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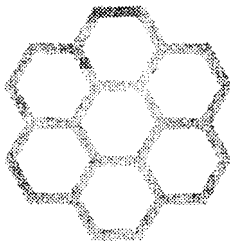
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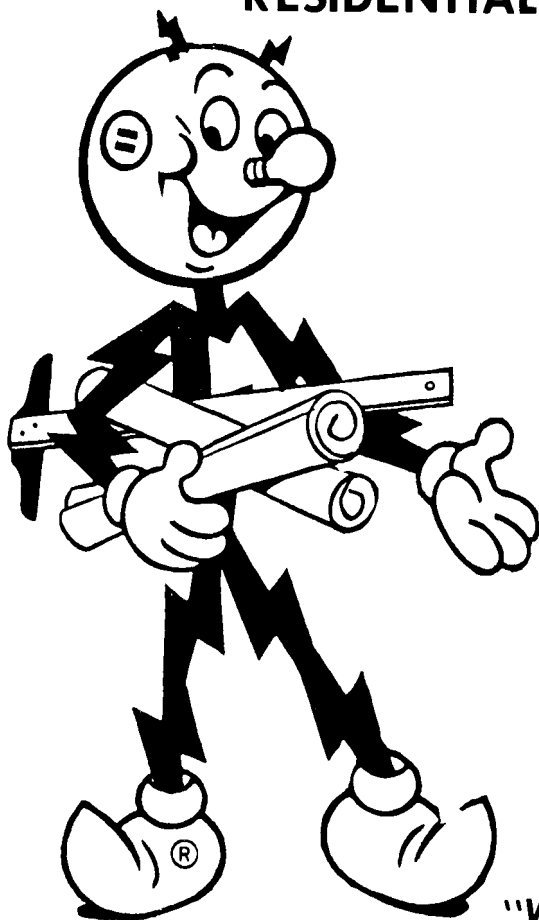
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9

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Including

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DIRECTORY

1 9 6 9

Enumeration Completed October, 1968

CONTAINING

General Directory of the Citizens, Classified Business Directory,
Street and Telephone Directory, Numerical Telephone Locater,
Record of City Government, Societies, Churches, Etc., County,
State and United States Governments, Courts

VOLUME LXVI

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INTRODUCTION AND GENERAL INDEX

H. A. MANNING CO., publishers of Directories for over 300 Communities, present to subscribers and the general public, the latest edition of the City Directory.

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

The position occupied by **MANNING'S** Directories in the estimation of the public throughout the country, has been established by rendering the best in Directory service, with an experienced organization, and having had the courteous and hearty co-operation 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 Directory will fulfill its mission as a source of authentic information pertaining to the city.

FIVE MAJOR DEPARTMENTS

The five major departments are arranged in the following order:—

I. THE DESCRIPTIVE SECTION is the first major department printed on white paper: Information about statistical review, historical sketch, manufacturing, trade government and civic surveys, indexes, and deluxe advertising.

II. THE YELLOW PAGES constitute the second major department of the Directory. This embraces the **only complete list** of the names and addresses of the business and professional concerns of the city, arranged in alphabetical order under appropriate headings — a catalog of all the activities of the city. Preceding this catalog, likewise grouped under appropriate headings, are the advertisements and business cards of firms and individuals desiring to present a more complete list of their products or services than is possible in the catalog itself. The Yellow Pages represent reference advertising at its best, and merit the attention of all buyers and sellers seeking sources of supply or markets for goods. In a busy and diversified community the necessity of having this kind of information up-to-date and always immediately available, is obvious.

III. THE ALPHABETICAL LIST OF NAMES of residents and business and professional concerns is the third major department printed on white paper. This is the only record in existence that aims to show the name, marital status, occupation and address of each adult resident, and the name, official personnel, nature and address of each firm, corporation and organization in the city.

IV. THE DIRECTORY OF HOUSEHOLDERS, INCLUDING STREET AND AVENUE GUIDE, on pink paper, is the fourth major department. In this section the streets are arranged in alphabetical order: the numbers of the residences and business concerns are arranged in numerical order under the name of each street, and the names of the householders and concerns are placed opposite the numbers. The names of the intersecting streets appear at their respective crossing points on each street. Special features of this section are the designation of tenant-owned homes, the indication of telephone subscribers at homes and places of business.

V. THE NUMERICAL TELEPHONE LOCATER, on green paper, is the fifth major department. All available listed phones for the area covered in this directory are arranged by exchanges and under each exchange, in numerical order with the name of the phone holder indicated.

COMMUNITY PUBLICITY — The Directory reflects the achievements and ambitions of the city, depicting in unbiased terms what it has to offer as a place of residence, as a business location, as a manufacturing 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.

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 and community service.

PUBLISHERS' NOTE — The information in this Directory is gathered by an actual canvass and is compiled in a way to insure maximum accuracy.

The publishers cannot and do not guarantee the correctness of all information furnished them nor the complete absence of errors or omissions, hence no responsibility for same can be, or is assumed.

The publishers earnestly request the bringing to their attention of any inaccuracy so that it may be corrected in the next edition of the Directory.

H. A. MANNING CO., Publishers

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RECAPITULATION

	Ithaca
New Names Added	5,776
Old Names Taken Out	4,593
Changes of Address, Etc.	4,210
Total Changes Made in Alphabetical Section	14,579
Total Numerical Telephone Locator Cards	10,094

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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.

TOMPKINS COUNTY PUBLIC LIBRARY
ITHACA, N. Y.

ITHACA ADVERTISERS

Agway Home & Garden Center	80	Crispell Bros Inc	111
Agway Petroleum Corp	top lines	Crispell Charter Service Inc	
Albanese Plumbing & Heating	69		back cover and 39
Alby & Sons	57	Cutting Motors Inc	class dir un
Alexander Real Estate	102		Auto Dealers and 34
American Cancer Society	45	D & R Liquor Store	88
American Red Cross	46	Dassance Electric	63
Ames Welding & Supply Co	110	Davenport T H Co Inc	bottom lines
Arnold Printing Co	insert opp name	Dean of Ithaca	back cover
Art Craft of Ithaca Inc	insert opp	Dean's Super Service	top lines
	Printers in classified dir	"De" Furman Plumbing and Heating	
Art's Transmission Service	39		bottom lines
Baker's Bob Kitchens	top lines and 64	Directory Library	3
Bangs Funeral Home	front edge	Donohue-Halverson Inc	bottom lines
Barnett's Blue Sunoco Service	38	Eastman Robert Inc	front cover
Barr J S & Co Inc	bottom lines and	Eighty-nine Lumber & Supply Co Inc	55
	classified under Stocks and	Elwood-Glover Heating	69
	Bonds and 79	Fairview Manor Realty Co Inc	
Bool's Flower Shop	top lines		backbone and 30
Boothroyd Robert S Agency Inc	top lines	Felton Garrett J	front cover
		First National Bank and Trust Co of	
Boykins Charles Body Shop	32	Ithaca	front cover and class dir un
Boynton Real Estate	bottom lines		Banks and Trust Companies and
Brewer D H Co Inc	67		tabbed insert before Alpha
Brooks Four Pharmacies		Fletcher W F Co Inc	52
	tabbed insert before NTL	Flight Piano & Organs	
Browning King & Co	53		bottom corner cards
Burns Realty Co	front cover and	Foerster Curt C Photographer	
	class dir un Real Estate		100
Bush Oil Co Inc	81	Forest City Realty	back cover and 102
Caldwell Larry Realtors	102	Frank's American Service	
Carey H A Co Inc	top lines and 82		class dir un Auto Tires and 37
Carr R L Construction Co	62	Fred's Record Shop Inc	bottom lines
Carroll's Sales & Service Inc	36	Freeman's Motor Marine Inc	39
Cayuga Lumber Co Inc	class dir un	Gallagher J D Co Inc	101
	Lumber Dealers and 54	Garage de France	class un
Cayuga Motors Sales Corp	class dir un		Automobile Dealers
	Auto Agencies and 33	Glenside Monument Co	97
Cayuga Press Inc	insert opp name	Goldsmith Nursing Home	
Central Collection Service	front cover		bottom lines and 94
Central Exchange Service	front cover	Guidi M W Construction Inc	
Chase Real Estate	103		59
Church of Christ	42	Haverstick & Co Inc	top lines
Church's Wallpaper & Paint		Head's Camera Shop	
Store	top corner cards		bottom corner cards
City Federation Women's		Heggie R A & Bro Co	87
Organizations Inc	50	Herson Funeral Home	81
Clapp Dick Lincoln-Mercury Inc		Hickey's Music Store	class dir un Music
	back cover inside lip and 35		and Musical Instruments and 98
Cogan Advertising Agency	top lines	Home Dairy Co	109
College Spa Restaurant	top lines	House of China	87
Colonial Cleaners	53	Howard Johnson's Motor Lodge and	
Cornell University		Restaurant	backbone
	insert beginning class section	Hull Heating & Plumbing Inc	68
Corners Community Center Inc		Huntington Gardens	79
	104 and 105	Inter Lakes Finance Corp	79
Cortright Electric Inc	bottom lines	Iron Shop The	insert opp
Credit Bureau of Ithaca	bottom lines		Numerical Street Directory

Ithaca Agency Inc	back cover	Nichol Block & Brick Co	64
Ithaca Bowl	top lines and 84	Normandie Restaurant	107
Ithaca Building & Construction	39	North Side Liquor & Wine Inc	top lines
Trades Council	65	Norton Electric Co Inc	63
Ithaca-Cayuga Optical Service	99	Oak Hill Manor	95
Ithaca City Board of Education	8	Patten's Jewelers	top corner cards
Ithaca City Government	23	Peter Moses	front cover inside lip
Ithaca College	74	Petrillose Cleaners Inc	53
Ithaca Community Music School Inc	76	Poole Real Estate	103
Ithaca Esso Servicenter	back cover	Porter Sheet Metal Co Inc	66
Ithaca Journal-News Inc	top lines	Pratt's Flower Shop	79
Ithaca Laundries & Dry Cleaners		Robinson & Carpenter Inc	class dir un
Inc	53	Lumber Dealers and 2	
Ithaca Printing Service	100	Rothschild's Brothers Inc	5
Ithaca Savings & Loan Assn		Royal Palms	109
	backbone and top lines	Rumsey-Ithaca Corp	top edge
Ithaca Supply Co	106	Russell's Mobil Service	bottom lines
Ithaca YMCA	51	Salino Electric Motors	88
Ivy Broadcasting Corp	front cover	Salvation Army	43
	and class un	Savings Bank of Tompkins	
Ivy Realty	back cover	County The	top lines back cover
Jamesway	73		insert opp name and class un
Johns Real Estate	top corner cards		Banks and Trust Companies
Johnson Boat Yard and Marina	40	Schooley's Inc	87
Kline's Pharmacy	93	Seacord-Lane Builders Inc	64
Lakeside Nursing Home		Security Mutual Fire Insurance Co	7
	bottom lines and 94	Shea-Tryon Funeral Home	class dir un
Lama L A Insurance Agency			Funeral Directors
	bottom lines	Shelton's Refrigeration Sales &	
Lansing Apartments	31	Service	bottom edge
Larkin Insurance Agency	class dir un	Sheraton Motor Inn	top lines
Insurance Agents back cover and 85		Slocum-Atwood Agency	86
Locke Richard S Realtor	front cover	Smith C Hadley	class dir un
Loeb Rhoades & Co	top		Photographers
	corner cards	Smith Rebe Biggs Real Estate	103
Long's Motor Sales Inc	bottom lines	Station Restaurant The	top lines
Lounsbury Flowers	top lines	Stellar Industries	89
Loyal Order of Moose	49	Stewart & Bennett Inc	61
Lucente Rocco P	62	Stone Travel Agency Inc	106
Lutton's Office Equipment Co Inc	99	Superior Electric Construction Co	63
M-P Insurance Agency	bottom lines	Taynton H W Co Inc	110
Machinists Local 1607	89	Tectonics Incorporated	71
Major Taxi	front cover	Television Shop The	100
Mall Pharmacy Inc	93	Thayer Appliance Co	32
Mancini Paul & Sons Inc	60	Therm Incorporated	92
Manning H A Co	3, 72 and 78	Three Guy's Television &	
Mass Mutual Life Ins Co	86	Electric Inc	top lines
McCarthy Real Estate	bottom lines	Tompkins County	24 and 25
McElwee W D & Sons	62	Tompkins County Chamber of	
McGuire Gardens	80	Commerce	4
McKinney Agency Inc	bottom lines	Tompkins County Public Library	77
McPherson Builders	56	Tompkins County Trust Co	
Mickey's Market	93		insert opp Numerical Street dir
Miller Erie J Inc	bottom lines		and class un
Miller's T G Sons Paper Co	top lines		Banks
Morse Borg-Warner	91		and Trust Companies
Morse-Collins Inc	66 and 110	Town Crier The	top lines
Morse's Lou Mobil Service	38	Towner Electric	63
Morusty Kenneth R Insurance		Townsend Jack Chevrolet Inc	36
Agency	top corner cards	Townsend L B Distr Inc	
National Auto-Weld Inc	70		bottom corner cards and 81
National Cash Register Co	90	Townsend Manufacturing & Tool	
Ned's Corners Station	38	Corp	89
New York State Electric & Gas Corp	6	United Rent-Alls	106

University Sand & Gravel	58	LUDLOWVILLE, N. Y.	
Victory Liquor Store	88	Lakeview Appliance Sales	
Volbrecht Lumber Co Inc	64		top corner cards
WHCU		Simpson Insurance Agency	86
top and bottom lines and back cover			
WTKO		MECKLENBURG, N. Y.	
front cover and		White Nurseries	bottom corner cards
class un Radio Stations			
Wagner Funeral Home Inc	81	MYERS, N. Y.	
Weaver Schempp & McNeill	85	Finger Lakes Marine Service Inc	
Westtown Optical	99		class dir un
Wilson Heating & Plumbing	69	Marine Sales Service and Storage	
Wood P W & Son Inc	top lines		and 40
Wright Real Estate	103	NEWFIELD, N. Y.	
Young Men's Christian Association	51	White Warren Landscape Service	80
Ziebart Auto Body Rustproofing			
top corner cards		SO. LANSING, N. Y.	
		Dyer-Fitts Construction Co Inc	66
DRYDEN, N. Y.			
Acme Pest Control Co		Volbrecht Lumber Co Inc	64
	top corner cards		
Dryden Real Estate	top corner cards	SYRACUSE, N. Y.	
		Blue Cross-Blue Shield of	
ELMIRA, N. Y.		Central N. Y.	top lines
Iszard S F Co Inc	top lines	Central N. Y. Tuberculosis and	
Southern Tier Heart Assn Inc	48	Respiratory Disease Assn	47
		TAUGHANNOCK FALLS, N. Y.	
GROTON, N. Y.		Taughannock Farms Inn	109
Tompkins-Cortland Community			
College	75	TRUMANSBURG, N. Y.	
		Black's Heating & Plumbing Inc	69
JACKSONVILLE, N. Y.		Coleman Real Estate & Insurance	
Goldsmith Nursing Home			top corner cards
bottom lines and 94		Finger Lakes Co-operative Ins Co	83



Place Your Directory Where The
Public May Use It And Increase Its
Benefits. It Is Much Too Valuable
A Property Not To Receive Maximum
Use.

ITHACA, NEW YORK

**“The Home of Cornell University
and Ithaca College”**



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

For a colorful brochure on The Ithaca Area address Chamber of Commerce, or H. A. Manning Co., Publishers of this Directory.

ITHACA, N. Y.

TOMPKINS COUNTY

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 its educational institutions, its position as the agricultural center of the northeast United States, its rugged and picturesque scenic beauty, and its many progressive small industries.

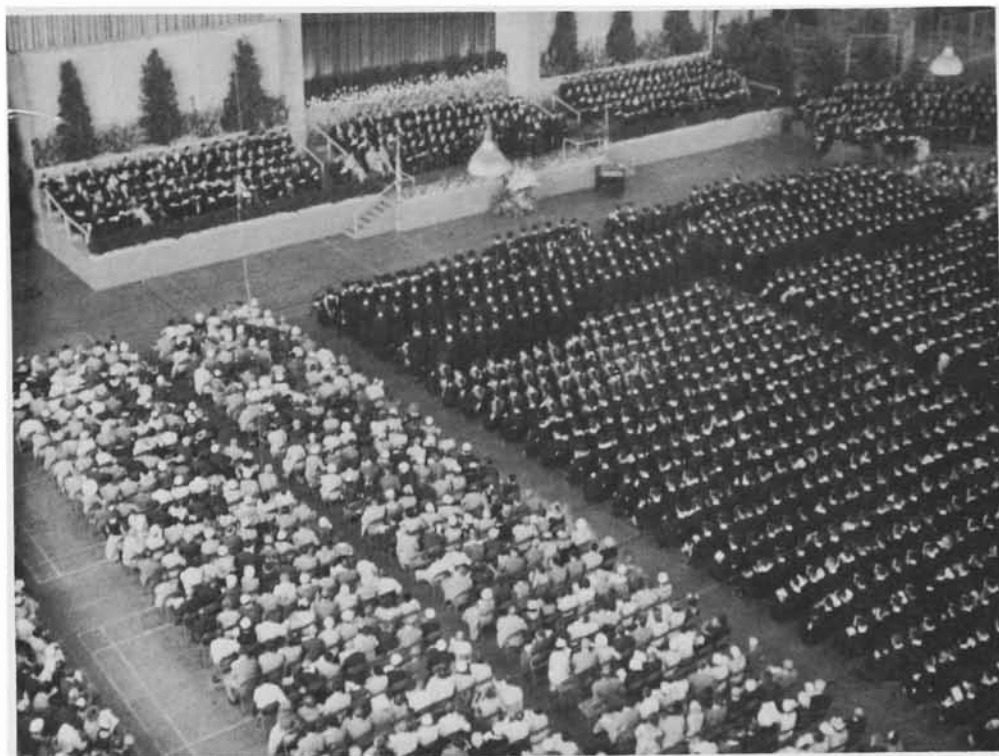
Known far and wide as the home of Cornell University and Ithaca College, Ithaca is noted for its culture and refined atmosphere in all activities of business and social life.

Its latitude is $42^{\circ} 27'$ north and its longitude is $76^{\circ} 29'$ west. Located in the center of the Southern Tier of New York State, it is 240 miles south to New York City; Boston is 350 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.



Cayuga Lake

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.



Commencement Exercises at Cornell University.

HISTORICAL — Ithaca was settled in 1879, 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 1817. In days long gone past, Ithaca was a center of inland water transportation as well as the salt center of New York State. Tompkins County celebrated its sesquicentennial in 1967.

POPULATION — Ithaca's metropolitan area, has a population, according to the 1960 federal census of 40,659. This includes the City of Ithaca, Village of Cayuga Heights, Ithaca Township, 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 15,000.

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

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

MERCANTILE — Ithaca is a trading center of some 100,000 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 351 retail stores, employing over 2,500 persons with annual sales in excess of \$54,000,000. There are also over 46 wholesale houses with annual sales of \$24,000,000. About 200 service trade establishments, doing an annual business of \$6,000,000 are also located in Ithaca. There are about 300 professional offices located within the city limits. There are three shopping centers and three more will be completed by 1970.

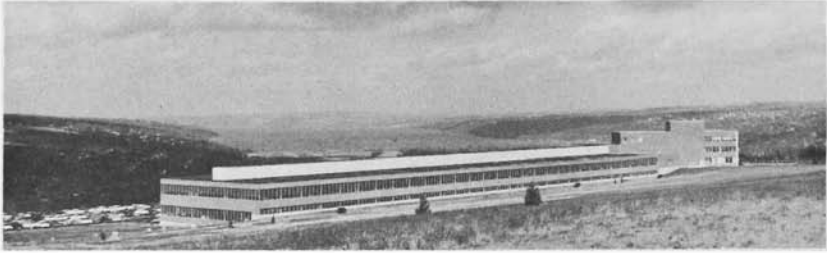


Photo by Curt Foerster

Adding Machine Division of The National Cash Register Co.

INDUSTRIAL — Although Ithaca is not primarily an industrial city, it has 43 manufacturing establishments with an employment figure in excess of 7,000, a payroll totaling over \$20,000,000. Cornell University employs 6,500 and Ithaca College 250, and the New York State Electric & Gas Corporation 550.

Among the principal products manufactured here are: adding machines, shot-guns, research instruments, heat resistant materials, power drive chains, rayon and cotton underwear, lantern slides, technical mirrors, precision machine tools, scientific instruments, salt, photo engraving, books, magazines, detergents, woodworking, and dairy products.

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.

A recent development saw the formation of the Cornell Research Park Inc., with several large concerns.



Therm Inc., Ithaca, N. Y.

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 Tompkins County Chamber of Commerce will bring a prompt reply



Part of the new South Hill Campus of Ithaca College.

EDUCATIONAL — Ithaca is among the leading educational centers of the state. The Ithaca enlarged City School District includes 17 public schools with an enrollment of over 7,000 and a staff of 320 teachers and administrators. The District covers 160 square miles. There are two junior high schools, and Ithaca now boasts one of the newest, most modern high schools in the state, opened in 1959 at a new site. There is one parochial school in Ithaca providing classes from Kindergarten through eighth grade.



Ithaca Senior 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 12,000 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 160 buildings.

Ithaca College has relocated atop Ithaca's South Hill and this year has completed its nearly \$40 million construction program. It affords a beautiful view overlooking the City of Ithaca with Cayuga Lake in the background, and offers a vantage point of viewing the rolling hills surrounding Ithaca. The college has tripled its student population in the past four years.

Ithaca College started as a Conservatory of Music in 1892, and over the years has grown in size and stature. The college now includes a College of Arts and Sciences, a School of Music and a School of Health and Physical Education. A Department of Radio was organized in 1941, and has expanded into a full fledged Department of Radio and Television with fully equipped radio and television broadcasting equipment.

There are five libraries, as follows: Tompkins County 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 825,000 volumes including special collections having international fame; the Ithaca College Library; 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 at 205 West Green St. Also at Cornell University are the specialized libraries of Agriculture, Industrial and Labor Relations, Engineering and Law. A five million dollar Research Library is located at Cornell.

FINANCIAL — Ithaca has two commercial banks: one savings bank 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 in 1950. The net taxable value of city property was \$95,821,976 in 1961. 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 equalization rate is 85%.

TRANSPORTATION — Ithaca is served by Mohawk Airlines, Inc., which operates from the Tompkins County Airport, with jet flights to N. Y. C. & Washington, 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. Ithaca is the hub of a network of highways that make travel in central New York State a tourist's dream. The city operates the Community Transit System serving the entire city and surrounding suburbs. Ithaca is served by the Greyhound Bus Line and provides a terminus for interurban buses from Elmira, Watkins Glen, Binghamton, Owego, Cortland, Syracuse, Rochester, New York City, etc.

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. A new City Airport and Marina was opened in 1960 and provides recreation and boating marina with space for 104 boats.

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

PARKS, PLAYGROUNDS AND BOATING — The natural topography of the land here makes the city a natural park. There are three public parks within 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 parklike 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, Coy Glen, Robert H. Treman State Park, Fall Creek Gorge, Ithaca Gorge and Falls, Point Lookout, Taughannock Falls State Park, Watkins Glen State Park.



Ithaca Yacht Club

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. It is estimated that over \$1,000,000 worth of pleasure craft have 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.

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



Ivy League College Football

SPORTING EVENTS — A wealth of both spectator and participation sporting events may be found in the Ithaca area. There are four golf courses, 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.

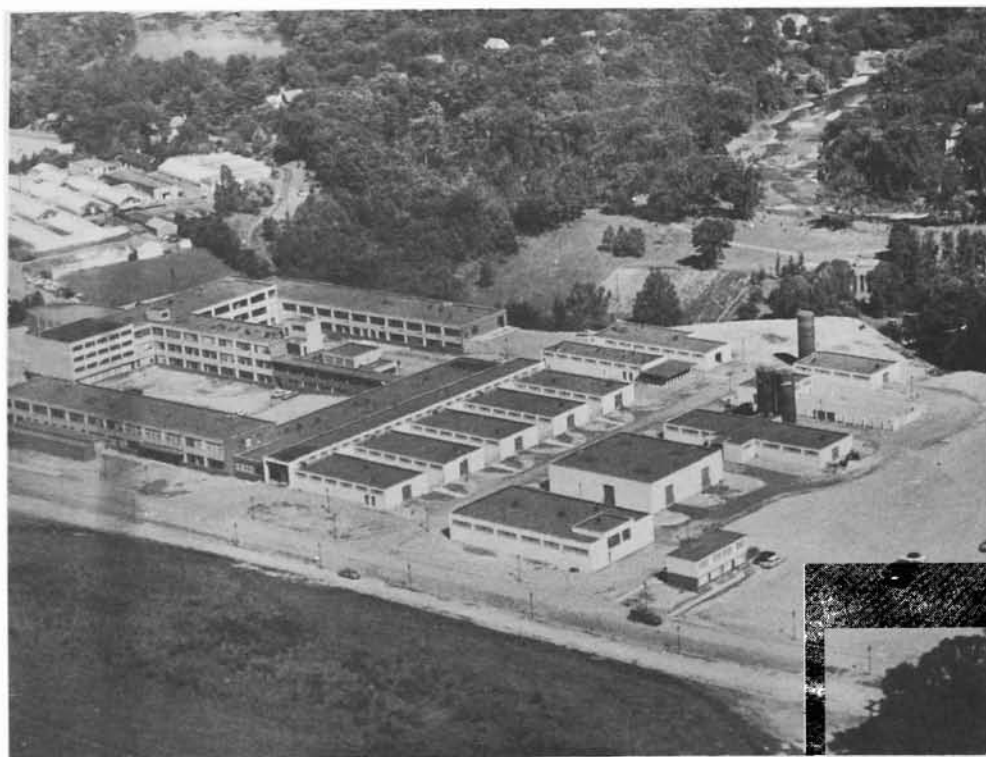
AGRICULTURAL CENTER — Ithaca is often referred to as the agricultural center of the northeastern United States. Here are located the state owned College of Agriculture, with its far reaching extension service; the state School of Veterinary Medicine; the home of both the New York Artificial Breeders Cooperative and the Empire Livestock Marketing Coop, Inc.; the New York State offices of the Farm Bureau Federation; a United States Plant, Soil and Nutrition Laboratory; and branches of many other organizations serving the farmer. The county Agricultural and Horticultural Society is responsible for the Tompkins County Fair that is held in Ithaca during August of each year in cooperation with the Tompkins County Chamber of Commerce.

Gross income from farm products sold in Tompkins County in 1964 was estimated to be over \$9,500,000. The major cash products of Tompkins County farms include milk, chicks, poultry and eggs, livestock of all types, hay, corn, wheat, vegetable crops and field beans.

SPECIAL EVENTS AND INTERESTING FACTS — Ithaca has very active fraternal, club and social life with over 200 organizations listed. There are 6 hospitals with nearly 500 beds, 5 theatres with a capacity of over 5,000, five auditoriums with a capacity of 5,200, 28 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.

There are over 22,000 passenger cars registered and 25,948 electric meters, 10,263 gas meters, and 23,092 telephones in use. 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.

Ithaca is served by two AM radio stations, WHCU and WTKO, an FM station, WEIV, a daily newspaper, the Ithaca Journal and a weekly, The Town Crier.



College of Veterinary Medicine — Cornell University

CITY OF ITHACA

CITY GOVERNMENT

JACK K. KIELY, MAYOR
JOHN F. BANGS, ACTING MAYOR

ALDERMEN

William H. Sullivan
Rudolph M. Saccucci
Donald Slattery
Jerome H. Holland
John F. Bangs
Britton G. Anderson
Joseph Rundle

Anthony F. Spano
Ronald J. Nordheimer
Arthur C. Stallman
Mrs. Anne Jones
J. Gormly Miller
N. Arnold Tolles
Allan G. Feldt

Regular meetings, 1st Wednesday of each month at 7:30 p.m.,
 Council Chamber, City Hall, 108 East Green St.

CITY OFFICERS

City Controller, John L. Russell
City Clerk, George A. Blean
Deputy City Clerk, Robert G. Grey
City Attorney, William C. Barrett
City Chamberlain, John D. Wright;
Deputy, Mrs. Mary Benson
City Judges, Richard I. Mulvey, J.
J. Clynes, Jr.
Clerk City Court, Virginia P.
Cannan
City Assessor, Clo Calistri
Associate Assessors, Clarence W.
Bailey and William Heidt, Jr.
Building Commissioner, C. Murray
VanMarter
Chief of Police, H. L. VanOstrand
Fire Chief, Charles M. Weaver, 310
W. Green
Police Commissioner, Louis
Withiam
Sealer of Weights and Measures, E.
Paul Nedrow
Dog Warden, SPCA (by Contract)
Schools — see p 8

CIVIL SERVICE COMM

T. K. Powers, Chairman, Robert E.
Doherty, Donald E. Gibson and
Mrs. Mildred Shoemaker, Sec.

FINANCE AND ACCOUNTS

Tolles, Chm.; Miller, V. C.;
Stallman, Bangs

CHARTER AND ORDINANCES

Feldt, Chm.; Nordheimer, V.C.;
Jones, Miller

PUBLIC SAFETY

(Fire, Police, Parking & Traffic,
Civil Defense, Health)
Sullivan, Chm.; Jones, V.C.;
Stallman, Saccucci

PUBLIC WORKS AND COUNTY RELATIONS

Nordheimer, Chm.; Slattery, V.C.;
Saccucci, Spano

YOUTH AND RECREATION

Slattery, Chm.; Rosica, V.C.;
Rundle, Anderson

URBAN RENEWAL AND INDUSTRIAL DEVELOPMENT

Bangs, Chm.; Tolles, V.C.; Feldt,
Rundle

GRIEVANCE

Rosica, Chm.; Tolles, V.C.; Spano,
Anderson

EMPLOYEE RELATIONS

Miller, Chm.; Sullivan, V.C.;
Rundle, Spano

BOARD OF PUBLIC WORKS

The Mayor, Chairman and Member
ExOfficio

Commissioners — F. S. Alo, term
expires Dec. 31, 1968; R. C.
Smith, term expires Dec. 31,
1969; C. J. Yengo, term expires
Dec. 31, 1970; William J. McGee,
term expires Dec. 31, 1971; M. J.
Leary, term expires Dec. 31,
1972; Richard M. Putney, term
expires Dec. 31, 1973

City Engineer, Howard R. Schlieder
Water Filtration Plant, rear 967 E.
State, Donald Terrell, Chief Opr.
Superintendent Public Works,
Robert O. Dingman; Asst. Supt.,
Vincent P. Hannan. Office, 510
First. Regular meetings 2nd and
4th Wednesdays of each month
at 4:30 p.m., Council Chamber,
City Hall

ITHACA URBAN RENEWAL AGENCY

Richard M. Daley, Exec. Dir.

TOMPKINS COUNTY

Courthouse, 320 NORTH TIOGA STREET

COUNTY OFFICERS

Judge of County and Surrogate Courts — Kenneth C. Johnson, Jr.
Clerk Surrogate's Court — Elizabeth Carpenter
Judge of Family Court — Kenneth C. Johnson, Jr.
Personnel Officer — Hugh Hurlbut
Clerk of Family Court — Grace Bryant
County Clerk — Sally Robinson
Deputy County Clerk — Lucille Grinnell
County Treasurer — D. A. Stobbs
Deputy County Treasurer — Olga Lizalek
Commissioner of Social Service — Clinton Armitage
Deputy Commissioner of Social Service — Louise Tompkins
Commissioners of Elections — Viola Boothroyd and Grace E. Baker
Coroner — Dr. Ralph J. Low
District Attorney — Richard Thaler
Assistant District Attorney — Robert Clune
Director Probation — Leo Teeter
Superintendent of Highways — Howard Stevenson, Jr.
Sheriff — Robert Howard
Undersheriff — Robert Jones
Motor Vehicle Director — Robert S. Bush
County Attorney — Robert I. Williamson
County Health Commissioner — Dr. Robert H. Broad
Deputy Health Commissioner — Dr. Philip Robinson
County Historian — W. Glenn Norris
County Director Veteran's Agency — Richard F. Cummings
Sealer of Weights and Measures — Carl Roe
Building Supervisor — Leslie E. Tottey
Director, Civil Defense — Doris Levy
Director of Taxes and Assessments — Thomas Payne
Airport Manager — Glenn Turner
Assistant County Attorney — Paul Tavelli
Superintendent of County Home — John Paul Jones
Director Mental Health — 1285 Trumansburg Rd. — Dr. Leslie Osborn
Hospital Administrator — 1285 Trumansburg Rd. — Gerald Wagner

BOARD OF SUPERVISORS

Clifford E. Bower, Chairman; Elsie D. Boyd, Clerk; Kathryn Dimmick, Deputy Clerk. Members: Caroline, Paul Menzies; Danby, James H. Cortright; Dryden, Gary Lee; Enfield, Clair Updike; Groton, Claude W. Holden; Ithaca, William B. Kerr; Lansing, Harris B. Dates; Newfield, William Ostrander; Ulysses, Clifford E. Bower.

ITHACA BOARD OF SUPERVISORS

1st Ward — James R. Graves
2nd Ward — Michael J. Leary
3rd Ward — Thomas Griffin
4th Ward — Edward P. Abbott
5th Ward — John Marcham
6th Ward — Donald J. Culligan
7th Ward — Jerome True

TOMPKINS COUNTY (Continued)

AGRICULTURAL STABILIZATION AND CONSERVATION SERVICE, 225 S. Fulton

Alan C. Taylor, Office Mgr.

ALCOHOLIC BEVERAGE CONTROL BOARD, First National Bank Bldg., (601)

AREA DEVELOPMENT CORP. (Est. November 23, 1964, Office, 614 Clark Hall, Cornell University).

W. G. Rolley, Exec Sec.; James J. Clynes, Harris B. Dates, R. Davis Cutting, Roy H. Park, C. E. Treman, Jr., Diedrich K. Willers, Jerome B. True, Edmund T. Crane, John E. Burton, Gordon Fisher, W. Keith Kennedy, Franklin Long, Prof. William B. Ward, Mayor Jack K. Kiely.

BOVINE TB AND ANIMAL HEALTH COMMITTEE

225 S. Fulton

Wagard R. Carpenter

COOPERATIVE EXTENSION

225 S. Fulton

Mrs. Virginia D. Ahrens, Div. Leader

DAY CARE SERVICE

313 N. Aurora

Mrs. Knight Biggerstaff

EXTENSION SERVICE

ASSOCIATION 4-H CLUB, 225 S. Fulton

Mrs. Jean Szabadi, Cooperative Ext. Agt.

FARM BUREAU, 116 S. Fulton

James Baker, Pres.

HEALTH DEPARTMENT

1287 Trumansburg Rd.

Lillian Mann, Prin Clk.

SOCIAL PLANNING COUNCIL

T. Merrell Shipherd, Exec. Dir.; Rev. Sheldon Stevenson, Chm.; C. W. Sadd, 1st V. Chm.; Arthur Leboffe 2nd V. Chm.

TOWN CLERKS

Caroline — *Florence Starr, RD1, Brooktondale

Danby — *Dorothy Roberts, RD1, Spencer

Dryden — *Marlene Luss

Enfield — Mabel Purdy, RD5, Ithaca

Groton — *Lois Baker, Groton

Ithaca — *Myrtie M. Hewitt, 108 E. Green

Lansing — *Jane Bush, S. Lansing, Box 60

Newfield — *Jeanette Beach, Newfield

Ulysses — *Alice B. Conover, Trumansburg

*Also Tax Collectors

VILLAGE CLERKS

Cayuga Heights — Vera Synder

Dryden — Gloria Sullivan

Freeville — Betty Hurst

Groton — Gerald Moses

Trumansburg — Leora Decker

VILLAGE MAYORS

Cayuga Heights — Prof. Fred G. Marcham

Dryden — Almon G. Stevens

Freeville — Clayton VanHout

Groton — Robert Dempsey

Trumansburg — Ralph Ness

REPRESENTATIVE IN CONGRESS

Howard Robinson, Owego

REPRESENTATIVE IN STATE SENATE

William T. Smith, Big Flats

REPRESENTATIVE IN STATE ASSEMBLY

Constance Cook, Ithaca

United States Government

Term of office from January 20th, 1969 to January 20, 1973.

Executive Dept.: President, Richard M. Nixon (California); Vice President, Spiro T. Agnew (Maryland); The Cabinet: Secretary of State, William P. Rogers (Washington); Secretary of Treasury, David M. Kennedy; Secretary of Defense, Melvin Laird (Wisconsin); Secretary of Agriculture, Clifford M. Hardin; Secretary of Commerce, Maurice H. Stans; Secretary of Labor, George P. Shultz (Illinois); Secretary of Interior, Walter J. Hickel (Alaska); Secretary of Health, Education and Welfare, Robert H. Finch (California); Postmaster General, Winton M. Blount (Alabama); Attorney General, John N. Mitchell (New York); Secretary of Housing and Urban Development, George Romney (Michigan); Secretary of Transportation, John A. Volpe (Massachusetts); Director of Budget, Robert P. Mayo; Senator, Jacob K. Javits; Representatives, James M. Hanley and Carleton J. King.

Local Offices

Air Force Recruiting Station, Gerald Morgan, Recruiter, 213 N. Tioga.

Army Recruiting Service, 202 E. Buffalo.

Civil Service Board, 213 N. Tioga.

Civil Service Commission, Investigations Div., 202 E. State (602).

Coast Guard Recruiting Service, 111 W. State.

Department of Agriculture, Mrs. Betty A. Strever, FHA County Office, Burce J. Osadchey, County Supvr., Raymond H. Ferrand, Asst.

Department of Agriculture Soil Conservation Service, Raymond Brown, Soil Conservationist, 225 S. Fulton.

Department of Agriculture ARS U. S. Plant, Soil and Nutrition Lab, W. H. Allaway, Dir., Tower rd.

Department Health, Education and Welfare, E. J. Miller, Mgr., 113 S. Cayuga (4th fl).

Tompkins County Economic Opportunity Corp., W. Arthur Sprague, Exec. Dir., 121 E. Court.

Department of the Interior Geological Survey, C. Russell Wagner, Eng. in Charge, 521 W. Seneca

Department of Internal Revenue, Bertram A. Levy, Revenue Officer, John J. Bowman, John Toner, George F. Johnson, Joseph J. Mullally, Revenue Agts.

Federal Bureau of Investigation,

U. S. Department of Justice, Resident Agency, Headquarters Office, 502 Federal Building, Albany, Local Office 202 E. State (708).

Marine Corps Recruiting Station, Sgt. Stanley J. Poplawski, Recruiting Officer, 212 N. Tioga (basement).

Naval R O T C, Unit Cmdr., Mortimer J. Prince, Naval Service and Commanding Officer, 3 East av.

Navy Recruiting Service, Chief Petty Officer, William T. Smith, Recruiter, 111 W. State.

Navy Reserve Training Facility, John B. Dolittle, Officer in Charge, N. Cayuga ext.

Post Office, 213 N. Tioga Cor. E. Buffalo, James Granes Acting Postmaster, John J. Murphy, Supt. Mails.

Sub Station No. 2, Donald Kirk, Clk. in charge, Barnes Hall CU Campus.

Sub Station No. 3, John C. Murphy, Clk in charge, Tower rd.

Sub Station No. 4, Laurence G. Thayer, Clk in charge, 417 W. Seneca.

Corners Branch Frank Thorpe, Clk in charge, Corners Community Center.

Ithaca College Branch, Paul Farinella, Clk in charge.

Selective Service System No. 62, Charles G. Downey, Chm., 310 N. Aurora.

New York State Government

Governor: Nelson Rockefeller (New York); Lieut. Governor: Malcolm Wilson (New York); Attorney General: Louis J. Lefkowitz; Comptroller: Arthur Lewitt (New York); Secretary of State: John P. Lominzo (New York).

Local Offices

Dept. of Public Works, Storehouse and Office, Third

Division for Youth, Edgar D. Sebring, Field Rep., 306 N. Cayuga

Division of Employment, Paul J. Best, Mgr., 209 N. Aurora

Division of Veterans Affairs, Leo J. Gangl, Counsellor, 205 W. Green

Division of Water Resources, Frank S. Davenport, Jr., Regional Eng., 418 E. State

Law Revision Commission, 104 Myron Taylor Hall CU Campus.

School of Industrial & Labor Relations, East av.

Social Security Administration, Edward J. Miller, Officer in Charge, 113 S. Cayuga

COURTS — GOVERNMENT

TOMPKINS COUNTY COURT

Kenneth C. Johnson, Jr., County Judge and Surrogate
Robert L. Howard, Sheriff
Sally Robinson, County Clerk
Robert I. Williamson, County Attorney
Richard Thaler, District Attorney

SURROGATE'S COURT

Surrogate, Kenneth C. Johnson, Jr.
Terms — Court in session daily at 10:00 a.m. except in month of August.

FAMILY COURT

Courthouse

Judge, Kenneth C. Johnson, Jr.
Clerk, Mrs. Grace B. Bryant
Court in session daily at 11:00 a.m. except in month of August.

YOUTH COURT, 330 E. State

SUPREME COURT OF THE UNITED STATES

Chief Justice: Earl Warren (California); Associate Justices: Hugo L. Black (Alabama), William Joseph Brennan Jr. (New Jersey), William O. Douglas (Connecticut), John Marshall Harlan (New York), Thurgood Marshall (Maryland), Potter Stewart (Ohio), Byron R. White (Colorado), Abe Fortas (Washington, D. C.); Clerk, John F. Davis (Washington, D. C.); Marshal, T. Perry Lippitt (Washington, D. C.); Press Information, Banning E. Whittington.

ITHACA

New York

BUYERS GUIDE

(Yellow Pages)

**Complete Classified
Directory Following
These Advertisements**

A classified directory providing detailed information on the city's institutions, civic organizations, (See "Associations" in classified section) businesses, professions and manufacturers served by this directory.

The advertisements in these "yellow pages" are grouped together and classified alphabetically under appropriate headings.

Each advertisement is cross-referenced in the directory's alphabetical section as well as in the list of advertisers.

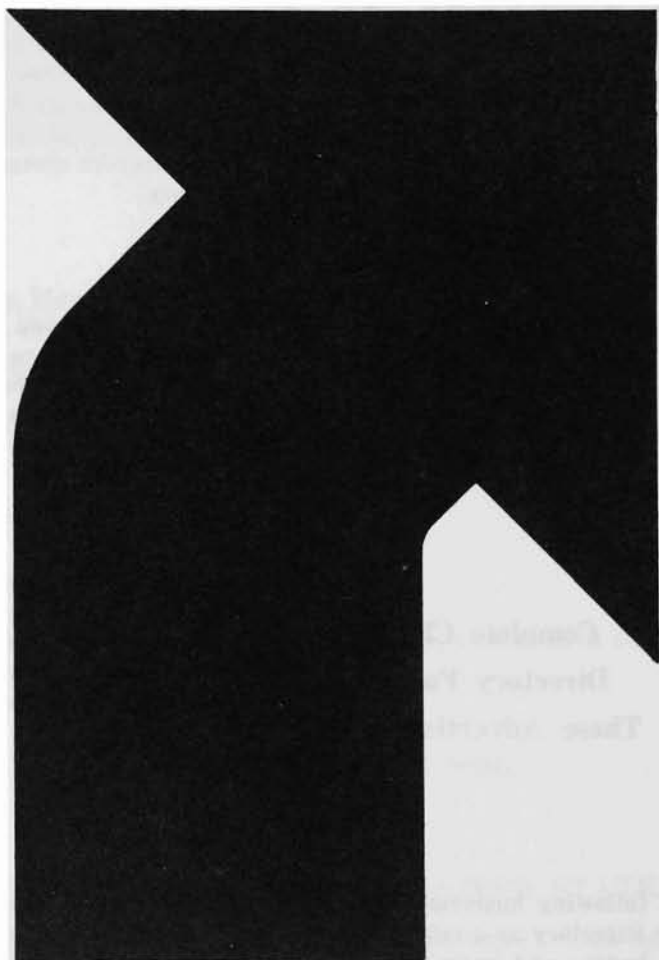
The following businesses and organizations believe in the City Directory as a vital community and personal information bureau and image. When calling upon them for their service or product, mention that you saw their display in a City Directory.

MODERN

FIREPROOF

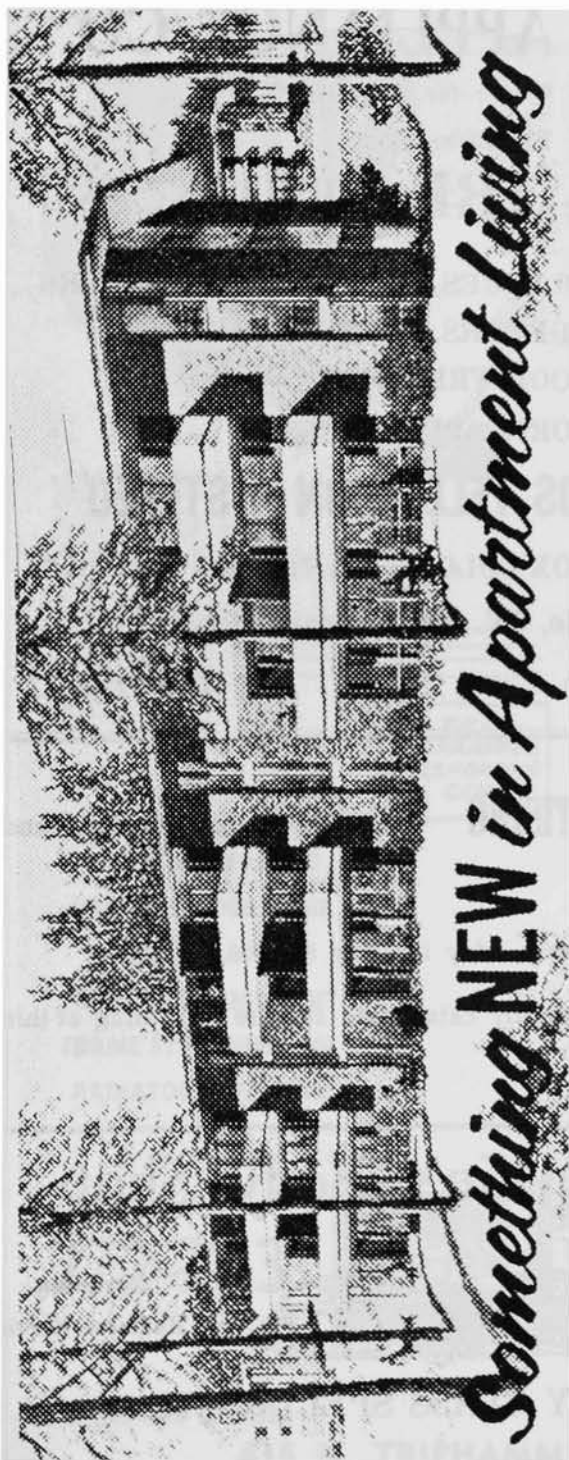
APARTMENTS

FAIRVIEW MANOR



423 OAK AVENUE

PHONE: 272-3420 (Area Code 607)



lansing apartments
EAST & WEST

292 Modern Units To Serve Greater Ithaca

273-1898

THAYER APPLIANCE CO.

"See Thayer for Frigidaire"

Established 1926

FRIGIDAIRE APPLIANCES

REFRIGERATORS, RANGES, AUTOMATIC WASHERS

ELECTRIC DRYERS, DISH WASHERS

FOOD FREEZERS

CALORIC APPLIANCES

ZENITH RADIOS, TELEVISION & STEREO

MAGNAVOX COLOR TV & STEREO

Complete Radio, TV and Frigidaire Service

417 WEST SENECA ST.

Dial 273-6611

CONTROLLED ADVERTISING — A select list of business and professional people—

—Are the City Directory users—day in—day out.

—Be completely and prominently catalogued for the informing of this high grade market.

Charles Boykin's Body Shop

Auto Body
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Painting
Radiator Service

SAFETY GLASS SPECIALISTS

319 WEST STATE ST.

272-6050

CAYUGA MOTORS

SALES CORP.

WELCOME
TO
FORD COUNTRY

← TO ITHACA

ROUTE 13

→ TO CORTLAND

N. TRIPHAMMER
RD.



TRIP-
HAMMER
SHOPPING
CENTER

Thunderbird
Galaxie
Fairlane
Mustang
Falcon
Cortina

GENERAL REPAIRING
BODY & FENDER WORK
WHEEL BALANCING
FRONT END ALIGNMENT
FRAME STRAIGHTENING
RADIATOR REPAIRING

— • —
A-1 USED CARS

272-2113



AT OUR NEW LOCATION

415 N. TRIPHAMMER RD.

Sales and Service



Buick

Pontiac

Opel



New Showroom & Service Headquarters

THE HOME OF "BETTER VALUE USED CARS"

Service and Parts—Dial AR 3-2393

Office and Sales—Dial AR 3-5080

315 ELMIRA RD.

ITHACA

DICK CLAPP LINCOLN-MERCURY INC.



 **LINCOLN** *Continental*
AMERICA'S MOST DISTINGUISHED MOTORCAR



INTERNATIONAL

FAST, EFFICIENT SERVICE DEPARTMENT

PERSONAL SERVICE

EXPERT BODY & FENDER WORK

GUARANTEED USED CARS

207 Elmira Road

273-7474

Jack Townsend

CHEVROLET, INC.



TOMPKINS COUNTY'S LARGEST DEALER

SALES AND SERVICE

272-7353

- CHEVROLET - CORVAIR
- CHEVROLET TRUCKS
- CHEVY II - CORVETTE

401 ELMIRA ROAD • ITHACA, N.Y.

F. F. I.

For
Further
Information



Products
and
Services
Listed in
The Yellow Pages

CARROLLS' SALES & SERVICE INC.
Distributor for COOPER Tires

WHOLESALE
PASSENGER



RETAIL
TRUCK

Phone 263-6310

233 ELMIRA ROAD

ITHACA

FRANK'S AMERICAN SERVICE

FRANK PEABODY, Proprietor



**AMOCO SUPER PREMIUM GASOLINE, OIL,
LUBRICATION**



**ATLAS TIRES, BATTERIES
and ACCESSORIES**

Electronic Analysis — Tune-Ups — Minor Repairs
We Specialize in Servicing Foreign Cars

AR 2-9861

201-203 WEST SENECA ST.
ITHACA

LOU MORSE'S 272-3797

SERVICE



**ROAD SERVICE — TUNE-UPS
PICK UP AND DELIVERY**

901 HANSHAW RD.

ITHACA

BARNETTS' BLUE SUNOCO SERVICE



**CUSTOM BLENDED TO YOUR NEEDS
(8 BLENDS)**

**Gas—Oils
Tires—Batteries**



**We're Proud of Our A to Z Lubrication
WEST STATE & CORN ST. Tel. AR 2-9881 ITHACA**

NED'S CORNERS STATION

909 HANSHAW ROAD

"At The Corners"

272-7474



ESSO PRODUCTS — MECHANIC ON DUTY

EMERGENCY ROAD SERVICE

**AUTOMOBILES — TRANSMISSION SERVICE — CHARTER —
BOWLING LANES — BOATS**

ITHACA DIRECTORY — 1969

39

ART'S

**OVER 10 YEARS
IN ITHACA**

TRANSMISSION SERVICE

ART KAHKONEN, Proprietor

Specialists In Service On All Types

AUTOMATIC TRANSMISSIONS

EASY DRIVE-IN PARKING

206 E. TOMPKINS cor. UTICA

Tel. AR 3-3642

Crispell Charter Service Inc.

DELUXE CHARTER COACHES - FOR ALL OCCASIONS

Phone Ithaca 273-2596

If No Answer Slaterville 539-7111 or 539-7218

716 WEST CLINTON ST.

ITHACA

ITHACA BOWL

24 BOWLING LANES

20 BILLIARD TABLES

LOU BARNARD, Gen. Mgr.

SNACK BAR — COCKTAIL LOUNGE

378 ELMIRA RD.

ITHACA

Freeman's Motor Marine Inc.

SALES — SERVICE — STORAGE

ONE OF

"FINGER LAKES' FINEST INSIDE STORAGE FACILITIES"

GRUMMAN ALUMINUM BOATS • CANOES • SAILBOATS

GLASTRON • PENN YAN • CENTURY

Complete Line Of Marine Supplies

MERCURY OUTBOARD MOTORS

272-1581

435 TAUGHANNOCK BLVD., ROUTE 89

ITHACA, N. Y.

FINGER LAKES MARINE SERVICE INC.

COMPLETE MARINE SERVICE

SALES—STORAGE—LIFTING

OWENS CRUISERS

Starcraft Aluminum and Fiberglass

EVINRUDE SALES & SERVICE

MERCUISER SERVICENTER

USED BOATS AND MOTORS

East Shore of Cayuga Lake

9 Miles North of Ithaca

Route 34B MYERS

533-4422

JOHNSON BOAT YARD

and MARINA

SALES — STORAGE — SERVICE — SUPPLIES

CHRIS CRAFT

CRUISERS — RUNABOUTS — UTILITIES

JOHNSON BOATS & MOTORS & SKEEHORSE

M.F.G., CHRYSLER & TROJAN

BOSTON WHALER

MARINE HARDWARE — PAINTS — GIFT SHOPS

TRAVEL LIFT SERVICE

Dial AR 2-5191

706-710 WILLOW AVENUE

ITHACA

CIVIC ORGANIZATIONS

**Fraternal
Religious
Charitable
Social
Service**

A vital part of your community's profile displayed for your information at the request of the organizations. You are invited to join and participate in our community life through these organizations.

An exclusive City Directory feature
presented in the public interest by

H. A. MANNING CO. Publishers

Church of Christ



JAMES E. JOHNSON JR., Minister

**1210 N. CAYUGA ST.
Phone 273-7811**

**ITHACA, N. Y.
Zip 14850**

APPOINTMENTS

SUNDAY

BIBLE STUDY	10:00 a.m.
WORSHIP	11:00 a.m.
EVENING WORSHIP	7:00 p.m.

WEDNESDAY

MIDWEEK BIBLE STUDY	7:00 p.m.
----------------------------	------------------

"NEW TESTAMENT CHRISTIANITY — TODAY!"

The Salvation Army



CAPTAIN & MRS. WILLIAM BESSANT

Corps Officers

ACTIVITIES

MONDAY: 7:00 p.m., Boy Scouts.

TUESDAY: 10:00 a.m., Golden Age Club.

THURSDAY: 10:00 a.m., Golden Age Club; 4:00 p.m., Corps Cadets; 5:00 p.m., Timbrel Class; 5:30 p.m., Supper for young people; 6:00 p.m., Girl Guards; 6:00 p.m., Learners Class; 7:15 p.m., Songsters Practice; 7:45 p.m., Band Practice.

FRIDAY: 7:00 p.m., Home League.

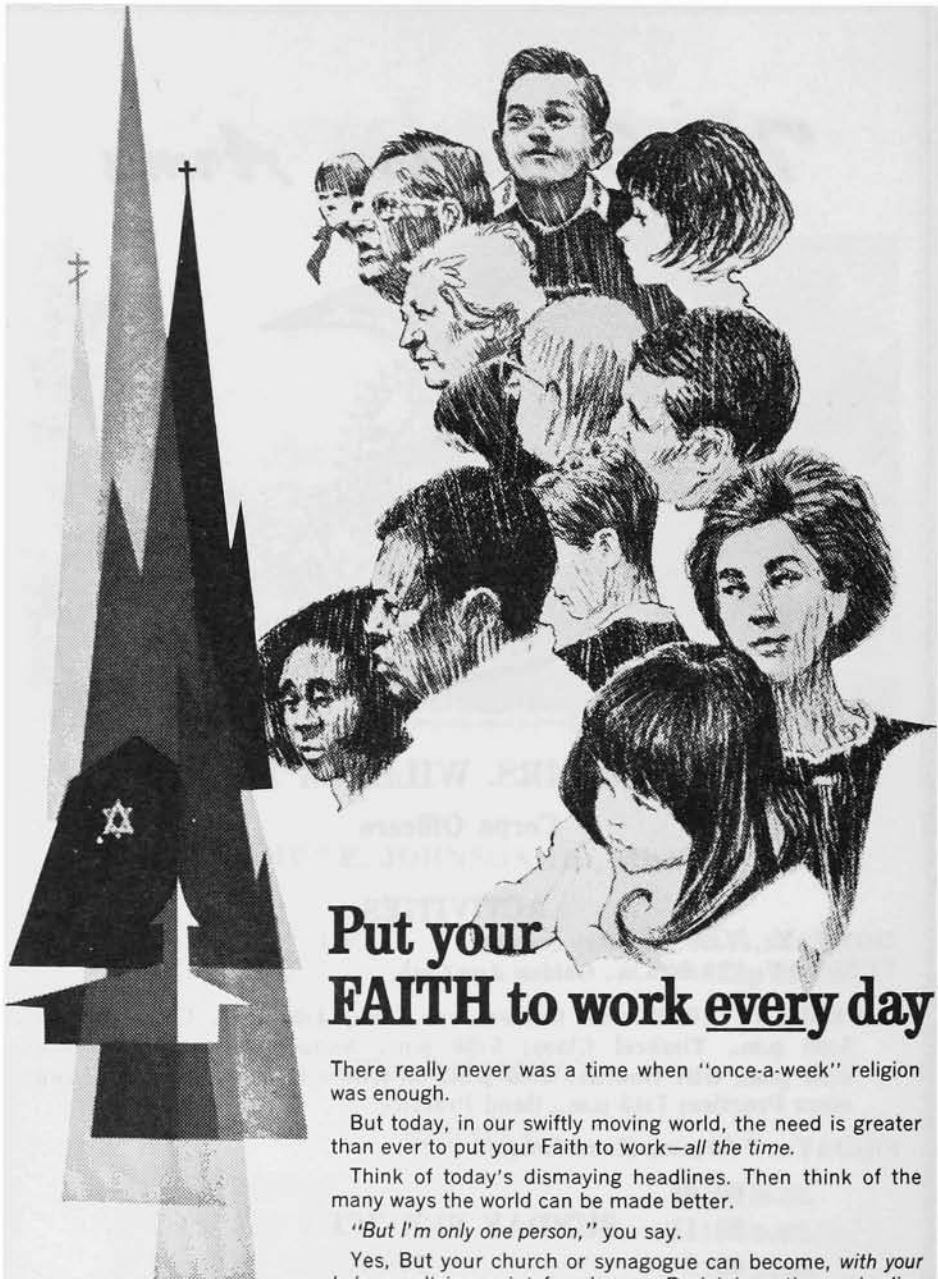
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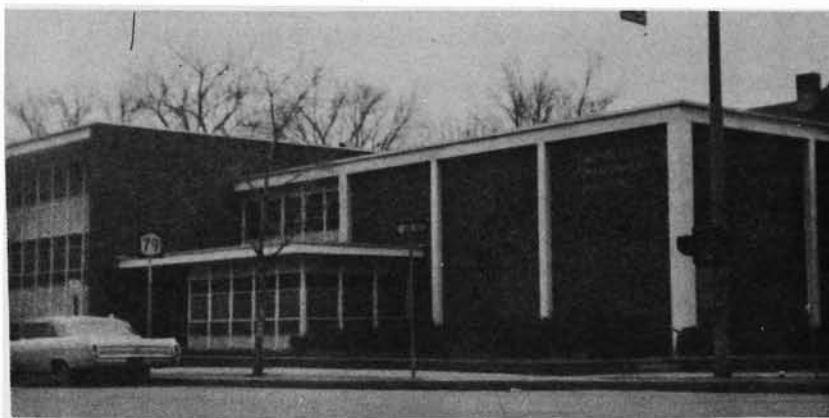
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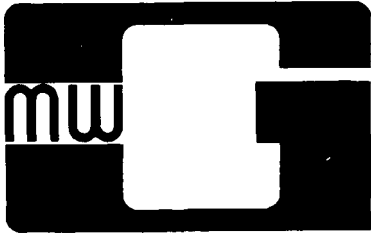
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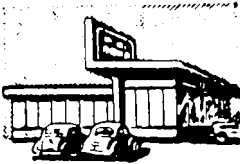
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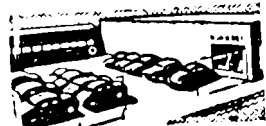
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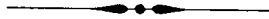
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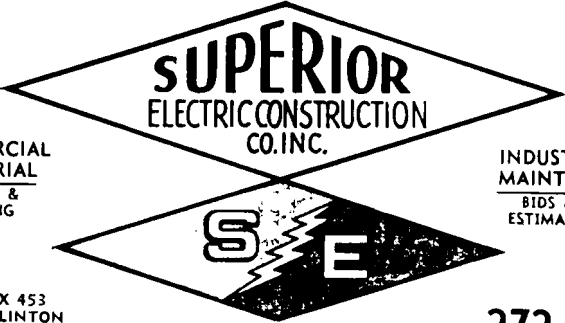
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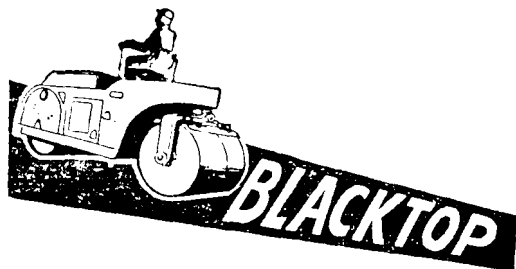
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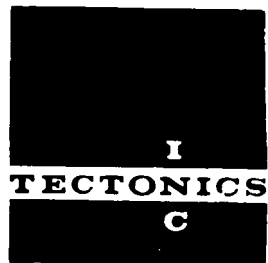
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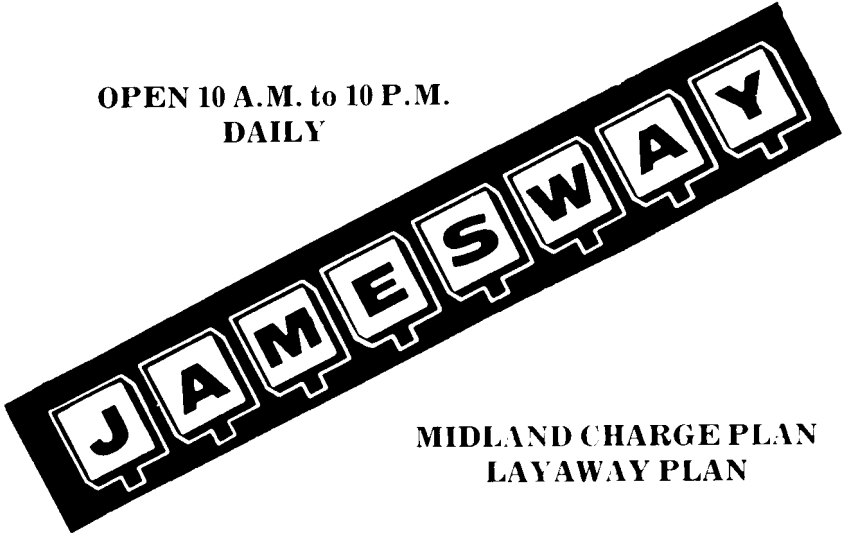
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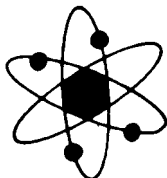
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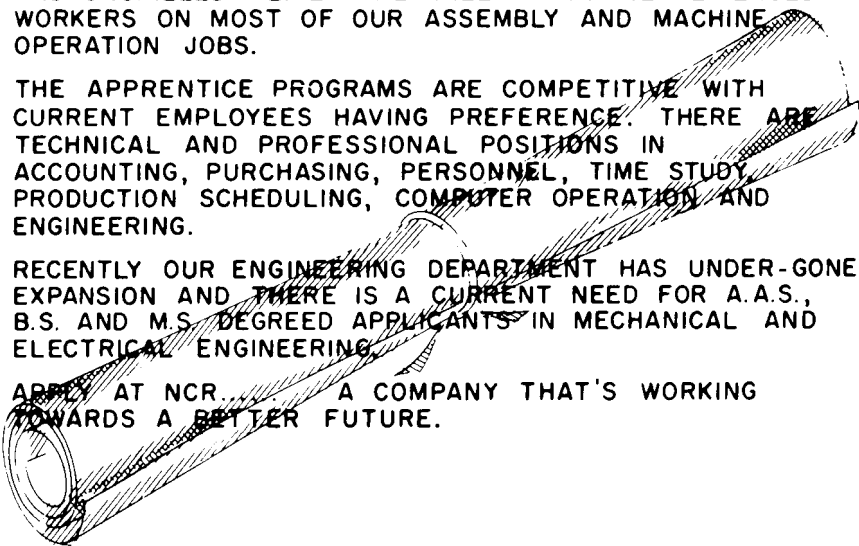
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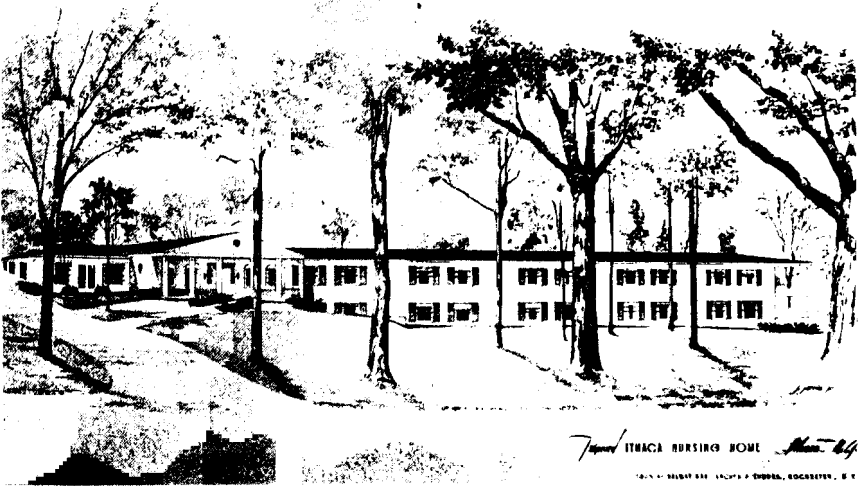
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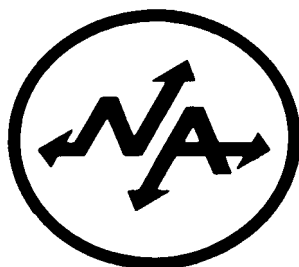


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1. **Truth . . .** Advertising shall tell the truth, and shall reveal significant facts, the concealment of which would mislead the public.
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3. **Taste And Decency . . .** Advertising shall be free of statements, illustrations or implications which are offensive to good taste or public decency.
4. **Disparagement . . .** Advertising shall offer merchandise or service on its merits, and refrain from attacking competitors unfairly or disparaging their products, services or methods of doing business.
5. **Bait Advertising . . .** Advertising shall offer only merchandise or services which are readily available for purchase at the advertised price.
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7. **Price Claims . . .** Advertising shall avoid price or savings claims which are false or misleading, or which do not offer provable bargains or savings.
8. **Unprovable Claims . . .** Advertising shall avoid the use of exaggerated or unprovable claims.
9. **Testimonials . . .** Advertising containing testimonials shall be limited to those of competent witnesses who are reflecting a real and honest choice.



Cornell University

Cornell University at Ithaca covers 730 acres in the Finger Lakes Region of New York. Three hundred of these acres were the lands of Ezra Cornell. Where crops once grew and cattle grazed, today more than 13,000 young men and women study subjects as diverse as sociology and law, biophysics and Greek. Under its seventh president, James A. Perkins, Cornell University strives to realize its motto, to be "an institution where any person can find instruction in any study."

Cornell was founded in 1865, when the classics and theology dominated American education. A harbinger of the modern university, Cornell aimed for parity between the older disciplines and the newer applied sciences. Research was not only tolerated, it thrived, and professors took their knowledge outside the classroom and applied it to practical problems. In the humanities, such subjects as history and philosophy augmented the classical curriculum, to the inestimable benefit of all.

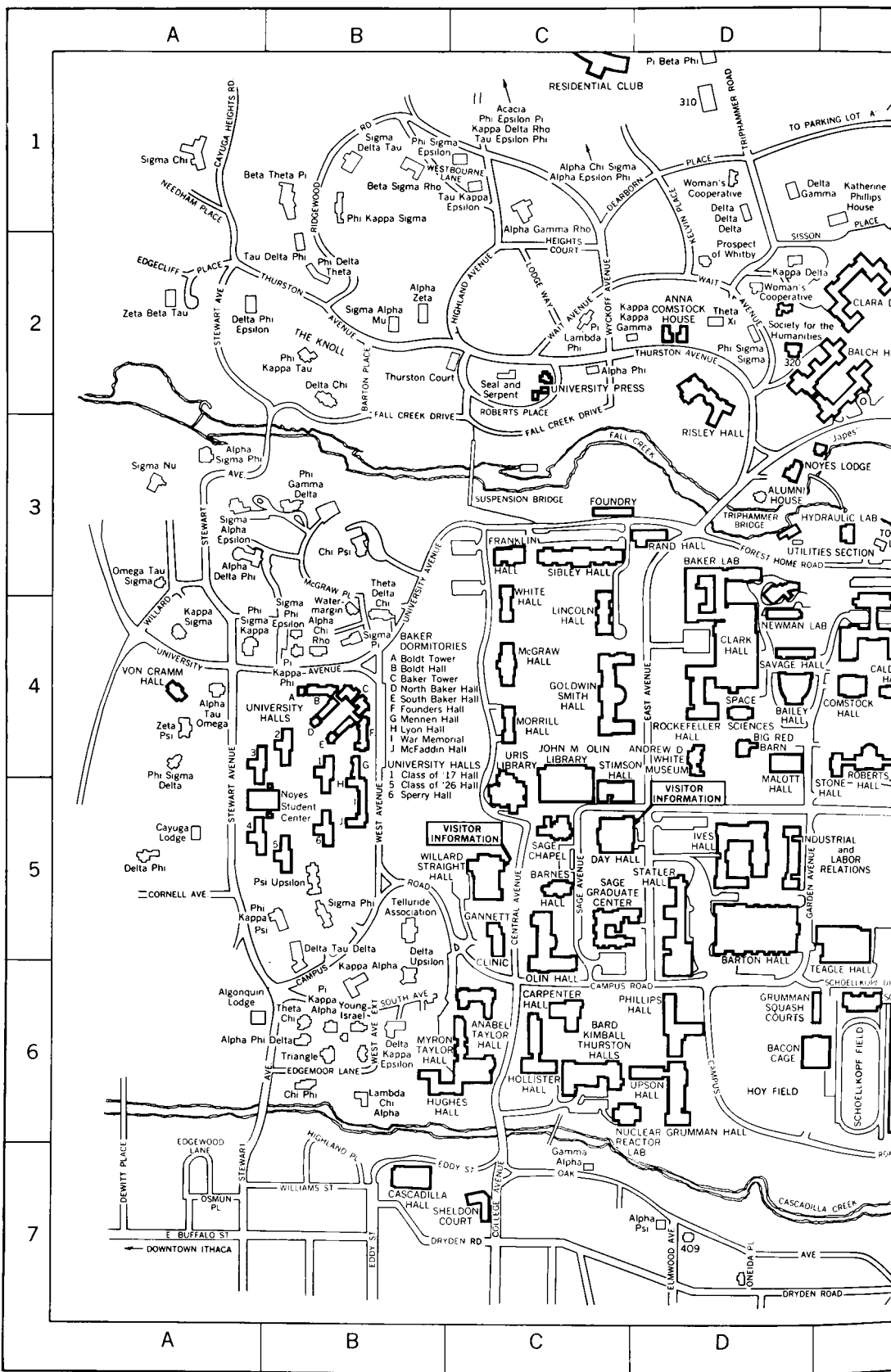
Ezra Cornell, a self-educated artisan and self-made millionaire, and Andrew Dickson White, a history professor educated at Yale and in Europe, joined forces as state senators to secure for a "Cornell University" New York's share of benefits from the 1862 Morrill Land Grant Act, the law designed to encourage colleges teaching "agriculture and the mechanic arts."

Thus Cornell came into being with a charter authorizing a varied curriculum, with White as its president, and with an endowment of land-grant proceeds and \$500,000 from Ezra Cornell.

The full-time faculty in Ithaca now numbers more than 1,300. Faculty and students come to Cornell from almost ninety foreign countries. More than 4,200 are engaged in study at the graduate level. Some 650 other Cornellians are enrolled in the Medical College, the Graduate School of Medical Sciences, and the School of Nursing, all in New York City.

Medical and nursing students are enrolled in the privately endowed units of Cornell, as are students in the Colleges of Architecture, Art, and Planning, Arts and Sciences, and Engineering; the School of Hotel Administration; the Graduate Schools of Business and Public Administration and Nutrition; the Law School; and the Graduate School. Cornell also operates four units in partnership with the State University: the New York State Colleges of Agriculture and Home Economics, the School of Industrial and Labor Relations, and the Veterinary College.

Faculty and students enjoy exceptional library facilities. The Cornell University Libraries system contains more than three million volumes in eighteen separate libraries.



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KEY TO THE CAMPUS MAP ON THE PRECEDING PAGES

Agronomy Building F5
Alumni Fields EF5
Alumni House D3
Artificial Breeders G7
Bacon Cage E6, athletics
Bailey Hall D4, auditorium
Baker Dormitories B4-5, men's residences
Baker Laboratory D3, chemistry
Balch Halls E2, women's residences
Bard Hall C6, materials science & engineering
Barnes Hall C5, Campus Store, auditorium
Barton Hall D5, ROTC, Safety & Security
Big Red Barn D4, alumni center
Bioclimatic Laboratories J5
Bruckner Laboratory F4, poultry research
Caldwell Hall E4
Campus Stores: Barnes Hall C5, Sheldon Court C7
Carpenter Hall C6, engineering administration
Cascadilla Hall B7, graduate men's residence
Chemistry Research Building D3
Clark Hall D4, physical sciences
Collyer Boat House, Cayuga Lake Inlet
Comstock Hall E4, entomology and limnology
Anna Comstock House D2, women's residence
Cornell Quarters FG7, student families
Crescent E6, football stadium
Dairy Bar (cafeteria) G5
Edmund Ezra Day Hall C5, University admin.
Clara Dickson Hall E2, women's residence
Mary Donlon Hall E2, women's residence
Fernow Hall F4, conservation
Filter Plant J4
Fishery Laboratory H7
Food & Laundry Services (East Ithaca) F7
Foundry C3, architecture studio
Franklin Hall C3, art, Asian studies
Gannett Medical Clinic C5
Goldwin Smith Hall C4, arts & sciences
Golf Course H2
Graphic Arts Services & Machine Shops G6
Greenhouses E5, H4
Grumman Hall D6, aerospace engineering
Grumman Squash Courts E6
Hasbrouck Apartments G1-2, student families
Heating Plant F7
High Voltage Laboratory H7
Hollister Hall C6, civil engineering
Hoy Field D6, baseball
Hughes Hall B6, law student residence
Hydraulics Laboratory D3
Indust. & Labor Relations Conference Center D5
Ives Hall D5, indust. & labor relations, summer session & extramural courses, personnel office
"Japes" E3, recreation, meetings
Judging Pavilion G5
Kimball Hall C6, materials processing
Langmuir Lab. H2, (Research Park), biology, computer services
Library Tower C5
Lincoln Hall C4, music, theatre arts
Lynah Hall E5, ice skating
Malott Hall D4, graduate school, hospital admin. business & public admin.
Mann Library Building F4, agriculture-home economics library, Finance Office, Bailey Hortorium
McGraw Hall C4, anthropology, geological sciences, sociology
Lua A. Minns Garden E5
Moakley House H2, golf, recreation
Morrill Hall C4, modern languages, psychology
Morrison Hall H5, animal science
Helen Newman Hall E2-3, women's physical ed.
Newman Laboratory D4, nuclear studies
Noyes Lodge D3, cafeteria, recreation
Noyes Student Center AB5
Nuclear Reactor Laboratory CD6
Observatory F3
Olin Hall of Chemical Engineering C5
John M. Olin Library C4-5, graduate research
Ornithology Laboratory H2, Sapsucker Woods Rd.
Parking Lots "A" and "B" E1, J5
Phillips Hall D6, electrical engineering
Plantations Office G4
Plant Science Building E4
Pleasant Grove Apts. F1-2, student families
Kenneth Post Laboratory H4-5, floriculture
Poultry Virus Disease Laboratory J5
Radiation Biology Laboratory H2
Rand Hall D3, international studies
Research Park H2 (Brown Rd.)
Rice Hall F5, poultry science
Riding Hall and Stables F6
Riley-Robb Hall G5, agricultural engineering
Prudence Risley Hall D2, women's residence
Roberts Hall E4, agriculture admin., biological sciences, communication arts
Rockefeller Hall D4, physics
Sage Chapel C5
Sage Graduate Center C5, Graduate School
Savage Hall D4, nutrition
Schoellkopf Field & Schoellkopf Hall E6
Service Building F7
Sheldon Court C7, Campus Store, University Publications, Off-Campus Housing
Sibley Hall C3, arch., history, govt., planning
Society for the Humanities D2
Space Sciences Building D4, astronomy, Center for Radiophysics and Space Research
Statler Hall D5, hotel administration
Stimson Hall C5
Stocking Hall G5
Stone Hall E4, education
Suspension Bridge C3
Anabel Taylor Hall C6, interfaith center
Myron Taylor Hall C6, law
Teagle Hall E5, men's physical ed., sports
Television Film Center G5
Thurston Court C2, student residence
Thurston Hall C6, theoretical & applied mechanics
Toboggan Lodge E3, recreation
University Halls, B4-5, men's residences
University Press C2
Upson Hall D6, mech. engineering, computer science
Uris Library C5, undergraduate library
U.S. Plant, soil, & Nutrition Laboratory H5
Utilities Section E5
Martha Van Rensselaer Hall & North Wing E4, home economics
Vegetable Crops Gardens G7
Veterinary College J4-5
Veterinary Virus Research Laboratory G7
Visitor Information Centers, Willard Straight C5, Day Hall C5
Von Cramm Scholarship Hall A4, men's residence
Warren Hall E4, agric. economics, rural sociology
White Hall C4, mathematics
Andrew D. White Museum of Art D4
Willard Straight Hall, C5, student union
Wilson Synchrotron Laboratory FG6
Wing Hall G5, biochemistry & molecular biology