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Manchester.....	8.00
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Newburyport†.....	6.00
New England†.....	15.00
Newport.....	8.00
Newton.....	8.00
Oswego*.....	8.00
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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:

Travel and Hotel Directories
Railroad Employees' Journals
Buyers Commercial Register
Sellers Reference Guides
Buyers Classified Guides

Trade Indexes
Business Guides
National Reference Guides
N. Y. State Business Directories
Industrial Directory

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**BETTER BUSINESS BUREAU
OF ROCHESTER, INC.**

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Phone Stone 2574

Rochester Suburban Directory

For the year 1933

INCLUDING THE TOWNS OF
BRIGHTON, GATES, GREECE and IRONDEQUOIT

A Supplement to the Rochester Directory

Containing

Alphabetical Section (White Pages) for each town, giving names, occupations and addresses of all persons over twenty years of age, business and post office addresses.

Business Directory (Page 411) of all firms or individuals in business or profession, under listing best describing their service or product.

Reference Department (Page 17) where more information than is possible to give under the headings is placed on file for buyer's reference. The value of this department cannot be estimated. It is an index of the best business interests of the town, and stands for them and the town 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. This probably explains why no other form of publicity is so generally endorsed by business men, as a glance at this department will show.

House and Street Directory (Pink Sections) A complete list of streets, giving location of intersections and enabling one to tell at once between what streets a given number lies, and the quickest way to get there. All business houses, individuals in business, and householders are listed in numerical order upon their respective streets. Resident property owners are designated, and Post Office address is given for each street. A feature of great value and convenience.

(For detailed index to contents see page 3)

Volume



IV

Price \$10.00

SAMPSON & MURDOCK CO., Inc., Publishers

Established 1846

729 Powers Building, Rochester, N. Y.

Printed in U. S. A.

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NAMES IN THE DIRECTORY OF 1933

	Brighton	Gates	Greece	Irondequoit	Total
*Number of names in Alphabetical Directory of 1933.....	4,806	1,733	5,724	9,031	21,294
Number of names in Alphabetical Directory of 1932.....	4,452	1,686	5,560	8,461	20,159
Increase of names.....	354	47	164	570	1,135

*This number includes the names of 145 individuals in Brighton, 19 in Gates, 163 in Greece and 226 in Irondequoit who have died, with date of death, or who have removed from the city since the 1932 directory was issued.

CALENDAR

1933

1933

1934

	Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.		Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.		Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
Jan.	1	2	3	4	5	6	7	July	1	2	3	4	5	6	7	1	Jan.	1	2	3	4	5	6
	8	9	10	11	12	13	14		8	9	10	11	12	13	14	8		7	8	9	10	11	12
	15	16	17	18	19	20	21		15	16	17	18	19	20	21	15		14	15	16	17	18	19
	22	23	24	25	26	27	28		16	17	18	19	20	21	22	16		21	22	23	24	25	26
	29	30	31						23	24	25	26	27	28	29	23		28	29	30	31		
Feb.				1	2	3	4	Aug.	30	31						Feb.							
	5	6	7	8	9	10	11				1	2	3	4	5			4	5	6	7	8	9
	12	13	14	15	16	17	18				6	7	8	9	10			11	12	13	14	15	16
	19	20	21	22	23	24	25				13	14	15	16	17			18	19	20	21	22	23
	26	27	28								20	21	22	23	24			25	26	27	28		
Mar.								Sept.	27	28	29	30	31			Mar.							
	5	6	7	8	9	10	11							1	2			4	5	6	7	8	9
	12	13	14	15	16	17	18				3	4	5	6	7			11	12	13	14	15	16
	19	20	21	22	23	24	25				10	11	12	13	14			18	19	20	21	22	23
	26	27	28	29	30	31					17	18	19	20	21			25	26	27	28	29	30
Apr.								Oct.	24	25	26	27	28	29	30	Apr.							
	2	3	4	5	6	7	8				1	2	3	4	5			1	2	3	4	5	6
	9	10	11	12	13	14	15				8	9	10	11	12			8	9	10	11	12	13
	16	17	18	19	20	21	22				15	16	17	18	19			15	16	17	18	19	20
	23	24	25	26	27	28	29				22	23	24	25	26			22	23	24	25	26	27
	30										29	30	31					29	30				
May								Nov.								May							
	1	2	3	4	5	6					5	6	7	8	9			1	2	3	4	5	6
	7	8	9	10	11	12	13				12	13	14	15	16			6	7	8	9	10	11
	14	15	16	17	18	19	20				19	20	21	22	23			13	14	15	16	17	18
	21	22	23	24	25	26	27				26	27	28	29	30			20	21	22	23	24	25
	28	29	30	31														27	28	29	30		
June								Dec.								June							
											3	4	5	6	7								
	4	5	6	7	8	9	10				10	11	12	13	14			3	4	5	6	7	8
	11	12	13	14	15	16	17				17	18	19	20	21			10	11	12	13	14	15
	18	19	20	21	22	23	24				24	25	26	27	28			17	18	19	20	21	22
	25	26	27	28	29	30					31							24	25	26	27	28	29

PUBLISHERS' NOTE

The information in this book is gathered as far as possible by actual canvas, and is compiled in a way to ensure maximum accuracy. While the Publishers will in no way be held responsible for any errors that may occur, they will be glad to have any inaccuracies brought to their attention, so that they may be corrected in succeeding editions.

Sampson & Murdock Co., Inc., Publishers.

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In Force On and After July 1, 1909

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R 676
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1933

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CITY DIRECTORY STATISTICAL REVIEW

Suggested and Planned by American Community Advertising Association

Adopted by Association of North American Directory Publishers

Compiled by Statistical Bureau, Rochester Chamber of Commerce

ROCHESTER, NEW YORK—"The Flower City"

Form of Government: City Manager.

Population: 328,132, Federal Census 1930.

Predominating Nationalities: Aside from Native: Italian, German, Canadian, Russian and English.

Area: Thirty-four square miles. Altitude 500 to 679 feet.

Assessed Valuation: \$655,379,009. Tax rate \$27.87 per thousand in 1932.

Parks: 33 with 1,777 acres valued at \$3,000,000. Public baseball diamonds and tennis courts in all of the larger parks, and public golf links at Genesee Valley and Durant-Eastman. In addition there are ten private golf courses close to the city.

City's Bonded Debt: 1931, \$65,608,560.

Financial: Rochester has four savings banks, six trust companies and one commercial bank with total deposits of \$370,115,269. Resources not including buildings and equipment amounted to \$443,249,080. Clearings aggregated \$494,981,674.

Post Office Receipts: 1931, \$2,776,617.

Churches: 185 of all denominations.

Building Construction: 1931, value of building permits, \$6,282,117, providing quarters for 166 additional families. Leads all cities of like size east of the Rockies in home ownership.

Industry: 1,044 manufacturing establishments producing goods valued at more than \$5,000 each annually. Selling value of manufactured products \$427,730,792. Salaries and wages \$113,564,461. Leads the world in manufacture of photographic film, cameras, mail chutes, optical goods, check protectors, thermometers, office systems, enameled steel tanks and horticultural products. Ranks high in the production of clothing, buttons, shoes, machinery, telephone apparatus, radio, electrical supplies, railway signals and lithography.

Trade: Retail territory serves 700,000 people within a radius of thirty-five miles. Jobbing territory serves 2,000,000 people within ninety mile radius. Retail establishments sold to customers \$209,392,797 in 1930. Live Chamber of Commerce with over 3,500 members.

Hotels: Nine modern with total of 2,650 rooms.

Transportation: Five railroads, the New York Central, Erie, Pennsylvania, Lehigh, Baltimore & Ohio; fifteen bus lines enter the city. Barge Canal Harbor and warehouses in centre of city. City owned Port of Rochester on Lake Ontario seven miles from centre of City, with regular day and night boat service to Canada and Thousand Islands; two daily ferries to Canada. City owned subway crosses entire city for inter-urban passenger and freight service. Municipally owned and operated flying field covering 110 acres including two modern hangars.

Amusements: There are eight theatres for stage productions, the largest seating 4,200 people; numerous motion picture houses, municipally owned Convention Hall, International League baseball, and the annual Exposition and Horse Show.

Education: There are forty-three elementary schools, one normal, four senior high, four Junior-Senior high and two junior high schools. Number of pupils in public schools exceeds 58,000 and there are 2,108 teachers. There are fifty-six Catholic schools having a total enrollment of 19,893. These include four high schools. A civic orchestra of fifty pieces frequently gives concerts to develop among high school students an appreciation for music. Popular programs are given before the public for the same purpose on Sundays.

Advantages for higher education are offered through the University of Rochester, including the Eastman School of Music and the College of Medicine and Dentistry; Mechanics Institute, Colgate-Rochester Divinity School, Nazareth College, St.Andrews and St.Bernard's Seminary. There is also a School for the Deaf.

Street Mileage: 525 miles with 419 miles paved, 511 miles of sewers, 201 miles of electric street railway. Pure water from city owned lakes, thirty miles away, with capacity of 242,000,000 gallons, and an average daily pump of 30,000,000 gallons. There are approximately 550 miles of mains and an estimated plant value of over \$14,000,000.

Fire Department: Employed 518 men in 1932. Twenty engine companies, ten trucks, five hose, one water tower, one protective and two supply companies. All modern motorized equipment.

Police Department: Has 480 men with seven precincts.

The Rochester Chamber of Commerce will furnish any additional information on request.

UNITED STATES CENSUS OF 1930

[illegible]

Number of Cities, designated by an (*) asterisk. 60: Number of Counties. 62

Albany		Cattaraugus		Chautauqua		Chazy	
*Albany	127,412	Allegheny	3,731	Cherry Creek	1,114	Clinton	2,916
Berne	1,210	Ashtford	1,214	Clymer	1,181	Dannemora	1,191
Bethlehem	7,160	Carrollton	1,026	*Dunkirk	17,802	Ellenburg	4,720
Cochmans	4,542	Cold Spring	1,411	Dunkirk	726	Moers	2,243
Cohoes	22,222	Courango	1,011	Elery	1,919	Peru	2,655
Colonie	17,468	Dayton	1,802	Ellicott	8,237	*Plattsburg	13,349
Green Island	4,831	East Otto	751	Ellington	1,079	Plattsburg	2,132
Guilderland	4,394	Elko	160	French Creek	788	Saranac	2,367
Knox	863	Ellicottville	1,793	Gerry	1,112	Schuyler Falls	1,350
New Scotland	2,841	Farmersville	719	Hanover	5,993		
Rensselaerville	1,203	Franklinville	2,963	Harmony	1,425		46,087
*Watervliet	10,083	Freedom	863	*Jamestown	45,155		
Westerlo	1,220	Great Valley	1,366	Kiantone	706	Columbia	
	211,953	Hinsdale	969	Mina	944	Ancram	850
		Humphrey	528	North Harmony	1,462	Austerlitz	643
		Ischa	566	Poland	1,598	Canaan	979
		Leon	720	Pomfret	8,062	Chatham	2,908
		Little Valley	1,542	Portland	3,001	Claverack	4,168
		Lyndon	463	Ripley	2,254	Clermont	805
Alfred	1,404	Machias	1,255	Sheridan	2,035	Copake	1,165
Allen	419	Mansfield	661	Sherman	1,350	Gallatin	511
Alma	884	Napoli	578	Stockton	1,574	Germantown	1,462
Almond	1,101	New Albion	2,004	Villanova	917	Hent	2,818
Amity	1,867	*Olean	21,790	Cattaraugus	4,785	Greenport	1,300
Andover	1,905	Olean	1,162	Cattaraugus In-		Hillsdale	968
Angelica	1,338	Otto	704	dian Res. (part		*Hudson	12,337
Belfast	1,113	Perryburg	1,358	of)	22	Kinderhook	3,104
Birdsall	2,134	Persia	2,407		126,457	Livingston	1,473
Bolivar	1,152	Portville	2,255			New Lebanon	1,081
Caneadea	1,066	Randolph	313	Chemung		Stockport	2,422
Centerville	553	Red House	9,577	Ashtand	948	Stuyvesant	1,440
Clarksville	768	*Salamanca	330	Baldwin	483	Taghkanic	683
Cuba	2,256	Salamanca	310	Big Flats	1,679		41,617
Friendship	1,868	South Valley	1,512	Catlin	670		
Genesee	1,119	Yorkshire	972	Chemung	1,285	Cortland	
Granger	477	Allegheny Indian		*Elmira	47,397	Cincinnati	901
Grove	534	Reservation	174	Elmira	5,084	*Cortland	15,043
Hume	1,574	Cattaraugus In-		Erlin	774	Cortlandville	3,520
Independence	1,056	dian Res. (part	72,398	Horseheads	8,420	Cuyler	748
New Hudson	565			Southport	5,421	Freetown	418
Rushford	936			VanEtten	1,004	Harford	554
Selo	1,205			Veteran	1,515	Homer	3,991
Ward	299	Cayuga			74,680	Lapeer	393
Wellsville	6,909	*Auburn	36,652	Chenango		Marathon	1,322
West Almond	391	Aurelius	2,430	Afton	1,871	Proble	642
Willing	820	Brutus	2,109	Bainbridge	2,192	Solt	543
Wirt	1,269	Cato	1,286	Columbus	724	Solo	403
	38,025	Conquest	906	Cowenry	780	Taylor	584
		Fleming	987	Columbia	309	Truxton	997
		Genoa	1,407	German	3,048	Virgil	1,137
		Ira	1,342	Greene	1,719	Willet	512
		Ledyard	1,236	Guilford	447		31,709
		Locke	714	Lincklaen	598		
		Mentz	1,553	*McDonough	2,123	Delaware	
		Montezuma	690	New Berlin	689	Andes	1,899
		Moravia	1,913	North Norwich	8,378	Covina	771
		Niles	903	*Norwich	1,131	Cochester	2,450
		Oswego	991	Norwich	880	Davenport	1,197
		Scipio	543	Otselic	2,904	Delhi	2,853
		Sempronius	1,528	Oxford	464	Deposit	1,469
		Sennett	1,316	Plymouth	598	Franklin	2,037
		Springport	1,966	Pitcher	787	Hamden	1,171
		Sterling	448	Preston	579	Hancock	3,953
		Summerhill	990	Sherburne	2,619	Harpersfield	1,265
		Throop	1,050	Smithville	831	Kortright	1,340
		Venice	1,037	Smythia	1,020	Masonville	854
		Victory				Meredith	1,295
			64,751	Clinton		Middletown	3,532
				Altona	1,834	Ridgely	2,267
				Ausable	1,868	Sidney	3,854
				Beekmantown	1,533	Stamford	2,141
				Black Brook	1,692	Tompkins	1,665
				Champlain	4,848	Watson	5,111
							41,163
		Chautauqua					
		Arkwright	746				
		Busti	3,508				
		Carroll	1,972				
		Charlotte	1,208				

POPULATION OF NEW YORK

Duchess		Bombay	1,216	Herkimer		Nunda	2,100
Amenia	1,969	Brandon	518	Columbia	915	Ossian	510
*Beacon	11,933	Brighton	993	Danube	790	Portage	793
Beekman	764	Burke	1,612	Fairfield	1,248	Sparta	974
Clinton	1,041	Chateaufay	2,687	Frankfort	6,918	Springwater	1,381
Dover	3,775	Constable	1,016	German Flats	13,923	West Sparta	667
East Fishkill	1,845	Dickinson	1,061	Herkimer	12,327	York	2,349
Fishkill	2,885	Duane	177	Litchfield	712		37,590
Hyde Park	2,388	Fort Covington	1,728	*Little Falls	11,105		
LaGrange	1,210	Franklin	1,242	Manheim	3,831	Madison	
Milan	622	Harrietstown	6,856	Newport	1,768	Brookfield	1,750
Northeast	2,119	Malone	11,798	Norway	482	Cazenovia	3,504
Pawling	2,391	Molra	2,101	Ohio	457	DeRuyter	1,027
Pine Plains	1,209	Santa Clara	628	Russia	1,347	Eaton	2,168
Pleasant Valley	1,520	Waverly	1,337	Sallsbury	1,244	Fenner	795
*Poughkeepsie	40,288	Westville	880	Schuyler	1,146	Georgetown	684
Poughkeepsie	12,707	StRegis Indian		Stark	844	Hamilton	3,687
Rhinebeck	3,404	Reservation	945	Warren	974	Lebanon	895
Stanford	1,269		45,694	Webb	1,785	Lenox	5,887
Union Vale	1,025			Winfield	1,449	Lincoln	869
Wappinger	4,083	Fulton			64,006	Madison	1,515
Washington	3,042	Bleecker	202	Jefferson		Nelson	1,026
	105,462	Broadalbin	2,226	Adams	3,284	*Oneida	10,558
Erie		Caroga	306	Alexandria	3,953	Smiths	653
Allen	4,463	Ephratah	949	Antwerp	2,292	Stockbridge	1,389
Amherst	13,181	*Gloversville	23,099	Brownville	3,489	Sullivan	3,383
Aurora	6,875	*Johnstown	10,801	Cape Vincent	1,958		29,790
Boston	1,368	Johnstown	2,612	Champion	3,001	Brighton	9,065
*Buffalo	573,076	Mayfield	2,077	Clarton	3,698	Chili	2,493
Cheektowaga	20,849	Northampton	1,919	Ellisburg	3,026	Clarkson	1,456
Clarence	3,208	Oppenheim	1,147	Henderson	1,165	Gates	3,634
Colden	1,217	Perth	838	Hounsfield	2,926	Greece	12,113
Collins	4,424	Stratford	384	LeRay	2,422	Hamlin	2,079
Concord	4,453		46,560	Lorraine	848	Henrietta	2,142
East Hamburg	4,234	Genesee		Lyme	1,585	Irondequoit	18,024
Eden	2,773	Alabama	1,734	Orleans	1,790	Mendon	2,636
Elma	2,320	Alexander	1,378	Pamella	979	Ogden	3,159
Evans	3,827	*Batavia	17,375	Philadelphia	1,562	Parna	3,222
Grand Island	626	Batavia	2,248	Rodman	935	Penfield	3,306
Hamburg	13,058	Bergen	1,612	Rutland	1,734	Perinton	9,854
Holland	1,473	Berghy	1,254	Theresa	1,715	Pittsford	7,192
*Lackawanna	23,948	Byron	1,347	*Watertown	32,205	Riga	1,718
Lancaster	15,260	Darlen	1,740	Watertown	1,270	*Rochester	328,132
Marilla	1,282	Elba	1,695	Wilna	7,322	Rush	1,901
Newstead	4,334	LeRoy	6,007	Worth	415	Sweden	4,613
North Collins	2,522	Oakfield	3,115		83,574	Webster	4,778
Sardina	1,518	Pavillon	1,236	Kings		Wheatland	2,364
*Tonawanda	12,681	Pembroke	2,209	Brooklyn bor-			423,881
Tonawanda	25,006	Stafford	1,231	ough (part of		Montgomery	
Wales	1,086	Tonawanda In-		New York city)	2,560,401	*Amsterdam	34,817
West Seneca	10,401	dian Reserva-				Amsterdam	3,818
Cattaraugus In-		tion (part of)	387	Lewis		Canajoharie	4,023
dian Reserva-			44,468	Groghan	2,392	Charlotte	594
tion (part of)	1,196	Greene		Denmark	1,987	Florida	1,805
Tonawanda In-		Ashland	482	Diana	2,080	Glen	1,749
dian Reserva-		Atkins	2,254	Greig	821	Minden	4,232
tion (part of)	56	Cairo	1,772	Harrisburg	589	Mohawk	2,730
	762,408	Catskill	8,200	High Market	222	Palatine	2,287
Essex		Coxsackie	3,139	Lewis	677	Root	1,021
Chesterfield	1,599	Durham	1,104	Leyden	1,482	StJohnsville	3,000
Crown Point	1,468	Greenville	1,276	Lowville	4,336		60,076
Elizabethtown	1,113	Halcott	223	Lyonsdale	762	Nassau	
Essex	1,116	Hunter	2,299	Martinsburg	1,860	*Glen Cove	11,430
Jay	2,153	Jewett	835	Montague	366	Hempstead	186,735
Keene	1,001	Lexington	815	New Bremen	1,597	*Long Beach	5,817
Lewis	667	New Baltimore	1,434	Osceola	319	North Hempstead	62,502
Minerva	567	Prattsville	706	Pinckney	646	Oyster Bay	36,869
Moriah	6,191	Windham	1,269	Turin	897		303,053
Newcomb	437		25,808	Watson	528	New York	
North Elba	6,472	Hamilton		West Turin	1,886	Manhattan bor-	
North Hudson	235	Arletta	165		23,447	ough (part of	
StArmand	1,190	Benson	69	Livingston		New York city)	1,867,312
Schroon	932	Hope	134	Avon	3,566		
*Ticonderoga	5,105	Indian Lake	1,120	Caledonia	2,305	*New York City	
Westport	1,534	Inlet	251	Genesee	852	Bronx	1,265,258
Willsboro	1,612	Lake Pleasant	540	Groveland	3,295	Brooklyn	2,560,401
Wilmington	567	Long Lake	1,038	Leicester	1,565	Manhattan	1,867,312
	33,959	Morehouse	85	Lima	1,900	Queens	1,079,129
Franklin		Wells	527	Livonia	2,044	Richmond	158,346
Altamont	6,097		3,929	Mount Morris	4,234		6,930,446
Bangor	1,701			North Dansville	5,310		
Belmont	1,303						

POPULATION OF NEW YORK

Niagara			Manchester	5,882	Middlefield	1,504	Massena	12,029
Cambria	1,786		Naples	1,933	Milford	1,635	Morristown	1,658
Harland	2,500		Phelps	4,590	Morris	1,355	Norfolk	3,047
Lewiston	3,420		Richmond	883	New Lisbon	781	*Ogdensburg	16,915
*Lockport	23,160		Seneca	2,635	*Oneonta	12,536	Oswegatchie	2,289
Lockport	2,720		South Bristol	654	Oneonta	2,314	Parishville	1,284
Newfane	4,225		Victor	2,424	Otego	1,373	Piercefield	1,330
Niagara	865		West Bloomfield	1,040	Otsego	4,345	Pierrepont	1,379
*Niagara Falls	75,460				Pittsfield	727	Piscatawny	570
*N. Tonawanda	19,019			54,276	Plainfield	707	Potsdam	8,880
Pendleton	1,253		Orange		Richfield	2,099	Roselle	720
Porter	2,954		Blooming Grove	1,922	Roseboom	633	Russell	1,585
Royalton	4,660		Chester	2,164	Springfield	1,305	Stockholm	2,253
Somerset	1,892		Cornwall	5,067	Unadilla	2,276	Waddington	1,709
Westfield	2,212		Cornwall	1,800	Westford	652		
Wilson	2,801		Deerpark	1,779	Worcester	1,946		90,960
Tuscarora Indian			Goshen	5,182				
Reservation	402		Greenville	674	Putnam			
	149,329		Hamptonburg	1,130	Carmel	3,434	Saratoga	
			Highlands	7,057	Kent	770	Ballston	2,578
Oneida			*Middletown	21,276	Patterson	1,196	Charlton	978
Annsville	1,242		Minisink	1,360	Philippstown	3,982	Clifton Park	2,222
Augusta	1,739		Monroe	3,000	Putnam Valley	859	Coninth	3,760
Ava	588		Mount Hope	1,847	Southeast	3,503	Day	328
Boonville	3,320		*Newburgh	31,275			Edinburg	512
Bridgewater	730		Newburgh	5,072			Galway	1,137
Camden	2,977		New Windsor	3,126			Greenfield	1,544
Deerfield	983		*Port Jervis	10,243			Hadley	841
Florence	641		Tuxedo	2,606	Queens		Halfmoon	1,739
Floyd	752		Wallkill	3,835	Queens borough		Malta	1,277
Forestport	796		Warwick	8,017	(part of New		*Mechanicville	7,924
Kirkland	5,059		Wawayanda	1,946	York city)	1,079,129	Milton	5,672
Lee	1,300		Woodbury	1,923			Moreau	4,471
Marcy	2,604			130,383	Rensselaer		Northumberland	1,059
Marshall	1,431				Berlin	1,359	Providence	470
New Hartford	7,121		Orleans		Brunswick	3,949	Saratoga	3,027
Paris	2,994		Albion	5,994	East Greenbush	3,267	*Saratoga Springs	13,169
Ramsen	867		Barre	1,686	Grafton	1,333	Stillwater	3,942
*Rome	32,338		Carlton	1,699	Hoosick	7,026	Waterford	5,667
Sangerfield	1,862		Clarendon	1,224	Nassau	2,020	Wilton	997
Steuben	690		Gaines	1,702	North Greenbush	2,215		63,314
Trenton	2,262		Kendall	1,311	Petersburg	976	Schenectady	
*Utica	101,740		Murray	3,251	Pittsford	2,426	Duanesburg	1,937
Vernon	4,854		Ridgeway	6,098	Poestenkill	1,164	Glenville	12,069
Verona	3,192		Shelby	3,946	*Rensselaer	11,223	Niskayuna	4,931
Vienna	1,554		Yates	1,914	Sandlake	2,022	Princeton	472
Western	1,159			28,795	Schaghticoke	3,006	Rotterdam	9,920
Westmoreland	1,139				Schoharie	4,639	*Schenectady	95,602
Whitestown	11,818				Stephentown	1,093		125,021
	198,763		Oswego		*Troy	72,763		
			Albion	1,175		119,781	Schoharie	
Onondaga			Amboy	507	Richmond		Rlenhelm	397
Camillus	4,066		Boylston	444	Richmond borough		Brome	650
Cicero	3,884		Constantia	1,405	(part of		Carlisle	796
Clay	3,560		*Fulton	12,402	New York city)	158,346	Cobleskill	3,980
DeWitt	9,536		Granby	2,130			Conesville	569
Elbridge	2,814		Hannibal	1,855	Rockland		Esperance	881
Fabius	1,252		Hastings	2,149	Clarkstown	10,188	Fulton	1,010
Geddes	10,210		Mexico	2,720	Haverstraw	11,603	Gilboa	978
Lafayette	1,438		Minetto	856	Orangetown	18,020	Jefferson	916
Lysander	4,849		New Haven	1,110	Ramapo	16,321	Middleburg	1,927
Manlius	7,620		*Oswego	22,652	Seward	1,128	Richmondville	1,463
Marcellus	2,993		Oswego	1,830	Sharon	1,319	Schoharie	2,193
Onondaga	5,826		Palermo	1,012	Summit	705	Seward	1,128
Otisco	871		Parish	1,249	Wright	755	Sharon	1,319
Pompey	1,996		Redfield	583		59,590	Summit	705
Salina	10,117		Richland	3,816	St. Lawrence			19,667
Skaneateles	4,795		Sandy Creek	2,156	Brasher	1,706	Schuyler	
Spafford	767		Schroepfel	3,010	Canton	6,795	Catharine	1,177
*Syracuse	209,326		Scriba	1,973	Clare	227	Cayuta	258
Tully	1,461		Volney	2,347	Clifton	1,291	Dix	3,583
VanBuren	3,814		West Monroe	666	Colton	986	Dix	2,904
Onondaga Indian			Williamstown	706	DeKalb	2,346	Montour	1,568
Reservation	611			69,645	DePeyster	805	Orange	812
	291,606				Edwards	1,399	Reading	1,257
			Otsego		Fine	1,053	Tyone	1,050
Ontario			Burlington	913	Fowler	1,608		
Canadice	317		Butternuts	1,260	Gouverneur	5,512		12,909
*Canandaigua	7,541		Cherry Valley	1,326	Hammond	1,338	Seneca	
Canandaigua	1,938		Decatur	336	Herkon	1,046	Covert	1,578
East Bloomfield	1,631		Edmeston	1,556	Hopkinton	1,356	Payette	2,396
Farmington	1,477		Exeter	691	Lawrence	1,526	Junius	775
*Geneva	16,053		Hartwick	1,487	Lisbon	2,642	Lodi	1,044
Geneva	1,327		Laurens	1,423	Louisville	1,355	Ovid	2,843
Gorham	1,843		Maryland	1,530	Macomb	953		
Hopewell	1,366				Madrid	1,388		

POPULATION OF NEW YORK

Romulus.....	2,856	Sullivan	Shandaken.....	2,066	Westchester	
Seneca Falls.....	7,166	Bethel.....	Shawangunk.....	2,127	Bedford.....	8,653
Tyre.....	743	Callicoon.....	Ulster.....	3,597	Cortlandt.....	28,492
Varick.....	1,013	Cochecton.....	Wawarsing.....	7,437	Eastchester.....	20,340
Waterloo.....	4,569	Delaware.....	Woodstock.....	1,652	Greenburgh.....	35,821
	24,983	Fallsburgh.....			Harrison.....	10,195
Steuben		Forestburg.....		80,155	Lewisboro.....	1,427
Addison.....	1,975	Fremont.....	Warren		Mamaroneck.....	19,040
Avoca.....	1,788	Highland.....	Bolton.....	1,308	Mount Pleasant.....	20,944
Bath.....	7,843	Liberty.....	Caldwell.....	1,730	*Mount Vernon.....	61,499
Bradford.....	507	Lumberland.....	Chester.....	1,510	Newcastle.....	6,792
Cameron.....	704	Mamakating.....	*Glens Falls.....	18,531	*New Rochelle.....	54,000
Campbell.....	1,263	Neversink.....	Hague.....	741	North Castle.....	2,540
Canisteo.....	3,391	Rockland.....	Horicon.....	800	North Salem.....	17,724
Caton.....	915	Thompson.....	Johnsburg.....	1,887	Ossining.....	17,724
Cochecton.....	2,516	Tusten.....	Luzerne.....	1,150	Pelham.....	11,851
*Corning.....	15,777		Queensbury.....	3,169	Poundridge.....	602
Corning.....	2,997	Tioga	Stony Creek.....	464	Rye.....	37,495
Danville.....	3,518	Barton.....	Thurman.....	521	Scarsdale.....	9,690
Erwin.....	697	Berkshire.....	Warrensburg.....	2,263	Somers.....	1,514
Fremont.....	968	Candor.....		34,174	*White Plains.....	35,830
Greenwood.....	968	Newark Valley.....			*Yonkers.....	134,646
Hartsville.....	470	Nichols.....	Washington		Yorktown.....	2,724
Hornby.....	683	Owego.....	Argyle.....	1,452		520,947
*Hornell.....	16,250	Richford.....	Cambridge.....	1,677		
Hornellsville.....	2,605	Spencer.....	Cresden.....	470	Wyoming	
Howard.....	1,032	Tioga.....	Easton.....	1,726	Arcade.....	2,404
Jasper.....	986		Fort Ann.....	2,977	Attica.....	2,891
Lindley.....	945		Fort Edward.....	5,841	Bennington.....	1,915
Frattsburg.....	1,421	Tompkins	Granville.....	5,806	Castile.....	1,996
Fruiteeny.....	983	Caroline.....	Greenwich.....	3,872	Covington.....	696
Rathbone.....	696	Danby.....	Hampton.....	673	Eagle.....	960
Thurston.....	646	Dryden.....	Hartford.....	1,102	Gainesville.....	2,074
Troupsburg.....	1,124	Enfield.....	Hebron.....	1,821	Genesee Falls.....	509
Tuscarora.....	839	Groton.....	Jackson.....	892	Java.....	1,403
Urbana.....	2,108	Ithaca.....	Kingsbury.....	8,094	Middlebury.....	1,091
Wayland.....	3,071	Laurens.....	Putnam.....	479	Orangeville.....	678
Wayne.....	516	Lansing.....	White Creek.....	2,145	Perry.....	5,086
West Union.....	715	Newfield.....	Whitehall.....	5,975	Pike.....	1,913
Wheeler.....	677	Ulysses.....		46,482	Sheldon.....	945
Woodhull.....	1,151		Wayne		Warsaw.....	4,361
	82,671		Arcadia.....	10,051	Wethersfield.....	641
Suffolk		Ulster	Butler.....	1,384		
Babylon.....	19,291	Denning.....	Galen.....	3,901	Yates	
Brookhaven.....	28,291	Esopus.....	Huron.....	1,313	Barrington.....	790
Easthampton.....	6,569	Gardiner.....	Lyons.....	5,072	Benton.....	1,845
Huntington.....	25,582	Hardenbergh.....	Macedon.....	2,330	Italy.....	510
Islip.....	33,194	Hurley.....	Marion.....	2,172	Jerusalem.....	2,072
Riverhead.....	7,956	*Kingston.....	Ontario.....	2,713	Middlesex.....	839
Shelter Island.....	1,113	Kingston.....	Palmyra.....	4,223	Milo.....	1,561
Smithtown.....	11,855	Lloyd.....	Palmva.....	1,455	Potter.....	6,100
Southampton.....	15,341	Marbletown.....	Sodus.....	2,047	*Starkey.....	2,237
Southold.....	11,669	Marlborough.....	Waltham.....	3,504	Torrey.....	804
Shinnecock.....		New Paltz.....	Williamson.....	2,876		
Shinnecock and Poospatuck In- dian Reserva- tion.....	194	Olive.....	Wolcott.....	49,995		
	161,055	Plattekill.....				
		Rochester.....				
		Rosendale.....				
		Saugerties.....				

POPULATION OF NEW YORK, 1790 TO 1930

CENSUS YEAR	Population	INCREASE OVER PRE- CEDING CENSUS	
		Number	Per cent.
1930.	12,588,066	2,202,839	21.2
1920.	10,385,227	1,271,613	14.0
1910.	9,113,614	1,844,720	25.4
1900.	7,268,894	1,265,720	21.1
1890.	6,003,174	920,303	18.1
1880.	5,082,871	700,112	16.0
1870.	4,382,759	502,024	12.9
1860.	3,880,735	783,341	25.3
1850.	3,097,394	668,473	27.5
1840.	2,428,921	510,313	26.6
1830.	1,918,608	545,796	39.8
1820.	1,372,812	418,763	43.1
1810.	959,049	369,908	62.6
1800.	589,051	248,931	73.2
1790.	340,120

POPULATION OF ROCHESTER AND MONROE COUNTY

State Census of 1925

United States Census of 1920 and 1930

Wards	1920	1925	1930	Towns	1920	1925	1930
1.....	2,113	2,428	1,346	Brighton.....	2,911	4,584	9,003
2.....	3,821	2,924	2,163	Chili.....	1,780	2,086	2,483
3.....	7,900	7,622	7,775	Clarkson.....	1,403	1,501	1,456
4.....	6,065	4,825	4,151	Gates.....	1,419	2,289	3,670
5.....	10,876	9,948	8,871	Greece.....	3,360	6,805	12,075
6.....	8,396	8,138	7,109	Hamlin.....	1,999	2,251	2,035
7.....	8,281	6,868	5,881	Henrietta.....	1,910	2,127	1,924
8.....	16,787	16,161	14,561	Irondequoit.....	5,123	10,469	17,935
9.....	8,444	8,515	7,379	Mendon.....	2,509	2,736	2,338
10.....	28,404	31,669	34,040	Ogden.....	2,681	3,066	3,159
11.....	12,246	13,264	11,684	Parma.....	2,923	3,258	3,225
12.....	17,777	18,033	17,376	Penfield.....	2,087	3,259	3,297
13.....	5,851	5,577	5,061	Perinton.....	7,709	9,265	9,743
14.....	17,268	18,882	20,100	Pittsford.....	4,614	6,266	7,338
15.....	9,505	9,959	9,277	Riga.....	1,649	1,737	1,710
16.....	12,381	10,489	9,705	Rush.....	2,091	2,024	1,901
17.....	21,681	23,700	26,299	Sweden.....	3,984	4,578	4,608
18.....	29,635	33,613	35,310	Webster.....	3,976	4,572	4,675
19.....	29,402	36,007	39,522	Wheatland.....	2,076	2,516	2,361
20.....	11,468	11,846	11,672				
21.....	7,011	8,976	11,524	Rural total.....	56,284	75,388	94,936
22.....	12,024	16,578	20,030	Rochester.....	295,750	316,786	325,019
23.....	3,511	4,717	6,482				
24.....	4,924	6,047	7,546	County.....	352,034	392,174	419,955
Total.....	295,750	316,786	325,019				

MONROE COUNTY

Incorporated in 1821—Includes 682 square miles.

BOARD OF SUPERVISORS

Salary \$1,200. Elected biennially. Annual session begins on second day of January. Regular meetings first and second day of each month at the Supervisors' Rooms, Court House.

Rochester

Terms of all expire December 31, 1933

- Ward 1—Wm J Callister
 " 2—Frank Battaglia
 " 3—John F Maloney
 " 4—Augustine B Hone
 " 5—John Steurwald
 " 6—Herbert S Jenner
 " 7—Jerry R Leonardo
 " 8—Ray Bloch
 " 9—Peter Roncone
 " 10—Geo H Hesselink
 " 11—Chas Hawken
 " 12—Victor Hendee
 " 13—Timothy J Kelly
 " 14—J Grover Conley
 " 15—John J Kennedy
 " 16—Pasquale Laudisi
 " 17—Philip Heberger
 " 18—Arth J Killip
 " 19—Lester B Rapp
 " 20—Wm Kramer
 " 21—Otis A Barber
 " 22—Edwd L Miller
 " 23—Stephen O'Brien
 " 24—Fredk J Ruppel

Towns

Terms of all expire December 31, 1933

Brighton—Sam A Cooper
 Chili—Walter H Wickins
 Clarkson—Chester B Thompson
 Gates—Benj F Metcalf
 Greece—Wm F Schmitt
 Hamlin—Fred Leverenz
 Henrietta—Homer E Benedict
 Irondequoit—Thos E Broderick
 Mendon—Jesse E Buckland*
 Ogden—Julius G Stettner
 Parma—Myron Roberts
 Penfield—Howard C Whalen
 Perinton—Jesse B Hannan
 Pittsford—Howard R Bacon*
 Riga—Walter Robinson
 Rush—Eug Barker
 Sweden—Burton H Avery
 Webster—Dayton T Lawrence
 Wheatland—Romeyn S Dunn*

*Three Democrats, others are Republicans

Clerk Board of Supervisors—Clarence A Smith. Deputy Clerk—Fredk H Hacker. Record Clerk—Merton J DeWitt. Bookkeeper—Earl J Miller. General Clerk—Jos P Loney. Counter Clerk—John G Cullen. Clerks—Leah I Sawyer, Wm H Clark jr. Messenger—Morris E Ater, appointed annually by the Supervisors.

Commissioners of Public Buildings—Wm J Callister, Timothy J Kelly, Thos E Broderick, Arthur J Killip, meet at Court House, Wednesdays; appointed annually by the Supervisors.

Superintendent of Schools—Fred W Hill, Brockport; Wallace W Rayfield, Webster; Mark Furman, East Rochester; John Malloch, Churchville.

County Sealer of Weights and Measures—Fred J Young, 65 Broad W, rm 305; appointed annually by the Supervisors.

Librarian Appellate Division (Law Library)—Fred E Rosbrook; appointed by the Justices of Appellate Division, Fourth Dept. Assistant—Mrs Lois Dean. Second Assistant—Edna L Block.

County Superintendent of Highways—Geo C Wright, 19 Main W, rm 310, appointed by the Supervisors.

Purchasing Agent—Mrs Lillian R Jones. elected by the people; term expires Dec 31, 1932

Deputy Purchasing Agent—Adelaide R Heberling. Clerks—Mildred Hill, Abigail J Rice, appointed by Purchasing Agent. Secretary—Catherine F Clark.

Superintendent Court House — Patrick Grant.

Chief Engineer—Arthur Fertig

County Bacteriologist—Geo W O'Grady, M D, appointed annually by the Supervisors. Office Assistant—M E Seifert. Laboratory Assistant—Mrs G A Metcalf.

COUNTY CLERK'S OFFICE

Office, Court House, Rochester

Office Hours, 9 A M to 5 P M

County Clerk—John H Law, elected by the people; term three years; expires December 31, 1933

Private Secretary—Ella M Thaney

Deputy Clerk—Wm C Yorkey

First Assistant—Howard G Cooper

FINANCIAL DEPARTMENT

Office, Court House, Rochester

Office Hours, 10 A M to 3 P M

County Treasurer—Harry J Bareham elected by the people; term three years, expires October 1, 1933

Deputy Treasurer—Arthur H Jameson, appointed by County Treasurer

Cashier—Fred B McGuire appointed by County Treasurer

LAW DEPARTMENT

Office, Court House, Rochester

District Attorney—Ray F Fowler of Pittsford fixed by Supervisors; elected by the people; term three years; expires December 31, 1934

Asst District Attorneys—Fred J Wegner, Anthony Miceli, Carlyle B Newcomb, Gregory H Mills, Harry L Rosenthal, Basil E Moore Leland Yost, appointed by District Attorney

COUNTY ATTORNEY'S OFFICE

19 Main W rm 1006

County Attorney—Jas E Cuff appointed by Supervisors; term expires Dec 31, 1933

Stenographer—May J Brady

COMMISSIONER OF JURORS

Commissioner of Jurors—Geo W Aldridge, appointed by the resident Judges of the Supreme Court and Judge of Monroe County Court; term five years; expires 1933

Clerk—Mrs C Lillian Rich

Stenographer—Margt A Johnson

Messenger and Interpreter—Aug J May

All subordinates are appointed by the Commissioner of Jurors, and approved by the Justices of the Supreme Court and Judge of County Court.

COMMISSIONER OF ELECTIONS

Office, Court House, Rochester

Hours, 9 A M to 5 P M

Commissioner of Elections—H Alden Nichols, term expires April 30, 1936, appointed by County Judge, Special County Judge and Surrogate for a term of four years,

Stenographers—Helen R Lannan, Evelyn F Barton

Chief Clerk—Robt W Smith

Clerk—Alice E Quinn

SHERIFF AND DEPUTIES

Office, Court House, Rochester

Sheriff—Wm C Stallknecht, elected by the people; term three years; expires December 31, 1934

Under Sheriff—Wm E Blackwood, appointed by the Sheriff.

Chief Deputy Sheriff—Thos Woods. Asst Chief Deputy Sheriffs—Nelson Milne, Colbourne A Bennett

Attorney—Donald Harris

Cashier—Evelyn Bohm

Deputy Sheriffs—Edwd Rice, Edwd Heberger, Geo A Conway, Patk H O'Loughlin, Michl A DeLeo, Raymond O'Loughlin, Andrew C Berg, Harry Ovenburg, Chas Kase, Agostio Vicaretti, Chas Miller, Jos Stallknecht, Albert Murphy, Reuben Fitch, Fred Kussmaul, Morris VanGraafeiland, John Williams, Chas Schey, Rochester; Alphonse Cason, Charlotte; Geo H Klem, W Fred Hoff, Louis Bittker, Brighton; Joseph Zielinski, Irondequoit; Charles A Smith, W Webster; Walter Whelahan, John Pike, John Meigher, Robt J Fagan, Greece; Elmer Wood, Walter Wilcox, Gates

Secretary to Sheriff—Irene Riess

JAIL

Jailors—Albert Haight, Wm A Raustler, Donald Mitchell. Asst Jailers, Frederick C Streeb, Margt McLaughlin, Anna Tobin, appointed by the Sheriff.

Physician—Jas Davis, appointed by the Supervisors

Chaplains—Protestant, Robt J Drysdale; Catholic, J Francis O'Hern; Jewish, Solomon Sadowsky, appointed by the Supervisors

Deputy Sheriffs—Clarence Bates, Chas Jessup, Geo J Saile, Lee Clark, Edwd Schipper, appointed by the Sheriff

Matron—Katherine Stallknecht, appointed by the Sheriff

Engineers—Willard Bond, Patk J Kane

DEPARTMENT OF SANITATION

E Henrietta rd

Chief—Emmett R Gauhn, appointed annually by Supervisors

Stenographers—Genevieve L Pritchard, Marjorie C Ward

Two Inspectors—Chas L Binder and Lyle E Wells

County Veterinarian—Frank G Tegg

PARK COMMISSION

45 Exchange, rm 601, Rochester

Appointed by the Board of Supervisors

Chas J Brown, chairman; Alphonse Klem, Sol Levin, Theron Bastian, Fred Gleason, Rochester; Geo A Johnson, Riga; Wm F Kittelberger, Webster

Counsel to Park Commission and Regional Planning Board—Jas E Cuff, County Attorney; appointed annually by the Board of Supervisors

General Superintendent and Forester—Raymond E Phillips

Asst Superintendent—Lewis J Hiller

Executive Secretary—Herbert W Pierce

Clerk and Stenographer—Hilda A Saunders; appointed by the Park Commission.

COUNTY REGIONAL PLANNING BOARD

65 Broad W, rm 410, Rochester

Appointed by Board of Supervisors

Esten A Fletcher, Frank W Moffett, Donald S Barrows, Rochester; Andrew H Bown, East Rochester; Harold G Dobson, Brockport

Secretary—J Franklin Bonner

Planning Engineer—Roy P Warren

CORONERS

Office, Public Morgue, 70 Clarissa, Rochester

Richd A Leonardo, David H Atwater, elected by the people for a term of three years; term expires December 31, 1934. Attendants—Patk J Brennan, Benedict Corcoran, appointed by the Supervisors

Chauffeurs—Geo M Glasser, Alfredo Maurizio, Wm Brodie, Lorin T Hinton

Laborers—Philip Eisenhauer, Martin Sullivan

Coroners' Physicians—Appointed annually by the Supervisors

City—Walter J Riley, for East side; Floyd Winslow, for West side, Rochester

Towns—Geo S Price, for East side, Fairport; John L Hazen, for West side, Brockport

MONROE COUNTY BOARD OF CHILD WELFARE

Office, 45 Exchange, rm 417, Rochester

Members of the Board—Harry B Crowley, chairman. Mrs Sherman Clarke, v-chairman. Mrs Ida M Gordon, Mrs Chas J Paisley, H Douglass VanDuser, Wm F Udell. Secretary—Verna A Chapin. Assistant Secretary—M Vera Wilbur. Domestic Educators—Christine M Galvin, Helen McAmmond. Stenographer, Hilda M Kane, fixed by the board

County Committee—Mrs Ida M Gordon, Mrs Chas J Paisley, May E Rosenthal

Law Committee—H Douglass VanDuser, Mrs Sherman Clarke, Wm F Udell

Medical Committee—May E Rosenthal, Mrs Ida M Gordon, Wm F Udell

Office Administration Committee—Mrs Chas J Paisley, H Douglass VanDuser, Mrs Sherman Clarke

Committee on Application and Investigation—Wm F Udell, Mrs Sherman Clarke, May E Rosenthal

"Family Committee"—Mrs Sherman Clarke, Mrs Chas J Paisley, May E Rosenthal, Mrs Ida M Gordon

MONROE COUNTY PUBLIC WELFARE DEPARTMENT

County Commissioner of Public Welfare—Wm F Udell; office, Court House; term of office, three years; expires December 31, 1933

County Outdoor Relief Dept—Court House
Deputy Commissioner—Alice G Paul. Secretary—Grace Marsellus. Investigators—Mrs Marie C Taylor, Mary V Putnam, Ruth Trimble, Irene L Michel. Confidential Secretary—Dana M Porter. Record Clerk—Audry H Er-nisee. Clerk and Stenographer—Eleanor F Collins. Open daily 9 A M to 4 P M

County Poor Physicians for Rochester—Chas R Barber, Robt J Campbell, Wm J Gibson, Chas T Lunsford, Eliz H Merle, appointed by the Commissioner

Old Age Security—Wm J Powers, Supervisor

COUNTY HOME—1450 South av, Rochester
Warden—Geo H Maitland, appointed by the Commissioner

Chaplains—Wm S McCoy, Eug Golding, appointed by the Supervisors

Clerk—Wilbert C Snyder

Assistants—Appointed by the Commissioner. Matron—Susan J Udell. Baker—Wenzel G Reber. Assistant to Matron—Blanche Burnette

COUNTY HOSPITAL

1460 South av, Rochester

Resident Medical Supervisor—Eric S Green. Resident Physicians—Ellis Kram and Elmer Warner. Chef—Wm G M Koehler. Supt of Nurses—Retah B Hodges. Night Asst Supt of Nurses—Ida V Perry. Day Asst Supt of Nurses—Eliz L Knight. Clerk—Mildred M Beecher. Clerk and Stenographer—Verne F Clickner. Druggist—Florence B Hamburg

MONROE COUNTY PENITENTIARY

Superintendent—Warren R Henderson, term expires December 31, 1934; appointed by the Supervisors.

Deputy Superintendent—appointed by the Superintendent

Bookkeeper—Jos C Powers

Physician—Jos Carlucci

Chaplains—Eug Golding, Wm McCoy

Assistants—Appointed by the Superintendent. Night Watch—Albert Schoeller. Overseer—Ethel R Henderson

MONROE COUNTY IOLA SANATORIUM

South av cor Westfall rd, Rochester

President—Max L Holtz

Vice-Presidents—Chas R Barber, Floyd S Winslow

Superintendent—Ezra R Bridge

Business Officer—Wallace H Bush

Resident Physicians—Caroline B Reed, Perry A Bly, Arthur M Stokes, Sutherland E Simpson.

Board of Managers—Max L Holtz, Chas R Barber, Edwd J Walsh, Floyd S Winslow, Elbert W Brigham

Established by the County of Monroe, October 1, 1910, for the care and treatment of tuberculosis—Post Office Address, RD No 2, Rochester, N Y

COUNTY COURT

Court House, Rochester

County Judges—Wm C Kohlmetz of Rochester, term expires 1934; John D Lynn of Rochester; term expires December 31, 1937. Elected by the people.

Special County Judge—Henry D Shedd, term expires December 31, 1932

County Court Clerk—John H Gilmore

Assistant Court Clerk—Wm J Ward

Stenographers—Herbert J Erb, Howard G Nobles, appointed by County Judge.

Clerk, Children's Court—Lou Magrain, appointed by County Judge

Chief Probation Officer for Children—Harry O Argento, appointed by County Judge

Probation Officers—Leon C Whitlock and Edwd F Geen, Helen M O'Reilly and Millie J Bristol

Confidential Clerks to County Judge—Jane B Grimm, Martha M Miller

Confidential Clerk to Special County Judge—Helen O Vogler

Clerk and Stenographer, Children's Court—Margt B McKissick, appointed by County Judge

Stenographer and Record Clerk—Regina M Powers

Monroe County Probation Office— Adult Division

Chief Probation Officer—Abram N Jones

Asst Chief Probation Officer—Elmer T Lindquist

Probation Officers—Jos H McMahon, Geo Gray, Chas B Tutty jr, John A Vaisey, Willard M Green

Clerk—Emilie A LePine. Appointed by County Judge

Stenographers—Esther S Whall, Audrey E Davidson

Terms of Court

Third Monday of January; third Monday of March; third Monday of May; third Monday of September; third Monday of November, each with a trial jury; every Saturday for contested motions and Exparte applications, except during July and August when said motions will be held on each Monday.

SURROGATE'S COURT

Court House, Rochester

Surrogate—Jos M Feeley, term six years; expires Dec 31, 1937

Clerk of Court—Marietta E Allen. Deputy, Frank R O'Brien, appointed by the Surrogate

Clerks—Indexer, Ada E Campbell, Anna M Waltermann, Clara M Seiner, Mabel W Grey, Laura B Wehnert, Helen M Renaud, Ruth A Holden, Mary M O'Brien

Transfer Tax Clerk—Cordelia S Monroe

Stenographer—Albert E Lazarus, appointed by the Surrogate

Sessions daily at 10 A M (except Wednesday and Saturdays and the month of Aug)

DOMESTIC POSTAGE RATES**First Class**

Letters, etc.: 3 cents for each ounce or fraction of an ounce.

Post Cards: 1 cent each, within prescribed sizes.

Business Reply Cards: Ordinary, 2 cents each; air mail, 9 cents each.

Business Reply Envelopes, ordinary or air mail: 1 cent in addition to regular postage. Apply at P. O. for permit.

Collect-on-Delivery Service is applicable to domestic registered and unregistered sealed mail of any class bearing postage at the first-class rate. Bills or statements of indebtedness are not mailable C. O. D. Such articles as are mailable (deeds, abstracts of title, insurance policies, bills of lading representing freight shipments, valuable light-weight merchandise, etc.) must be based on bona fide orders for the contents or in conformity with agreements between senders and addressees.

Shortpaid Matter: First-class matter mailed short-paid one rate (3 cents) shall be rated 3 cents due for collection upon delivery, and 4 cents due for each short-paid ounce or fraction of an ounce when shortpaid more than one rate.

Second Class

Newspapers and Periodicals (Transient rate): 1 cent for each 2 ounces or fraction of 2 ounces or fourth-class rate whichever is lower.

Third Class

Miscellaneous: 13 cents for each 2 ounces or fraction of 2 ounces, up to and including 8 ounces. **Books and Catalogs,** 24 printed pages or more (including covers), **Seeds, etc.,** 1 cent for each 2 ounces or fraction of 2 ounces up to and including 8 ounces.

Bulk Third Class: Not less than either 20 pounds or 200 separately addressed identical pieces. Apply at P. O. for permit to mail.

Miscellaneous: 12 cents for each pound or fraction, but not less than 1 cent per piece.

Books, Seeds, Plants, etc.: 8 cents for each pound or fraction, but not less than 1 cent per piece. If must be separated by states and offices. Matter mailed at bulk rates can not be Registered, Insured or sent C. O. D.

FOURTH CLASS—PARCEL POST

Fourth Class: Includes printed matter, merchandise and all other matter weighing in excess of 8 ounces except first and second class matter. Parcels limited to 100 inches, length and girth combined.

Weight limit 70 pounds.

For complete Parcel Post rates see next page.

Insure all valuable parcels.

For quick delivery, send Special Delivery

Parcels Mailed on Rural Routes: 2 cents less per parcel than indicated in foregoing table for local delivery and 3 cents less for other than local delivery.

Library Books: First, Second and Third Zones, and State, 3 cents for first pound or fraction, 1 cent each additional pound or fraction. Libraries, organizations or associations entitled to mail books at these rates should apply at post office for permit.

Note—On parcels for delivery in first and second zones where shortest practicable mail route is 300 miles or more, the rate is 9 cents for first pound and 2 cents for each additional pound.

General Instructions

Pack well—wrap securely—address plainly.

Show name of sender.

Fragile and perishable matter should be so marked.

FOREIGN POSTAGE RATES

Letters: 3 cents for each ounce or fraction thereof, to the following countries: Canada, Newfoundland (including Labrador), Cuba, Dominican Republic, Haiti, Mexico, Spain (including possessions), and all Central and South American countries except British, Dutch, French Guiana and British Honduras.

Post Cards: Single, 2 cents; double, 4 cents.

To all other foreign countries:

Letters: 5 cents for the first ounce and 3 cents for each additional ounce or fraction thereof.

Postal Cards: 3 cents each.

Printed Matter, including newspapers, to all foreign countries, 13 cents for each 2 ounces or fraction of 2 ounces.

Parcels: Rates and conditions vary to different countries; call at post office.

AIR MAIL INFORMATION

Eight cents for the first ounce or fraction thereof, and 13 cents for each additional ounce or fraction thereof. Air mail can be insured, registered, sent C. O. D. or special delivery when the additional fees are prepaid. It may be deposited in any mail box, but must be indorsed "VIA AIR MAIL" underneath the postage stamp immediately above the address. For further information call Main 4792, ext. 4.

FEES IN ADDITION TO REGULAR POSTAGE**Special Delivery**

First Class Only—2 pounds or less, 10 cents; over 2, not over 10 pounds, 20 cents; over 10 pounds, 25 cents.

Mail Other Than That of the First Class will be given the most expeditious handling and transportation practicable, and in addition receive immediate delivery at the office of address, upon payment of the following special-delivery fees:

2 lbs. or less.....	15 cents
Over 2 lbs. but not over 10 pounds.....	25 cents
Over 10 lbs.....	35 cents

"Special Delivery" must be so indorsed.

Special Handling

(Without Special Delivery)

Fourth Class: 2 pounds or less, 10 cents; over 2, not over 10 pounds, 15 cents; over 10 pounds, 20 cents. "Special Handling" must be so indorsed.

Money Orders

Not exceeding \$ 2.50.....	6 cents
Not exceeding 5.00.....	8 cents
Not exceeding 10.00.....	11 cents
Not exceeding 20.00.....	13 cents
Not exceeding 40.00.....	15 cents
Not exceeding 60.00.....	18 cents
Not exceeding 80.00.....	20 cents
Not exceeding 100.00.....	22 cents

Registry

Up to \$5.....	Fee	\$300 to \$400.....	Fee
\$ 5 to 25.....	\$0.15	400 to 500.....	\$0.60
25 to 50.....	.18	500 to 600.....	.70
50 to 75.....	.20	600 to 700.....	.80
75 to 100.....	.25	700 to 800.....	.85
100 to 200.....	.30	800 to 900.....	.90
200 to 300.....	.40	900 to 1000.....	.95
	.50		1.00

All registered matter may be sent C. O. D. Fee for return receipt, except C. O. D's, 3 cents extra. Limit of C. O. D. collection \$200. When declared value of registered matter exceeds \$1,000 a small zone rate surcharge is made.

Collect-On-Delivery

Not exceeding \$ 5.00.....	12 cents
Not exceeding 25.00.....	17 cents
Not exceeding 50.00.....	22 cents
Not exceeding 100.00.....	32 cents
Not exceeding 150.00.....	40 cents
Not exceeding 200.00.....	45 cents

Insurance

Indemnity not exceeding \$ 5.00.....	5 cents
Indemnity not exceeding 25.00.....	10 cents
Indemnity not exceeding 50.00.....	15 cents
Indemnity not exceeding 100.00.....	25 cents
Indemnity not exceeding 150.00.....	30 cents
Indemnity not exceeding 200.00.....	35 cents

Fee for return receipt, 3 cents extra.

Senders' Receipts for Domestic Ordinary Mail

A receipt (certificate of mailing) is furnished the sender of domestic ordinary mail of any class upon payment of 1 cent for each piece. This fee does not insure against loss, rifling or damage, but merely furnishes evidence of mailing, and no receipt will be obtained from the addressee on delivery. Additional duplicate receipts may be obtained upon payment of 1 cent each.

AIDS TO PROPER MAILING

Write name and address plainly and completely. Place name and address of sender on all matter. Prepay postage fully on all letters and parcels. Always address mail for city delivery to street and number and request correspondents to do likewise. Use designation North or South, East or West when it is a proper part of the address and save delay in delivery. Insure valuable parcels. Wrap parcel post carefully in heavy paper and tie knots securely. You will often gain a day's time in delivery by depositing mail as soon as it is ready.

FOURTH CLASS OR PARCEL POST RATES

Weight in pounds	Local	Zones							
		1st Up to 50 miles	2nd 50 to 150 miles	3rd 150 to 300 miles	4th 300 to 600 miles	5th 600 to 1000 miles	6th 1000 to 1400 miles	7th 1400 to 1800 miles	8th Over 1800 miles
1.....	\$0.07	\$0.08	\$0.08	\$0.09	\$0.10	\$0.11	\$0.12	\$0.14	\$0.15
2.....	.08	.10	.10	.11	.14	.17	.19	.23	.26
3.....	.08	.11	.11	.13	.17	.22	.26	.32	.37
4.....	.09	.12	.12	.15	.21	.27	.33	.41	.48
5.....	.09	.13	.13	.17	.24	.33	.40	.50	.59
6.....	.10	.14	.14	.19	.28	.38	.47	.59	.70
7.....	.11	.15	.15	.21	.31	.43	.54	.68	.81
8.....	.11	.16	.16	.23	.35	.49	.61	.77	.92
9.....	.11	.17	.17	.25	.38	.54	.68	.86	1.03
10.....	.12	.18	.18	.27	.42	.59	.75	.95	1.14
11.....	.12	.19	.19	.29	.45	.64	.82	1.04	1.25
12.....	.13	.21	.21	.31	.49	.70	.89	1.13	1.36
13.....	.13	.22	.22	.33	.52	.75	.96	1.22	1.47
14.....	.14	.23	.23	.35	.56	.80	1.03	1.31	1.58
15.....	.14	.24	.24	.37	.59	.86	1.10	1.40	1.69
16.....	.15	.25	.25	.39	.63	.91	1.17	1.49	1.80
17.....	.15	.26	.26	.41	.66	.96	1.24	1.58	1.91
18.....	.16	.27	.27	.43	.70	1.02	1.31	1.67	2.02
19.....	.16	.28	.28	.45	.73	1.07	1.38	1.76	2.13
20.....	.17	.29	.29	.47	.77	1.12	1.45	1.85	2.24
21.....	.17	.30	.30	.49	.80	1.17	1.52	1.94	2.35
22.....	.18	.32	.32	.51	.84	1.23	1.59	2.03	2.46
23.....	.18	.33	.33	.53	.87	1.28	1.66	2.12	2.57
24.....	.19	.34	.34	.55	.91	1.33	1.73	2.21	2.68
25.....	.19	.35	.35	.57	.94	1.39	1.80	2.30	2.79
26.....	.20	.36	.36	.59	.98	1.44	1.87	2.39	2.90
27.....	.20	.37	.37	.61	1.01	1.49	1.94	2.48	3.01
28.....	.21	.38	.38	.63	1.05	1.55	2.01	2.57	3.12
29.....	.21	.39	.39	.65	1.08	1.60	2.08	2.66	3.23
30.....	.22	.40	.40	.67	1.12	1.66	2.15	2.75	3.34
31.....	.22	.41	.41	.69	1.15	1.70	2.22	2.84	3.45
32.....	.23	.43	.43	.71	1.19	1.76	2.29	2.93	3.56
33.....	.23	.44	.44	.73	1.22	1.81	2.36	3.02	3.67
34.....	.24	.45	.45	.75	1.26	1.86	2.43	3.11	3.78
35.....	.24	.46	.46	.77	1.29	1.92	2.50	3.20	3.89
36.....	.25	.47	.47	.79	1.33	1.97	2.57	3.29	4.00
37.....	.25	.48	.48	.81	1.36	2.02	2.64	3.38	4.11
38.....	.26	.49	.49	.83	1.40	2.08	2.71	3.47	4.22
39.....	.26	.50	.50	.85	1.43	2.13	2.78	3.56	4.33
40.....	.27	.51	.51	.87	1.47	2.18	2.85	3.65	4.44
41.....	.27	.52	.52	.89	1.50	2.23	2.92	3.74	4.55
42.....	.28	.54	.54	.91	1.54	2.29	2.99	3.83	4.66
43.....	.28	.55	.55	.93	1.57	2.34	3.06	3.92	4.77
44.....	.29	.56	.56	.95	1.61	2.39	3.13	4.01	4.88
45.....	.29	.57	.57	.97	1.64	2.45	3.20	4.10	4.99
46.....	.30	.58	.58	.99	1.68	2.50	3.27	4.19	5.10
47.....	.30	.59	.59	1.01	1.71	2.55	3.34	4.28	5.21
48.....	.31	.60	.60	1.03	1.75	2.61	3.41	4.37	5.32
49.....	.31	.61	.61	1.05	1.78	2.66	3.48	4.46	5.43
50.....	.32	.62	.62	1.07	1.82	2.71	3.55	4.55	5.54
51.....	.32	.63	.63	1.09	1.85	2.76	3.62	4.64	5.65
52.....	.33	.65	.65	1.11	1.89	2.82	3.69	4.73	5.76
53.....	.33	.66	.66	1.13	1.92	2.87	3.76	4.82	5.87
54.....	.34	.67	.67	1.15	1.96	2.92	3.83	4.91	5.98
55.....	.34	.68	.68	1.17	1.99	2.98	3.90	5.00	6.09
56.....	.35	.69	.69	1.19	2.03	3.03	3.97	5.09	6.20
57.....	.35	.70	.70	1.21	2.06	3.08	4.04	5.18	6.31
58.....	.36	.71	.71	1.23	2.10	3.14	4.11	5.27	6.42
59.....	.36	.72	.72	1.25	2.13	3.19	4.18	5.36	6.53
60.....	.37	.73	.73	1.27	2.17	3.24	4.25	5.45	6.64
61.....	.37	.74	.74	1.29	2.20	3.29	4.32	5.54	6.75
62.....	.38	.76	.76	1.31	2.24	3.35	4.39	5.63	6.86
63.....	.38	.77	.77	1.33	2.27	3.40	4.46	5.72	6.97
64.....	.39	.78	.78	1.35	2.31	3.45	4.53	5.81	7.08
65.....	.39	.79	.79	1.37	2.34	3.51	4.60	5.90	7.19
66.....	.40	.80	.80	1.39	2.38	3.56	4.67	5.99	7.30
67.....	.40	.81	.81	1.41	2.41	3.61	4.74	6.08	7.41
68.....	.41	.82	.82	1.43	2.45	3.67	4.81	6.17	7.52
69.....	.41	.83	.83	1.45	2.48	3.72	4.88	6.26	7.63
70.....	.42	.84	.84	1.47	2.52	3.77	4.95	6.35	7.74

EXCEPTIONS

(a) In the first or second zone, where the distance by the shortest regular practicable mail route is 300 miles or more, the rate is 9 cents for the first pound and 2 cents for each additional pound.

(b) On parcels collected on rural routes the postage is 2 cents less per parcel than shown in the foregoing table when for local delivery and 3 cents less per parcel when for other than local delivery.

(c) Parcels weighing less than 10 pounds measuring over 84 inches, but not more than 100 inches in length and girth combined, are subject to a minimum charge equal to that for a 10-pound parcel for the zone to which addressed.

POST OFFICES IN MONROE COUNTY

Post Office	Town
*Adams Basin.....	Ogden
†*Arnett	Rochester
‡*Beechwood	Rochester
†*Brighton	Rochester
*Brockport	Sweden
†*Central Av.....	Rochester
†*Charlotte	Greece
*Chili	Chili
*Churchville	Riga
*Clarkson	Clarkson
*Claverhouse	Irondequoit
*Clifton	Chili
*Cold Water.....	Gates
‡Dewey av.....	Rochester
‡East Av.....	Rochester
*East Rochester.....	Perinton
*Fairport	Perinton
†*Forest Lawn.....	Webster
Garbutt	Wheatland
*Hamlin	Hamlin
*Henrietta	Henrietta
*Hilton	Parma
*Honeoye Falls.....	Mendon
*Industry	Rush
*Mendon	Mendon
*Mumford	Wheatland
*North Chili	Chili
*North Greece	Greece
*Penfield	Penfield
*Pittsford	Pittsford
*Point Pleasant.....	Irondequoit
*Rochester	Rochester
*Rochester Junction	Mendon
*Rush	Rush
*Scottsville	Wheatland
*Sea Breeze.....	Irondequoit
*Spencerport	Ogden
*Union Hill.....	Webster
*Walker	Hamlin
*Webster	Webster
*West Henrietta.....	Henrietta
*West Rush.....	Rush
*West Webster.....	Webster

*Money Order Offices

†Discontinued for winter

‡Station of Rochester

ROCHESTER SUBURBAN DIRECTORY

REFERENCE DEPARTMENT



Where more complete information than is possible to give under the classified listings is assembled for the convenience of buyers. It is a catalog of services offered by leading business interests of the community and is the logical place to look for specific information concerning them.

Addressing and Mailing

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

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



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

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

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

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

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

SAMPSON & MURDOCK CO.

Direct Advertising Division

111 Summer Street • Boston • Mass.

Automobiles

19

"BUILT BY HUDSON" MOTOR CARS

HUDSON

Super-Six
PACEMAKER "8"

TERRAPLANE

Essex
"SIX" and "EIGHT"

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

ALLING & MILES
INCORPORATED
82 STONE STREET

Telephone
STONE 2537

DISTRIBUTORS

THOMAS J. NORTHWAY, Inc.

Pontiac Six and V-8

Motor Cars

Automobile Accessories and Supplies

Copeland Electric Refrigeration

Radio Sets and Supplies

100 EXCHANGE STREET

TEL. MAIN 7091

Maps of Rochester

IN SHEETS OR FOLDED
IN POCKET FORM

SAMPSON & MURDOCK CO., Inc.

729 POWERS BUILDING

F. T. Sage

C. J. Wolcott

S. C. Steele

D. S. Ratty

Sage, Wolcott & Steele

Investment Securities

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

STONE 351

Smith, Graham & Rockwell

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

BROKERS

Members of New York Stock Exchange

SAGAMORE HOTEL

115 EAST AVENUE

Telephone Stone 640

Sampson & Murdock Company's
Directories have been made
and sold for over
Eighty Years

*People who use them understand
why they are more popular to-day
as an advertising medium than ever*

Sampson & Murdock Co., Inc.

729 POWERS BLDG.

ROCHESTER, N. Y.

CENTRAL TRUST CO.

ROCHESTER, N. Y.

Central Trust Building

25 MAIN STREET, EAST

Brighton Branch: 1806 East Avenue

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

Saturdays Close at 12 M.

Officers:

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WM. PITKIN,	Vice-President
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JOHN A. MURRAY,	Vice-President
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Expert Travel Service without charge
Conducted Tours or Independent Travel.

VICTOR C. DePREZ, Manager

Directors:

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

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

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

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

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

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

MAIN OFFICE OR BRIGHTON BRANCH

NIGHT DEPOSITORY, MAIN OFFICE, 25 MAIN ST. E.

THE ONLY NATIONAL BANK IN ROCHESTER



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The FIRST NATIONAL BANK & TRUST CO., of Rochester

45 STATE STREET

Genesee Valley Trust Company

EXCHANGE and BROAD STS. TIMES SQUARE

Free Parking at 101 Exchange Street

Capital \$1,000,000

Surplus \$2,000,000

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

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

Please mention this Directory when dealing with Advertisers

Banks

MEMBER FEDERAL RESERVE SYSTEM

LINCOLN-ALLIANCE BANK AND TRUST COMPANY

Capital and Surplus, \$5,000,000.00

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LINCOLN-ALLIANCE BANK BUILDING
MAIN STREET EAST, CORNER STONE STREET

LINCOLN OFFICE, 33 Exchange St.

LAKE AVENUE OFFICE, 1495 Lake Avenue

WEST END OFFICE, 886 Main Street West

EAST END OFFICE, 460 North Goodman Street

MONROE AVENUE OFFICE, 560 Monroe Avenue

PORTLAND-CLIFFORD OFFICE, 520 Portland Avenue

EVERY BANKING SERVICE

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

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HERBERT J. WINN

ROCHESTER TRUST and Safe Deposit COMPANY

Main Street West and Exchange

Capital

\$1,000,000



Surplus

\$3,250,000

Forty-five Years Experience

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

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MAIN STREET WEST AND EXCHANGE

Rochester's First Trust Company—Operating under Perpetual Charter

SECURITY TRUST COMPANY

OF ROCHESTER



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Interest Paid on Deposits. Special attention given to handling Estates and Trusts. Money to Loan on Approved Securities and Bond and Mortgage. Designated by Superintendent of Banking Department as Depository for Reserve Funds of State Banks. Checks on Foreign Cities, Letters of Credit and Travelers Checks issued.

WOMEN'S DEPARTMENT—Special and separate accommodations with all modern facilities.

SAFE DEPOSIT VAULTS FOR RENT in our Electrically Protected Burglar-Proof Vault. Valuables in Trunks or Packages cared for. Moderate charges.

Main Street, East and Water Street, South

UNION TRUST COMPANY

ROCHESTER, NEW YORK

Capital and Surplus \$8,500,000

Every Banking Service

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THE EAST SIDE SAVINGS BANK

OF ROCHESTER

INCORPORATED 1869

CORNER MAIN STREET EAST AND CLINTON AVENUE SOUTH

Resources**\$32,513,291.46****Surplus****\$3,761,390.73****OFFICERS:**

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Frank A. Brownell	R. Andrew Hamilton
William H. Dunn	Lewis B. Jones
Frederick A. Sherwood	Oscar B. Spiehler
Hamilton G. Griswold	

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

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

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

THE PASS BOOK must be presented for depositing or withdrawing.

MONEY TO LOAN on bond and mortgage.

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

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

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

MONROE COUNTY SAVINGS BANK

INCORPORATED 1850

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CLAYTON F. MOREY.....	Attorney

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AUGUSTINE J. CUNNINGHAM
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35 State Street, Rochester, N. Y.

Main-Gibbs Branch: 420 MAIN STREET EAST

ROCHESTER SAVINGS BANK

(INCORPORATED 1831)

Resources over - \$68,300,000

More than 100,000 depositors



West Main Street Office
47 WEST MAIN STREET

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Franklin Street Office
40 FRANKLIN STREET

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

AMERICAN CLAY & CEMENT CORPORATION

CULVER 1000—1001—1002—1003

1175 MAIN STREET EAST

General Contractors' and Builders' Supplies

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

EVERYTHING FOR THE CONTRACTOR AND BUILDER

MORSE SASH & DOOR CO.

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

TELEPHONE 1835 MAIN

FORD ST. and WAVERLY PL. ROCHESTER, N. Y.

Rochester City Guide

The "STREET FINDER"

(Pocket Size)

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

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

Twenty-five Cents

AT ALL LEADING NEWSDEALERS

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

OFFICE Telephones YARD
Monroe 3770 Monroe 5632

MINOR J. BAKER

***Coal and
Coke***

308 Field Street, Rochester

Yard
Westfall Rd., Brighton

MONROE 1623

**BRIGHTON COAL
& COKE CO.**

Coal and Coke

Westfall Road, Brighton

L. C. LANGIE COAL CO.

STONE
4000

**HI-HEAT COAL
BONDED COKE**

STONE
4000

They Cost No More

Central Office, 326 East Main Street

115 Alexander St. cor. Clinton Ave. S.
357 St. Paul Street

368 Clinton Ave. N.
2 Lake Ave.

IRONDEQUOIT COAL & SUPPLY CO.

Glenwood 6161

***Dustless
Treatment***

**FAMOUS
READING
ANTHRACITE**

***Clean
Delivery***

149 RIDGE ROAD, EAST

ROCHESTER, N. Y.

ONTARIO COAL CO., INC.*DEALERS IN*

Anthracite **COAL** *Bituminous*
COKE

A Clean, Safe, Economical Fuel
With Service

ROCHESTER, N. Y.*Main 2230***SEA BREEZE, N. Y.***Culver 340***BAY VISTA SERVICE STATION***Opposite ONTARIO COAL CO.***TANK CAR TO YOUR CAR**

E. E. SHUTT
President

V. H. RUSSELL
Treas. and Mgr.

GRACE D. ROSS
Secretary

CHAS. C. WEST COAL CO., Inc.

WHOLESALE AND RETAIL DEALERS IN

COAL and COKE**Main Office & Trestle, 281-285 NORTH UNION STREET****CULVER 999—2074**

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

When You Need a Collection Agency—Why Experiment?

Send your claims to a dependable and efficient collector—bonded by your Association.
The National Retail Credit Association has placed its stamp of approval on six
hundred collection agencies affiliated with our Supervising Collection Department.

ROCHESTER, N. Y. AFFILIATE IS

The Credit Rating Corp.

Established 1892

616 MERCANTILE BLDG. TELEPHONE
STONE 1853 ROCHESTER, N. Y.

They are an important feature of National Service—patronize them!
Supervising Collection Dept. — National Retail Credit Assn.

RAY OIL BURNERS

HEAT BY RADIATOR

WILLIAM C. BARBER

*Plumbing and Heating
Contractor*

1736 PORTLAND AVENUE - ROCHESTER, N. Y.

Phone Stone 3384

FRANK J. KINNEY

PHONE MONROE 6850

F. H. RAPP COMPANY, Inc.

Building Contractors

General Construction

188 MT. HOPE AVE.

ROCHESTER, N. Y.

GLENWOOD 144

**BRIGHTON PLACE DAIRY
COMPANY**

Try Our Delicious Milk and Cream

Under Laboratory Control

45 FULTON AVENUE

ROCHESTER, N. Y.

Rug Cleaners**STAUB & SON, Inc.****Cleaners and Dyers**

Moth Proofing

Demolishing

COLD STORAGE

Furniture

Clothing

Drapes

Rugs

951 MAIN ST., E.**MONROE 6600****ROCHESTER, N. Y.****Dress Up Your Business**

Your Name listed in bold-faced type in the City Directory, under every heading that describes your product.

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

For Electrical Construction and Repairs of Every Description

ESTIMATES ON REQUEST**36 SOUTH AVENUE****Phone
STONE 93****ROCHESTER, N. Y.****LAUBE ELECTRIC CORPORATION*****Electrical Contractors******Electric Lighting Fixtures*****TIMKEN SILENT AUTOMATIC OIL BURNERS**

For Installation and Service Call

STONE 104-105**191-193 EAST AVENUE****ROCHESTER, N. Y.**

FloristsCUT FLOWERS
FLORAL DESIGNSFLORAL DECORATIONS
OF ALL DESCRIPTION**EDW. BROCKMANN'S SONS****Florists**

Phone CULVER 3912

Wholesale and Retail

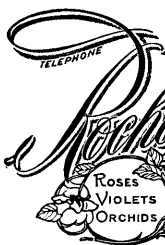
We Deliver Anywhere

1991 RIDGE ROAD R. D. 5, ROCHESTER, N. Y.

FERNANDO J. KELLER, Pres. and Treas.

J. MICHAEL KELLER, Vice-Pres.

WILLIAM L. KELLER, Sec'y

*J. S. Keller Sons.***F L O R I S T S****25 Clinton Avenue North** Greenhouse Phone, Monroe 6530 **Rochester, N. Y.**
Office Phones, Stone 484-485-486

Member Florists Telegraph Delivery

Rochester Floral Company
Dealers in
Choice Flowers and Plants
DESIGNS AND DECORATIONS
A SPECIALTY
33 FRANKLIN ST., 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?

Please mention this Directory when dealing with Advertisers

ASHTON FUNERAL HOME

636 WEST MAIN STREET

ROCHESTER, N. Y.

CHARLES E. ASHTON

Telephone
GENESEE 4390

Office Phone
STONE 1179

Residence Phones
MONROE 2111, 2887-W and 8242

BENDER BROTHERS

Funeral Directors

301 ALEXANDER STREET - ROCHESTER, N. Y.

STONE
203

ESTABLISHED 1854

STONE
205

Jeffreys

Funeral Directors

32 CHESTNUT STREET

M. D. JEFFREYS
Pres. and Treas.

A. G. LAMB
Associate

R. C. HANDS
Secretary

C. F. SCHEUERMAN SONS

Funeral Home

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

230 BROWN STREET

Phones Genesee 5411-438

Furniture

Before buying home furnishings you owe it to yourself to look at **GRAVES**, Rochester's largest and oldest Home Furnishing House.



Furniture	Rugs
Linoleum	China
Lamps	Stoves
Curtains	Draperies
House Furnishings	Toys
Atwater-Kent, Stromberg-Carlson and other Radios	

*"Always it pays to trade at
GRAVES"*

H. B. GRAVES CO., Inc. 78 STATE ST.

You Are Certain of
Service - Quality - Easy Terms - Price

Garson & Wood

"Always Good Quality at a Reasonable Price"

111 CLINTON AVENUE SOUTH

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.

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

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

HOWE & ROGERS CO.

ESTABLISHED 1857

***Furniture, Floor Covering, Draperies
Upholsterers***

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

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

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

We Also Maintain a Radio Department

For Service Telephone Stone 1800

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

A Free Service

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

Rochester Directory Library is maintained for
your convenience by the

Sampson & Murdock Co., Inc.

730 Powers Building

Rochester, N. Y.

There are two kinds of Advertising

That which the Buyer seeks, and that which is thrust upon him.

Both are good

Display advertising *suggests* wants and *creates* desire. Of its tremendous power many present day successes bear witness.

Reference Advertising steps in when the desire has been created. It shows where the goods can be purchased and gives information that the buyer wants *when he wants to buy*.

A Connecting Link

The weakness of display advertising is that often a need is not realized until the ad that suggested it is misplaced or thrown away.

A shrewd buyer usually looks the field over before buying and where is so logical a place to look as *in this book*.

A Help to You

In your buying, use the lists in this book. If you see a name in *heavy type* it is because that concern thought enough of your possible business to make it easy for you to find them. If it says "See page — —", you will find there information that will really help you.

Are You Covered?

Have you made it easy for buyers to find you, by putting a bold type listing under every heading where they might look for you or a competitor? Have you put information in the "Selling Section" that will really help a buyer, and point to *you* as the one who can serve him best?

If not, make a note to do it in the next edition, and let us tell you *now* how little it costs to be *protected*.

SAMPSON & MURDOCK CO., Inc.

Albany, N. Y. Syracuse, N. Y. Troy, N. Y. Rochester, N. Y.

General Offices, 179 Lincoln St., Boston, Mass.

JAMES JOHNSTON AGENCY

INCORPORATED

NO. 214 GRANITE BUILDING

*Telephone Main 697*JAMES JOHNSTON, *Pres.*AUSTIN F. GRAB, *Vice Pres.*ROY A. DUFFUS, *Sec'y*GEORGE W. COLBURN, *Vice Pres.*ROBERT F. WOERNER, *Treas.*LEONARD H. HENDERSON, *Sec'y*

INSURANCE

All Kinds—Principally

Fire

Steam Boiler

Plate Glass

Explosion

Automobile

Sprinkler Leakage

Personal Accident

Aircraft

Workmen's Compensation

Fidelity and Surety Bonds

Burglary

Liability

Tourists

Windstorm

Companies Represented

Home Insurance Company

Queen Insurance Company

Westchester Fire Insurance Company

City of New York Insurance Company

Home Indemnity Company

Royal Insurance Company

New York Underwriters Ins. Company

Norwich Union Fire Insurance Company

United States Fire Insurance Company

American Surety Company

Agency Representatives

WILLIAM R. ORWEN

CHARLES BENTON

ROBERT A. HAMILTON, Jr.

CHARLES T. HUBER

PAUL GOVERTS

ARTHUR L. WELSH

PHILIP C. GOODWIN

Casualty Department

Superintendent, ROY A. DUFFUS*Claim Adjuster*, RALPH M. LOBER

HOWARD C. DANA & CO.**Fire, Casualty, Surety, Marine
Insurance****410-416 GRANITE BLDG. ROCHESTER, N. Y.****Phone Stone 691—692****261
MAIN****HARRY J. McKAY****262
MAIN**

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

National Association of Insurance Agents

We do not sell Mutual or Cut-Rate Casualty Insurance

GENERAL**INSURANCE****SERVICE**Representing Companies with a Century's Record for
Service and Satisfactory Settlements**409-413 Central Trust Building****25 Main Street, East**

J. Leo McGreal, Frederick Mutschler, Representatives

ERNEST A. PAVIOUR, Pres.**JAMES H. FARRELL, Treas.****R. S. PAVIOUR & SON, Inc.****OFFICE 63 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

1007 COMMERCE BLDG. TELEPHONE ROCHESTER, N. Y.**MAIN 220****REMODELING DIAMOND JEWELRY****— E. J. SCHEER —****INCORPORATED*****Rochester's Finest Jewelry Store***

Diamonds

Precious Stones

Jewelry

Gorham Silverware

Clocks

Novelties

"SCHEERTON" MOUNTINGS

in Platinum and White Gold

WATCHES

Longines

Gruen

Vacheron-Constantin

Hallmark

Hamilton

Elgin

259 MAIN ST. E. at CORTLAND**Phone Stone 710**

LETTERS

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

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

SAMPSON & MURDOCK COMPANY

111 Summer Street, Boston, Mass.

Liberty 2726

Lumber

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

WM. B. MORSE LUMBER CO.

WHOLESALE AND RETAIL

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

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

BRANCHES

OTIS LUMBER CO.
 936 East Main St.

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

NORTH END BRANCH
 Thomas Ave. near Stutson St. Bridge

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

Main Office, 340 Main St., West

ROCHESTER, N. Y.

GEORGIAN BAY LUMBER CO., Inc.

Lumber - Lath - Edgewood Shingles
Millwork - Sash - Doors
Fine Interior Trim

PHONE CULVER 1400

181 HUMBOLDT STREET

N. TONAWANDA

ROCHESTER, N. Y.

PENN YAN

PEOPLES**COAL & LUMBER CO.***Lumber, Sash, Trim, Mason Supplies, Etc.***COAL .. COKE .. WOOD**

PHONE
 CHAR **80**

4585 LAKE AVENUE

Lumber**Monuments****Multigraphing 45**

Greece Lumber Company

TEL. GLENWOOD 2391

Office and Yard

788 RIDGE ROAD WEST

DEALERS IN

COAL, ROUGH AND DRESSED LUMBER

TROTT BROTHERS CO., Inc.

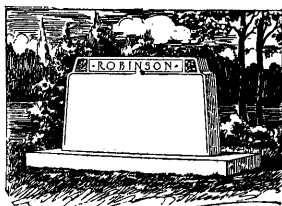
"1933 OUR 50TH YEAR"

MONUMENTS

Cemetery Lettering, Repairing
Cleaning

MAUSOLEUMS

1120 MT. HOPE AVENUE



Monroe 73

FOR

Addressing
MailingMimeographing
Local Lists
Mail Advertising ServiceMultigraphing
Sales Letters

CALL MAIN 6199

AYER & STREB

70 EXCHANGE STREET ROCHESTER, NEW YORK

This book has helped many to find what they want.

Perhaps it can help you

Better look it over carefully

Two Vital Newspapers!

*Alive - Progressive - Educational -
Abreast of the Times.....*

The News of the Day—Quickly, Truthfully, Comprehensively presented, without fear or favor.... A Home Newspaper for both young and old, containing features that are instructive, entertaining character-building: by eminent authorities in their respective fields.

ROCHESTER
EVENING SUNDAY
JOURNAL AND AMERICAN

ROCHESTER'S GERMAN DAILY
ABENDPOST

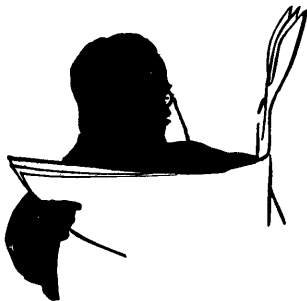
is delivered every afternoon directly into the homes in all sections of the city by carriers and in the surrounding towns by agents and the mail.

It reaches substantial buyers, who have the reputation of either purchasing for cash or meeting their obligations promptly.

ABENDPOST ADVERTISING BRINGS RESULTS

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

When the Mind is Fresh!

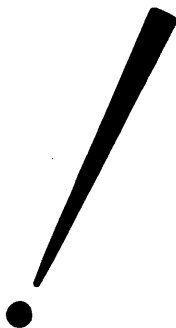


Morning is a time of day when facts — grasped at a glance—inspire confidence and furnish renewed energy for a whole day's activities.

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

Democrat  **Chronicle.**

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

HUMPHREYS

"The Paint Man"

TWO STORES

Wall Paper

58 SOUTH AVE. Main 4663

Paint

44 SOUTH AVE. Main 2117

HOWE & BASSETT CO., Inc.

Established 1885

PLUMBING AND HEATING CONTRACTORS

Oil Burning Equipment

"PETRO NOKOL" Automatic Oil Burners

"RUUD" Automatic Gas Water Heaters

"INCINOR" GAS FIRED INCINERATORS

840-50 UNIVERSITY AVENUE

TELEPHONE MONROE 3

PHONE MAIN 4313

BAREHAM & McFARLAND, Inc.

Plumbing and Heating Contractors

DIRECT TO YOU PRICES ON

PLUMBING AND HEATING FIXTURES AND SUPPLIES

A B C OIL BURNERS

136 NORTH STREET

ROCHESTER, N. Y.

RENTALS

SALES

HERBERT J. BIETRY***Realtor*****1216 LINCOLN-ALLIANCE BANK BLDG., ROCHESTER, N. Y.*****Expert Service, Rent Collections and Property Management***

Sampson & Murdock Co.'s New Intertype Machines on which the
1933 Rochester Suburban Directory was set.

CLOVER STREET WATER DISTRICT—Brighton**HIGHLAND-CLINTON WATER DISTRICT—Brighton****MONROE AVENUE WATER DISTRICT—Brighton****HELENDALE & VICINITY WATER DISTRICT—Irondequoit****NORTH GOODMAN PARK WATER DISTRICT—Irondequoit****GEO. H. BLIVEN, Agent for the Water Commissioners****Water Works and Sewer Contractor*****In Case of Trouble Phone Office, Main 5737. Res. Glenwood 4026, Monroe 5717-W*****310 POWERS BUILDING****ROCHESTER, N. Y.**

Sampson & Murdock Co.

INC.

Publishers of Directories of Live Cities

***List and Prices
on Application***

Your advertisement in any or all of them will
prove to be a compelling force for good business.

Sampson & Murdock Co., Inc.

729 POWERS BUILDING - ROCHESTER, N. Y.

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.
INCORPORATED

729 POWERS BUILDING

ROCHESTER, N. Y.

Rise and Walk

HERBERT N. CASSON, *Editor, Efficiency Magazine, London, England*
Sends a Message to America

You are depressed. You think you are crippled. You are afraid of the future. You are full of fears.

You have half the gold in the world and half of the machinery and most of the automobiles and all the skyscrapers.

You have the greatest home market in the world and the largest corporations that the world has ever seen.

You are ruled more by ideas and less by tradition than any other people in the world. You have usually done what you thought you could do.

How can it be possible that a progressive nation of 120,000,000 people can be wrecked by the speculations of a little handful of fools in Wall Street?

The prices that were forced too high had to come down. Today all the prices are too low.

There is now a golden opportunity for every man who has eyes to see it.

Dollars are now being sold for 30 cents. Practically every security in the United States is now being sold at less than its value.

The way to create a fortune is to buy from pessimists. Pay your money and take the risk.

Frick started his career by buying coke ovens in the slump of 1873. Carnegie made \$300,000,000 by buying steel plants in the slumps.

Hundreds of fortunes have been made by buying from pessimists. Ye gods! What a chance there is at this moment!

In five years from now most American business men will belong to the "I Wish-I-Had-Club."

Then it will be too late to buy a dollar for thirty cents. The opportunities will be gone.

When a horse balks, the balk is in his head, not in his legs. He moves on when he thinks he will.

And when an American business man is depressed, the slump is in his head. There is nothing serious to prevent him from making money if he thinks he will.

When fear rules the will, nothing can be done, but when a man casts fear out of his mind, the world becomes his oyster.

To lose a bit of money is nothing, but to lose hope—or lose nerve and ambition—that is what makes men cripples.

This silly depression has gone on long enough. Get rid of it. It is inside of you. Rise and walk.

SAMPSON & MURDOCK CO., Inc.

Directory Publishers Since 1846

729 POWERS BUILDING

ROCHESTER, N. Y.

MAIL ADVERTISING SERVICE

Complete from Plan to Mailbox



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

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

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

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

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

SAMPSON & MURDOCK COMPANY

111 Summer Street, Boston, Mass.

Liberty 2726

LEONARD V. WEBB

ESTABLISHED 1867

DAVID M. ALLYN

FIRMAN-WEBB CO., Inc.

GENERAL AGENTS

Alliance Casualty Company

Agricultural Insurance Company

National Fire Insurance Company

Fidelity and Deposit Company of Md.

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

INSURANCE

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

TELEPHONE MAIN 83

212-213 WILDER BLDG.

8 EXCHANGE ST.

ROCHESTER AT A GLANCE—ARROW GUIDE

complete street directory (pocket size) of Rochester and vicinity, with much other valuable information about the city and map.

FINGERPOINT MAP OF ROCHESTER AND VICINITY

folded in pocket form with street index that enables you to find the location in a jiffy. Size 25 by 40 inches open.

For Sale by the Leading Newsdealers and Stationers
Guide 25 cents: Map, 50 cents



COURT STREET BRIDGE, SUBWAY AND BARGE CANAL HARBOR