The Book of

INDUSTRIAL ROCHESTER

Published for the Allied Trade Commissions of Great Britain, France, Italy and Belgium, on the occasion of their visit to Rochester, N. Y. November 18th, 1919, under the auspices of the ROCHESTER CHAMBER of COMMERCE
The Spirit of Rochester

"To obtain recognition in these strenuous times one must carry his pedestal with him. The meek and lowly may inherit the earth—later."

So said a commercial cynic recently. Rochester doesn’t need a pedestal in order to obtain recognition. It is a city that in the eyes of the knowing part of the world is set on a hill. Neither does Rochester desire to inherit the earth. It wants the earth to inherit Rochester.

Rochester is a young city. It was only a hundred years ago that a handful of pioneers settled in this beautiful valley of the Genesee at the brink of a great waterfall, and set up the beginnings of what is now the City of Rochester, the twenty-fifth city of the United States in size. The story of Rochester’s growth is not unlike the story of the growth of many other American cities. It is a story of enterprise and thrift coupled with an intense desire for advancement in education and the things which make life more worth while.

But Rochester is a little more than a typical American city. It is a typical American city—plus. And it is this “plus” which makes Rochester interesting. We feel confident—dear reader and Distinguished Visitor—that you will find it interesting if you catch the spirit of Rochester. The spirit of Rochester is the spirit which brings you from Great Britain, France, Italy and Belgium to our shores—it is the spirit of service. This spirit shows itself—

In the co-operation of our Community Life in peace and war.
In the excellence of the products of our factories.
In the enlightened efforts of employers and public officials to promote the happiness and wellbeing of the people.
The "plus" in our Community Life is a larger degree of co-operation than is found in most communities. Almost anything that it is difficult to do can be done in Rochester. The "get together" spirit is strong. It shows itself in our public organizations such as the Chamber of Commerce, whose work is more largely civic than commercial.

This is so because Rochester business men are wise enough to know that sound and wholesome civic conditions are the foundation upon which is built all permanent community progress. Rochester is showing this spirit of service through co-operation in raising a fund once a year to pay for the operation of all its philanthropies and war relief agencies. While the amount so raised is large—that is not so remarkable as that in 1918-1919 more than one hundred thousand persons subscribed to the fund.

The entire Community is marked by its willingness to work together for a common cause and the practical efficiency with which it accomplishes its purposes.

A manufactured thing bears a stamp of character just as plainly as a man does. Indeed a man stamps his character as well as his name on everything he makes. The spirit of a city, the spirit of its people expresses itself in the products of its factories. Cheap workmen make cheap wares. High grade workmen make high grade wares. High grade workmen will live only in a high grade community. Quality of life writes itself in quality of product. It is all interwoven—life at home, in the school, in the workshop is one. "Keep the Quality Up"—"Rochester Made Means Quality"—"Here Quality Dominates" are only expressions of the community's aspirations; its effort to express itself and to stamp itself as well as its name upon everything it makes and sends out in our own land or across the seas for the use and service of mankind.
This has not all just happened by chance in Rochester. There have been great leaders, men who were not so much concerned with how much they made as how well they made it. It mattered not if it was a camera or a mouse trap, they would make it so well that “the world would make a beaten pathway to their door.” With such leaders, with such a spirit Rochester grew into a great manufacturing city—not with any desire to inherit the earth, but to enjoy the fullness thereof—the fullness of satisfaction, the fullness of skill—the fullness of service.

The spirit of Rochester is the spirit of fair play. Industrial managers want their employees to be healthy and prosperous and happy. Beautiful factories, with every facility for promoting the health and happiness of the workers, abound in Rochester. They are more than factories—they have shrubs, vines and flowers to make working hours pleasant hours. High wages are paid and so high standards of living may be maintained by the employees. Bonuses, wage dividends and stock dividends have been given to employees to increase their prosperity and contentment. Home-owning has been given practical encouragement. Indeed, Rochester homes are largely owned by the people who live in them.

Employer and employee have kept pretty closely together in Rochester, and great things are being done to promote mutual confidence and to give all an increasing share in the fruits of their labor. Public officials, too, have been alert to promote the general health and happiness of the people. You need only to look at our parks, playgrounds and schools to know that Rochester is deeply concerned about other things than shops and factories. The health of young and old is guarded with every care.

Thus the spirit of Rochester abides in our work and play; in our schools and our homes. It is the spirit of service.
Americans love statistics. Facts and figures about Rochester are interesting to Rochesterians. We could easily burden you with the story of the numbers of pairs of shoes and suits of clothes and the miles of photographic film which we make, but we prefer to have you know something of the spirit of Rochester, to get a glimpse into her heart. It is a heart that beats in unison with yours, in unison with the great heart of the world that is being born again.

Gentlemen of Britain, and France, and Italy, and Belgium: Rochester salutes you and extends to you her most distinguished consideration. She welcomes you with

The Spirit of Rochester
The Hosts

O. R. Adams Manufacturing Company  
L. Adler, Bros. & Company  
Alderman Fairchild Company  
The Alling & Cory Company  
American Ribbon & Carbon Company  
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Michaels, Stern & Company  
John C. Moore Corporation  
Morgan Machine Company  
National Brass Manufacturing Company  
New York Canners, Incorporated  
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The Pfaudler Company  
Richardson Corporation  
Ricker Manufacturing Company  
Ritter Dental Mfg. Company, Inc.  
Robeson Cutlery Company  
Rochester Button Company  
Rochester Clearing House Association  
Rochester Folding Box Company  
Rochester Last Works  
Rochester Heel Company  
Rochester Rotary Washer Company  
Rochester Stamping Company  
Rosenberg Brothers Company  
Schlegel Manufacturing Company  
Cesare Sconfietti  
Selden Truck Corporation  
Seneca Camera Manufacturing Company  
M. B. Shantz, Incorporated  
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Taylor Instrument Companies  
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a world-wide institution

The entire field of photography is practically covered by the products of the Eastman Kodak Company. It supplies from its factories all the requirements of the amateur, the professional, and the sensitized goods for the cinematographer, the X-Ray specialist and the scientist.

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European Wholesale Offices:
France:—Kodak, Société Anonyme, 39 Avenue Montaigne, Paris.
Italy:—Kodak, Societa Anonima, 6 Via Vittor Pisani, Milan.
Belgium:—Kodak, Limited, 36 Rue de l'Echayer, Brussels.

Total number of Kodak employees over fifteen thousand
Main Plant and Offices
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ROCHESTER, N. Y.
Established in 1853

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- Readers and other high-grade optical equipment and accessories

All products are of standard design, have withstood the test of exacting service and are fully guaranteed.
Leaders of the World in Filing Equipment

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Established 1844

A Complete assortment of both very high grade and more popular priced Wardrobe Trunks, Dress and Steamer Trunks, fine Traveling Bags, Portmanteaux and Suit Cases.

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Main Office and Factory:
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This was the first clothing label registered in America. It represented the highest ideal in men's clothing. Today, although standards have changed, that ideal remains the same.

Stein-Bloch Smart Clothes

are the expression of a real purpose—the same purpose that underlies character, culture and worthy attainment of every sort.

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Wholesale Tailors
ROCHESTER, NEW YORK
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Glass Enameled Steel

This Enamel has revolutionized methods of handling corrosive and sensitive liquids. It is acid resistant, and may be had in large sizes with a variety of shapes. During the war it made many processes practical which would otherwise have been discarded. In the Dairy Products, Canning and Beverage Industries it is enabling manufacturers to operate on a scale hitherto unknown and it is raising the standards of these products. The Pharmaceutical Industries use it extensively. A list of Pfaudler customers is practically a roster of the names of America's business institutions. Used in over a hundred different branches of industry.

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A factory capacity of immense proportions, sustaining a standard of quality all its own.

With a large and constantly growing export trade, our facilities to conduct this important branch are of the very best.

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THE items illustrated show a few of the many beautiful, artistic and practical Table Utilities manufactured by the

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"Blue Label" products represent the highest quality that the finest materials and long experience can produce. They are favorably known the world over.

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For quantity production of short duplicate parts

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Lathe has enormous power, is extremely simple and has all the features of a standard engine lathe. It is provided with a six-speed geared head with all gears running in a bath of oil. Bronze bearings are provided for all shafts.

Oil pan is part of the standard equipment. It is so arranged that tank and pipe connections can be added at any time later, all bolt holes being drilled and tapped for that purpose.

Regular equipment consists of oil pan, face plate, compound rest, set of centers, tool post complete, automatic stop for apron and necessary wrenches.

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ROCHESTER, N. Y., U. S. A.
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America's oldest catalogue seed concern

Importers Exporters

The first to introduce many European seeds to America, including Sweet Peas. Largest growers of Asters in America, and introducers of more well-known varieties than all other American seedsmen combined.

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Established 1865
Where 700 people make Adverting Novelties

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Equipped with latest devices for manufacturing and for employees' comfort—including temperature and humidity controlling system, hospital facilities, lunch and rest rooms.

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Sales offices in nearly all large cities.

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ROCHESTER, N.Y.
Ignition Unit
Interchangeable with Magneto

Electric Generator
for charging the battery and supplying the lights

Combination Unit Electric Starter-Generator
for performing both starting and generating functions

Electric Starting Motor for cranking the engine

North East Electrical Equipment for Automotive Vehicles is the adopted standard on such prominent American and European makes of Automobiles, Motor Trucks and Tractors as Dodge Brothers, Reo, Berliet, Renault, White, Gramm-Bernstein, International and Holt Caterpillar.
The quality of the RED CROSS line of Stoves, Ranges and Furnaces is the result of over half a century's experience in producing high grade cooking and heating necessities. Incorporated in 1867 the enviable reputation obtained for Red Cross products has been justly merited by the constant endeavor to produce the best possible.

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A plant ranking as one of the largest in the United States devoted to Stove and Furnace manufacture, and embracing a total of upwards of 500,000 feet floor space, with modern equipment to facilitate their manufacture, stands back of this celebrated line of Stoves and Furnaces.

Established 1867

CO-OPERATIVE FOUNDRY CO.

Manufacturers of Red Cross Stoves and Ranges.
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Rochester, New York, U. S. A.

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Correspondence invited in any language.
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Manufacturers of
Bevel Gear Cutting Machinery
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MADE from extra heavy galvanized sheets, strongly reinforced with wire hoops, steel slats, and shaped iron bands, where such reinforcement is required.

Specially made bottoms to stand the wear and tear of each requirement.

Years of experience have shown us the right way to make our product.

Before shipping we make sure that every article is true to the standard which we ourselves should demand.

For sale by all dealers

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Rochester, N.Y., U.S.A.
Products made on

Knowlton

Paper Package Machinery

EQUIPMENT for the manufacture of all sizes and kinds of Paper Boxes, Paper Tubes, Corrugated Board, Corrugated Shipping Cases and Fibre Containers.

Everything for cutting, gumming, treating and forming Paper and Board.

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K. & B. Box Corner Staying Material and Gummed Papers

Auburn Ball Bearing Company

Manufacturers of Ball Bearings

M. D. Knowlton Company

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The manufacture of this high grade clothing is conducted under the most ideal conditions, employing only the very best quality workmanship.

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ready to supply Belts and Buckles made by
Hickok.

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merit of a Hickok Initial Buckle
and Belt are as unquestioned as its
practical value as a dress accessory.
So general is the popular demand
for Hickok Initial Buckles and
Belts, that they may be found on
display in the leading Haberdash-
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Stores.

The Hickok Mfg. Co.
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Consisting of

Parry Single Corner Cutter  Parry Portable Missanne Gluer
Parry Double Corner Cutter  Parry Missanne Gluer
Parry Sheet Lining Machine  Parry Covering Machine
Parry Roll Lining Machine   Parry Flange Bender
Parry Folding Box Gluer     Parry Glue or Paste Mixer
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New Buildings are now Under Construction to Double Capacity of Plant as shown above.

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Gasoline and Electric Motors for those who know and want the best
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Motor Driven (Model A-5)

Model A-5

LIGHTNING LETTER OPENER
Hand Driven (Model H)
This model will open about two hundred letters per minute. Equipped with an automatic feed.

Model H

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Hand Driven (Model K)
Securely and neatly seals envelopes of commercial sizes at the rate of from seventy-five to one hundred fifty per minute. Automatic in operation.

Model K

Manufactured in Rochester by
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No. 0 taking from \( \frac{3}{8} " \) to \( \frac{1}{4} " \) Round Shank Cutting Tools
No. 1 taking from \( \frac{1}{2} " \) to \( \frac{3}{8} " \) Round Shank Cutting Tools
No. 2 taking from \( \frac{3}{8} " \) to \( \frac{3}{4} " \) Round Shank Cutting Tools

The attachment is simple in construction, made of high-grade steel, heat treated, hardened, and fully guaranteed.

The attachment is provided with an adjustable friction arm which rides on the head slide and prevents vibration of tool when in operation, at any speed. When Bruno Attachment is applied it becomes part of the shaper, and practically makes a horizontal slotter out of the shaper; in fact, no shaper is complete without a Bruno Attachment.

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Contributes to the efficiency of any kitchen

The Beal

The most improved and practical system of cooling drinking water for

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Restaurants  Hospitals
Clubs  Sanitariums
Schools  Factories and
Shops  Public Buildings

Manufactured by

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No. 903 Microphone
No. 1128 Private-Line Telephone
No. 905 Switchboard

Common Battery Telephone Equipment

No. 922 Desk Telephone
No. 10 Microphone
No. 1129 Wall Telephone
No. 101 Switchboard
No. 102 Switchboard

A 10,000 Line Stromberg-Carlson Multiple Switchboard
HUTHER BROTHERS
SAWS

A Saw for Every Use—A Use for Every Saw

Combining the superior workmanship and distinctive features that can only come from 50 years of making better saws—better.

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Write us for list of saws suited to your requirements.
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The illustration below shows a complete sterilizing unit for a hospital operating room. The sterilizers are compactly mounted on one stand to simplify their operation and to economize floor space.

In requesting literature, state the purpose for which the sterilizers are to be used. We will be glad to have you visit our factory at 1155 University Avenue.

Wilmot Castle Company
Manufacturers of Sterilizers and Bacteriological Apparatus

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Rochester, N.Y., U.S.A.

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Boring, Forming, Chucking Lathes
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Keyseaters
Drill Presses
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The first gasoline motor propelled road wagon in all the world was a SELDEN. The present types of SELDEN TRUCKS are the product of continuous experimentation, observation and experience in manufacture since the day of their inception.

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Hickey-Freeman garments have all the skill and taste and style of costly custom clothes.

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New York Office, 200 Fifth Avenue
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and
Typewriter Ribbons

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Carbon and Eagle brand Ribbons, being the pioneer brands, have been in constant use for more than twenty-five years.

Manufactured in various finishes for the typewriter and pencil to meet all requirements. Give sharp impressions and NON-SMUT.

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"The Hammer with the Human Stroke"

The High Speed Hammer

heads rivets cold—flush or countersunk—at the rate of:

- A rivet in 3 to 5 seconds, \( \frac{5}{8} \) to \( \frac{7}{8} \)
- A rivet in 10 to 20 seconds, \( \frac{7}{8} \) to \( 1\frac{1}{2} \)
- A rivet in 3 seconds, \( \frac{3}{8} \) to \( \frac{5}{8} \)

Finished any shape desired, tight or loose. Built in 8 sizes.

Model E-50 High Speed, Motor-Driven Ball-Bearing Sensitive Bench Drill Press

<table>
<thead>
<tr>
<th>Specification</th>
<th>Measurement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Height over all</td>
<td>24&quot;</td>
</tr>
<tr>
<td>Base</td>
<td>7(\frac{1}{16})&quot;</td>
</tr>
<tr>
<td>Diameter of Spindle</td>
<td>7(\frac{1}{16})&quot;</td>
</tr>
<tr>
<td>Spindle Feed</td>
<td>2(\frac{1}{4})&quot;</td>
</tr>
<tr>
<td>Weight</td>
<td>62 lbs.</td>
</tr>
<tr>
<td>Capacity, from smallest to 14&quot; Drills</td>
<td></td>
</tr>
</tbody>
</table>

THE HIGH SPEED HAMMER CO., Inc.
Rochester, N. Y., U. S. A.

YOU will find that the slogan, "Rochester Made Means Quality," takes on an added meaning after enjoying a serving of Woodcock Macaroni, Spaghetti or Egg Noodles. Woodcock quality is so pronounced that once Woodcock Products are used, nothing else will satisfy—substitution is for-ever barred.

Selected wheat scientifically "cured" by the exclusive Woodcock process gives to Woodcock Products a flavor and deliciousness never yet approached in other brands.

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Star Egg Carriers and Trays, other products of our factory, have been installed by more than 70% of the Retail Grocers of the United States and Canada, and are saving thousands of dollars annually through eliminating breakage in the delivery of eggs by vehicle.

Information regarding either Woodcock Macaroni Products or Star Egg Carriers and Trays will be cheerfully furnished on request.

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Rochester, New York, U. S. A.
Louis Holtz & Sons, Inc.

Makers of custom tailored clothing for men and young men. Featuring models and imported fabrics seldom presented in ready-for-service garments.

Made at Rochester, N.Y.
BASSINET, Play Pen and Indoor Carriage combined. Kumfy Krib is Baby's Castle where His Majesty or Her Ladyship reigns supreme, asleep or awake. In slumber, in the house or out-of-doors, baby is protected from dust, danger and disease; awake, baby reaches for toys close at hand instead of crying for mother to dance attendance.

A Nursery-on-Wheels, Kumfy Krib deserves a place in the small cottage or great house. In the city apartment or country home it stands guard over baby's welfare, comfort and happiness.

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Engine Lathes
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Builders of Heavy Duty Machine Tools for more than half a century
Brown's Fine Calf Leathers
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Our leathers have received the unqualified endorsement of leading shoe manufacturers in many of the European countries.

Used in leading makes of men's and women's shoes in the United States and abroad.

High quality and fashionable finish are the outstanding features of these well-known calfskins.

Among our popular brands are:

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(The Original "Sunpru" Colors)

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Handy as a bicycle; efficient as a motorcycle.

Weighs 70 pounds.

Speed, 3 to 30 miles per hour, 80 to 100 miles per gallon, gasoline.

The lowest price power two-wheeler on the American market.

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Manufacturers of Fine Lasts
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Allied Missions

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inspect the Rochester
factory of the

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CARRIES a one-ton load at full speed behind any passenger automobile or truck. Attached and detached without tools.

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Typical Transmission Pump Installation

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MANUFACTURING COMPANY
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TIRE PUMPS
FOR PASSENGER CARS AND TRUCKS

Air Compressors
for
Public and Private Garages—Engine Driven Pumps
For Passenger Cars and Trucks
Hand Pumps and Grease Guns

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Kellogg Garage Compressor, Model EM 42
THE SCHLEGEL MANUFACTURING CO.
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for Scientific, Mechanical and
Trimming uses
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EVERY detail in the process of turning out paper boxes, from the simplest to the most complicated design, completed in our own factory.

Quality
the best

Quantity
unlimited

Service
absolute

HIGH GRADE PAPER BOXES designed by artists, finished by artists. Boxes that are practical to build and of maximum durability. The last word in attractiveness.

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Circulars and full information on request.

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This is where five million

Cigarette Boxes

are manufactured daily for Domestic and Foreign trade. These boxes are made on our own specially designed and patented machines. Exclusive leasehold rights and protection for these machines in European countries can be secured by negotiation.

THE ROCHESTER FOLDING BOX COMPANY

Lithographers, Rochester, New York, U.S.A.
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SHINOLA is a wax and oil shoe polish, distinguished by its properties of applying easily and quickly to leather, its giving a very high polish with a few strokes of the polisher, and the fact that it forms a preservative coating on the surface of the leather tending to keep it soft and pliable and keep out moisture. Shinola is made in black, tan, ox blood and brown colors and is packed in air tight metal containers with a patented key for conveniently lifting the lid when it is desired to use the polish.

White Shinola is a different product intended for whitening and cleaning white shoes, whether of leather or fabric. It is adapted to all white leathers, except those highly glazed, and possesses the merit of having a very dense white body and can be easily and quickly applied.

The Shinola Company was founded in 1877 and its products have attained practically universal distribution in every state and territory in the Union, from the largest cities down to the smallest village stores.

Shinola has proven itself adapted to foreign markets, even though the development of foreign trade for Shinola has been undertaken only comparatively recently. Shinola is now distributed quite generally in Mexico, Central and South America and the West Indies, in South Africa, the Dutch East Indies, the Philippines, somewhat in Japan, China and Siberia.

In Europe, Shinola is distributed in the following countries named in the order of their consumption: Belgium, Holland, Norway, Denmark, Spain, Italy, France, Servia, Portugal, Bulgaria, Russia and Great Britain. It will thus be seen that there is large, excellent territory open to merchants who can handle this product, and it is the desire of the Shinola Company to open negotiations with reliable concerns in position to take advantage of the opportunity that this specialty offers for a very considerable volume of business at very satisfactory profits.

SHINOLA COMPANY
Rochester, N.Y., U.S.A.
The Mayer Process of Improved Paper Coating Machinery

Patented in Principal Countries

Type 40-G—16—72-inch Wax or Paraffine Paper Coating, Oiling and Saturating Machine.

For manufacturing all kinds of sanitary, water and grease proof paper used for wrapping bread, butter, lard, meats, candies, tobacco and many other products; also silverware, tools, instruments, etc., to protect same from exposure or tarnishing. For making inexpensive containers for holding liquids, vases, drinking cups, lining shipping cases, etc. Capacity 350 to 500 lineal feet per minute. Floor space, 14 x 9 ft.

The Mayer Process of Improved Paper Coating Machinery

Type 30-D—28-inch Carbon Paper Coating Machine

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Floor space: 7 feet by 9 feet.

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and Inked Ribbons

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Special attention given to
foreign business.

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and
Carbon Papers

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- French
- Portuguese
- Spanish
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