

JONESBORO—NETTLETON  
ARKANSAS

TELEPHONE DIRECTORY

JUNE, 1940



SOUTHWESTERN BELL TELEPHONE COMPANY



SEE PAGES 1 TO 3 FOR EMERGENCY CALLS  
AND OTHER IMPORTANT INFORMATION



## "WHERE TO, PLEASE?"

"I'm your Long Distance operator. I'll take you almost anywhere you want to go—quickly, easily, inexpensively. Rates to many out-of-town points are listed below. If there are any others you would like to know, just ask me."



### Long Distance Rates From Jonesboro, Ark.

NIGHT AND SUNDAY RATES APPLY FROM 7 P.M. TO 4:30 A.M. AND ALL DAY SUNDAY RATES ARE FOR 3 MINUTES (On Station-to-Station Calls of 25 Cents or Less, 5 Minutes)

| From<br>JONESBORO<br>To | STATION-TO-<br>STATION |                         | PERSON-TO-<br>PERSON |                         | From<br>JONESBORO<br>To | STATION-TO-<br>STATION |                         | PERSON-TO-<br>PERSON |                         |
|-------------------------|------------------------|-------------------------|----------------------|-------------------------|-------------------------|------------------------|-------------------------|----------------------|-------------------------|
|                         | WEEK-<br>DAYS          | NIGHTS<br>AND<br>SUNDAY | WEEK-<br>DAYS        | NIGHTS<br>AND<br>SUNDAY |                         | WEEK-<br>DAYS          | NIGHTS<br>AND<br>SUNDAY | WEEK-<br>DAYS        | NIGHTS<br>AND<br>SUNDAY |
| Akron, Ohio             | \$1.70                 | \$1.15                  | \$2.25               | \$1.70                  | Kennett, Mo.            | \$ .35                 | \$ .35                  | \$ .50               | \$ .50                  |
| Alton, Mo.              | .45                    | .35                     | .65                  | .55                     | Leachville, Ark.        | .25                    | .25                     | .30                  | .30                     |
| Ashville, N. C.         | 1.40                   | .85                     | 1.85                 | 1.30                    | Lepanto, Ark.           | .25                    | .25                     | .30                  | .30                     |
| Atlanta, Ga.            | 1.30                   | .80                     | 1.75                 | 1.25                    | Little Rock, Ark.       | .70                    | .40                     | 1.00                 | .70                     |
| Atlantic City, N. J.    | 2.30                   | 1.55                    | 3.05                 | 2.30                    | Los Angeles, Cal.       | 3.25                   | 2.25                    | 4.25                 | 3.25                    |
| Augusta, Ark.           | .40                    | .35                     | .50                  | .50                     | Malden, Mo.             | .45                    | .35                     | .65                  | .55                     |
| Batesville, Ark.        | .45                    | .35                     | .55                  | .55                     | Manila, Ark.            | .25                    | .25                     | .30                  | .30                     |
| Birmingham, Ala.        | 1.00                   | .60                     | 1.35                 | .95                     | Marianna, Ark.          | .50                    | .35                     | .60                  | .60                     |
| Black Rock, Ark.        | .25                    | .25                     | .30                  | .30                     | Marked Tree, Ark.       | .25                    | .25                     | .30                  | .30                     |
| Blytheville, Ark.       | .40                    | .35                     | .50                  | .50                     | Marmaduke, Ark.         | .25                    | .25                     | .30                  | .30                     |
| Booneville, Ark.        | 1.00                   | .60                     | 1.35                 | .95                     | Marvell, Ark.           | .60                    | .35                     | .80                  | .65                     |
| Brinkley, Ark.          | .50                    | .35                     | .60                  | .60                     | Memphis, Tenn.          | .40                    | .35                     | .55                  | .50                     |
| Camden, Ark.            | 1.00                   | .60                     | 1.35                 | .95                     | Miami, Fla.             | 2.30                   | 1.55                    | 3.05                 | 2.30                    |
| Campbell, Mo.           | .40                    | .35                     | .55                  | .50                     | Mobile, Ala.            | 1.30                   | .80                     | 1.75                 | 1.25                    |
| Cardwell, Mo.           | .25                    | .25                     | .35                  | .35                     | Monticello, Ark.        | .90                    | .55                     | 1.25                 | .90                     |
| Caruthersville, Mo.     | .40                    | .35                     | .55                  | .50                     | Nashville, Ark.         | 1.10                   | .65                     | 1.50                 | 1.05                    |
| Charleston, Mo.         | .55                    | .35                     | .75                  | .55                     | Newport, Ark.           | .30                    | .30                     | .40                  | .40                     |
| Chicago, Ill.           | 1.40                   | .85                     | 1.85                 | 1.30                    | New Orleans, La.        | 1.35                   | .85                     | 1.80                 | 1.30                    |
| Cincinnati, Ohio        | 1.30                   | .80                     | 1.75                 | 1.25                    | New York, N. Y.         | 2.30                   | 1.55                    | 3.05                 | 2.30                    |
| Clarendon, Ark.         | .55                    | .35                     | .75                  | .60                     | Osceola, Ark.           | .35                    | .35                     | .45                  | .45                     |
| Conway, Ark.            | .65                    | .35                     | .85                  | .70                     | Parkin, Ark.            | .30                    | .30                     | .40                  | .40                     |
| Corning, Ark.           | .30                    | .30                     | .40                  | .40                     | Piggott, Ark.           | .40                    | .35                     | .50                  | .50                     |
| Cotton Plant, Ark.      | .45                    | .35                     | .55                  | .55                     | Pine Bluff, Ark.        | .75                    | .45                     | 1.05                 | .75                     |
| Dallas, Tex.            | 1.35                   | .85                     | 1.80                 | 1.30                    | Pocahontas, Ark.        | .30                    | .30                     | .40                  | .40                     |
| Dermott, Ark.           | .90                    | .55                     | 1.25                 | .90                     | Poplar Bluff, Mo.       | .45                    | .35                     | .65                  | .55                     |
| De Soto, Mo.            | .75                    | .45                     | 1.05                 | .75                     | Portia, Ark.            | .25                    | .25                     | .30                  | .30                     |
| Detroit, Mich.          | 1.70                   | 1.15                    | 2.25                 | 1.70                    | Rogers, Ark.            | 1.00                   | .60                     | 1.35                 | .95                     |
| Dexter, Mo.             | .45                    | .35                     | .65                  | .55                     | Russellville, Ark.      | .75                    | .45                     | 1.05                 | .75                     |
| Earle, Ark.             | .30                    | .30                     | .40                  | .40                     | Searcy, Ark.            | .50                    | .35                     | .60                  | .60                     |
| El Dorado, Ark.         | 1.05                   | .60                     | 1.40                 | .95                     | Senath, Mo.             | .35                    | .35                     | .50                  | .50                     |
| Eureka Spgs., Ark.      | .95                    | .55                     | 1.30                 | .90                     | Sikeston, Mo.           | .50                    | .35                     | .70                  | .55                     |
| Fayetteville, Ark.      | 1.00                   | .60                     | 1.35                 | .95                     | Spokane, Wash.          | 3.25                   | 2.25                    | 4.25                 | 3.25                    |
| Forrest City, Ark.      | .40                    | .35                     | .50                  | .50                     | Springfield, Mo.        | .75                    | .45                     | 1.05                 | .75                     |
| Fort Smith, Ark.        | 1.05                   | .60                     | 1.40                 | .95                     | Stamps, Ark.            | 1.10                   | .65                     | 1.50                 | 1.05                    |
| Hamburg, Ark.           | 1.00                   | .60                     | 1.35                 | .95                     | St. Joseph, Mo.         | 1.20                   | .75                     | 1.60                 | 1.15                    |
| Hardy, Ark.             | .40                    | .35                     | .50                  | .50                     | St. Louis, Mo.          | .80                    | .50                     | 1.10                 | .80                     |
| Harrison, Ark.          | .75                    | .45                     | 1.05                 | .75                     | St. Paul, Minn.         | 1.75                   | 1.15                    | 2.35                 | 1.75                    |
| Hayti, Mo.              | .40                    | .35                     | .55                  | .50                     | Stuttgart, Ark.         | .65                    | .35                     | .85                  | .70                     |
| Heber Spgs., Ark.       | .50                    | .35                     | .60                  | .60                     | Texarkana, Ark.         | 1.15                   | .65                     | 1.55                 | 1.05                    |
| Helena, Ark.            | .60                    | .35                     | .80                  | .65                     | Thayer, Mo.             | .45                    | .35                     | .65                  | .55                     |
| Hope, Ark.              | 1.05                   | .60                     | 1.40                 | .95                     | Trumann, Ark.           | .15                    | .15                     | .20                  | .20                     |
| Hot Springs, Ark.       | .85                    | .50                     | 1.20                 | .85                     | Van Buren, Ark.         | 1.05                   | .60                     | 1.40                 | .95                     |
| Houston, Tex.           | 1.45                   | .90                     | 1.95                 | 1.40                    | Vanndale, Ark.          | .30                    | .30                     | .40                  | .40                     |
| Imboden, Ark.           | .30                    | .30                     | .40                  | .40                     | Warren, Ark.            | .90                    | .55                     | 1.25                 | .90                     |
| Jackson, Tenn.          | .60                    | .40                     | .85                  | .65                     | Washington, D. C.       | 2.00                   | 1.35                    | 2.65                 | 2.00                    |
| Joplin, Mo.             | .90                    | .55                     | 1.25                 | .90                     | Wynne, Ark.             | .35                    | .35                     | .45                  | .45                     |
| Kansas City, Mo.        | 1.10                   | .70                     | 1.50                 | 1.10                    |                         |                        |                         |                      |                         |

Rates quoted do not include the 2 per cent Arkansas Retail Sales Tax, where applicable. On calls costing from \$.50 to \$.99, federal tax is 10 cents; from \$1 to \$1.99, tax is 15 cents; \$2 and over, 20 cents.

# TELEPHONE DIRECTORY

## JONESBORO, ARK.

### EMERGENCY CALLS

**FIRE** . . . . . Call Fire Department  
**POLICE** . . . . . Call Police Department

### TELEPHONE SERVICE CALLS

To place a long distance call .....—Call "Long Distance"  
To call a rural subscriber .....—Call "Number Listed"  
For local telephone numbers not in  
directory .....—Call "Information"  
To obtain telephone numbers in other  
cities .....—Call "Long Distance"  
To report a telephone out of order .....—Call "Repair Service"  
To obtain assistance or report unsatis-  
factory service .....—Call "Supervisor"  
To obtain information about contracts,  
bills, moving telephone, etc. ....—Call 9800

### SERVICE DIFFICULTIES

**T**O give uniform courtesy and politeness is an imperative rule of this Company, and all employees are required to be courteous and patient at all times. Our aim is to render a service that will be satisfactory to our customers. We realize that difficulties will sometimes occur despite all our efforts to avoid them. If service is unsatisfactory, prompt report should be made of it to the Supervisor. Do not report unsatisfactory service to the operators, as conversations, by operators, beyond that necessary to complete connections, impair the service. Reports of unsatisfactory service should be telephoned, not written, as a more satisfactory investigation is possible when an immediate report is made to the Supervisor.

**SOUTHWESTERN BELL TELEPHONE COMPANY**

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# General Information

## Service Applications, Changes and Discontinuances

Applications for new service, changes in or additions to existing service or equipment, may be made at our business office, by mail, in person, or by telephone. Ample notice will help us move telephone equipment so that service will be practically uninterrupted. Because a large number of telephones are moved, it is desirable that subscribers give sufficient notice before moving. On account of the unusual number of moves in Spring and Fall months of the year, more than ten days' notice should be given.

## Bills and Payments

Bills are rendered monthly and upon receipt are payable at our business office, by mail, or in person. They cover local service charges in advance for a one month period from date of the bill, and long distance charges for a one month period preceding the date of the bill. Prompt payment of bills is requested. If bills become delinquent, service may be denied. When service is denied because of non-payment a charge is applicable for restoration of service.

## Proper Use of "Customer Service"

Customer telephone service, as distinguished from public and semi-public telephone service, is furnished only for use by the customer, his family, his guest, employees or business associates, or persons residing in the customer's household, except as the use of the service may be extended to joint users. The Telephone Company has the right to refuse to install customer service or to permit such service to remain on premises of a public or semi-public character when the instrument is so located that the public in general or patrons of the customer may make use of the service. At such locations, however, customer service may be installed, provided the instrument is so located that it is not accessible for public use.

## Visits to Exchanges

The Company invites those interested to visit the exchanges on any day, except Sunday and holidays between the hours of 8 a. m. and 5 p. m. The operation of a switchboard and other features of the telephone business will, we believe, prove of interest. Just ask for the Chief Operator.

## Directories

This telephone directory is issued by the Southwestern Bell Telephone Company and remains the property of the Company. No binder, holder, or auxiliary cover, except such as may be furnished by the Company, shall be used in connection with any telephone directory furnished by the Company. Directories are not to be mutilated and are to be delivered to the carrier who leaves the new directory.

It is for the subscriber's benefit that all old directories are collected by the carrier when new issues are delivered. Numbers are frequently changed and the use of obsolete copies results in calling wrong numbers. If you do not receive the new directory, or if additional copies are needed, call or write the Business Office.

## Errors in This Directory

While every effort is made to improve each issue of the directory and to eliminate all errors, yet the Company does not assume any liability because of errors and omissions that may occur in this directory. Occasionally, however, errors will be found. It will help if you will check your own listing in the directory, and if it is incorrect in any way, call the Business Office, so that it will be corrected in the next issue. To lessen the possibilities of error it will be helpful to report any changes in listings as soon as their need becomes known instead of waiting until near the closing date. This will avoid the possibility of waiting too long, and not getting the change in the next directory.

## Advertising Telephone Numbers

Business firms often find it useful to place their telephone numbers on stationery, cards, and advertising. We recommend doing this, but the growth of the city and the corresponding growth of telephone facilities sometimes requires the change of numbers. It is therefore suggested that such stationery and cards which show the number not be printed in quantities that would involve a loss due to changes that might be necessary as a result of the number being changed with a subsequent directory.

Firms who have more than one telephone number will receive the greatest benefits from their service if the numbers are grouped or consecutive, and only the lowest number of the group is advertised.

# How to Make Out of Town Calls



Decide first whether the lower priced "Station-To-Station" service can be used or whether the higher priced "Person-To-Person" service is necessary. To help you decide, these calls are explained below.

## How to Place the Call

### Station-to-Station Calls

A station-to-station call is one on which you talk to anyone who answers at the called telephone. The rate on a station-to-station call is lower than the rate for a call to a particular person.

To place a station-to-station call, call Long Distance, and when "Long Distance" answers give the operator your call.

*If you know the number, say, for example, "I want Pine Bluff, Arkansas, 4568." If you do not know the number, say, for example, "I want Rogers, Arkansas, John Doe's residence at 1422 Swiss Avenue," or "I want Little Rock, Arkansas, the Cosmopolitan Hotel."*

*If you know the number of the telephone, give it to the long distance operator. It will speed your service materially. "Long Distance" will be glad to supply numbers in principal cities on request.*

A three-minute connection is allowed before "overtime" charges begin.

### Features of Station-to-Station Calls

1. They are completed more quickly.
2. The rates are less than on "person-to-person" calls.
3. There are no report charges on "station-to-station" calls, except in the case of collect calls not completed because of the refusal of the called party to accept the charges.
4. Rates are reduced after 7 p. m. if initial period rate exceeds 35 cents. The time of day at the originating point when conversation starts determines whether the day or night rate applies.
5. Charges begin when the called telephone is answered.

6. Charges may be "reversed" without any change in rate when the rate is 25 cents or more. A slight additional charge is made when the initial rate is less than 25 cents.

### Person-to-Person Calls

A person-to-person call is one on which you talk only to a particular person. The rate on a person-to-person call is higher than the rate on a station-to-station call.

To place a person-to-person call, call Long Distance, and when "Long Distance" answers give the operator your call. Example: "I want Ft. Smith, Arkansas, 6789, Mr. Jones," or "I want Helena, Arkansas, Mr. James Warren at 1604 Fremont Street."

*If you know the number of the telephone, give it to the long distance operator. It will speed your call. "Long Distance" will be glad to supply numbers in principal cities on request.*

The charges can be reversed.

A three-minute connection is allowed before "overtime" charges begin.

If the called telephone is reached but the call cannot be completed because the person desired is not available and cannot be reached elsewhere, a nominal report charge is made to compensate the Telephone Company for the work done on the call.

### Collect Calls

If the charges on the call you are placing are to be paid at the distant telephone, you should tell the operator when filing the call that it is a "collect" call. The charges if accepted at the distant telephone, will be billed to that telephone.















|  |         |
|--|---------|
| Wells M E r 615 E Oak                      | 445-J   |
| Wells Pruitt D r 301 E Cherry              | 1597    |
| Wells S F r 1407 S Main                    | 99-J    |
| Welsh M P r 1003 Jefferson                 | 389     |
| Werner J W osteo phy 110 Warner            | 491     |
| West Ernest r 318 W Washington             | 1040-J  |
| West F E r 1808 Aggie                      | 907-W   |
| West R H r 305 Madison                     | 412-J   |
| West & West abstrctr Gregg bldg            | 567     |
| Westbrook J L r 1101 Olive                 | 1227    |
| Westbrooke E L atty 202½ W Washington      | 80      |
| Residence 620 W Washington                 | 118     |
| Westbrooke Edward L Jr r 1221 W Washington | 408     |
| Westbrooke J C r 1215 W Washington         | 1091    |
| Western Auto Associate Store 237 S Main    | 1096    |
| Western Union Telegraph Co 409 S Main      | 425     |
| Wheatley Archer atty McAdams Trust bldg    | 1044    |
| Residence 1104 Madison                     | 431     |
| Wheeler Elizabeth Mrs r 638 Strawn         | 857-W   |
| Wheeler Vida Miss r 820 W Huntington       | 1494    |
| Whidden J P r 1006 Warner                  | 280     |
| White Chas r RFD 3                         | 28-R-2  |
| White D B r 732 Warner                     | 1118-W  |
| White J T r Mallory ct                     | 635     |
| White Wallace r 1100 Madison               | 1318    |
| White's Cash Groc 330 Carson               | 1236    |
| Whitford M S r 110 E College               | 1895-W  |
| Whitley R M r 601 Flint                    | 689-J   |
| Whitlow Bob C r RFD 3                      | 26-J-1  |
| Whitlow Eva Mrs r 217 W Washington         | 2059    |
| Whitsitt E L r Arkansas State College      | 666-J   |
| Whittaker Wm Loyd r Nichols apts           | 528-J   |
| Wike Eva Mrs r 217 E Washington            | 262-W   |
| Wilcox J W r 201 E Nettleton               | 986-W   |
| Wilford B L Rev r 907 Huntington           | 479-R   |
| Wilhite W L r 106 Warner                   | 1881    |
| Wilkerson Cliff r 1303 Oakhurst            | 295     |
| Wilkerson F R r 816 Kitchen                | 1404    |
| Wilkes Mildred A Mrs r 905 S Main          | 2017    |
| Wilkins D H r RFD 3                        | 30-J-11 |
| Wilkins H U r 1422 S Main                  | 1287    |
| Willcockson Homer H r 524 E Oak            | 1396    |
| Willcox W L r 216 N Drake                  | 213-J   |
| Willett Joe C r RFD                        | 10-F-15 |
| Willett R H Dr ofc 714 S Main              | 347     |
| Residence 628 W Oak                        | 326     |
| If no answer call                          | 1366    |
| Willey Chas H r 1202 S Culberhouse         | 1264    |
| <b>WILLIAMS BEANS HDW CO</b> 242 S Main    | 444     |
| Williams C H r 1415 Angelus                | 834-J   |
| Williams C S r Aggie rd                    | 1032    |
| Williams Elizabeth Mrs r 726 Warner        | 788     |
| Williams Florence Miss r 200 Richmond      | 1240-W  |
| Williams Frank D r 1205 S Main             | 236     |
| Williams Serv Sta S Main                   | 715     |

|   |          |
|---|----------|
| Williamson Don r 534 W Washington       | 2032     |
| Wilson C E r 529 W Matthews             | 362      |
| Wilson C F Rev r 707 Warner             | 1087-W   |
| Wilson Ella G Mrs r 821 Vine            | 217-M    |
| Wilson Ezel Mrs r 900 W Monroe          | 1041-J   |
| Wilson's Shoppe 318 S Main              | 913      |
| Wimpy Gus r RFD 3                       | 24-R-2   |
| Wimpy Norman r RFD 5                    | 1179-W-1 |
| Winchell J F r 831 Huntington           | 1230-W   |
| Winer Louise Confty 331 S Church        | 1408     |
| Winer Sam r 308 East                    | 493-W    |
| Winter Franklin W r 808 Madison         | 963      |
| Winters F L r 415 Jefferson             | 749      |
| Winters Hansel T r 1221 Culberhouse     | 1189-J   |
| Wofford Mitchell r 1010 Logan           | 1098-W   |
| Wolfert A L r 806 Flint                 | 597-W    |
| Wolfert Oil Co Aggie rd                 | 47       |
| Womack J P r 1117 Madison               | 159      |
| Womack John G r 302 W Matthews          | 893-W    |
| Wood John r RFD 3                       | 25-J-1   |
| Wood O D r S Flint St rd                | 488-W    |
| Wood S W r RFD 3                        | 30-W-3   |
| Woods Bros groc 107½ E Huntington       | 704      |
| Woods Chas r RFD 3                      | 26-R-3   |
| Woods Ethel Miss r 215 W Matthews       | 1206-W   |
| Woodson E B r 1436 S Flint              | 1050     |
| Woolworth F W Co 305 S Main             | 187      |
| Word R C r 1617 S Church                | 343-W    |
| Work Projects Admin 116½ E Jackson      |          |
| Area Supv                               | 1427     |
| Engineer                                | 1430     |
| Intake & Certification Div              | 1428     |
| Recreation Supervisor 104½ W Washington | 1248     |
| Warehouse 219 East                      | 190      |
| Women's Professional Div                | 1429     |
| Wrenn H M r 218 S Bridge                | 1696-J   |
| Wright H W r 630 Strawn                 | 729-W    |
| Wyatt J F Mrs r 1248 Haven              | 473-W    |
| Wyatt Victor r 721 W Matthews           | 762-J    |
| Wyatt William H r Aggie rd              | 869-W    |
| Wyatt Winford r 1209 W Washington       | 392-J    |
| Wyche Jack r RFD 4                      | 1125-J-1 |

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|--|---------|
| Yarbrough J J r RFD 3                  | 26-R-11 |
| Yarbrough W A r 701 W Monroe           | 383     |
| Yerkes C C r 601 Floyd                 | 174-W   |
| Yopp W W Jr r 115 E Cherry             | 260     |
| Young J C osteo phy 401½ S Main        | 880     |
| Residence 415 McClure                  | 395     |
| Young Joe Clay atty McAdams Trust bldg | 1351    |
| Residence 1600 S Church                | 1450    |
| Young Men's Civic Club Frierson bldg   | 304     |