
ROCHESTER DIRECTORY

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.

MONROE ABSTRACT CORPORATION

Abstracts of Title

Title Insurance Policies Federal Court Searches

Titles Insured Through New York Title & Mortgage Company

Main at Fitzhugh Street

ROCHESTER SAVINGS BANK BUILDING, ROCHESTER, N. Y.

Advertising Novelties, Celluloid and Metal Buttons, Badges,
Emblems, Indoor Display Signs, Commercial and Social
Stationery, Class Fraternity Pins and Rings

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.

MANUFACTURERS

1600 NORTH CLINTON AVENUE - - ROCHESTER, N. Y.

Telephone GLENWOOD 3380—3381—3382

ADDRESSING

Accuracy . . Neatness . . Speed

How your envelopes look makes a difference to the people who get them. Wrong initials and misspelled names irritate everybody. Only skilled operators achieve accuracy and neatness with speed.

SAMPSON & MURDOCK COMPANY

111 Summer Street, Boston, Mass.

Liberty 2726
6 Trunk Lines



Silver Trophy awarded each year—in National competition—by the Direct Mail Advertising Association for the best direct advertising campaign of the year, featuring Letters.

Won by **SAMPSON & MURDOCK COMPANY** in 1929 for campaign prepared for the Copley Plaza Hotel . . . won by Sampson & Murdock Company in 1930 for campaign prepared for the Workingtons Co-operative Bank . . . and won again—in 1932—for the third time, making it permanently ours—on work handled for The Coward Shoe.

IT'S well to know what sort of background an advertising house has before you spend your money and entrust the directing of your selling policy into its hands.

Good advertising brains, long and varied experience, mechanical equipment of the latest and most approved types, and financial responsibility—these are the things that make Sampson & Murdock Company one of the most important direct advertising firms in the East.

Directory publishers since 1846, compilers of special mailing-lists ever since mailing-lists have been used, and now—the latest stage of a progressive development—a completely staffed and splendidly equipped creative direct advertising house.

As proof of the quality of our work we invite your inspection of any advertising campaign we have produced, and call your attention to the prize award pictured at the top of this page which stamps our work as uniformly successful. As proof of the up-to-dateness of our equipment and the proficiency of our mechanical layout, we invite your inspection of our offices, our directory library, and our two plants at your own convenience. As proof of our financial responsibility, we invite your inspection of our rating in Bradstreet's or Dun's.

We will appreciate the opportunity to consult with the officers of any firm interested in the possibilities of carefully planned direct advertising as a stimulant to sales.

SAMPSON & MURDOCK CO.

Direct Advertising Division

111 Summer Street • Boston • Mass.

BURR & STARKWEATHER COMPANY

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

BINDER TWINE, POWER AND HAND LAWN MOWERS

Dexter Washing Machines *Authorized Radiola Dealers*
Norge Electric Refrigerators

PHONE: STONE 3016-3017

39-57 MT. HOPE AVENUE

ROCHESTER, N. Y.

"Your Business Solicited Earnestly"

"Satisfaction Guaranteed"

J. G. IDEMAN

Auctioneer and Appraiser

We specialize in the following merchandise

ANTIQUES, ORIENTAL RUGS, DIAMONDS AND JEWELRY of all kinds
HOUSEHOLD MERCHANDISE

In fact we handle every kind of business

Office Located at 519 POWERS BLDG., ROCHESTER, N. Y.

Res. Phone GEN. 3771

"My Knowledge of Values Your Protection"

Phone MAIN 1708

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.

Arch and Abdominal Supports

ARCHIE L. HALE

Telephone
STONE 273

Formerly with George R. Fuller Co.



*Trusses — Elastic Hosiery
Supporters—Braces—Arches*



LADY ATTENDANT

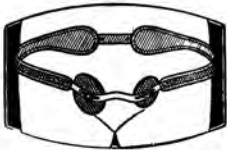
250 COURT STREET

ROCHESTER, N. Y.

Telephone After Six and Sundays—Genesee 3803

RICE

*Spring and Elastic Trusses
Abdominal Supports
Elastic Hosiery*



Health-Way Corsets,

For Dress and Surgical Use, Fallen Stomach
and Sacro-Iliac Strain

Dr. Scholl's Foot Specialties

Men and Women Expert Fitters In Attendance



WM. S. RICE, Inc. Phone, Stone 2868 136 CLINTON AVE. SO.



MAGNOLIA TIME—OXFORD STREET

Automobiles



**HUDSON AND ESSEX
MOTOR CARS**



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

ALLING & MILES
INCORPORATED
782 STONE STREET

Telephone
STONE 2537

DISTRIBUTORS

THE W. E. BIGGERS ROCHESTER CORP.

Distributors



GRAHAM Motor Cars

Phone MONROE 6257

749-769 MONROE AVENUE .. ROCHESTER, N. Y.
SERVICE DEPT., PHONE MONROE 5152

COOL CHEVROLET CORP.

for Economical Transportation

**Passenger
Cars**



**Delivery
Trucks**

Always a fine stock of **GUARANTEED USED CARS.**
A modern **SERVICE DEPT—FLAT RATE CHARGES.**
SKILLED MECHANICS and FACTORY EQUIPMENT
is your **SERVICE GUARANTEE**

640 CULVER ROAD .. Phone CULVER 28

CUNNINGHAM-JOYCE MOTOR CORP.

DIRECT FACTORY DEALERS



PASSENGER CARS AND TRUCKS

Glenwood 4900-4901

706 DEWEY AVENUE

ROCHESTER, N. Y.

FINCHER MOTORS, INC.

Distributors

OLDSMOBILE MOTOR CARS

Salesroom and Service Station

14 SOUTH UNION STREET

Phone MAIN 2262

GEORGE W. HENNER CORP.

PONTIAC

Sixes and Eights

3 CIRCLE STREET

ROCHESTER, N. Y.

Telephone STONE 1877

E. J. HORTON, Inc.

Distributors for

Dodge Brothers Cars and Trucks

and

Plymouth Cars

Service That Serves and Saves

Used Cars and Trucks—Greater Values—Lower Prices

1044 UNIVERSITY AVENUE

Telephone Monroe 612

MABBETT MOTORS, INC.

Cadillac, LaSalle and Reo

Motor Cars

Reo Speedwagons

333 EAST AVENUE

ROCHESTER, N. Y.

Telephone STONE 1930

Automobiles

THOMAS J. NORTHWAY, INC.

Pontiac Six and V-8

Motor Cars

Automobile Accessories and Supplies Copeland Electric Refrigeration
Radio Sets and Supplies

100 EXCHANGE STREET

TEL. MAIN 7091

PHONE MONROE 1065

PACKARD-ROCHESTER MOTORS

INCORPORATED

Packard

Nash

Sales and Service

1042 UNIVERSITY AVENUE

ROCHESTER, N. Y.

C. L. WHITING, Inc.

"Distributors Since 1906"

*Buick Sales
Service*



Used Cars

352 EAST AVENUE

- -

STONE 714

SCHOEN BROS.

Sales



Service

68 GENESEE STREET

- -

Phone GENESEE 446

Automobiles

Automobiles, Painting and Repairs

137

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

WILGUS - DAVIS, INC.

PHONE STONE 5663

Hupmobile Sales and Service

121-123 ALEXANDER STREET

ROCHESTER, N. Y.

We Supply DIRECTORIES

of any City, at Publisher's
price on short notice

SAMPSON & MURDOCK CO., Inc.
729 Powers Building :: :: Rochester, N. Y.

CALEY & NASH, Inc.

AUTOMOBILE PAINTING AND TRIMMING

BODIES OF SPECIAL DESIGNS

Manufacturers of
VANS AND SCHOOL BUSES

1828 EAST AVENUE

- - -

Phone Monroe 5126

Automobiles, Repairs and Supplies

WM. E. BUSH, President

PHONE STONE 4030

W. E. BUSH & CO., Inc.

Automotive Electricians

DISTRIBUTORS

American Bosch, Eisemann Magneto, Scintilla Magneto, Edison Auto Lamps, Owen Dyneto, Splitdorf Electrical, Wheeler Scheblef Carburetors, Delco Battery, Delco Remy, North East, Sparton Horns, Whitaker Battery and Ignition Cables, North East Speedometers, Johns-Manville Brake Lining, Guide Lamps and Klaxon Horns.

36 RICHMOND ST., ROCHESTER, N. Y.

THE NEW YORK AUTO-TIRE & SUPPLY CO.

Repairing and Vulcanizing Auto Tires

Distributors For

KELLY-SPRINGFIELD TIRES AND TUBES

DEALERS

NORGE AND JEWETT ELECTRICAL REFRIGERATION

499 COURT STREET

PHONE STONE 52

"SISCO" SERVICE

PHONES, STONE 4045-4046

C. L. HARTMANN CORP.

Formerly Starter & Ignition Service Co., Inc.

18-20 N. UNION STREET

Satisfactory Automobile Electric and Radiator Repairs

DELCO BATTERIES

OFFICIAL SALES AND SERVICE STATIONS

Eisemann Magnetos
Auto-Light Starters
Shock Absorbers

Delco, Remy & Klaxon
Briggs and Stratton

Bosch Magnetos and Ignition
North East Electric
Zenith Carburetors

Exide
BATTERIES

Telephones

GENESEE

3476-7114

No matter what the driving conditions may be, or where you are, you can always depend on an *Exide*. Greater cranking ability than required by the Society of Automotive Engineers is additional assurance that "When it's an *Exide* you start."

WHEN IT'S AN



COPYR. 1933 BY THE ELECTRIC STORAGE BATTERY CO.

THE ELECTRIC STORAGE BATTERY CO.

Rochester Branch and Storeroom, 642 PLYMOUTH AVE., SOUTH

Automobiles, Repairs and Supplies, Trimmings

*Sales and Service for
All Makes of
Speedometers*

A C Fuel Pumps
Stewart Vacuum Tanks
**A C - Purolator and
Handy Oil Filters**

16 N. UNION STREET

GAY'S

Phone STONE 3542

*Official Sales and Service
for
Stromberg Carburetors*

**Trico Windshield
Cleaners**

**Waltham and Sterling
Clocks**

ROCHESTER, N. Y.

Complete
Motor
Rebuilding
And
Machine
Shop
Service.
Fan Belts
Bushings
Connecting Rods



Spark Plugs
Pistons
Pins
Rings
Gears
Gaskets
Timing Chains
Valves
Valve Springs
Watson Stabilizers

SCIO AUTO PARTS
INCORPORATED

ROCHESTER, N. Y.

Complete Stocks

3 CHARLOTTE ST.

Immediate Service

STONE 7056



This is the Self-Closing Monkey Link

FLOWER CITY SPECIALTY COMPANY

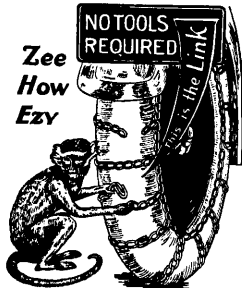
Manufacturers of

Metal, Wood and Paper Specialties

250 MILL ST., ROCHESTER, N. Y., U. S. A.

Sold Through Jobbers Only

SELF-CLOSING MONKEY LINK



Pat. No. 1,438,560
Trade Mark Reg. in U. S. Pat. Office

THE SCHLEGEL MFG. CO.

Manufacturers of

**AUTOMOBILE, CARRIAGE, CASKET AND DRESS
TRIMMINGS**

ALSO TEXTILE APPLIANCES FOR MECHANICAL PURPOSES

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

PHONES, MONROE 812, 813

W. N. ABIGAIL

Telephone
MAIN 7449

All Unlisted and Local

STOCKS and BONDS

Bought — Sold — Quoted

5 ST. PAUL STREET

..

ROCHESTER, N. Y.

ARTHUR W. DAINARD

PETER K. KATSAMPES

DAINARD & KATSAMPES

INCORPORATED

Investment Securities

205-206-207 WILDER BUILDING, ROCHESTER, N. Y.

Telephone Main 400

Securities of

CITIES SERVICE COMPANY

AND SUBSIDIARIES

Henry L. Doherty & Company

31 EXCHANGE STREET

ROCHESTER, N. Y.

MAIN 2190—2191

N. A. FOWLER CO.

Investment Securities

203-204 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

NEW YORK STOCK EXCHANGE

Phone Main 4830

F. T. SAGE
C. J. WOLCOTT

STONE 351

S. C. STEELE
D. S. RUTTY**SAGE, WOLCOTT & STEELE***Investment Securities*1324 LINCOLN-ALLIANCE BANK BUILDING
ROCHESTER, N. Y.**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

SUTRO BROS. & CO.

ARTHUR SUMMERS, Manager

*Members**New York Stock Exchange*

Telephone STONE 1100

404 LINCOLN-ALLIANCE BANK BLDG., ROCHESTER

TITLE & MORTGAGE
 GUARANTEE CO. OF BUFFALO
GUARANTEED MORTGAGE SECURITIES
Buffalo - Rochester - Syracuse

G. MORRIS PENTZ, Vice-President

855 POWERS BUILDING

Tel. MAIN 6242

A. J. WRIGHT & CO.

ESTABLISHED 1865

STOCKS COMMODITIES BONDS

DAVID B. LITTLE, Manager

HOTEL SENECA BUILDING, ROCHESTER, N. Y.

MEMBERS

NEW YORK STOCK EXCHANGE
 NEW YORK COFFEE EXCHANGE
 NEW YORK COTTON EXCHANGE
 NEW YORK CURB ASSN.
 RUBBER EXCHANGE OF NEW YORK, INC.
 CHICAGO BOARD OF TRADE
 BUFFALO STOCK EXCHANGE

BUFFALO: Erie County Bank Building
 NIAGARA FALLS: Elderfield Bldg.
 TORONTO: General Trust Bldg.
 SYRACUSE: 101 University Bldg.
 AUBURN: Masonic Temple Bldg.
 BRADFORD: Lewis Emery, Jr. Bldg.

ROCHESTER CITY GUIDE

Rochester and Vicinity

(POCKET SIZE)

Giving the name, location and intersecting number of all 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

BANKERS to the MAN without BANK CREDIT

You Can Borrow Needed Money Under Our
 Plan without co-makers, endorsers or
 embarrassing investigation

WE SERVE THE PEOPLE WHO WORK

PROVIDENT LOAN SOCIETY

(A Personal Loan Co.)

31 EXCHANGE STREET

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.

Officers:

JOHN H. GREGORY,	President
WM. PITKIN,	Vice-President
LOUIS F. STUPP,	Vice-President
JOHN A. MURRAY,	Vice-President
JOHN H. RAUSCH,	Asst. Vice-President
HORACE S. JOHNSTON,	Asst. Vice-President
RICHARD C. MEISENZAHL,	Secretary
HOMER D. KLUMPP	Asst. Secretary
THOMAS J. SERCU	Trust Officer
C. J. KITZEL,	Asst. Trust Officer
ARTHUR F. BURSON	Mgr. Brighton Br.

Department of Travel Service

{ Expert Travel Service without charge. }
{ Conducted Tours or Independent Travel. }

VICTOR C. DePREZ, Manager

Directors:

WILLIAM PITKIN	BUELL P. MILLS	JOHN A. MURRAY
JOHN H. GREGORY	JOHN D. PIKE	FRANK J. SMITH
MORTIMER R. MILLER	MAX L. HOLTZ	FREEMAN C. ALLEN
FRANTZ HAVERSTICK	ESTEN A. FLETCHER	EZRA A. HALE
LOUIS F. STUPP		ALBERT E. VOGT

New York } Chase National Bank
Correspondents } Central Hanover Bank & Trust Co.

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. EAST

THE ONLY NATIONAL BANK IN ROCHESTER



OFFICERS

Meyer Jacobstein, <i>President</i>	Thomas R. Dwyer, <i>Executive Vice-Pres.</i>
George C. Lennox, <i>Vice-Pres.</i>	Ogden Butler, <i>Cashier</i>
Chester B. Achilles, <i>Asst. Cashier</i>	Frank C. Leaper, <i>Asst. Cashier</i>
Robert E. Towey, <i>Trust Officer</i>	

BOARD OF DIRECTORS

<p>William S. Addison <i>President, Addison Lithographing Co</i></p> <p>Thomas R. Dwyer <i>Executive Vice-President</i></p> <p>Louis S. Foulkes <i>Pres. and Treas. Indian Splint Co.</i></p> <p>Alfonso Gioia <i>President, A. Gioia & Bro.</i></p> <p>Lyell T. Hallett <i>Gen. Manager Beechnut Packing Co., Rochester Branch</i></p> <p>Alfred Hart <i>President, Hart Food Stores, Inc.</i></p> <p>S. Rae Hickok <i>President, Hickok Manufacturing Co.</i></p> <p>W. J. Humphrey <i>President Wyoming Co. National Bank of Warsaw</i></p> <p>Meyer Jacobstein <i>President</i></p> <p>J. Howard Kidd <i>New England Mutual Life Insurance Co.</i></p>	<p>Wm. E. Maloney <i>District Manager, Grinnell Co., Inc.</i></p> <p>A. H. Neisner <i>President, Neisner Bros., Inc.</i></p> <p>Fred J. Odenbach <i>President, Odenbach Co.</i></p> <p>Otto R. Rohr <i>President, Stecher Lithographic Co.</i></p> <p>Henry H. Stebbins, Jr. <i>Vice-President Morris Plan Bank of Rochester</i></p> <p>Irving W. Steele <i>I. W. Steele & Company</i></p> <p>Henry M. Stern <i>Michaels, Stern & Co.</i></p> <p>Harry C. Stevenson <i>Pres. Rochester Folding Box Co.</i></p> <p>Thomas M. Stewart <i>Commercial Sales Mgr. Taylor Instrument Co's.</i></p>
--	--



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

45 STATE STREET

Genesee Valley Trust Company

EXCHANGE and BROAD STS.

TIMES SQUARE

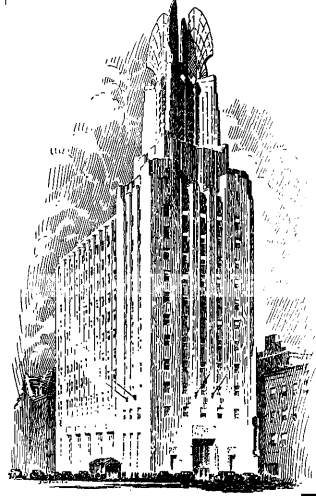
Free Parking at 101 Exchange Street

RESOURCES
OVER \$21,000,000

OFFICERS

WILLIAM B. HALE, *Chairman of The Board*
ALEXANDER T. SIMPSON..... President
FRANK S. THOMAS..... Executive Vice-President
GEORGE E. VARCOE..... Vice-President
JOHN W. JARDINE..... Vice-President
JOHN P. DAY..... Vice-President
W. W. STEELE..... Vice-President
STEPHEN E. GODDEN..... Treasurer
HOWARD W. MATTHEWS..... Secretary
JOSEPH P. COLLINS..... Trust Officer
ALISTER G. LATIMER..... Asst. Secretary
T. CHESTER MEISCH..... Asst. Secretary
NOBERT D. GREENE..... Asst. Secretary
EDMUND A. RANDALL..... Auditor

*Desirable Space Still Available in our Modern
Up-to-Date Office Building*



BOARD OF DIRECTORS

INNIS P. ALLEN
Treasurer C. P. Ford Co., Inc.
WHEELER D. ALLEN
Vice-Pres. C. P. Ford Co., Inc.
LEON L. BENHAM,
President Richardson Corporation
KENDALL B. CASTLE, Attorney
GEORGE B. CAUDLE, President Kelso Laundry
GEORGE H. CLARK
Director, Eastman Kodak Co
President, Cochran-Bly Co.
W. DEWEY CRITTENDEN,
President and Treas., F. & C. Crittenden Co.
ALBERT V. DURAND
President Smith-Gormly Co., Inc.
MAX M. FRIEDERICH,
Treasurer A. Friederich & Son
Secretary, Friederich Bros. Realty Co.
WILLIAM B. HALE,
Chairman of The Board
President, Mechanos Savings Bank
President, Lawyers' Co-operative Publishing Co.
President, E. R. Andrews Printing Co.
CARL S. HALLAUER
Director, Bausch & Lomb Optical Co.
Vice-Pres. Sagamore Hotel Co.

WALTER L. HEUGHES
Pres. F. L. Heughes & Co. Inc.
JAMES MOORE,
Snider Packing Corporation
THOMAS J. NORTHWAY,
President, Thomas J. Northway, Inc.
ALEXANDER T. SIMPSON,
President
FRANK S. THOMAS
Executive Vice-President
KENNETH C. TOWNSON,
Director, Sibley, Lindsay & Curr Co.
Director Stecher Lithograph Co.
JOHN VAN VOORHIS,
Attorney
LEWIS S. WEST,
Vice-Pres. and Gen. Mgr. Merchants Despatch
Transportation Co.
ERNEST C. WHITBECK,
Attorney
HENRY T. WILLIAMS,
Physician
GEORGE M. WOOD,
Treasurer, Lawyers Co-operative Publishing Company

TRUST DEPARTMENT SERVICES

In appointing the Genesee Valley Trust Company as your Executor, Trustee or to act in any other fiduciary capacity you are assured of qualifications impossible of attainment by an individual acting in the same capacities.

It has facilities to handle, with speed and accuracy, the many details demanded in this work without delay or loss to interested parties.

You can secure complete safeguards for your property, whether real or personal, for their organization is made up of specialists in financial matters.

We invite you to consult our Officers, which may be done in complete confidence, without the slightest obligation.

SAFE DEPOSIT BOXES IN FIRE AND BURGLAR PROOF VAULTS

MEMBER FEDERAL RESERVE SYSTEM

LINCOLN-ALLIANCE BANK AND TRUST COMPANY

Capital and Surplus - - \$5,000,000.00

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

OFFICERS

President
RAYMOND N. BALL

Executive Vice President
RAYMOND F. LEINEN

VICE PRESIDENTS

THOMAS R. BAKER
DAVID C. BARRY
SWAYNE P. GOODENOUGH

ARTHUR J. MEISENZAHL
HAROLD C. TOWNSON
WILLIAM G. WATSON

EDWARD M. WEINGARTNER

Investment and Trust Departments

FREDERICK D. WHITNEY, *Vice-President*

JOHN W. REMINGTON, *Trust Officer*

WILLIAM A. ROSE, *Associate Trust Officer*

RAYMOND H. SCHLEGEL, *Asst. Trust Officer*

RAYMOND J. WHITE, *Secretary*

Assistant Secretaries

ROY B. COMBS
LINCOLN DOUMAUX
CLARENCE S. GREENE
ROBERT E. MACON
CLARENCE E. MARSH

FRANKLIN S. MEINHART
RICHARD A. SWEENEY
EDMUND J. TUETY
WILLIAM B. VAISEY
ARTHUR B. WESTON

Auditing Department, ROY E. MILLER, Auditor

DIRECTORS

MORTIMER ADLER
JOSEPH T. ALLING
RAYMOND N. BALL
EDWARD BAUSCH
JOHN P. BOYLAN
JAMES C. DRYER
ALBERT B. EASTWOOD
THOMAS W. FINUCANE
MARION B. FOLSOM

FRANK E. GANNETT
JAMES E. GLEASON
FRED C. GOODWIN
FRED H. GORDON
EDWARD A. HALBLEIB
THOMAS J. HARGRAVE
SOL HEUMANN
ALBERT A. HOPFMAN
RAYMOND F. LEINEN

EDWARD G. MINER
JOHN W. REMINGTON
RUSH RHEES
HERMAN RUSSELL
RUDOLPH SPETH
ALBERT F. SULZER
RAYMOND L. THOMPSON
GEORGE W. TODD
DOUGLAS C. TOWNSON
HERBERT J. WINN

ROCHESTER TRUST *and Safe Deposit* COMPANY

Main Street West and Exchange

Capital
\$1,000,000



Surplus
\$3,500,000

Forty-five Years Experience

Complete Banking and Trust Service for Individuals and Corporations—
Commercial, Collateral and Mortgage Loans—Securities Information—
—All Trust Functions—Safe Deposit Boxes and Storage Vaults.

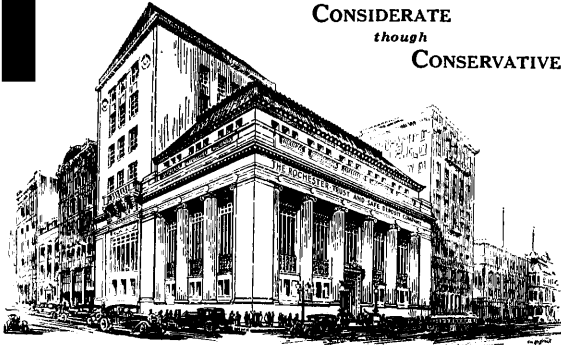
OFFICERS

ROBERT C. WATSON President	ALFRED J. LEGGETT Asst. Vice Pres.
JOHN CRAIG POWERS Vice Pres. & Chairman Ex. Com.	WILLARD I. LUESCHER Asst. Vice Pres.
EDWARD BAUSCH Vice President	HARRY L. EDGERTON Asst. Secretary
TAYLOR D. BIDWELL Vice Pres. and Sec.	JOSEPH B. HOYT Asst. Secretary Mgt. Securities Dept.
LEIGH H. PIERSON Trust Officer	HARRY W. SAGE Asst. Secretary
EDWARD L. WILLIAMS Treasurer	FAY E. WRIGHT Asst. Secretary

DIRECTORS

LUCIUS W. ROBINSON	WM. A. E. DRESCHER
ROBERT C. WATSON	HERBERT J. WINN
EDWARD G. MINER	W. ROY McCANNE
R. ANDREW HAMILTON	TAYLOR D. BIDWELL
FRANK T. SAGE	FREDERICK S. MILLER
WILLIAM C. BARRY	SAMUEL E. DURAND
GEORGE H. HAWES	WILLIAM F. STRANG
JOHN CRAIG POWERS	VINCENT S. BENNETT
EDWARD BAUSCH	OSCAR H. PIEPER
JOSEPH MICHAELS	THEODORE C. BRIGGS

CONSIDERATE
though
CONSERVATIVE



MAIN STREET WEST AND EXCHANGE

ROCHESTER'S FIRST TRUST COMPANY — Operating under Perpetual Charter

SECURITY TRUST COMPANY

OF ROCHESTER

Main Street, East
and
Water Street, South

OFFICERS

JAMES S. WATSON	President
JULIUS M. WILE'	Vice-President
EDWARD HARRIS	Vice-President
JESSE W. LINDSAY	Vice-President
CARL S. POTTER	Vice-Pres. & Secretary
WILLIAM H. STACKEL,	Vice-Pres & Trust Officer
GEORGE F. STONE	Treasurer
HARVEY W. MILLER	Ass't Secretary
DAVID GALES	Ass't Secretary
EARL G. HOCH	Ass't Secretary
HARRY N. KENYON	1st Asst. Trust Officer
GRACE E. HOWIE	Ass't Trust Officer
G. MORTON MINOT	Ass't Trust Officer
SEWARD H. CASE	Ass't Trust Officer
BENJAMIN E. LULL	Ass't Trust Officer
EVA M. SCHREINER	Ass't Trust Officer



TRUSTEES

JAMES S. WATSON
RUFUS K. DRYER
EDWARD HARRIS
JULIUS M. WILE
CARL F. LOMB
CHARLES STERN
J. WARREN CUTLER
P. V. CRITTENDEN

MORLEY A. STERN
DANIEL M. BEACH
F. HARPER SIBLEY
FRANK W. LOVEJOY
ERNEST L. WOODWARD
JESSE W. LINDSAY
THOMAS G. SPENCER

HERBERT EISENHART
CARL S. POTTER
WILLIAM H. STACKEL
WALTER L. TODD
GEORGE H. CLARK
WESLEY M. ANGLE
BERNARD E. FINUCANE
ARTHUR F. REED

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

OFFICERS

President

WILLIAM W. FOSTER

MAIN OFFICE

Vice-Presidents

EDWARD J. MEYER, Comptroller
DELOSS M. ROSE, Secretary
CHARLES WINSLOW SMITH
CARL R. SNIDER

Treasurer

CHARLES H. ESHELMAN

Assistant Vice-Presidents

ALANSON W. CHAMBERLAIN
ELMER B. MILLIMAN
ALBERT D. PERRY
BENJAMIN F. SAWIN
H. L. UNDERHILL

Auditor

HENRY P. SCHLENKER

Assistant Secretaries

EDWIN W. BURTON
JAMES A. CAMERON
ROBERT K. FAULKNER
HECTOR M. HARMON
A. F. JANUS
JOHN W. MALEENEY
LEWIS H. MORGAN
EDWARD R. MURPHY
WILLIAM J. VOLZ

Assistant Auditor

F. ARTHUR ABEL

GEORGE E. BECKER
President, Marine Midland Group, Inc.

SELDEN 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
President, Morris Plan Co., Rochester

TRUST DEPARTMENT

Vice-President and Trust Officer

NELSON E. LENGEMAN

Assistant Trust Officers

ARTHUR S. CARRUTHERS
also Trust Investment Officer
R. REED GEORGE
LOUISE A. SCHOFIELD

Assistant Secretary

WARREN L. HAWKINS

INVESTMENT DEPARTMENT

Assistant Treasurer

CHARLES J. GRATE

MERCHANTS-EAST AVENUE OFFICE

Vice-Presidents

ALBERT S. NEWELL
CHESTER J. SMITH

Assistant Vice-President

GROVER C. BRADSTREET

Assistant Secretaries

CHARLES BROUMOWSKY
FRANK H. HELMBOLD
ARTHUR F. KURTZ

DIRECTORS

KENNETH B. KEATING

Attorney

Harris, Beach, Folger, Bacon & Keating

JOHN L. KEENAN
Franklin Institute

CLARENCE S. LUNT
C. S. Lunt & Co.

J. E. MCKELVEY
Director, Richardson Corp.

ALBERT S. NEWELL
Vice-Pres. Union Trust Company

CHARLES P. SCHLEGEL
Pres. Schlegel Manufacturing Co.

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

CHARLES WINSLOW SMITH
Treas. Sherwood Shoe Co.

TRAVEL DEPARTMENT

30 East Avenue

Manager

G. T. WYDLER

OTHER OFFICES

CLIFFORD-JOSEPH OFFICE

Assistant Secretary

A. JOSEPH LONDON

CHARLOTTE OFFICE

Manager

BYRON J. WILSON

NORTH-HUDSON OFFICE

Manager

CHARLES H. CLOSEN

LYELL-SARATOGA OFFICE

Manager

GORDON F. WOOD

CULVER OFFICE

Assistant Secretary

AVERY S. GILBERT

CHILI-THURSTON OFFICE

Manager

RAYMOND A. MORRISON

DEWEY-DRIVING PARK OFFICE

Manager

J. CURTIS FLANAGAN

ADOLPH STUBER

*Asst. Vice-President
Eastman Kodak Co.*

ARTHUR E. SUTHERLAND
Sutherland & Dwyer, Attorneys

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

FRED K. THOMPSON
Pres. Cramer-Force Co.

LIBANUS M. TODD
The Todd Co. Inc.

J. FOSTER WARNER
Architect

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

Member of Marine Midland Group of Banks

THE EAST SIDE SAVINGS BANK

OF ROCHESTER

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

INCORPORATED 1869

Chairman of the Board, WILLIAM BAUSCH

OFFICERS

<i>President</i> ,	- - - - -	AUSTIN C. JACKSON
<i>Vice-President</i> ,	- - - - -	WILLIAM BAUSCH
<i>Vice-President</i> ,	2 - - - - -	WILLIAM H. DUNN
<i>Treasurer</i> ,	- - - - -	JOHN W. F. SWANTON
<i>Secretary</i> ,	- - - - -	HENRY B. ALLEN
<i>Cashier</i> ,	- - - - -	EDWARD L. GOETZMAN
<i>Comptroller</i> ,	- - - - -	JOSEPH H. ZWEERES
<i>Asst. Secretary</i>	- - - - -	PHILIP O. WILLIAMS
<i>Asst. Treasurer</i>	- - - - -	CHARLES H. BOORMAN
<i>Attorney</i> ,	- - - - -	HAMILTON C. GRISWOLD

TRUSTEES

Austin C. Jackson	P. V. C. Jackson
William Bausch	R. Andrew Hamilton
Frank A. Brownell	Edmund H. Barry
William H. Dunn	Lewis B. Jones
Frederick A. Sherwood	Oscar B. Spiehler
Hamilton C. Griswold	

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

OFFICERS

RUFUS K. DRYER, President

EDWARD BAUSCH, Vice-President
P. V. CRITTENDEN, Vice-President
WILLIAM C. BARRY, Vice-President
GEORGE D. WHEDON, Sec. and Treas.
H. WILBUR WILCOX, Cashier
FRANK B. McLAUGHLIN, Comptroller
CLAYTON F. MOREY, Attorney

A. DEWEY BACON, Asst. Secretary
WALTER H. COUCHMAN, Asst. Secretary
FRANK E. DONNELLY, Asst. Secretary
JOSEPH G. KUNZ, Asst. Secretary
HAROLD F. LEDERMAN, Asst. Secretary
J. WESLEY RIBEY, Asst. Secretary
FRANK T. TAYLOR, Asst. Secretary

TRUSTEES

RUFUS K. DRYER
P. V. CRITTENDEN
EDWARD BAUSCH
JOSEPH MICHAELS
WILLIAM C. BARRY
WILLIAM V. HAMILTON
W. OSBORNE ASHLEY
CHARLES F. WRAY
J. ALLEN FARLEY
MARTIN B. HOYT
GEORGE D. WHEDON
EUGENE M. LOWENTHAL
AUGUSTINE J. CUNNINGHAM
WILMOT V. CASTLE
SMITH SHELDON



35 State Street, Rochester, N. Y.

Main-Gibbs Branch - - - 420 MAIN STREET EAST

ROCHESTER SAVINGS BANK

(INCORPORATED 1831)

Resources over - \$68,250,000
99,939 depositors



West Main Street Office
47 WEST MAIN ST.

OFFICERS

EDWIN ALLEN STEBBINS, *President*
JAMES S. WATSON, *Vice-President*
EDWARD HARRIS, *Vice-President and Attorney*
CHARLES F. TURTON, *Vice-President*
JOHN C. HOSKING, *Secretary*
FRANK L. NIED, *Assistant Secretary*
CHARLES H. GLOVER, *Assistant Treasurer*
WILLIAM D. NIVEN, *Assistant Secretary*
ARTHUR H. LAUTERBACH, *Assistant Secretary*
CLYDE T. SUTTON, *Assistant Treasurer*
JAMES W. GRAY, *Assistant Secretary*
GEORGE D. OLIVER, *Cashier*

TRUSTEES

JAMES S. WATSON
ERICKSON PERKINS
THOMAS W. FINUCANE
J. CRAIG POWERS
WM. A. E. DRESCHER
EDWARD HARRIS
DANIEL M. BEACH
E. ALLEN STEBBINS
HERBERT J. WINN
WALTER L. TODD
M. H. EISENHART
CHARLES F. TURTON
F. HARPER SIBLEY
C. SCHUYLER DAVIS
ALBERT A. HOPEMAN
MARION B. FOLSOM



*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

21 EXCHANGE STREET

Branch, 89-91 EAST AVENUE

Gas and Electric Building

Rochester, N. Y.

Incorporated 1867

OFFICERS

WILLIAM B. HALE	- - - - -	President
WENDELL J. CURTIS	- - - - -	Vice-President
JAMES C. CLEMENTS	- - - - -	Vice-President
LIBANUS M. TODD	- - - - -	Vice-President
GEORGE WENDT	- - - - -	Secretary and Treasurer
ALEXANDER M. KESSELRING	- - - - -	Assistant Secretary
EUGENE J. BODETTE	- - - - -	Assistant Secretary
CURTIS FITZSIMONS	- - - - -	Attorney

TRUSTEES

WENDELL J. CURTIS	FREDERICK S. MILLER	GEORGE WENDT
WILLIAM KARLE	LIBANUS M. TODD	ARTHUR J. GOSNELL
WILLIAM H. HALE	EDWARD A. HALBLEIB	CHARLES F. HUTCHINSON
JAMES C. CLEMENTS	GILBERT C. J. McCURDY	CURTIS FITZSIMONS
WILMOT CASTLE	HERBERT W. BRAMLEY	ARTHUR W. BEALE

INDUSTRIAL BANKING

**PERSONAL
LOANS**



*Made on Character
and
Earning Capacity*

32 CLINTON AV. NORTH ROCHESTER, N. Y.
Telephone MAIN 169

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.

HICKOK

MANUFACTURING COMPANY

INCORPORATED

BELTS - BUCKLES - BRACES - GARTERS

Executive Offices and Factory

850 ST. PAUL STREET

ROCHESTER, N. Y.

Branch Offices, New York City, Chicago, San Francisco and Los Angeles

TELEPHONE
STONE 4928



ENGRAVING AND
HERALDIC WORK

CLARENCE W. SMITH

BOOKSELLER, STATIONER and IMPORTER

343-345 EAST AVENUE

ROCHESTER, N. Y.

ROCHESTER FOLDING BOX CO.

Color Advertising
Division
Folders
Booklets
Hangers
Window Displays
Counter Cut Outs
Box Tops

Corrugated
Division
Corrugated
Shipping
Cases
Corrugated
Specialties

Toy
Division
Jackbilt
Playthings

Folding Box
Division
Cartons
Display Containers
Dummy Displays
Cigar Packs
Cigarette Shells
and Slides
Labels

Main Office and Plant, BOXART ST.,

ROCHESTER, N. Y.

Sales Offices, 200 FIFTH AVENUE, NEW YORK, N. Y.

DIAMOND PAPER BOX CO., Inc.

Manufacturers of

Folding Boxes and Cartons

STRING AND BUTTON MAILING FOLDERS

BAKERY AND CLOTHING BOXES PRINTED TO ORDER

Phone Culver 2426

1-15 LEIGHTON AVENUE

E. E. FAIRCHILD
CORPORATION
merchandise costume stylists
Rochester, N.Y., U.S.A.



SUCCESSORS TO ALDERMAN-FAIRCHILD COMPANY

High quality folding and set up boxes, window and counter displays, booklets, box wraps, anything in quality lithography

FAIRCO Playing Cards in attractive and convenient packages, styled to meet the needs of today.

Phone

Genesee 4900

H. P. NEUN CO., INC.

MANUFACTURERS OF

PAPER BOXES

CORRUGATED and FIBRE SHIPPING CASES

Folding Boxes

PRINTING

PROBERT ST.

Phone MONROE 1449

ROCHESTER

PHONE: MAIN 629-630

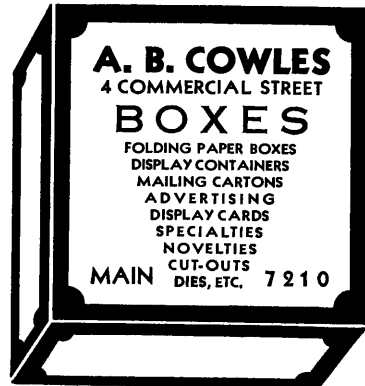
**FLOWER CITY
SPECIALTY CO.**

**PAPER
BOXES**

COUNTER DISPLAY CASES
AND SPECIALTIES

Office and Factory

**250 MILL STREET
ROCHESTER, N. Y.**



Brass Founders

Established 1876

ALBERT WISCHMEYER, Pres.

Incorporated 1901

NUNN BRASS WORKS

**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.

Factory and Office 17 WENTWORTH ST. ROCHESTER, N. Y.
PHONE GENESEE 163

ESTABLISHED 1842

HENRY WRAY & SON, Inc.

CASTINGS OF

***Brass, Nickel, Bronze, Babbitt Metal
Aluminum or Special Alloys***

BRONZE SIGNS AND MEMORIAL TABLETS

Electric Furnace Process

Phones MAIN 1120-1121-1122

258 STATE STREET

The Knowledge of "where
to buy" is as important
as where to sell goods.

Consult the City Directory

FRANCIS METAL DOOR AND WINDOW CORP.

46 and 48 CORTLAND ST., ROCHESTER, N. Y.

Manufacturers Representatives for

Dahlstrom Metallic Door Co.	}	Fire Proof Doors and Windows in Bronze and Steel Bronze Bank Screens Drawn and Stamped Metal Specialties
--------------------------------	---	--

Kinnear Manufacturing Co.	}	Rolling Doors and Bi-Fold Doors in Wood and Steel Rolling Partitions
------------------------------	---	---

International Casement Co.	}	Steel Casement Sash and Frames for Banks, Public Buildings and Residences
-------------------------------	---	---

Thorp Fire-Proof Door Co.	}	High Grade Metal Covered Wood Doors and Partitions
------------------------------	---	--

Voightman & Co.	}	Underwriters Labeled Hollow-metal Windows in all types
-----------------	---	--

Manufacturers of

ORNAMENTAL BRONZE AND ALUMINUM

Landon Type Puttyless Skylights

AMERICAN GLASS and CONSTRUCTION COMPANY

Specialists in Store Front Construction

PLATE GLASS FOR STORE FRONTS, AUTOMOBILES
MIRRORS, ETC. GLASS OF ALL KINDS

Phone Main 2315

46 and 48 CORTLAND ST., ROCHESTER, N. Y.

AMERICAN CLAY & CEMENT CORPORATION

General Contractors'

AND

Builders' Supplies

Representatives of Lehigh and Ironclad Cement,
Sewer Pipe, Wall Plaster, Lime, Face Brick, Paving
Brick, Fire Brick, Truscon Technical Paints and
Water-proofing, Kreolite Wood Block,
Reinforcing Material.

Everything for the Contractor and Builder

1175 MAIN STREET EAST . ROCHESTER, N. Y.

Culver 1000—1001—1002—1003

P. A. DePUYT, Pres.

W. C. CUNNINGHAM, Sec. and Treas.

MONROE BLOCK CO., Inc.

MANUFACTURERS OF

CEMENT BUILDING BLOCKS
DEALERS IN MASONS' SUPPLIES

PHONE MAIN 5707

348 EXCHANGE STREET - ROCHESTER, N. Y.

SCHAEFER BROS. BUILDERS' SUPPLY CO.

INCORPORATED

Manufacturers of

WASHED AND PURIFIED CINDER BLOCKS AND TILE
INSULATION AND PLASTER BOARD

DOWN TOWN OFFICE 116 POWERS BLDG. TEL. MAIN 136

Office and Factory Phones—Genesee 3460—3461

Office and Factory

Chili Avenue between Penn. R. R. and B. R. & P. at Barge Canal

TELEPHONE MAIN 180

WHITMORE, RAUBER & VICINUS

DEALERS IN:

READY MIXED CONCRETE, CRUSHED STONE, SAND AND GRAVEL,
CUT STONE, GRANITE, INTERIOR MARBLE, TILE, PORTLAND
CEMENT, FIRE BRICK, CLAY SEWER PIPE, CEMENT BLOCKS,
SHEETROCK, STEELSASH, ORIENTAL STUCCO, METAL LATH

All Kinds of Builders' and Masons' Supplies

CONTRACTORS FOR:

ASPHALT PAVEMENTS, ASPHALT MASTIC
FLOORS, CEMENT SIDEWALKS DRIVEWAYS

All Kinds of Street and Sewer Work

OFFICE AND MAIN YARD:

51 GRIFFITH ST. ROCHESTER, N. Y.*Everything for Building But Lumber***HIRES TURNER GLASS COMPANY**

CLARENCE BLEYLER, Manager

GENESEE 6750—6751—6752

STORE FRONTS OUR SPECIALTY

Large Stocks Constantly on Hand of VITA GLASS—THE HEALTH WINDOW GLASS

ACTINIC GLASS

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

Wind Shield Plate Glass
Figured Rolled Glass
Bevelled Plates

Solid Wired Glass
Corrugated Wire Glass
Skylight Glass

Plate Glass
Mirrors
Window Glass

HAGUE STREET, South of Lyell Ave. ROCHESTER, N. Y.

Take Lyell Avenue Car to Hague Street

MORSE SASH & DOOR CO.

*Doors, Windows, Interior Trim, Stair
and Porch Work, Etc.*

*Telephone 1835 Main***FORD ST. and WAVERLY PLACE****ROCHESTER, N. Y.**

Builders Supplies

**Doors, Windows, Interior Trim, Special Woodwork
Cabinet and Stair Work**

WE SPECIALIZE IN

Screens and Storm Windows

FOR WINDOWS, DOORS, PORCH ENCLOSURES, ETC.
INSTALLED COMPLETE

GARDEN FURNITURE

FLOWER BOXES

GARDEN FENCES

THE ROCHESTER WOODCRAFT SHOP, Inc.

300 NORTON STREET

GLENWOOD 2017

STEVENS & McMILLEN CO., Inc.

Sash, Doors & Interior Trim

Wholesale and Retail

1969 EAST AVENUE

MONROE 5564

"Millwork That Pleases"

**THEODORE H. SWAN
BRICK AND TILE CO., INC.**

Phones MAIN 3956—3950

**Facing Bricks in all colors—Fire Clay Hollow
Tile Building Blocks—Hollow Tile Fireproofing
—Architectural Terra Cotta—Floor Tile**

446 POWERS BUILDING

ROCHESTER, N. Y.

Office Phones
Glenwood 4166—4167

Residence Phones
Main 6923 or Stone 1271

GOOD STONE MANUFACTURING CO.

Mason and Builder Supplies

We Specialize in CUT CAST STONE

Garden Furniture, Cement Blocks, Steel Sash, Cement
Plaster, Lime, Gravel, Sand, Flue Lining, Etc.

OFFICE AND FACTORY

470 HOLLENBECK STREET

ROCHESTER, N. Y.

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

ONTARIO REFECTORIES, Inc.Receptions
Lunches**CATERERS**Banquets
Shore Dinners

Weddings

Picnics

*"Let Us Estimate Your Next Spread"*Operators of Refectories at Genesee Valley, Seneca, Durand-
Eastman and Ontario Beach Parks.

1221 LINCOLN-ALLIANCE BANK BLDG.

Telephones { MAIN 639
MONROE 55

WILLIAM F. TICE

WILSON B. GATES

TICE & GATES*China, Glass, Silver*

Telephone STONE 646

347-349 EAST AVENUE

- - ROCHESTER, N. Y.

ROLLAND R. RANDALL

GALLERIES

Stuffs for Furniture
Curtains and
Wall HangingsElectric Lamps
and
Fabric ShadesPeriod Mirrors
Special Furniture
Rugs and Carpets

HIRAM W. SIBLEY BUILDING

309 ALEXANDER STREET

- Telephone STONE 2889

ROCHESTER CLEANING & DYEING CO.M. S. LEACH — *Proprietors* — F. J. CIESLIK*Seneca Hotel Building*

20 CLINTON AVENUE SOUTH

Telephone Main 2169

DYEING and CLEANING—*As it should be Done*

Factory, 65-67 HICKORY STREET

Ladies and Gents Garments Cleaned, Dyed and Pressed

FRED H. GORDON
President and Treasurer

WALTER J. HOWARD
Vice-President

CHARLES C. SCHAEFER
Secretary

THE YATES COAL CO.

Anthracite **COAL** *Bituminous*
ALSO COKE

Orders for Private Residences Solicited

TELEPHONE No. 450-451 STONE

Main Office

612 LINCOLN-ALLIANCE BANK BUILDING

YARDS

93 INDUSTRIAL STREET · 139 CANAL STREET
KING STREET and B. R. & P. RY.

H. N. SCHLICK & CO.

Dealers in

COAL — COKE

YARD AND OFFICE

115 Joseph Ave., Near New York Central Railroad

Telephones Stone 5985-5986

ROCHESTER, N. Y.

WM. J. MEISENZAHL, Pres.

ALBERT J. MEISENZAHL, Treas.

MEISENZAHL BROS. COAL CO.

INCORPORATED

COAL

Coke

Wood

Trucking

Office, 695 PORTLAND AVE.,

ROCHESTER, N. Y.

Telephone Stone 2157

Coal

ALBERT E. MAY

HARRY A. MAY

Phones 228—229 MAIN

H. H. BABCOCK & CO.

Wholesale Dealers in

DELAWARE, LACKAWANNA & WESTERN COAL CO'S

"Blue Coal"

Principal Offices:

105, 106, 107 and 108 WILDER BUILDING ROCHESTER, N. Y.

Sales Offices and Trestles

505 North Street, at N. Y. C. R. R.
393 Main Street West, at Penn. R. R.

720 Driving Park Av. at B. R. & P. R. R.
Latta Road at B. R. & P. R. R.

Good Coal

Since 1867

Good Service

Geo. Engert & Co., Inc.

COAL--COKE

126 MONROE AVENUE

ROCHESTER, N. Y.

Telephones STONE 1985 — 1986

Anthracite **COAL** *Bituminous*
Jemco **COKE** *Stove and*
Nut Size

"FIFTY YEARS IN BUSINESS"

Our Heating Expert Is At Your Service.

JENKINS & MACY CO.

General Offices:
100 Cutler Building
42 East Avenue

Telephone
STONE 416

Offices and Yards:
1045 Main St. East
119 Child Street
381 Main St. West

F. W. EVANS, Pres. and Treas.

JOS. W. McCONNELL, Sec'y

ANTHRACITE AND BITUMINOUS



MAIN OFFICE:
431 SMITH STREET

Phones Main
3301 — 3302 — 420



BRANCHES:

88 PORTLAND AVENUE
384 ORCHARD STREET

AUTHORIZED DISTRIBUTOR R. G. & E. DUSTLESS GUARANTEED COKE

Coal**Coffee Roasters** 165**IRONDEQUOIT COAL & SUPPLY CO.**

TELEPHONE GLENWOOD 6161

***Famous Reading Anthracite
Pittsburg Soft Coal*****HAY—GRAIN—FEED**

Fertilizer

Farm and Building Supplies

Cement

149 RIDGE ROAD EAST

ROCHESTER, N. Y.

L. C. LANGIE COAL CO.*STONE*
4000***HI-HEAT COAL
BONDED COKE****STONE*
4000

They Cost No More

Central Office, 326 Main St. East

115 Alexander St. near Clinton Ave. S.

357 St. Paul St.

368 Clinton Ave. N.

2 Lake Ave.

E. E. SHUTT
PresidentV. H. RUSSELL
Treas. and Mgr.GRACE D. ROSS
Secretary**CHAS. C. WEST COAL CO., Inc.**

WHOLESALE AND RETAIL DEALERS IN

COAL and COKE

Main Office and Trestle - 281-285 NORTH UNION STREET

CULVER 999—2074

WM. S. SCULL COMPANY

GEORGE C. BUELL & CO. DIVISION

TEA - COFFEE - RICE

372-378 EXCHANGE STREET

Tel. Main 2346

BRIGHTON BLEND COFFEE***BOSCUL COFFEE******BOVRIL******Vacuum Packed******CONCENTRATED BEEF******BOSCO—3 FOOD DRINK***

BRANDT MERCANTILE AGENCY

COLLECTIONS

Accounting & Adjusting Agency

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

*Phone Stone 3307**"Specialization Means Service"***ALLIANCE MERCANTILE AGENCY**

NEW YORK

ROCHESTER

BUFFALO

SYRACUSE

Commercial Collections**Coast to Coast**

EDISON E. WEST, General Manager

Executive Offices

7th Floor, TERMINAL BUILDING - ROCHESTER, N. Y.

Telephones Main 2131—2132—2133

When You Need a Collection Agency--Why Experiment?

Send your claims to a dependable and efficient collector--bonded by your Association.

The National Retail Credit Association has placed its stamp of approval on six hundred collection agencies affiliated with our Supervising Collection Department.

ROCHESTER, N. Y. AFFILIATE IS

The Credit Rating Corp.*Established 1892*

616 MERCANTILE BLDG.

TELEPHONE
STONE 1853

ROCHESTER, N. Y.

They are an important feature of National Service--patronize them!
*Supervising Collection Dept.--National Retail Credit Assn.***MAILING-LISTS**

Lists for national or local territories compiled by experienced crews. Your lists revised and brought up to date. Your envelopes addressed from our master lists at small rental fees. Consult us on all list problems.

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

GORSLINE & SWAN CONSTRUCTION CO.

*Mason Contractors and
General Building Construction*

Estimates and construction counsel services are
gladly furnished at any time without obligation

Phone 1118 Stone

96 PEARL STREET, ROCHESTER

Residence, 67 S. WASHINGTON ST.

Phone, MAIN 7797

HOMER KNAPP

Established 1889

GENERAL BUILDING CONSTRUCTION

Estimates Furnished

Quality Homes and Alterations

1462 MAIN STREET, EAST

Phone CULVER 3073

ROCHESTER, N. Y.

ANTHONY LINK, Jr.

ALBERT LINK

ANTHONY LINK'S SONS

Carpenters—General Contractors

General Remodeling

CULVER 3578

Office and Mill,

Rear, 616 NORTH GOODMAN STREET
ROCHESTER, N. Y.

TELEPHONE MAIN 3422

I. M. LUDINGTON'S SONS, Inc.

General Contractors

251 POWERS BUILDING

ROCHESTER, N. Y.

Contractors

ESTABLISHED 1865

INCORPORATED 1902

JOHN LUTHER & SONS CO.

General Contractors and Builders

PAINTERS AND INTERIOR DECORATORS
SPRAY PAINTING

87 STILLSON STREET

ROCHESTER, N. Y.

PHONE, STONE 1242

FRANK J. KINNEY

PHONE MONROE 6850

F. H. RAPP COMPANY, Inc.

Building Contractors

General Construction

Office and Works

188 MOUNT HOPE AVENUE

ROCHESTER, N. Y.

ESTABLISHED 1863

PHONE MAIN 675

STEWART & BENNETT, Inc.

General Contractors

STORE FRONTS AND REMODELING A SPECIALTY

126-132 N. WATER STREET,

ROCHESTER, N. Y.

WM. SUMMERHAYS SONS

CORPORATION

Boiler Settings, Fire Masonry, Special Furnaces, Power Plant Chimneys
of Radial and Common Brick . . . Lightning Arrestors Installed

SUMMERHAYS REFRACTORY SUPPLIES

INCORPORATED

Fire Brick, Carborundum Brick, Insulating Brick, Plastic Fire Brick,
High Temperature Cements, Fire Clay, Asbestos.

Phone *MONROE 1155*

Office and Yard, 620 CLINTON AVE. S., ROCHESTER, N. Y.

From 6 A. M. to 7 P. M.
Call
Glenwood 1232



After 7 P. M.
Call
Glenwood 329 or 5845

C. P. WARD, INC.

General Contractor

135 RIDGE ROAD, EAST .. ROCHESTER, N. Y.

Are You Leaving A Record For The Future?

It may prove a serious matter in years to come if by any chance you should be incorrectly listed in or left out of the City Directory. Cases have occurred where the evidence of the City Directory, as to residence or occupation, has had an important bearing on the disposal of a fortune. Business men, especially, should see to it that their firm's record is absolutely correct and all changes should at once be reported.

"Better Be Safe Than Sorry"

A small amount invested will list you under several lines of your business.

SAMPSON & MURDOCK CO., Inc.

729 POWERS BUILDING

ROCHESTER, N. Y.

KORTS DAIRY PRODUCTS

GOLDEN GUERNSEY

CERTIFIED AND PASTEURIZED

Milk, Cream and Buttermilk

CREAMERY BUTTER AND COTTAGE CHEESE

Telephone Monroe 674

15-43 HENRIETTA STREET

ROCHESTER, N. Y.

Bartholomay

COMPANY, INC.

MAKERS OF
QUALITY ICE CREAM IN BULK AND BRICK

DEALERS IN
Pasteurized Milk and Cream in Cream Top Bottles

DISTRIBUTORS OF
CERTIFIED MILK—Golden Guernsey Raw Milk

MANUFACTURERS OF ICE

555 ST. PAUL STREET

ICE CREAM DEPARTMENT
 Phone MAIN 6520

DAIRY DEPARTMENT
 Phone MAIN 6523

A. W. WOOD
 President

MAIN 386

OSCAR B. SPIEHLER
 Treasurer

BIG ELM DAIRY CO.

DEALERS IN

Pasteurized and Certified Milk and Cream

Creamery Butter and Cottage Cheese Fresh Daily

476 EXCHANGE STREET

..

ROCHESTER, N. Y.

BRIGHTON PLACE DAIRY COMPANY

Under Laboratory Control

45 FULTON AVENUE - - ROCHESTER, N. Y.
 GLENWOOD 144



DOYLE DETECTIVE BUREAU

POLICE PATROL AND ARMORED CAR SERVICE

Associated Offices in All Cities U. S. A. and Europe



PROTECTION

INVESTIGATIONS

*Criminal - Commercial - Civil - Character
Shadowing - Retail - Personal*

Day Phones

MAIN { 1743
 1744

Night Phones

MONROE { 3278
 5006-W

UNIFORMED POLICE

*for Protection of Residences - Factories
Stores - Weddings - Etc.*



JOHN A. DOYLE
Director

ARMORED CAR SERVICE

Payrolls—Delivery of Bulk—Making Up and Distribution of Envelopes
Deposits—Collection Daily

Complete Safeguarding of Money in Transit—Protected by \$1,000,000 Insurance

801-803-805 COMMERCE BUILDING - ROCHESTER, N. Y.

A. T. DOYLE, Gen. Manager

K. V. DOYLE, Supervisor

FOLEY DETECTIVE AGENCY

EARL F. FOLEY, Director

- *A *Secret Service* conducting thorough investigations and rendering accurate reports in Commercial, Industrial, Financial and Domestic Matters.
- *An *Agency* handling Personal and Business matters of the utmost importance in a strictly confidential manner.
- *A *Personnel* of highly trained, intelligent, efficient and bonded male and female operatives.

Consultation at your pleasure - - - - No obligation

304 TAYLOR BUILDING

MAIN 777

CONFIDENTIAL — EXPERT SECRET SERVICE — RELIABLE
LADIES DEPARTMENT

JENNINGS DETECTIVE AGENCY

A. F. JENNINGS, Principal

H. T. COPENHAGEN, Director, Former Deputy Chief of Police

CONSULTATION FREE

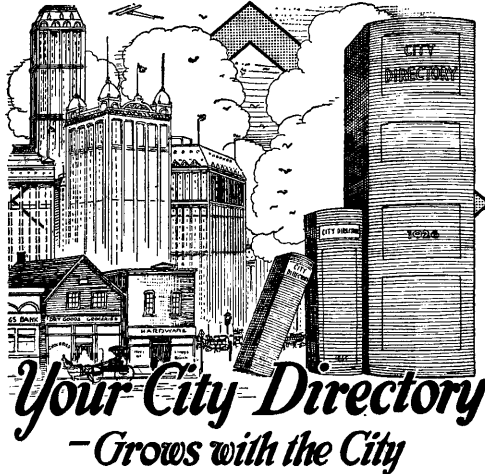
OFFICE TELS. STONE 950-951 ROCHESTER—Suite 410-412-414 Temple Bldg.

Night Tels. { Gen. 5293
 Cul. 784

NEW YORK CITY—580 Fifth Avenue

BUFFALO—312 Brisbane Building

ESTABLISHED 1893

THE NORMAN C. HAYNER COMPANY, Inc.Manufacturers of
SANITATION PRODUCTS**HAYNER'S NORMALINE**, the
Ideal Disinfectant and Deodorant—
Kills the Germ—Kills the Odor.**HAYNER'S SOLSUN**, Efficient
Liquid Fly Killer and general In-
secticide.**FLOOR DRESSINGS, SOAPS, CLEANING POWDERS***Main Office and Factory***194 EDINBURGH STREET****ROCHESTER, N. Y.***Phone MAIN 739**Your City Directory*
*- Grows with the City***SAMPSON & MURDOCK CO., Inc.***Directory Publishers Since 1846***729 POWERS BUILDING****ROCHESTER, N. Y.**

Druggists, Retail**Druggists, Wholesale** 173G. W. SANFORD
Vice-Pres. and Treas.F. H. GOLER
Pres. and Gen. Mgr.F. W. FLEMING
Secy.**THE PAINE DRUG COMPANY***Licensed Pharmacists*PHYSICIANS' SUPPLIES AND SURGICAL INSTRUMENTS
TRUSSES AND SUPPORTERS*Prescription Specialists and Manufacturing Pharmacists*

24 and 26 EAST MAIN STREET

ROCHESTER, N. Y.

MRS. WM. H. BEMISH
PresidentESTABLISHED
1839C. G. HEISE,
Sec. and Treas.**J. K. POST DRUG CO.***Wholesale and Retail Druggists*

Fine Chemicals and Drugs

17 EAST MAIN STREET

PHONE MAIN 2194

BRANCH, 338 PLYMOUTH AVE., S.

Phone MAIN 3545

ROCHESTER AT A GLANCE—ARROW GUIDEcomplete street directory (pocket size) of Rochester and vicinity,
with much other valuable information about the city and map.**FINGERPOINT MAP OF ROCHESTER AND VICINITY**folded in pocket form with street index that enables you to find the
location in a jiffy. Size 25 by 40 inches open.*For Sale by the Leading Newsdealers and Stationers*
*Guide 25 cents: Map, 50 cents***McKESSON ROCHESTER DRUG CO., Inc.**

(INCORPORATED 1931)

Wholesale Druggists

WHOLESALE DEALERS

SODA FOUNTAINS

STORE FIXTURES

DRUGGISTS SUNDRIES

230-236 ST. PAUL STREET

TELEPHONE STONE 4580

BERGER BROS. ELECTRIC MOTORS, INC.

1346 UNIVERSITY AVENUE

Telephones MONROE 2094
 MONROE 2095
 MONROE 2096
 Night CHAR 773-M
 MONROE 6460
 MONROE 100
 WESTERN UNION W U X
 N. Y. C. MAIN LINE SIDING



NEW MOTORS
 REBUILT MOTORS
 ACCESSORIES
 CONTROL
 REPAIR PARTS
 MOTOR REPAIRS
 MOTOR SERVICE
 MOTOR INSTALLATION

TRANSFORMERS REPAIRED

Authorized Service and Parts for G. E. Motors and Control

FRIGIDAIRE

Advanced Refrigeration

DELCO HEAT

"General Motors value in Automatic Refrigeration and Home Heating"

GILBERT UTILITIES CORPORATION

EAST AVE. AT ALEXANDER

Phone Monroe 7064

HICKSON ELECTRIC AND RADIO CORPORATION

Wiring, Fixtures, Radio, Appliances, Supplies

MOVIE CAMERAS FOR THE HOME

For Electrical Construction and Repairs of Every Description

ESTIMATES ON REQUEST

36 SOUTH AVENUE

Phone STONE 93

ROCHESTER, N. Y.

LAUBE ELECTRIC CORPORATION

Electrical Contractors

Electric Lighting Fixtures

TIMKEN SILENT AUTOMATIC OIL BURNERS

For Installation and Service Call

STONE 104-105

191-193 EAST AVENUE

- -

ROCHESTER, N. Y.

T. H. GREEN ELECTRIC CO.

INCORPORATED

Contractors and Manufacturers

Power and Light Installations

Panels and Switchboards Automatic Telephones

General Electric Motors

Motor and Apparatus Repairs Electrical Supplies

31-37 N. WATER ST., ROCHESTER, N. Y.

Telephones Main 555-556

O'CONNELL ELECTRIC COMPANY

Electrical Contractors

Electric Line Extensions

Motors, Wiring, Fixtures

63 MT. HOPE AVENUE

ROCHESTER, N. Y.

Phone MAIN 827

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?

SCOTT 
FILLER AND DRAINER

PUTS THE WATER IN AND
 TAKES THE WATER OUT OF
 YOUR WASHING MACHINE
 AUTOMATICALLY

3 TIMES FASTER
 THAN
 SIPHON




UPPER PICTURE shows filling operation. Attach to both faucet and temper water as desired. If you have single faucet you simply attach one branch of tubing and close other with cap provided.

LOWER PHOTO shows emptying. One branch of tubing is laid in sink, other attached to faucet. Turn on faucet and by pump-action water runs rapidly out of washer.

Tubing of the Scott Filler & Drainer is special white, hard, withstands scalding water and freeze-cracking. This white tubing and Good Housekeeping seal of approval are your protection against infection.

400,000 women now have Scott Filler & Drainers. Why don't you take the last nightmare out of washing, too? Order today!

53 Add 70c for adapter if you have plain faucet. For sale at most Department, Hardware, Electrical stores or write direct from—

SCOTT PUMP CO.
641 Atlantic Ave.

Advertising Insures Your Business

Permanence
 Protection
 Low Cost
 Results

**City Directory
 Ads Pay**

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.

FLOWER CITY PIPE COMPANY, INC.

Lawn Fence Material

We will erect your fence completely, or furnish all material so you can erect it yourself.

Clothes Poles - Cellar Columns - Flag Poles - Pipe Cut-to-sketch

Phone **GENESEE 51**

155 HAGUE STREET .. ROCHESTER, N. Y.

FERNANDO J. KELLER, Pres. and Treas.

J. MICHAEL KELLER, Vice-Pres.

WILLIAM L. KELLER, Sec'y

Office Phones
STONE
484-485-486

J. B. Keller Sons.

Greenhouse
Phone
MONROE 6530

FLORISTS

FLOWERS FOR ALL OCCASIONS

Flowers Telegraphed to All Parts of The World

25 CLINTON AVENUE NORTH - ROCHESTER, N. Y.

ROSES

VIOLETS

ORCHIDS

NEW YORK FLORIST CO.

Fresh Cut Flowers Every Day

Funeral Designs at shortest notice.

Decorations from all plants

Wedding Bouquets

3 MAIN STREET EAST

Telephone, Main 6443

Your City Directory is one of the
Surest ways of directing the demand
for the goods or service you want to sell.

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.

L. SCHAUMAN'S SONS

Phone
MAIN 2274

Funeral Directors



PUBLIC FUNERAL CHAPEL

Phone Main 2274

Open Day and Night

609 CLINTON AVE., NORTH .. ROCHESTER, N. Y.

ANDREW J. MATTLE

JOHN W. MATTLE

A. J. MATTLE & SON

Funeral Directors

Phones STONE 1552, 1553

300 CUMBERLAND STREET

ROCHESTER, N. Y.

Irving E. Winchell

Thomas F. Trott

HERMANCCE COMPANY

Funeral Directors

STONE 1524

683 EAST MAIN STREET

ROCHESTER, N. Y.

Funeral Directors

CHARLES E. ASHTON

Genesee 4390

ASHTON FUNERAL HOME

*Funeral Service
Complete*

636 W. MAIN STREET ROCHESTER, N. Y.

PHILIP A. BENDER

CHARLES W. BENDER

CHRISTIAN BENDER

BENDER BROTHERS

ESTABLISHED 1859

Funeral Directors

Phone STONE 1179

301 ALEXANDER STREET ROCHESTER, N. Y.

PHONE GLENWOOD 4906

JOSEPH J. BUCKLEY

Funeral Director

PARLORS

796 DEWEY AVENUE ROCHESTER, N. Y.

HENRY D. HALLORAN & SONS

(THOMAS B. MOONEY'S SONS, INC.)

HENRY D. HALLORAN, Pres.

M. ALVAH HALLORAN, Sec. and Treas.

VERNON E. HALLORAN, Vice-Pres.

Funeral Directors

195 PLYMOUTH AVENUE, SOUTH

Phone MAIN 127

ROCHESTER, N. Y.

GENESEE 300

GENESEE 3646

HAUBNER & STALLKNECHT

Successors to JOHN C. ROSSENBACH

FUNERAL DIRECTORS

OFFICE AND PARLORS

828 JAY STREET

- - -

ROCHESTER, N. Y.

C. F. SCHEUERMAN SONS

Funeral Home

The Display at our Funeral Home shows the complete
Funeral Service in Plain Figures.

230 BROWN STREET

Phones Genesee 5411-438

EUGENE A. TIMMERMAN

Funeral Director

FUNERAL PARLORS AT NO ADDITIONAL CHARGE

Phone Monroe 1684

510 MONROE AVENUE

ROCHESTER, N. Y.

This book has helped many to find what they want.

It can help YOU.

Better look it over carefully

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

ROCHESTER H. ROGERS, Vice-President
GEORGE DUERR, Treasurer

HOWE & ROGERS CO.

ESTABLISHED 1857

Furniture, Floor Covering, Draperies Upholsterers

Largest Complete House Furnishers Outside
of New York City in the State

We Carry the Very Latest Patterns and Designs
in Furniture with a Wide Assortment
to Select From

We Shall Be Pleased To Have You Visit Our Store
Our Courteous Service Will Please You

We Also Maintain a Radio Department

For Service Telephone Stone 1800

89-91 CLINTON AV. S. - ROCHESTER, N. Y.

GEO. J. MICHELSEN
President

R. J. MICHELSEN
Vice-Pres. and Sec.

W. F. MICHELSEN
Treasurer

GEORGE J. MICHELSEN FURNITURE CO.

MANUFACTURERS OF

Bed Room Furniture

Office, Factory and Salesroom

172-182 AVENUE D ROCHESTER, N. Y.

Phone GLENWOOD 4719

Your City Directory puts you in direct personal
contact with thousands of buyers who wish to buy
what you have to sell.

It is the Buyers' Guide

**QUALITY FURS**

that are a flattering tribute
to the wearer and the label.

HEADQUARTERS

U. S. Government Alaska Seal

*Automatic Cold Storage
Vaults on the premises*

WM. V. GRAESER CO. 38 Clinton Avenue, North
Manufacturing Furriers

GEORGE VERESCHAK*Manufacturing Furrier*

FURS REMODELED, MADE TO ORDER
and REPAIRED

223 East Avenue

Telephone Stone 2497

ROBERT SHELLARD
President

ALWIN METZ
Treasurer

GEORGE T. DUNCAN
Vice-President

F. J. ADAMS
Secretary

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.

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

18 HOLES

On the Shores of Lake Ontario

LAKE SHORE COUNTRY CLUB

Beach Avenue

ROCHESTER, NEW YORK

Play and Pay by the Day

For Reserved Starting Time Call Charlotte 8

MAIN 5356

PHONES

MAIN 5355

HENRY LESTER HARDWARE CO., Inc.

GROVER A. CLICQUENNOI, President and Manager

Builders' Hardware SpecialistsArco Paints, Mechanics' Tools, Gas Ranges
House Furnishing Goods

WEST MAIN CORNER WASHINGTON STREET

ROCHESTER

**FERGUSON HARDWARE AND ELECTRIC
INCORPORATED**

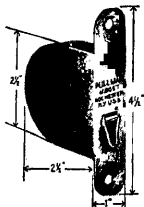
ELECTRIC WIRING AND LIGHTING EQUIPMENT

*FRIGIDAIRE ELECTRIC REFRIGERATION*Electrical Appliances, Plumbing Supplies
Furnaces - Stoves - Gutter Work

PHONE CHARLOTTE 95

4421 LAKE AVE., CHARLOTTE

ROCHESTER, N. Y.



NEW LOW PRICES

***The New MIDGET PULLMAN
SASH BALANCE****for Stock Frames and Sash*

You can now modernize your double-hung windows with this new *Midget Pullman Sash Balance*. Use Standard stock frames and sash if you wish. The *Midget* gives you a perfect job at a great saving in cost. Made of non-breakable, pressed steel, rust-proof finish, all moving parts enclosed. Guaranteed for the life of the building.

Write today for free folder and Complete information

PULLMAN MANUFACTURING CO., Inc.
45 FORD STREET, ROCHESTER, N. Y.

MATHEWS & BOUCHER*Wholesale and Retail***HARDWARE MERCHANTS**

Mill and Factory Supplies

Machinists' Tools and Supplies

Plumbers' Supplies

Builders' Hardware

Agricultural Tools

Carpenters' Tools

Tinnern's Supplies

Radio Supplies Wholesale

Skates and Sleds

Wire Screens

*We Solicit Your Orders by Mail or Telephone**Quality Service and Price Guaranteed***26 EXCHANGE STREET****Tels. MAIN 1064-1065-1066-1067**

ESTABLISHED 1883

KENNEDY-CLARK, INC.**22 SOUTH AVENUE*****Gas Ranges and Combination Ranges***KITCHEN EQUIPMENT FOR HOTELS,
INSTITUTIONS AND RESTAURANTS***General Electric Refrigerators***

PYROFAX GAS SERVICE

***Domestic and Industrial Stokers and
Oil Burners***BOILERS, FURNACES, INCINERATORS AND
HUMIDIFYING EQUIPMENT

24 HOUR SERVICE

KENNEDY-CLARK, INC.**Tel. MAIN 345****STOVE AND FURNACE REPAIRS****Nights, Sundays, Holidays
Call GLENWOOD 330**

POWERS HOTEL

350 ROOMS**RATES FROM \$2.00**

FAMED RESTAURANT AND CAFETERIA SERVICE

Ramp Garage Adjoining

R. P. BRAINARD, President

JOSEPH A. SMITH, Manager

HOTEL ROCHESTER

W. D. HORSTMANN

300 Outside Rooms From \$2.00Excellent Moderate Priced Dining Room
and Coffee Shop

CLUB LUNCHEON

TABLE D'HOTE DINNER

IN OUR MAIN DINING ROOM

*Rochester's Leading Fireproof Hotel*

THE SENECA

550 ROOMS—From \$2.50Cafeteria at Popular Prices

FORD HOTEL

For Men and Women

Rates Per Day \$1.00 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

BUFFALO

ERIE

TORONTO

MONTREAL

HOTEL HAYWARD

Operated by the ODENBACH'S

250 ROOMS — RATES \$1.50 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 PHONE STONE 1840

165 Apartments, Each with Private Bath

Furnished 1—2 Room Suites—By Day, Week or Month

Private Dining Rooms For

BANQUETS

WEDDINGS

PARTIES

DINING ROOM

-

DELICATESSEN

-

GARAGE

HETZLER BROS. ICE CO., Inc.

Wholesale and Retail

Established 57 Years

ABSO-PURE

COAL, COKE

801
DRIVING PARK
AVENUE



ICE CUBES

GLENWOOD
446

GENERAL ICE CREAM CORPORATION

ROCHESTER DIVISION

Wholesale and Retail Manufacturers of

Plain and Fancy Creams and Ices

"FRO-JOY"—Ice Cream at its Best

PHONES MAIN 917, 918, 919

CLIFF ST. FOOT OF WHITE ST.

ROCHESTER, N. Y.

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 Underwriters Board of Rochester
Affiliated with New York State and National
Association of Agents.

FOURTH FLOOR - 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, Manager
JESSE H. DUTTON
Associates | CHARLES P. DUTTON
WALTER J. DUTTON

1852 — 1933

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, 19 MAIN ST., WEST***Member of Underwriters Board of Rochester, N. Y., Inc.***COMPANIES REPRESENTED**

Connecticut Fire Insurance Co. of Hartford, Conn.

Fire Association of Philadelphia, Pa.

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

Guarantee Company of North America of Montreal, Canada

Hartford Accident and Indemnity Co. of Hartford, Conn.

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

Hartford Fire Insurance Co. of Hartford, Conn.

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

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

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

Rochester American Ins. Co. of N. Y.

Standard Accident Insurance Co. of Detroit, Mich.

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

**FIRE — WORKMEN'S COMPENSATION — PLATE GLASS
LIABILITY — LIVE STOCK — RAIN — MARINE — BURGLARY
STEAM BOILER—BONDS—TRANSPORTATION—AUTOMOBILE**

REPRESENTED BY

HERMANN DUILL

BYRON PERRY, JR.

HARRY E. MILLER

HERBERT HOFFEL

C. ARTHUR RAU

FREDERICK G. MEYER

John B. Hudson, Adjusting Dept. (Workmen's Compensation—Automobile)

Clarence Burton, P. J. Rausch, Steam Boiler Inspectors

Telephone Main 444**ROCHESTER, N. Y.**

CARL H. HENNRICH

*Member of The Underwriters Board of Rochester, N. Y., Inc.
National Association of Insurance Agents*

We Do Not Sell Assessment or Cut-Rate Insurance

INSURANCE and BONDS

Of Every Description

The Application of Systematic, Scientific Analysis to the Problems of Insurance is the Surest Way of Securing both Adequate Protection and Lowest Cost.

Our organization is equipped to provide this valuable service

Companies Represented

General Agents

Hartford Accident & Indemnity Co.
Fidelity & Casualty Co. of New York

Agents

Continental Insurance Co. of N. Y.
Niagara Fire Insurance Co.
Hartford Fire Ins. Co. (Auto. Dept.)

FOR SERVICE—Telephones MAIN 435—436

4th Floor, East Ave. Building .. 49 EAST AVENUE

Phone
MAIN 2503

E. S. BOHACHEK, Inc.

General Insurance

Our Companies have been paying from 15% to 30% dividends
for over 25 years

Rochester Theatre Building - Clinton Ave. S. at Court

WILLIAM H. CLEMENTS, VICE PRES.
H. EVEREST CLEMENTS, VICE PRES.

JAMES C. CLEMENTS, PRES.

CHARLES R. KIRBY, SEC.
MARTHA Z. MCCATHRON, TREAS.

JAMES C. CLEMENTS, INC.

General Insurance

409-13 POWERS BLDG.

MAIN 219

Insurance (General)

JAMES JOHNSTON, Pres.
ROBERT F. WOERNER, Treas.

GEORGE W. COLBURN, Vice Pres.
LEONARD H. HENDERSON, Sec'y

AUSTIN F. GRAB, Vice Pres.
ROY A. DUFFUS, Sec'y

JAMES JOHNSTON AGENCY

INCORPORATED

NO. 214 GRANITE BUILDING

Telephone MAIN 697

INSURANCE*Companies Represented*

Home Insurance Company
Queen Insurance Company
Westchester Fire Insurance Company
City of New York Insurance Company
Home Indemnity Company

Royal Insurance Company
New York Underwriters Ins. Company
Norwich Union Fire Insurance Society
United States Fire Insurance Company
American Surety Company

Agency Representatives

WILLIAM R. ORWEN
CHARLES BENTON
ROBERT A. HAMILTON, JR.

CHARLES T. HUBER

PAUL GOVERTS
ARTHUR L. WELSH
PHILIP C. GOODWIN

PARKER-CONSLER AGENCY, Inc.*Member of the Underwriters Board of Rochester, N. Y., Inc.*

National Association of Insurance Agents

We do not sell Mutual or Cut-Rate Casualty Insurance

GENERAL INSURANCE - - BONDING

RELIABLE COMPANIES - EFFICIENT SERVICE

Royal Insurance Co., Ltd.
Globe Indemnity Co.

Newark Fire Insurance Co.
Public Fire Insurance Co.

National Union Fire Insurance Co.

Claim Dept., 31 EXCHANGE ST., Rm. 311

TEL. MAIN 6626

114 WILDER BUILDING**Telephone Main 3756**

ESTABLISHED 1901

PHONES: MAIN 478-479

WOLFERT BROTHERSANNA T. WOLFERT, *Office Manager***General Insurance**

204 TRIANGLE BUILDING

MAIN ST. E. and EAST AVE.

ROCHESTER, N. Y.

OVER UNION TRUST CO.

F. M. LOEWENGUTH
*Vice-President*ED. B. DINEEN
*Treasurer*LOUIS C. HOCK
*Secretary***LOEWENGUTH, DINEEN & HOCK**
INCORPORATED

34 STATE ST., ROCHESTER, N. Y.

General Insurance and Surety Bonds*Writing Principally*ACCIDENT
AUTOMOBILE
BOILERS
BONDS
BURGLARY
COMPENSATION
ELEVATORSFIRE
FLY WHEEL
GROUP INSURANCE
HEALTH
JEWELRY FLOATER
MARINE
PARCEL POSTPLATE GLASS
PUBLIC LIABILITY
RENTS INSURANCE
SPRINKLER LEAKAGE
TEAMS
TOURIST FLOATER
USE AND OCCUPANCY*Representing the following companies***United States Fidelity & Guaranty Co.**
Alliance Insurance Co.**Scottish Union & National Ins. Co.**
Fidelity & Guaranty Fire Corp.

Members of The Underwriters Board of Rochester, N. Y., Inc.

We do not sell mutual or cut rate insurance

PHONE MAIN 1012

A. F. STAHL, Pres.
WM. F. STRANG, Secy.

F. E. WYATT, Treas.

A. S. BATES, Vice Pres.
I. M. WOOD, Asst. Treas.**ROCHESTER AGENCY, Inc.*****Insurance Protection You
Can Rely Upon***

2040 EAST AVENUE, or The Nearest Telephone

Member Local, State and National Associations

Telephone MONROE 1345

WILLIAM MARKIN

ROBERT M. MARKIN

MARKIN'S INSURANCE AGENCY**INSURANCE****OF EVERY KIND****Main 4741-4742****16 STATE STREET**

R. S. PAVIOUR & SON, Inc.

ERNEST A. PAVIOUR
President

JAMES H. FARRELL
Treasurer

OFFICE 62 YEARS OLD—ESTABLISHED 1870

*Members of the Underwriters Board of Rochester, N. Y., Inc.
National Association of Insurance Agents*

COMPANIES REPRESENTED

Phoenix Insurance Company of Hartford, Conn.
United States Casualty Company of New York

INSURANCE WRITTEN

Automobile	Elevator	Sprinkler Leakage
Burglary	Liability	Riot and Explosion
Boiler	Use and Occupancy	Plate Glass
Fire	Accident and Health	Surety Bonds
Marine	Workmen's Compensation	Aircraft

1007 COMMERCE BLDG., ROCHESTER
Telephone Main 220

261
MAIN

HARRY J. MCKAY

262
MAIN

Member of the Underwriters Board of Rochester, N. Y., Inc.
National Association of Insurance Agents
We do not sell Mutual or Cut-Rate Insurance

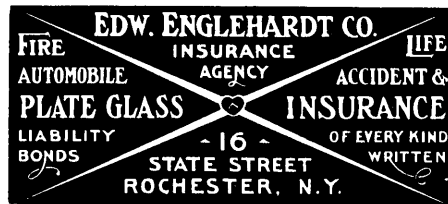
GENERAL **INSURANCE** SERVICE

Representing Companies with a Century's Record for
Service and Satisfactory Settlements

409-413 Central Trust Building - - 25 Main Street, East
J. Leo McGreal, Frederick Mutschler, Representatives

We represent only old line stock companies

We do not
sell Mutual
or Cut-Rate
Casualty
Insurance



*All Lines
of Insurance
Written
Except
Life*

FRANK H. ENGLEHARDT, Mgr.

Phone MAIN 1387

Insurance (General)

L. WALTON SMITH AGENCY

W. MOREAU SMITH, Agent

Member of The Underwriters Board of Rochester, N. Y., Inc.
 We Do Not Sell Mutual or Cut Rate Insurance
 National Association of Insurance Agents

General Insurance

833 Genesee Valley Trust Building

ERNEST L. WHITE
 ERIC B. HOARD

MAIN
 324

CHAS. J. GLIDDON
 LAURA W. SMITH

LEONARD V. WEBB

ESTABLISHED 1867

DAVID M. ALLYN

FIRMAN-WEBB CO., Inc.

Alliance Casualty Company Agricultural Insurance Company
 National Fire Insurance Company Fidelity and Deposit Company of Md.

*A complete insurance institution anticipating the needs of its clients
 and rendering efficient personal service*

INSURANCE

Member of the Underwriters Board of Rochester, N. Y.—National Association of Insurance Agents

TELEPHONE MAIN 83

212-213 WILDER BUILDING

8 EXCHANGE STREET

EZRA J. BOLLER

Member of the Underwriters Board of Rochester, N. Y., Inc.
 National Association of Insurance Agents

We do not sell Mutual or Cut-Rate Insurance

GENERAL INSURANCE

Accident	Compensation	Health	Public Liability
Automobiles	Elevators	Life	Sprinkler Leakage
Boilers	Fire	Parcel Post	Teams
Bonds	Fly Wheel	Plate Glass	Tourist Floater
Burglary	Group Insurance		Use and Occupancy

834-836 GRANITE BLDG.

MAIN 5304—5305

ROCHESTER, N. Y.

FLORENCE K. WHITBECK, Pres.
 E. PAYSON CLARK, Sec.
 CHARLES A. ELWOOD, Treas.

LEWIS H. WHITBECK, Jr., Vice-Pres.
 MARIE WHITBECK CLARK, Vice-Pres.
 MARY E. DEVANEY, Vice-Pres. and Asst. Treas.

LEWIS H. WHITBECK CORP.

General Insurance

Writing also "All Risks" Tourist, Traveling Salesmen's, Jewelry and (or)
 Furs Schedules covering anywhere in the world, up to \$200,000, thus
 offering to clients all the facilities of an office doing a world-wide business

East Side Savings Bank Bldg.

TELEPHONE
 STONE 480-481

Rochester, N. Y.

Insurance (General)

VIERHILE AND DE MALLIE

INC.

MEMBER OF THE UNDERWRITERS BOARD OF ROCHESTER, N. Y., INC.
NATIONAL ASSOCIATION OF INSURANCE AGENTS
We do not sell Mutual or Cut-Rate Casualty Insurance

WE WRITE
ALL KINDS OF
INSURANCE

INSURANCE

ALL CLAIMS
ADJUSTED AT
THIS OFFICE

MAIN 408

502-505 POWERS BUILDING

ROCHESTER, N. Y.

E. C. MOONE, Pres. and Treas.

F. J. RIEDMAN, Vice Pres. and Sec'y

E. C. MOONE, Inc.

GENERAL AGENTS

American Surety Co. of N. Y.

Pennsylvania Fire Insurance Co.

Century Insurance Co.

American Equitable Assurance Co. of N. Y.

Atlantic & Pacific Underwriters

STONE 6065

400 TAYLOR BUILDING

ROCHESTER, N. Y.

LEO SPIEGEL

FRANKLYN H. SPIEGEL

SPIEGEL INSURANCE AGENCY

Member Underwriters Board of Rochester, N. Y., Inc.
Member National Association of Insurance Agents

*Writing All Lines of Fire, Surety, Casualty and
Marine Insurance*

REPRESENTING STOCK COMPANIES

PHONE MAIN 4133

508 Genesee Valley Trust Bldg.

Exchange St. at Broad

GEORGE DIETRICH CO., Inc.

We Write all Lines of

INSURANCE

Member of the Underwriters Board of Rochester, N. Y., Inc.
National Association of Insurance Agents

418-420-422 GRANITE BUILDING

Tel. Stone 5897

Insurance (General)

195

T. A. SHARP
PresidentC. EMMETT HAYES
TreasurerC. R. HAGGERTY
Secretary**HAYES, SHARP & HAGGERTY, Inc.**Member of the Underwriters Board of Rochester, N. Y., Inc.
National Association of Insurance Agents

We do not sell Mutual or Cut-Rate Casualty Insurance

General Insurance414 MAIN STREET, EAST, Cor. Gibbs ROCHESTER, N. Y.
PHONES STONE 1196-1197**LUCAS & DAKE CO.**

INC.

General Agents

ÆTNA LIFE INSURANCE COMPANY
ÆTNA CASUALTY & SURETY COMPANY
AUTOMOBILE INSURANCE COMPANY of Hartford, Conn.**INSURANCE**

ÆTNA BUILDING MAIN 938-939 25 EXCHANGE STREET

HOWARD C. DANA & COMPANY*Fire, Casualty, Surety, Marine
Insurance*

410-416 GRANITE BUILDING ROCHESTER, N. Y.

Phones Stone 691-692

Joseph Blumenstiel, Pres. and Treas.

Monroe A. Blumenstiel, Sec.

Robert S. Garson, Vice-Pres.

BLUMENSTIEL BROS., INC.
INSURANCE*Complete Protection
In Every
Section**Telephones
Main 3027
Glenwood 5560-W*UNDERWRITERS BOARD OF ROCHESTER
LIFE UNDERWRITERS, INC.

65 BROAD STREET (Terminal Bldg.) ROCHESTER, N. Y.

Insurance (General)AUTOMOBILES
PLATE GLASSLIABILITY
ACCIDENTHEALTH
SURETY BONDS

Phone, Stone 2913

FRED W. TOWNSEND

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

National Association of Insurance Agents

We do not sell Mutual or Cut-Rate Casualty Insurance

General Insurance

835 LINCOLN-ALLIANCE BANK BLDG., 183 MAIN STREET, E.

TEAMS
ELEVATORSFIRE INSURANCE
COMPENSATIONBOILERS
BURGLARYH. P. REIBLING
PresidentALWYN L. GUMBERTS
Sec. and Treas.H. M. REIBLING
Vice-Pres.**A. J. REIBLING & SON CO., Inc.****INSURANCE**

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

National Association of Insurance Agents

Firemen's Ins. Co., of Newark, N. J.

Milwaukee Mechanics Ins. Co., of Milwaukee, Wis.

Metropolitan Casualty Ins. Co., of N. Y.

PHONE STONE 1212

1024 LINCOLN-ALLIANCE BANK BLDG. ROCHESTER, N. Y.

HENRY S. FORBES
PresidentEDWARD L. NYE
Vice-PresidentHAROLD H. PORTER
Secretary & Treasurer**FORBES & PORTER, INC.****General Insurance**

Member National Association of Insurance Agents

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



107-109 Commerce Building 119 Main St. E., Rochester, N. Y.

TELEPHONE STONE 800

TOO LATE THIS YEAR?

Then arrange NOW to have your name properly listed and your business classified and cross-indexed in the next edition of this book. It costs less to be properly listed than to be left out.

Write to the publishers

FIRE
BURGLARYLIABILITY
PLATE GLASSACCIDENT
HEALTH**HARRY B. CROWLEY***Member of the Underwriters Board of Rochester, N. Y., Inc.**National Association of Insurance Agents*

We do not sell Mutual or Cut-Rate Casualty Insurance

INSURANCE

STONE 3908

403-405 GRANITE BUILDING

AUTOMOBILES

BONDS

COMPENSATION

BOILERS

H. KENNETH LIKLY
PresidentWARREN J. FROST
Secretary**LIKLY-FROST AGENCY, Inc.****INSURANCE***Fire — Casualty — Surety — Marine*

424 CUTLER BUILDING

Telephone STONE 99

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

W. HERBERT WALL**..LIFE INSURANCE..**Special Counsel regarding the creation of Life Insurance Estates
and Funds for Inheritance Taxes; Incomes for Dependents and
Philanthropies; Partnership and Corporation Life Insurance*Office: 301-305 Lincoln Building*

Gibbs at East Avenue

Telephone Stone 782

Rochester Life Managers' Association

CHARLES R. GOWEN, President

R. P. B. KIDD, Vice-President

G. V. SHAW, Treasurer

JOHN H. GOULD, Secretary

CLIFTON BAKER

Mgr. Monarch Life Ins. Co.
Lincoln-Alliance Bank Building

HAROLD BATTY

Mgr. Prudential Ins. Co.
Cutler Building

F. S. BAXTER

Gen. Agt. John Hancock Life Ins. Co.
Commerce Building

GEORGE BLOOM

Mgr. Metropolitan Life Ins. Co.
E. & B. Building

CLARENCE CAMPBELL

Mgr. Fidelity Mutual Life Ins. Co.
Cutler Bldg.

V. H. CHASEY

Gen. Agt. Aetna Life Ins. Co.
Granite Building

A. T. CHURCHILL

Mgr. Phoenix Mutual Life Ins. Co.
Temple Building

E. F. COLBORN

Gen. Agt. Connecticut Mutual Life Ins.
10 Gibbs Street

A. S. DOUGLAS

Mgr. Mutual Benefit Life Ins. Co.
Lincoln-Alliance Bank Bldg.

H. J. FETT

Mgr. Mutual Life Ins. Co.
Lincoln-Alliance Bank Building

PHILIP GILBERG

Mgr. Metropolitan Life Ins. Co.
5 St. Paul St.

SAMUEL GODFREY

Supt. Metropolitan Life Ins. Co.
Commerce Bldg.

J. H. GOULD

Supt. Prudential Ins. Co.
328 Main St. East

C. R. GOWEN

Gen. Agt. State Mutual Life Assurance Co.
Granite Building

E. B. HOUGHTON

Gen. Agt. Guardian Life Ins. Co.
34 State Street

W. P. HOWARD

Prudential Ins. Co.
Genesee Valley Trust Bldg.

E. W. HUGHES

Gen. Agt. Mass. Mutual Life Ins. Co.
Lincoln-Alliance Bank Building

W. J. HUNT

Gen. Agt. Columbian Nat. Life Ins. Co.
Granite Building

B. S. JOHNSON

Gen. Agt. Nat. Life Ins. Co.
Granite Building

R. P. B. KIDD

Gen. Agt. New England Mutual Life Ins. Co.
Cutler Building

H. R. LEWIS

Gen. Agt. Union Central Ins. Co.
Granite Building

E. E. LINCOLN

Gen. Agt. Northwestern Life Ins. Co.
89-91 East Avenue

F. H. MOCHESENEY

Gen. Agt. Berkshire Life Ins. Co.
Union Trust Building

JOHN MASON

Mgr. Prudential Ins. Co.
25 North Street

M. R. MILLER & SON

Gen. Agts. Penn. Mutual Life Ins. Co.
10 Gibbs Street

E. A. MURPHY

Dist. Mgr. John Hancock Life Ins. Co.
5 St. Paul Street

W. S. PARKS

Agcy Mgr. Equitable Life Assurance Soc.
Granite Building

N. W. REGAN

Supt. Prudential Ins. Co.
25 North St.

J. S. SCOTT

Gen. Agt. Provident Mutual Life Ins. Co.
Lincoln-Alliance Bank Building

E. ROBERT SHANNON

Gen. Agt. Home Life Ins. Co.
Lincoln-Alliance Bank Building

G. V. SHAW

Agcy Dir. New York Life Ins. Co.
Cutler Building

L. L. STANBERRY

Travelers Ins. Co.
Granite Bldg.

THOMAS F. STREET & SONS

Gen. Agts. Manhattan Life Ins. Co.
47 State Street

J. W. THOMAS

Gen. Agt. Security Mutual Life Ins. Co.
Wilder Building

J. L. WRIGHT

Mgr. Connecticut General Life Ins. Co.
Lincoln-Alliance Bank Building

REMODELING DIAMOND JEWELRY

— **E. J. SCHEER, INC.** —

Rochester's Finest Jewelry Store

Diamonds
Precious Stones
Jewelry
Silverware
Clocks
Novelties

“SCHEERTON” MOUNTINGS
in Platinum and White Gold

WATCHES
Longines
Gruen
Vacheron-Constantin
Hallmark
Hamilton
Elgin

259 MAIN ST. E. opp. SIBLEY'S

Phone Stone 710

DIAMONDS

Regular and
Fancy
Cuts

..

WATCHES

Elgin
Hamilton, Gruen
Longines

..

JEWELRY

Platinum
Gold and
Novelties

215 MAIN ST. EAST

J. R. White Co.
JEWELERS

STERLING

Gorham
International
Towle

..

GLASS

Hawkes

..

CLOCKS

Telechron
and
Seth Thomas Electric

J. C. WILSON COMPANY

Jewelers and Pawnbrokers

Money advanced on Diamonds, Watches, Etc. Rates 1, 2 and 3%
Watches, Diamonds, Jewelry for sale and unredeemed Pledges

39 MAIN ST., EAST (up stairs)

PHONE MAIN 5738

This Book is a Silent
Salesman

LETTERS

Sales Letters: Letters, because their real object is to appear as personal messages and not advertising, are the most difficult form of advertising to prepare, and should always be done by trained minds. Our Sales Promotion Department has a splendid record for successful letters.

Processed Letters: Our Kier Processed Letters are exactly like good individually typed letters. A new process you'll be interested in.

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

J. A. DETWEILER, Pres.

C. B. OSTRANDER, Sec.-Treas.

EXCHANGE LUMBER COMPANY

ESTABLISHED 1909

INCORPORATED 1920

Successors by purchase to Spencer Lumber Co.

Construction Lumber**Hardwoods**

Oak Flooring

Garage Doors

Combination Doors

Interior Trim

Windows

Stormsash

Screens

Roofing

Shingles

Wall Board

U. S. GYPSUM PRODUCTS

{ SHEET ROCK
ROCK LATH
INSULATING BOARD
PULP BOARD

551-563 Lyell Avenue**Rochester, N. Y.***(Opposite Otis Station)**Telephones Glenwood 2300-2301*

COMSTOCK LUMBER CO., Inc.

= LUMBER =

1030 MAIN STREET, EAST**ROCHESTER, N. Y.***Phone CULVER 1416*

GEORGIAN BAY LUMBER CO., Inc.

WHOLESALE AND RETAIL

Lumber - Lath - Edgewood Shingles - Sash

Fine Interior Trim - Roofing - Wall Board

Plaster Board and Insulating Board

Marietta Paints, Enamel and Varnish

PHONE CULVER 1400

N. TONAWANDA
**181 HUMBOLDT STREET
ROCHESTER, N. Y.**
PENN YAN

Lumber and Finish

C. C. MORSE, President

WHITING B. MORSE FREDERICK G. MORSE	} Vice-Presidents	JOHN P. MORSE, Sec'y HOWARD C. MORSE, Treas.
--	-------------------	---

WM. B. MORSE LUMBER CO.

WHOLESALE AND RETAIL

Hardwood and Softwood Lumber—Insulation, Gypsum and Fibre Boards
Solidon One-coat Plaster — Newmarble and Newtile
Balsam Wood — Sisalkraft Building Paper
Asphalt Shingles — Asbestos Shingles and Roll Roofing

We carry a full line of
Bay State Paints, Enamels and Varnishes

BRANCHES

OTIS LUMBER CO.
 936 East Main St.

WM. B. MORSE & SONS
 340 Main St. West

NORTH END BRANCH
 Thomas Ave. near Stutson St. Bridge

MORSE SASH AND DOOR CO.
 S. Ford St. cor. Waverly Place

Main Office, 340 MAIN STREET WEST, ROCHESTER, N. Y.

GREECE LUMBER COMPANY, Inc.

DEALERS IN

Coal, Rough and Dressed Lumber

Office and Yard

788 RIDGE ROAD WEST

ROCHESTER, N. Y.

TEL. GLENWOOD 2391

T. G. SPENCER, Treas. and Mgr.

Established 1832

B. E. OSTRANDER, Secy.

HOLLISTER LUMBER COMPANY, Ltd.

Lumber and Coal

FINE INTERIOR WOODWORK

Office, 100 ANDERSON AVE.

ROCHESTER, N. Y.

Telephone Monroe 1663

OTIS LUMBER CO.

BRANCH OF THE W. B. MORSE LUMBER COMPANY

LUMBER

WALLBOARD

PAINTS

INSULATION

OFFICE and YARD
936 EAST MAIN STREET

Phones MONROE 43-44
ROCHESTER, N. Y.

F. E. WYATT
President

A. F. STAHL
Treasurer

W. F. STRANG
Secretary

ROCHESTER LUMBER COMPANY

2040 East Avenue

Phone: Monroe 1345

ROCHESTER, N. Y.

STEPHEN ZIELINSKI

Wholesale and Retail Dealer in all Kinds of

Lumber - Interior Trim

Hardware, Paints and Building Materials

Phone STONE 2603

1115 HUDSON AVENUE

ROCHESTER, N. Y.

MAPS OF ROCHESTER

IN SHEETS OR FOLDED IN
POCKET FORM

SAMPSON & MURDOCK CO., Inc.

729 POWERS BUILDING

Telephone *GENESEE 92*

**THE AMERICAN LAUNDRY
MACHINERY COMPANY**

MANUFACTURERS OF

*Laundry, Dry Cleaning
and Rug Cleaning
Machinery*



OFFICE and FACTORY

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

ASHLEY MACHINE WORKS, Inc.
ROCHESTER, N. Y.

CONTRACT MACHINE WORK IN ALL BRANCHES

*Machine Designers
Machine Parts*

*Screw Machine Products
Builders of Machinery*

Office and Factory, 714 UNIVERSITY AVENUE

Phone MONROE 99

DAVENPORT MACHINE TOOL CO.

INCORPORATED

Manufacturers of

The Davenport 5-Spindle Automatic Screw Machine

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

$\frac{5}{8}$ " diam. with Oversize Feed Tubes

Maximum production and accuracy guaranteed on all work within its capacity

167 AMES STREET

ROCHESTER, N. Y.

PATCHEN & HOEFLER

Phone 4154 MAIN

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

-

PHONE MAIN 4154

THE D. & M. AUTOMATIC PUNCH PRESS GUARD

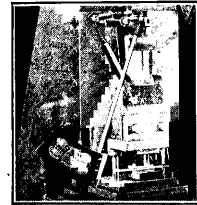
is saving fingers in the plants of more than THIRTY prominent ROCHESTER MANUFACTURERS.

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*

478-486 ST. PAUL ST.

ROCHESTER, N. Y.

D & M AUTOMATIC
PRESS GUARD

Phone Main 4739

The West Tire Setter Company**Davis Keyseater Company**

399-407 EXCHANGE STREET, ROCHESTER, N. Y.

Keyseating Machines

HYDRAULIC PRESSES

HELVE HAMMERS (Belt Driven)

TIRE SETTING MACHINES

HEAVY MACHINERY BUILT TO ORDER

CONTRACT AND EXPERIMENTAL WORK

A. W. FROMEN, President

MANUFACTURERS TOOL & DIE CO., Inc.

Makers of

TOOLS .. DIES .. FIXTURES

Special Machinery, Stampings and
Experimental Machine Work

Phone MAIN 6149

24 VERONA STREET

-

-

-

ROCHESTER, N. Y.

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**

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

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.

ROCHESTER IRON & METAL CO.

325 ST. PAUL STREET

237 MT. READ BOULEVARD

*Scrap Iron, Scrap Metals, Second Hand Rails,
Second Hand I Beams, New Reinforcing Rods,
Plumbers Lead, New and Second Hand Pipe,
Second Hand Machinery and Office Equipment
of All Kinds.*

Phone MAIN 464

ROCHESTER, N. Y.

ROCHESTER LEAD WORKS, INC.*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.


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
 1132-1138 Mt. Hope Avenue
 Opposite south entrance to
 Mount Hope Cemetery 



JOHN H. MCGEE & SON

Mark Every Grave

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

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.

Please mention this Directory when dealing with Advertisers

TROTT BROTHERS CO.
INCORPORATED

**Monuments and
Mausoleums**

1120 MT. HOPE AVENUE ROCHESTER
Monroe 73

BUILDERS OF MEMORIALS FOR NEARLY
HALF A CENTURY



Phone MAIN 7522

T. H. MARRION & CO.

**Monuments, Headstones
and
Cemetery Memorials**

476 STATE STREET, Cor. Vincent St. So.
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.

Addressing and Mailing

Translating from and into Foreign languages, accurately, quickly.

A SERVICE THE BEST TO BE HAD

739-743 GRANITE BLDG.

Stone 1922

ROCHESTER, N. Y.

THE WORLD'S BEST MUSICAL MERCHANDISE

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

Convenient Payments

Your present instruments taken in trade

WHEN YOUR WANTS ARE MUSICAL COME TO



HOME OF THE STEINWAY PIANO



INSERTING a WANT AD is like casting a tiny pebble into a placid pool the size of the stone and the effort required to throw it are as nothing compared with the effect produced on the water. . . . Like the recurring ripples caused by the pebble are the manifold RESULTS that come from one inexpensive little message in the

ROCHESTER ^{EVERING} JOURNAL
 Rochester ^{SUNDAY} American
 Classified Ads



Call Main 7070

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 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

Every Morning In the Year

Every weekday, every Sunday, The Democrat and Chronicle carries news, editorials and advertisements to its readers. Its circulation is larger than any other Rochester Newspaper.

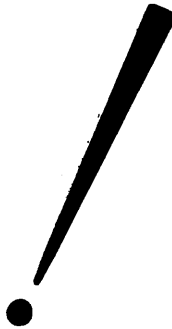


In the Genesee County and in the major portion of the Finger Lakes District and the Lake Ontario Fruit Belt, the Democrat and Chronicle is without a competitor in the morning field. It is read by the most substantial citizens of these productive sections.

Democrat  Chronicle.

Rochester's Only Morning Newspaper

First 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

The Only Jewish Newspaper in Rochester and Vicinity

THE JEWISH LEDGER

PHONE MAIN 4420

*Where Your Advertising Dollar attracts the Greatest
Purchasing Power*

M. J. BROWN, Vice-Pres.
JOHN A. KUSSE, Sec.

CHAS. J. BROWN, Pres.

M. B. KAELBER, Vice-Pres.
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*

WHOLESALE — LANDSCAPE SERVICE — RETAIL

Retail Offices, 540 Winton Road, North
Wholesale Packing and Storage Bldgs., Merchants Road

Phone Culver 785
Phone Culver 386

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.

CATALOG SENT FREE

891 Garson Ave., Near Culver Road

Rochester, N. Y.

Take Parsells Ave. Car to the end of Route

How to Make This Book Serve You!

The City Directory may be used to great advantage in supplementing and round-
ing 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 ex-
tended and preserved for your future benefit.

CROWN RIBBON AND CARBON MANUFACTURING CO.

MANUFACTURERS OF HIGH GRADE

Typewriter Ribbons and Carbon Papers

782-790 ST. PAUL STREET ROCHESTER, N. Y., U. S. A.
Phone MAIN 6840

MULTIGRAPH

SALES AGENCY

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

New and Rebuilt

Multigraph Supplies, Parts, Service

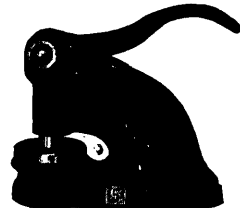
41 CHESTNUT STREET Telephone STONE 4519

JOHN R. BOURNE

*Desk - Chairs - Safes
Files*

Stationery and Office Supplies
Corporation Supplies

Rubber Stamps—Stencils
Steel Stamps



131-133 STATE STREET

PHONES MAIN 1233—1234

F. B. RAE OIL CO., Inc.

Sun-Rae Service Stations

University and Union
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

SUN-RAE

PETROLEUM AND ITS PRODUCTS

*Paints, Linseed Oil, Denatured Alcohol,
Puk Gun Spirits, Turpentine*

Office Telephones GLENWOOD 222, 223, 224, 225

Foot of AMBROSE ST., R. W. & O. R. R.
ROCHESTER, N. Y.

BAUSCH & LOMB

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.

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 now ready

PUBLISHED BY

SAMPSON & MURDOCK CO., Inc.

MAIN 5449

GENESEE OPTICAL CO.

President
DR. A. J. FREE
Optometrist

STONE
2935

G. L. BISSELL
Vice-Pres. and Treas.

**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

OSCAR C. SMITH
Pres. and Treas.

EMPIRE OPTICAL CO.

ESTABLISHED
38 YEARS

**EYE
EXAMINERS**

AND MAKERS OF

**QUALITY
GLASSES**

EMPIRE OPTICAL CO., Inc.

Thirty-five
Clinton Avenue S.

SEE US AND SEE BEST

Next to
Temple Theatre

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.

**WALL PAPER
OUTSIDE PAINTING**

**INTERIOR PAINTING
FLOOR REFINISHING**

Phone MONROE 512

CHARLES P. AMENT

Decorative Specialist

Expert Mechanics

533 MONROE AVENUE,

ROCHESTER, N. Y.

H U M P H R E Y S

"The Paint Man"

TWO STORES

Wall Paper

58 SOUTH AVE.

MAIN 4663

Paint

44 SOUTH AVE.

MAIN 2117

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.

GEORGE I. VIALL & SON

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.

THE R. F. DEVISSER COMPANY

Wholesale and Retail

Paints, Oils, Varnishes, Brushes

AUTOMOBILE FINISHES

ARTISTS MATERIALS

Distributors DuPont Paints, Varnishes and Duco

DeVilbiss Spray Painting Equipment

30 EXCHANGE STREET

PHONES MAIN 3215—3216



**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.

FRED K. THOMPSON, Pres. and Treas.
RICHARD D. MURPHY, Vice-Pres.

C. A. MORGAN, Vice-Pres.
E. H. SUBLETT, Secretary

THE CRAMER FORCE CO., Inc.

Paper and Twines

FOLDING BOXES

TUBES

28-32 AQUEDUCT ST.

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—TELEPHONES—Main 6703

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

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

PATTERN LETTERS



LEATHER FILLETS

Pattern and Model Makers

55 ALLEN STREET

Telephone Main 5730

ROCHESTER, N. Y.

**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.

Culver Engraving Co., Inc.

ZINC ETCHINGS AND HALFTONES

ILLUSTRATIONS FOR ALL PURPOSES

Democrat & Chronicle Building

59-61 EAST MAIN STREET

PHONE MAIN 5955

THE HURST ENGRAVING COMPANY

Photo Engraving

DESIGNING RETOUCHING

Phone MAIN 4605

143 ANDREWS STREET

ROCHESTER, N. Y.

MOSER STUDIO, Inc.

Studio and Home Portraiture

Photo Finishing and Enlarging

Phone STONE 2440

27 CLINTON AVENUE NORTH

ROCHESTER, N. Y.

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

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

O. D. STUART

R. B. OLVER

G. F. HOLTZ

Phone Main 5560

G
O
L
D

STUART-OLVER-HOLTZ Co.

*Plating, Enameling and
Metal Spinning*

LACQUERING

Manufacturers of Metal Specialties

406 PLATT ST. COR. ALLEN

ROCHESTER, N. Y.

S
I
L
V
E
R



EASTMAN THEATRE

BAREHAM & McFARLAND, Inc.

Plumbing and Heating Contractors

Complete Stock of Valves, Plumbing
Fixtures, Heating Boilers and Radiators

GET OUR "DIRECT-TO-YOU" PRICES

136 NORTH STREET, opp. ANDREWS ROCHESTER, N. Y.

Phones MAIN 4313, 4314, 4315

HOWE & BASSETT CO., Inc.

Established 1885

Plumbing and Heating Contractors

Supplies and Equipment

"PETRO-NOKOL" Automatic Oil Burners

"RUUD" Automatic Gas Water Heaters

"HOME" Gas Fired Incinerators

840-50 UNIVERSITY AVENUE

TELEPHONE MONROE 3

E. G. SNYDER CO., Inc.

Plumbing, Heating and Ventilating

86 SCIO STREET - - ROCHESTER, N. Y.

Telephones STONE 4770-4771

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.

Plumbers Supplies

Supplies For { **PLUMBERS, STEAMFITTERS
ENGINEERS and FACTORIES**

Distributors of **WALWORTH VALVES AND FITTINGS**

W. A. CASE & SON MFG. CO.

72-90 ST. PAUL STREET

ROCHESTER, N. Y.

Phones Main 3404—3405—3406

THE HUNTING COMPANY

JOBBERS OF

*Plumbing Supplies
Heating Supplies*



*Factory Supplies
of all kinds*

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

MODERN PLUMBING FIXTURES

to visit our New Show Room at

Office 127 Railroad St. 364 EAST AVE.

Phone Culver 23

ESTABLISHED 1860

TELEPHONE MAIN 540

William E. Sloan
William E. Sloan, Jr.



Guilford R. Adams
Daniel L. VanHee

When contemplating building, visit our Show Room display for your selection of fine

PLUMBING and HEATING EQUIPMENT

SAMUEL SLOAN & COMPANY

Wholesalers Plumbing and Heating Supplies

67-69-71 EXCHANGE STREET - - ROCHESTER, N. Y.

TELL BUYERS

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.

BARR & CREELMAN CO.

**Plumbing and Heating
Engineers and
Contractors**

B & C OIL BURNERS

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

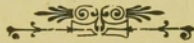
SEE US FOR YOUR
PLUMBING AND HEATING
REQUIREMENTS

74 EXCHANGE STREET

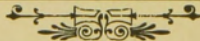
ROCHESTER, N. Y.

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

James Conolly Printing Company


CORNER
ALLEN and CLARISSA
Phone MAIN 5123



LOUIS HEINDL & SON ..PRINTING..

149-151 ANDREWS ST., ROCHESTER, N. Y.

Phone MAIN 666

Edward J. Walsh, <i>President</i>			H. C. Barnes, <i>Vice-President</i>			K. H. Walsh, <i>Secretary</i>		
								
<h2>Wegman-Walsh Press [Inc.]</h2>								
<i>Established 1877</i>								
13 to 23 SOUTH WATER STREET			MAIN 568					
Printers			Stationery			Fine Catalogs		
Engravers			Direct			Advertising		
Linotypers			Printing As Wanted When Promised					
Binders								

HENRY CONOLLY COMPANY

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

Manufacturers and Distributors of

VISBLEX

a visible record control in
loose leaf form

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



TELEPHONES: MAIN 2403-2404



**Good Printing and
Good Service — Since 1876**

Edward F. Hettig, Prop.

CALL, WRITE OR PHONE

Stone 4976

433 MAIN STREET E, ROCHESTER, N. Y.

George P. Burns Press, Inc.

Printers



Publishers

49-51 North Water Street

Stone 5316

Rochester, N. Y.

**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 COMPANY, INC.

FRED J. BLUM

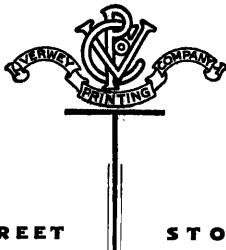
ROBT. H. GOETTEL

G. ERNEST DUNTON

49 NORTH WATER STREET

Telephone: MAIN 962

Originality in
designing assures results
to our clients



Combination
water color and oil ink
printing experts

52-54 JAMES STREET

STONE 1158 - 1159

THE DU BOIS PRESS

Creative Printing and Advertising

Catalogue Builders

Process Color Printers



Our imprint is a guarantee of the best in printing. Direct Mail merchandising campaigns planned and produced complete.

A. FORD DU BOIS, *President*

Telephones: Monroe 6755-6756 - 637 Broadway - 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.

Phones Monroe 450, 451, 452, 453

274 N. GOODMAN ST.

A Free Service

is given the public through Directory Libraries maintained in all the large Cities of the United States and Canada.

Rochester Directory Library is maintained by the

Sampson & Murdock Co., Inc.

730 Powers Building

Rochester, N. Y.



*“There is nothing finer
than a Stromberg-Carlson”*

STROMBERG-CARLSON TELEPHONE MFG. CO.
100 CARLSON ROAD, ROCHESTER, N. Y.



BEAUCAIRE-MITCHELL, INC.
PHILCO RADIOS

Distributors of
PHILCO RADIO AND TELEVISION PRODUCTS

Clocks
Tubes
Radio Batteries
Storage Batteries

Philco Replacement Parts
for
All Make Radios

Transitone
Auto Radio
Socket Power Parts
Belden Wire

228-230 BROADWAY

PHONE STONE 5694-5695



PART OF BUSINESS SECTION, LOOKING EAST ON MAIN STREET

THE RALPH KLONICK CORPORATION

Realtors—Realty Financing

Leasing Stores, Apartments, Factory Buildings
Sales and Exchanges

SPECIALIZING IN FINANCING ALSO CONSTRUCTION LOANS

LICENSED PUBLIC INSURANCE ADJUSTERS

Highly Specialized Department Assists You in Adjusting Fire Loss Claims

109 MAIN STREET, EAST

-

Telephone STONE 5002

RENTALS

SALES

HERBERT J. BIETRY

Realtor

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

Expert Service, Rent Collections and Property Management

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.

E. G. PARMELEE, President

ESTABLISHED 1907

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

*Real Estate in
All Its Branches*

MAIN 755



*25 Years of
Dependable Service*

MAIN 756

NORBERT STREB CO.

Realtors

..REAL ESTATE..

Bought .. Developed .. Financed .. Managed
Rented .. Sold

223 POWERS BLDG.

Main 4579

Maps of Rochester

IN SHEET OR FOLDED IN
POCKET FORM

SAMPSON & MURDOCK CO., Inc.

729 POWERS BUILDING

LOTS FOR SALE

IN THE BEAUTIFUL

HIGHLAND PARK SECTION

The Finest and Healthiest Part of the City

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.

C. H. MORSE & SON

HENRY W. MORSE, Proprietor

Air Cushion Rubber Stamps

Stencils, Seal Presses, Badges, Numbering
Machines, Stencil Cutting
Machines

15 SO. WATER STREET ROCHESTER, N. Y.

Phone MAIN 1291

**LETTERS**

Sales Letters: Letters, because their real object is to appear as personal messages and not advertising, are the most difficult form of advertising to prepare, and should always be done by trained minds. Our Sales Promotion Department has a splendid record for successful letters.

Processed Letters: Our Kier Processed Letters are exactly like good individually typed letters. A new process you'll be interested in.

SAMPSON & MURDOCK COMPANY

111 Summer Street, Boston, Mass.

Liberty 2726

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

McKECHNIE-LUNGER

MAIN 5530

SCHOOL OF COMMERCE

ONE AND TWO YEAR COURSES IN

*Accountancy, Bookkeeping, Business Administration,
Secretarial Science*

Special courses in Stenography and Dictatypy

Day and Evening Classes

Literature furnished on request

EAST AVENUE at ALEXANDER ST.

ROCHESTER, N. Y.

Every Wasted Minute Costs You Money

Whether it's your time or that of an inexpensive clerk that is wasted by using an out of date directory, the loss is yours.

In the course of a year the time wasted usually costs far more than the price of a new directory.

Misdirected parcels or messages cause expense and annoyance.

Cut out this leak. Order a new city directory at once. It will pay you bigger dividends for the money invested than many of your ventures.

SAMPSON & MURDOCK CO., Inc.

Directory Publishers since 1846

729 POWERS BUILDING

ROCHESTER, N. Y.

MANDEVILLE & KING COMPANY

Superior Flower Seeds



Flower Seeds Exclusively. In Business Fifty-eight Years.
No catalogue issued. Mandeville Triple Tested Flower Seeds
are on display at Retail Stores everywhere throughout the
United States.

OFFICE and WAREROOMS

1040 UNIVERSITY AVENUE .. ROCHESTER, N. Y.

CHAS. H. VICK
President

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 1201

ROCHESTER, N. Y.

Dress Up

Your Business. Put your name in bold face type
under every heading that describes your product

It Pays

ERDLE 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

Telephone Genesee 2608

Office and Factory, 171 YORK ST.

ROCHESTER, N. Y.

E. H. KNAPP & SON

ROOFING OF ALL KINDS — FURNACE HEATING

We Repair Any Make Furnace

Tin, Copper and Sheet Metal Work

GUTTERS, CONDUCTORS, PAINTS, OILS AND VARNISH

384-386 SOUTH AVE.

Phone STONE 157

ROCHESTER, N. Y.

Phone MAIN 6333

WM. F. SCHWARTZ & SON, Inc.

Roofing, Sheet Metal Work, Tinsmithing
Blow Piping

GENERAL JOBBING

15-17 INDUSTRIAL STREET

- -

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

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.

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
Equipment. Ice Cream Flavors.

Telephones—Glenwood 307, 308, 309

After 5 P. M., Saturday Afternoons, Sundays and Holidays call Glenwood 308

1069 LYELL AVENUE

-

-

ROCHESTER, N. Y.

J. HUNGERFORD SMITH CO.

Manufacturers of

Soda Fountain Fruits and Flavors
and

CREAM PAK Ice Cream Specialties

410 NO. GOODMAN STREET

-

ROCHESTER, N. Y.

Telephones Culver 157-158-159

Phone MAIN 70—71—72

HAVERSTICK & CO., Inc.

*Engineering and Contractors
Supplies and Equipment*

45-49 FORD STREET

ROCHESTER, N. Y.

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

BURKE STEEL COMPANY, Inc.

Phone Genesee 3445

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

Forging Specialists

On Rings, Discs, Die Blocks, Cutting and
Forming Dies, Shafts, Spindles, Pinions, etc.

Office and Warehouse, SHERER STREET, ROCHESTER, N. Y.

COOK IRON STORE CO.

Iron, Steel and Heavy Hardware

Supplies For

BLACKSMITHS, CONTRACTORS, PAINTERS
GARAGES AND FACTORIES

120-128 ST. PAUL STREET

Tels. MAIN 5188-5189

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
ALL KINDS OF BUILDERS' IRON WORK

STEEL BAR JOIST LATH AND ACCESSORIES

ALL STRUCTURAL SHAPES CARRIED IN STOCK

Phone or Write for Catalog

COMPLETE WAREHOUSE STOCK

Office and Works 1029 LYELL AVENUE

Phone Glenwood 590—591

MULTIGRAPHING

Perfect Work . . . Rapid Service

The sales letters that get attention are those that look most like personally typed letters. Multigraphing of this grade can only be done by skilled operators. Good multigraphing always pays for itself in sales.

SAMPSON & MURDOCK COMPANY

111 Summer Street, Boston, Mass.

Liberty 2726
6 Trunk Lines

Storage

Telephone **MONROE 2362**

MONROE WAREHOUSE COMPANY, Inc.

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
All tenants have use of New York Central siding

Offices and Warehouses - 1044 UNIVERSITY AVE.

BLANCHARD STORAGE CO., Inc.

A. S. BLANCHARD, President

F. W. CARPENTER, Sales Manager

W. L. BROOKE, Secretary

***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.



*Responsibility
Reliability
Economy
Security*

Phone
Monroe
6856
and
3552

ROCHESTER STORAGE WAREHOUSES

FIREPROOF AND NON-FIREPROOF

Owned and Operated by

ROCHESTER CARTING CO.

Main 205

25-27 N. WASHINGTON ST.

Main 205



A Complete Service

PACKING

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

STORAGE

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

MOVING

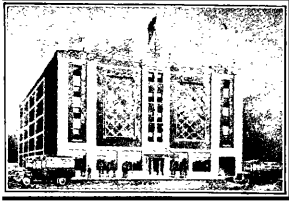
Both local and out of town. Large padded vans and courteous men in charge.

SHIPPING

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

SERVICE STORAGE CO.

Owned and Operated by 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

Telephone MAIN 5744

EXCHANGE WAREHOUSE CO., Inc.

Merchandise Storage - Trucking

FIREPROOF—SPRINKLER SYSTEM
LOW INSURANCE RATES

*A Competent Fleet of Trucks for all Local
and Interurban Deliveries*

372 EXCHANGE STREET

ROCHESTER, N. Y.

COOLER AND SHARP FREEZER SERVICE FOR ALL FOOD PRODUCTS
GENERAL MERCHANDISE STORAGE AND FORWARDING

THE UPTON COLD STORAGE COMPANY, INC.

HERBERT B. CASH, President and General Manager

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*

*Storage in Transit
Privilege*

Correspondence Solicited. No pipes in rooms. No Dripping Moisture to cause mould
Refrigeration protected by TWO POWER PLANTS, Steam and Electric

38 CLIFF STREET

Main 1494-1495

ROCHESTER, N. Y.

MEYER-SMITH CO., Inc.

FOR ALL YOUR FIXTURE AND SUPPLY NEEDS

Modern Store Fixtures

ELECTRIC REFRIGERATION, MEAT MARKET, KITCHEN,
RESTAURANT, CLUB AND INSTITUTIONAL EQUIPMENT
REFRIGERATORS, SODA FOUNTAINS, CHINA, GLASSWARE, SILVERWARE

197-213 CENTRAL AVENUE

Tel. MAIN 6868

AMERICAN TAXICAB CO.*Cadillacs and Packards*

FOR WEDDINGS AND FUNERALS

287 CENTRAL AVENUE

ROCHESTER, N. Y.

*Tels. STONE 2428—2429—2430****PARTY LINE TELEPHONE RULES***

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*Taylor**Tycos*

LOCATED on West Avenue, three blocks from Genesee Street, Taylor Instrument Companies is the world's largest manufacturers of temperature instruments. Here Rochester workers make thermometers, barometers, gages, compasses and hundreds of other instruments that are included in the well-known Taylor and Tycos line of products. We are always ready to serve your needs whenever you require accurate, dependable equipment for your home, your office or your factory.

Taylor Instrument Companies

WEST AVENUE and AMES ST. - ROCHESTER, N. Y.

SERVING INDUSTRY — THE PROFESSIONS — AND THE HOME

NELL BROS. & KERN

ESTABLISHED IN 1876

Interior Marble and Tile Work
Rubber and Cork Floors Fireplace Equipment
Granite and Marble Monuments
Mausoleums

TELEPHONE MAIN 1074

238-240 STATE STREET - ROCHESTER, N. Y.

THE SARATOGA MARBLE & TILE COMPANY, INC.

Tile Floors and Wainscoting
Bathroom Accessories
Terrazzo - Slate

Domestic and Imported Marble

Agents for Rochester and Vicinity for HELIOPORE FLOORS

GLENWOOD 737

163 SARATOGA AVENUE

EAST END CARTING COMPANY

Local and Long Distance Moving
Storage Warehouse

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

CORRESPONDENCE SOLICITED

Agent UNITED VAN SERVICE, Inc.

"Nation-Wide Long Distance Moving"

324 COURT STREET Stone 1082 ROCHESTER, N. Y.

JOHN F. WEIS
 Pres. & Treas.

GEORGE F. R. ECKHARDT
 Vice Pres.

RUDOLPH G. WEIS
 Secretary

ROCHESTER CARTING COMPANY

Storage Warehouse

HANDLERS OF

Railroad Freights, Safes, Machinery, Furniture, Etc.

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

MOTOR VANS for LOCAL and LONG DISTANCE MOVING

CLANCY CARTING & STORAGE CO., Inc.

(SERVICE SINCE 1885)

Furniture, Freight — **MOVERS** — Pianos, Baggage
STORAGE WAREHOUSE

Residence
111 PARSELLS AVENUE
CULVER 2014

Office and Warehouse
3-5-7-9-11 GRAND AVENUE
CULVER 1714

SAM GOTTRY CARTING COMPANY

For Any Moving Service

RAILROAD FREIGHT LONG DISTANCE MOVING
SHIPPING AND PACKING

Offices, **POWERS ARCADE**
Telephone MAIN 1412

47 PARKWAY
Telephone GLENWOOD 646

GEO. M. CLANCY CARTING CO., Inc.

GEO. M. CLANCY, Pres. and Gen'l. Manager

*Furniture Moved, Packed, Stored and Shipped
Separate Locked Vaults For Furniture*

Merchandise Storage and Distribution
Private Siding on N. Y. C. R. R.

Office and Warehouse

55-85 RAILROAD STREET

Phone Culver 600

FROM 40% TO 60%

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 Directory**.

"LIKLY'S"

Since 1844

Rochester's Leading Luggage Store

Wardrobe Trunks

Dress Trunks

Steamer Trunks

Traveling Bags

Gladstone Bags

Suit Cases

Fitted Suit Cases and Bags

Costume Jewelry

Ladies' Hand Bags

Small Leather Goods

Umbrellas

Gift Novelties

Traveling Clocks

Golf Bags and Accessories

*We do special order work of all kinds, Auto, Trunks,
Sample Trunks, Cases, Portfolios, Jewelry, Etc.*

271 MAIN STREET EAST - - ROCHESTER, N. Y.

STONE 915

ONLY ONE STORE

STONE 915

NATIONAL CASKET COMPANY, Inc.

Phones MAIN 8 and 9 142 EXCHANGE STREET

Largest Manufacturers of Funeral Supplies in the World

— BRANCHES —

Albany, N. Y.

Atlanta, Ga.

Ashville, N. C.

Baltimore, Md.

Boston, Mass. (2)

Brooklyn, N. Y.

Buffalo, N. Y.

Chicago, Ill. (2)

Cleveland, Ohio

Dallas, Tex.

E. Cambridge, Mass.

Harlem, N. Y.

Indianapolis, Ind.

Louisville, Ky.

Long Island City, N. Y.

Nashville, Tenn.

Newark, N. J.

New Haven, Conn.

New York, N. Y. (2)

Oneida, N. Y.

Philadelphia, Pa.

Pittsburg, Pa.

Portland, Me.

Providence, R. I.

Rochester, N. Y.

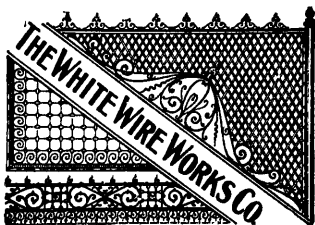
Scranton, Pa.

Syracuse, N. Y.

Washington, D. C.

S. E. WHITE, President

J. W. CALLAGHAN, Secretary and Treasurer



Manufacturers of

Brass, Iron and Wire Work

OF ALL KINDS

Sheet Brass, Rod, Tubing, Etc.

79-83 Exchange Street

Rochester

Phone 441 Main

A Store of Separate, Segregated Shops, Specializing
in Every Phase of Fashionable Feminine Apparel and
Accessories, and in the Various Aids to Charm

B. FORMAN CO.

Clinton Avenue South - - Cortland Street



**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.

**Display Your Business in the
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.

729 POWERS BUILDING

ROCHESTER, N. Y.

CITY BLUE PRINT CO.

BLUE PRINTS — VAN DIKE PRINTS
BROWN LINE PRINTS — BLUE LINE PRINTS
BLUE PRINT PAPER AND CLOTH

“OZALID PRINTS”

THE DIRECT POSITIVE PRINT
NON FADING — TRUE TO SCALE OF ORIGINAL

DRAWING MATERIALS
AND
DRAFTING ROOM SUPPLIES

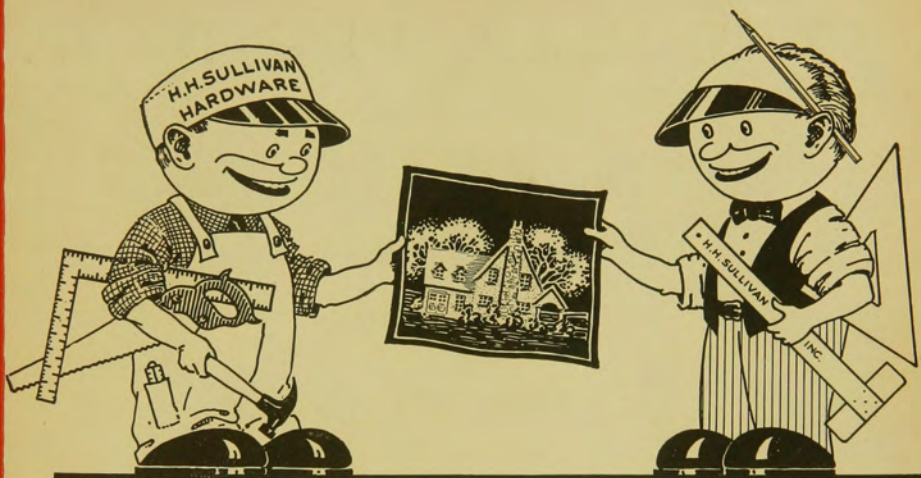
66 CLINTON AVENUE, SOUTH

Phone Main 3265

Wm. F. Schock

CONSULT THE
CLASSIFIED BUSINESS LISTS
IN THIS DIRECTORY

IF YOU WOULD FIND WHAT YOU WISH TO BUY



H. H. SULLIVAN, INC.

—HEADQUARTERS FOR—

DESIGNERS

ENGINEERS

ARCHITECTS

DRAFTSMEN

ARTISTS

CONTRACTORS

BUILDERS

CARPENTERS

MACHINISTS

PAINTERS

H. H. SULLIVAN, INC.

65-69 SOUTH AVENUE

See Other Side for Partial List of Nationally Known Items Stocked By Us

H. H. SULLIVAN INC.

BLUE PRINTS

PHOTOSTAT PRINTS
REPRODUCTIONS OF ALL KINDS

DRAWING MATERIALS

SURVEYING AND CALCULATING INSTRUMENTS
DRAFTING & BLUE PRINTING EQUIPMENT

ARTISTS SUPPLIES

TIZIAN OIL COLORS
STRATHMORE PAPERS & BOARDS
SIGNWRITERS' SUPPLIES

HARDWARE

Distributors for

Glidden's Paint Products
Osborn Wire Brushes
Paint Brushes

Contractors and Builders Supplies

Sargent Builders Hardware
Stanley Garage Equipment

WHOLESALE

CARPENTERS TOOLS

Disston
Atkins
Stanley
Sargent

Millers Falls
Buck Bros
Barton
Pike-Norton

RETAIL

MACHINISTS TOOLS

Starrett
Goodell-Pratt
Walworth
Crescent
Krauter

CUTLERY

Boker
Dexter
Heinisch
Judson
Lamson
Rogers
Robeson
Wiss

H. H. SULLIVAN INC.

65-69 SOUTH AVENUE

SEE OTHER SIDE