

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.

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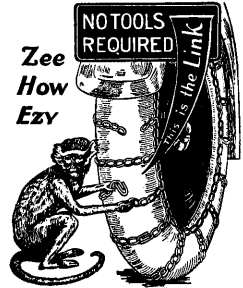
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Banks

151

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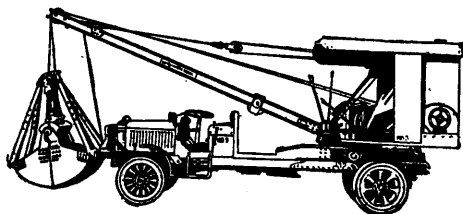
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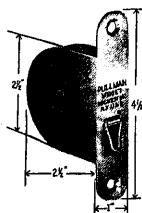
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Wagon and Carriage Woodwork

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Rochester, N. Y.

UNION TOOL CO.

Precision Tool Makers

EXPERIMENTAL WORK AND JOBBING

Telephone Glenwood 3495



MANUFACTURERS OF

Tools—Dies—Special Machinery

High Speed Bench Punch Press $\frac{1}{2}$ H. P. Motor Drive

A Modern Equipped Factory with Facilities for Handling
Your Orders Promptly. Experts in Charge

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ROCHESTER, N. Y.

Telephone GENESEE 92

**THE AMERICAN LAUNDRY
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MANUFACTURERS OF

***Laundry, Dry Cleaning
and Rug Cleaning
Machinery***



OFFICE and FACTORY

BUFFALO ROAD between N. Y. C. R. R. and Glide St.

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THE RICKER MANUFACTURING COMPANY

Machinists, Overhead Tracking, Cranes, Hoists, Electric
Hand and Power Conveyors, Track Ladders, Forgings

..MACHINE WORK..

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ROCHESTER, N. Y.

A. W. FROMEN, President

MANUFACTURERS TOOL & DIE CO., Inc.

Makers of

TOOLS .. DIES .. FIXTURES

Special Machinery and Automobile Parts
Experimental Machine Work

Phone MAIN 6149

24 VERONA STREET

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MACHINISTS

Repairing printing machinery. Machine jobbers of all kinds. Knives ground for planers, squaring shears, paper cutters, etc. Estimates furnished on all kinds of machinery. Punches and dies of all kinds for sheet metal workers, metal patterns, model making, etc. Also stamping.

40 AQUEDUCT STREET

ROCHESTER, N. Y.

THE WILLSEA WORKS**Engineers - Founders - Machinists**Castings
DesigningMachine Work
Pattern Making

*Machinery rebuilt and repaired
Special machinery designed and manufactured*

Paper Conditioning Machines
Centrifugal Oil ExtractorsBoxboard Tubing Machines
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1042 UNIVERSITY AVENUE

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What you do and how you do it. Your Business Reference 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.

THE D. & M. AUTOMATIC PUNCH PRESS GUARD

is saving fingers in the plants of more than THIRTY prominent ROCHESTER MANUFACTURERS.

If you are not among them, telephone us and our representative will be glad to call and tell you about it.

TAYLOR-SHANTZ CO.

Manufacturers of

Stampings, Tools, Dies and Special Machinery

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Keyseating Machines

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Manufacturers of

The Davenport 5-Spindle Automatic Screw Machine

Capacity— $\frac{1}{2}$ " diam. x 2" long.

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Maximum production and accuracy guaranteed on all work within its capacity

167 AMES STREET

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.

MAIL ADVERTISING SERVICE***Complete from Plan to Mailbox***

SUCCESSFUL selling ideas grow out of the fusion of two types of fundamental knowledge—intimate knowledge of the product, which you have; intimate knowledge of selling methods, which we have. We talk it over with you, analyse, and the idea begins to grow.

After the basic plan, comes the business of research for data, writing copy, creating typographical style, and similar mechanics of the craft. Our Copy and Service Department is organized to take care of this part of the work.

Lists, of course, are a vital factor; and we naturally have unusual facilities for compiling them because of our directory connections.

Multigraphing and mailing must be well done if the whole campaign is to be effective. Our large Mechanical Department is equipped for speed and facility of operation.

Ours is a complete service that relieves you of every mail advertising detail

SAMPSON & MURDOCK COMPANY**111 Summer Street, Boston, Mass.****Liberty 2726**

MAIL ADVERTISING SERVICE***Complete from Plan to Mailbox***

SUCCESSFUL selling ideas grow out of the fusion of two types of fundamental knowledge—intimate knowledge of the product, which you have; intimate knowledge of selling methods, which we have. We talk it over with you, analyse, and the idea begins to grow.

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Ours is a complete service that relieves you of every mail advertising detail

SAMPSON & MURDOCK COMPANY**111 Summer Street, Boston, Mass.****Liberty 2726**

BECKER SUPPLY HOUSE

DEALERS IN CHOICE

Malt .. Hops .. Extracts

DISTRICT AGENTS FOR

Vinegar Machinery, Filters, Pumps, Etc.

Kotite Products

Phone Main 1228

70 GORHAM STREET

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.

THE CREDIT RATING CORPORATION

Established 1892

Member of The National Retail Credit Association

Member of The Rochester Retail Credit Men's Association

Member of the Associated Credit Bureaus of New York State

Correspondents in England, Canada, Cuba, and all large
cities and towns in the United States*Credit Rating**Collections*

616 MERCANTILE BLDG.

Stone 3090

ROCHESTER, N. Y.

METAL STAMPINGS

We specialize in deep drawn stampings produced from Monel metal, stainless steel, aluminum, brass, copper, steel and other metals.

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CAIRN STREET

GENESEE 2540

ROCHESTER, N. Y.

F. B. EWELL

B. F. EWELL

J. A. VAN LIEW

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

Phones MAIN 1154—1155

380 and 382 EXCHANGE ST.

ROCHESTER, N. Y.

PHONE MAIN 464

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

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


Monuments

LELAND·WESTON·LOWE·CO.



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

MONUMENTS GARDEN FURNITURE
 BAPTISMAL FONTS
 SUN DIALS
 BRONZE TABLETS **MAUSOLEUMS**

Studios at
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 Opposite south entrance to
 Mount Hope Cemetery 



**JOHN H. MCGEE
 & SON**

*Mark Every
 Grave*

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Main 854

CHAS. SCHIED SONS, INC.

Dealers in All Kinds of **Marble and Granite Monuments**

*STATUARY
 HEADSTONES
 ETC.*



MONROE 102
*All Work Done
 With
 Pneumatic Tools*

OFFICE, SHOWROOMS AND WORKS SOUTH AVENUE CAR
 1142 MT. HOPE AVE., Opp. MT. HOPE CEMETERY, ROCHESTER, N. Y.

Monuments

241

Phone MAIN 7522

T. H. MARRION & CO.

*Monuments, Headstones
and
Cemetery Memorials*

476 STATE STREET, Cor. Vincent St. So.
ROCHESTER, N. Y.

**TROTT BROTHERS CO.**

INCORPORATED

*Monuments and
Mausoleums*

1120 MT. HOPE AVENUE ROCHESTER
Monroe 73

BUILDERS OF MEMORIALS FOR NEARLY
HALF A CENTURY

POWER OF ADVERTISING

The **City Directory** is the power that generates information for the buyer that he may know who deals in the product he wishes to purchase. If your business is not classified properly, and a display advertisement arranged to describe your business, how can you expect the buyer to trade with you.

ADVERTISING is the foundation upon which successful businesses are built. You must apply this to your own particular business.

ADVERTISING is the power of an idea multiplied.

Rates Upon Application

OUR SERVICE CANNOT BE EXCELLED

SAMPSON & MURDOCK CO.

INCORPORATED

729 POWERS BUILDING

ROCHESTER, N. Y.

FRED C. J. SCHRÖDER

Multigraphing, Mimeographing

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

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Translating from and into Foreign languages, accurately, quickly.

A SERVICE THE BEST TO BE HAD

739-743 GRANITE BLDG.

Stone 1922

ROCHESTER, N. Y.

Give your business a chance. Display it 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.

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,
Musical Instruments and Accessories

Radios and Supplies

CASH OR CREDIT

NO INTEREST CHARGED ON YOUR ACCOUNT

THREE STORES

325-327 Joseph Avenue
Main 3169

26 South Avenue
Main 5031

468 N. Goodman St.
Culver 1016

Please mention this Directory when dealing with Advertisers

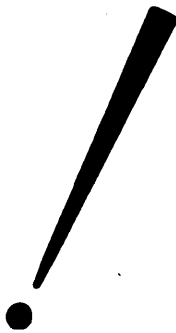
ENTERTAINING INSTRUCTIVE . . . READABLE

A Newspaper Geared to this Age!

Invigorating . . . built along modern lines to attract and hold readers . . . a newspaper designed for every member of the family . . . presenting a quality of news which respects the mind of impressionable youth . . . free-thinking, thought-provoking . . . built for Rochester by Rochesterians.

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Choice**



*More Rochester Families read
The Times-Union than any
other Rochester publication.*

As an advertising medium The Times-Union is first choice among Rochester merchants—on the basis of time-tested result-power in the evening field.

ROCHESTER TIMES-UNION

When the Mind is Fresh!



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

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

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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 40-page Rotogravure Magazine Section is included in the Saturday afternoon edition.

ROCHESTER'S GERMAN DAILY
ABENDPOST

The Newspaper that has taken hold of
ROCHESTER and MONROE COUNTY

The Monroe  **Republican**

A Consistent Republican Newspaper

101 Terminal Building
ROCHESTER, N. Y.

Broad and Fitzhugh Streets
Published Every Thursday

Published Weekly in English and Devoted to the Interests, Activities and Ideals of the Jewish Community of Rochester and Vicinity

THE JEWISH LEDGER

Jewish people are recognized as liberal buyers, steady patrons, good and reliable payers. They constitute the most desirable customers. You can invite and retain such purchasers through your advertisement in the columns of

THE JEWISH LEDGER

that offers you the only medium for placing
your direct appeal in the Jewish home.

PHONE MAIN 4420-1

Your Advertising Dollar attracts the Greatest Purchasing Power

A Lasting Advertisement

**Insuring Maximum Coverage at Minimum
Cost Is Now Available**

City Directory Advertising lives as long as the book is current. It is readily at hand and can, through cross indexing of proper representation, be made easy to find and fully informative. Any business-man, desirous of effectively registering a service or product, in such a manner as will form a permanent advertisement, owes it to himself and his business to be thoroughly informed on City Directory Advertising.

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Established 1885

Incorporated 1890

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

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Retail Offices, 647 Winton Road, North

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"We Furnish the Home Outdoors"

GLEN BROTHERS, Inc.

Nursery and Landscape Contractors

CONSULTATION—At our office or at your home by appointment

DESIGN—Private Estates—Suburban and City Home Grounds—Gardens or Smaller Plantings

CONSTRUCTION and PLANTING—Shrub and Evergreen plantings, Gardens, Pools, Terraces, Tennis Courts, Roads, Paths, Garden Houses, Walls and Steps

MAINTENANCE—Supervision or full care of Public and Private Estates

1762-1772 MAIN STREET

ROCHESTER, N. Y.

Phone Culver 757

WOODLAWN NURSERIES

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.

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Take Parsells Ave. Car to the end of Route

GREEN'S NURSERY COMPANY

Established 1875

A complete line of hardy northern grown Trees, Shrubs, Evergreens, Perennials, Roses, Vines and Fruits of all kinds.

Descriptive Catalog sent free on request

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Multigraph Duplicating, Folding and Printing Machines
Equipment for Printing, Typewriting, Composing and Folding

New and Rebuilt

Multigraph Supplies, Parts, Service

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Files*



Stationery and Office Supplies
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Rubber Stamps—Stencils
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PHONES MAIN 1233—1234



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- Monroe and Goodman
- University and Culver
- Ridge Road and Lake Avenue
- Genesee and Brooks
- West Main and Trowbridge
- Joseph and Norton
- St. Paul near Scrantom
- 1690 East Avenue
- 218 State Street
- 434 State Street
- 163 Main Street W
- 1275 E. Main Street



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.

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OPTICAL COMPANY



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

635 ST. PAUL STREET

ROCHESTER, N. Y.

America's Leading Optical Institution

PROJECTION OPTICS CO., Inc.

Manufacturers of

High Grade Projection and Optical Lenses

Orders Taken for All Special Optical Work

Phone Glenwood 3993

Offices and Factory, 330 LYELL AVE.

ROCHESTER, N. Y.



Your City Directory
- Mirrors the Municipality

SAMPSON & MURDOCK, Inc.

729 POWERS BUILDING

ROCHESTER, N. Y.

Optical Goods (Examination and Prescription)



GENESEE OPTICAL CO.

President
DR. W. W. BISSELL
Optometrist

STONE
2935

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**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 BLDG., ROCHESTER

Phone Main 281

F. H. GERHARD CO.

OPTOMETRISTS

AND DEALERS IN

Optical Goods of All Descriptions

69 EAST MAIN STREET

ROCHESTER, N. Y.



**EYE
EXAMINERS**

AND MAKERS OF

**QUALITY
GLASSES**

**EMPIRE
OPTICAL CO., INC.**

Established 37 Years

35 CLINTON AVE. SOUTH
Next to Temple Theatre Entrance

OSCAR C. SMITH, President and Treasurer



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and Where?**

Such 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?

HUMPHREYS

"The Paint Man"

TWO STORES

Wall Paper

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MAIN 4663

Paint

44 SOUTH AVE.

MAIN 2117

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PAIN T SUPPLY HOUSE

Wholesale and Retail Dealers in

PAINT, VARNISH, GLASS AND BRUSHES

Distributors of Keystone Varnish Companies Products

MAIN 733

5-7 NORTH WATER STREET

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

Telephones Main 8140-8141-8142

9, 11, 13 NORTH WATER STREET

ROCHESTER, N. Y.

Painters' Supplies

THE R. F. DEVISSER COMPANY

Wholesale and Retail

Paints, Oils, Varnishes, Brushes

AUTOMOBILE FINISHES

Distributors DuPont Paints, Varnishes and Duco
DeVilbiss Spray Painting Equipment

30 EXCHANGE ST. *Phones Main 3215-3216* ROCHESTER, N. Y.

GAMROD-HARMAN CO., INC.

WHOLESALE AND RETAIL

*Paints, Glass, Brushes, Varnishes and
Wall Papers*

Distributors for McDougall-Butler Paints

PHONE MAIN 1426

75 EXCHANGE STREET - - ROCHESTER, N. Y.

METROPOLITAN ROCHESTER - 398,591 POPULATION

Of these, 328,000 reside in the city, 42,800 are residents of the towns of Brighton, Gates, Greece and Irondequoit and represent a new distribution field for Rochester merchants.

What portion of this rapidly growing suburban market are YOU serving?.....HOW can you cover the entire field?

By making intelligent use of the names and addresses of over 18,000 adult residents and property owners of this section.

THE ROCHESTER SUBURBAN DIRECTORY

Contains this information, complete in one volume, at the nominal price of Ten Dollars per copy. 1932 edition ready in April

PUBLISHED BY

SAMPSON & MURDOCK CO., Inc.

MAIN 5449

Please mention this Directory when dealing with Advertisers



Clark Stek-O Corporation



Manufacturers of

Adhesives
and
Fruit Packers' Supplies

STEK-O and TIK and other
Pastes in Powder and
Ready Mixed Form

1631 DEWEY AVE., Stek-O Hill

ROCHESTER, N. Y.

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THE CRAMER FORCE CO., Inc.

Paper and Twines

FOLDING BOXES

28-32 AQUEDUCT STREET

Telephones Main 1354-1355

HUBBS & HASTINGS PAPER CO.

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

319-325 MAIN STREET WEST

ROCHESTER, N. Y.

6702 Main—TELEPHONE—Main 6703

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IN SHEETS OR FOLDED IN
POCKET FORM

SAMPSON & MURDOCK CO., Inc.

729 POWERS BUILDING

ROCHESTER PARCEL DELIVERY

*Carting Light Hauling Parcel Delivery
Trucking*

SPECIAL MESSENGER SERVICE

68-70 CORTLAND STREET

Tel. MAIN 1375-1376

COMMERCIAL CARS RENTED BY HOUR, DAY OR WEEK

CORBETT-STEEVES PATTERN WORKS



No. 4, 1/2 sharp gothic 4, and 1/2 in. broad.

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LEATHER FILLETS

Pattern and Model Makers

55 ALLEN STREET

Telephone Main 5730

ROCHESTER, N. Y.

THE City Directory is the most effective and most economical methods 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.



PHARMACEUTICAL CHEMISTS

*Manufacturers of Standardized
Pharmaceuticals*

Physician and Sick Room
Supplies also First Aid
requirements

R. J. STRASENBURGH CO.

185-195 EXCHANGE STREET

ROCHESTER, N. Y.

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Democrat & Chronicle Building

59-61 EAST MAIN STREET

ROCHESTER, N. Y.

Phone MAIN 5955

THE HURST ENGRAVING COMPANY

Photo Engraving

DESIGNING RETOUCHING

Phone MAIN 4605

143 ANDREWS STREET

ROCHESTER, N. Y.

PHOTOGRAPHS

are indispensable evidence

ARCHITECTURAL

ADVERTISING
INTERIOR

COPIES MAPS

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SALES
ANTIQUES

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LANTERNSLIDES

FRED M. ARMSTRONG

Photographic Laboratories

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Main 2743

ROCHESTER, N. Y.

MOSER STUDIO, Inc.

Studio and Home Portraiture

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***Marks & Fuller, Inc.****36 EAST AVENUE****Cor. STILLSON STREET***Telephone Stone 5771*

CONSULT THE
CLASSIFIED BUSINESS LISTS

IN THIS DIRECTORY

IF YOU WOULD FIND WHAT YOU WISH TO BUY

ORIENTAL RUGS

MAIN 2196

GEORGE C. J. BAILEY*Art Shop***150 CLARISSA STREET****ROCHESTER, N. Y.**

Corner Broad Street W.

English Silver—Antique and Modern

Brown's Shamrock Linens from Ireland

**Pictures and Frames, Oil Paintings Cleaned and Restored,
Mirrors, Re-Gilding, Etc.**

Dealer in ANTIQUES**APPRAISERS**

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R. B. OLVER

G. F. HOLTZ

Phone Main 5560

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O
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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
"Direct-to-you" Prices

136 NORTH STREET, Opp. Andrews

ROCHESTER, N. Y.

Phones MAIN 4313-4314-4315

E. G. SNYDER CO., Inc.

*Plumbing, Heating and
Ventilating*

86 SCIO STREET

ROCHESTER, N. Y.

Telephones STONE 4770-4771

3682 STONE

TELEPHONE

STONE 3682

WARNOCK & ZAHRNDT, Inc.

Plumbing and Heating Contractors

DISTRIBUTORS

DOMESTIC Oil Burners

FOREST CITY Paints, Varnishes, Lacquers and Enamels

114-116 MONROE AVENUE

ROCHESTER, N. Y.

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Plumbing and Heating Contractors**Supplies and Equipment**

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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 it's product, is wise.

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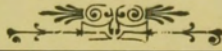
SEE US FOR YOUR
PLUMBING AND HEATING
REQUIREMENTS

74 EXCHANGE STREET

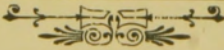
ROCHESTER, N. Y.

PHONES MAIN 6465-66-67

BARR & CREELMAN
MILL and PLUMBING
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MILL,
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64-70 EXCHANGE STREET

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Distributors of **WALWORTH VALVES AND FITTINGS**

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to visit our New Show Room at

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GLENWOOD 1800

C. E. OSTER

SPECIALTY PRINTING COMPANY

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SEALING TAPE

GUMMED LABELS
(In rolls or separate)

ROLL TICKETS FOR
PHOTO-PLAY THEATRES

Put your multi-operation problems up to us

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H. C. Barnes, *Vice-President*

K. H. Walsh, *Secretary*



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Fine Catalogs
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*Exclusive and Effective Result
Producing Literature Originated,
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Manufacturers and Distributors of

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a visible record control in
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39-43 CLARISSA STREET

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Printers - Designers - Engravers - Embossers

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**Telephone
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= GOOD PRINTING**



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ROBT. H. GOETTEL

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Creative Printing and Advertising

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STONE 1158 - 1159

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*LABELS, COLOR WORK
EMBOSSING, FOLDING BOXES*

Seedmen's Bags and Supplies

MAIN 4476

RESIDENCE TEL. MAIN 5930

425 EXCHANGE STREET

ROCHESTER, N. Y.

ESTABLISHED 1871

STECHER LITHOGRAPHIC COMPANY

Capital \$2,500,000.00

Labels for canned foods and other products—Folding
Boxes—Seed Bags—Seed Hangers—Seed Catalogue
Covers—Greeting and Post Cards and Toy Books.

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Your Business. Put your name in bold face type
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High Sensitivity
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Stromberg-Carlson



The First Place
the Buying Public
Goes!



Why the City Directory first. It saves time. The ads are classified. Your customers find you instantly. It's the logical place for them to go because it's an index to the city.

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NEW CITY DIRECTORY

Thousands upon thousands will consult it for a whole year. The price of space is so small, compared with the valuable publicity you get, that you can't afford to be left out.

SAMPSON & MURDOCK CO., Inc.

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THE RALPH KLONICK CORPORATION***Realtors—Realty Financing***

Leasing Stores, Apartments, Factory Buildings
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SPECIALIZING IN FINANCING ALSO CONSTRUCTION LOANS

LICENSED PUBLIC INSURANCE ADJUSTERS

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Telephone
STONE 1415

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1439 Lincoln-Alliance Bank Building

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WE WRITE FIRE INSURANCE—TRY US

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MAIN 2471

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Realtor

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Expert Service, Rent Collections and Property Management

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ESTABLISHED 1907

*Real Estate in
All Its Branches*

MAIN 755



*24 Years of
Dependable Service*

MAIN 756

Main 254



Main 255

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HOWE-MORGAN CO.

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- Commercial Properties
- Leases
- Business Opportunities
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HARRY P. RUPPERT

REALTOR

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TELEPHONE
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Main 4579



EASTMAN THEATRE



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Trees Planted Everything Complete

See the Houses Already Built

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MAIN 5800

TELEPHONES

MAIN 5801

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FOR RUBBER STAMPS

SEAL PRESSES

STEEL STAMPS

C. H. MORSE & SON*Improved Rubber Stamps*

15 SOUTH WATER ST.

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MAIN 1291

ROCHESTER, N. Y.

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ADVERTISING is the foundation upon which successful businesses are built. You must apply this to your own particular business.

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729 POWERS BUILDING

ROCHESTER, N. Y.

Seedsmen

273

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HART & VICK, INC.

ONE OF AMERICA'S FINEST SEED STORES

Seedsmen and Plantsmen

QUALITY EXCLUSIVELY

Corner **STONE** and **ELY** STREETS **ROCHESTER, N. Y.**
MAIN 1200

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FLOWER SEEDS EXCLUSIVELY

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METAL STAMPING



Metal Sample Plate Furnished on Application

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

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Office and Factory, 171 YORK ST.

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W. H. LANE,
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Makers of Long-Wear Metal-Ware

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

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Roofing, Sheet Metal Work, Tinsmithing
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15-17 INDUSTRIAL STREET - - ROCHESTER, N. Y.

Sheet Metal Work and Roofers

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AND SLAG ROOFS*Authorized Agents, BARRETT 20-YEAR BOND SPECIFICATION ROOF*

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ROCHESTER, N. Y.

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Tin, Copper and Sheet Metal Work

GUTTERS, CONDUCTORS, PAINTS, OILS AND VARNISH

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ROCHESTER, N. Y.

Residence, 183 CONKEY AVENUE

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For Men — For Women

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Good Business Insurance Includes
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44 AQUEDUCT STREET

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Successors to

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China, Glassware, Silverware, Fancy Pottery

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MAIN 1314

60 CLINTON AVENUE S.

ROCHESTER, N. Y.

Soda Fountain Supplies

277

Established 1864

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MANUFACTURERS AND DISTRIBUTORS

NATIONALLY ADVERTISED

***Beverages—Syrups—Fruit Products
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MAIN 6135—6136

RICHARDSON CORPORATION*Manufacturers of**"Maid of Honor" Syrups, Crushed Fruits and Sundaes for Soda
Fountain Use. Liberty Fruit Drinks and Reddy Chocolate.**Liberty Root Beer and Fruit Drink Dispensing
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ROCHESTER, N. Y.

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ROCHESTER, N. Y.

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*Engineering and Contractors
Supplies and Equipment*

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ROCHESTER, N. Y.

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THERE IS A DIFFERENCE

THIS MEANS THAT YOU CAN GET EXPERT ADVICE FOR ALL
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WHETHER IT IS NEW OR OLD BUILDINGS

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Branch Sales Office No. 15
PHONE STONE 4564-4565

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ROCHESTER, N. Y.

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Expert Travel Service Without Charge
Steamship Tickets to Wherever Steamships go
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ERNEST R. CLARK, *Manager*
VICTOR C. DEPREZ, *Asst. Manager*

25 MAIN STREET EAST

Telephone MAIN 3482



PORT OF ROCHESTER—ON LAKE ONTARIO

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F. L. HEUGHES & CO., Inc.

Members of The American Institute of Steel Construction

ENGINEERS, DESIGNERS AND FABRICATORS OF

Structural Steel & Iron Work for Buildings, Bridges, Etc.

ROOF TRUSSES, STEEL GIRDERS AND COLUMNS, IRON STAIRS AND
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ALL STRUCTURAL SHAPES CARRIED IN STOCK

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GENESEE BRIDGE COMPANY, Inc.

344 WEST AVENUE

Phone Gen. 3454

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*Ornamental Iron Work
Light Structural Steel*



- Stairways
- Fire Escapes
- Iron Fences
- Railings
- Flag Poles
- Sidewalk Doors
- Sidewalk Elevators
- Forgings

Young's Folding Steel Scaffold Brackets

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PHONE 1755 MAIN

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Iron, Steel and Heavy Hardware

Supplies For

BLACKSMITHS, CONTRACTORS, PAINTERS
GARAGES AND FACTORIES

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Cold Drawn Flats, Squares, Hexagons, Rounds, Tool and Alloy Steel

Forging Specialists

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ROCHESTER, N. Y.

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MILLION DOLLAR WAREHOUSE



*Largest Merchandise and Automobile
Storage in Rochester*

Capacity 500,000 Square Feet—Sprinkled Throughout

We have heated space to rent for manufacturing
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Reliability
Economy
Security*

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Monroe
6856

ROCHESTER STORAGE WAREHOUSES

FIREPROOF AND NON-FIREPROOF

Owned and Operated by

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25-27 N. WASHINGTON ST.

Main 205



A Complete Service

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Every facility for the proper preparation of goods for hauling or shipping

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Individual depositories for the storage of furniture, pianos, trunks, rugs, silverware etc. Both private rooms and open storage.

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Both local and out of town. Large padded vans and courteous men in charge.

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To any part of the country. Our affiliations in every city of size assure your goods of careful handling at destination.

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F. W. CARPENTER, Sales Manager

W. L. BROOKE, Assistant to President

**Storage
Moving****HOUSEHOLD****Packing
Long Distance**

Agents Allied Van Lines

Distribution**MERCHANDISE****Storage***Separate Fireproof and Non Fireproof Warehouses***Telephone Main 7021****Main Office, 320 BROAD ST.**

Telephone MAIN 5744

EXCHANGE WAREHOUSE CO., Inc.***Merchandise Storage - Trucking***FIREPROOF—SPRINKLER SYSTEM
LOW INSURANCE RATES*A Competent Fleet of Trucks for all Local
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Owned and Operated by RALPH E. and FRED C. WEST

*A warehouse well worth seeing before
storing your valuable***HOUSEHOLD FURNISHINGS
MERCHANDISE MANUFACTURED GOODS
AUTOMOBILES***in a heated building***704-712 CLINTON AVENUE, SO.****Phone MONROE 2833*****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.

IF IT IS COOLER and FREEZER SERVICE, WE HAVE IT

FOR EGGS, BUTTER, CHEESE, CREAM, MEATS, POULTRY, APPLES,
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THE UPTON COLD STORAGE COMPANY, Inc.

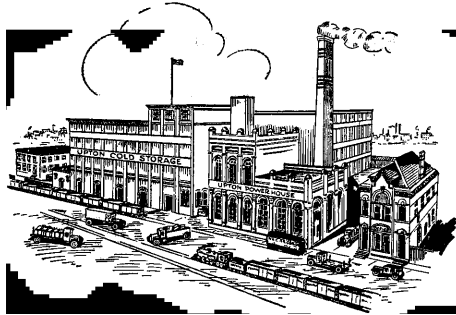
HERBERT B. CASH, Pres. and Gen. Mgr.

*Open the Year Round
Lowest Insurance Rates*

Route all cars in your name care of
The Upton Cold Storage Co., Inc.
N. Y. C. Lines, State St. Delivery

*Switching Connections with
All Railroads*

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Correspondence Solicited. No pipes in rooms. No Dripping Moisture to cause mould.
Refrigeration protected by TWO POWER PLANTS, Steam and Electric
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WE offer you advice, counsel and service of experienced advertising men—men who can successfully cope with your problems.

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FOR ALL YOUR FIXTURE AND SUPPLY NEEDS

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ELECTRIC REFRIGERATION, MEAT MARKET, KITCHEN,
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Established 1853

Phone Main 422

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and THE PFAUDLERETTE

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Evaporating Pans, Storage Tanks

Canning Equipment:

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Tomato Cookers
Salad Dressing Emulsifiers

Beverage Equipment:

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TAXI **35c** TAXI

MAIN 211 MAIN

PER HOUR **\$1.50** PER HOUR

GREEN CAB & BROKERAGE CO., Inc.

(BROKERS)

SHERLEY SPENCER, President

MAIN OFFICE

-

158 SOUTH AVENUE

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When making a telephone call, remove the receiver and listen. If the line is in use, replace the receiver immediately and wait for a few minutes before trying again.

The length of a conversation should in no case exceed five minutes, and you are requested to make it as brief as possible. Allow an interval of a few minutes to elapse before calling another party, as someone on your line may be waiting to make an emergency call.

Do not tolerate anyone to listen at your telephone when the line is in use.

ROCHESTER TELEPHONE CORPORATION



GENESEE VALLEY PARK



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Remember the fact that we are to-day producing more temperature instruments than any other concern on earth and then specify *Tycos* Instruments.

Only a few varieties of some 8,000 types and styles we make are listed below. We have an abundant supply of serviceable literature. Write for some today.

Tycos Mercurial, Recording and Index Thermometers for all industrial and laboratory applications.

Electric Contact Thermometers.

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Hygrometers, Hydrometers.

Mineral Oil Testing Instruments.

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Anemometers and Air Meters.

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Tycos Sphygmomanometers.

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Thermometers of all kinds for home and general use.

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ROCHESTER, N. Y.

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GERSTNER & STATT, Inc.

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Phone 1313 Stone

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Marble and Tile Work
Everlastbestos Flooring
Fireplace Fixtures

Mastic, Cork and Rubber Flooring

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CULVER 2014

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*Local and Long Distance Moving
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Our central location, complete equipment and our earnest desire to have only satisfied customers insures excellent service for all.

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Offices, 25-27 NO. WASHINGTON ST. ROCHESTER, N. Y.

LAKE SHORE TRANSPORTATION LINES INCORPORATED

Daily Express Motor Service

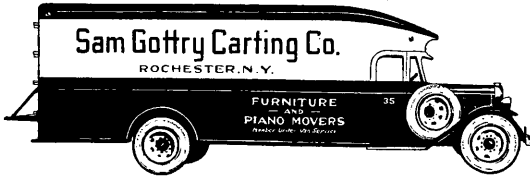
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Our special room with facilities for gas and liquid fumigation offers sure protection against moths for your clothes, rugs, carpets, drapes, unholstered furniture, etc.

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Ask about our regular commercial shipping service for freight of all kinds.

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*We do special order work of all kinds, Auto, Trunks,
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STONE 915

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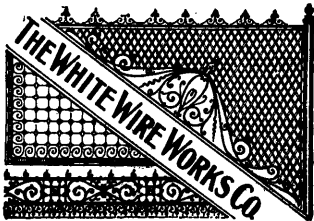
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