



40 YEAR COMPARISON — Dean Loyd, 823 Bolivar, compares the 1920 telephone directory with the 1961 look which was mailed today to more than 14,000 subscribers. Design of telephones has changed during the 40 year period from the pedestal type at left to the lighter "princess" phone at right. (Staff Photo)

New Directory Out Today

Old Phone Directory Recalls Bygone Era Of 'Old Greenville'

A chronicle of the times—and perhaps the most widely used book of modern times—is the telephone directory.

The 1961 directory which comes out today affords an interesting comparison with a copy of the 1920 telephone book unearthed in the demolition of an old house in Greenville's 40 year evolution from town to city, the book has undergone extensive changes in size, shape and content.

A small, water thin book, the 1920 directory had 1428 listings. The new city directory has more than 11,000 listings.

It's much harder to keep up with the Jones now days with 58 listed in the new phone book. There were only five in 1920. There were 1,625 phones in Greenville opposed to 14,685 today.

Only 11 Negroes in town had telephones. "Col." was placed in Delta Democrat-Times 12 Wednesday, March 1, '61

GREENVILLE used to sport a grand opera house, a prep school for boys, a sanitarium, a handy kitchen and a unique establishment on Washington Avenue called the "Tokyo Tea Room". The "yellow pages" were not yellow in those days and interspersed throughout the book.

Advertisers made curious promises. The Delta Undertaking Co. assured customers that "Special Attention" was "given to County Orders."

A hardware store advertised "wagons and talking machines" in the same breath.

Finger Bros. Bankers declared they "Baked the New Way, by Electricity, Which is the Most Sanitary Method Known."

Rules and regulations of the telephone company, the Cumberland Telephone and Telegraph Co., at that time, were pretty strict. The company warned subscribers their telephone "may be removed" if they allowed its use by "parties" other than "family or employees." The company also recommended: "In answering a call do not say 'Hello'. State your name."

STREET numbers of businesses were omitted in the 1920 directory because they were "not essential to the operation of the company's business." House numbers were included.

The page where you might expect the greatest disparity—the listing of the long distance rates—showed little change. A call to Indianapolis cost 25 cents for three minutes. A call to Leland and Arcola was long distance then while now a part of the regular telephone service.

Even though the long distance rates in the state have increased a bit; the out of state rates have been reduced. For example in 1920 it cost \$1.60 to make a three minute person to person call to New Orleans. Today the same call costs 85 cents.

Other charges such as "report charge" when the operator told you in a person to person call when or where you could reach your party have been eliminated. There is no extra charge today for the information.

Throughout the 40 years of change some places have retained their name and location. Among those on Washington Ave. are Johl and Bergman, Greenleys, Nelm's and Blum, The Leader, Loyalacomo Shoe Store, the Court House, Depot and Olympian Club.

ON MAIN ST. Henderson and Baird, Masonic Lodge, First National Bank, St. Joseph's Church, Hebrew Union Temple, and H. N. Alexander and Sons were in their present locations.

Other places in town with the same name and location includes Frank's Cafe; King's Daughter's Hospital, the Levee Board and the Greenville Steam Laundry.

The old telephone book was discovered by E. N. McAlexander when an old house was torn down to make room for the M and M Towing Co., on S. Walnut. He gave the book to Dean Loyd, 828 Bolivar.

The new telephone directories were shipped directly to Greenville today from the district Southern Bell office in Nashville. Deadline for delivery is March 6. A total of 20,331 persons registered for directors this year according to Jack V. Madison, local office manager.

He pointed out that the total number of telephones in the Greenville exchange has nearly doubled in the past decade. To be exact the number has increased 89 per cent, from 7,692 at the end of 1950 to 14,531 at the end of 1960. "The growth was spread out evenly over the ten year period," he said.

Delta Playhouse To Present Easter Play

CLEVELAND — Delta Playhouse, Delta State College dramatic organization, will present "Family Portrait," a three-act inspirational play, at 8 p.m. Thursday, March 16 at Broom Memorial Auditorium.

Miss Ruth Williams, associate professor of speech, is directing the play depicting the last three years of Christ's life, which was written by Lenore Coffee and William Joyce Cowen.

AMONG those portraying principal characters will be mid-Deltas Kyle D. Young, Bill Givens, Richard Myers, Hugh Keenan, Larry Givens and Ellis Tucker, all of Cleveland; Joe Williamson, of Hollandale, and Sara Valencino, of Greenville.

Mid-Deltas working behind the scenes will be Betty Rozier, Cleveland, makeup; Dorothy Jefferson, Shaw, costumes; Jerry Payner, Loyalacomo and Samuel Pentas, Rolling Fork, scenery.

Hoffa Wins Fight Against Watchdog Board

WASHINGTON (AP) — James R. Hoffa Tuesday won his three-year battle with the board of monitors assigned to clean up the Teamsters Union. Hoffa intends to run for re-election as president of the 1.7-million-member union, along with other top officers, and he almost certainly will win easily. He thus will regain full control of the Teamsters, free of supervision by the monitors and the courts.

HE told reporters freedom from the monitorship will clear the way for his union to launch big organizing drives in the airlines and in the industrial field—branching out far beyond the Teamsters' mid-May in Miami, Fla. Moving swiftly to follow through on Judge Letts' ruling, Hoffa laid plans to hold the convention in

press their case may number them.

The three-man board of monitors has been practically dormant for several months because it has gotten bogged down in litigation and lacks a chairman.

The monitors came close last spring to breaking Hoffa's power, but then a series of opinions by the U.S. Court of Appeal turned the tide.



3 GIGANTIC

DOLLAR DAYS

THURSDAY, FRIDAY AND SATURDAY ONLY!

MEN'S WHITE T-SHIRTS

Sleeveless Style — Made by a Nationally known maker — Sizes S, M, L — 89c Value — Dollar Day —

2 For \$1.00

—FIRST FLOOR

USE OUR FLEXIBLE CHARGE ACCOUNT

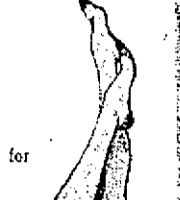
Women's 98c Seamless NYLON HOSE

All New Spring Shades! Sizes 8½ To 10½

Nationally Advertised Brands — Special for Dollar Days

2 Pairs \$1.00

—FIRST FLOOR



Men's White HANDKERCHIEFS

Full Size 18 x 18 Buy "Em By The Dozen Dollar Day Special

\$1.00 Doz.

—FIRST FLOOR

45 Boys' SWEATERS

Values To \$3.95 Only 45 Left To Go At

\$1.00 Each

—FIRST FLOOR

48 Inch DRAPERY and SLIP COVER FABRICS

A clean up of fabrics that were priced up to \$1.49 yard — Choice of moderns, provincials and floral patterns.

2 Yards \$1.00

MOTHERS LOOK! 250 LONG SLEEVE

PERCALE SHEETS

In stripes, florals and solid colors — Slight irregular of \$3.50 quality.

- 72x108 \$2.00
- 81x108 \$2.00
- 90x108 \$2.00

—SECOND FLOOR

BOYS SPORT SHIRTS

Made by Tom Sawyer and Campus — Sizes 2 to 20

Sells for \$1.99 and \$2.99 — For Dollar Days Only — (Limit 2 To A Customer)

\$1.00 Ea.

—FIRST FLOOR



DRESS MAKER SAMPLES

Assorted dress fabrics that sold up to \$1.49 a yard in 3 to 6 yard lengths.

2 Yards \$1.00

—FIRST FLOOR

Assorted GARDEN TOOLS

- CULTIVATORS
- TROWELS
- THREE PRONG HOES
- WEEDERS
- TRANSPLANTERS

3 For \$1.00

—SECOND FLOOR

50 Boys' RAINCOATS

Not all sizes but you can buy these for this exceedingly low price!

Values To \$5.00 Dollar Day Special

\$1.00 Ea.

—FIRST FLOOR

Men's STRETCH SOX

Banlons and Nytons — Fits sizes 10 to 13 sock size —

2 Pairs \$1.00

—FIRST FLOOR

UNBLEACHED DOMESTIC

Remnants of 25c per yard quality — Dollar Day Special.

10 Yards \$1.00

—FIRST FLOOR

Plastic Garbage Containers

12 Quart Capacity With Lid Cover Assorted Colors

\$2.00

—SECOND FLOOR



Happy SAFE Combination

4⁰⁰/₁₀₀ Earnings

INSURED

IT'S SO NICE TO HAVE!

WASHINGTON COUNTY SAVINGS and Loan Association

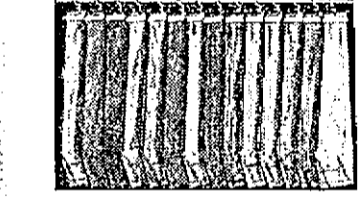
FOR DOLLAR DAYS ONLY!
ENTIRE STOCK

Men's and Young Men's Cotton IVY SLACKS

Sizes 12 To 20 and 28 to 42 Waist Values To \$5.95

Your Choice \$3.00 Pr.

—FIRST FLOOR



LADIES' SWEATERS

- Cardigans
- Slipovers
- Vest Styles

Values To \$10.95

\$3

- FUR BLENDS
- WOOLS
- ORLONS

—SECOND FLOOR



SHOES

200 Pairs of Women's Spring and Summer Flats and Casuals — Regular Values To \$5.99

\$2 Pr.

- FLATS
- WEDGES
- STRAWS
- LEATHERS
- BONE
- BLACK
- BEIGE

—FIRST FLOOR

3 1/2 Quart POLY WATER PITCHER

Exclusive "Snap-On" Air-tight Lid and Spout Cap. Guaranteed By Good House-keeping.

\$1.00

—SECOND FLOOR

Plastic HOUSEWARES

CONSISTING OF

- 2 QT. UTILITY PITCHERS
- SINK MATS
- DUST PANS
- SINK SADDLES
- 3 QT. MIXING BOWLS
- 3 QT. BASINS
- KING SIZE ICE CUBE TRAYS
- CUTLERY TRAYS
- 4 PC. LEFTOVER BOWLS WITH LIDS
- 6 PC. TUMBLER SET

Choice of **2 For \$1.00**

—SECOND FLOOR

RUGS \$1.00

Assorted Sizes Values To \$3.95

—SECOND FLOOR

BATH TOWELS

Heavy quality 22 x 44 and 24 x 48 inch Size, Stripes and Fancy Patterns

2 For \$1

—SECOND FLOOR

50 MEN'S SWEATERS

Slipover and Cardigan Styles Values To \$8.95 Your Choice

\$3.00

—FIRST FLOOR

35 Children's JACKETS

Light Weight For Cool Weather Values to \$4.99

\$1.00

WHILE THEY LAST ONLY

—FIRST FLOOR

Men's UNDER SHORTS

78c Values — Sizes 28 to 42 Boner Type All Guaranteed Fast Colors

2 Pairs \$1.00

—FIRST FLOOR

WOMEN'S BLOUSES

Mostly Cotton Styles In Sizes 32 To 32 — Nationally Advertised Brands — Sold Up To \$4.99

2 For \$3.00

—SECOND FLOOR

Heirloom and Chenille BED SPREADS

White and assorted colors — Twin and Double Bed Size — Values to \$9.95

\$5

—SECOND FLOOR

GIRLS' NEW EASTER DRESSES

Suitable for dress or school wear. Choice of cottons or synthetics.

Values To \$4.95

2 For \$5

or \$2.77 Each

—SECOND FLOOR



GIRLS' SWEATERS

Style of Banlon and Orlon Sizes 4 To 16 White And Assorted Colors Values To \$4.99

\$1.00

—SECOND FLOOR

Sam Steins

SINCE 1907

"GREENVILLE'S OWN STORE"

SALE Of Children's SHOES

\$4.97

REG. \$6.99 VALUES



Slippers Oxfords Pumps Straps

Black Patent White Black Brown Black & White Brown & White

Sizes 8 1/2-3 A-D Widths