Every Financial Service

For all Salem and Vicinity

Capital - - - - - - - \$250,000.

Surplus and Undivided Profits - - - \$751,000.

George A. Vickery,

Walter T. Creese,

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NAUMKEAG TRUST COMPANY

217 ESSEX STREET SALEM, MASS.

Everything in Building Materials

FUNTKOTE SHINGUE

FOR THE SHINGUE

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Phone Salem 3600

Doors

Windows

Masons'

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Our Unpainted Furniture

Display at

40 Bridge St., Salem Lumber

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of Every

Description

PITMAN & BROWN COMPANY

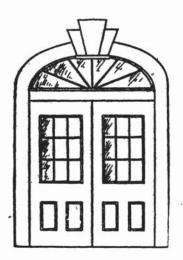
SALEM

MASS.

Almy, Bigelow, Washburn

(Incorporated)

SALEM, MASS.



FREE PARKING SPACE for customers

(At rear, Motor Entrance on Church St.)

Leading Department Store of the North Shore since 1858

GENERAL INDEX

	Salem	Peabody	Danvers	Marblehead
Abbreviations	60			
Alphabetical List of Names	61	501	687	795
Apartment Houses	908			
Blocks & Buildings	916	917		
Business Directory	907	907	907	907
Buyers' Guide	21	21	21	21
Cemeteries	921	921	921	921
Chamber of Commerce	921	921		921
Churches	922	922	922	922
City Governments	14	497		
Classified Business Directory	907	907	907	907
Clergymen	923	923	923	923
Clubs	924	924		924
Convents	927	-		
County Officers	18	497	683	791
Courts	19	500		793
Fire Departments	15	498	684	792
Fraternal Organizations	935	936	937	937
Halls	943	944	V	944
Homes	945	945	945	945
Hospitals	945	945	945	945
Index to Advertisers	8	1		
Labor Organizations	949	949		
Libraries	952	499	685	792
Map (Salem)opp. Title pag				
Mass. Commonwealth of	19	-	-	
Parks	965			
Police Departments	17	499	685	792
Post Offices	20	500		793
Public Schools	17	499	685	792
Railroad Stations	20	500		793
Street & Householders Directories	325	621	. 755	863
Title Page	5		0	
Town Governments			683	791

INDEX TO ADVERTISERS

	Page		Pag
Abbott George F & Son	. 31	Lord & Herlihy Inc	3
Allied Paint Stores Inc	50	Lovett Charles W back	COVE
Almy Bigelow Washburn Incback bone and	1 4	Low Daniel & Co	
Ames A P Co	. 39	Marblehead Transportation Co	5
Beaver Automobile Co	- 22 - 48	Maurais Charles F	- 3
Bedell Clyde I Belleau Eudore	. 54	Merchants National Bank The	. 2
Berry Wni A	. 31	Metropolitan Ice Co	4
Berube Alfred	49	Michaud Martial	3
Bixby H M Co	. 35	Miller's Music Store	. 4
Blaney George A	41	Moody L B Co	. 5
Plood J B Co Blood's	Insert	Morris Plan Co Salem The	. 2
Burlen Robert & Son	- 26	National Grand Bank	
Business Aid Shop The	57 51	National House Furnishing Co	. 3
Calvin Putnam Lumber Co	46	Naumkeag Steam Cotton Co	- 0
Carlin Wm F	53	New England Mutual Life Insurance Co	. 1
Chamber of Commerce	98	Newcomb & Gauss Co	. 5
Chapuf Paul N Co Inc Clark & Friend Cloran's Dress Clothes	41	Nowhall Mile 4 C Co	- 91
Clark & Friend	. 29	Norris F J & Co North Shore Maytag Co Norton Fred A front O'Rourke Bros	. 5
Cloran's Dress Clothes	. 35	North Shore Maytag Co	. 3
Consolidated Electric Lamp Co Insert Char	mpion 44	O'Rourke Bros	cove
Cook Richard M	57		
Dalton & Danforth	41	Ouellette Napoleon Page & Goodwin Printing Co	5
Danvers National Bank	23	Paine Woodfin Express Co	3
Danvers Savings Bank	24	Parsons Laundry Peabody George M & Son	. 4
Davison S G front cover and	1 22	Peabody George M & Son	3
Dawe William B	Z	Peabody Steam Laundry	- 4
Delande's Supply Co right top Deschamps Bros back cover and	lines	Philbrick L B Co The	3
Dickerman Fuel Corp	29	Pitman & Brown Co bottom stencil and	d o
Duhamel & Garneau	55	Pitman & Brown Co bottom stencil and Power D B H Inc right top	line
Dunnells Lorenzo	32	Putnam Calvin Lumber Co	4
Elliott Charles L	. 29	Reid & McEwen Rix Harry C Coal Co	. 3
Fairfield-Knight Coal Co	. 30	Roger Conant Co-operative Bank	- 3
Flynn Coal Co	. 30 41	Ropes Drug Co right top	
Friend Box Co	27	Salem Chamber of Commerce	2
Frye David right top	lines	Salem Co-operative Bank	2
Fulton Dwight L	X	Salem Electric Lighting Co	3
Gilbert & Cole Co right top	lines	Salem Evening News	4
Gilman H S	. 54	Salem Five Cents Savings Bank front	cove
Goodell Zina Corp Goodwin B F & Son	40	Salem Gas Light Co Salem Laundry Co	. 3
Goodwin Elbridge E	X	Salem Morris Plan Co The	9
Graves James E Inc	26	Salem Nash Co	2
Gregory & Brown Co	43	Salem Rubber Co	5
Harmony Grove Cemetery	. 37	Salem Rubber Co Salem Savings Bank	. 2
Harper Conservatory of Music	47	Salem Storage Warehouse Co	. 5
Hathaway Gardner R	Y	Salem Trust Co front and back	cover
Hawkes A M & Co	51	Salem Wall Paper & Paint Co	9
Hawthorne Hotel front s	renen	Salkins J H & Co Skeffington Richard W	. 5
Holyoke Mutual Fire Insurance Co	- 30	Slee Charles A Agency Inc	,
front cover and right top	lines	Smith Albert C Peabody	inser
Hotel Lincoln	. 40	Steele Jonathan E	
Hunter Norman W	. 37	Tapley C R & Co	
Hutchinson Lumber Co	46	Thomas Studio	. 5
Hygrade Sylvania Corp		Trask Roofing Co	- 5
Irving Box Co Inc		Walk-Over Shop	3
Johnson John Afront	cover	Warren National Bank	2
Kidney J B & Co	54	Waters & Brown	. 3
Kimball Bros	47	Webber William G Co right top	line
Lafayette Laundry	. 15	Welch James J & Co Welch & Moynihan Co Wenham Lake-Salem Ice Co	3
Langmaid J P & Sons	. 46	Weich & Moyninan Co	. 3
Lavender Printing Co	52 42	Wennam Lake-Salem Ice Co	- 4
Lefavour Music House front	cover	Whittredge W C & Co	2
Lincoln Hotel	40	Wilson & Emmerton top s	stenci
Lloyd Andrew J Company	49	Wilson & Enimerton top s Wilson & Robinson Inc back cover and right top	line

INTRODUCTION

R. L. POLK & CO. OF NEW ENGLAND, publishers of the Salem City Directory, as well as more than 750 other city, county, state and national directories, present to subscribers and the general public, this, the 1931 edition of the Salem Directory, which also includes Peabody, Danvers and Marblehead. The present edition represents the first Polk directory of this community, and is completely standardized.

Confidence in the growth of the community's industry, population and wealth, and in the advancement of its civic and social activities, will be created as sections of this directory are consulted, for the directory is a mirror truly reflecting the community to the world.

The enviable position occupied by R. L. POLK & CO.'S directories in the estimation of the public throughout the country, has been established by rendering the best in directory service. With an unrivaled organization, and having the courteous and hearty cooperation of the business and professional men and residents, the publishers feel that the result of their labors will meet with the approval of every user, and that the Salem Directory will fulfill its mission as a source of authentic information pertaining to the community.

Five Major Departments

The several essential departments are arranged in the following order:

THE MISCELLANEOUS DEPARTMENT for Salem, pages 14 to 20, presents a variety of information, such as lists of city and county officials; post office and public school directories; statistical review; historical sketch; and manufacturing, trade and civic surveys. Similar departments for Peabody, Danvers and Marblehead will be found at the beginning of their respective sections.

THE BUYERS' GUIDE, pages 21 to 60, printed on tinted paper, contains the advertisements of leading manufacturing, business and professional interests of Salem, Peabody, Danvers and Marblehead. These pages will be found particularly interesting and instructive to substantial purchasing factors. The advertisements have been carefully grouped by departments and are indexed under headings descriptive of the business represented. This is reference advertising at its best, and, as such, merits a survey by all buyers eager to familiarize themselves with sources of supply. The community's activities, in many interesting phases, are authentically pictured. In an ambitious and progressive community like Salem and vicinity, the necessity of having this kind of information immediately available, is very great, and frequently pressing. General appreciation of this fact is evidenced by the liberal support the city directory enjoys in the many fields which it serves.

THE ALPHABETICAL LIST OF NAMES of residents, business firms and corporations of Salem is included in pages 61 to 324. A feature of this section is the inclusion of the wife's name in parentheses following that of her husband. A similar list for Peabody appears in pages 501 to 620; for Danvers, in pages 687 to 753, and for Marblehead, in pages 795 to 861.

THE DIRECTORY OF HOUSEHOLDERS, INCLUDING STREET AND AVENUE GUIDE, for Salem, covers pages 325 to 493. In this section the names of the streets and avenues are arranged in alphabetical order; the residences and business houses are arranged numerically under the name of each street and avenue, and the names of householders and business concerns are placed opposite the numbers. A similar directory for Peabody, occurs in pages 621 to 682; for Danvers, in pages 755 to 793, and for Marblehead, in pages 863 to 905.

THE CLASSIFIED BUSINESS DIRECTORY is included in pages 907 to 984. This department lists the various manufacturing, mercantile and professional interests of the whole community in alphabetical order under appropriate headings. This feature constitutes an invaluable and indispensable epitome of the business interests of the community. "The Directory is the common intermediary between Buyer and Seller." As such it plays no small part in the daily doings of the business world. "More goods are bought and sold through the Classified Business Directory than through any other medium."

Community Publicity

The directory reflects the achievements and ambitions of the community, depicting in truthful terms what it has to offer as a place of residence, as a business location, as an industrial site and as an educational center. To broadcast this information, the publishers have placed copies of this issue of the directory in Directory Libraries, where they are readily available for free public reference, and serve as perpetual and reliable advertisements of Salem, Peabody, Danvers and Marblehead, for business men, everywhere, realize that the city directory represents a community as it really is.

The Salem Directory Library

Through the courtesy of the publishers of the Salem City Directory, a Directory Library has recently been established in the offices of the Salem Chamber of Commerce, for free reference by the general public. This is one of more than 500 Directory Libraries installed in the chief cities of the U. S. and Canada by members of the Association of North American Directory Publishers, under whose supervision the system is operated.

The publishers appreciatively acknowledge the recognition by those progressive business and professional men who have demonstrated their confidence in the city directory as an advertising medium, with assurance that it will bring a commensurate return.

R. L. POLK & CO., Publishers.



SALEM

CENTER OF THE BEAUTIFUL NORTH SHORE OF MASSACHU-SETTS; THE MOST HISTORIC CITY IN THE EAST.

(Courtesy Salem Chamber of Commerce)

Statistical Review

Form of Government—Plan B, consisting of mayor, 5 councillors-at-large and 6 ward councillors, who are elected for a period of 2 years.

Population—43,353 (1930 U. S. Census). White population 21 years of age or over—males, 12,746; females, 14,144. Total colored population—males, 48; females, 53. American-born white, 76.8% of whole population.

Area-8.2 square miles.

Climate—Mean annual temperature, 51.8 degrees F.; average annual rainfall, 41.06 inches.

Parks-13, with total of 382.71 acres, valued at \$342,370.

Assessed Valuation-\$58,257,180, with \$30.30 tax rate.

City's Bonded Debt-\$1,960,000 (July 1, 1931).

Financial—1 national bank and 2 trust companies have total deposits of \$12,079,036, and resources of \$14,168,979 (as of June 30, 1931, report). 2 savings banks have total deposits of \$41,155,824 (as of Oct. 30, 1930, report).

Telephones in Service-9,115.

Churches-24, leading denominations.

Building and Construction—Value of building permits, \$880,285 (July 1, 1930, to July 1, 1931).

Trade—Retail area has radius of 16 miles, and population of 125,000.

Newspapers-1 daily, 1 Sunday and 1 weekly. Also a Polish daily.

Hotels-4, with total of 200 rooms. Newest hotel (Hawthorne) built in 1925.

Railroads-Boston & Maine.

Amusements-3 theatres, with total seating capacity of 3,000 persons.

Hospitals-1, with 140 beds.

Education—State Normal School, Salem Commercial School and Hawthorne Institute. 25 schools, including 1 high and 6 parochial. Number of pupils in public schools, 5,959; in parochial, 3,247. Number of teachers, 300.

Volumes in Public Library-80,000.

City Statistics—Total street mileage, 62.8. Miles of sewers, 51. Miles of electric street railway, 57. Daily average pump of water works (municipal), 5,000,000 gallons, with 76 miles of mains. Fire department has 37 permanent men and 35 call men, with 11 autos, 3 engines, 3 hose and chemical wagons and 2 hook-ard-ladder trucks. Police department has 60 men, with 1 station and 8 pieces of motor equipment.

History

Salem was founded in 1626, and is one of the oldest cities in the United States. It has taken an active part in all the historic events of the country, and is today a prosperous, industrial and residential city, preserving more historic landmarks, relics and articles of Colonial interest than any other city in New England.

Here is the scene of the famous Witchcraft Delusion of 1692, the meeting place of the first Provincial Congress, and the site of the old North Bridge, where occurred the Colonies' first armed resistance to the British in the Revolution. Nathaniel Hawthorne, the celebrated author, was born in Salem in 1804, and here he lived and wrote, drawing most of his plots from the town of his birth.

Modern Salem is the shire town of Essex County and the retail center of about 200,000 people. It is a city of diversified industry and is famous for the manufacture of cotton goods, leather, shoes, incandescent lamps, radio tubes, games, etc. It has about seventy different kinds of manufacturing, represented by one hundred and fifty factories. Salem has a population of more than 43,000.

It is a city of homes. About sixty-five per cent of the dwellings are owned by the occupants. It is rated as a "B" city by the fire underwriters, which gives the city the lowest insurance rate possible.

Location

Salem is located on the Eastern Division of the Boston & Maine Railroad, thirty minutes from Boston. It is sixteen miles north of Boston and has excellent train service. It is on the direct automobile route from Boston to Maine and New Hampshire summer resorts.

This city is located upon Salem Harbor, is cooled throughout the summer by delightful east winds and is sheltered from the extreme weather in winter. Salem is a shipping centre with direct rail connections.

Education

The high standard of Salem's schools is generally recognized. The State Normal is one of the oldest in America. In the Department of Education, a degree of Bachelor of Science in education is granted at the completion of four years. It is one of the largest normal schools in the state.

The High School is splendidly equipped with recreation rooms, libraries, laboratories, auditorium, study halls and gymnasium. It has nearly fifteen hundred students and a corps of sixty teachers.

There are sixteen grade schools with an enrollment of over forty-five hundred and one hundred and forty-two teachers. There are six parochial schools, two commercial schools, and two private schools.

The Public Library contains eighty thousand volumes, and was formerly the home of Captain John Bertram. In 1887 this magnificent estate was given to the city for a public library.

Clubs and Fraternities

The Rotary Club meets Tuesdays at 12.15 and the Kiwanis Club, Thursdays at 12.15, at the Hawthorne Hotel. There are three women's clubs: Salem Woman's Club, Thought and Work Club and the Society for Higher Education; also Salem Fraternity, the oldest boys' club in America, Y. M. C. A. (the first boys' branch in the world was organized in Salem), Young Woman's Association, Masons, Elks, Knights of Columbus, Odd Fellows and many others.

Recreation

Salem has three motion-picture theatres, and two splendid golf courses—the North Shore Golf and Tennis Club and the Salem Country Club.

At Forest River Park there is a tourist camp, with running water and toilet facilities. It has a splendid salt water swimming pool and a new and attractive bath house. The park is under city supervision and is free.

The Salem Willows is a noted recreational park on the North Shore, with boating, bathing, fishing, shore dinners, ball park, open air theatre, dancing, bowling, etc. It is beautifully located on Salem Harbor.

Churches

Salem has many beautiful churches, representing almost every denomination. The architecture of some of the churches is noteworthy.

The first meeting house for Congregational worship in America was erected in Salem in 1629, and continued as a place of worship for nearly three hundred years.

Banks

The combined assets of the banks are over \$55,000,000. There are two trust companies, one national bank, two savings banks, two co-operative banks, a Morris Plan bank, a Polish bank, and two credit unions. Salem is the home of two large insurance companies.

Retail Trade

The retail section of Salem is the purchasing centre of approximately 200,000 people, and its stores are of a distinctly metropolitan character.

Industry

The industries of the city are remarkably diversified. Good wages are paid. The living conditions are excellent. The city is unusually free from labor troubles. There is a splendid electric lighting plan, furnishing ample light and power for local needs, with a large super-power plant under construction to supply the growing demand of this section. The water supply is of the best.

Salem is a good city in which to live, and offers splendid inducements to prospective manufacturers.

Hotels

The Hawthorne Hotel, erected by citizens of Salem, is situated at the junction of the Hawthorne Boulevard and Washington Square. It is of a distinctive type true to Colonial traditions and is undoubtedly the finest tourist and commercial hotel north of Boston. It affords a cool, charming stopping place for use of summer tourists as headquarters from which to enjoy, not only the historic treats of Salem, but many fine motor trips along the coast and through the woodlands of what many people consider the most attractive section of New England. It affords a central point for traveling men doing business anywhere in Essex County. Good meals, a comfortable night's rest, and an early start, without traffic complications, make it ideal for this class of patronage.

A commodious garage is located a short distance from the hotel. There are five smaller hotels, and two summer hotels at the Salem Willows.



POLK'S SALEM CITY DIRECTORY 1931

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Miscellaneous Information

For information not found in this department see regular Alphabetical Section or under proper headings in the Classified Business Directory

GOVERNMENT

CITY

City election is held on the Tuesday next following the first Monday in December

Terms begin first Monday of January

OFFICERS

Municipal Bldg, 93 Wash
Mayor—Hon George J Bates
President of the City Council—Timothy W Fitzgerald
Councillors-at-Large — Timothy W
Fitzgerald, Michael F McGrath, G
Arth Bodwell, Wm O Safford, Steph A Whipple Ward Councillors—Ward 1, Edward A Coffey; Ward 2, Thos A Kelleher, Ward 3, H Francis Dolan; Ward 4, Timothy J O'Connell; Ward 5, Edmund Talbot, jr; Ward 6, Steph W Francis Agent Board of Health-John J Mcgrath

city Auditor—John V Cook
City Clerk—John J Connelly
Assistant City Clerk—E Mabel Curtis
City Collector—Arthur T Brennan
City Electrician—Charles H Ashby
City Engineer—Frank P Morse City Messenger—James B Kelleher City Physician—Arthur W O'Neil City Solicitor—William A Pew City Treasurer—Charles G F Coker Clerk of Committees—John V Cook Clerk of Committee on Military Aid

-Charles H McGee Inspector of Animals-Dr John H Seale

Inspector of Buildings-Wm M Osgood

Inspector of Milk—John J McGrath Measurer of Wood and Bark—Gilman Melcher

easurers of Lumber—Daniel J O'Brien, George F Nichols, Herbert Measurers L Strickland

Plumbing and Sanitary Inspector— Peter P Griffin

Public Welfare Dept-Edith N Stoddard, clerk

Purchasing Agent-David W Hamil-

Sealer of Weights and Measures— George L Day Secretary of Commissioners of Trust Funds—F Mabel Curtis

Supt of Congress St Bridge-Patrick F Ahern

Supt of Park and Shade Trees-Daniel J Phalen

Supt of Hay Scales—John H Kane Supt of Public Buildings—Wm M Osgood

Supt of Streets-Patrick J Kelley Supt of Infirmary-Wm T Jeffrey Water Dept-Elisha J Dionne, clerk Assessors—Patrick A McSweeney, chairman; Joseph F Hudon and Charles J Collins

Board of Appeal—Alfred Audet, James Kinsella, James H Boulger, James E Lynch, John M Gray Board of Commissioners of Trust Funds—Mayor George J Bates,

Bates, chairman, ex-officio; John H Deery, William J Sullivan, Josiah H Gifford, Ralph C Browne, E Mabel Curtis, secretary Board of Control-John C Harkins, City Marshal, chairman; George L Day, Sealer of Weights and Meas-ures, sec; John J McGrath, Inspec-tor of Provisions

Board of Health—Dr Wm V McDer-mott, Francis Brown and Napoleon

Levesque

Board of Public Welfare-Wm O Safford, Francis J Murphy and Emile Brunet

Park Commissioners-Christian Lantz, chairmn; John J Brophy, Paul N Chaput, Willard B Porter, Max Shribman

Registrars of Voters-Wm J Carson, chairmn; James R Treadwell, Arth J A Thibault, John J Connelly, clerk and member ex-officio; Martha L Roberts, Nellie E Lundregan, asst registrars

Salem Planning Board-J Asbury Pitman, chairmn; Harry S Perkins, Harry E Webber, Richd H Wiswall; Henry J O'Donnell, secretary

Trustees of Low Educational Fund-Mayor George J Bates, president of City Council; Timothy W Fitzgerald, member of School Commit-tee, Leo H Tracey

Trustees of Plummer Farm School-John B Tivnan, chairmn; Chester A Goldsmith, John Karbowniczak, Jas Young, jr., Wm S Nichols, George S LaPorte, John C Whiting, Harry P Gifford, Donald F McCloskey, Warren H Butler

FIRE DEPARTMENT

Headquarters 30 Church Howard C Kimball, chief; James S Koen, deputy chief; Henry C Wilson, aid to chief; Jas G Woods, aid to Deputy Chief; Raymond H Cheney, supvr; Christie W Flynn,

mech Engine No. 1-Joseph W Gahagan,

captain; Robert J Giffin, lieut; Al-bert H Deboa, Andrew J Devitt, Cornelius E Connors, Thos H Whearty, Daniel P Geary, John J Hennessey, Edward W Mackey, Hennessey, Edward W Mackey, William P Tobin, permanent privates

Engine No. 2—George W Whelton, captain; Arthur J Mulcahy, lieut; Charles H Burkinshaw, Frederick W Cloutman, Charles B Collins, Jeffrey H Manning, permanent priv-

Engine No. 3—John H Carter, cap-tain; George I Crowley, lieut; Thos P Fallon, Frank W Hale, William

A Knowles, permanent privates
Engine No. 4—Fred A Harney, captain; Terrence J Nolan, lieut; Edw
J Ryan, William P Furlong, Martin J Kelleher, Harry C Weston, permanent privates

Engine No. 5-Edward W Flynn, captain; Richard T Hart, lieut; Ernest April, John M Devitt, James Needham, Adelard StPierre, permanent privates

Engine No. 6—James E Buckley, captain; John J Cunningham, lieut; John J Cloutman, Paul J Barker,

permanent privates

Ladder No. 1-Richard J Collins, captain; Arthur L Flynn, lieut; Martin J Baine, Thomas A Carr, John L Cuffe, Raymond Fallowski, Edward

V Harding, James A O'Brien, Jos V Trainor, Leo D Ward Ladder No. 2—Joseph H Flynn, cap-tain; James A Brennan, lieut; Wil-liam R Hart, Frank J Gonet, Martin J Murphy, Everett R Sanborn, permanent privates
Fire Alarm Telegraph

Salem Terminal Co Essex near English Derby and Daniels Derby and Hardy Allen and Webb Derby and Becket

18

Washington and Front Charter and Hawthorne Blvd Derby and Central 19 112

Derby and Union Plummer Farm School 121 Fort and Columbus aves 122 123 Columbus and Bay View aves

124 Fort and Bay View aves 125 Bay View ave near Cross ave

126 City Home

Essex and Central 23 Essex and Wash sq

Essex and Wash sq (east) Spring and Webb

Washington sq and Briggs 27 Bridge and March Bridge and Conant

Salem Jail

213

Salem Savings Bank 125 Wash Salem Laundry 51 Lafayette 161 162 Peabody Museum 161 Essex Geo W Pickering Coal Co 197 163

164 Derby

Gas Works, Bridge Bridge and Pierce ave B&M R R Car Shops, Northey

Cross and Saunders Boardman and Emerton 218 Bridge and Northey

219 St Peter and Brown 221 Bridge near Ash 223

Essex and Derby sq Essex and Liberty 224 Phillips School Essex Inst 132 Essex

Margin and High Essex and North

Jefferson ave opp Hathorne Jefferson ave and Wheatland 37 Jefferson ave and Lawrence

Flint and Broad Norman and Crombie

	(1701) 14, 15,
313	Summer and Broad
314	Summer and Endicott
315	Chestnut and Hamilton
316	Essex and Munroe
317	Highland ave near High School Highland ave near Proctor
318	Highland ave near Proctor
321	Nurses' Home Highland ave Salem Hospital Highland ave
322	Salem Hospital Highland ave
327	Highland ave & Swampscott rd
361	Holyoke Mutual Fire Ins 114
41	Washington and Federal
42	Washington and Federal Essex and Barton sq
43	Town House sq
45	Essex and Boston
46	Federal and Beckford
47	Bridge and Lynn
48	Bridge and Goodhue
49	Federal and Flint Proctor and Pope
412	Proctor and Pope
413 414	Peter Sim & Sons 40 Beaver Beaver near Silver
415	Summit and South
416	Ord and Maple
417	Bow and Logan
418	Boston near Safford
419	Boston and Prospect ave
421	Butler and Prospect
422	Nichols and Butler
423	Hanson and Grafton
424	Boston and Hanson
461 51	Hygrade Lamp Co 60 Boston
52	Washington and Dodge Lafayette and Dodge
53	Lafayette and Gardner
54	Lafayette and Laurel
56	Lafayette and Ocean av
57	Saltonstall School
58	Leach and Glover
512	Lafayette and Porter
513	Cabot and Cypress
514 515	Cabot and Roslyn Leach opp Summit ave
516	Shore and Clifton aves
517	Lafavette near Naples rd
518	Lafayette near Naples rd Lafayette near Raymond rd
521	National Lead Company
522	National Lead Company Lafayette and Loring ave
523	Forest ave and Linden
524	Hemenway and Savoy rds
525	Ocean ave and Canal
526 527	Loring ave and Broadway
528	Loring and Jefferson aves Loring ave and Grant rd
532	Naumkeag Mills East Gardner
534	Palmer and Perkins
535	Harbor and Congress
536	Lafavette and Harbor
537	Salem and Palmer Loring ave and Lincoln rd
541	Loring ave and Lincoln rd
543 551	Vinnin sq Swampscott line
61	Canal & Ropes North and Bridge
62	North and Bridge North and Franklin
63	Barr and Harmony
64	Mason and Tremont
65	Mason and Oak
67	Mason and Grove
68	Flint and Oak

612 Dearborn and Felt 613 Mason and Buffum 614 Dearborn and Walter 615 North and Dearborn 616 Dunlap and Devereux 617 Tremont and School Irving and Harrod Balcomb and Oakland Liberty Hill ave and Fairmount 622 623 North and Granite North and Nursery 624 625 626 Chandler and Symonds 631 Cabot Farm 632 Kernwood 633 Lee and Orne 634 North and Orne Blows-All out Blows-Repeated 3 times: Water Department 3 Blows--Following alarm; Ladder Truck Blows-Repeated 3 times: Military Call
Blows—Repeated 3 times: Out of 5 City Call Blows—Red Cross Blows-Repeated 3 times: Police 10 Call General Alarm-One Round of Same Box No School Signals—High School: 3 blows at 7:10 a. m.; Grammar, Primary and Kindergarten, 7:30 a. m. Evening Schools: 6:30 p. m. No Afternoon Session, 12:15 p. m. Tests—6:15 a. m. and 12:45 p. m. Curfew—8:45 p. m. LIBRARY DEPARTMENT Salem Public Library 370 Essex

Trustees—George J Bates, Mayor, chairmn ex-officio; Arthur H Phippen, secretary and treas.; Frank W Benson, Wm V McDermott, John C Poken L Forties. Robson, J Foster Smith, Alden P

White
Ralf P Emerson, librarian; Edith E
LaBorde, Lilly S Abbott, Ruth E
Sandstrom, Hazel F King, Carrie H Kinsman, Olive Owen, Elizabeth H McIntire, asst: Ezekial S Call, jan Main Library—Week days from 9 a. m. to 9 p. m. Sundays (Reading Room only) from 2 to 8 p. m. Children's Room, Week days from

a. m. to 6 p. m.

South Branch—Martha T Pond, librarian; cor Lafayette and Ocean ave—Week days 2 to 6 and 7 to 9 p. m

East Branch-Alice R Plummer, librarian; Washington Sq-Mondays, Wednesdays and Fridays, 2 to 6 and 7 to 8 p. m

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Administrative Officers—School Administration Building, corner Summer and Broad Streets

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Teacher of Household Economics— Mabel E Hartford

Teacher of Elementary Manual Training-Harry Miller

Supervisor of Health and Health Teaching-Agnes E Callahan

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Associate Commissioners-Edwin C Lewis (Lynn), Edgar S Rideout

(Beverly)

Meetings held at Ipswich, 2nd Tues of April; Salem, 2nd Tues of July; Newburyport, 2nd Tues of Oct; Lawrence, last Tues of Aug; Salem, Newburyport or Ipswich, 4th Tues of Dec, as the commissioners may determine, also at Salem every Tues and Fri of each week

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Masters in Chancery—John M Barry, Alfred W Ingalls, William A Kel-ley and Frederick W Ryan (Lynn) County Treasurer—Harold E Thurs-ton (Lynn), office Court House, Salem

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Assistants—Robt W Osgood (Swamp-scott), Arthur C Martinson (Sa-lem), office Court House, Salem

Northern District—John E Fenton (Lawrence); Assistant, Jennie M Marston (Lawrence); Office Court House, Lawrence

Sheriff of Essex County—Frank E Raymond (Salem); Earl E Wells

(Lynn), Special Sheriff Deputy Sheriffs—William (Amesbury), William A Proctor (Amesbury), William E R Tucker Dennett (Gloucester), Henry X Palmer T Poole K (Georgetown), Alfred 1
(Georgetown), Fred O Raymond
(Hav-(Hamilton), Fred O Raymond (Haverhill), Louis D Brisson (Haverhill), John A Arthur (Lawrence), Gustave A Stachlhaus (Lawrence), Frank Marshall (Lawrence), J Frank Marshall (Lawrence), J Frank Knapp (Lawrence), James Radcliffe (Lawrence), Frank E Frank Knapp (Lawrence), James Radcliffe (Lawrence), Frank E Wells (Lynn), Richard J White, jr (Lynn), Earl E Wells (Lynn), Edward R Ayers, jr (Newburyport), Arthur Bishop (Rowley), Harry D Wheeler (Salem), Emil Levesque (Salem), William A Harrigan (Salem), Walter H Brown (Peabody), Robt C Clark (Gloucester), Philip F Norcross (Salem), Edw F Kenney (Salem) ney (Salem) Med. Examiner—Nathaniel P Breed

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Deputy Master and Keeper-Edward P Carlin

Keeper of Jail and Master of House of Correction, (Lawrence)-Geo Bunt-

Public Administrator-Guy Newhall (Lvnn)

Commissioners to Qualify Public Officers—Charles H Tucker, Joseph W Atwill, Frank A Turnbull (Lynn)

State Aid Chief and Soldiers' Relief-Walter R MacDay, Agent
Probation Officers—Ellen deS Barrett
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A Salisbury (Lawrence) County Engineer-Robert R Evans

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First District Court of Essex County
—George B Sears, judge; Robert W Hill, special justice: Charles A Murphy, associate justice; Morgan J McSweeney, clk; Blanche O Safford, asst clk; Helena V Sawyer, Cath L Begley, assts; William H Hart, probation officer; Pauline P Gould, women and children probation officer; Grace E Jones, asst; George B Moreland, janitor; sessions daily except Sun and Holidays at 31 Central

Clerk of Courts for Essex County-Superior and Supreme Judicial, Office Court House, Salem-Archie N Frost, clerk (Andover)

Assistants Clerks—Ezra L Woodbury (Salem), Hollis L Cameron (Beverly), Charles H Metcalf (Beverly), Melville Rowand (Salem)

Deputy Assistant Clerks-Jere J Twomey (Andover), Arthur J A Thi-bault (Salem), E Philip Littlefield (Danvers)

Superior Court-Chief Justice, Walter Perley Hall (Fitchburg)

District Attorney for Essex County-Hugh A Cregg (Methuen)

Assistant District Attorneys—Chas A Green (Salem), John E Wilson (Lynn), John J Ryan jr (Haverhill)

Court of Probate for Essex County— Judges Harry R Dow (N Andover), Alden P White (Salem)

Register-Horace H Atherton, (Lynn). First Assistant—Arthur D Fowler (Marblehead). Second Assistant-Lucy S Brown (Salem)

Probate Records are kept at the office of the Register in the Court House, Salem

Probate Court sits 1st, 3rd and 5th Mon of the month, except 3rd and 5th Mon in August. Newburyport 4th Mon in Jan, Feb, March, May, June, July, Sept, Nov and Dec. Haverhill, 4th Mon in April and Oct. Lawrence every month except Aug.

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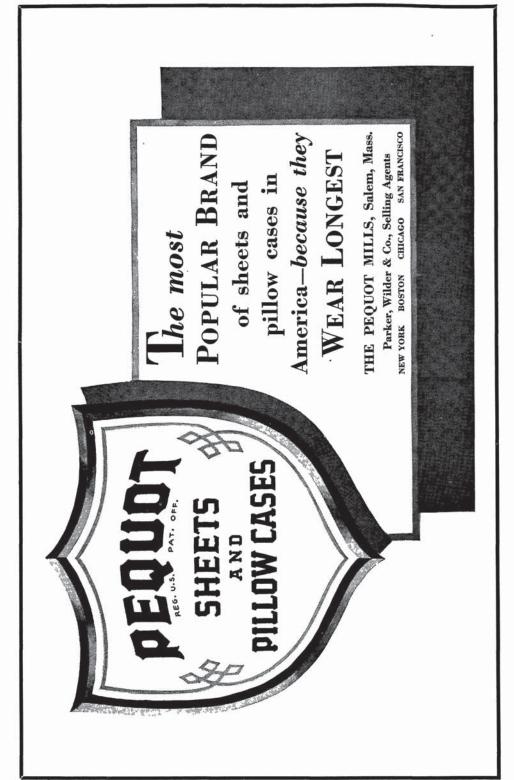
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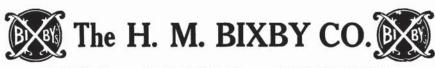
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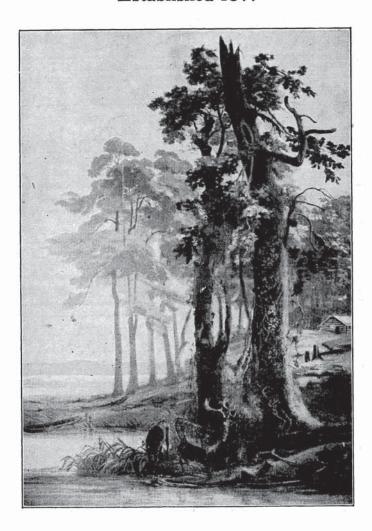
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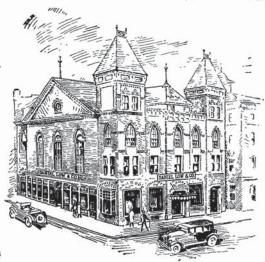
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b. Leads—

Determining proper official to approach for sales interview. The alphabetical listing for each business and professional concern, shows the names of the owners, partners or officers.

c. Selected districts-

Determining parts of city best suited for increasing business. The Householders' Street Directory shows the exact type of business or residences along each street of the city—and shows if the occupant of the home is the owner.

d. Building mailing lists and direct mail campaigns-

- 1. List of local people (Neighborhood List) within a given radius of Business location. On a city map, draw a circle to include the territory you wish to cover in your neighborhood list. From the map you can obtain the name of each street with intersections in the circle you have drawn. In the Householders' Street Directory you will find the correct name of the occupant at each house, or building on these streets. This will give you a 100% list of the territory desired.
- 2. Lists of business houses and the professions—The business directory at the end of the book classifies every business and profession according to the nature of the business. Complete lists such as doctors, lawyers, printers, garages, auto dealers, furniture stores, contractors, etc., can be found in this classified directory section.
- 3. Vocational Lists—Such as clerks, stenographers, telephone operators, carpenters, salesmanagers, purchasing agents, laborers, etc. The alphabetical directory shows the occupation of every individual in the city.

Run over the alphabetical pages—check marking the persons whose occupation is the one wanted for your list. This will give you a complete and accurate list for the entire city.

2. CREDIT:

a. Verifying customer's statements and information.

b. Information about customer.

Correct name, address, where employed and wife's name is given in the alphabetical directory for every individual. Whether he rents or owns home is usually shown in the Householders' Directory.

c. Determining character and stability of applicant for credit.

This directory gives his present occupation and residence. By referring to each yearly edition of the directory for the past few years, it is quickly determined whether the applicant holds the same job and residence, or flits from one job to another and one residence to another. After the new directory is delivered to you keep the old one on file. Never destroy it. You'll find old ones invaluable in checking your past records.

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d. Identifying applicant and applicant's references.

The alphabetical directory gives complete information for each individual. (See Information about customer). The references given by the applicant for credit, can be identified in the same manner—who they are, what position they hold, etc.

e. Collecting accounts.

Tracing and locating debtor. Locating other members of debtor's family or relatives,

3. DELIVERY AND SHIPPING:

a. Routing-laying out route for delivery.

Use description of streets in the Householders' Street Directory, with an indexed map of the city for locating and laying out delivery route.

b. Obtaining correct addresses.

Where numbers on shipping instructions are not plain, or only street is given, the correct number can be found in the alphabetical or Householders' Street Directory.

c. Locating streets, buildings, un-numbered houses.

A full description of every street—with location is given in the Householders' Street Directory. When the address given is an apartment or building without street and number being given, the alphabetical section will give you the correct street and number for that building. Many buildings on streets are not numbered—or badly numbered—making it difficult to find the building wanted. The Householders' Street Directory shows the location of the buildings along the streets.

4. PURCHASING:

The complete classified business section in the back of this directory, makes available all sources of goods wanted; assists in selection of most reliable and satisfactory firms to deal with; the nearest companies to facilitate delivery of purchases, and determining the proper official of firm to deal with. The standard classified headings are complete and show all firms under the proper headings. There are many special headings marked with an asterisk (*) showing firms in display type. These firms are progressive and desire a more complete classified representation of their products.

5. GENERAL INFORMATION:

The Alphabetical Directory lists—Persons' full name and correct spelling, occupation, where employed, street address of residence, if married gives wife's name, head of house or roomer, renting or owns home. Lists all corporations showing officers, all partnerships showing partners, all individual business showing proprietor. All public officers, clubs, associations, etc.

The Householders' Street Directory shows every street—a description of its location, all occupants on each street, the ownership of the property and all intersecting cross streets.

The Classified Business Directory shows all business in the city arranged under heading most descriptive of the nature of the business.

ABBREVIATIONS

	acct accountant	dom domestic	mech mechanical	restr restaurant
	adv advertising	drftsmn draftsman	mer merchant	ret retail
	agrl agricultural	drsmkr dressmaker	Met Metropolitan	Ry Railway
	agt agent	e or E East	mfr manufacturer	RyMS
	al alley	elec electrical	mfg manufacturing	Railway Mail Service
	Am American	electn electrician	mgr manager	s or S South
	appr apprentice apts apartments	electro electrotyper	mkr maker	sav savings
	archt architect	elev elevator embdr embroiderer	mkt market	sch school se southeast
	asmblr assembler	emp employe	mldr molder	sec secretary
	Assn Association	emp agcy	mlnr milliner	sergt sergeant
	asst assistant	employment agency	mn man	ship shipping
	attndt attendant	eng engineer	msngr messenger	sisidy saleslady
	atty attorney	e s east side	mstr mech	sismgr . saiesmanager
	auto automobile	est estate	master mechanic	slsmn salesman smstrs seamstress
	bdg boarding	exch exchange exp expressman	mtrmn motorman	smstrs seamstress
	het hetween	figmn flagman	mus muslc	soc society
	bgemn baggageman bkbndr bookbinder bkpr bookkeeper	fnshr finisher forldy forelady	mut mutual	sq square
	bkbndr bookbinder	forldy forelady	n or N North	ss southside
	bkpr bookkeeper	formn foreman	Natl National	sta station
	bldg building	frt freight	n e northeast	sta eng
	bldr builder	ft foot	nr near	stationary engineer
	blk block	ftr fitter	n s northside	sten stenographer
	blksmith blacksmith Blvd Boulevard	furn furniture furng furnishing	n w northwest	stereo stereotyper stmftr steamfitter
	br branch	furn rms	opp opposite	str steamer
	brklyr pricklayer	furnished rooms	osteo osteopath	supt . superintendent
	brkmn brakeman	gasftr gasfitter	pass passenger	supvr supervisor
	cabtmkr	gdnr gardener	pat patent	surg surgeon
	cabinetmaker	gds goods	pdlr peddler	sw southwest
	capt captain	genl general	pharm pharmacist	switchmn . switchman
	carp carpenter	govt government gro grocer	phone telephone	tchr teacher tel telegraph
	ch church	h householder	photogphotographer phys physician	ter terrace
	chauf chauffeur	hairdrsrhairdresser	pk park	tmkpr timekeeper
	chf chief	hd hand	pkr packer	tmstr teamster
	civ civil	hdqrs headquarters	pl place	tndr tender
	clk clerk	hdw hardware	plmbr plumber	transtransportation
	clnr cleaner	hlpr helper hngr hanger hosp hospital	plstr plasterer	trav traveling treas treasurer
	collr collector	hoen hoenital	PO painter	twp township
	coml commercial	implts implements	pres postomet	undtkr undertaker
	commr commissioner	imptr importer	prin principal	undtkr undertaker uphol upholsterer
	compt comptometer	inc incorporated	prod produce	US United States
	cond conductor confr confectioner	ins insurance	prof professor	USA
	confr confectioner	inspr inspector instr instructor	prop proprietor	United States Army
	cons consulting contr contractor	int rev	prov provisions	USN United States Navy
	cor corner	internal revenue	prsfdr pressfeeder prsmn pressman	vet veterinary
	corres correspondent	jwlr jeweler	ptrnmkr patternmaker	vulc vulcanizer
63	ct court	kpr keeper	pub publishing	w or W West
	ctr cutter	lab laborer	publr publisher purch purchasing	whol wholesale
	del delivery	lieut lieutenant	purch purchasing	whsemn
	dept department	lino linotype	rboarder or roomer	warehouseman
	depy deputy dicta dictaphone	litho lithographer lmbr lumber	R D Rural Delivery	wid widow wkr worker
	dist district	Indrs laundress	real est real estate	wks works
	dlr dealer	Indymn . laundryman	rec receiving	ws westside
	dmnstrdemonstrator	Itd limited	rep representative	wtchmn watchman
	dispr dispatcher	mach machinist	repr repairer	ydmn yardman
	do ditto or same	mdse merchandise	l reprmn repairman	ydmstr yardmaster
		ABBREVIATIONS	OF GIVEN NAMES	
	NOTE:			28 (Process (14) Sec.)
	Abraham Abr	Charles Chas	James Jas	Robert Robt
	Alexander Alex	Daniel Danl	Joseph Jos	Samuel Saml
	Alfred Alf	Edward Edw	Katherine Kath	Solomon Sol
	Archibald Arch	Elizabeth Eliz	Margaret Margt	Stephen Steph
	Arthur Arth August Aug	Eugene Eug	Michael Michl	Theodore Theo
	Benjamin Benj	Frederick Fredk	Patrick Patk	Thomas Thos
	Catherine Cath	George G 30	Richard Richd	William Wm

SPECIAL ABBREVIATIONS

AB&W, Almy, Bigelow & Washburn

B, Boston

Dan, Danvers
Jeff, Jefferson av
NSCCo, Naumkeag
Steam Cotton Co.

Pea, Peabody Wash, Washington WGWCo, Wm G Webber Co.