



MEMPHIS
TAILOR
DISCOUNT

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DISCOUNT

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South Main Street Historic District

272 S. Main (Hotel Chisca)

Memphis, Shelby County, Tennessee

PHOTOGRAPHER: Lloyd Ostby

DATE: February 1982

NEGATIVE: City of Memphis, Division of
Housing and Community Development

Northwest elevation, facing southeast

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THE YEAR
2000

KING OF THE TURTLE
FINE
ARTHUR

PIERCE
CLEANER

PIERCE & MAIN TAILORS

South Main Street Historic District

263 S. Main (Adler Hotel)

Memphis, Shelby County, Tennessee

PHOTOGRAPHER: Lloyd Ostby

DATE: February 1982

NEGATIVE: City of Memphis, Division of
Housing and Community Development

East elevation, facing west



BLOOD
DONOR CENTER

GEORGE
PRINTING

KOSHER

EGGS

GEORGE

LUBRICATION

GEORGE

PRINTING

South Main Street Historic District

South Main Street

Memphis, Shelby County, Tennessee

PHOTOGRAPHER: Lloyd Ostby

DATE: February 1982

NEGATIVE: City of Memphis, Division of
Housing and Community Development

Facing southeast from near Pontotoc

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\$10000 Stock
GOOD USED
FURNITURE &
APPLIANCES
WE BUY DISCOUNT

TRADE-IN
YOUR OLD FURNITURE
EASY TERMS
WE BUY OLD FURNITURE

310
FREE PARKING IN REAR

Master charge
LOAN TO
BANK AMERICARD
APPROVED

Complete
Home Furnishings
Store Financing

306
19
259

SPC
WARRANTY
15377
EXTRA BUCKS
11768
DISCOUNT
11228

310

310
259

HAVE
FACTORY SECONDS
CLOSE-OUTS

ACE
SALES CO.
CLOTHING
OUTLET

South Main Street Historic District

310-314 S. Main

Memphis, Shelby County, Tennessee

PHOTOGRAPHER: Lloyd Ostby

DATE: February 1982

NEGATIVE: City of Memphis, Division of
Housing and Community Development

West elevation, facing east

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CE
S CO.
HING
LET



Vertical sign on building facade, partially obscured and difficult to read.

320
H W DISTRIBUTORS
THE HOUSE OF FAITH
Sole and Exclusive Distributors for the following products:
WATERBURY'S PAINTS
Painted in Durham, N.C. — 1948 — 1950 — 1951 — 1952
All other products available on request.

722
Vertical sign on building to the right, partially obscured.

South Main Street Historic District

316-320 S. Main

Memphis, Shelby County, Tennessee

PHOTOGRAPHER: Lloyd Ostby

DATE : February 1982

NEGATIVE: City of Memphis, Division of
Housing and Community Development

West elevation, facing east

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BLANCHARD'S HOTEL



Stone's Antique Shop



HILL'S BAKERY STORE

20
DISTRIBUTORS
OF FAITH
Books, Christian's, Artisans, Canvas, Cleaning Products
RETAIL
Foreign and Domestic Products
Phone 322-9706 Jan 1972

3221
3221
3221

FRESH BREAD
FRESH FRUIT & VEGETABLES

BREAD MACHINE
POOL TABLE

South Main Street Historic District

322-328 S. Main

Memphis, Shelby County, Tennessee

PHOTOGRAPHER: Lloyd Ostby

DATE: February 1982

NEGATIVE: City of Memphis, Division of
Housing and Community Development

West elevation, facing east

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FRANKS LIQUORS

LIQUORS GREEN BEETLE FINE FOODS

CALVERT GIN DISTILLED LONDON DRY GIN Passport Scotch Imported

FRANKS LIQUORS SERVING DOWNTOWN MEMPHIS Since 1939 FRANKS

Green Beetle BAR-GRILL



South Main Street Historic District

325-327 S. Main

Memphis, Shelby County, Tennessee

PHOTOGRAPHER: Lloyd Ostby

DATE: February 1982

NEGATIVE: City of Memphis, Division of
Housing and Community Development

East elevation, facing west



CHAPMAN FURNITURE

NEW & USED FURNITURE



DISCOUNT FURNITURE

Vertical sign on the left side of the building.



CHAPMAN FURNITURE

WE CARRY OUR OWN ACCOUNTS



WE CARRY OUR OWN ACCOUNTS



South Main Street Historic District

335-341 S. Main

Memphis, Shelby County, Tennessee

PHOTOGRAPHER: Lloyd Ostby

DATE: February 1982

NEGATIVE: City of Memphis, Division of
Housing and Community Development

East elevation, facing west

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S & S GROCERY



DELICATESSEN & SNACK
SHOP

24-6000 J. E. P. 425-6000
CONCRETE - CONTRACTORS
ALL FOR CONCRETE WORK

LUMBER
SPECIALTY CO. INC.
WHOLESALE ONLY

South Main Street Historic District

338-344 S. Main

Memphis, Shelby County, Tennessee

PHOTOGRAPHER: Lloyd Ostby

DATE: February 1982

NEGATIVE: City of Memphis, Division of
Housing and Community Development

West elevation, facing east

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We Buy & Sell
USED
FURNITURE
→

CITY OF
ACCOUNTS
& LIQUOR
→

HOVER

SALES
FURNITURE • • • • • APPLIANCES

SALES
300 S. MAIN ST.

350

South Main Street Historic District

346-356 S. Main

Memphis, Shelby County, Tennessee

PHOTOGRAPHER: Lloyd Ostby

DATE: February 1982

NEGATIVE: City of Memphis, Division of
Housing and Community Development

West elevation, facing east

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TESTING
LABORATORY INC
365

WINDY HILL HOTEL

South Main Street Historic District
361-365 S. Main

Memphis, Shelby County, Tennessee

PHOTOGRAPHER: Lloyd Ostby

DATE: February 1982

NEGATIVE: City of Memphis, Division of
Housing and Community Development

East elevation, facing west

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South Main Street Historic District

South Main Street

Memphis, Shelby County, Tennessee

PHOTOGRAPHER: Lloyd Ostby

DATE: February 1982

NEGATIVE: City of Memphis, Division of
Housing and Community Development

Facing south from Talbot

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SMITH

HARRIS COLLEGE

THE WAREHOUSE

TVS
RADIOS

POST

PHOTO

OPEN
7-11
DAILY

Quality
EXP. SERVICE

S

South Main Street Historic District
372-390 S. Main

Memphis, Shelby County, Tennessee

PHOTOGRAPHER: Lloyd Ostby

DATE: February 1982

NEGATIVE: City of Memphis, Division of
Housing and Community Development

West elevation, facing northeast

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OLD
Coca-Cola

378

862
Tyler
**BARBER
COLLEGE**
ALL WORK DONE BY STUDENT ONLY

HOTEL

South Main Street Historic District

378-384 S. Main

Memphis, Shelby County, Tennessee

PHOTOGRAPHER: Lloyd Ostby

DATE: February 1982

NEGATIVE: City of Memphis, Division of
Housing and Community Development

West elevation, facing east

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South Main Street Historic District

South Main Street

Memphis, Shelby County, Tennessee

PHOTOGRAPHER: Lloyd Ostby

DATE: February 1982

NEGATIVE: City of Memphis, Division of
Housing and Community Development

Facing south from 373 S. Main

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396

400

South Main Street Historic District

396-400 S. Main

Memphis, Shelby County, Tennessee

PHOTOGRAPHER: Lloyd Ostby

DATE: February 1982

NEGATIVE: City of Memphis, Division of
Housing and Community Development

West elevation, facing east

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South Main Street Historic District

3387 S. Main

Memphis, Shelby County, Tennessee

PHOTOGRAPHER: Lloyd Costby

DATE: February 1982

NEGATIVE: City of Memphis, Division of
Housing and Community Development

East elevation, facing west



Canipe AMUSEMENT COMPANY

422

424

ROOMS

418

South Main Street Historic District

416-424 S. Main

Memphis, Shelby County, Tennessee

PHOTOGRAPHER: Lloyd Ostby

DATE: February 1982

NEGATIVE: City of Memphis, Division of
Housing and Community Development

West elevation, facing east

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South Main Street Historic District

409-421 S. Main

Memphis, Shelby County, Tennessee

PHOTOGRAPHER: Lloyd Ostby

DATE: February 1982

NEGATIVE: City of Memphis, Division of
Housing and Community Development

East elevation, facing northwest



413

IN LOADING DOCK

DIAMOND
PRINTING
BEST SERVICE
409

South Main Street Historic District
409 S. Main

Memphis, Shelby County, Tennessee

PHOTOGRAPHER: Lloyd Ostby

DATE: February 1982

NEGATIVE: City of Memphis, Division of
Housing and Community Development

East elevation, facing west

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MACHINERY SALES CO.

431

MAIN

South Main Street Historic District

431 S. Main

Memphis, Shelby County, Tennessee

PHOTOGRAPHER: Lloyd Ostby

DATE: February 1982

NEGATIVE: City of Memphis, Division of
Housing and Community Development

East elevation, facing west

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MACHINERY SALES CO.

LATHES - GRINDERS
MILLING MACHINES
LATERS - SHOPS
DRILL PRESSES
BANDSAWS - SAW
PUNCH PRESSES
SCREWDRIVERS

MACHINERY SALES CO.

South Main Street Historic District

South Main Street

Memphis, Shelby County, Tennessee

PHOTOGRAPHER: Lloyd Ostby

DATE: February 1982

NEGATIVE: City of Memphis, Division of
Housing and Community Development

Facing northwest from grounds of Fire
Station #2 (right)

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South Main Street Historic District

487-491 S. Main

Memphis, Shelby County, Tennessee

PHOTOGRAPHER: Lloyd Ostby

DATE: February 1982

NEGATIVE: City of Memphis, Division of
Housing and Community Development

East elevation, facing west



FRANK JAMES HOTEL

Frank James
HOTEL

R

520

520

12 ME FELLOWS Lounge

South Main Street Historic District
516-520 S. Main

Memphis, Shelby County, Tennessee

PHOTOGRAPHER: Lloyd Ostby

DATE: February 1982

NEGATIVE: City of Memphis, Division of
Housing and Community Development

West elevation, facing east

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ED WAREHOUSE

RESTAURANT

Arcade

RESTAURANT

RESTAURANT



South Main Street Historic District

540-550 S. Main

Memphis, Shelby County, Tennessee

PHOTOGRAPHER: Lloyd Ostby

DATE: February 1982

NEGATIVE: City of Memphis, Division of
Housing and Community Development

Northwest elevation, facing southeast



EE EE
EE EE
EE EE
EE EE
EE EE

AVAILABLE
15 ACRES
FOR SALE
CALL 1-800-555-1234

South Main Street Historic District
545 S. Main (Central Station)

Memphis, Shelby County, Tennessee

PHOTOGRAPHER: Lloyd Ostby

DATE: February 1982

NEGATIVE: City of Memphis, Division of
Housing and Community Development

East elevation, facing northwest

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1925

1925

1925

1925

610

1925

South Main Street Historic District

608-618 S. Main

Memphis, Shelby County, Tennessee

PHOTOGRAPHER: Lloyd Ostby

DATE: February 1982

NEGATIVE: City of Memphis, Division of
Housing and Community Development

West elevation, facing east

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Coca-Cola **Evans Enterprises**
STEAM CLEANING EQUIPMENT SUPPLIES

National
DISTRIBUTORS

PAPER and
LAUNDRY AND DRY CLEANING

CHEMICAL Co.
SUPPLIES PARTS AND EQUIPMENT

South Main Street Historic District

562-568 S. Main

Memphis, Shelby County, Tennessee

PHOTOGRAPHER: Lloyd Ostby

DATE: February 1982

NEGATIVE: City of Memphis, Division of
Housing and Community Development

West elevation, facing east

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South Main Street Historic District

Mulberry Street

Memphis, Shelby County, Tennessee

PHOTOGRAPHER: Lloyd Ostby

DATE: February 1982

NEGATIVE: City of Memphis, Division of
Housing and Community Development

Facing north from near Butler

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LORRAINE HOTEL

THE
SPOT
MAY 9 01

LORRAINE
MOTEL

LORRAINE



South Main Street Historic District

406 Mulberry (Lorraine Motel)

Memphis, Shelby County, Tennessee

PHOTOGRAPHER: Lloyd Ostby

DATE: February 1982

NEGATIVE: City of Memphis, Division of
Housing and Community Development

Northwest elevation, facing southeast

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South Main Street Historic District

390 Mulberry

Memphis, Shelby County, Tennessee

PHOTOGRAPHER: Lloyd Ostby

DATE: February 1982

NEGATIVE: City of Memphis, Division of
Housing and Community Development

Southwest elevation, facing northeast

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South Main Street Historic District
356 Mulberry (Eureka Hotel)

Memphis, Shelby County, Tennessee

PHOTOGRAPHER: Lloyd Ostby

DATE: February 1982

NEGATIVE: City of Memphis, Division of
Housing and Community Development

Southwest elevation, facing northeast