
ROCHESTER DIRECTORY

REFERENCE DEPARTMENT

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

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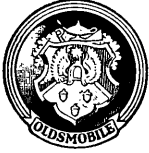
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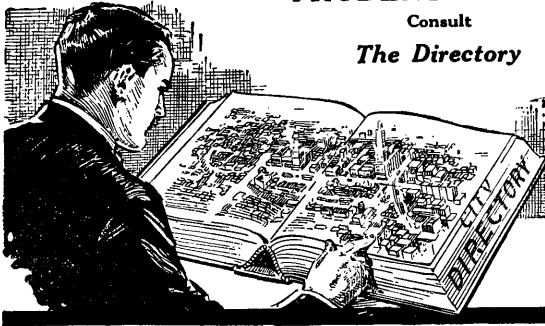
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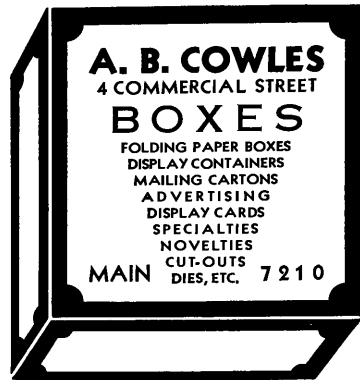
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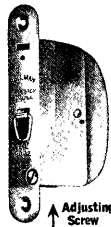
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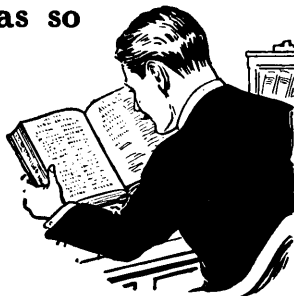
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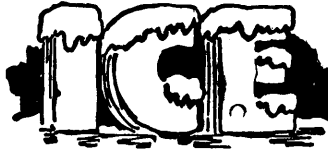
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Special Machinery, Stampings and
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SCRAP IRON - PLUMBERS LEAD - SCRAP METALS

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REINFORCING BARSSECOND HAND MACHINERY, FACTORY EQUIPMENT
AND OFFICE EQUIPMENT

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 LINOTYPE
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Lead Pipe, Solder and Babbitt Metal

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—DISTRIBUTORS—

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 BRONZE TABLETS **MAUSOLEUMS**

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 Opposite south entrance to
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**JOHN H. MCGEE
& SON**

*Monuments and
Headstones*

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ROCHESTER, N. Y.**

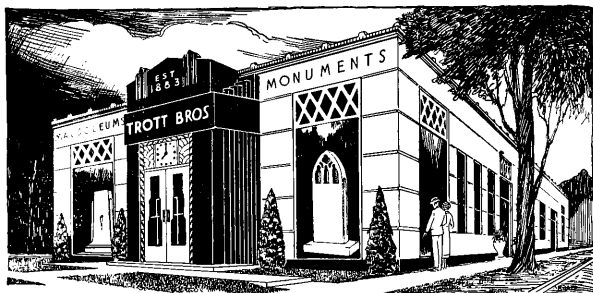
Main 854

**T. H. MARRION & CO.
MONUMENTS
MAUSOLEUMS**

Phone MAIN 7522

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





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 MAUSOLEUMS
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 54TH YEAR . . MONROE 73
 1120 MT HOPE AVE AT STEWART

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ESTABLISHED IN 1872

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*Interior Marble and Tile Work
 Terrazza, Rubber and Cork Floors*

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Pianos — Phonographs — Records — Musical Instruments
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Convenient Payments

Your present instruments taken in trade

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 EVERYTHING IN MUSIC—MUSICAL INSTRUMENTS—PIANOS—ORGANS—RADIOS
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 for
SAVING

FOR: All Rochesterians!

DOSE: In every day
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 consistent use of the

CLASSIFIED ADS



ROCHESTER EVENING ROCHESTER SUNDAY
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ROCHESTER'S GERMAN DAILY
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is an evening daily newspaper delivered directly into the homes
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carefully read by the large German population of Rochester
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Backed by
4 DIMENSIONS

- AUSPICES
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- INFLUENCE
- CIRCULATION

. . . *your advertising message is*
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Newspaper of the Rochester Diocese

50 CHESTNUT ST. ● STONE 1136-1137 ● ROCHESTER, N. Y.

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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.

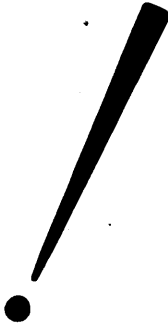
To make money from your advertising, *demand* detailed A. B. C. Audit circulation figures from your newspapers and use the newspapers which can carry your selling messages into the largest number of homes. Remember, that every 5,000 average homes in New York State spend \$14,534,500.00 each year.*

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* According to 1934 Survey

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*More Rochester Families read
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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

Please mention this Directory when dealing with Advertisers

*The Largest Newspaper Publishers in Rochester***THE JEWISH LEDGER**

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*Where Your Advertising Dollar attracts the Greatest
Purchasing Power***Chase Brothers Company***“Rochester’s Pioneer Nurserymen”*

Growers of a Complete Line of Trees, Shrubs, Roses, Hardy Plants, Etc.

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Expert Landscape Service

Retail Stores, 2045 EAST AVENUE - ROCHESTER, N. Y.

Telephone MONROE 1166

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M. B. KAELBER, Treas.**BROWN BROTHERS COMPANY**

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Established 1885

Incorporated 1890

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Stock for the World Out of Doors*

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Warehouse, 760 Merchants Road
Penfield Farms, Atlantic Ave. & Scribner RoadPhone Culver 785
Phone Culver 785
Culver 5224-J

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MANUFACTURERS OF HIGH GRADE

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Phone MAIN 6840

JOHN R. BOURNE



*Desks - Chairs - Safes
Files*

Stationery and Office Supplies
Corporation Supplies

**Rubber Stamps — Stencils
Steel Stamps**



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Engineers and Specialists in

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The Latest and Best Developments in Installations
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For almost a century Bausch & Lomb has been famous as America's leading manufacturer of eyeglass lenses and frames, microscopes, projection apparatus, binoculars and other scientific and optical instruments. Be sure that you enjoy Bausch & Lomb quality in the glasses that you wear.

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OPTICAL COMPANY**

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“The Paint Man”

Paint and Wall Paper

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MAIN 2117

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WHOLESALE AND RETAIL

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

Distributors for McDougall-Butler Paints and Arvon Plastic Paints

Window Shades and Venetian Blinds

PHONES MAIN 3710—3711

75 EXCHANGE STREET - - ROCHESTER, N. Y.

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PAIN T SUPPLY HOUSE

Wholesale and Retail Dealers in

PAINT, VARNISH, GLASS AND BRUSHES

Distributors of Keystone Varnish Companies Products

MAIN 733

5-7 NORTH WATER STREET

ROCHESTER, N. Y.

F. P. VAN HOESEN CO., Inc.

PAINTS-WALL PAPER-WINDOW SHADES

VENETIAN BLINDS

Phone STONE 473

41 ST. PAUL ST., Corner Mortimer St. - ROCHESTER, N. Y.

W. C. REMINGTON

R. J. FOWLER

BARNARD, PORTER & REMINGTON

ESTABLISHED 1854

*Wholesale and Retail Dealers in***PAINTS, OILS, GLASS, BRUSHES, VARNISHES**

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*Distributors for Lowe Bros. High Standard Paints***9, 11, 13 NORTH WATER STREET**

Phones Main 8140—8141—8142

EN - PA - VAR, INC.**Paints for All Purposes**

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Phones Stone 61 — 2657

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Paper Bags

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ROCHESTER, N. Y.

6702 Main—TELEPHONES—Main 6703

CLARK STEK-O CORPORATION*Manufacturers of***STEK-O**
Adhesives

including STEK-O, TIK and other Powder Pastes and Liquid Gums

Also manufacturers of Fruit Packers Supplies

1631 DEWEY AVENUE

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.

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CORBETT-STEEVES PATTERN WORKS



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

PATTERN LETTERS



LEATHER FILLETS

Pattern and Model Makers

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ROCHESTER, N. Y.

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*Manufacturers of Standardized
Pharmaceuticals*

Physician and Sick Room
Supplies also First Aid
Requirements

R. J. STRASENBURGH CO.

185-195 EXCHANGE STREET

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Phone MAIN 669



THE HURST ENGRAVING COMPANY, Inc.

Photo Engraving

DESIGNING RETOUCHING

Phone MAIN 4605

143 ANDREWS STREET

ROCHESTER, N. Y.

HALF TONES — ZINC ETCHINGS
COLOR PROCESS PLATES
NICKEL AND COPPER ELECTROS
LEAD MOULDS
MATS AND STEREOS



ROCHESTER ELECTROTYPE & ENGRAVING CO.

170 NORTH WATER STREET

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MAIN 1040

ORIENTAL RUGS

ETCHINGS

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150 CLARISSA STREET

MAIN 2196

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.***Silverware Repaired and Replated*

Dealer in ANTIQUES

APPRAISERS

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G. F. HOLTZ

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| G | STUART-OLVER-HOLTZ CO. | S |
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| O | <i>Plating, Enameling and</i> | I |
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| L | <i>Metal Spinning</i> | L |
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| | Manufacturers of Metal Specialties | E |
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406 PLATT ST. COR. ALLEN

ROCHESTER, N. Y.

HOWE & BASSETT CO., Inc.

Established 1885

Plumbing and Heating Contractors

Supplies and Equipment

"RUUD" Automatic Gas Water Heaters

"PERMUTIT" Water Softeners

Automatic Gas and Oil Appliances

840-50 UNIVERSITY AVENUE

TELEPHONE MONROE 3

WRIGHT & ALEXANDER CO.

..CONTRACTORS..

Heating, Plumbing and Power Plant Installations

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OIL BURNERS

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21-23 OTSEGO STREET

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ROCHESTER, N. Y.

Supplies For { **PLUMBERS, STEAMFITTERS, TINNERS
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Distributors of TROJAN PLUMBING FIXTURES

W. A. CASE & SON MFG. CO.

72-90 ST. PAUL STREET

Phones Main 3404—3405—3406

William E. Sloan

Daniel L. VanHee

William E. Sloan, Jr.

ESTABLISHED 1860



TELEPHONE MAIN 540

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.

BARR & CREELMAN

Plumbing & Heating Engineers & Contractors

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

Phones MAIN 6465-66-67

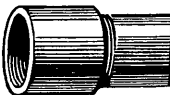
PHONE: GENESEE 2753

ROCHESTER PIPE AND FENCE CORP.

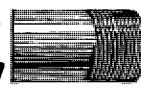
New and Used Pipe Cut to Measure

Welded Steel Products

Radio Poles
Boiler Flues
Clothes Poles
Cellar Columns
Iron Railings



PIPE



Fence Wire
Fence Posts
We Erect Fences
Pipe
Cut-To-Measure
Fire Escapes

306-314 BUFFALO ROAD

ROCHESTER, N. Y.



ARPEAKO

Hams, Bacon, Daisies,
Fresh Pork

51 SAUSAGE PRODUCTS

ROCHESTER PACKING CO., Inc.

900 MAPLE STREET

Phone: Genesee 5200

ROCHESTER, N. Y.

CATALOGUE BUILDERS • PROCESS COLOR PRINTERS • SCHOOL ANNUALS

**THE
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PRESS**
Creators and Designers of
**DIRECT MAIL
ADVERTISING**



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.

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

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OF ROCHESTER, INC.

.. PRINTERS ..

BOOKLETS .. CATALOGUES .. STATIONERY

Direct Mail Advertising

COLOR PROCESS PRINTING

15 SOUTH AVENUE

Phone MAIN 568

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., Inc., Publishers

179 Lincoln Street

Boston, Mass.

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*Latest Directories of all Cities for Sale at publishers' prices***SAMPSON & MURDOCK CO., INC.**

179 LINCOLN STREET

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BOSTON, MASS.



*There is Nothing Finer Than A
Stromberg - Carlson*

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

Stromberg-Carlson

PHILCO

HOME and
AUTO
RADIOS

*Tubes—Batteries—Replacement Parts—Expert Radio Service
Complete Public Address Systems—Radio Parts for Amateurs*

LEONARD ELECTRIC REFRIGERATION

BEAUCAIRE, Inc.

228-230 BROADWAY

- - -

PHONE STONE 5694-5695



ALHART ELECTRICAL CO., Inc.

AUTHORIZED DEALERS

Stromberg-Carlson Radios

There Is Nothing Finer

TELEPHONE CULVER 3944

1149 CULVER ROAD - - ROCHESTER, N. Y.

The City Directory Draws Business

It covers all the buying centers around you. It gets inside and stays there; in touch with the business man and purchasing agent. Let us help you make up your advertisement and get the business.

NORBERT STREB CO.

Realtors

..REAL ESTATE..

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

223 POWERS BLDG.

Main 4579

YATES & McINTOSH, Inc.

Real Estate

INSURANCE

MAIN 250 and 251

25 EXCHANGE STREET



*First Mortgage Loans
Sales, Rentals, Property
Management*

ROCHESTER, NEW YORK

Leases
Home Building
Residential Sales



Mortgage Money
Appraisals
Management of
Property

INSURANCE - INDUSTRIAL SITES

1014 Lincoln Alliance Bank Building, Main at Stone Sts.

Phone STONE 633

Sundays and Evenings Charlotte 334

This Book is Your Silent
Salesman

ADVERTISE AND PUT IT TO WORK

HENRY T. PERKINS REAL ESTATE CO.

PROPERTY MANAGEMENT

SALES — RENTALS — LEASES

31 EXCHANGE STREET

Phones Main 3309-10-11

EDWARDS REALTY CO.

REAL ESTATE

In All Branches

399 MAIN ST. EAST - ROCHESTER, N. Y.

Telephones MAIN 6140-6141

PROPERTY MANAGEMENT

FARMS AND SUBURBAN PROPERTY

SALES

EXCHANGES

RENTALS

**ROBERTS
REAL ESTATE CO.**

25 MAIN ST. E. Main 5801

LEASES

MORTGAGE

LOANS

24 YEARS OF DEPENDABLE SERVICE

CONSULT US FIRST — HOME BUILDERS — LET US ESTIMATE

KONDORF REALTY CO.

JOSEPH G. KONDORF

Property Management — Appraisals

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Leases — Sales — Exchanges

WE BUY AND SELL

53 MAIN STREET, EAST

Phone MAIN 3634

Sales—Rentals—New Homes and Home Sites—Property Management

PAUL E. EMERSON CO.

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6 CLINTON AVE. SO. - - - STONE 822

C. H. MORSE & SON

HENRY W. MORSE, Proprietor

Air Cushion Rubber Stamps

Stencil Cutting Machines

Numbering Machines

Seal Presses and Badges

Phone MAIN 1291

21 NO. WATER STREET

ROCHESTER, N. Y.



Your City Directory
—Mirrors the Municipality

THE SCHOOL OF COMMERCE

362 EAST AVENUE, ROCHESTER
ADVANCED COURSES
IN
BUSINESS EDUCATION

Special Medical Secretarial Courses

ALL TWO YEAR COURSES REGISTERED WITH THE DEPARTMENT
OF EDUCATION OF THE STATE OF NEW YORK

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Call MAIN 5530 or 5531

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HART & VICK, INC.

ONE OF AMERICA'S FINEST SEED STORES

Seedsman and Plantsman

QUALITY EXCLUSIVELY

MAIN 1201

Corner STONE and ELY STREETS

ROCHESTER, N. Y.

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.

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of the above type is more than
offset by its results.

KNOWLES & PECK CO., Inc.

Tin, Copper and Architectural Galvanized Iron Works,
Slate, Tile, Tin, Slag and Ready Roofing

BARRETT'S BONDED ROOFS

General Jobbing

Estimates Furnished on Application

80 FRANKLIN STREET

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ROCHESTER, N. Y.

Office Phone: STONE 1119

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for

ROOFING Copper—Tin—Tile—Slate
Slag and Asphalt—Waterproofing

*Roofing, Ventilating and
Sheet Metal Contractors*

MAIN 5234

60 BROWN STREET, ROCHESTER

RICHARDSON CORPORATION

Manufacturers of

"Maid of Honor" Syrups
Crushed Fruits and Sundaes
for Soda Fountains

Ice Cream Fruits and Flavors
Glace Fruits and Bakers' Supplies

Liberty Fruit Drinks

Liberty Root Beer and
Fruit Drink Dispensing Equipment

Reddy Chocolate Syrups
and Powder

Telephones—Glenwood 307, 308, 309

After 5 P. M., Saturday Afternoons, Sundays and Holidays call Glenwood 307

1069 LYELL AVENUE

-

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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

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

HAVERSTICK & CO., Inc.

Engineering and Industrial
Supplies and Equipment

Golf Course, Estate and Park Equipment

45-49 FORD STREET

PHONES MAIN 70-71-72

BARR & CREELMAN MILL & PLUMBING SUPPLY CO.

Mill, Steam, Plumbing,
Contractors Supplies

224 MAIN STREET, WEST

- Phones MAIN 6465-66-67

YOUNG'S WROUGHT IRON W'KS.

Ornamental Steel, Bronze,
Iron and Aluminum for Buildings

Stairs, Fire Escapes, Railings, Picket Fences, Flag Poles, Pipe Railings,
Cellar Doors, Rods, Bolts, Scaffold Brackets, Forgings, Plate-Work,
Grilles, Trench Covers, Coal Holes, Joist Hangers, Postcaps.

39 SOUTH WATER STREET

Established 1884

MAIN 1755

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,
STACKS, VATS AND KETTLES**

ALL STRUCTURAL SHAPES AND REINFORCING BARS CARRIED IN STOCK

Phone or Write for Catalog

COMPLETE WAREHOUSE STOCK

Office and Works

1029 LYELL AVENUE

*Phones Glenwood 590 — 591***BURKE STEEL CO., INC.**P. O. BOX
514

STEELS

SHEETS

ELECTRICAL
SUPPLIESBLACKSMITH
SUPPLIES

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PIPE

FORGING
SPECIALISTS**30 SHERER STREET****GENESEE 3445****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

MONROE 5162

HAROLD R. NURSE, General Manager

Rochester Cast Stone Company

*Cut Cast Stone Cut Cast Granite
Building Trim*

1965 EAST AVENUE - - - - ROCHESTER, N. Y.

Call BLANCHARD First

For STORAGE

Fire-proof and Non-Fire-proof
Household Goods and Merchandise

For SHIPPING

Anywhere, Pool Car Distribution

For REPAIRING

Of Furniture, by Craftsmen

For MOTH-PROOFING

At Your Home, Without Inconvenience

For MOVING

Local and Long Distance
Hauling Agent, Allied Van Lines

For PACKING

China, bric-a-brac, etc., by Experts

For RUG CLEANING

Shampooing and Repairing

For FUMIGATION

Guaranteed Moth Destruction

Phone for Quotation

BLANCHARD STORAGE CO., Inc.

Broad at Oak Street

Main 7021

ROCHESTER STORAGE WAREHOUSES

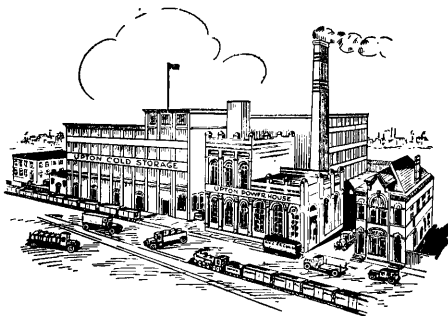
Fireproof and Non Fireproof

Household Goods and Merchandise

Moving — Packing — Shipping

Phone Main 205

Offices, 25-27 WASHINGTON ST. N.



GENERAL MERCHANDISE
STORAGE and REFORWARDING

Established 1902

The Upton Cold Storage Co.
INC.

Cooler and Sharp Freezer Service
For All Food Products

FIRE PROOF BUILDINGS LOWEST INSURANCE

Storage in Transit

Route All Cars

N. Y. C. LINES, STATE ST. DELIVERY
38 CLIFF ST. - ROCHESTER, N. Y.

MAIN 1494

Please mention this Directory when dealing with Advertisers

Store Fixtures Telephone Service Thermometers Trucking 149

ROCHESTER SHOW CASE WORKS, Est. 1853
STORANDT INDUSTRIES, Inc., Est. 1891

Manufacturers of

SHOW-CASES (Diamond Cushion Cemented)
 STORE FIXTURES AND BOOTHS
 LABORATORY FURNITURE

OPEN DISPLAY SECTIONAL WALL UNITS FOR DRUG STORES

404 PLATT STREET, Corner ALLEN

Telephone Main 5750

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

Express Forwarders

Long Distance Trucking

MONROE FREIGHTWAYS EXPRESS CO.

Daily Service to Buffalo

FREIGHT

FURNITURE

MACHINERY

BOSTON, MASS. — BRANCH OFFICES — LONG ISLAND CITY, N. Y.

436 CLINTON AVENUE, N. Main 6537 ROCHESTER, N. Y.

SAM GOTTRY CARTING COMPANY

AFFILIATED WITH
UNITED VAN LINES, INC.

NATIONAL MOVERS **LONG DISTANCE WORK**
 Railroad Freight — Shipping and Packing — Safes, Machinery, Boilers, Etc.

..POOL CAR DISTRIBUTION..

We Specialize in Local Furniture and Piano Moving

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

Storage Warehouse

Local and Long Distance Moving

Across the City Across the Continent
 Loads and part loads to and from all States

Maximum Insured Protection

MEMBER: AMERICAN VAN LINES, INC.

91 FROST AVENUE **Genesee 1646** **ROCHESTER, N. Y.**

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Secretary

ROCHESTER CARTING COMPANY

Storage Warehouse

HANDLERS OF

Railroad Freights, Safes, Machinery, Furniture, Etc.

Offices, 25-27 WASHINGTON ST. N.

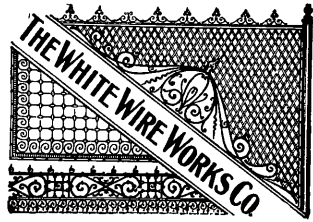
Phone MAIN 205

Manufacturers of
Brass, Iron and Wire Work
 OF ALL KINDS

Sheet Brass, Rod, Tubing, Etc.

79-83 Exchange Street Rochester

Phones Main 441-274



WARNING!

“He Was a Stranger and He Took Me In”

Unknown solicitors representing various questionable publications take at least \$100,000.00 from Rochester business and professional men annually.

These publications include many one time directories and business indexes which are unauthorized by organizations which the solicitor claims to represent. They are of no value to anyone except the promoter.

Included in a list of over one hundred on file in this office, are the following classifications:

| | |
|---|---|
| <i>Travel and Hotel Directories</i> | <i>Trade Indexes</i> |
| <i>Railroad Employees' Journals</i> | <i>Business Guides</i> |
| <i>Buyers Commercial Register</i> | <i>National Reference Guides</i> |
| <i>Sellers Reference Guides</i> | <i>N. Y. State Business Directories</i> |
| <i>Buyers Classified Guides</i> | <i>Industrial Directory</i> |
| <i>Sheriff's & Police Officer's Directories</i> | |

Before paying for advertising in out-of-town directories represented by strangers, verify your signature and check the source of the order. **Before You Sign**, Phone this office for a report on the publication. Our information costs you nothing and may save you much—if you

INVESTIGATE—BEFORE YOU INVEST

BETTER BUSINESS BUREAU of ROCHESTER
 INCORPORATED

1423 LINCOLN-ALLIANCE BANK BUILDING

Phone STONE 330

How Many Changes in a Year?



Out of every 100 People listed in last Directory—



16% to 18% move away, or die



New People, equal to 17% to 19% move into town, or reach listing age



26% to 29% more change their address, or their jobs, or some other vital fact that affects their listing



59% to 67% of the People listed have new information in some particular, which can be surely found only in the **NEW DIRECTORY**

Note: These figures are from repeated checks in numerous cities, and do not vary 5% in any year

These people are your Customers
That is why we make Directories