
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 Insurance Company

Main at Fitzhugh Street

ROCHESTER SAVINGS BANK BUILDING, ROCHESTER, N. Y.

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

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

BASTIAN BROS. CO.

MANUFACTURERS

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

Telephone GLENWOOD 3380

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

*Distributors of PYROFAX GAS for Gasless Homes
Magic Chef, Glenwood Ranges*

PHONE: STONE 3016-3017

39-57 MT. HOPE AVENUE

ROCHESTER, N. Y.

National Advertisers are coming more and more to realize that newspaper or magazine publicity brings better returns when coupled up with an advertisement for the local agent in the city directory. Put—"See the city directory for our local agent" on all your advertising and see to it that he is listed under all the classifications of your line.

Local Advertisers Will improve their sales of national advertised products if they can induce their supply houses to advertise in the above manner.

SAMPSON & MURDOCK COMPANY, Inc.

179 LINCOLN STREET, BOSTON

"BUILT BY HUDSON" MOTOR CARS
TERRAPLANE HUDSON

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

ALLING & MILES
 INCORPORATED
 82 STONE STREET
 DISTRIBUTORS

Telephone
 STONE 2537

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**

360 CULVER ROAD

..

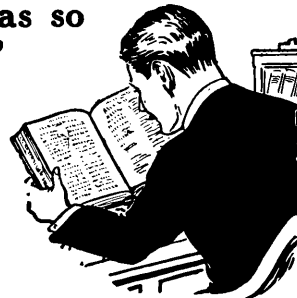
Phone **MONROE 2340**

**"I had no idea it was so
 valuable to me"**

The name, address, and occupation of every person in the city is in this new City Directory. Order one now. Keep your mailing lists up-to-date and save postage.

Make your delivery service more efficient.

Use it all over your establishment.



Every Business and Professional Man

Should Own and Consult the

CITY DIRECTORY

If you have the last issue, you need the new one. It shows over 65 per cent changes which you should know about.

SAMPSON & MURDOCK CO., Inc.

179 LINCOLN STREET - - - - BOSTON, MASS.

FINCHER MOTORS, INC.



Distributors
OLDSMOBILE and
CHEVROLET
MOTOR CARS

for Economical Transportation



Salesroom and Service Station

14-28 SOUTH UNION STREET

Phone MAIN 2262

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, La Salle and Pontiac Motor Cars



PHONE
 STONE
 1930



GENERAL REPAIRING
 333 EAST AVENUE

USED CARS

SERVICE
 ROCHESTER, N. Y.

SCHOEN BROS.

Nash - LaFayette - Dodge - Plymouth
Motor Cars

Used Cars With Money Back Guarantee

68 1/2 GENESEE STREET

- -

Phone GENESEE 446

THOMAS J. NORTHWAY, INC.

DISTRIBUTORS FOR

DeSoto and Plymouth Motor Cars

Special Factory Equipment Plus Thirty-Nine Years Experience will assure you of a satisfactory job and it will be priced in keeping with the times.

100 EXCHANGE STREET - - Phone MAIN 7091

C. L. WHITING, Inc.***"Distributors Since 1906"******Buick Sales
Service******Used Cars*****352 EAST AVENUE - -****STONE 714**

SMITH-FREDENBURG CORP.***Distributors of*****STEWART MOTOR TRUCKS*****1 to 7 Tons*****26 HUMBOLDT STREET****Telephone CULVER 831**

***Are You
Properly
Listed?***

If you are in business it is to your advantage to be properly and completely listed in the classified business section under every heading where a buyer might look for you.

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, Splittorf Electrical, Schebler, Linkert and Carter Carburetors, Sparton Horns, Whitaker Battery and Ignition Cables, Johns-Manville Brake Lining

36 RICHMOND ST., ROCHESTER, N. Y.

"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 Magnets
 Auto-Light Starters
 Shock Absorbers

Delco, Remy & Klaxon
 Briggs and Stratton

Bosch Magnets and Ignition
 North East Electric
 Carburetors

*Sales and Service for
 All Makes of*

Speedometers

A C Fuel Pumps

Stewart Vacuum Tanks

A C - Purolator and
 Handy Oil Filters

GAY'S

*Official Sales and Service
 for*

Stromberg Carburetors

Trico Windshield
 Cleaners

Waltham and Sterling
 Clocks

16 N. UNION STREET Phone STONE 3542 ROCHESTER, N. Y.

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. 1935 BY THE
 ELECTRIC STORAGE BATTERY CO.

THE ELECTRIC STORAGE BATTERY CO.

Rochester Branch and Storeroom, 642 PLYMOUTH AVE., SOUTH

THE NEW YORK AUTO-TIRE & SUPPLY CO.

Repairing and Vulcanizing Auto Tires

Distributors For

KELLY-SPRINGFIELD TIRES AND TUBES

DEALERS

NORGE ELECTRICAL REFRIGERATION

499 COURT STREET - - - PHONE STONE 52

CALEY & NASH, Inc.

AUTOMOBILE PAINTING AND TRIMMING

BODIES OF SPECIAL DESIGNS

Manufacturers of

VANS AND SCHOOL BUSSES

1828 EAST AVENUE - - - Phone Monroe 5126

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

This Book is Your Silent
Salesman

ADVERTISE AND PUT IT TO WORK

GEORGE D. B. BONBRIGHT WILLIAM W. HIBBARD JOHN H. KITCHEN RAYMOND J. BANTEL
 H. DEAN QUINBY, JR. ARTHUR J. TREMAN

GEORGE D. B. BONBRIGHT & CO.



100 POWERS BUILDING

Phone Main 4830

Members

NEW YORK STOCK EXCHANGE

CHICAGO BOARD OF TRADE

Associate Members New York Curb Exchange

NEW YORK

ITHACA

BINGHAMTON

ARTHUR W. DAINARD

PETER K. KATSAMPES

DAINARD & KATSAMPES

INCORPORATED

Investment Securities

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

Telephone Main 400

PALMER-SANDERSON CORP.

Leland W. Palmer

Ralph M. Sanderson

STOCKS, BONDS, COMMODITIES

619 COMMERCE BUILDING

PHONE MAIN 2025

WHEN IN DOUBT

concerning WHO

WHAT

or WHERE

CONSULT THE DIRECTORY

F. T. SAGE
D. S. RUTTY

STONE 351

S. C. STEELE
C. J. WOLCOTT—Special

SAGE, RUTTY & STEELE

Investment Securities

1324 LINCOLN-ALLIANCE BANK BUILDING
ROCHESTER, N. Y.

GRAHAM & CO.

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

BROKERS

MEMBERS

New York Stock Exchange
New York Curb Exchange (Associates)

Chicago Board of Trade
Chicago Stock Exchange

SAGAMORE HOTEL Tel. STONE 640 115 EAST AVENUE

SUTRO BROS. & CO.

ARTHUR SUMMERS, Manager

Members

New York Stock Exchange

Telephone STONE 2320

30 STATE STREET - - ROCHESTER, N. Y.

THOMSON & MCKINNON

Members New York Stock Exchange
and

Leading Exchanges

31 EXCHANGE STREET - ROCHESTER, NEW YORK

Telephone: Main 7250

ROY A. DAVIDSON, Manager

ESTABLISHED 1865

A. J. WRIGHT & CO.

Members NEW YORK STOCK EXCHANGE — CHICAGO BOARD OF TRADE

STOCKS COMMODITIES BONDS

DAVID B. LITTLE, Manager

HOTEL SENECA BUILDING, ROCHESTER, N. Y.

MEMBERS

NEW YORK COFFEE & SUGAR EXCHANGE
 NEW YORK COTTON EXCHANGE
 NEW YORK CURB EXCHANGE (ASSOC.)
 NEW YORK COCOA EXCHANGE
 COMMODITY EXCHANGE, INC.
 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.

The City Directory

is to the business man what the Bible is to the Theologian,
 what Blackstone is to the Lawyer. It is referred to day in
 and day out for the information it contains. Why shouldn't
 it be a good advertising proposition?

SAMPSON & MURDOCK CO.*Publishers*

179 LINCOLN STREET

BOSTON, MASS.

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 Company

ROCHESTER, N. Y.



Main Office

25 Main Street, East - -

Brighton Branch

1806 East Avenue

Office Hours: from 9 A.M. to 3 P.M.

Saturdays: Close at 12 M.

Officers:

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

Directors:

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

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 we are prepared to furnish such depositors with business facilities consistent with their balances and standing.

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

MAIN OFFICE OR BRIGHTON BRANCH

NIGHT DEPOSITORY, MAIN OFFICE, 25 MAIN ST. EAST

Banks*Member Federal Reserve System*

The FIRST NATIONAL BANK

and TRUST COMPANY of ROCHESTER

**Capital \$1,000,000****Surplus \$500,000***Officers*

THOMAS R. DWYER, *President*
 GEORGE C. LENNOX, *Vice-Pres.*
 HENRY H. STEBBINS, JR. *Vice-Pres.*
 OGDEN BUTLER, *Cashier*
 CHESTER B. ACHILLES, *Asst. Cashier*
 FRANK C. LEAPER, *Asst. Cashier*
 ROBERT E. TOWEY, *Trust Officer*

Board of Directors

WILLIAM S. ADDISON
President, Addison Lithographing Co.
 THOMAS R. DWYER
President
 LOUIS S. FOULKES
Pres. and Treas. Indian Splint Co.
 ALFONSO GIOIA
President, A. Gioia & Bro.
 LYELL T. HALLETT
Gen. Mgr. Rochester Branch, Beechnut Packing Co.
 ALFRED HART
President, Hart Food Stores, Inc.
 S. RAE HICKOK
President, Hickok Manufacturing Co.
 MEYER JACOBSTEIN
Publisher of Rochester Journal-American
 J. HOWARD KIDD
New England Mutual Life Insurance Co.
 GEORGE C. LENNOX
Vice-President
 JOSEPH M. NEISNER
President, Neisner Bros., Inc.
 FRED J. ODENBACH
President, Odenbach Co.
 OTTO R. ROHR, *Chairman of the Board*
Chairman of the Board Stecher-Traving Lithograph Corporation
 HENRY H. STEBBINS, JR.
Vice-President
 HENRY M. STERN
Michaels, Stern & Co.
 HARRY C. STEVENSON
Pres. Rochester Folding Box Co.

The Only National Bank in Rochester*Forty-Five State Street*

Genesee Valley Trust Company

EXCHANGE and BROAD STS.

Free Parking for Customers at 101 Exchange Street



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
 T. CHESTER MEISCH.....Asst. Secretary
 NORBERT D. GREENE.....Asst. Secretary
 EDMUND A. RANDALL.....Auditor

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
 Director, American Laundry Machinery Co.
 BRACKETT H. CLARK
 Secretary, Cochran-Bly Company
 GEORGE H. CLARK,
 Director, Eastman Kodak Co.
 Treasurer, Mechanics Institute
 W. DEWEY CRITTENDEN,
 President and Treas., F. & C. Crittenden Co.
 EDWARD J. DOYLE,
 President, Doyle Gasoline and Oil Co., Inc.
 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, Mechanics Savings Bank
 President, Lawyers' Co-operative Publishing Co.
 President, E. R. Andrews Printing Co.

CARL S. HALLAUER
 Director, Bausch & Lomb Optical Co.
 WALTER L. HEUGHES
 Pres. F. L. Heughes & Co. Inc.
 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 capacity.

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

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

Banks

MEMBER FEDERAL RESERVE SYSTEM

LINCOLN-ALLIANCE

BANK AND TRUST COMPANY

Main Office, 183 MAIN ST. E.



Lincoln Office, 33 Exchange St.

Lake Ave. Office, 1495 Lake Avenue

West End Office, 886 Main St. W.

East End Office, 460 N. Goodman St.

Monroe Ave. Office, 560 Monroe Avenue

Portland-Clifford Office, 520 Portland Avenue

Newark Office, Newark, N. Y.

EVERY BANKING SERVICE

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

OFFICERS

RAYMOND N. BALL, *President*

RAYMOND J. WHITE, *Secretary*

RAYMOND F. LEINEN, *Executive Vice Pres.*

VICE PRESIDENTS

Thomas R. Baker

Harold C. Townson

David C. Barry

William G. Watson

Swayne P. Goodenough

Edward M. Weingartner

Arthur J. Meisenzahl

Frederick D. Whitney

Assistant Secretaries

Roy B. Combs

Franklin S. Meinhart

Lincoln Doumaux

Richard A. Sweeney

Clarence S. Greene

Edmund J. Tuety

Robert E. Macon

William B. Vaisey

Clarence E. Marsh

Arthur B. Weston

TRUST DEPARTMENT

JOHN W. REMINGTON, *Trust Officer*

WILLIAM A. ROSE, *Associate Trust Officer*

RAYMOND H. SCHLEGEL, *Asst. Trust Officer*

AUDITING DEPARTMENT

ROY E. MILLER, *Auditor*

DIRECTORS

MORTIMER ADLER

MARION B. FOLSOM

JOSEPH T. ALLING

FRANK E. GANNETT

RAYMOND N. BALL

JAMES E. GLEASON

DAVID C. BARRY

FRED C. GOODWIN

EDWARD BAUSCH

FRED H. GORDON

JOHN P. BOYLAN

EDWARD A. HALBLEIB

JAMES C. DRYER

THOMAS J. HARGRAVE

ALBERT B. EASTWOOD

SOL HEUMANN

BERNARD E. FINUCANE

ALBERT A. HOPEMAN

RAYMOND F. LEINEN

EDWARD G. MINER

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
\$3,000,000

Forty-seven 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	WILLARD I. LUESCHER Asst. Vice Pres.
JOHN CRAIG POWERS Vice Pres. & Chairman Ex. Com.	HARRY L. EDGERTON Asst. Secretary
EDWARD BAUSCH Vice President	JOSEPH B. HOTT Asst. Secretary Mgr. Securities Dept.
GEORGE H. HAWES Vice Pres. and Sec.	HARRY W. SAGE Asst. Secretary
LEIGH H. PIERSON Trust Officer	FAY E. WRIGHT Asst. Trust Officer
EDWARD L. WILLIAMS Treasurer	ALBERT D. STEWART, JR. Asst. Trust Officer
ALFRED J. LEGGETT Asst. Vice Pres.	EDWARD HARRIS, 2ND Asst. Trust Officer

DIRECTORS

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



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
FREDERICK J. BENDON	Asst. Treasurer
HARVEY W. MILLER	Ass't Secretary
DAVID GALES	Ass't Secretary
EARL G. HOCH	Ass't Secretary
SCHUYLER C. WELLS, JR.	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

MORLEY A. STERN
DANIEL M. BEACH
F. HARPER SIBLEY
FRANK W. LOVEJOY
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. 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.

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

Member of Marine Midland Group of Banks

Every Banking Service

OFFICERS

President

WILLIAM W. FOSTER

MAIN OFFICE

Vice-Presidents

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

Treasurer

CHARLES H. ESHELMAN

Assistant Vice-Presidents

ELMER B. MILLMAN
ALBERT D. PERRY
BENJAMIN F. SAWIN
H. L. UNDERHILL

Auditor

HENRY P. SCHLENKER

Assistant Secretaries

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

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 Secretary

CHARLES BROUMOWSKY

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

CHILLI-THURSTON OFFICE

Manager

RAYMOND A. MORRISON

DEWEY-DRIVING PARK OFFICE

Manager

J. CURTIS FLANAGAN

WEBSTER OFFICE

Assistant Secretary

ARTHUR F. KURTZ

AVON OFFICE

Assistant Secretary

O. KENNETH COOPER

SODUS OFFICE

Assistant Secretary

FRANK H. HELMBOLD

DIRECTORS

JOHN L. KEENAN
Franklin Institute

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

J. E. MCKELVEY
Director, Richardson Corp.

GILBERT E. MOSHER
Pres. The Haloid Co.

CHARLES P. SCHLEGEL
Pres. Schlegel Manufacturing Co.

CHARLES WINSLOW SMITH
Treas. Sherwood Shoe Co.

RUDOLPH SPETH
Treas. Eastman Kodak Co.

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

ARTHUR E. SUTHERLAND
Sutherland & Sutherland, Attorneys

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

FRED K. THOMPSON
Pres. Cramer-Forces Co.

J. FOSTER WARNER
Architect

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

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

SELDEN S. BROWN
Attorney

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

WILLIAM W. FOSTER
*President
Union Trust Company*

JAMES F. HAMILTON
President, Morris Plan Co., Rochester

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

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 and Chairman of the Board</i>	-	WILLIAM BAUSCH
<i>Vice-President</i>	- - - - -	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	Oscar B. Spiehler
Frederick A. Sherwood	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 Saturday evenings from 5.00 to 8.00 P.M. 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
WILLIAM C. BARRY, Vice-President
GEORGE D. WHEDON, Vice-Pres. and Sec.
FRANK B. McLAUGHLIN, Treasurer
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
EDWARD BAUSCH
JOSEPH MICHAELS
WILLIAM C. BARRY
W. OSBORNE ASHLEY
CHARLES F. WRAY
J. ALLEN FARLEY
GEORGE D. WHEDON
EUGENE M. LOWENTHAL
AUGUSTINE J. CUNNINGHAM
WILMOT V. CASTLE
SMITH SHELDON
JOSEPH F. WELLER
VINCENT S. BENNETT
JOSEPH F. TAYLOR



Complete Savings Bank Service

35 State Street, Rochester, N. Y.

Main-Gibbs Branch - - - 420 MAIN STREET EAST

ROCHESTER SAVINGS BANK

(INCORPORATED 1831)

Resources over - \$68,000,000
More than 100,000 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 and Treasurer*
FRANK L. NIED, *Assistant Secretary*
ARTHUR H. LAUTERBACH, *Assistant Secretary*
CLYDE T. SUTTON, *Assistant Treasurer*
JAMES W. GRAY, *Assistant Secretary*
HARRY N. KENYON, *Assistant Secretary*
WALTER L. SCHMID, *Assistant Secretary*
GEORGE D. OLIVER, *Cashier*

TRUSTEES

JAMES S. WATSON
ERICKSON PERKINS
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
THOMAS G. SPENCER
RICHARD M. HARRIS



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	-	-	-	-	-	-	-	-	Executive Vice-President
JAMES C. CLEMENTS	-	-	-	-	-	-	-	-	Vice-President
WILMOT CASTLE	-	-	-	-	-	-	-	-	Vice-President
GEORGE WENDT	-	-	-	-	-	-	-	-	Secretary and Treasurer
ALEXANDER M. KESSELRING	-	-	-	-	-	-	-	-	Assistant Secretary
EUGENE J. BODETTE	-	-	-	-	-	-	-	-	Assistant Secretary
OSCAR J. BOTT	-	-	-	-	-	-	-	-	Assistant Secretary
MICHAEL M. SPANG	-	-	-	-	-	-	-	-	Assistant Secretary
HELEN A. WIGG	-	-	-	-	-	-	-	-	Cashier
ALFRED T. HALL	-	-	-	-	-	-	-	-	Assistant Cashier
JACOB CUSIMANO	-	-	-	-	-	-	-	-	Assistant Cashier
CURTIS FITZSIMONS	-	-	-	-	-	-	-	-	Attorney

TRUSTEES

WENDELL J. CURTIS
 WILLIAM B. HALE
 JAMES C. CLEMENTS
 WILMOT CASTLE
 FREDERICK S. MILLER

EDWARD A. HALBLEIB
 GILBERT J. C. McCURDY
 HERBERT W. BRAMLEY
 GEORGE WENDT
 ARTHUR J. GOSNELL

CHARLES F. HUTCHISON
 CURTIS FITZSIMONS
 ARTHUR W. BEALE
 J. SAWYER FITCH
 DR. ALBERT K. CHAPMAN

INDUSTRIAL BANK

**PERSONAL
 LOANS**



*Made on Character
 and
 Earning Capacity*

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

INVESTIGATE

the possibilities of this book
 as an advertising medium.

IT PAYS

GLENWOOD 6200

HICKOK

MANUFACTURING COMPANY

INCORPORATED

BELTS - BUCKLES - BRACES - GARTERS
MEN'S JEWELRY

Executive Offices and Factory

850 ST. PAUL STREET

ROCHESTER, N. Y.

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

MAIN 3265

WM. F. SCHOCK

CITY BLUE PRINT CO.

31 ELM STREET

PHOTO COPIES

BLACK AND WHITE PRINTS

DRAWING MATERIALS

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.

H. P. NEUN CO., INC.

MANUFACTURERS OF

PAPER BOXES

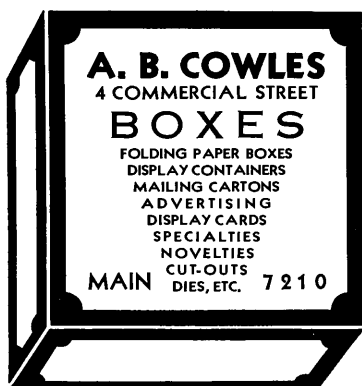
CORRUGATED and FIBRE SHIPPING CASES

*Folding Boxes*PRINTING

PROBERT ST.

Phone MONROE 1216

ROCHESTER

***This Directory***

Represents Rochester in Directory libraries in principal cities throughout the United States and Canada, as a catalog of this city's manufacturing and mercantile activities. See to it that it properly and completely

Represents You

Established 1876

ALBERT WISCHMEYER, Pres.

Incorporated 1901

NUNN BRASS WORKS

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

Manufacturers of Brewers' Supplies 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

Builders Supplies

Office Phone
Glenwood 4166

Residence Phones
Main 1357-M 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.

**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*

723 CLARISSA STREET

ROCHESTER, N. Y.

P. A. DePUYT, President

W. C. CUNNINGHAM, Secretary and Treasurer

MONROE BLOCK CO., Inc.

MANUFACTURERS OF

CEMENT BUILDING BLOCKS

DEALERS IN MASONS' SUPPLIES

Phone MAIN 5707

348 EXCHANGE STREET

ROCHESTER, N. Y.

AMERICAN CLAY & CEMENT CORPORATION

***General Contractors and
Builders Supplies***

Cements, Lime, Plaster, Face Brick, Paving Brick, Fire Brick,
Tile, Sewer Pipe, Reinforcing, Paints, Waterproofing, etc.

Everything for the Contractor and Builder

1175 EAST MAIN ST., ROCHESTER

Phones CULVER 1000-1001

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

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

Voightman & Co.	}	Underwriters Labeled Hollow-metal Windows in all types
		Steel Casement Sash and Frames for Banks, Public Buildings and Residences

}	Rolling Doors and Bi-Fold Doors in Wood and Steel
	Rolling Partitions

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.

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

STRUCTURAL GLASS

"SANI-ROX" FOR WALL COVERINGS

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.**

C. GUERNSEY TICE

WILSON B. GATES

TICE & GATES***China, Glass, Silver***

Telephone STONE 646

347-349 EAST AVENUE

-

-

ROCHESTER, N. Y.

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**Judicious**
Advertising**CREATES** A New Business**REVIVES** A Dull Business**ENLARGES** An Old Business**RESCUES** A Lost Business**PRESERVES** A Large Business**SECURES** Success in Any Business**IT SAVES** A Failing Business**ENABLES** You to Pay Your Taxes**DIRECTORY ADVERTISING**
BRINGS SATISFACTORY RESULTS

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

76 KING STREET and B. R. & P. RY. ROCHESTER

Good Coal

Since 1867

Good Service

Geo. Engert & Co., Inc.

COAL--COKE

126 MONROE AVENUE

ROCHESTER, N. Y.

Telephones STONE 1985 — 1986

TELEPHONE MAIN 1662

SMITH COAL COMPANY

HENRY S. (DON) SMITH, OWNER

COAL & COKE

COAL

Lehigh Valley

"Blue" Coal

Philadelphia & Reading

Delaware & Hudson

COKE

R. G. & E.

Semet-Solvay

907 MONROE AVENUE

-

-

ROCHESTER, N. Y.

Coal

Anthracite **COAL** *Bituminous*
R. G. & E. **COKE** *All Sizes*

"OVER 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

LANGIE COAL CO.

STONE **HI-HEAT COAL** *STONE*
SEMET-SOLVAY COKE
PETRO-KOL
4000 *4000*

ALADDIN FUEL OILS
 They Cost No More

Central Office, 326 Main Street, East
 4700 Lake Avenue - 201 Monroe Avenue
 357 St. Paul St. 368 Clinton Ave. N. 2 Lake Ave.

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, 108 and 109 WILDER BUILDING, ROCHESTER, N. Y.

Sales Offices and Trestles
 505 North Street, at N. Y. C. R. R. 720 Driving Park Av. at B. R. & P. R. R.
 393 Main Street West, at Penn. R. R.

GRACE D. ROSS
 Pres. and Sec'y

E. REED SHUTT
 Vice-President

V. H. RUSSELL
 Treas. and Mgr.

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

IRONDEQUOIT COAL & SUPPLY CO.

TELEPHONE GLENWOOD 6161

*Famous Reading Anthracite**Pittsburg Soft Coal—R. G. & E. Coke*

HAY—GRAIN—FEED

Fertilizer

Farm and Building Supplies

Cement

149 RIDGE ROAD EAST

ROCHESTER, N. Y.

Phone MAIN 3077

SERVICE—QUALITY

Phone MAIN 3077

COAL - WOOD - COKE*Veteran Brand**Coal*

YARD OFFICE

200 Exchange St.

**E D W A R D
COAL & COKE
COMPANY, INC. S***Purity Brand**Coke**Bee-Hive*

Erie R. R. Siding

WHEN YOU NEED A COLLECTION AGENCY—WHY EXPERIMENT?

Send your claims to a dependable and efficient collector—bonded by your Assn.

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 BUILDING - - Phone STONE 1853

They are an important feature of National Service—patronize them!

*Supervising Collection Dept.—National Retail Credit Assn.**"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

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, 96 HILLSIDE AVENUE

Phone MONROE 2517-W

HOMER KNAPP

Established 1889

GENERAL BUILDING CONSTRUCTION

Estimates Furnished

Quality Homes and Alterations

1462 MAIN STREET, EAST

Phone CULVER 3073

ROCHESTER, N. Y.

PHONE MAIN 3422

I. M. LUDINGTON'S SONS, Inc.

General Contractors

GENESEE VALLEY TRUST BLDG. - 45 EXCHANGE ST.

OUR ADVERTISERS HELP TO KEEP
THE SUBSCRIPTION PRICE OF THIS
BOOK AT A REASONABLE FIGURE.

=====
*WE ASK YOU TO GIVE THEM
YOUR SUPPORT*

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, 614-622 CLINTON AVE. S., ROCHESTER

WHEN YOU BUILD

***YOU BUILD TO LAST—
IF YOU ARE WISE***

An Advertisement in this Directory lasts as long as the book, and it is worth as much the last day as on the first, for it is the place people can be sure to find out something about your business.

BULK CONTRACTS

HIGH CLASS WORK

H. GEO. HAMMON*Building Contractor*

Carpentry

Painting

Masonry

746 WOODBINE AVENUE

-

ROCHESTER, N. Y.

Phone Genesee 2807-J

From 6 A. M. to 6 P. M.

Call

Glenwood 1232



After 6 P. M.

Call

Glenwood 329

C. P. WARD, INC.*General Contractor*

700 HOLLENBECK STREET .. ROCHESTER, N. Y.

A Public Service Publication

Few lines of Business have such a varied clientele as has the City Directory. It serves high and low, rich and poor, with equal impartiality and with profit to all.

It answers the questions *What?* and *Who?* which arise in daily Business and fills a position occupied by no other publication under the sun. It is often used from its issue until it falls to pieces and seldom will you find one entirely discarded while its leaves cling together. A publication which is used so universally and whose life is so long, must appeal to every shrewd business man as a most desirable advertising medium.

Bartholomay

COMPANY, INC.

QUALITY ICE CREAM
BULK AND BRICK

Pasteurized Milk and Cream in Cream Top Bottles

CERTIFIED MILK—Guernsey Pasteurized Milk

MANUFACTURERS OF ICE

555 ST. PAUL STREET

ICE CREAM DEPARTMENT
Phone MAIN 6520

DAIRY DEPARTMENT
Phone MAIN 6523

BRIGHTON PLACE DAIRY COMPANY, INC.

VITAMIN D MILK

Under Laboratory Control

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

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.



DOYLE DETECTIVE BUREAU

801-803-805 COMMERCE BUILDING



Phones MAIN {1743
 {1744

37 YEARS EXPERIENCE
IN

OFFICES IN
PRINCIPAL CITIES

Nights MONROE {3278
 {5006-W

PRO}TECTION
DE}

UNIFORMED POLICE
For Protection of Residences
Factories - Stores

INVESTIGATIONS
Criminal - Commercial - Civil
Character - Personal

JOHN A. DOYLE, Director

A. T. DOYLE, Manager

K. V. DOYLE, Supervisor

CONFIDENTIAL

— EXPERT SECRET SERVICE —
LADIES DEPARTMENT

RELIABLE

JENNINGS DETECTIVE AGENCY

A. F. JENNINGS, Principal

“DEEDS NOT WORDS”

CONSULTATION FREE

OFFICE TELS. STONE 950-951

ROCHESTER—Suite 410-412-414 Temple Bldg.

Night Tels. {Gen. 1990
 {Gen. 6131

NEW YORK CITY—580 Fifth Avenue
BUFFALO—312 Brisbane Building

ESTABLISHED 1893

THE NORMAN C. HAYNER COMPANY, Inc.

Manufacturers of

SANITATION PRODUCTS

Disinfectants

Insecticides

SOAPS

FLOOR DRESSINGS

CLEANING PRODUCTS

Liquid Hand Soap
Concentrated Liquid Soap
Medicated Liquid Soap

Dust Proof (oil dressing)
Mirrowax (self-polishing)
FloRite (hard floor varnish)

Pine Soap Cleaner
Superba Powder
Pure Linseed Oil Soap

Main Office and Factory

194 EDINBURGH STREET

ROCHESTER, N. Y.

Phone MAIN 739

When you phone, write or call upon our patrons, you will do a kindness both to them and to us if you mention this **Directory**—a kindness to them because they like to have this evidence that the book in which they are investing their money is received and used by buyers, and to us, because the **Directory** will then be getting due credit for service rendered.

G. 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
President

ESTABLISHED
1839

C. 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

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

No Drug Store Complete

Without a copy of the current issue of the City Directory. The stores that furnish this service are extending to the public a courtesy that is worthy of appreciation.

BERGER BROS. ELECTRIC MOTORS, INC.

Not affiliated with any other concern of similar name in Rochester

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**

Many other SUPPLY HOUSES are listed
 in this book. A careful study of the
 business classifications will be of
 benefit to you.

**HICKSON ELECTRIC AND RADIO
CORPORATION***Wiring, Fixtures, Radio, Appliances, Supplies*

SOUND AND PAGING SYSTEMS

Electrical Construction and Repairs of Every Description

ESTIMATES ON REQUEST

Cor. MAIN and FRANKLIN STREETS ROCHESTER, N. Y.
 Opp. EAST AVENUE Phone STONE 93

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

Radio and Appliances

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

Telephones Main 555-556

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.

This Reference Department

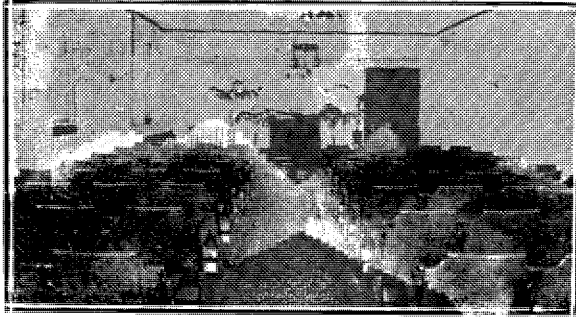
Contains the Advertisements of the most progressive business men and firms in the city and surrounding territory, classified according to lines of business.

Are you represented there?

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.

Thomas F. Trott

Irving E. Winchell

HERMANCENCE COMPANY

Funeral Directors

STONE 1524

683 EAST MAIN STREET

ROCHESTER, N. Y.

Funeral Directors

PHILIP A. BENDER

CHARLES W. BENDER

CHRISTIAN BENDER

BENDER BROTHERS

ESTABLISHED 1859

Funeral Directors

Phone STONE 1179

301 ALEXANDER STREET

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.

FREDERICK D. NYE

FUNERAL DIRECTOR

512 MEIGS STREET

- ROCHESTER, N. Y.

Phone MONROE 6751

RUFUS F. MAIER

GERARD L. MAIER

L. W. MAIER'S SONS

ESTABLISHED 1872

Funeral Directors

Telephone STONE 609

870 CLINTON AVENUE NORTH

- 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.

TELEPHONE MAIN 1390

Anthony J. Ryan's Son

JOSEPH E. RYAN

Funeral Director

196 MAIN STREET, WEST - - - 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 438-5411***EUGENE A. TIMMERMAN*****Funeral Director***

FUNERAL PARLORS AT NO ADDITIONAL CHARGE

Phone Monroe 1634

510 MONROE AVENUE

ROCHESTER, N. Y.

NATIONAL CASKET COMPANY, Inc.

Phones MAIN 8 and 9 142 EXCHANGE STREET

Largest Manufacturers of Funeral Supplies in the World

— BRANCHES —

Albany, N. Y.	Chicago, Ill. (2)	Long Island City, N. Y.	Pittsburg, Pa.
Atlanta, Ga.	Cleveland, Ohio	Nashville, Tenn.	Portland, Me.
Ashville, N. C.	Dallas, Tex.	Newark, N. J.	Providence, R. I.
Baltimore, Md.	E. Cambridge, Mass.	New Haven, Conn.	Rochester, N. Y.
Boston, Mass. (2)	Harlem, N. Y.	New York, N. Y. (2)	Scranton, Pa.
Brooklyn, N. Y.	Indianapolis, Ind.	Oncida, N. Y.	Syracuse, N. Y.
Buffalo, N. Y.	Louisville, Ky.	Philadelphia, Pa.	Washington, D. C.

**You may be remembered
a hundred years from now**

It seems a long time in this era of change but it is a fact that the influence of our forefathers is often carried on for generations.

Especially in business and financial affairs is the record of the past liable to be of vast importance to the present.

The silent testimony of old directories is often accepted by courts as valuable evidence and too much care cannot be taken by business men to insure that all such records are accurate and complete.

Unlike most other mediums for advertising, the Directory is kept on file in many law and public libraries for years after its immediate usefulness as an address book has disappeared and it becomes a permanent record of the firms and individuals listed therein.

A very small sum insures adequate representation from year to year and such record may prove of great service at some future date.

For particulars consult

Sampson & Murdock Co., Inc.

179 LINCOLN STREET

-

BOSTON, MASS.

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**

Radio and Electrical Appliances

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

When people want to buy

They look in the Directory to Find
where to Buy.

If your Name is in Heavy Type under
the Proper Headings and *Explain Clearly*
in this Section of the Book what you sell,
you get the Business.

Rochester's Largest Exclusive Furriers

HEADQUARTERS FOR
U. S. Government Alaska Sealskin
RETYLING—REPAIRING—CLEANING

*Automatic Cold Storage Vaults
on the Premises*

Manufacturing Furriers

PHONE MAIN 5729

WM. V. GRAESER CO. 38-40-42 Clinton Ave., North

GEORGE VERESCHAK

*Furs Remodeled, Made To Order
and Repaired*

PERSONAL SUPERVISION

233 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.

What better aid to a lagging memory than
the Classified List in the City Directory

Consult it for your wants

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.

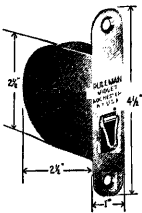
GROVER A. CLICQUENNOI, President and Manager

Builders' Hardware Specialists

B. P. S. PAINTS
DELTA TOOLS
GAS RANGES
GARAGE DOORS

WEST MAIN CORNER WASHINGTON STREET

ROCHESTER



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

HARDWARE MERCHANTS

Mill and Factory Supplies
 Machinists' Tools and Supplies
 Plumbers' Supplies

Builders' Hardware
 Carpenters' Tools
 Electrical and Radio Supplies
 Skates and Sleds

Agricultural Tools
 Tinnerns' Supplies
 Wire Screens

*We Solicit Your Orders by Mail or Telephone
 Quality Service and Price Guaranteed*

26 EXCHANGE STREET

Tels. MAIN 1064-1065-1066-1067



Your City Directory
 — *Insures Proper Delivery*

SAMPSON & MURDOCK CO., Inc.

Directory Publishers since 1846

179 LINCOLN STREET

BOSTON, MASS. 71



Rochester's Leading Fireproof Hotel

THE SENECA

550 ROOMS—From \$2.50

Coffee Room 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.

PHONE MAIN 6300 — *Park Avenue Car to Door* — PHONE MAIN 6300

BUFFALO

ERIE

TORONTO

MONTREAL

HOTEL HAYWARD

Operated by the ODENBACH'S

250 ROOMS — RATES \$1.50 UP

PEACOCK ROOM AND "THE COFFEE SHOPPE" RUN IN CONJUNCTION
WITH HOTEL HAYWARD

7-21 CLINTON AVE. SOUTH, NEAR MAIN ST. EAST

The Odenbach Restaurant (Hofbrau) 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 Suites—By Day, Week or Month

Single Rooms \$2.00 up Double Rooms \$3.00 up

Private Dining Rooms For

BANQUETS WEDDINGS PARTIES

DINING ROOM - DELICATESSEN - GARAGE

HOTEL ROCHESTER

W. D. HORSTMANN

300 Outside Rooms From \$1.50

Excellent Moderate Priced Coffee Shop
and Tap Room

CLUB LUNCHEON TABLE D'HOTE DINNER
GARAGE ADJOINING

HETZLER BROS. ICE CO., Inc.

Wholesale and Retail

Established 60 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.

YOU LOSE MANY POSSIBLE SALES

Because the prospective buyer does not know where to get what he wants to buy.

If you are in display type in the classifications in this book covering your goods or service, you are insured against such losses.

Talk it over with us.

SAMPSON & MURDOCK CO., Inc.

179 LINCOLN STREET - BOSTON, MASS.

1852 — 1935

W. OSBORNE ASHLEY, Pres.

ARTHUR L. GRIFFITH, Vice-Pres.

J. A. DUPUY, Vice-Pres.

FRED. D. ZWICK, Sec'y

CHARLES E. SCHMIDT, Treas.

A. E. HEBERLING, Asst. Sec'y

HERBERT J. HOEFFEL, *Office Manager*

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, N. Y.

Guarantee Company of North America of Montreal, Canada

Hartford Fire Insurance Co. of Hartford, Conn.

Hartford Accident and Indemnity Co. of Hartford, Conn.
(*Bonds, Burglary and Plate Glass*)

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

Hartford Steam Boiler Inspection & 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 New York, N. Y.

Standard Accident Insurance Co. of Detroit, Mich.

United States Guarantee Co. of New York, 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

FREDERICK G. MEYER

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

R. T. Goodwin, Steam Boiler Inspector

Telephone Main 444

ROCHESTER, N. Y.

(SEE OTHER SIDE)

INSURANCE SERVICE

1852 — 1935

Years of experience enable us to give clients and prospective clients assistance in safeguarding and elimination of hazards, thereby assuring them proper rates for their **INSURANCE**.

An organization composed of men who specialize in every form of **INSURANCE**, affords you an opportunity to secure sound advice, and proper coverage pertaining to your particular requirements.

Representation of old and reliable companies, guarantees you prompt and satisfactory adjustment of claims covered by your **POLICY**.

Our service to you will include, if you wish, an experienced survey of your **POLICIES**, with suggestions designed to economize **INSURANCE** costs, and assure efficiency and complete coverage.



EGBERT F. ASHLEY CO.

W. OSBORNE ASHLEY, Pres.

J. A. DUPUY, Vice-Pres.

CHARLES E. SCHMIDT, Treas.

ARTHUR L. GRIFFITH, Vice-Pres.

FRED. D. ZWICK, Sec'y

A. E. HEBERLING, Asst. Sec'y

HERBERT J. HOEFFEL, *Office Manager*

PHONE MAIN 444

UNION TRUST BUILDING, 19 MAIN STREET, WEST

(SEE OTHER SIDE)

35TH YEAR

PERCY B. DUTTON

Transacting Business As

DUTTONS INSURANCE OFFICE

ESTABLISHED 1899

This Office Represents Reliable Companies
Which Are Prompt and Fair in Adjustment and
Payment of Claims.

INSURANCE OF ALL FORMS, PRINCIPALLY,
FIRE—Tornado, Rents, Use & Occupancy
LIABILITY—Public, Owners-Landlords &
Tenants, Elevator, Boiler, Compensation
ACCIDENT—Health, Plate Glass, Burglary
BONDS—Fidelity, Surety
AUTOMOBILE — Liability, Property Damage,
Fire, Theft, Collision

Many large Property-Owners are enabled through
our Service, to procure the Most Complete Insurance
Protection at the Proper Cost. We are freely
consulted by appointment without obligation.

TELEPHONES - MAIN 1022 & MAIN 1023
8 Exchange St. Corner Main St. E.

FOURTH FLOOR - WILDER BUILDING

Member Underwriters Board of Rochester,
New York State and National Associations of
Insurance Agents.

ASSOCIATES

JESSE H. DUTTON WALTER J. DUTTON

CLAIM DEPARTMENT

Zurich General Accident & Liability Insurance Co.

JOSEPH D. CANTY, MANAGER

Telephone Main 2989

CARL H. HENNRICH

I N C.

*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

E. S. BOHACHEK INC.*General Insurance*

General Agents—(Am.) Lumbermens Mutual Casualty Co. of Illinois

Our Companies Have Been Paying From 15% to 25%
Dividends for Over 25 Years

PHONES MAIN 87-88

LOEWS ROCH. THEATRE BLDG. - CLINTON AVE. S. AT COURT

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.

Incorporated 1912

*Insurance Protection You
Can Rely Upon*

2040 EAST AVENUE, or The Nearest Telephone

Member Local, State and National Associations

Telephone MONROE 1345

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

AUSTIN F. GRAB, Vice Pres.

ROBERT F. WOERNER, Treas.
ROY A. DUFFUS, Sec'y

JAMES JOHNSTON AGENCY

INCORPORATED

NO. 204 GRANITE BUILDING

Telephone MAIN 697

INSURANCE

Companies Represented

Home Insurance Company
Queen Insurance Company
Westchester Fire Insurance Company
City of New York Insurance Company
Eagle 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
PHILIP C. GOODWIN
RAYMOND H. GROSS

PAUL GOVERTS
ARTHUR L. WELSH
CHARLES T. HUBER

WILLIAM MARKIN

ROBERT M. MARKIN

MARKIN'S INSURANCE AGENCY

INSURANCE

OF EVERY KIND

Main 4741-4742

16 STATE STREET

ESTABLISHED 1901

PHONES: MAIN 478-479

WOLFERT BROTHERS

ANNA T WOLFERT, *Office Manager*

General Insurance

204 TRIANGLE BUILDING

MAIN ST. E. and EAST AVE.

ROCHESTER, N. Y.

OVER UNION TRUST CO.

Insurance (General)

FIRE
BURGLARY

LIABILITY
PLATE GLASS

ACCIDENT
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

261
MAIN

HARRY J. McKAY

261
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 East Main Street

Frederick Mutschler, Representative

HENRY S. FORBES
President

EDWARD L. NYE
Vice-President

CHESTER C. CHAMPION
Secretary & Treasurer

FORBES & PORTER, INC.

General Insurance

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



306 Granite Building

130 Main St. E., Rochester, N. Y.

TELEPHONE STONE 800

EDW. ENGLEHARDT CO.

FRANK H. ENGLEHARDT, Mgr.

Fire, Casualty, Marine Insurance
Surety Bonds

16 STATE STREET

Phone Main 1387

ROCHESTER

F. M. LOEWENGUTH
*President*ED. B. DINEEN
*Secretary and Treasurer***LOEWENGUTH & DINEEN**

INCORPORATED

General Insurance and Surety Bonds

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

Insurance Agents 50 Years

PHONE MAIN 1251

34 STATE STREET, Rooms 200-202

ROCHESTER, N. Y.

EMIL R. BOLLER, President

HERBERTA E. BOLLER, Vice-President

DONALD G. CLARK, Secretary

EZRA J. BOLLER 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 Insurance

GENERAL INSURANCEAccident
Automobiles
Boilers
Bonds
BurglaryCompensation
Elevators
Fire
Group Insurance
HealthLife
Marine
Parcel Post
Plate Glass
Public LiabilitySprinkler Leakage
Teams
Tornado
Tourist Floater
Use and Occupancy

834-836 GRANITE BLDG.

MAIN 5304-5305

ROCHESTER, N. Y.

E. C. MOONE, Pres.

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

ERNEST R. TURNER, Asst. Treas.

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.

Pacific Fire Insurance Co. of N. Y.

STONE 6065

400 TAYLOR BUILDING

- ROCHESTER, N. Y.

R. S. PAVIOUR & SON, Inc.

ERNEST A. PAVIOUR, President

JAMES H. FARRELL, Treasurer

OFFICE 64 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

1233-1245 LINCOLN ALLIANCE BANK BLDG.

Phone MAIN 220

HAROLD A. PYE
Pres. and Treas.

FRANK O. HAYES
Vice-Pres. and Sec'y

STANDARD INSURER'S AGENCY

OF N. Y., INC.

Writing All Forms of

FIRE, CASUALTY, MARINE INSURANCE

Fidelity and Surety Bonds

524-526 LINCOLN ALLIANCE BANK BLDG., ROCHESTER, N. Y.

Phones Stone 3637-3638

LOUIS C. HOCK, Pres. and Treas.

GEORGE M. HOCK, Vice-Pres.

M. SERGEANT, Sec'y

LOUIS C. HOCK & SON CO.

INCORPORATED

Fire, Marine, and Casualty Insurance and Surety Bonds

Representing the following companies

United States Fidelity & Guaranty Co.
Fidelity & Guaranty Fire Corporation

Scottish Union & National Ins. Co.
Central Union Insurance Company

Caledonia Insurance Co.

ROCHESTER OFFICE, 34 STATE ST., Office No. 204-206

Phone MAIN 1013

Hartford Connecticut Office, 45 ELM ST.

Phone 2-1295

H. P. REIBLING
President

ALWYN 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.

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 78

JAMES C. CLEMENTS, President

H. EVEREST CLEMENTS, Vice President

MARTHA Z. McCATHRON, Secretary-Treasurer

JAMES C. CLEMENTS, INC.*Business, Residence & Personal Insurance*

409-13 POWERS BLDG.

MAIN 219

Company Representation

Globe Indemnity Company

The Liverpool and London and Globe Insurance Co., Ltd.

**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 InsuranceWE WRITE
ALL KINDS OF
INSURANCE**INSURANCE**ALL CLAIMS
ADJUSTED AT
THIS OFFICE

MAIN 408

502-505 POWERS BUILDING

ROCHESTER, N. Y.

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

424 CUTLER BUILDING

Telephone STONE 99

JOHN J. ECKHART**General Insurance and Surety Bonds**

GENERAL AGENT

STANDARD SURETY & CASUALTY COMPANY
CALEDONIA SCOTLAND FIRE INSURANCE CO.
AUTOMOBILE INSURANCE CO. OF HARTFORD, CONN.*Phone STONE 1432*

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

Insurance (General)

T. A. SHARP
President

C. EMMETT HAYES
Treasurer

C. 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 Insurance

414 MAIN STREET, EAST, Cor. Gibbs ROCHESTER, N. Y.

PHONES STONE 1196—1197

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

*Fire
Burglary*

*Liability
Plate Glass*

*Accident
Health*

HARRY L. PARKER

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

INSURANCE

706 WILDER BUILDING Phone MAIN 1930

Auto

Bonds

Compensation

Boilers

INSURANCE

Acknowledged by all thinking people to be one of the
greatest benefits given to our age.

The companies represented in these pages cover all
known kinds and are safe and reliable.

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

DAVID GOLDMAN, President

ESTABLISHED 1914

DAVID GOLDMAN CO., Inc.**..INSURANCE..**

We are members of National, State and Local Associations

MAIN 2984

- - 6 STATE ST., ELWOOD BUILDING

We write all forms of Insurance and Bonds

The A-B-C of Insurance

**Against Business Loss Means That You Must be listed In
The Great and Only Real Buyers Guide—The City Directory—The
Publication That Lists Them All.**

If you are not Properly listed you are missing the opportunity that is presented to every business concern to become a stockholder in this great enterprise on a co-operative basis. The dividends are the service and low prices. It is the greatest illustration of the socialistic principle of doing business that there is in our modern society. The City Directory is the book of the people and places every individual in the city on the same basis. This gives the small business the same opportunity as the large business—a truly democratic principle and a rare one today.

Give this matter your careful attention and be listed in the Great Information Bureau of the City where it can be instantly located. It is a card index system of the city with four different ways of indexing and nothing with a name and address exists that cannot be readily found by any person who knows their A-B-C's.

INSURANCE

Please mention this Directory when dealing with Advertisers

Rochester

Life Managers' Association

GEORGE V. SHAW, President

A. T. CHURCHILL, Treasurer

EDWARD W. HUGHES, Vice-President

J. STINSON SCOTT, Secretary

C. S. AICHER
Mgr. Colonial Life Ins. Co.
920 Granite Building

HAROLD BATTY
Mgr. Prudential Ins. Co.
Cutler Building

F. S. BAXTER
Gen. Agt. John Hancock Life Ins. Co.
Commerce Building

A. T. CHURCHILL
Mgr. Phoenix Mutual Life Ins. Co.
Reynolds Arcade Bldg.

E. F. COLBORN
Gen. Agt. Connecticut Mutual Life Ins.
10 Gibbs Street

M. E. CONBOY
Mgr. Prudential Ins. Co.
25 North Street

H. J. FETT
Mgr. Mutual Life Ins. Co.
Lincoln-Alliance Bank Building

G. REESE FOOTE
Gen. Agt. Equitable Life Ins. Co. of Iowa
Temple Bldg.

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

J. H. GOULD
Supt. Prudential Ins. Co.
325 Main St. East

C. R. GOWEN
Gen. Agt. State Mutual Life Assurance Co.
Granite Building

WELDON T. HAMES
Home Life Insurance Co.
Lincoln-Alliance Bank Bldg.

CLAY W. HAMLIN Co.
Gen. Agts. Mutual Benefit Life Ins. Co.
Samuel L. Russell, Mgr.
Lincoln-Alliance Bank Bldg.

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

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. MCCHESENEY
Gen. Agt. Berkshire Life Ins. Co.
Reynolds Arcade

M. R. MILLER
Gen. Agt. 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
Agy Mgr. Equitable Life Assurance Soc.
Granite Building

N. W. REGAN
Supt. Prudential Ins. Co.
25 North St.

JOHN B. ROWE
Aetna Life Insurance Co.
Granite Bldg.

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

G. V. SHAW
Agy Dir. New York Life Ins. Co.
Cutler Building

THOMAS F. STREET & SONS
Gen. Agts. Manhattan Life Ins. Co.
47 State Street

LLEWELLYN A. TORIE
Travelers Insurance Co.
Lincoln-Alliance Bank Bldg.

G. FRASER WEBSTER
Mgr. Fidelity Mutual Life Ins. Co.
524-525 Cutler 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
Jewelry
Silverware
Clocks
Novelties
Rock Crystal

"SCHEERTON" MOUNTINGS

WATCHES
Longines
Movado
Gruen
Hamilton
Elgin

Visit Our Beautiful Silver Display Dept.

EXPERT WATCH AND JEWELRY SERVICE

259 MAIN ST. E. Opposite SIBLEY'S - - Phone Stone 710

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

*Are You
Properly
Listed?*

If you are in business it is to your advantage to be properly and completely listed in the classified business section under every heading where a buyer might look for you.

J. A. DETWEILER, President

C. B. OSTRANDER, Secretary-Treasurer

EXCHANGE LUMBER CO., INC.

ESTABLISHED 1909

INCORPORATED 1920

Construction Lumber—Hardwoods

Sash — Doors — Interior Trim — Oak Flooring

U. S. GYPSUM PRODUCTS	}	Sheet Rock —	Rock Lath
		Insulation Board—	Hard Board
		Pulp Board —	Roofing

551-563 LYELL AVENUE

- - Telephone GLENWOOD 2300

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

This Directory Contains The Best Information
obtainable in the particular field it covers—until
the next one is issued—Then it becomes a back
number—*Always Get the Latest.*

STUART M. FRAME
President

E. A. KURKOWSKI
Vice-President

GEORGE W. LOVE
Secretary

CROUCH & BEAHAN CO.

Established 1855

LUMBER PRODUCTS PAINT AND COAL

PEE GEE PAINTS, VARNISHES, ENAMELS and BRUSHES
MULE HIDE ROOFS, ROOF COATINGS and CEMENTS
TEMLOK INSULATION and TILE
NU WOOD INSULATION, TILE and PLANKING
BALSAM WOOL INSULATION
OVER THE TOP DOOR HARDWARE
SHEETROCK and GOLDBOND
UPSON WALL BOARD
INTERIOR TRIM
YELLOW PINE TIMBERS
SHINGLES - LATH - POSTS - PICKETS, ETC.

Offices, Yards and Planing Mill

99 DEWEY AVENUE opposite LORIMER STREET

Storage Yards, Child St., N. Y. C. R. R., near Lyell Ave.

Take Lyell Avenue Cars to Dewey Avenue or Dewey Avenue Cars to Lorimer Street

TELEPHONE GLENWOOD 350

STUART M. FRAME
President

E. A. KURKOWSKI
Vice-President

GEORGE W. LOVE
Secretary

CROUCH & BEAHAN CO.

Established 1855

LUMBER PRODUCTS PAINT AND COAL

PEE GEE PAINTS, VARNISHES, ENAMELS and BRUSHES
MULE HIDE ROOFS, ROOF COATINGS and CEMENTS
TEMLOK INSULATION and TILE
NU WOOD INSULATION, TILE and PLANKING
BALSAM WOOL INSULATION
OVER THE TOP DOOR HARDWARE
SHEETROCK and GOLDBOND
UPSON WALL BOARD
INTERIOR TRIM
YELLOW PINE TIMBERS
SHINGLES - LATH - POSTS - PICKETS, ETC.

Offices, Yards and Planing Mill

99 DEWEY AVENUE, opposite LORIMER STREET

Storage Yards, Child St., N. Y. C. R. R., near Lyell Ave.

Take Lyell Avenue Cars to Dewey Avenue or Dewey Avenue Cars to Lorimer Street

TELEPHONE GLENWOOD 350

WHITING B. MORSE
 FREDERICK G. MORSE } Vice-Presidents

C. C. MORSE, President

JOHN P. MORSE, Secretary

WM. B. MORSE LUMBER CO.

WHOLESALE AND RETAIL

Hardwood and Softwood Lumber—Insulation, Gypsum and Fibre Boards
Sash, Doors and Trim — 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, Pres. and Treas.

Established 1832

B. E. OSTRANDER, Secy.

HOLLISTER LUMBER COMPANY, Ltd.

Wholesale and Retail

Lumber and Coal

FINE INTERIOR WOODWORK

Office, 100 ANDERSON AVE.

ROCHESTER, N. Y.

Telephone Monroe 1663

Lumber and Finish

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.

THE MIDDLE MAN

THE City Directory is the Middle Man of
Buyer and Seller. You should be fully
displayed therein to increase your business.

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

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.

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

This book has helped many to find what they want.

It can also help you.

Better look it over carefully.

ROCHESTER IRON & METAL CO., Inc.

325 ST. PAUL STREET

237 MT. READ BOULEVARD

Scrap Iron

Plumbers Lead

Scrap Metals

Second Hand Rails

New and Second Hand Pipe

Second Hand Machinery

New and Second Hand I Beams

New Reinforcing Rods

Office Equipment

Phone MAIN 464

ROCHESTER, N. Y.

ROCHESTER LEAD WORKS, INC.

Manufacturers of and Dealers in

STAR ★ BRAND

LINOTYPE

INTERTYPE

MONOTYPE

STEREOTYPE

ELECTROTYPE

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

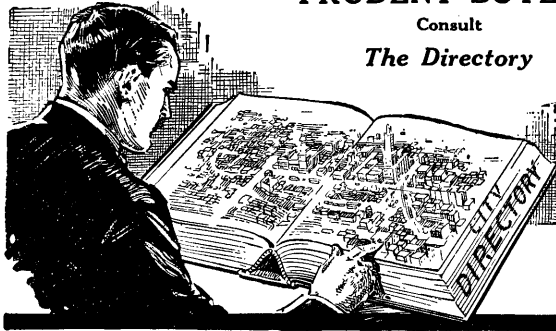
380 and 382 EXCHANGE STREET

- ROCHESTER, N. Y.

PRUDENT BUYERS

Consult

The Directory



SAMPSON & MURDOCK CO., INC.

179 LINCOLN STREET


BOSTON, MASS.

LELAND · WESTON · LOWE · CO.



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

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

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



**JOHN H. MCGEE
 & SON**

*Monuments and
 Headstones*

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

Main 854

T. H. MARRION & CO.

*Monuments, Headstones
 and
 Cemetery Memorials*

Phone MAIN 7522

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



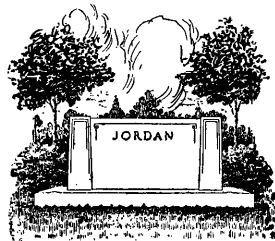
TROTT BROTHERS CO.

INCORPORATED

Monuments and Mausoleums

1120 MT. HOPE AVENUE ROCHESTER
Monroe 73

BUILDERS OF MEMORIALS FOR NEARLY
HALF A CENTURY



YOUR CITY DIRECTORY

Is Something More than

A Book of Names and Addresses
A Catalogue of Trades and Professions
A Street Guide

It is A Service that brings you daily in closer touch with your customers and friends

It Enables You to address them each and every one
To avoid the offense of incorrect spelling and addressing
To find new customers

To tell who lives in any house in the city
To find local sources of supply for hundreds of articles

It Will Save You time and money both in buying and selling. It will make you more efficient and protect your standing as an accurate and progressive business man

Your directory gives you an accurate bird's-eye view of your city, its institutions, inhabitants, government and buildings

Always Use the Latest Edition

SAMPSON & MURDOCK CO., Inc.
Publishers

179 LINCOLN STREET

-

BOSTON, MASS.

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

PHONE MAIN 158

Please mention this Directory when dealing with Advertisers

MAIN 7000

The Number to Call for

Classified ^(WANT)_(AD) Service

Quick - Accurate - Reliable

Journal-American Classified Want Ads are the medium through which buyer and seller are linked. Whatever your needs, you'll find someone who has it, or someone who wants it in the

ROCHESTER EVENING JOURNAL

Rochester SUNDAY American

Classified Want Ads

ROCHESTER'S GERMAN DAILY

ABENDPOST

is an evening daily newspaper delivered directly into the homes in all sections of the city and suburbs. It is a

HOME NEWSPAPER

carefully read by the large German population of Rochester and surrounding towns.

Your Advertisement

in this Directory would meet Thousands of People Daily. Can you see any Reason why it should not bring Results?

SAMPSON & MURDOCK CO., Inc.
Publishers

You Cannot Sell

Your merchandise through newspaper advertising in homes where the newspaper you are using does not go.

That is why successful, growing, money-making stores use the Democrat and Chronicle.

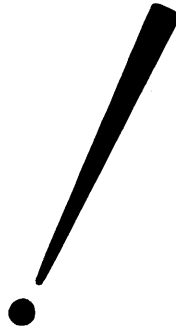
Out of 1,918 daily newspapers in the U. S., only 54 of them carry more advertising than the Democrat and Chronicle.

To make money from your advertising, *demand* detailed circulation figures from your newspapers and use the newspapers which can carry your selling messages into the largest number of homes. Remember, that every 5,000 average homes spend \$12,960,000.00 each year.

Democrat  Chronicle.

Rochester's Morning Gannett 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 Largest Newspaper Publishers in Rochester***THE JEWISH LEDGER**

PHONE MAIN 4420

*Where Your Advertising Dollar attracts the Greatest
Purchasing Power***Your Advertising?**

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

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

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

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

SAMPSON & MURDOCK COMPANY, Inc.

179 LINCOLN STREET

- -

BOSTON, MASS.

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

DONALD C. BROWN, Pres.

EGBERT F. FARRELL, Vice-Pres.
M. B. KAELBER, 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 and Landscape Dept., 891 Garson Avenue
Wholesale Packing and Storage Bldgs., Merchants Road
Penfield Farms, Atlantic Ave. & Jackson RoadPhone Culver 785
Phone Culver 786
Suburban 4702

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

JOHN R. BOURNE

*Desks - Chairs - Safes
Files*

Stationery and Office Supplies
Corporation Supplies



**Rubber Stamps — Stencils
Steel Stamps**



131-133 STATE STREET

PHONES MAIN 1233—1234

What Is a Live Prospect?

He is a man with a lot of questions in his mind. He wants to know Where and What and Who and How

Thousands of live prospects are looking in directories daily to find out

Where they can buy something

What they can get for their money

Whom they can buy it from

How they can get it

The time to sell a prospect is when he is alive. Make this book your Salesman to live prospects.



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.

There is Something
You need in your Business

This book has helped many to find what they want.

Perhaps it can help you. Better look it over carefully.

HUMPHREYS

“The Paint Man”

Paint and Wall Paper

58 SOUTH AVE.

MAIN 2117

GAMROD-HARMAN CO., INC.

WHOLESALE AND RETAIL

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

Distributors for McDougall-Butler Paints

PHONES MAIN 1426—3204

75 EXCHANGE STREET - - ROCHESTER, N. Y.

GEORGE I. VIALL & SON

PAINT 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.

If you want business ALL of the time
advertise ALL of the time

W. C. REMINGTON

R. J. FOWLER

W. G. FULTON

BARNARD, PORTER & REMINGTON

ESTABLISHED 1854

Wholesale and Retail Dealers in

PAINTS, OILS, GLASS, BRUSHES, VARNISHES

ARTISTS' MATERIALS

PAINT SPRAY APPARATUS

Distributors for Lowe Bros. High Standard Paints

9, 11, 13 NORTH WATER STREET

Phones Main 8140—8141—8142

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



Clark Stek-O Corporation



Manufacturers of

Adhesives
and

Fruit Packers' Supplies

1631 DEWEY AVE., Stek-O Hill

STEK-O, TIK and other
Powder Pastes also
Gums

ROCHESTER, N. Y.

FLOWER CITY SPECIALTY COMPANY



Manufacturers of

Self-Closing
Monkey Links
Monkloth and other
Automotive Specialties

Paper Boxes
Counter Display Boxes
and Paper Specialties

Phones: Main 629 & 630

250 MILL STREET

ROCHESTER, N. Y.

CORBETT-STEEVES . PATTERN WORKS



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

PATTERN LETTERS



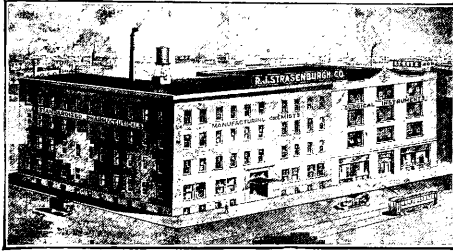
LEATHER FILLETS

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.

THE HURST ENGRAVING COMPANY, Inc.

Photo Engraving

DESIGNING RETOUCHING

Phone MAIN 4605

143 ANDREWS STREET

ROCHESTER, N. Y.

YOU CANNOT AFFORD

To miss a full representation in the classified part of the **Directory**. It is a Buyers' and Sellers' Guide and through its consultation thousands of dollars worth of goods are sold annually

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

**S
I
L
V
E
R**

406 PLATT ST. COR. ALLEN

ROCHESTER, N. Y.

HOWE & BASSETT CO., Inc.

Established 1885

Plumbing and Heating Contractors

Supplies and Equipment

“PETRO-NOKOL” Automatic Oil Burners

“RUUD” Automatic Gas Water Heaters

“PERMUTIT” Water Softeners

840-50 UNIVERSITY AVENUE

TELEPHONE MONROE 3

**WRIGHT & ALEXANDER CO.
.. CONTRACTORS..**

Heating, Plumbing and Power Plant Installations

Jobbers of Supplies

Sprinkler Installation Contractors

Chemical Fire Extinguishers and Supplies

HART OIL BURNERS

Telephones: Main 1056—6828

21-23 OTSEGO STREET

..

ROCHESTER, N. Y.

BARR & CREELMAN CO.

**Plumbing and Heating
Engineers and
Contractors**

**GENERAL ELECTRIC OIL FURNACES
&
AIR CONDITIONING EQUIPMENT**

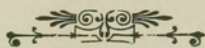
WE ARE AT YOUR SERVICE
FOR THE SMALL JOB AS WELL AS
THE LARGE ONE

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



66-70 EXCHANGE STREET

ROCHESTER, N. Y.

PHONES MAIN 6465-66-67

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

Distributors of **WALWORTH VALVES AND FITTINGS**

W. A. CASE & SON MFG. CO.

72-90 ST. PAUL STREET

Phones Main 3404—3405—3406

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.

LOUIS HEINDL & SON

..PRINTING..

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

Phone MAIN 666

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



49 NORTH WATER STREET

Telephone: MAIN 962

Edward J. Walsh, *President* H. C. Barnes, *Vice-President* K. H. Walsh, *Secretary*



Wegman-Walsh Press [Inc.]

Established 1877
 13 to 23 SOUTH WATER STREET
 MAIN 568


Printers
 Engravers
 Linotypers
 Binders

Stationery
 Fine Catalogs
 Direct
 Advertising

Printing As Wanted When Promised

CATALOGUE BUILDERS • PROCESS COLOR PRINTERS • SCHOOL ANNUALS

**THE
 DU BOIS
 PRESS**



Alert advertisers are now demanding catalogues that are more than a mere listing of their products; they want books that are *sales forces*—that present the same well-planned sales arguments that the star salesman uses. We are serving a large clientele with this effective type of sales medium; and we can be of help to you also.

Creators and Designers of
**DIRECT MAIL
 ADVERTISING**

637 BROADWAY • Phones: Monroe 6755-6756 • ROCHESTER, N. Y.

ESTABLISHED 1871

STECHER-TRAUNG LITHOGRAPH CORP.

Capital \$3,500,000.00

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.

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

LIST OF OUR PUBLICATIONS

Albany and Rensselaer§¶©.....	\$10.00
Attleboro and North Attleboro§†¶	8.00
Auburn§¶©	8.00
Boston§¶	25.00
Boston Blue.....	5.00
Cranston§*¶©	8.00
Danielson*¶	5.00
East Providence§†¶	8.00
Fall River§¶©	8.00
Gloucester and Rockport†¶.....	8.00
Hopkinton*¶	5.00
Jamestown and New Shoreham†..	4.00
Lakeville†¶	4.00
Lawrence§¶©	8.00
Lowell§¶©	8.00
Lynn§¶©	8.00
Malden§*¶	8.00
Manchester§¶©	8.00
Mass. Mfrs*	15.00
Mystic, Stonington and Noank†¶	5.00
Newburyport and Amesbury†¶...	6.00
Newport§¶©	8.00
Newton§¶©	8.00
Oswego*¶§	8.00
Pawtucket and Central Falls§¶©	9.00
Providence¶	10.00
Providence House*	8.00
Rochester§¶	12.00
Rochester Suburban§¶©.....	10.00
Syracuse§¶	10.00
Taunton¶§©	8.00
Troy, Cohoes and Green Island¶§	10.00
Waltham§†¶©	8.00
Westerly*§¶	7.00
Woonsocket§¶©	8.00
Worcester¶	10.00
Worcester House†©	10.00

*Denotes books issued in odd years.

Prices subject to change without notice

†Denotes books issued in even years.

§Denotes books containing House Directories.

¶Denotes books containing Wives' Names

©Denotes books containing Property Owners

*Latest Directories of all Cities for sale at Publishers' Prices***SAMPSON & MURDOCK CO., Inc.****179 LINCOLN STREET**

..

BOSTON, MASS.

Radio



*"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



Is the Directory Used? It looks like it

A reproduction of a Boston City Directory in use less than
nine months in a busy office in Boston

Please mention this Directory when dealing with Advertisers

RENTALS

SALES

HERBERT J. BIETRY

Realtor

1216 LINCOLN-ALLIANCE BANK BLDG., Phone STONE 2904

Expert Service, Rent Collections and Property Management

NORBERT STREB CO.

Realtors

..REAL ESTATE..

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

223 POWERS BLDG.

Main 4579

YATES & McINTOSH, Inc.

Real Estate

—
MAIN 250 and 251
—

25 EXCHANGE STREET



Sales Exchanges

Rentals and Property Management

—
ROCHESTER, NEW YORK

DAVID GOLDMAN, President

ESTABLISHED 1914

DAVID GOLDMAN CO., Inc.

We are members of National, State and Local Associations

Chain Store Brokers

SALES, RENTALS and PROPERTY MANAGEMENT

Main 2984 - 6 STATE ST., ELWOOD BUILDING

LOTS FOR SALE

IN THE BEAUTIFUL

HIGHLAND PARK SECTION

The Finest and Healthiest Part of the City

See the Houses Already Built

For full information, terms, etc., apply to

Ellwanger & Barry Realty Co.

668 MT. HOPE AVENUE

ROCHESTER, N. Y.

HENRY T. PERKINS

Real Estate

PROPERTY MANAGEMENT

SALES — RENTALS — LEASES

31 EXCHANGE STREET

Phone Main 3309

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

THE SCHOOL OF COMMERCE

362 EAST AVENUE, ROCHESTER

ADVANCED COURSES

IN

BUSINESS EDUCATION

Ask For Information

Call MAIN 5530—5531

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 Plantsmen

QUALITY EXCLUSIVELY

Corner STONE and ELY STREETS

ROCHESTER, N. Y.

MAIN 1201

ERDLER PERFORATING COMPANY

MANUFACTURERS OF

PERFORATED SHEET METALS

Metal Sample Plate Furnished on Application

Prompt service, Large stock of Sheet Metal always on hand

Send Specifications for Prices

Telephone Genesee 2608

Office and Factory, 171 YORK ST.

ROCHESTER, N. Y.

How to Make This Book Serve You!

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

Sheet Metal Work and Roofing

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

Phone MAIN 6333

WM. F. SCHWARTZ & SON, Inc.

*Roofing, Sheet Metal Work, Tinsmithing
Blow Piping*

GENERAL JOBBING

15-17 INDUSTRIAL STREET

- -

ROCHESTER, N. Y.

Modern Conveniences

Lost, sometimes, amid the more spectacular conveniences, such as the auto, telephone, radio, or aircraft, yet the

CITY DIRECTORY

is probably the greatest convenience of this or any other age. Ponder, for a few moments, on the service rendered by the city directory. It would not be stretching matters to say that it can accurately answer a million questions about the municipality it represents. Familiarize yourself with this truly wonderful book. Learn how to use it to the greatest advantage. Study the index and miscellaneous information section for a few moments. The gold mine of local facts and information will surprise you. You will learn things about your own city that you never knew before.

SAMPSON & MURDOCK CO., Inc.

Directory Publishers

179 LINCOLN STREET

-

BOSTON, MASS.

RICHARDSON CORPORATION

Manufacturers of

*"Maid of Honor" Syrups, Crushed Fruits and Sundaes for Soda Fountains
Liberty Fruit Drinks and Reddy Chocolate. Liberty Root Beer
and Fruit Drink Dispensing Equipment. Ice Cream Flavors
Glace Fruits and Bakers Supplies.*

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.

Are Things Coming Your Way?

If not, it may be because people have not seen your name under the list of those who provide the service they are after, and have gone to a wiser firm who have made sure of being properly represented in the *City Directory*.
Better get in line for the next issue.

SAMPSON & MURDOCK CO., Publishers

179 Lincoln Street

Boston, Mass.

Steel and Iron

BURKE STEEL COMPANY, Inc.

Phone Genesee 3445

Hot Rolled and Cold Drawn Flats, Squares, Hexagons, Rounds,
Tool and Alloy Steels

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 AND IRON WORK
FOR BUILDINGS, BRIDGES, ETC.**

**ELECTRIC WELDED
STEEL TANKS, VATS AND KETTLES**

ALL STRUCTURAL SHAPES CARRIED IN STOCK

Phone or Write for Catalog

COMPLETE WAREHOUSE STOCK

Office and Works

1029 LYELL AVENUE

Phone Glenwood 590 — 591

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

ALLEN T. COBB, General Manager

**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

Household Goods and Merchandise

Moving — Packing — Shipping

Telephone Main 205

Office, 25 NORTH WASHINGTON ST.

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, Fireproof
SPRINKLER SYSTEM — LOW INSURANCE

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*

372-378 EXCHANGE STREET

ROCHESTER, N. Y.

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

UPTON COLD STORAGE CO., INC.

HERBERT B. CASH, President and General Manager

Open the Year Round *Established 1902* *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

ROCHESTER, N. Y.

MEYER-SMITH CO., Inc.

FOR ALL YOUR FIXTURE AND SUPPLY NEEDS

Modern Store and Bar FixturesMEAT MARKET KITCHEN,
RESTAURANT, CLUB AND INSTITUTIONAL EQUIPMENT
CHINA, GLASSWARE, SILVERWARE, REFRIGERATORS, BAR SUPPLIES

197-213 CENTRAL AVENUE

Tel. MAIN 6868

ROCHESTER SHOW CASE WORKS, Est. 1853
STORANDT INDUSTRIES, Inc., Est. 1891*Manufacturers of*SHOW-CASES (diamond cushion cemented)
STORE FIXTURES OF ALL KINDS
LABORATORY FURNITURE and EQUIPMENT
BOOTHES FOR ALL PURPOSES

404 PLATT STREET, Corner ALLEN

Telephone

AMERICAN TAXICAB CO.***Cadillacs and Packards***

FOR WEDDINGS AND FUNERALS

287 CENTRAL AVENUE

ROCHESTER, N. Y.

PHONES 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

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, gauges, 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.

A Buyer Wants Information

Does your copy tell him more than he already knew when he turned to the page bearing your advertisement?

Purchasing agents often tell us they find a concern specializing on just what they are looking for by turning to these descriptive spaces, but that in many cases insufficient information is given.

Whatever helps the buyer to find what he wants means business for the seller. Anyone referring to a directory advertisement does so because he is already **interested**. Therefore space need not be used to attract **attention** or **create desire**.

Treat the reader as you would a person coming directly to you, inquiring about your service or product with the idea of doing business. Don't let your prospect turn away from your ad without finding out why you are equipped to serve him.

Be Specific

SAM GOTTRY CARTING COMPANY

For Any Moving Service

Railroad Freight Shipping and Packing Long Distance Moving
Safes, Machinery, Boilers, Etc.

We Specialize in Furniture and Piano Moving

OFFICES

POWERS ARCADE

Telephone MAIN 1412

47 PARKWAY

Telephone GLENWOOD 646

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

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 insure excellent service for all.

CORRESPONDENCE SOLICITED

Affiliations in All Principal Cities for Storage and Long Distance Moving

91 FROST AVENUE

Genesee 1646

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.

“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 Manufacture Auto Trunks, Sample Trunks, Cases, Portfolios,
and all kinds of Luggage*

COSTUME JEWELRY

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

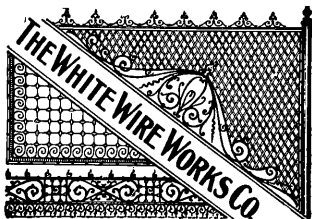
STONE 915

ONLY ONE STORE

STONE 915

S. E. WHITE, President

J. W. CALLAGHAN, Secretary and Treasurer



Manufacturers of

Brass, Iron and Wire Work

OF ALL KINDS

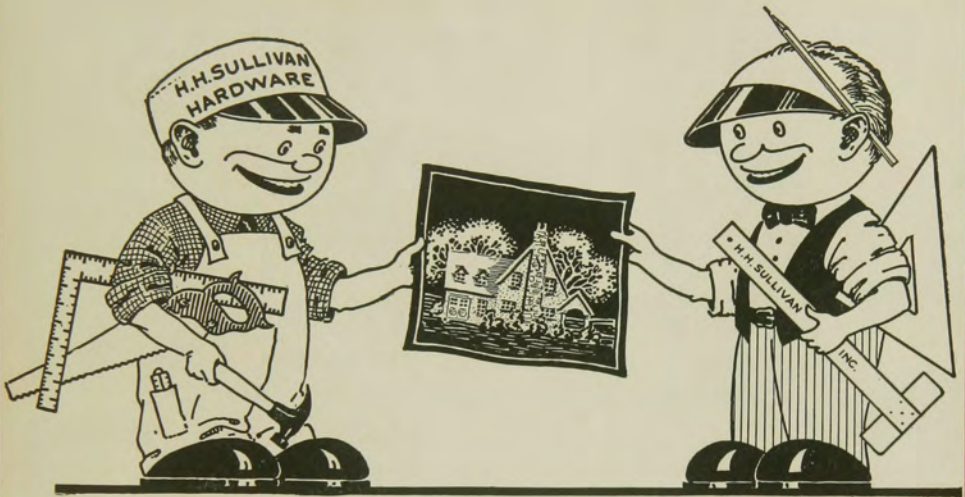
Sheet Brass, Rod, Tubing, Etc.

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



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-Mack
Pike-Norton

RETAIL

MACHINISTS TOOLS

Starrett
Goodell-Pratt
Walworth
Crescent
Kraeuter

CUTLERY

Boker
Dexter
Henckel
Judson
Lamson
Rogers
Robeson
Wiss

H. H. SULLIVAN, INC.

65-69 SOUTH AVENUE

SEE OTHER SIDE