHANTS

NATIONAL BANK

SAFE DEPOSIT **253-255-257 Essex Street** **BOXES \$2.50**
VAULTS **SALEM, MASSACHUSETTS** **PER YEAR**



Exterior View of our distinctive Banking Building

H. M. BATCHELDE R., President

JOSIAH H. GIFFORD, Cashier

FRANK A. BROOKS, Ass't Cashier

**SAVINGS
DEPARTMENT**

**Over One Hundred Years of
Service**

**STORAGE
VAULTS**

FOREIGN EXCHANGE

We offer the Largest Variety in New England of
IMPORTED and DOMESTIC GROCERIES

Mail
AND
TELEPHONE
ORDERS
SHIPPED
PROMPTLY



Free
DELIVERY
OF
REASONABLE
AMOUNTS

Send for Our Complete Price List

THE GOURMET

Mailed FREE for the asking

OUR OWN IMPORTATIONS

Monogram Genuine Mocha & Java Coffee From the East Indies

Gourmet Orange Pekoe Tea - 60c to \$1.00 the Pound

Pure French Olive Oil. Genuine Greek Vostizza Currants, C. & B. pickles, jams, sauces
etc. Martel Cognac, Spanish Sherries and Ports, Madeiras, Holland and English gins,
Scotch and Irish Whiskies, Cuseniers & Fockinks Cordials, Bass's Ale and
Guinness's Stout Johnston's Clarets and Sauternes, Etc.

HAZEL VALLEY RYE WHISKEY **\$1.00** The Quart Equal to \$5.00 Whiskey
Express Paid on 5 Bott.

ALVARA Very Old California **WINES** **50c** The Quart
Five Kinds

PURE OLD CALIFORNIA } 25c Qt., \$1.00 Gallon
PORT, SHERRY, ANGELICA, MUSCATEL } 40c Qt., \$1.50 Gallon

W. F. W. CO. PERFECT COCKTAILS **\$1.00 Per Qt.**
HAZEL VALLEY PUNCH

OLD PROMINGO RYE WHISKEY **75c** The Quart Wonderful Value
BETTER than any Popular Brand at \$1

WARREN F. WITHERELL CO.
IMPORTERS AND GROCERS

91 Causway Street, - - - Boston, Mass.
Opposite North Union Station