

## REFERENCE DEPARTMENT

Where more information than is possible to give under the headings is placed on file for buyers reference. The value of this department is inestimable. It is an index of the best business interests of the city, and stands for them and the city in reference libraries all over the country, as well as on the desks of progressive business men. It is accessible to everybody, and the logical place to look for specific information.

# **The United Audit Company**

*Accountants and Auditors*

Income Tax Service                      Bookkeeping

STONE 3983

1064 Mercantile Building, North and Franklin Sts.

## **C. A. BOSTWICK, Inc.**

Special Page and Edition

# **Advertising**

Largest Agency in Eastern United States

501-503 Commerce Bldg.                      Rochester, N. Y.

# **LYDDON, HANFORD & KIMBALL Incorporated**

## **Advertising**

**ROCHESTER**

11-15 James Street

**NEW YORK**

110 East 42nd Street

**BUFFALO**

259 Delaware Avenue

**LONDON**

Kingsway W. C. 2, Kingsway House

**PARIS**

58 Avenue Montaigne

**Advertising Novelties, Buttons, Badges, Emblems,  
Indoor Display Signs, Commercial and Social  
Stationery, Greeting Cards, Class & Fraternity Pins**

Estimates; Sketches, Suggestions, Samples Furnished  
Free on Request. Give us a line on your business  
and we will show you how to advertise it successfully.

**BASTIAN BROS. CO.**

1600 North Clinton Avenue

**MANUFACTURERS  
ROCHESTER, N. Y.**

Glenwood 3380

# Advertising—Agricultural Impls.—Aluminum Goods

ADVERTISING DEPARTMENT

163

## HUGHES, WOLFF & COMPANY

*National Advertising and Marketing*

TAYLOR BUILDING, ROCHESTER, N.Y.

STONE 2080—2081

**T**HE Knowledge of “where to buy” is as important as where to sell goods.

*Consult the City Directory*

## Burr & Starkweather Company

Farm, Dairy, Poultry and Contractors' Supplies  
Fertilizers and Seeds  
Farm and Garden Tractors

BINDER TWINE

*Washing Machines*

*Authorized Radiola Dealers*

PHONE: STONE 3016-3017

39-57 MT. HOPE AVENUE ROCHESTER, N. Y.

## K. Barthelmes Mfg. Co., Inc.

ALUMINUM GOODS MANUFACTURERS  
ALUMINUM SHEETS, CIRCLES AND STAMPINGS

GENESEE 2540

CAIRN ST., End of WEST AVENUE

LINCOLN PARK

**Artificial Limbs****Asbestos****Auctioneers**

164

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

— ESTABLISHED 1857 —

**GEORGE R. FULLER COMPANY***Manufacture and Fit***TRUSSES — ELASTIC HOSIERY — ABDOMINAL BELTS  
ARTIFICIAL LIMBS — DEFORMITY APPLIANCES — ETC.***Experts in Attendance**Private Fitting Rooms*

93 CLINTON AVE. SOUTH

ROCHESTER, N. Y.

**ROCHESTER ARTIFICIAL LIMB CO.**

CHARLES J. OSTER, Manager

*We Manufacture and Correctly Fit***Trusses, Deformity Appliances, Ab-  
dominal Supporters, Elastic Stock-  
ings, Crutches, and Arch Supporters****275 Central Ave., Rochester, N. Y.**

Tel. Stone 6886

One half block west N. Y. C. Depot

**ASBESTOS****PIPE AND BOILER COVERINGS**

CONTRACT DEPARTMENT FOR APPLYING MATERIALS

**LINDSAY ASBESTOS INC.**

754 CLINTON AVENUE SOUTH

MONROE 4626—5071

PHONE MAIN 1708

**J. G. IDEMAN***Auctioneer and Appraiser***REAL ESTATE AND MERCHANDISE BROKER****"My Knowledge of Values Your Protection"****519 POWERS BUILDING****ROCHESTER, N. Y.**

# Automatic Utilities Corporation

191 EAST AVENUE  
ROCHESTER, N. Y.

---

**Domestic Oil Burners      Toridheet Oil Burners**  
**Johnson Industrial Oil Burners**  
**Industrial and Commercial Oil Burning**  
**Equipment**

ELECTRIC REFRIGERATION  
COMMERCIAL REFRIGERATION PLANTS

**Industrial Stokers      Brownell Coal Stokers**  
**Erie Electric Furnace Coal Stoker**  
**Domestic Stokers**  
**Motorstokors**

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VENTILATING EQUIPMENT

---

**Steel Boilers      Brownell Boilers**  
**Commercial Coal Burning Equipment**  
**Thermostats and Controls**

---

INCINERATORS      ECONOMIZERS  
HUMIDIFYING APPARATUS  
WASHED AIR EQUIPMENT  
RADIATOR ENCLOSURES

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**24 HOUR SERVICE      365 DAYS IN THE YEAR**

*Tels. Stone 172-173*

NIGHTS, HOLIDAYS, SUNDAYS CALL MONROE 4502

Central Library of Rochester and Monroe County - City Directory Collection - 1931

# Automatic Utilities Corporation

191 EAST AVENUE  
ROCHESTER, N. Y.

---

Domestic Oil Burners      Toridheet Oil Burners  
Johnson Industrial Oil Burners  
Industrial and Commercial Oil Burning  
Equipment

ELECTRIC REFRIGERATION  
COMMERCIAL REFRIGERATION PLANTS

Industrial Stokers      Brownell Coal Stokers  
Erie Electric Furnace Coal Stoker  
Domestic Stokers  
Motorstokors

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VENTILATING EQUIPMENT

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Steel Boilers      Brownell Boilers  
Commercial Coal Burning Equipment  
Thermostats and Controls

---

INCINERATORS      ECONOMIZERS  
HUMIDIFYING APPARATUS  
WASHED AIR EQUIPMENT  
RADIATOR ENCLOSURES

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24 HOUR SERVICE      365 DAYS IN THE YEAR

*Tels. Stone 172-173*

NIGHTS, HOLIDAYS, SUNDAYS CALL MONROE 4502

# ALLIANCE MOTOR CORP.

**Distributors**

***Auburn, Cord and Austin Bantam  
Motor Cars***

**EDISON RADIOS**

**The Set The World Awaited**

**613-625 CULVER RD., ROCHESTER, N. Y.**

*Tels. Culver 1205-1206-1207*

## **R. W. MARRAN, Inc.**

***Distributors***

**PIERCE-ARROW MOTOR CARS  
360 CULVER ROAD**

*Telephone Monroe 2870*

## **MABBETT MOTORS INC.**



**CADILLAC — LA SALLE**

**333 EAST AVENUE**

**STONE 1930**

**Automobiles**

166

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

# HUPMOBILE

*Distributors*

**JAS. J. WILLIAMS, Inc.**

**350 MONROE AVENUE**

*Tel. Monroe 297*

**DODGE MOTOR BOATS**

---

## **SARGENT-BAKER, INC.**

*Distributors*

**Oakland and Pontiac Automobiles**

**29-37 S. UNION STREET**

**STONE 25-26**

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## **SCHOEN BROS.**

**SALES**



**SERVICE**

**68 GENESEE STREET .. GENESEE 446**



ADVERTISING DEPARTMENT

167

**GRAHAM  
MOTOR CARS**



**THE W. E. BIGGERS ROCHESTER CORP.**

**Distributors**

**749-769 MONROE AVENUE .. Phone Monroe 6257**

**E. J. HORTON, Inc.**

**DODGE BROTHERS CARS AND TRUCKS  
PLYMOUTH CARS**

**Service That Serves and Saves**

**Used Cars and Trucks—Greater Values—Lower Prices**

**1044 UNIVERSITY AVE. Telephone Monroe 612**

**KEN. D. WILGUS, Sec'y-Treas.**

**WILGUS-DAVIS, Inc.**

**PHONE STONE 5663**

**HUPMOBILE SALES AND SERVICE**

**121-123 Alexander St. Rochester, N. Y.**

**PHONE MONROE 1065**

**Packard - Rochester Motors  
INCORPORATED**



**SALES AND SERVICE**

**1042 UNIVERSITY AVENUE ROCHESTER, N. Y.**

# Automobiles

168

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

**THOMAS J. NORTHWAY, Inc.**  
*Automobiles, Accessories, Electric Refrigeration  
and Radio*

**Reo**



**Cars**

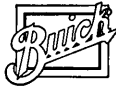
**REO SPEEDWAGONS**

100 EXCHANGE ST.

**C. L. WHITING, Inc.**

*"Distributors Since 1906"*

*New Cars*  
**352 EAST AVENUE**  
*Stone 714*



*Used Cars*  
**1701 EAST AVENUE**  
*Monroe 1705*

**BUICK SALES & SERVICE**

**SWEENEY CHEVROLET CORP.**

**CHEVROLET**

**MOTOR CARS AND TRUCKS**

*You'll Like to Trade at Sweeney's*

**369-373 SO. GOODMAN**

**Telephone Monroe 3000**

**CUNNINGHAM-JOYCE MOTOR CORP.**

**DIRECT FACTORY DEALERS**



**PASSENGER CARS AND TRUCKS**

**GLENWOOD 4900-4901**

**706 Dewey Ave.**

**Rochester, N. Y.**

ADVERTISING DEPARTMENT

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**HUDSON AND ESSEX  
MOTOR CARS**



Members  
N. A. D. A.  
R. A. D. A.

**ALLING & MILES**  
INCORPORATED  
82 STONE STREET

Telephone  
STONE 2537

**DISTRIBUTORS**

**GEORGE W. HENNER**

*Distributor*

**OLDSMOBILE and VIKING  
MOTOR CARS**

*Sales*

28-30 SOUTH UNION ST.

*Service*

Phone, Stone 1877

**GARVIN CHEVROLET CORP.**

*for Economical Transportation*

*Sales*



*Service*

A-1 Service

765-769 MAIN ST., W.

Good Used Cars

Phone Genesee 6660

***De SOTO and PLYMOUTH  
MOTOR CARS***

**MILLER-LEE MOTORS, Inc.**

*DISTRIBUTORS*

**1048 University Avenue**

**Monroe 380**

# Automobiles

170

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT, 1931



Telephone Main 6562  
**HUDSON & ESSEX**  
**MOTOR CARS**  
*GOOD USED CARS*



## BANCROFT MOTORS

33 STILLSON STREET

Phone Main 6562

## BANCROFT MOTORS

*Packard Motor Cars*

SALES AND SERVICE

33 STILLSON ST.

ROCHESTER, N. Y.

Sales



Service

## STREET MOTORS, Inc.

626 MAIN STREET, W.

ROCHESTER, N. Y.

Phone Genesee 626

## GEORGE R. STEDMAN

*Buick*



*Specialist*

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Phone Stone 1578

Just off East Avenue

Res. Phone Main 80

**BURCH CHEVROLET CORP.**

*Distributors*

**Chevrolet Motor Cars  
and Trucks**

640 Culver Road at Atlantic Av. - Tel. Culver 28-29

**JORDAN DISTRIBUTORS, INC.**  
OF  
ROCHESTER

***Jordan Motor Cars***

SALES and SERVICE

340 CULVER ROAD

Tels. Monroe 665-666

*I am looking for some one*

LIKEWISE

*Some one is looking for me*

If I have something to sell  
and I am not listed in this

**== DIRECTORY ==**

***I LOSE A CUSTOMER***

**Automobiles, Trucks**

172

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

PHONES  
CULVER  
75-76

**Stewart**  
MOTOR TRUCKS

DIRECT  
FACTORY  
BRANCH

*Embody Improvements that Place  
Them Far Ahead of the Field*

1800 MAIN STREET, EAST

## The Sign Over Your Door

Is a good thing, isn't it? You would not think of doing business without it.

*But it is only seen by those who  
pass your way*

If you could put a sign where everyone could see it would it interest you?

### *The City Directory*

Is where people look for you when they want to do business. You should make it easy for them to find you, by putting such information as a buyer wants, in the Directory properly indexed under all headings where he might look for you.

*To be properly registered costs less than  
to be left out*

**Sampson & Murdock Co., Inc.**

729 POWERS BUILDING .. ROCHESTER, N. Y.

# *Automobiles, Painting and Repairing*

ADVERTISING DEPARTMENT

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## **C. SCHNACKEL'S SON, Inc.**

*Established 1872*

***Builders of High-Grade Light and Heavy Vehicles  
to Order for all Purposes***

***Special Auto Truck Bodies and Moving Vans***

We do Auto and Wagon Repairing, Painting and Trimming,  
Straightening Disk Wheels, Auto Wheel Repairing a Specialty

### **PRACTICAL HORSESHOEING**

*Oxo Welding and Cutting*

Distributors Coal Chutes and Watson Dump Wagons

Distributors and Service Station for

Fisk Motor Truck Tires

458-462 JOSEPH AVENUE, ROCHESTER, N. Y.

TELEPHONE, STONE 2091

## **CALEY & NASH, Inc.**

***Automobile Painting and Trimming***

**BODIES OF SPECIAL DESIGNS**

MANUFACTURERS OF

Vans and School Busses

1828 EAST AVENUE

Phone Monroe 5126

*We take the DENT out of ACCIDENT!*

**Auto Radiator, Fender and Body Work**

**Auto Painting, Trimming and Top Work**

**Windshield and Body Glass**

OPEN 7.00 A. M.

CLOSE 6.00 P. M.

## **THE SANDERS CO.**

16-20 WARD STREET .. ROCHESTER, N. Y.

Phone MAIN 2456

Delivery Service

# Automobiles, Repairs and Supplies

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ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

## CHARLES RICHTER GARAGE

Expert Auto Repairing  
Tires and Accessories  
Day and Night Storage

Collision Work  
Willard Batteries  
Electric Car Washer

Tow Service

*Official Headlight Testing Station*

816 MONROE AVENUE

Monroe 90

## The New York Auto-Tire & Supply Co.

*Repairing and Vulcanizing Auto Tires*

DISTRIBUTORS FOR

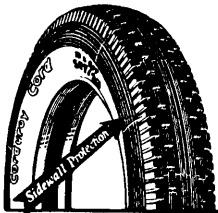
KELLY SPRINGFIELD TIRES AND TUBES

*Phone Stone 52*

499 COURT STREET

ROCHESTER, N. Y.

IT PLEASES FRED  
TO PLEASE YOU



*Added Protection in  
Corduroy Sidewall*

At a point where all other  
tires are weakest

# Fred's Gas Castle

PLATT NEAR ST. PAUL ST.

Main 7958

Wide Awake  
BUSINESS MEN  
and  
Thoughtful People  
in the homes  
Know the Many  
Advantages  
of a  
CITY DIRECTORY



**Automobiles, Repairs and Supplies**

ADVERTISING DEPARTMENT

175

WM. E. BUSH, President

PHONE STONE 4030

**W. E. BUSH & CO., Inc.****Automotive Electricians****36 RICHMOND ST., ROCHESTER, N. Y.****Distributors**

American Bosch, Eisemann Magneto, Webster Magneto, Edison Auto Lamps, Owen Dyneto, Splittorf Electrical, Wheeler Scheblef Carburetors, Delco Battery, Delco Remy, American Flatlite, North East, Norma, Hoffman Bearings. North East Speedometers, Johns-Manville Brake Lining.

When reliable power is combined with exceptionally long life, as in the EXIDE, then your battery is not merely a comfort but a genuine economy.

**Exide**  
**BATTERIES**

**The Electric Storage Battery Company**

ROCHESTER BRANCH

Telephone—Genesee 3476

642 Plymouth Avenue South

5 Lawrence St.  
Just off East Avenue

**PHILCO**  
DIAMOND GRID  
BATTERIES

Stone 5694  
ROCHESTER, N. Y.

Socket Powers - Starters - Generators - Ignition - Radios

**BEAUCAIRE-MITCHELL, Inc.**

SELLING AGENTS

PHILADELPHIA STORAGE BATTERY CO.

MAIN 2022—MAIN 3583

OPEN 8 A. M. TO 8 P. M. EVERY DAY

JOS. F. PRAX, MANAGER

**ROCHESTER BATTERY CLINIC**

CHARGING AND REPAIRING

R. B. C.—THE BEST BATTERY IN THE MARKET  
18 MONTHS GUARANTEE

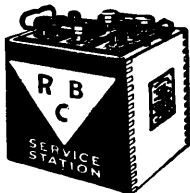
**GENERATOR, STARTER AND  
IGNITION SERVICE**

Over-Hauling of Batteries Our Specialty

Charging 6 Volt. 50 Cents—Rental Daily 15 Cents

729 ST. PAUL STREET

- - ROCHESTER, N. Y.



Please mention this directory when dealing with advertisers

# Automobiles, Repairs and Supplies

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ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

Phone, STONE 3542

**Stewart  
Warner  
Waltham  
Van Sicklen  
Veeder**

## GAY'S SPEEDOMETER SERVICE STATION

Distributor for Sales and Service

STROMBERG CARBURETORS, TRICO WINDSHIELD CLEANERS  
A. C. OIL FILTERS

16 N. UNION STREET

H. S. GAY, Manager  
**Standard  
Johns-Manville  
Corbin-Brown  
North-East  
A. C.**

ROCHESTER, N. Y.

"SISCO" SERVICE

PHONE, STONE 4045

## C. L. HARTMANN CORP.

Formerly Starter & Ignition Service Co., Inc.  
18-20 N. UNION STREET

*Satisfactory Automobile Electric Repairs*  
**DELCO BATTERIES**

OFFICIAL SALES AND SERVICE STATIONS

Eisemann Magnetos  
Auto-Light Starters

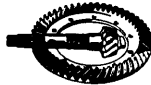
Delco, Remy & Klaxon  
Briggs and Stratton  
Bosch Magnetos and Ignition

North East Electric  
Zenith Carburetors

# Chapin-Owen Co. Inc.

205-213 ST. PAUL STREET

Automobile Parts      Garage Equipment  
Radio Sets and Supplies



## SCIO AUTO PARTS

INCORPORATED

ROCHESTER, N. Y.

COMPLETE  
STOCKS

68-72 SCIO ST.

STONE 7056

IMMEDIATE  
SERVICE

# Automobiles, Repairs and Supplies

ADVERTISING DEPARTMENT

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## Congdon Auto Parts Co.

G. E. CONGDON, Prop.

NEW AND USED PARTS FOR ALL MAKES OF CARS

Tires and Accessories of Every Description for Automobiles

AUTOMOBILE GLASS CUT AND SET

Phone Stone 6824

532-540 CLINTON AVENUE, S.

ROCHESTER, N. Y.

Phone Main 6077

## STANDARD AUTO TIRE WORKS

GEO. H. STRICKLAND, Prop.

Distributors of

### Goodrich Silvertown and Seiberling Cords

WE REPAIR TIRES — WE KNOW HOW

Our TIREWELDER EQUIPMENT Enables us to Repair without  
Overcuring the rest of the TIRE

Our TIREWELDER METHOD Gives You a Factory Repair Job

24 WINDSOR STREET and 496 EAST MAIN STREET  
ROCHESTER, N. Y.

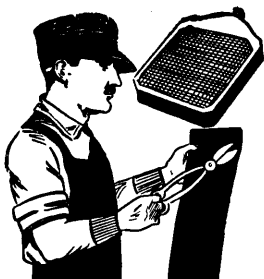
## WALT WILLIAMS

AUTO SHEET METAL  
and RADIATOR WORKS

High Grade Auto Lacquer Finishing  
Trimming and Top Work

295-299 MONROE AVENUE  
Rochester, N. Y.

PHONE STONE 6197



Zee  
How  
Ezy



Pat. Dec 12 1922  
Pat. on Monkey Link Validated by  
Highest U. S. Court 1926

This is the Self-Closing Monkey Link



## FLOWER CITY SPECIALTY COMPANY

Manufacturers of

Metal, Wood and Paper Specialties

250-252 MILL STREET

ROCHESTER, N. Y., U. S. A.

Sold Through Jobbers Only

# Automobiles, Repairs and Supplies, Trimmings

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ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

## THE ONLY COMPLETE ONE STOP SERVICE STATION

In Rochester

NEW **AUTO PARTS** USED

### MACHINE SHOP

- Cylinder Regrinding
- Piston Grinding
- Clutch Facings
- Flywheel Gears
- Brakes Relined
- Brake Drums Refaced
- Crankshaft Reground
- Scored Cylinders Repaired

# STATE AUTO EXCHANGE

445 State Street  
Main 1803-04-05

### GENERAL GARAGE

- Auto Painting
- Battery & Ignition Service
- Complete Wreck Service
- Auto Metal Shop
- Radiator Service
- Glass Cut and Installed

*A Full Line of Firestone and Armstrong Tires*

**WASHING**

4 Wash Racks

**\$1.00 UP**

24 Hour Service

**ALEMITING**

4 Indoor Lifts

## THE SCHLEGEL MFG. CO.

MANUFACTURERS OF

AUTOMOBILE, CARRIAGE, CASKET AND DRESS  
TRIMMINGS

ALSO TEXTILE APPLIANCES FOR MECHANICAL PURPOSES

277 North Goodman St., Cor. College Ave., Rochester, N. Y.

PHONES, MONROE 812, 813, 814

## Vogt Manufacturing Corporation

100 FERNWOOD AVENUE

*Manufacturers of*

Webbings, Textile Trimmings for Automobiles,  
Casket and Hearse Trimmings. Textile Specialties

WALTER W. BICKFORD, President

ESTABLISHED 1879

**BICKFORD BROS. CO.***Proprietors***Rochester Awning & Tent Works****340-342-344 MONROE AVENUE****AWNINGS**

Tents, Flags, Decorations, Camping  
 Outfits, Canopies, Crash, Tables,  
 Chairs, Flags, Etc.

**"PHONE FOR ESTIMATE"****MONROE 714-715****YOU CANNOT AFFORD**

**T**O miss a full representation in the classified part of the **Directory**. It is a Buyers' and Sellers' Guide and through its consultation thousands of dollars worth of goods are sold annually

**PERRY'S PIES****37 GALUSHA ST. ROCHESTER, N. Y.**

## **Bankers and Brokers**

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ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

### **J. S. Bache & Co.**

Branch Office, Main Lobby, Powers Hotel. J. Winfield S. Garland, Mgr.

32 MAIN ST. W.

ROCHESTER, N. Y.

Main Office, 42 Broadway, New York

Members: New York Stock Exchange, Chicago Board of Trade,  
New York Cotton Exchange, New York Coffee Exchange  
and Other Principal Exchanges

### **BUNDY & KEYS, INC.**

#### *Investment Securities*

Stocks — Bonds

324 POWERS BUILDING ROCHESTER, N. Y.

*Telephone Main 488*

MEMBER ROCHESTER STOCK EXCHANGE

### **JOHN A. BURGESS**

#### **INVESTMENT SECURITIES**

Local Securities—High Grade Bonds—Bank Stocks

ALL LISTED AND UNLISTED SECURITIES

Phone: Main 2252

208-209 WILDER BUILDING ROCHESTER, N. Y.

This book has helped many to find what they want.

Perhaps it can help you.

Better look it over carefully

ADVERTISING DEPARTMENT

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*Rendering A Complete Financial Service***L. D. CATLIN & CO.**  
INCORPORATED*Listed and Unlisted*  
**STOCKS AND BONDS**

10 GIBBS STREET

Telephone Stone 7366

ARTHUR W. DAINARD

PETER K. KATSAMPES

**DAINARD & KATSAMPES**  
INCORPORATED**INVESTMENT SECURITIES**

206-207 WILDER BUILDING      ROCHESTER, N. Y.

**TELEPHONE MAIN 400**

Phone Main 994 &amp; 995

**H. B. DENNISON & CO.****All Unlisted and Local Stocks and Bonds**  
**Bought - Sold - Quoted**

LISTED CANADIAN MINING STOCKS BOARD ROOM SERVICE

MEMBERS OF BUFFALO STOCK EXCHANGE

Direct Private Wire to BUFFALO and TORONTO

405-406 Central Trust Bldg., 25 E. Main St.

ROCHESTER, N. Y.

**DILLON, READ & CO.**

28 Nassau Street

New York City

**Representative:**

William H. Krier

700-702 Lincoln-Alliance Bank Building

Stone 745

# Bankers and Brokers

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ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

Securities of  
**CITIES SERVICE COMPANY**  
AND SUBSIDIARIES

## Henry L. Doherty & Company

31 EXCHANGE ST.

Main 2190

ROCHESTER, N. Y.

## Drayton, Penington & Colket

Successors to A. B. ENOS

Members

NEW YORK STOCK EXCHANGE - PHILADELPHIA STOCK EXCHANGE  
CHICAGO BOARD OF TRADE

31 EXCHANGE STREET

Telephone Main 615

44 EAST AVENUE

Telephone Stone 826

### Bond and Investment Department

New York—Utica—Philadelphia—Rochester—Buffalo—Syracuse—Atlantic City

## FIELD, GLORE & CO.

INCORPORATED

### *Investment Securities*

936 LINCOLN-ALLIANCE BANK BUILDING

NEW YORK

CHICAGO

## N. A. FOWLER CO.

### *Investment Securities*

210-211 WILDER BUILDING

ROCHESTER

Telephone Main 423



William W. Hibbard James G. Palmer John H. Kitchen Raymond J. Bantel  
George D. B. Bonbright



**Hibbard, Palmer & Kitchen**

100 Powers Building

MEMBERS OF  
**NEW YORK STOCK EXCHANGE**

PHONE MAIN 4830

**ALBERT A. HOUCK & CO., INC.**

*CORRESPONDENTS*

**BANCAMERICA-BLAIR CORP.**

1423 Lincoln-Alliance Bank Bldg., Rochester

*TEL. STONE 4926-4927*

**Smith, Graham & Rockwell**

C. W. WEIS, Jr. and T. C. PARSONS, Resident Partners

**BROKERS**

*Members of New York Stock Exchange*

**SAGAMORE HOTEL,**

**115 EAST AVENUE**

*Telephone Stone 640*

**Allan R. Palmer Company**  
INCORPORATED



***Investment Securities***

**1100 COMMERCE BLDG.**

**Tels. Stone 76-77**

**ROCHESTER**

# Bankers and Brokers

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ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

## ERICKSON PERKINS & CO.

MEMBERS

NEW YORK STOCK EXCHANGE

ROCHESTER                      BUFFALO

Phone: MAIN 1144

ROCHESTER OFFICE                      134 to 145 POWERS BLDG.

## E. G. PFAHL & COMPANY, Inc.

*Investment Securities*

New York City Bank Stocks

Local Bank Stocks

Listed and Unlisted Securities

Local Securities

**BOUGHT                      SOLD                      QUOTED**

Investment Service without Charge

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Telephone Stone 7270

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*Members New York Stock Exchange*

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***Complete Brokerage and Investment Service***

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North American Trust Shares, Government, Public Utilities  
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**1027-1032 GENESEE VALLEY TRUST BUILDING**

**Main 5092**

**Rochester, N. Y.**

# Bankers and Brokers

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ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

F. T. Sage

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S. C. Steele

D. S. Ruddy

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 NEW YORK COTTON EXCHANGE  
 RUBBER EXCHANGE OF NEW  
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 NIAGARA FALLS: 44 Falls Street  
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 SYRACUSE: 101 University Bldg.  
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**SAMPSON & MURDOCK CO., Inc.**  
729 POWERS BUILDING .. ROCHESTER, N. Y.

# CENTRAL TRUST CO.

ROCHESTER, N. Y.  
**Central Trust Building**  
 25 MAIN STREET, EAST

*Brighton Branch: 1806 East Avenue*

*Office Hours: from 10 A.M. to 3 P.M.*

*Saturdays: Close at 12 M.*

**Capital - - - - \$600,000**  
**Surplus and Undivided Profits \$1,162,940.00**

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 LOUIS F. STUPP,  
 JOHN A. MURRAY,  
 JOHN H. RAUSCH,  
 HORACE S. JOHNSTON,  
 RICHARD C. MEISENZAHL,  
 HOMER D. KLUMPP  
 THOMAS J. SERCU  
 C. J. KITZEL,  
 ARTHUR F. BURSON,

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 Vice-President  
 Vice-President  
 Vice-President  
 Asst. Vice-President  
 Asst. Vice-President  
 Secretary  
 Asst. Secretary  
 Trust Officer  
 Asst. Trust Officer  
 Mgr. Brighton Br.

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 VICTOR C. DePREZ,

Manager  
 Asst. Manager

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 W. H. MATHEWS  
 WILLIAM PITKIN  
 JOHN P. BOWMAN  
 JOHN H. GREGORY  
 MORTIMER R. MILLER  
 FRANTZ HAVERSTICK  
 LOUIS F. STUPP

BUELL P. MILLS  
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New York { Chase National Bank  
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Foreign Drafts Issued on all parts of the world. Letters of Credit and Travelers' Checks available for Foreign Travel. Interest Allowed on Special Deposits. Acts as Executor of wills, Administrator of Estates, Trustee under corporate and individual trust agreements.

We invite the Accounts of Corporations, Firms and Individuals, and are prepared to furnish such depositors with business facilities consistent with their balances and standing

We have provided a separate department for the use of women and respectfully invite their accounts.

Safe Deposit Boxes for Rent from \$3.00 per year up

MAIN OFFICE OR BRIGHTON BRANCH  
 NIGHT DEPOSITORY, MAIN OFFICE, 25 MAIN ST. E.

**Banks**

THE ONLY NATIONAL BANK IN ROCHESTER



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| <i>THOMAS R. DWYER, Executive Vice-Pres.</i>     | <i>CHESTER B. ACHILLES, Asst. Cashier</i> |
| <i>GEORGE C. LENNOX, Vice-Pres.</i>              | <i>FRANK C. LEAPER, Asst. Cashier</i>     |

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- |  |  |
|--|--|
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| <i>CHARLES L. CADLE<br/>Gen. Mgr., Roch. Gas &amp; Electric Co.</i>          | <i>WM. E. MALONEY<br/>District Manager, Grinnell Co., Inc.</i>                       |
| <i>THOMAS R. DWYER<br/>Executive Vice-President</i>                          | <i>A. H. NEISNER<br/>President, Neisner Bros., Inc.</i>                              |
| <i>LOUIS S. FOULKES<br/>Pres. &amp; Treas., Indian Splint Co.</i>            | <i>FRED J. ODENBACH<br/>President, Odenbach Co.</i>                                  |
| <i>ALFONSO GIOIA<br/>President, A. Gioia &amp; Bro.</i>                      | <i>OTTO R. ROHR<br/>President, Stecher Lithographic Co.</i>                          |
| <i>LYELL T. HALLETT<br/>Gen. Mgr. Rochester Branch, Beechnut Packing Co.</i> | <i>HENRY H. STEBBINS<br/>Vice-Pres., Morris Plan Bank of Rochester</i>               |
| <i>ALFRED HART<br/>President, Hart Food Stores, Inc.</i>                     | <i>IRVING W. STEELE<br/>I. W. Steele &amp; Co.</i>                                   |
| <i>S. RAE HICKOK<br/>President, Hickok Manufacturing Co.</i>                 | <i>HENRY M. STERN<br/>Michaels, Stern &amp; Co.</i>                                  |
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| <i>MEYER JACOBSTEIN<br/>President</i>  | <i>THOMAS M. STEWART<br/>Commercial Sales Mgr. Taylor Instrument Co's</i>            |



**The FIRST NATIONAL BANK  
& TRUST CO., of Rochester**

45 STATE STREET



# Genesee Valley Trust Company

45 Exchange St.      Rochester, N. Y.

**RESOURCES OVER \$27,000,000**

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JOHN W. JARDINE	-	-	-	-	-	-	-	Vice-President
FRANK S. THOMAS	-	-	-	-	-	-	-	Vice-President
JOHN P. DAY	-	-	-	-	-	-	-	Vice-President
GEORGE E. VARCOE	-	-	-	-	-	-	-	Vice-President
W. W. STEELE	-	-	-	-	-	-	-	Vice-President
STEPHEN E. GODDEN	-	-	-	-	-	-	-	Treasurer
HOWARD W. MATTHEWS	-	-	-	-	-	-	-	Secretary
JOSEPH P. COLLINS	-	-	-	-	-	-	-	Trust Officer
EDMUND A. RANDALL	-	-	-	-	-	-	-	Auditor
ALISTER G. LATIMER	-	-	-	-	-	-	-	Asst. Secretary
T. CHESTER MEISCH	-	-	-	-	-	-	-	Asst. Secretary
NOBERT D. GREENE	-	-	-	-	-	-	-	Asst. Secretary

We desire individual and commercial checking accounts, pay interest on special deposits, loan money on approved collateral and act as executor, administrator, guardian, agent or attorney in all fiduciary capacities relating to trusts of any nature.

**SAFE DEPOSIT BOXES IN FIRE AND BURGLAR PROOF VAULTS**

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| <b>George C. Buell</b><br>Vice-Pres. and Div. Mgr., Wm. S. Scull, Co., Inc.   | <b>Thomas J. Northway</b><br>President, Thomas J. Northway, Inc.  |
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- Henry T. Williams, Physician**

**Banks**

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ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

# LINCOLN-ALLIANCE BANK AND TRUST COMPANY

MEMBER FEDERAL RESERVE SYSTEM

**Capital - - - - - \$2,000,000.00****Surplus and Undivided Profits - - - \$4,000,000.00****MAIN OFFICE**

LINCOLN-ALLIANCE BANK BUILDING  
MAIN STREET EAST CORNER STONE STREET

LINCOLN OFFICE, 33 Exchange St.

LAKE AVENUE OFFICE, Lake Ave., cor. Ridgeway Ave.

WEST END OFFICE, Main St. W., at Genesee and Brown

EAST END OFFICE, Main St. E., cor. N. Goodman St.

MONROE AVENUE OFFICE, Monroe Ave., cor S. Goodman

PORTLAND-CLIFFORD OFFICE, Portland cor. Clifford Ave.

**EVERY BANKING SERVICE**

Commercial, Special Interest, Trust and Investment, Safe Deposit, and Foreign Departments

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**Executive Vice President**

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RICHARD A. SWEENEY

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WILLIAM B. VAISEY

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Rush Rhees

George W. Robeson

Herman Russell

Rudolph Speth

George W. Todd

Douglas C. Townson

Herbert J. Winn

ADVERTISING DEPARTMENT

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# ROCHESTER TRUST and Safe Deposit COMPANY

Main Street West and Exchange

Capital  
**\$1,000,000**



Surplus  
**\$3,500,000**

## Forty-three Years Experience

Complete Banking and Trust Service for Individuals and Corporations  
Commercial, Collateral and Mortgage Loans—Securities Information  
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EDWARD L. WILLIAMS Treasurer	ARTHUR E. ALLBRIGHT Supt. of Vaults
ALFRED J. LEGGETT Asst. Vice Pres.	

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WILLIAM C. BARKY	FREDERICK S. MILLER
GEORGE W. ROBESON	SAMUEL E. DURAND
GEORGE H. HAWES	WILLIAM F. STRANG
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MAIN STREET WEST AND EXCHANGE

Rochester's First Trust Company—Operating under Perpetual Charter

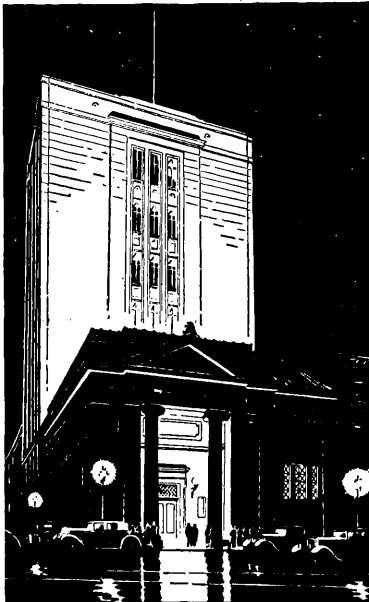
**Banks**

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ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

# Security Trust Company

## OF ROCHESTER



Main St. East and  
Water St. South

*Capital and Surplus*

**\$3,500,000**

*Deposits*

**\$32,000,000**

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CHARLES STERN	JESSE W. LINDSAY	GEORGE H. CLARK
J. WARREN OUTLER	WALTER S. HUBBELL	WESLEY M. ANGLE
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Interest Paid on Deposits. Special attention given to handling Estates and Trusts. Money to Loan on Approved Securities and Bond and Mortgage. Designated by Superintendent of Banking Department as Depository for Reserve Funds of State Banks. Checks on Foreign Cities, Letters of Credit and Travelers Checks issued.

**WOMEN'S DEPARTMENT**—Special and separate accommodations with all modern facilities. Safe Deposit Vaults for Rent in our Electrically Protected Burglar-Proof Vault. Valuables in Trunks or Packages cared for. Moderate charges.

# UNION TRUST COMPANY

ROCHESTER, NEW YORK

*Capital and Surplus \$8,500,000*

Every Banking Service

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*Chairman of the Board*  
FREDERICK W. ZOLLER

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DELOSS M. ROSE, *Secretary*  
CHARLES WINSLOW SMITH

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CHARLES H. EBELMAN  
CHESTER J. SMITH  
CARL R. SNIDER

#### *Auditor*

HENRY P. SCHLENKER

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HECTOR M. HARMON  
JOHN W. MALENEY  
ELMER B. MILLIMAN  
EDWARD R. MURPHY  
ALBERT D. PERRY  
BENJAMIN F. SAWIN  
CARL J. SWEENEY  
WILLIAM J. VOLZ

#### *Assistant Auditor*

F. ARTHUR ABEL

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#### *Trust Officer*

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#### *Assistant Trust Officers*

R. REED GEORGE  
LOUISE A. SCHOFIELD

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#### *Assistant Treasurer*

CHARLES J. GRATE

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ALBERT S. NEWELL

#### *Assistant Vice-Presidents*

GROVER C. BRADSTREET  
EDWARD J. MEYER

#### *Assistant Secretaries*

CHARLES BROUMOWSKY  
WILLIAM J. HAUSER

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30 East Avenue

#### *Manager*

G. T. WYDLER

### OTHER OFFICES

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##### *Assistant Secretary*

A. JOSEPH LONDON

#### CHARLOTTE OFFICE

##### *Manager*

JOHN F. KELEHER

#### NORTH-HUDSON OFFICE

##### *Manager*

CHARLES H. CLOSEN

#### LYELL-SARATOGA OFFICE

##### *Manager*

ROBERT K. FAULKNER

#### CULVER OFFICE

##### *Assistant Secretary*

AVERY S. GILBERT

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*Vice-President, Marine Trust Co. of Buffalo, N. Y.*

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*Vice-Pres. and Asst. Treas. General Railway Signal Co.*

SILDEN S. BROWN  
*Attorney*

J. ALLEN FARLEY  
*Treas. E. P. Reed & Co.*

THOMAS W. FINUCANE  
*Treas. Thomas W. Finucane Corp.*

JOSEPH G. FISCHER  
*Vice-Pres. The Marine Trust Co. of Buffalo, N. Y.*

WILLIAM W. FOSTER  
*President Union Trust Company*

JAMES F. HAMILTON

MARTIN B. HOTT  
*Treas. The Case-Hott Corp.*

KENNETH B. KEATING  
*Attorney Harris, Beach, Folger, Remington, Beacon & Keating*

JOHN L. KEENAN  
*Franklin Institute*

J. E. MCKELVEY  
*Director, Richardson Corp.*

ALBERT S. NEWELL  
*Vice-Pres. Union Trust Company*

CHARLES P. SCHLEGEL  
*Pres. Schlegel Manufacturing Co.*

J. S. SCHOELLKOPF, JR.  
*Vice-Pres. Schoellkopf, Hutton & Pomeroy, Inc., Buffalo, N. Y.*

CHARLES WINSLOW SMITH  
*Treas. Sherwood Shoe Co.*

ADOLFE STUBER  
*Asst. Vice-President Eastman Kodak Co.*

ARTHUR E. SUTHERLAND  
*Sutherland & Dwyer, Attorneys*

GEORGE L. SWAN  
*Pres. Goraline & Swan Construction Co.*

FRED K. THOMPSON  
*Pres. Cramer-Force Co.*

GORDON E. THING  
*Capitalist*

LIBANUS M. TODD  
*Pres. The Todd Co. Inc.*

HOWARD O. WALLACE  
*Schoellkopf & Co.*

J. FOSTER WARNER  
*Architect*

JAMES L. WHITLEY  
*Member of Congress*

LEWIS S. WHITMORE  
*Vice-Pres. Whitmore, Rauber & Vicinus*

FREDERICK W. ZOLLER  
*Chairman of the Board Union Trust Company*

**Banks**

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ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

# THE EAST SIDE SAVINGS BANK

OF ROCHESTER

CORNER MAIN STREET EAST AND CLINTON AVENUE SOUTH  
ROCHESTER, N. Y.

INCORPORATED 1869

**OFFICERS:**

<i>President,</i>	- - - - -	W. HENRY MATHEWS
<i>Vice-President,</i>	- - - - -	WILLIAM BAUSCH
<i>Vice-President,</i>	- - - - -	WILLIAM H. DUNN
<i>Secretary and Treasurer,</i>	- - - - -	AUSTIN C. JACKSON
<i>Assistant Secretary,</i>	- - - - -	HENRY B. ALLEN
<i>Assistant Treasurer,</i>	- - - - -	JOHN W. F. SWANTON
<i>Cashier,</i>	- - - - -	EDWARD L. GOETZMAN
<i>Attorney,</i>	- - - - -	HAMILTON C. GRISWOLD

**TRUSTEES**

W. Henry Mathews	John H. Engert
Austin C. Jackson	Frederick A. Sherwood
William Bausch	Leon Stern
Frank A. Brownell	P. V. C. Jackson
William H. Dunn	R. Andrew Hamilton
Edmund H. Barry	

MONEY DEPOSITED during the first three business days of any month will draw interest from the first of that month, if left until the end of the quarter. The quarters begin with the first days of March, June, September and December. Deposits may be withdrawn on the last three business days of a quarterly period without loss of interest.

THE RATE OF INTEREST is determined at the close of each six months from the actual earnings for that period and at the highest rate which such earnings will in the best judgment of the Board of Trustees allow.

INTEREST IS CREDITED to accounts December 1st and June 1st, and if not withdrawn will bear interest as a deposit.

THE PASS BOOK must be presented for depositing or withdrawing.

MONEY TO LOAN on bond and mortgage.

DEPOSITS OF ONE DOLLAR or of any larger sum, not exceeding in the aggregate Seven Thousand Five Hundred Dollars from any one depositor may be received, exclusive of interest.

THE BANK is open daily, holidays excepted, from 9 A.M. to 3 P.M. except Saturdays, from 9 A.M. to 12 o'clock noon. Open Monday evenings from 7.00 to 9.00 and Saturday evenings from 5.00 to 9.00 to receive deposits.

**SAFE DEPOSIT BOXES IN FIRE AND BURGLAR PROOF  
VAULTS \$3.00 PER YEAR AND UPWARDS**

# MONROE COUNTY SAVINGS BANK

INCORPORATED 1850

**35 State Street, Rochester, N. Y.**

**Main-Gibbs Branch: 420 MAIN STREET EAST**

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- WILMOT V. CASTLE
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**Banks**

198

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

**ROCHESTER SAVINGS BANK**

(INCORPORATED 1831)

**Resources over - \$64,750,000**  
**More than 98,750 depositors**



*West Main Street Office*  
 47 WEST MAIN STREET

**TRUSTEES**

JAMES S. WATSON  
 HIRAM W. SIBLEY  
 ERICKSON PERKINS  
 THOMAS W. FINUCANE  
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*Vice-President*  
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*Assistant Secretary*  
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*Cashier*



*Franklin Street Office*  
 40 FRANKLIN STREET

**SAFE DEPOSIT BOXES FOR RENT FROM \$3.00 PER YEAR UP  
 AT THE FRANKLIN STREET OFFICE**



# The Mechanics Savings Bank

18 EXCHANGE STREET

Branch, 89-91 EAST AVENUE

*Gas and Electric Building*

Rochester, N. Y.

Incorporated 1867

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James H. Boucher	- - - - -	Vice-President
Charles C. Beahan	- - - - -	Vice-President
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Eugene J. Bodette	- - - - -	Assistant Secretary
John S. Bronk	- - - - -	Attorney

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## Morris Plan Company of Rochester

### *Industrial Banking*

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The City Directory may be used to great advantage in supplementing and rounding out your newspaper publicity. Put—“We are listed in the directory” in your copy. Tie up all your advertising to the directory with the above phrase. Then see to it that you are properly represented under all the business listings applicable to your business. The phrase will stick long after the newspaper has been mislaid and people will get in the habit of looking for your name when ready to purchase goods which you carry. Thus will the interest aroused by your newspaper display be extended and preserved for your future benefit.

**Bedding**

**Belting**

**Belts and Buckles**

200

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

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ELMER P. HILLER, Sec'y

**ROCHESTER BEDDING CORPORATION**

Successors to Otis Bed Mfg. Co.

MANUFACTURERS OF

**Box Springs, Mattresses, Pillows, Quilts, Etc.**

Feathers and Mattress Renovating  
Brass and Iron Bed Refinishing

HOTEL, HOSPITAL AND INSTITUTION WORK OUR SPECIALTY

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PHONE MAIN 7433

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MAIN 7276

Residence, GENESEE 5085

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**LEATHER BELTING**

MILLWRIGHTING

BELT REPAIR SERVICE

POWER TRANSMITTING SUPPLIES

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Rochester, N. Y.

**HICKOK**

**MANUFACTURING COMPANY**

INCORPORATED

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850 ST. PAUL ST.

ROCHESTER, N. Y.

Branch Offices, New York City, Chicago, Toronto, Los Angeles and Detroit

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**Boilers**

ADVERTISING DEPARTMENT

201

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# CITY BLUE PRINT CO.

**DRAFTING ROOM SUPPLIES**

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*Opposite Victoria Theatre*

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*Technical Merchandise*

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STONE 550

Established in 1890

*Manufacturers of*

**Boilers:**

**Tanks:**

**Stacks:**

**Breechings**



*We also do Repairing,  
Forging, Flue Welding  
Electric Arc and Acety-  
lene Welding and Cutting*

**ALL SUPPLIES  
CARRIED  
IN STOCK**

PHONE MAIN 2685

169-175 MILL STREET

ROCHESTER, N. Y.

*Please mention this directory when dealing with advertisers*

**Bookbinders****Booksellers**

202

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

**WM. F. ZAHRNDT & SON****BOOKBINDERS****Paper Rulers                      Loose Leaf Binders**  
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77 ST. PAUL ST.

ROCHESTER, N. Y.

TELEPHONE  
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NEW—RARE—OLD

Two of the Country's Great  
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YEAR AROUND TOY STORES

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We visualize our recommendations for you with sketches and samples.

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**merchandise costume stylists**  
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SUCCESSORS TO ALDERMAN-FAIRCHILD COMPANY

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Booklets—Folders  
Labels

Corrugated Shipping Cases  
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Main Office and Plant, BOXART ST., ROCHESTER, N. Y.

Sales Offices, New York, N. Y.

Chicago, Ill.

PHONE: MAIN 629-630

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COUNTER DISPLAY CASES AND SPECIALTIES

OFFICE AND FACTORY

250-252 MILL STREET

ROCHESTER, N. Y.

**Box Manufacturers**

204

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

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Manufacturers of

**PAPER BOXES**

**CORRUGATED and FIBRE  
SHIPPING CASES**

*Folding Boxes*

PRINTING

**PROBERT STREET, ROCHESTER, N. Y.**

Phone Monroe 1449

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Manufacturers of

**Folding Boxes and Cartons**

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205 N. Water Street

MAIN 7210

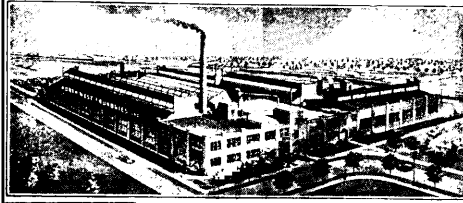
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*FOLDING BOXES*  
4 COMMERCIAL ST.  
ROCHESTER, N. Y.

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ROCHESTER, N. Y.

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VILLA ST.  
—  
P. O. Box  
302



Phones  
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1003  
1004

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Founders of high grade aluminum, brass, bronze, white metal and grey iron castings

*Pattern castings and match plates*

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CASTINGS OF

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Nickel  
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Incorporated 1901

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MACHINISTS, BRASS FOUNDERS, FINISHERS AND SPECIAL  
BRASS WORK TO ORDER

Manufacturers of the Genesee Automatic Water Closets and Urinals, in Hoppers, Washouts and Siphons and the Nunn Patent Oil and Grease Cups, Emergency Fire Hose Couplings, Plumbers' Goods and Floor Drains and Flanges.

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MADE TO SPECIFICATIONS

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Plants at Irondequoit and Scottsville, on Penn R. R.

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Successors

ESTATE OF E. J. OLIVER

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## *General Contractors' and Builders' Supplies*

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A GLASS THAT ABSORBS THE HEAT RAYS, TRANSMITS THE LUMINOUS RAYS AND REDUCES GLARE

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PLATE GLASS

MIRRORS

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Take Lyell Avenue Car to Hague Street

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*Manufacturers Representatives for*

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David Lupton's Sons Co.	{ Lupton Steel Sash Lupton Steel Doors Lupton Steel Partitions Pond Continuous Sash Pond Operating Device
Kinnear Manufacturing Co.	{ Rolling Doors and Bi-Fold Doors in Wood and Steel Rolling Partitions
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Voightman & Co.	{ Underwriters Labeled Hollow-metal Windows in all types

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ORNAMENTAL BRONZE AND ALUMINUM

*Landon Type Puttyless Skylights*

ADVERTISING DEPARTMENT

209

Phone Main 2315

# American Glass and Construction Company

**Specialists in Store Front Construction**

**PLATE GLASS FOR STORE FRONTS, AUTOMOBILES,**

**MIRRORS, ETC. GLASS OF ALL KINDS**

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Our Specialty—Norrystone - Cut Cast Granite

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RESIDENCE—Phone Culver 1921

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Branch Office, 210 Franklin Street, Buffalo, N. Y.

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**CEMENT BUILDING BLOCKS  
DEALERS IN MASONS' SUPPLIES**

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**348 EXCHANGE ST. ROCHESTER, N. Y.**

**Builders' Supplies**

210

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

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**SWALBACH BUILDING PRODUCTS CO., Inc.**

OFFICE, 300 GENESEE STREET

WAREHOUSE, 23 NORTH WASHINGTON ST.

PHONES: Genesee 5263 and 2641

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The Sanymetal Products Co.	{ "Sanymetal" Toilet Partitions and Steel Office Partitions.
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Incorporated 1927

**ROCHESTER  
LIME AND CEMENT CORPORATION**

DEALERS IN

**BUILDING AND BLASTING MATERIALS**

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Telephone Main 819

Warehouse, 174 COLVIN STREET

MOULDINGS BRACKETS

PLATE AND SHEET GLASS

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SUCCESSORS TO JOHN A. SMITH

SASH AND DOORS

Manufacturers of

**"BETTER QUALITY MILLWORK"**

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Rochester, N. Y.

**Domine Builders Supply Co.***Dealers in Fire Safe Building Materials***Cement Blocks, Cement Bricks**

Portland Cement	Facing Bricks	Sand and Gravel
Mason Lime	Hollow Tiles	Wall Coping
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Plaster	Steel Window Sash	Drain Tile
Plaster Paris	Metal Lath	Mortar Colors

Monroe 702-703

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Office and Factory Phones—Genesee 3460-3461

*Office and Factory*

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—Architectural Terra Cotta—Floor Tile**

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" 3950 "

446 Powers Building

Rochester, N. Y.

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WASHED SAND AND GRAVEL

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Truckloads — Carloads — Trainloads

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C. R. R. Siding, Barnard, N. Y.—Glen 1147

General Offices, 605 Terminal Bldg., 65 Broad St.—Main 4729



# Builders' Supplies

212

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

Office Phones  
Glenwood 4166—4167

Residence Phones  
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## Good Stone Manufacturing Co.

### Mason and Builder Supplies

We Specialize in CUT CAST STONE

Garden Furniture, Cement Blocks, Steel Sash, Cement  
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Monroe 5564

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Sash  
Doors  
Blinds  
Window and  
Door Frames,  
All Kinds of  
Interior Wood  
Work

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Incorporated 1901

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**SASH, DOORS AND MOULDINGS**

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**Value of  
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Appraisal for insurable value—contents—  
inventory or value of buildings involved in  
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dollars—as has been proven.

**PROTECTIVE COVERS**  
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30 years of experience in the building and  
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sound judgment and estimates in fire losses,  
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MAIN 5785

DEPRECIATION AS A SCIENCE

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*Stock Millwork in Red Gum, Philippine Mahogany,  
Oak, Birch and Pine. Doors, Sash, Interior  
Finish, Stair Work, Porch Work, Glass*

A large variety of  
Stock doors is on  
display at our office

Also:  
Storm Sash, Screens  
Combination Doors

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Phones Main 6798-9

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ROCHESTER, N. Y.

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**DOORS, WINDOWS, INTERIOR TRIM, STAIR  
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Rochester, N. Y.

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**Window, Door and Porch Screens**

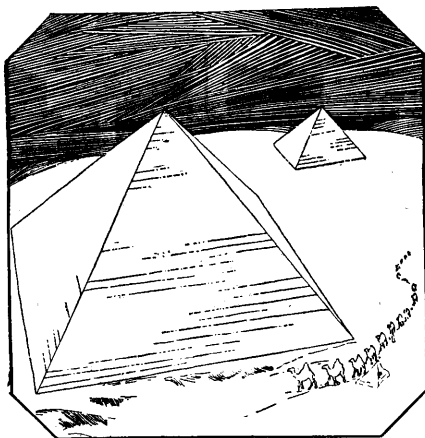
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**THE ROCHESTER WOODCRAFT SHOP, Inc.**

Successors to THE WOODCRAFT SHOP

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215

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**RUGS CLEANED 9 x 12 \$1.00***Rugs Cleaned and Shampooed \$2.00**Cleaned, Steamed, Scoured and Sized \$3.00*

INSURE YOUR RUGS AGAINST MOTHS AND GERMS

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INCORPORATED 1916

**WHOLESALE CHEMICALS**Chemicals for All Industries  
Platers and Polishers Supplies*Phone Monroe 3711***ROCKWOOD PLACE****BRIGHTON P. O.**

# China and Glass

216

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

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G. B. TUTHILL  
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Secretary

PHONE MONROE 2171

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DECORATION OF PORCELAIN AND GLASS

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Wholesale Showroom, 905 MONROE AVENUE

William F. Tice

Wilson B. Gates

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*Exclusive Agents*

CHINA, GLASS, SILVER AND QUEENSWARE

347-349 East Avenue

Rochester, N. Y.

PHONE STONE 646

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*Successors to*

W. H. GLENNY & CO.

China, Glassware, Silverware, Fancy Pottery

*Importers and Retailers*

MAIN 1314

60 CLINTON AVENUE S.

ROCHESTER, N. Y.

## Rolland R. Randall

GALLERIES

Stuffs  
for Furniture  
Curtains  
and Wall Hangings

Electric Lamps  
and  
Fabric Shades

Period Mirrors  
Special Furniture  
Rugs  
and Carpets

HIRAM W. SIBLEY BUILDING

309 ALEXANDER STREET

Telephone Stone 2889

**Cleaners and Dyers**

ADVERTISING DEPARTMENT

217

**ROCHESTER'S FIRST CLEANERS SINCE 1822****Leary's**  
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ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

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219

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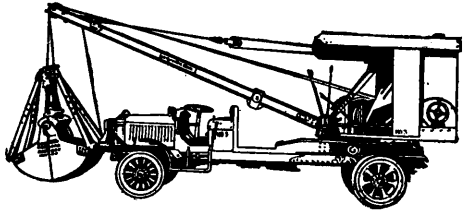
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230

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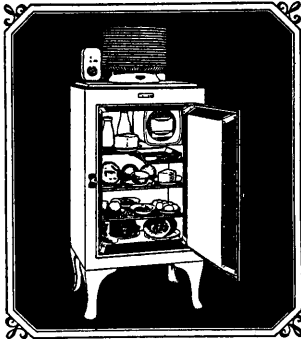
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236

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Refrigerator**

- ....an hermetically sealed, dust-proof mechanism.
- ....an easily accessible temperature control.
- ....a mechanism that requires no oiling.
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Both Products of  
GENERAL MOTORS

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**Electrical Apparatus,  
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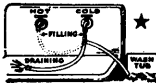
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Tels. Stone 4588—4592

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**LIFTS THE WATER IN AND OUT  
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Banishes Washday's  
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mechanically.

To Fill, connect to  
both faucets, put end of  
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to get the business?

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238

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

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**31-37 N. WATER STREET**

**Telephones Main 555-556**

---

***Phone Monroe 2094***

**BERGER BROTHERS ELECTRIC  
MOTORS, Inc.**

***Electric Motors, Generators  
and Repairs***

**1346 UNIVERSITY AVENUE . . . ROCHESTER, N. Y.**

---

**Phone Main 1688**

**INDUSTRIAL ELECTRIC CO., Inc.**

**Electrical Contractors**

**MOTORS - WIRING - APPLIANCES**

***Let Us Keep Your Motors in Repair***

**278 STATE STREET**

**ROCHESTER, N. Y.**

240

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

**F. A. MOTT ELECTRIC COMPANY*****Electrical Engineers and Contractors***Complete Installations of Light, Power  
and Signal Systems

Engines-Generators-Motors-Wiring-Fixtures

United States Oil Burners

**196 CHESTNUT STREET ROCHESTER, N. Y.***Telephone Stone 33*

PHONE STONE 6643

**VANDERLINDE-WIRLEY, Inc.*****Electrical Contractors***

MOTORS WIRING APPLIANCES

**52 CHARLOTTE STREET ROCHESTER, N. Y.***Phone Main 1437***ROSSITER—EMPLOYMENT**85 WEST MAIN  
Fenyvessy Building*Specializing in*OFFICE—EXECUTIVE  
TECHNICAL—ENGINEERING  
SALES—POSITIONS*L. B. ROSSITER*INDUSTRIAL—MERCANTILE  
FACTORY—GARAGE—STORE  
HELP—SALESLADIES*M. E. ROSSITER*DOMESTIC—RESTAURANT  
HOTEL—SUMMER-RESORT  
HELP*A. BELDING****Good Business***Your Name listed in  
bold faced type in  
the City Directory,  
under every heading  
that describes your  
product.**Sampson & Murdock Co., Inc.***"Directory Publishers Since 1846"***729 POWERS BLDG.  
ROCHESTER, N. Y.*****Moderate Expense***

ADVERTISING DEPARTMENT

241

**ARTHUR B. NORRIS, M. E.**

*Designer of*

**AUTOMATIC AND SPECIAL MACHINERY  
TOOLS, JIGS AND FIXTURES**

*Phone Connection*

**710 Ellwanger & Barry Building      Rochester, N. Y.**

GEORGE R. NEWELL

CHARLES E. WALKER

NICHOLAS A. ALBERTSON

PHONE MAIN 4223

**George R. Newell, Inc.**

**ENGINEERS AND SURVEYORS**

**103 Main Street West, Rochester, N. Y.**

SEWERAGE  
WATER WORKS  
PAVEMENTS  
ESTIMATES

PLANS, SPECIFICATIONS  
SUPERVISION  
SURVEYS  
SUBDIVISIONS

CITY PLANNING  
TITLE SEARCH  
APPRAISALS  
REPORTS

Gloster P. Hevenor

Harold F. Smeed

Lewis B. Smith

**Hevenor & Weller, Inc.**

*Civil Engineers*

**FIVE ST. PAUL STREET  
Rochester, N. Y.**

TELEPHONE MAIN 1732



**ECONO PLATES**

*print*

*perfectly and economically*

**ECONO ENGRAVING CO.**

**52 JAMES STREET**

**Fences****Fertilizers**

242

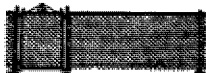
ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

**EMPIRE FENCE CO., Inc.***Established Since 1911***MANUFACTURERS AND ERECTORS OF  
WIRE AND IRON FENCES AND GATES**Chain Link and Woven Lawn Fence, Factory Fence, Tennis Backstops  
Dog Kennels and Poultry Runs, Wire, Top Rail, Post and Fittings**WHOLESALE AND RETAIL***No charge for estimates***GENESEE 2753**

After 5 P. M. Sundays and Holidays CALL Gen. 4315

**306-314 Buffalo Road, near Mt. Read Boul. Rochester****NATIONAL FENCE CO.**

EDWARD F. CABIC

*Expert Erectors of***WIRE AND IRON FENCES,  
CLOTHES POSTS AND  
CELLAR COLUMNS***Get Our Estimates**Phones Genesee 6391**Evenings Genesee 1034***GLIDE AND FENCE STS.  
ROCHESTER, N. Y.****A FENCE FOR EVERY PURPOSE****INVESTIGATE**the possibilities of this book  
as an advertising medium.**IT PAYS****INTERNATIONAL SEED CO.**

4678 Monroe

***Fertilizers*****WHOLESALE****Office, 171 Park Ave., Cor. Rowley, Rochester, N. Y.**

ADVERTISING DEPARTMENT

243

# Imperial Floor Co., Inc.

W. P. FARLEY, President and Treasurer

Manufacturers of

## Imperial Sanitary Composition Flooring

59 HALSTEAD ST. Phone Culver 362

CASTER CUPS

OLD FLOORS REFINISHED

# Rochester Parquet Floor Co., Inc.

ROCHESTER  
**PARCO**  
FLOORS

Manufacturers and Installers of

FINE HARDWOOD FLOORS

29 HEBARD STREET

ROCHESTER, N. Y.

PHONE, STONE 460

STAIRS COVERED

FLOOR WAX



# GENESEE HARDWOOD FLOOR CORP.

*Floors laid and finished in old and new houses.  
Old floors refinished. Cellized Blocks laid  
over concrete.*

PLANK FLOORING OUR SPECIALTY

Goodrich Rubber Tile Floors  
for Kitchen, Bath and  
Vestibule

Genesee 4675

178 ELLICOTT ST.

Estimates Given



# BRIGHTON HARDWOOD FLOOR CO.

A. DE VOGELAERE

## Plain and Parquet Floors

Old Floors Re-Finished

Cellized and Plank Oak Flooring

63 TRYON PARK

Phone Culver 2965

ROCHESTER, N. Y.

Warehouse, 349 Marion Street

# Florists

244

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

# Albert

## FLORAL ART STUDIOS

363 EAST AVENUE AT ALEXANDER STREET  
ROCHESTER, N. Y.                      Telephones STONE 318-319  
*Branch Store, Genesee Valley Trust Building, 45 Exchange St.*

FERNANDO J. KELLER, Pres. and Treas.                      J. MICHAEL KELLER, Vice-Pres.  
WILLIAM L. KELLER, Sec'y

# J. S. Keller Sons.

## FLORISTS

25 Clinton Avenue North      Greenhouse Phone, Monroe 6530      Rochester, N. Y.  
Office Phone, Stone 484-486

ROSES

VIOLETS

ORCHIDS

## New York Florist Co.

FRESH CUT FLOWERS EVERY DAY

Funeral Designs at shortest notice.      Decorations from all plants  
Weddings Bouquets

10 Reynolds Arcade

Telephone, Main 6443

Member Florists Telegraph Delivery



TELEPHONE

# Rochester Floral Company

Dealers in  
Choice Flowers and Plants  
DESIGNS AND DECORATIONS  
A SPECIALTY  
33 FRANKLIN ST., ROCHESTER, N. Y.

ROSES  
VIOLETS  
ORCHIDS

**MILTON A. MARCUS & CO.  
FLORISTS**

Cut Flowers, Potted Plants, Wedding Bouquets, Funeral Designs

*"The Home of Distinctive Flowers"*

**Green Houses**  
**770 SOUTH AVENUE AT**  
**CAROLINE STREET**  
*Phone Main 8138*

**Open Evenings**

**Branch Store**  
**MONROE THEATRE BLDG.**  
**587 MONROE AVENUE**  
*Phone Monroe 2842*

**ROCHESTER, N. Y.**

**T**HE Knowledge of "where to buy" is as important as where to sell goods.

*Consult the City Directory*

**MOSELEY & MOTLEY MILLING CO.**

INCORPORATED 1888

Manufacturers of

**BIG "B" FLOUR**

**Flour City Roller Mills A and B**

**MILL STREET, Foot of Brown      ROCHESTER, N. Y.**

## **Funeral Directors**

246

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

# **L. SCHAUMAN'S SONS**

## **FUNERAL DIRECTORS**



PUBLIC FUNERAL CHAPEL

Phone Main 2274

Open Day and Night

**609 CLINTON AVENUE NORTH, ROCHESTER, N. Y.**

ANDREW J. MATTLE

JOHN W. MATTLE

# **A. J. MATTLE & SON**

## **Funeral Directors**

**52 CUMBERLAND STREET**      *Phones STONE 1552, 1553*

Phone Stone 1524

# **HARRY C. HERMANCÉ**

## ***Undertaker***

**683 East Main St. - Rochester, N. Y.**



CHARLES E. ASHTON

Genesee 4390

**ASHTON FUNERAL HOME***Funeral Service  
Complete*

636 W. MAIN STREET

ROCHESTER, N. Y.

Residence—Monroe 2111

Residence—Monroe 2887-W

PHONES

Office—1179 Stone

Residence—Monroe 8242

**BENDER BROTHERS***FUNERAL DIRECTORS*

301 ALEXANDER STREET - ROCHESTER, N. Y.

PHONE GLENWOOD 4906

**JOSEPH J. BUCKLEY***Funeral Director*

PARLORS

796 DEWEY AVENUE

ROCHESTER, N. Y.

**Thomas B. Mooney's Sons, Inc.**

HENRY D. HALLORAN, Pres.

M. ALVAH HALLORAN, Sec. and Treas.

VERNON E. HALLORAN, Vice-Pres.

*FUNERAL DIRECTORS*

93 EDINBURGH STREET

Phone MAIN 127

ROCHESTER, N. Y.

**Funeral Directors**

248

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

F. W. MOORE  
67 Culver Road

Established 1904

E. W. FISKE  
98 Alameda St.**MOORE & FISKE*****Funeral Directors***

We have adopted the plan in our showroom of pricing all funerals in plain figures. No additional charge for use of parlors.

**105 LAKE AVENUE**

Corner of Spencer

Glenwood 4114

**FREDERICK D. NYE*****Funeral Director*****512 MEIGS STREET .. .. ROCHESTER, N. Y.**

PHONE MONROE 6751

GENESEE 300

GENESEE 3646

**JOHN C. ROSSENBACH*****Funeral Director***

Office and Residence

**828 JAY STREET - - ROCHESTER, N. Y.****RYAN & McINTEE**

B. LEO McINTEE

***Undertakers***

STONE 1464

**207 Chestnut Street - Rochester, N. Y.**

**CHARLES J. SCHEUERMAN**  
Residence 295 KENWOOD AVE.

**CLARENCE A. SCHEUERMAN**  
Residence 159 RUGBY AVE.  
Phone Genesee 4043

**C. F. SCHEUERMAN SONS**

***Funeral Directors***

**FUNERAL HOME - 230 BROWN, opp. Allen Street**

**Office Phones Genesee 438-5411**

*Phone Monroe 2604*

**HERBERT B. TURNBULL**

***Undertaker***

**263 PARK AVENUE - ROCHESTER, N. Y.**

**CONSULT THE  
CLASSIFIED BUSINESS LISTS  
IN THIS DIRECTORY  
IF YOU WOULD FIND WHAT YOU WISH TO BUY**

# Furniture

250

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

You Are Certain of  
**Fine Furniture - Service - Quality - Price**

AT

**Garson & Wood**

*Where Your Credit Is Good*

**111 CLINTON AVENUE SOUTH**

JOHN B. HOWE, President  
WILLIAM J. DORSEY, Secretary

JOHN CONNORS, Vice-President  
GEORGE DUERR, Treasurer

## HOWE & ROGERS CO.

**FURNITURE, FLOOR COVERING  
DRAPERIES**

89 and 91 CLINTON AVE. SOUTH

ROCHESTER, N. Y.

## WEIS & FISHER CO.

*Furniture*

**Complete Home Furnishings**

**50-54 STATE ST. and 887 CLINTON AVE., N.**

*Main 1486*

*Main 4161*

### ***You can never tell***

When you are going to need, and need badly, some part of the information that is contained in this book. Why not spend a little time, now, looking it over, so when the need arises you will know just where to look.

Read over the digest of contents on the title page, and consult the Index.

ADVERTISING DEPARTMENT

251

GEO. J. MICHELSEN  
PresidentR. J. MICHELSEN  
Vice-Pres. and Sec.W. F. MICHELSEN  
Treasurer**George J. Michelsen Furniture Company**

Manufacturers of

**Bed Room Furniture**

Office, Factory and Salesroom, 172-182 Avenue D

Phone Glenwood 4719

ROCHESTER, N. Y.

J. HUDSON MILLER  
Pres. and Treas.LOUIS RAAB  
Vice-Pres.F. S. MILLER  
Sec'y**MILLER CABINET CO.***Manufacturers of High Grade  
Living Room and Fancy Furniture*

Wholesale Only

*Hardwood Kindling**Glenwood 766*

304 to 322 Whitney Street

Rochester, N. Y.

**Too Late for This Issue?**

Then arrange NOW to have your name properly listed and your business classified and cross indexed in the next edition of the Rochester Directory.

The City Directory has become a universal necessity in looking up new prospects, in purchasing supplies, and in marketing products. Don't forget that directory advertising supplements and rounds out all your other advertising by giving the most explicit directions how to find you.

Put "We are listed in the Directory" in all your advertising copy. Addresses are often forgotten or mislaid, though the name is remembered. The firm that is properly listed under all headings in the directory that describe its product, is wise.

*Investigate the City Directory, the book of many uses*

**Sampson & Murdock Co., Inc.***Directory Publishers Since 1846*

# Furriers

252

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

## Rochester's Leading Manufacturing and Retailing Furriers for More Than Half a Century

The Most Modern Fur Cold Storage Vaults in Rochester.

Fur Remodeling and Fur Repairing in our own factory.

*In addition to Furs and Fur Garments—we carry complete and diversified stocks of Millinery—Cloth Coats—Gloves—Hosiery—Handbags—Sportswear.*

# MENG & SHAFER

· 53 · 55 EAST AVENUE ·

ROCHESTER, N. Y.

501-503 Main Street, Buffalo, N. Y.



## FURS!

In the matter of selection—fashion—quality and value—our reputation is conceded.

*Automatic Cold Storage Vaults on the premises*

**WM. V. GRAESER Co., 38 CLINTON AVE. NORTH**

*Manufacturing Furriers*

## GEORGE VERESCHAK

*Manufacturing Furrier*

FURS REMODELED and REPAIRED

205 East Avenue

Stone 2497

**Furriers****Grocers**

ADVERTISING DEPARTMENT

253

**A. M. ROOD**  
Pres.**O. E. ETTER**  
Sec'y and Treas.**C. E. ROOD**  
Vice-Pres.**Rochester Fur Dressing Co., Inc.***Automatic Cold Storage for Furs*Repairing and Remodeling of Furs  
Custom Fur Tanning and Taxidermy  
Estimates Given on Any Kind of Fur Work**290 BROAD STREET****ROCHESTER, N. Y.***Phone Main 5117*

Robert Shellard, Pres. Alwin Metz, Treas. George T. Duncan, Vice-Pres. F. J. Adams, Sec'y

**CROSBY'S***Furs Repaired, Remodelled and Stored*

Coats Made to Order at Factory Prices

FUR DRESSERS AND TAXIDERMISTS

**CROSBY FRISIAN FUR COMPANY**

Glenwood 206 Factory and Showroom, 571 Lyell Ave.

**Maps of Rochester**IN SHEETS OR FOLDED IN  
POCKET FORM**SAMPSON & MURDOCK CO., Inc.**

729 POWERS BUILDING

**WILLIAM B. BOOTHBY, President**  
J. F. TROMPETER**A. J. TROMPETER****PAUL WEAVER, Sec'y and Treas.**  
H. D. KAZMAYER**WEAVER-BOOTHBY COMPANY, Inc.***Wholesale Grocers*

Baker, Restaurant, Market and Confectioner Supplies

**14-28 RAILROAD STREET, ROCHESTER, N. Y.**

Telephones Culver 1216-1215

*Please mention this directory when dealing with advertisers*

# Hardware

254

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

MAIN 5356

PHONES

MAIN 5355

## HENRY LESTER HARDWARE CO.

INCORPORATED

GROVER A. CLICQUENNOI, Pres. and Mgr.

### *BUILDERS' HARDWARE SPECIALISTS*

Arco Paints                      Mechanics' Tools  
New Process Gas Ranges  
House Furnishing Goods

WEST MAIN, CORNER WASHINGTON

## WEED & COMPANY

WHOLESALE AND RETAIL

### *HARDWARE*

PHONE 7900 MAIN

Builders' Hardware  
Cutlery

House Furnishing Goods  
Mill and Shop Supplies

Automobile Tires  
Sporting Goods

15 EXCHANGE STREET

### *The City Directory*

Does not compete with any other advertising medium, but supplements and complements all other forms of mercantile publicity.

Intelligent Directory Advertising describes desirable merchandise attractively and directs you to the door of the man who has it for sale.



**BUILDERS' HARDWARE  
CARPENTERS' TOOLS**

**AGRICULTURAL TOOLS  
TINNERS' SUPPLIES**

Elizabeth M. Daly

W. G. Fisher

W. P. Foster

W. S. Johnson

# **MATHEWS & BOUCHER**

**Wholesale & Retail Hardware Merchants**

**26 Exchange St., Rochester, N. Y.**

**MANUFACTURERS' SUPPLIES  
HOUSE FURNISHING GOODS**

**SKATES AND SLEDS**

**CUTLERY**

**LEONARD REFRIGERATORS**

## **HARDWARE**

**Cutlery - Tools - House Furnishings - Automobile Tools  
Paints - Factory Supplies - Builders' Hardware**

**Louis Ernst and Sons**

**PHONE Rochester's Tool and Cutlery House  
Main 6705 65 SOUTH AVENUE**

**ROCHESTER, N. Y.**



**Ferguson Hardware and Electric, Inc.**

**ELECTRIC WIRING AND LIGHTING EQUIPMENT**

**Electrical Appliances, Plumbing Supplies  
Furnaces - Stoves - Gutter Work**

**Phone Charlotte 95**

**4421 LAKE AVE., CHARLOTTE**

**ROCHESTER, N. Y.**

**Warehouse, 417 River St.**

**Hardware****Heating Apparatus**

256

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

**PULLMAN MFG. COMPANY, Inc.**

Phone Main 6909

MAKERS OF

**SASH BALANCES****Oldest and Largest Sash Balance Works in the World**Main Office and Works  
45 FORD STREET**ROBESON ROCHESTER CORPORATION***Manufacturers of*

"Royalite" Electric Chinaware "Rochester" Metalware

"Royal Rochester" Table Utilities

"Shur Edge" Cutlery

New York City Showrooms—200 Fifth Ave.

Chicago Showroom—Merchandise Mart

Rochester Office and Showrooms: 176 ANDERSON AVENUE

Established 1853

Rochester Made

**"NORMAN"**

Warm Air

**FURNACES**

Stoves

and

Ranges

**GALUSHA STOVE CO.**

Main Office and Factory: 185 Norman Street



# Heating Apparatus

ADVERTISING DEPARTMENT

257

Phones 345-346 Main

Established 1883

## KENNEDY-CLARK, INC.

(FORMERLY KENNEDY & CO.)

22 SOUTH AVENUE

REFRIGERATORS

Red Cross Stoves

Dangler Gas Ranges

STOVE AND FURNACE REPAIRS

Genesee 3706

763 Main St. W.

## JOSEPH H. DIEHL

(Formerly Stove and Furnace Expert with Sill Stove Works)

STERLING RANGES AND FURNACES

EXPERT STERLING SERVICE

Stoves and Furnaces Cleaned and Repaired. Sheet Metal Work  
Phone For Circulars. Learn More About Sterling Products.

Office, CULVER 1155

After 5 P. M., CULVER 1596

## FLOWER CITY FURNACES

JAMES CROMBIE

565 N. GOODMAN ST.

ROCHESTER, N. Y.

HEATING SUPPLY COMPANY, INC.

MADE  
RIGHT

INSTALLED  
RIGHT

# WILLIAMSON FURNACES

BUILT OF  
THE BEST

OUTLASTS  
THE REST

Made by the world's largest manufacturer of warm air furnaces.  
Cast Iron Radiator type furnaces and Boiler Plate type for oil  
burning. Competent heating engineers available for consultation  
No charge for blue prints, specifications and estimates.

150 COLVIN STREET, ROCHESTER, N. Y.

GENESEE 3992

**Hotels**

258

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

**POWERS HOTEL**

**350 ROOMS**

**RATES FROM \$2.50**

FAMED RESTAURANT AND CAFETERIA SERVICE

*Ramp Garage Adjoining*

HOTEL SYRACUSE, SYRACUSE, N. Y.

*Under Same Management*

**HOTEL ROCHESTER**

W. D. HORSTMANN

**300 Outside Rooms From \$2.00**

Excellent Moderate Priced Dining Room  
and Coffee Shop

CLUB LUNCHEON

TAHOTE DINNER

IN OUR MAIN DINING ROOM

**THE SAGAMORE HOTEL**

EAST AVENUE, off MAIN ST.

*All Rooms With Bath*

*Single \$5.*

*Double \$7.*

H. P. SOMERVILLE, Manager



*Rochester's Leading Fireproof Hotel*

**THE SENECA**

550 ROOMS — From \$2.50

Cafeteria at Popular Prices

ADVERTISING DEPARTMENT

259

**FORD HOTEL**

FORMERLY RICHFORD

*For Men and Women*

Rates Per Day \$1.25 to \$2.00 Single  
\$2.50 to \$3.00 Double

*400 Rooms Absolutely Fireproof*

CHESTNUT AND ELM STS., ROCHESTER, N. Y.

*Park Avenue Car to Door***Hotel Hayward**

Operated by the ODENBACH'S

250 ROOMS — RATES \$2.00 UP

"THE COFFEE SHOPPE" RUN IN CONJUNCTION WITH  
HOTEL HAYWARD

7-21 Clinton Ave. South, Near Main St. East

*The Odenbach Restaurant Under Same Management*

14 South Avenue

Rochester, N. Y.

**THE NORMANDIE-APARTMENT HOTEL**

253 Alexander Street

*165 Apartments, Each with Private Bath*

FURNISHED 1—2 ROOM SUITES

By Day, Week, or Month

**LUXURIOUS DRAWING ROOM**

Private Dining Rooms For

BANQUETS WEDDINGS PARTIES

**DINING ROOM DELICATESSEN GARAGE****Rochester City Guide**

ROCHESTER AND VICINITY

(POCKET SIZE)

Giving the name, location and intersecting number of all the streets and avenues,  
and telling how to reach them by trolley.

With much other valuable information, and a new, convenient sized map of the  
city.

**Twenty-five Cents****AT ALL THE LEADING NEWSDEALERS***Please mention this directory when dealing with advertisers*

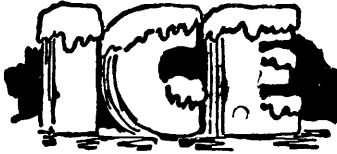
**Ice****Ice Cream**

260

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

**HETZLER BROS. ICE CO., Inc.***Wholesale and Retail*

Established 52 Years

**ABSO-PURE***Quality  
and  
Service*801  
DRIVING PARK  
AVENUEGlenwood  
**1150****GENERAL ICE CREAM CORPORATION**

ROCHESTER DIVISION

*Wholesale and Retail Manufacturers of***Plain and Fancy Creams and Ices****"FRO-JOY"***Ice Cream at its Best*

Phone Main 917, 918, 919

CLIFF ST. FOOT OF WHITE ST.

ROCHESTER, N. Y.

H. W. BRIGHAM, President

A. S. BANNERMAN, Vice-President

**TEALL'S ICE CREAM COMPANY, INC.**

Manufacturers of Superior Ice Cream Since 1868

*Wholesale and Retail ICE CREAM*

DELIVERED TO ALL PARTS OF THE CITY

**STONE 361-362**

285-287 ORMOND STREET

ROCHESTER, N. Y.

**MR. BUSINESS MAN!****DON'T USE AN OLD DIRECTORY**

This Directory is issued ANNUALLY. No other medium in the world gives the information contained herein, therefore it is CONSULTED DAILY FOR TWELVE MONTHS until a new edition is issued.

**What better medium to gain  
publicity for your advertisement?**

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# JOHN M. E. WOLFERT CORPORATION

*General  
Insurance*

---

---

PHONE MAIN 352

**WOLFERT BUILDING**

72-74-76 FRANKLIN STREET

---

While transacting business at our office you are invited to park your car, without charge, in rear of our offices at

**Wolfert Gas, Oil and Parking Station**

35 ORMOND STREET

---

*(See other Side)*

# JOHN M. E. WOLFERT CORPORATION

## ***General Insurance***

---

---

Wolfert Bldg. 72-74-76 Franklin St.

*Telephone Main 352*

---

### ***INSURORS***

*For*

*All Forms of*

**CASUALTY INSURANCE**

**FIRE INSURANCE**

**AUTOMOBILE INSURANCE**

**FIDELITY and SURETY BONDS**

---

*(See Other Side)*



ADVERTISING DEPARTMENT

261

ESTABLISHED 1899

# DUTTON INSURANCE

We represent only Reliable Companies who  
are Prompt and Fair in Adjustment and  
Payment of Claims.

**FIRE**—Tornado, Rents, Use & Occupancy, Profits

**LIABILITY**—Public, Owners-Landlords &  
Tenants, Elevator, Boiler, Compensation

**ACCIDENT**—Health, Plate Glass, Burglary

**BONDING**—Fidelity, Surety

**AUTOMOBILE**—Liability, Property Damage,  
Fire, Theft, Collision

MEMBERS OF THE UNDERWRITERS  
BOARD OF ROCHESTER, N. Y., Inc.

**403-404-405-406 WILDER BUILDING**

8 EXCHANGE ST. CORNER MAIN ST. E.

**TELEPHONES MAIN 1022 & MAIN 1023**

For over Thirty Years this office has given  
satisfaction to Policy-holders through  
efficient and faithful service.

**PERCY B. DUTTON**

**JESSE H. DUTTON**

**CHARLES P. DUTTON**

**WALTER J. DUTTON**

**Insurance (General)**

262

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

**1852****1931**

W. O. ASHLEY, Pres.

J. A. DUPUY, Vice-Pres.

CHAS. T. RAU, Vice-Pres.

ARTHUR L. GRIFFITH, Vice-Pres.

FRED D. ZWICK, Sec'y

CHARLES E. SCHMIDT, Treas.

A. E. HEBERLING, Asst. Sec'y

# **EGBERT F. ASHLEY CO.**

## **GENERAL INSURANCE**

**UNION TRUST BUILDING      MAIN ST., WEST**

*Member of Underwriters Board of Rochester, N. Y., Inc.*

---

**Assets of Companies Represented Over \$350,000,000**

---

Rochester American Ins. Co. of N. Y.

Hartford Fire Insurance Co. of Hartford, Conn.

North British & Mercantile Ins. Co. of London, England

Providence-Washington Ins. Co. of Providence, R. I.

Connecticut Fire Insurance Co. of Hartford, Conn.

Hartford Live Stock Ins. Co. of Hartford, Conn.

Great American Insurance Co. of New York City, N. Y.

Fire Association of Philadelphia, Pa.

Hartford Steam Boiler Ins. Co. of Hartford, Conn.

Guarantee Company of North America of Montreal, Canada

United States Guarantee Co. of New York City, N. Y.

Standard Accident Insurance Co. of Detroit Mich.

Hartford Accident and Indemnity Co. of Hartford, Conn.

---

**FIRE—WORKMEN'S COMPENSATION—PLATE GLASS  
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**Insurance (General)**

264

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265

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**Insurance (General)**

266

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

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**Insurance (General)**

268

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

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ROCHESTER, N. Y.

# Insurance (General)

270

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STONE  
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# Insurance (General)

272

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**Insurance (General)**

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1024 LINCOLN-ALLIANCE BANK BUILDING

**Insurance (General)**

274

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

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275

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# Insurance (General)

276

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

FIRE  
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LIABILITY  
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ACCIDENT  
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Phone: Main 340

# Insurance (General)

278

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President

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Vice-President

**HAROLD H. PORTER**  
Secretary & Treasurer

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279

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280

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282

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you know that CLARK'S always gives satisfaction

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## Lumber and Finish

286

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**Lumber and Finish**

288

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**Machinery and Manufacturers' Supplies**

292

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

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**Machinery and Tools**

294

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**Machinery and Tools**

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PHONE MAIN 5450

**Machinery and Tools**

296

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**Machinery and Tools**

ADVERTISING DEPARTMENT

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## **Machinery and Tools**

298

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# **Davenport Machine Tool Co.**

INCORPORATED

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300

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

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**729 POWERS BUILDING ROCHESTER, N. Y.**



ADVERTISING DEPARTMENT

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**ROCHESTER LEAD WORKS***Manufacturers of and Dealers in*

**LEAD PIPE, SOLDER AND BABBITT METAL  
 COMBINATION FERRULES, LEAD TRAPS AND BENDS**

Tin-Lined and Pure Tin Pipe, Wedge Strip for Setting Granite  
 Pig Lead, Pig Tin, Sash Weights, Sheet Lead, etc.

**WIRE SOLDER A SPECIALTY**

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380 and 382 EXCHANGE ST.

ROCHESTER, N. Y.

**ALWAYS BUYING****Scrap Iron and Metals of Every Description****WE BUY AND SELL****Motors, Hangers****Belting****Machinery****Etc.****LARGE STOCK****ALWAYS****ON HAND****Snyder Rochester Corp.****14-21 MART PLACE****ROCHESTER, N. Y.****PHONES GLENWOOD 1290-1291****Special attention given to****Factory Trade****N. Y. C. R. R. Siding in the Yard****PHONE FOR OUR PRICES**

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 COMPLETE  
 PLANTS FOR  
 DISMANTLING  
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**No Lot Too****Small****None Too Big**

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**Rochester Iron & Metal Co.****Scrap Iron and Metals****WRECKERS OF INDUSTRIAL PLANTS****We purchase all grades of Iron, Steel, Metals, Railroad Materials, Etc.****We sell New and Relaying Rails, Pipe, Etc., Cut to Measurements.****We sell Second Hand Planks and Lumber****We Carry in Stock All Sizes of Reinforcing Bars****325 ST. PAUL STREET****ROCHESTER, N. Y.****N. Y. C. R. R. and B. R. & P. Siding in Yards**

# Monuments

302


ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

## LELAND WESTON LOWE CO.



BUSINESS ESTABLISHED IN 1831  
 MANUFACTURERS OF DISTINCTIVE DESIGNS  
 PRELIMINARY SKETCHES AND ESTIMATES  
 SUBMITTED WITHOUT OBLIGATION

MONUMENTS GARDEN FURNITURE  
 BAPTISMAL FONTS  
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Studios at  
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 Opposite south entrance to  
 Mount Hope Cemetery 

JOHN H. McGEE  
 & SON

*Mark Every  
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508 STATE ST.  
 ROCHESTER, N. Y.

*Main 854*



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DEALERS IN ALL KINDS OF

**Marble and Granite Monuments**

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 HEADSTONES  
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*All Work Done  
 With*

*Pneumatic Tools*

OFFICE, SHOWROOMS AND WORKS SOUTH AVENUE CAR  
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*Please mention this directory when dealing with advertisers*

ADVERTISING DEPARTMENT

303

*Phone Main 7522*

**T. H. MARRION & CO.**

**MONUMENTS, HEADSTONES  
and CEMETERY MEMORIALS**

**478 STATE STREET  
ROCHESTER, N. Y.**



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INC.

MONUMENTS  
and  
MAUSOLEUMS

**1120 MT. HOPE AVENUE**

*Monroe 73*

BUILDERS OF MEMORIALS FOR  
NEARLY HALF A CENTURY

**SUPPLY HOUSES** of many kinds  
are listed in this book. A  
careful study of its possibilities  
will be of benefit to you.

**Multigraphing and Mailing**

304

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

MAIN 217

**AD-CO SERVICE  
DIRECT ADVERTISING**

Printing .. Multigraphing .. Complete Mailing

73 CLINTON AVE. S.

**Arrow Advertising Service**

COMPLETE DIRECT MAIL ADVERTISING

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Mimeographing  
Mailing  
Typing****Addressograph  
Graphotyping  
Mailing Lists  
Printing**

41 CHESTNUT ST., ROCHESTER

**FRED C. J. SCHRÖDER****Multigraphing, Mimeographing**

Letters, cards, et cetera, as used everywhere in mercantile establishments and offices. For more than a score of years we have served Rochester and the surrounding territory satisfactorily—with perfection and promptness in every job.

**Addressing and Mailing**

*Translating* from and into Foreign languages, accurately, quickly.

A SERVICE THE BEST TO BE HAD

Telephone, Stone 1922

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ROCHESTER, N. Y.

**How to Make This Book Serve You!**

The City Directory may be used to great advantage in supplementing and rounding out your newspaper publicity. Put—"We are listed in the directory" in your copy. Tie up all your advertising to the directory with the above phrase. Then see to it that you are properly represented under all the business listings applicable to your business. The phrase will stick long after the newspaper has been mislaid and people will get in the habit of looking for your name when ready to purchase goods which you carry. Thus will the interest aroused by your newspaper display be extended and preserved for your future benefit.

**Musical Instruments**

ADVERTISING DEPARTMENT

305

**THE WORLD'S BEST MUSICAL MERCHANDISE**

Pianos — Phonographs — Records  
 Musical Instruments — Radio — Sheet  
 Music, Skilled Repair Department, Etc.

*Convenient Terms*

*Your present instruments taken in trade*

**WHEN YOUR WANTS ARE MUSICAL COME TO**



HOME OF THE STEINWAY PIANO

**THE HOFFMAN MUSIC SHOP**

Pianos, Player Pianos, Victrolas, Records, Player Rolls,  
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*Radios and Supplies*

**CASH OR CREDIT**

**NO INTEREST CHARGED ON YOUR ACCOUNT**

**FOUR STORES**

325-327 Joseph Av. Main 3169	476 Monroe Av. Monroe 1755	468 N. Goodman St. Culver 1016	1451 Lake Av. Glenwood 5036
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***Your City Directory***  
***- Mirrors the Municipality***

**SAMPSON & MURDOCK, Inc.**

**729 POWERS BLDG.**

**ROCHESTER, N. Y.**

**Newspapers**

306

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931



## *Newspapers that Inform, Entertain and Serve You*

THE ROCHESTER JOURNAL and SUNDAY AMERICAN employ the world's greatest newsgathering agencies, the most skillful local staff available, the world's greatest newspaper and magazine writers, the world's greatest comic artists.

THE ROCHESTER JOURNAL and SUNDAY AMERICAN are made in Rochester from the most desirable local and foreign materials. Their aim is to give Rochester newspaper readers and advertisers the best of service. These newspapers are Rochester-made—and that means quality.

For ALL the news for business results and satisfaction, subscribe to, and advertise in, the



# To Newspaper Readers

☞ People who want today's news TODAY buy the Times-Union.

☞ People who want complete news—and in great variety—buy the Times-Union.

☞ Families who must have a clean newspaper in their homes insist on the Times-Union.

☞ Families with growing, impressionable children, know that they can let their children read the Times-Union. There is nothing in it that the boys and girls should not see.

## To Buyers of Advertising Space—

☞ The Times-Union is enjoying a steadily increasing circulation—concentrated in, or very close to, the City of Rochester.

☞ Readers of the Times-Union are worthwhile people, with full confidence in their newspaper. This confidence is naturally extended to the advertising messages in its columns.

☞ The Times-Union carries a greater volume of advertising than ANY OTHER ROCHESTER NEWSPAPER.

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# ROCHESTER TIMES-UNION

## *When the Mind is Fresh!*



There is a time of day when facts — grasped at a glance — inspire confidence and furnish renewed energy for a whole day's activities.

## *In the Morning*

READ THE

## **Democrat Chronicle.**

Community events — Pages of pictures — Associated Press dispatches — Special Writers — last minute flashes — highlights of the world's happenings at a glance --- all this and more is offered to you daily and Sunday through the columns of the Democrat and Chronicle.

If your  
Democrat and Chronicle  
is not delivered by 6:30  
every morning — kindly  
notify this office.



ADVERTISING DEPARTMENT

309

The Newspaper that has taken hold of  
ROCHESTER and MONROE COUNTY

# The Monroe Republican

*A Consistent Republican Newspaper*

101 Terminal Building      Broad and Fitzhugh Sts.

ROCHESTER, N. Y.

Published Every Thursday

## A Home Newspaper

The ABENDPOST is published six days in the week and is delivered directly into the homes in all parts of the city by carriers. A 32-page Rotogravure Magazine Section is included in the Saturday afternoon edition.

*ROCHESTER'S GERMAN DAILY*

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## LEON C. ALLYN CO., Inc.

### *Tree Experts*

Specializing in the care of ornamental trees, orchards and forests.  
Spraying, pruning, bolting, filling of cavities and treatment of  
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Forest, fruit and ornamental stock furnished and planted, special  
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Trees taken down or stumps pulled with modern equipment.

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MONROE 6883-W

*Phone Culver 757*

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ALLEN L. WOOD

Fruit Trees, Ornamental Trees, Shrubs and Roses  
All kinds of plants, bulbs, nut trees and small fruits  
Evergreens, Barberry and California Privet for Hedging  
Landscape Architects and Gardeners.

CATALOG SENT FREE

### WOODLAWN NURSERIES

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Take Parsells Ave. Car to the end of Route

**Nurserymen**

310

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

CHAS. J. BROWN, Pres.      M. B. KAELEBER, Vice-Pres.      M. J. BROWN, Vice-Pres.  
 PETER F. WILLEMS, Sec.      DONALD C. BROWN, Treas.

**BROWN BROTHERS COMPANY****CONTINENTAL NURSERIES**

Established 1885

Incorporated 1890

*Growers of a Complete line of Dependable Nursery  
 Stock for the World Out of Doors*

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MR. HARRY BOONE, Landscape Architect

A complete line of hardy northern grown Trees, Shrubs, Evergreens,  
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The most complete service in Rochester, including Home Landscaping,  
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*"It's Not A Home Until It's Planted"*

PHONES MONROE 1960—1961

**GREEN'S NURSERY COMPANY**

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Pottery

Garden Furniture

Pergolas

*"We Furnish the Home Outdoors"***GLEN BROTHERS, Inc. 1762-1772 Main St.***Nurserymen & Landscape Contractors*

CONSULTATION—At our office or at your home by appointment

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CONSTRUCTION and PLANTING—Shrub and Evergreen plantings, Gardens,  
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 Walls and Steps

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ESTABLISHED 1857

INCORPORATED 1887

**THE ROCHESTER NURSERIES**

Fruit and Ornamental Trees, Roses, Shrubs  
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**EXPERT LANDSCAPE SERVICE***Office:**Packing Building*

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Nurseries at Brighton, Pittsford, Mendon and Honeoye Falls, N. Y.

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Manufacturers of

## LOOSE LEAF AND BOUND RECORD-KEEPING DEVICES

Ask About the New Moores  
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ROCHESTER, N. Y.

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John W. Baker, Vice-Pres.

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*Established 1870*

Law Publishers, Stationers and Office Outfitters

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- WILLIAMSON BLDG.

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Manufacturers of High Grade

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Rochester, N. Y., U. S. A.

Phone MAIN 6840

# Office Supplies

312

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

<i>Made in U. S. A.</i>	<b>QUALITY</b>	<i>Known Abroad</i>
1915	<b>JOHNSTON'S "Snow White" PRODUCTS</b>	1931
<b>STANDARD PREPARATIONS OF THEIR KIND</b>		
<i>Snow White</i> White Ink		<i>Snow White</i> For Libraries
<i>Snow White</i> Water Color		<i>Snow White</i> For Golf Balls
<i>Snow White</i> Air Brush Spray		<i>Snow White</i> For White Shoes
<i>Snow White</i> For Rubber Stamps		<i>Snow White</i> For Base Ball Bases
DEPT. R. C. D. NEW ARTS BLD'G. Post Office Box 578, Rochester, N. Y.	<b>J. W. JOHNSTON</b> <i>(Manufacturer)</i>	ROCHESTER, N. Y., U. S. A. Member of the Chamber of Commerce

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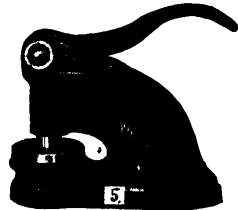
Stationery and Office Supplies

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RUBBER STAMPS, STENCILS, STEEL STAMPS

Phone Main 1233      Main 1234

131-133 STATE STREET, OPP. ANDREWS STREET, ROCHESTER, N. Y.



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Sales and Service*

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FRANCIS K. DUFFY, Branch Manager

156 EAST AVE.      TELEPHONE STONE 5799

ADVERTISING DEPARTMENT

313

**F. B. RAE OIL CO., Inc.*****Sun-Rae Service Stations***

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 University and Culver  
 Ridge Road and Lake Avenue  
 Genesee and Brooks  
 West Main and Trowbridge  
 Joseph and Norton  
 St. Paul near Scrantom  
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 218 State Street  
 434 State Street  
 163 Main Street W.  
 16 S. Union Street  
 1275 E. Main Street

**SUN-RAE**

**PETROLEUM AND ITS PRODUCTS**  
***Mobilgas and Mobiloils Distributors***

*Office Telephones*  
 Glenwood 222, 223, 224, 225

Foot of Ambrose St., R. W. & O. R. R.  
 Rochester, N. Y.

**MONROE UNION OIL CO.**

INCORPORATED

***Colonial Gasoline******Beacon Motor Oils***

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 Warehouse, 22-46 WRIGHT STREET      PHONE GENESEE 5100

**WOODFILL & WEGMAN, Inc.*****Kendall Gasoline, Oils and Greases***

Refined from Pure Pennsylvania Crude

Distributors for Kendall Refining Co., Bradford, Pa.

OFFICE AND STORAGE

SCOTTSVILLE ROAD

*Phone Genesee 4040*

ROCHESTER, N. Y.

**THE McWADE OIL***Phone: GENESEE 3047*

The remarkable claims made for this OIL, which you have heard  
 about and read about, can all be confirmed by a trial in your own car

**McWADE GASOLINE***Absolutely Dependable and Guaranteed***THE McWADE MERCHANDISE CORPORATION, INC.**

BUFFALO ROAD, AT B. R. &amp; P. R. R.

ROCHESTER, N. Y.

**Optical Goods**

314

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

# BAUSCH & LOMB

## OPTICAL COMPANY



Eyeglass and Spectacle Frames, Mountings and Lenses  
 Binoculars, Telescopes, Magnifiers, Photographic Lenses, Microscopes  
 Projection Apparatus and other Scientific Optical Instruments.

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*America's Leading Optical Institution*

## PROJECTION OPTICS CO., Inc.

*Manufacturers of*

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**Orders Taken for All Special Optical Work**

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Offices and Factory  
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Optometrist**WE ARE EXCLUSIVELY EXAMINERS OF THE EYES  
DESIGNERS AND MAKERS OF GLASSES**We have a record of 50,000 cases. We design and make each pair of glasses  
for the particular needs of the person who is to wear them.**OFFICES, 510 LINCOLN-ALLIANCE BANK BUILDING****F. H. Gerhard Co.****OPTOMETRISTS**

AND DEALERS IN

**Optical Goods of All Descriptions**

Phone Main 281

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and the DIRECTORY in  
Every Store.*Besides its use to the Keeper  
of the Store, it is a Conven-  
ience Customers Look for.*The Store that Offers  
an Old or no  
CITY DIRECTORY,  
does not Show its Patrons  
a Courtesy they will find  
Elsewhere.**EMPIRE OPTICAL Co.****EYE  
EXAMINERS**

AND MAKERS OF

**QUALITY  
GLASSES****EMPIRE  
OPTICAL CO., INC.****35 CLINTON AVE. SOUTH**Next to Temple Theatre Entrance  
E. E. Arrington O. C. Smith**SEE US AND SEE BEST**

# Painters' Supplies

316

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

## HUMPHREYS

### "The Paint Man"

TWO STORES

*Wall Paper*

58 SOUTH AVE.

Main 4663

*Paint*

44 SOUTH AVE.

Main 2117

Main 733

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*Wholesale and Retail Dealers in*

PAINT, VARNISH, GLASS AND BRUSHES

*Distributors of*

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ROCHESTER, N. Y.



GEO. A. WEINING, *President*

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**OIL and GLASS**

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Painters', Builders' and Manufacturers' Supplies

WHOLESALE AND RETAIL

MFRS. WEINING SHINGLE STAINS

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ADVERTISING DEPARTMENT

317

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Wholesale and Retail

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Distributors DuPont Paints, Varnishes and Duco

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86-88 Exchange St., opposite Spring St. Rochester, N. Y.

W. C. Remington

R. J. Fowler

W. G. Fulton

**BARNARD, PORTER & REMINGTON**

Wholesale and Retail Dealers in

**PAINTS, OILS, GLASS, BRUSHES, VARNISHES**

ARTISTS' MATERIALS      PAINT SPRAY APPARATUS

Distributors for Lowe Bros. High Standard Paints

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**GAMROD-HARMAN CO., INC.**

WHOLESALE AND RETAIL

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Distributors for McDougall-Butler Paints

PHONE MAIN 1426

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**SUS-KA-TONE**

*This Trade Name Is  
YOUR GUARANTEE OF QUALITY*

**Paints, Wall Papers and Window Shades**

**M. SUSKIND & SON**

WE DELIVER

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Main 258-259

165 State Street  
Rochester, N. Y.  
Main 258-259

110 Lake Street  
Elmira, N. Y.  
Elmira 888

**Paper Dealers**

318

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931



# Clark-Stek-O Corporation



Manufacturers of

Adhesives                      STEK-O and TIK and other  
and                                  Pastes in Powder and  
Fruit Packers' Supplies      Ready Mixed Form

1631 Dewey Ave., Stek-O Hill - Rochester, N. Y.

Fred K. Thompson, Pres. and Treas.

E. H. Sublett, Sec'y

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*Paper and Twines  
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Telephones Main 1354—1355

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Paper Bags and Roofing Papers of All Kinds  
Wrapping Papers and Twines

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in your city directory under headings  
describing your different lines. They will  
bring you increased sales at less expense  
than any other salesman in your employ.

**Parcel Delivery****Patents****Pattern Makers**

ADVERTISING DEPARTMENT

319

# Rochester Parcel Delivery

**Carting Light Hauling Parcel Delivery Trucking**  
**SPECIAL MESSENGER SERVICE**

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Tel. Main 1375-1376

COMMERCIAL CARS RENTED BY HOUR, DAY OR WEEK

*A Space Like This in Your City Directory Will  
Produce New Business*

TRY ONE IN THE NEXT ISSUE

*We will gladly submit copy for your display*

SAMPSON &amp; MURDOCK CO., Inc.

729 POWERS BUILDING - ROCHESTER, N. Y.

Phone Main 6615

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## HAROLD H. SIMMS

*Patents and Patent Law*

Graduate in Patent Law, Columbian University

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1/2, 3/4, 5/8 sharp gothic 1/2, and 3/4 in. brand.

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**PATTERN AND MODEL MAKERS**

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ROCHESTER, N. Y.

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320

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

**Herald Engraving Co. Inc.****ARTISTS-ENGRAVERS FOR ALL PRINTING MEDIUMS**

F.M. SCHIFFERLI

*Pres. and Treas.**Telephone***MAIN 4941****34****AQUEDUCT ST.  
ROCHESTER,  
NEW YORK.****Culver Engraving Co., Inc.****ZINC ETCHINGS AND HALFTONES**

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Democrat &amp; Chronicle Building

**ILLUSTRATIONS FOR ALL PURPOSES**

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DESIGNING .. .. RETOUCHING

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729 POWERS BUILDING

**Photographers****Photographers' Supplies**

ADVERTISING DEPARTMENT

321

**COMMERCIAL PHOTO CO.**

W. D. TOWNE, Proprietor

Stone 6735

43 EAST AVENUE



*For Advertisers, Merchants,  
Manufacturers and Builders*

“PICTURE IT BY PHOTOGRAPHY”

**ROCHESTER PHOTO CO.**  
*Commercial Photographers*

Quality Photos That Make Sales

**ENLARGEMENTS**

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TEL. MAIN 2553

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Phone Stone 2440

27 CLINTON AVENUE NORTH

ROCHESTER

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NEW YORK

**CAMERA  
CORNER***Headquarters for Service Photographic*

CINE KODAKS and ACCESSORIES

*Greeting Cards — Gifts — China and Glass***Marks & Fuller, Inc.**

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The world's largest manufacturers of photographic goods—cameras, including amateur motion picture outfits, films, photographic paper, plates, professional and amateur apparatus.

*“Only Eastman Makes The Kodak”*

## FOLMER GRAFLEX CORP.

Graflex Cameras  
and

Studio Apparatus

154 CLARISSA STREET ROCHESTER, N. Y.

*Phone Main 690-691*

ORIENTAL RUGS

MAIN 2196

## GEORGE C. J. BAILEY

*Art Shop*

150 CLARISSA STREET ROCHESTER, N. Y.

CORNER BROAD STREET W.

Importer of Brown's Shamrock Linen from Ireland. Silver and Old Sheffield from England

Pictures and Frames, Oil Paintings Cleaned and Restored,  
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Dealer in ANTIQUES

APPRAISERS

**Platers**

**Plumbers**

ADVERTISING DEPARTMENT

323

O. D. STUART

R. B. OLVER

G. F. HOLTZ

*Phone Main 5560*

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**STUART-OLVER-HOLTZ CO.**

**PLATING, ENAMELING AND  
METAL SPINNING**

MANUFACTURERS OF METAL SPECIALTIES

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226 N. WATER STREET

ROCHESTER, N. Y.

**BAREHAM & McFARLAND**

INCORPORATED

*Plumbing and Heating Contractors*

Complete Stock of Valves, Plumbing Fixtures,  
Heating Boilers and Radiators at  
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Phones Main 4313-4314-4315

3682 Stone

TELEPHONE

Stone 3682

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**PLUMBING AND HEATING CONTRACTORS**

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*NEW-WAY Oil Burners*

*The Glidden Paints, Varnishes, Lacquers and Enamels*

114-116 MONROE AVENUE

ROCHESTER, N. Y.

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495 NORTH GOODMAN STREET

ROCHESTER, N. Y.

H. W. DEAN

H. J. BOONE

J. H. SEIDEL

*Phone Culver 1896-1897*

## Plumbers

324

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

Phone Monroe 4849

Res. Phone Monroe 2376

### Arthur B. Reddington

*Quality Plumbing and  
Heating Installations*

Distributor for Sundstrand Oil Heat Generators

115 BROADWAY .. .. ROCHESTER, N. Y.

### E. G. SNYDER CO., Inc.

*Plumbing, Heating and  
Ventilating*

86 SCIO STREET

STONE 4770

PHONE MONROE 4577

### A. J. HEINZLE

**PLUMBING**

Gas, Steam and Water Heating

666 UNIVERSITY AVENUE .. ROCHESTER, N. Y.

THE City Directory is the most effective and most economical method of reaching all the people all the time. Those who buy without looking at the classified list of those who sell do themselves great injustice. The classified lists in the Business Directory form the best Buyers' Guide on earth. A modern up-to-date method of getting what you want.



# **BARR & CREELMAN CO.**

**Plumbing and Heating  
Engineers and  
Contractors**

---

---

WE ARE AT YOUR SERVICE  
FOR THE SMALL JOB AS WELL AS  
THE LARGE ONE

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SEE US FOR YOUR  
PLUMBING AND HEATING  
REQUIREMENTS

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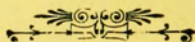
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**74 EXCHANGE STREET**

ROCHESTER, N. Y.

PHONES MAIN 6465-66-67

**BARR & CREELMAN**  
**MILL and PLUMBING**  
**SUPPLY Co.**



**MILL,**  
**STEAM, PLUMBING**  
**CONTRACTORS,**  
**SUPPLIES**



**64-70 EXCHANGE STREET**  
**ROCHESTER, N. Y.**

*Phones Main 6465-66-67*

**Plumbers****Plumbers' Supplies**

ADVERTISING DEPARTMENT

325

**HOWE & BASSETT CO., Inc.***Established 1885***PLUMBING AND HEATING CONTRACTORS****Oil Burning Equipment****"Electrol" Automatic Oil Burner****"RUUD" Automatic Gas Water Heaters****"INCINOR" GAS FIRED INCINERATORS****840-50 UNIVERSITY AVENUE**

TELEPHONE MONROE 3

**Wright & Alexander Company****Contractors**

Heating, Plumbing and Power Plant Installations      Jobbers of Supplies

Sprinkler Installation Contractors

Chemical Fire Extinguishers and Foam Type Extinguishers

*Telephones: Main 1056—6828*

21-23 OTSEGO STREET .. ROCHESTER, N. Y.

**Supplies For** { **PLUMBERS, STEAMFITTERS  
ENGINEERS and FACTORIES**Distributors of **WALWORTH VALVES AND FITTINGS****W. A. CASE & SON MFG. CO.**

72-90 ST. PAUL STREET

*Phone Main 3404—3405—3406*What better prod to a lagging memory than the  
Classified List in the City Directory***Consult it for your wants***

**Plumbers' Supplies**

326

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

# The Hunting Company

JOBBERERS OF

***Plumbing, Heating and Factory Supplies***

We extend a hearty welcome to architects, prospective builders and all those interested in

**Modern Plumbing Fixtures**

to visit our show room.

**127 RAILROAD STREET*****Tel. Culver 23***

ESTABLISHED 1860

William E. Sloan  
William E. Sloan, Jr.

Guilford R. Adams  
Daniel L. VanHee



We cordially invite all who are interested in modern plumbing and heating fixtures to visit our show rooms where selections may be made from the many designs exhibited.

Architects and plumbers are especially invited to make use of this display in such manner as will be of the greatest assistance to themselves and their clients.

## SAMUEL SLOAN & COMPANY

WHOLESALEERS

**Plumbing and Heating Supplies****67-69-71 EXCHANGE STREET*****Tel. Main 540***

**Postage Stamps—Poultry Supplies—Power Plant Equipment**

ADVERTISING DEPARTMENT

327

OLD AND NEW STAMPS BOUGHT AND SOLD

# Covert Stamp Co.

ROCHESTER, N.Y.

712 ELLWANGER & BARRY BUILDING

POSTAGE STAMPS, ALBUMS, CATALOGUES  
EVERYTHING FOR THE STAMP COLLECTOR

Phone Glenwood 799

## TOMKINSON FEED COMPANY

Tomkinson, Kenyon & Tomkinson Company, Props.

*Distributors of the*

### *Celebrated Purina Chows*

FOR HORSES, COWS, CALVES, PIGS, STEERS AND POULTRY

*Sold Only in Checkerboard Bags*

Also Dealers in Hay, Straw, Shavings, Alfalfa and  
Famous Pi-Ka-Co Flour

1604 DEWEY AVENUE .. .. ROCHESTER, N. Y.

## ALDEN L. COVILL

*Pumps, Heat Exchangers, Regulators,  
Conveyors, Air Compressors*

FOR

Power and Industrial Plants, Water Works  
and Sewage Disposal

1224 GRANITE BUILDING Telephone Main 153

## THE STONE COMPANY

Power Plant and Industrial Equipment

ROY L. STONE, M. E., Pres. Member A. S. M. E.

Phone Main 5483 426 Commerce Building

*Direct and exclusive representatives of  
manufacturers of national reputation*



ADVERTISING DEPARTMENT

329

**LOUIS HEINDL & SON**  
**PRINTING**

149-151 ANDREWS STREET      ROCHESTER, N. Y.

Phone 1217 Stone

*Linotype*

*Ludlow*

*Elrod*

***Linotype Composition***

*Day and Night Service*

FOREIGN LANGUAGE AND PUBLICATION WORK A SPECIALTY

**ROCHESTER LINOTYPE COMPOSITION CO., INC.**

13 SOUTH WATER STREET

MAIN 3160

*When you think of Electrotypes, think of*



**Rochester Electrotype Co., Inc.**

170-2 N. Water Street

P. O. Box 400

Modern  
Equipment

*Quick Service*

Convenient  
Location

Catalogues  
Booklets  
Regular  
Publications  
Stationery

**BURNETT  
 PRINTING  
 COMPANY**

27 South Water Street

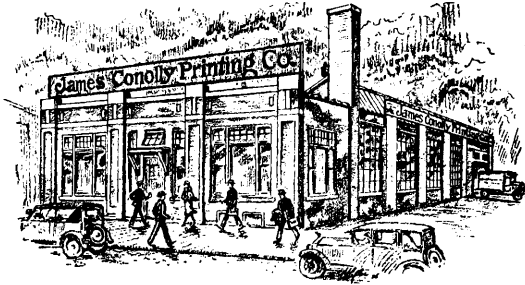
Factory  
Forms  
Direct Mail  
Advertising  
Folders, &c.



**Printers**

330

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931



**Cor. ALLEN  
and  
CLARISSA**

*Phone  
Main 5123*

A. P. GERLING

L. J. ZWIERLEIN

**THE ART PRINT SHOP**

**DESIGNERS OF GOOD PRINTING**

Catalogues, Folders, Booklets, Stationery

**MAP MAKERS**

**77 ST. PAUL STREET**

**STONE 567**



**Good Printing and Good  
Service Since 1876**

Edward F. Hettig, Prop.

Call  
Write  
or Phone

**Stone 4976**

**80 ELM STREET**

E. L. GOSNELL

GLENWOOD 1800

C. E. OSTER

**SPECIALTY PRINTING COMPANY**

**RESTAURANT CHECKS**

**SEALING TAPE**

**GUMMED LABELS**

*(In rolls or separate)*



**ROLL TICKETS FOR  
PHOTO-PLAY THEATRES**

Put your multi-operation problems up to us

**811 LAKE AVENUE**

.. ..

**ROCHESTER, N. Y.**



ADVERTISING DEPARTMENT

331

**BROWN & RICE****Steel and Copper Plate Printers and Engravers**

Letterheads	Social Stationery
Printed Office Forms	Invitations
Business Cards	Announcements
X-mas Greeting Cards	

15 SOUTH AVENUE

ROCHESTER, N. Y.

Telephone Stone 5495

**HENRY CONOLLY COMPANY**

Exclusive and Effective  
Result Producing Literature  
Originated, Designed  
Engraved and  
Printed Complete

39-43 CLARISSA ST.  
ROCHESTER, N. Y.

**JOSEPH M. EGLOFF**

DESIGNING **PRINTING** ADVERTISING  
CATALOGS, BOOKLETS AND COMMERCIAL  
PRINTING

77 ST. PAUL STREET

ROCHESTER, N. Y.

GENESEE ELECTROTYPE COMPANY



97 NORTH WATER ST.

PHONE MAIN 4479

# Printers

332

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

## THE SIMONDS PRESS

*Printers and Engravers*



PHONE MAIN 3456 49 SOUTH AVENUE

Edward J. Walsh, *President*

H. C. Barnes, *Vice-President*

K. H. Walsh, *Secretary*



### Wegman-Walsh Press (Inc)

*Established 1877*

Printers  
Engravers  
Linotypers  
Binders

13 to 23 SOUTH WATER STREET  
MAIN 568

Stationery  
Fine Catalogs  
Direct  
Advertising

*Printing As Wanted When Promised*

IDEAS + PAPER + INK + PRIDE + SKILL  
= GOOD PRINTING



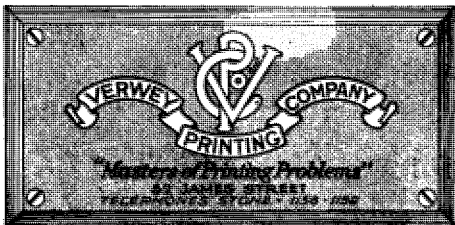
The sort of printed matter that will pay you dividends must have brains and ability as part of its make-up. That's the sort we do. Let us prove it on your next job—Folder, Catalogue or What Not.

### O. K. PRINTING CO., INC.

FRED J. BLUM ROBT. H. GOETTEL G. ERNEST DUNTON

49 NORTH WATER STREET

TELEPHONE : MAIN 962



Please mention this directory when dealing with advertisers

ADVERTISING DEPARTMENT

333

# THE DUBOIS PRESS

*Creative Printing and Advertising*

.....  
CATALOGUE BUILDERS • PROCESS COLOR PRINTERS  
.....

A. FORD DUBOIS, *President*      J. C. HUGHEY, *Vice-President*

*Our imprint is a guarantee of the best in printing. Advertising and Merchandising Campaigns handled by experienced Advertising Men.*

**151 BROADWAY • ROCHESTER**

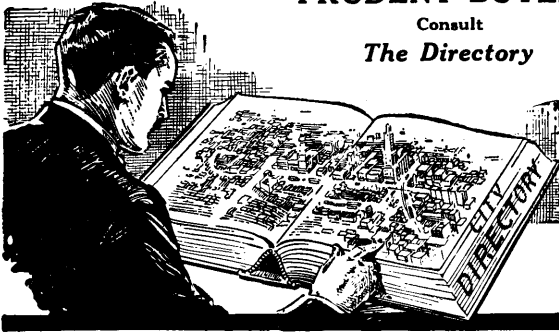


Telephones  
Monroe 6755-6756

## PRUDENT BUYERS

Consult

*The Directory*



**SAMPSON & MURDOCK CO., Inc.**

**729 POWERS BUILDING, ROCHESTER, N. Y.**

*Please mention this directory when dealing with advertisers*

**Radio**

334

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

**RADIO AND SPORTING GOODS***Electrical Appliances*

FIELD GLASSES      GOLF SUPPLIES      BAROMETERS  
KODAKS      FISHING TACKLE      THERMOMETERS

**RUDOLPH SCHMIDT & CO., Inc.**

43 SOUTH AVENUE

Established 1882

Phone Stone 75

**GENERAL MOTORS RADIO***"The Standard of Quality"*

Offering Marvellous Examples of Craftsmanship in  
Period Design Cabinets.

*Featuring the "Tone Selector"*

If you want ALL the essential qualities of Radio Reception,  
turn to a General Motors Radio.

**LESTER RADIO CORPORATION**

219 MONROE AVENUE

- -

STONE 41



*High Sensitivity*  
*at all Dial Settings*

**STROMBERG-CARLSON**  
**TEL. MFG. CO.**

100 Carlson Road, Rochester, N. Y.

**Stromberg-Carlson****TELL. BUYERS**

*What you do and how you do it.* Your Business Card in this book will carry your sales talk into offices, factories, hotels and others in all the principal cities in this country and Canada. We have over 14,000 pleased patrons who are taking advantage of this Silent Salesman.

**SAMPSON & MURDOCK CO., Inc.**

729 POWERS BUILDING

ROCHESTER, N. Y.

# WE OFFER

## A Complete Service to Our Clients

**We**  
**Can**  
**Sell**

**or**

**Buy**

**Help You**  
**Finance**

**Rent**  
**or**  
**Manage**

**and**

**Insure**

**Your**  
**Property**

### SIX DEPARTMENTS

#### Real Estate Brokerage (City)

We offer a Service at **No Cost** to you. We will make a complete set up of your property which will bring out the facts, and enable better judgment in buying or selling, whether it is Residential, Commercial or Investment Property.

#### Subdivision

We are in a position to develop and sell your subdivision or procure a desirable location for your home site in Rochester or vicinity.

#### Farms & Suburban

Buying a farm requires a knowledge of soil and location. Our expert farm salesmen are always willing to help you.

#### Mortgage & Finance

Our finance men are familiar with the latest developments in this field. They will save you money and later troubles.

#### Property Management & Rental

You no longer need stay home because of your property. We will take over the complete management of any property at a small cost, cut down expenses through co-operative efforts and give you a statement once a month.

We also handle any form of rentals.

Leasing is a specialized branch of our Rental Dept.

#### Insurance

Without leaving our office you can place your mortgage, fire and theft, compensation, automobile and plate glass insurance.

### OUR AIM

To perform every need respecting your Real Estate in a courteous, efficient and professional manner.

POWERS  
BUILDING



ROCHESTER, N. Y.

Main 366

# Real Estate (Realtors)

336

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

## REALTORS



WM. C. DALEY, President

209 Powers Building Main 983

SPECIALISTS IN SUBDIVISION DEVELOPMENT

MAIN 848



ROCHESTER, N. Y.

## REALTOR

MEMBERS OF ROCHESTER REAL ESTATE BOARD

## REALTORS

TELEPHONE  
MAIN 6140



TELEPHONE  
MAIN 6140

*Established 1913*

**Real Estate (Realtors)**

ADVERTISING DEPARTMENT

337

**Commercial, Industrial and Residential Properties  
Sold and Exchanged**

Member National, State and Rochester Real Estate Board



346 POWERS BUILDING

MAIN 2042

**EUGENE C. ROESER**  
**REALTOR**

*Mortgage Loans*  
*Central Business Property*

218 E. & B. BUILDING

Tel. Main 5397

**SHAFFER MALOY CO., Inc.**  
**..REALTORS..**

SALES

EXCHANGES

109 POWERS BUILDING

Tel. Main 4521-22

The **RALPH KLONICK CORPORATION**  
**REALTORS - REALTY FINANCING**  
 109 E. MAIN ST. / ROCHESTER, N.Y.

**SEAL OF SATISFACTION**

*Specializing in Financing*

Sales  
and  
Exchanges

Leasing  
Stores  
Apartments  
Factory  
Buildings

# Real Estate (Realtors)

338

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

*731 Lincoln-Alliance Bank Building*

## **ROBERT REILLY**

Stone 1415

**REALTOR**

SPECIALIZING IN THE SALE OF  
EAST SIDE RESIDENTIAL AND INVESTMENT PROPERTY

**WILLIAM H. GORSLINE, Inc.**

*Mortgage Loan Correspondent*

PRUDENTIAL INSURANCE CO. OF AMERICA

1450 Lincoln-Alliance Bank Building

**WE WRITE FIRE INSURANCE—TRY US**

REALTORS



MAIN 2471

*Sales and Leases*

19 EAST MAIN STREET

Correspondent For AETNA LIFE INS. CO., RESIDENTIAL LOANS  
NEW ENGLAND MUTUAL LIFE INS. CO., INVESTMENT LOANS

RENTALS

SALES

## **HERBERT J. BIETRY**

**Realtor**

1216 LINCOLN-ALLIANCE BANK BLDG., ROCHESTER, N. Y.

*Expert Service, Rent Collections and Property Management*



**Real Estate (Realtors)**

ADVERTISING DEPARTMENT

339

E. G. PARMELEE, President

WM. G. HALL, Sec'y and Treas.

ESTABLISHED 1907

*Real Estate in All Its Branches*

Main 755



Main 756

**REALTORS**

*23 Years of Dependable Service*

MAIN 254



MAIN 255

"The Sign of Good Service"

**HOWE-MORGAN CO.**

Special Attention Given to Property Management

**REALTORS**

21 S. Fitzhugh St., cor. Broad Rochester, N. Y.

**J. J. CARMICHAEL**

**REALTOR**

MAIN 6242

**APPRAISER**

MORTGAGE LOAN CORRESPONDENT

**TITLE & MORTGAGE**

GUARANTEE Co. of BUFFALO

855 POWERS BUILDING .. ROCHESTER, N. Y.

**SPECIALIZE IN**

Appraisals  
and  
Property  
Management



Central  
Business  
Property  
and Leases

**Realtors**

Stone 633

FRANK A. DRUMM, President

814 LINCOLN ALLIANCE BANK BUILDING

**Real Estate (Realtors)**

340

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

**REAL  
ESTATE**

BOUGHT  
DEVELOPED  
FINANCED  
MANAGED  
RENTED  
SOLD

**NORBERT  
STREB CO.***Realtors***223 POWERS BLDG.**

MAIN 4579

**Who's Who  
and Where?**

**S**UCH questions can only be answered by the **Directory** and that is where people look when they want to buy. Are you properly displayed therein to get the business?

**Your Advertising?**

**DOES** your advertising fit your business or is it simply a matter of habit? Does it produce results or is it a waste of money?

**ARE** you satisfied with the way your advertising copy is prepared and placed?

**WE** offer you advice, counsel and service of experienced advertising men—men who can successfully cope with your problems.

**TALK** your troubles with us. We can help you increase your business.

**Sampson & Murdock Co., Inc.****729 POWERS BLDG.**

∴

**ROCHESTER, N. Y.**

ADVERTISING DEPARTMENT

341

## HOMES FOR SALE

In the Beautiful

## Highland Park Section

*The Finest and Healthiest Part of the City*

Houses new with all modern improvements—streets paved—trees planted—everything complete.

See the houses already built

For full information, terms, etc., apply to

**ELLWANGER & BARRY REALTY CO.**

668 MT. HOPE AVENUE

ROCHESTER, N. Y.

JOHN LUTZ, Pres.

Telephone Main 1049

**SHEA-LUTZ REALTY CO., Inc.*****Business Brokers***

SUB-DIVISION REAL ESTATE INSURANCE

FARMS AND APPRAISALS

200-201 ELWOOD BUILDING—6 STATE ST.

Rochester, N. Y.

Main 2126

TELEPHONES

Monroe 1675

**The Barnard Development Co.***Incorporated*

HOUSTON BARNARD, President

850 POWERS BUILDING

**Exclusive residential sites carefully restricted  
East Avenue Section**

**Real Estate**

342

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

MAIN 5800

TELEPHONES

MAIN 5801

**L. A. ROBERTS**

SUITE  
303-305

**Central Trust Bldg.  
25 MAIN STREET EAST**

18 YEARS OF DEPENDABLE SERVICE

**REAL ESTATE AND INSURANCE**

*Mortgage  
Investments*

*Business  
Opportunities*

**THE AGNEW CORPORATIONS**

*Agnew*

*Agnew*

**REALTY CO., Inc.**

**AGENCY, Inc.**

*Real Estate*

*Insurance*

Loan Correspondent PROVIDENT LIFE INSURANCE CO.

*Rochester Savings Bank Building*

**MAIN AND FITZHUGH ST. ROCHESTER, N. Y.**

*MAIN 2545*

**COMMERCIAL REALTY CORPORATION**

OF ROCHESTER

*First and Second Mortgages Bought and Sold*

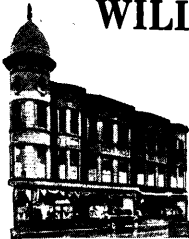
MAIN  
3255

**General Insurance**

MAIN  
3255

311-312 ELLWANGER & BARRY BUILDING, 39 STATE STREET

**WILLIAM JOHN KRAMB**



**Real Estate**

Time to Buy

GENERAL INSURANCE

Phone

**GENESEE**

**852 MAIN ST., WEST**

**4603**

Corner Brown Street

MAIN ST. cor. BROWN

SALES

EXCHANGES

INVESTMENTS

RENTS COLLECTED

PROPERTY MANAGEMENT

## The Return Circuit in Advertising



*The circuit must be completed before the bell will ring  
The Buyer must find the Seller before a Sale is made*

---

**Creative Advertising**—in newspapers, magazines, billboards, etc., tends to suggest wants and to create desire.

Before a sale results the initiative must pass from Seller to Buyer.

When this happens the Buyer begins actively to seek where he can best supply his wants.

**This Directory** is a logical place to look (at least our subscribers tell us they use it for this purpose) and the Reference Advertising herein has assisted many sales.

---

Have you made it easy for Buyers to find **You**?

**Rubber Stamps****Rug Cleaners****Saw Mfrs.**

344

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931



## The New Celluloid Index Label

A VISIBLE FILING SYSTEM  
FOR RUBBER STAMPS  
SEAL PRESSES      STEEL STAMPS

### C. H. MORSE & SON

*Improved Rubber Stamps*

15 SOUTH WATER ST.      ROCHESTER, N. Y.  
Telephone Main 1291

G. W. BARTHOLOMEW

GEORGE E. KIEE

WASHED  
TODAY

# RUGS

RETURNED  
TOMORROW

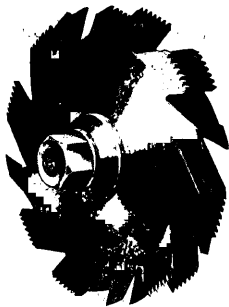
Automatic Rug Cleaning Co.

ORIENTAL AND DOMESTIC

PHONE MONROE 78

674 South Avenue

TELEPHONE MONROE 5916



**HUTHER BROS.**  
SAW MFG. CO.

1290 University Ave., Rochester, N. Y.

Manufacturers of Huther Bros.

Patent Grooving or Dado Head

## Rochester City Guide

ROCHESTER and VICINITY  
(Pocket Size)

Giving the location of all  
the streets, and how to reach  
them by bus or trolley — —

The parks, public buildings  
theatres, churches, clubs,  
apartments, schools — —

*And a lot of other informa-  
tion about the city, and a*

**NEW MAP**

25 cent at Leading Newsdealers

ADVERTISING DEPARTMENT

345

**COOPERATIVE BUSINESS INSTITUTE**

Successors to GREGG SECRETARIAL SCHOOL

***Day School and Night School all the Time***

Individual Instruction in All Commercial Subjects

Pupils Thoroughly Prepared For Good Positions

*Office Help Furnished Free to Employers*

CATALOGUES

36 CLINTON AVE., N.

Tel. STONE 469

**MAY SECRETARIAL SCHOOL*****Courses in Stenography, Secretarial Training  
Bookkeeping, Business Administration  
and Accounting***

IT WILL PAY YOU TO INVESTIGATE

Individual Instruction Coupled With Small Class Groups

407-411 TAYLOR BUILDING  
328 MAIN STREET, EASTROCHESTER, N. Y.  
Phone Stone 5125**McKECHNIE-LUNGER  
SCHOOL OF COMMERCE**

BURKE BUILDING - ST. PAUL AND MAIN STREETS

**COURSES OFFERED:****Business Administration, Salesmanship, Secretarial Science,  
Accounting, Stenography, Bookkeeping**Call, Write or Telephone for Catalogue  
Enter School Any Day**DAY AND EVENING CLASSES**

---

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**Good Business Insurance Includes  
an advertisement in the local City  
Directory—Always.**

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## **Seedsman**

346

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

Chas. H. Vick, Pres.      H. L. Glen, Vice-Pres.      Geo. B. Hart, Sec. and Treas.

# **HART & VICK, INC.**

ONE OF AMERICA'S FINEST SEED STORES

## ***Seedsman and Plantsman***

QUALITY EXCLUSIVELY

Corner STONE and ELY STREETS      Main 1200  
ROCHESTER, N. Y.

# **Mandeville & King Co.**

## ***SEEDSMEN***

FLOWER SEEDS EXCLUSIVELY

ROCHESTER, N. Y.

Office and Warerooms,      1040 University Avenue

## ***You Use a Directory***

To tell you where to go  
and how to get there.

The Road to Success is easy  
to follow if you are consistent  
in your Efforts.



# ERDLER PERFORATING COMPANY

Manufacturers of  
Perforated Sheet Metals, Metal Stamping



Metal Sample Plate Furnished on Application

We do not issue a price list, but will quote prices upon receipt of specifications.

Office and Factory, 171 York St., Rochester, N. Y.

Phone Genesee 2608

M. J. Dowling, Pres.-Treas.



W. H. Lane, Vice-Pres.-Sec.

## ATLANTIC STAMPING COMPANY

*Tin, Copper and Galvanized Ware*

*Dairy Farm Utensils*

Factory, 156 to 180 AMES ST., ROCHESTER, N. Y.

### FROM 30% TO 50%

OF the information in the *Directory* of a city or town changes each year. Did you know this? For this reason is it not money saved to have the latest information handy? The only way to do it is to have the *Latest City Directory*.

**Sheet Metal Work and Roofers**

348

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

Charles W. Flesch

PHONE MAIN 5234

William J. Schmitt

**FLESCH & SCHMITT, Inc.****Roofing**ASPHALT, SLATE SURFACE, BUILT-UP-PITCH AND  
SLAG ROOFS*Authorized Agents*

BARRETT 20-YEAR BOND SPECIFICATION ROOF

BROWN STREET, corner VERONA

ROCHESTER, N. Y.

**E. H. KNAPP & SON****ROOFING****FURNACE HEATING***We Repair Any Make Furnace*

TIN, COPPER AND SHEET METAL WORK

GUTTERS, CONDUCTORS, PAINTS, OILS AND VARNISH

384-386 SOUTH AVENUE

Phone  
Stone 157

ROCHESTER, N. Y.

**KNOWLES & PECK CO., Inc.**Tin, Copper and Architectural Galvanized Iron Works,  
Slate, Tile, Tin, Slag and Ready Roofing**BARRETT'S BONDED ROOFS**

General Jobbing

Steel Ceilings

*Estimates Furnished on Application*

80 FRANKLIN STREET .. ROCHESTER, N. Y.

Office Phone: Stone 1119

**Advertising Insures Your Business**

against the fluctuations due to economic conditions.  
It tends to equalize and stabilize the flow of orders.

The Directory as an advertising medium is economical  
in price, liberal in its provisions, broad in scope and  
stands high in the confidence and esteem of the Public.

**Sheet Metal Work and Roofers**

ADVERTISING DEPARTMENT

349

**W. D. SCHOENEMAN, Inc.****Metal Ceilings and Side Walls, Metal Garages and Buildings**A LARGE VARIETY OF METAL CEILING AND SIDE WALL  
STOCK ON HAND*Small patterns suitable for Living, Bed and Bath Rooms,  
Kitchens, etc. for homes*

A Liberal Discount to the Trade

Phone Main 78

257 EXCHANGE STREET

ROCHESTER, N. Y.

Phone MAIN 6333

**WM. F. SCHWARTZ & SON, Inc.*****Roofing, Sheet Metal Work, Tinsmithing  
Blow Piping and General Jobbing***

15-17 INDUSTRIAL ST.

ROCHESTER, N. Y.

WENDELL BAYER, Pres. and Treas.

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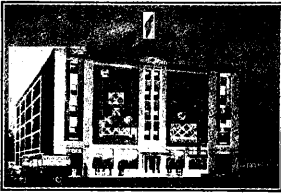
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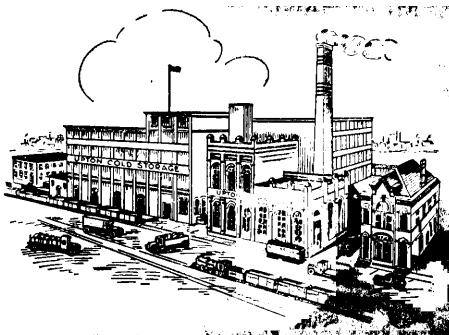
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*Tycos* Fever Thermometers and Urinary Glassware.

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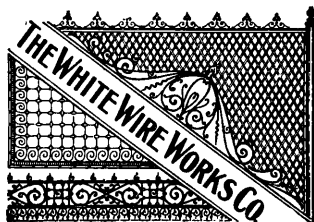
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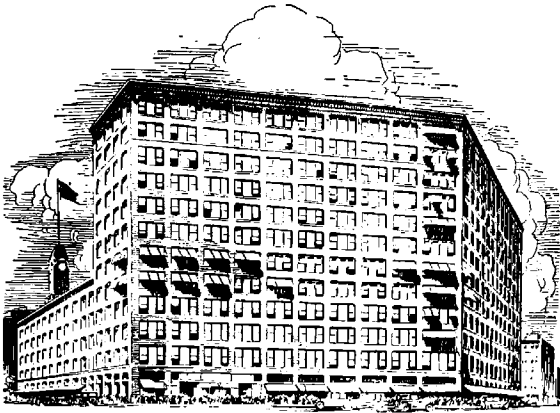
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# Under One Roof

Early in store history, following the trend of the times, foreign offices were established so that the styles and needs of our patrons would never want for the latest good thing, fad or fancy.

In Paris, in London, in Berlin, style changes are quickly recorded, and from our offices there instantly cabled to Rochester.

Chemnitz, Vienna, Lyons, Florence and Belfast share in this. Each office is a center for our department managers who throughout the year are constantly commuting to every corner of the continent. Rumors are no part of our business, nor do we accept information second hand. It is a policy of this house always to have representatives at the pulsating markets of the world, where the best that is obtainable may be quickly assembled under one roof.

In all of our eighty departments, this buying consciousness is ever alert. The early principles of the founders are never forgotten; *the best possible merchandise at the lowest possible cost.*

In all this there is a keynote that says: *no transaction will be considered satisfactory to us unless it is equally satisfactory to you.*

## Sibley, Lindsay & Curr Co.

Clinton Avenue, Main, North & Franklin Streets.

ROCHESTER, N. Y.

# THE STORE FOR MEN

Right here in Rochester—right here in Sibley, Lindsay & Curr Company—is a clothing section which gives the fullest interpretation to the meaning of its name—*Store for Men*. A shop which is masculine in every sense and fully in tune with the character of the world it serves—a men's world.

A separate elevator takes you directly from the Main Floor Haberdashery Sections to the Store for Men. You step into the Lounge, with its deep, comfortable chairs, its tables of magazines devoted to masculine interests and its handy ash trays—inviting you to relaxation as enjoyable as an hour's rest at your club.

You'll find the Store for Men an ideal place to "sit down for a moment"—a most convenient rendezvous to meet your friends. And—fittingly in such an establishment—you'll find here clothing of an aristocratic pedigree—from the London-styled Clothes by Tailor Guild of Rochester to the highly specialized "Fabric Group" garments.

To you is extended a hearty welcome to take advantage of these facilities.

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SIBLEY, LINDSAY & CURR CO.

*STORE FOR MEN*