

## INDEX TO ADVERTISEMENTS

	PAGE		PAGE
Abstract Guarantee Company The.....	434	Bausch E. E. & Son Co.....	362
Accounting & Adjusting Agency.....	244	Bausch & Lomb Optical Co.....	361
Acme Tool & Die Co.....	339	Bearsley-Clarke Realty Co. Inc.....	390
Adams & Dony.....	335	Beaucaire-Mitchell Inc.....	183
Albrecht John & Son.....	344	Becker David.....	375
Alderman Fairchild Co.....	213	Becker Plumbing & Supply Co.....	374
Alexander, Shumway & Utz Co. The.....	251	Bender Bros.....	276
Allen Dwight H.....	394	Bennett & Wood Co. Inc.....	250
Alliance Mercantile Agency.....	243	Berger Bros.....	265
Alliance Motor Corp. front edge of book and	168	Bickford Bros. Co.....	188
Alliance Realty Corp.....	395	Bietry Herbert J.....	392
Alling & Miles Inc.....	173	Big Elm Dairy Co.....	255
Allyn Leon C. Co. Inc.....	354	Black Diamond Boiler Compound Co. Inc.....	416
Amalgamated Furniture Factories Inc.....	281	Blanchard Florist.....	273
Amberg Woolf H.....	400	Blanchard Storage Co. Inc.....	423
American Brewing Co.....	209	Bloss Earl C.....	394
American Clay & Cement Corp.....	223	Blumenstiel Bros.....	303
American Glass & Construction Co.....	221	Bob and Norman's Garage.....	181
American Laundry Machinery Co. The.....	333	Bockwell.....	257
American Multigraph Sales Co.....	358	Boiler and Radiator Corporation The.....	290
American Specialty Co. The.....	428	Boller Ezra J.....	309
American Surety Co. of N. Y.....	302	Bonbright & Co. Inc.....	190
Amsden Gilbert T.....	311	Bonsignore Gaetano.....	250
Andrews Real Estate.....	401	Booth Bros. Co.....	338
Arensmeyer John G. & Co.....	373	Bostwick C. A. Inc.....	164
Aronstam Bernard.....	284	Bourne John R.....	358
Arrow Advertising Service.....	349	Bowerman Builders Service.....	227
Art Print Shop The.....	382	Bradshaw Charles.....	241
Artisan Sheet Metal Corp.....	409	Bradstreet R C Inc.....	396
Ash Motor Corporation.....	347	Brady Tool & Die Corporation.....	337
Ashley Egbert F. Co..... back of book and	296	Brighton Awning & Tent Co.....	188
Ashley Machine Works.....	336	Brighton Hardwood Floor Co.....	272
Atkinson Co. The.....	218	Brighton Place Dairy Co.....	256
Atlantic Stamping Co.....	409	Brown Bros. Co.....	355
Automatic Rug Cleaning Co.....	406	Brown William J.....	374
Automatic Utilities Corporation.....	262	Brown & Pierce Co. Inc.....	266
Babcock H. H. & Co.....	239	Brown & Rice.....	383
Bache J. S. & Co.....	195	Browncroft Realty Corporation.....	389
Baetzel Fred.....	242	Buckley Wm. A. Co.....	249
Bailey George C. J. Estate.....	371	Buedingen Ferdinand Co. Inc.....	215
Ball Lloyd B.....	392	Buelle Motors Inc.....	172
Balla Gabriel.....	282	Builders' Exchange.....	219
Bancroft Motors.....	175	Burch Chevrolet Corp.....	177
Bantleon Bros. Co.....	173	Burgess John A.....	196
Barber-Donovan Inc.....	263	Burke Steel Co. Inc.....	420
Bareham & McFarland Inc.....	372	Burnett Printing Co.....	381
Barnard Development Co. Inc.....	398	Burr & Starkweather Company.....	165
Barnard, Porter & Remington.....	365	Bush & Cole Inc.....	180
Barr & Creelman Co..... insert opp 376-	377	Caley & Nash Inc.....	179
Barry James C. Company.....	433	Campbell E. C. Coal Co.....	236
Barthelmes C. Mfg. Co. Inc.....	165	Campbell & Menzner.....	350
Bartholomay Company Inc.....	255	Carmichael James J.....	392
Bastian Bros. Co.....	163	Case W. A. & Son Mfg. Co.....	377

	PAGE		PAGE
Casselberry Realty Corp.	388	Elter Cleaning & Sales Co.	230
Castle Wilnot Co.	422	Elwood Coal Service.	240
Central Container Co.	435	Emery & Son.	391
Central Park Furniture Co.	281	Empire Adjustment Bureau.	243
Central Supply House.	428	Empire Blower Co. Inc.	210
Central Trust Co.	200	Empire Insulation Co.	246
Chamberlin Rubber Company.	405	Empire Optical Co. Inc.	363
Chapin-Owen Co. Inc.	415	Enders Frederick J.	181
Chase Bros. Company.	355	Enders Phillip & Son.	329
Christie Specialties Company.	423	Engert F B Realty Co.	387
Christler Realty Co.	399	Engert Geo. & Co. Inc.	239
City Blue Print Co.	210	Englehardt Edw. Co.	313
City Pattern Works.	368	Erdle Perforating Co.	409
Clark Ernest R Travel Bureau Inc.	417	Ernst Louis & Sons.	285
Clark Paint Oil & Glass Co.	365	Evans F. W. Coal Co. Inc.	242
Clark Stek-O Corporation.	367	Exchange Lumber Company Inc.	328
Clark W. N. Company.	320	Farmer Ernest.	400
Clements James C. Inc.	311	Federal Rochester Truck Co.	178
Colby & Ament Co.	441	Fee Brothers.	414
Commercial Realty Corporation of Rochester.	398	Ferguson Hardware & Electric Inc.	286
Comstock Lumber Co. Inc.	330	Fidelity Mortgage Service.	402
Condon Auto Parts Co.	184	Filkins G. Harrison.	237
Connelly P. J. & C. P. Ward Building Contractors Inc.	250	Firman-Webb Co. Inc.	305
Connor John & Son.	322	Fisher Abram E.	441
Conolly James Printing & Binding Co.	381	Fisher Lester.	313
Consolidated Materials Corp.	224	Fitzsimmons Realty Co.	395
Consolidated Milk Co. Inc.	256	Flesch & Schmitt Inc.	410
Cook Iron Store Co.	420	Flower City Charcoal Co.	241
Coomber & Taylor.	252	Flower City Pipe Company Inc.	421
Co-Operative Foundry Co.	288	Flower City Specialty Co.	181 and 215
Corbett-Steeves Pattern Works.	368	Flynn & O'Neill Inc.	372
Cottrill Realty Corp.	401	Foley John F.	315
Covert Stamp Co.	377	Folmer Graflex Corporation.	369
Covill Alden L.	378	Ford Cleaners & Dyers Inc.	232
Covill & Covill.	320	Forman B. Company.	235
Cowles Arthur B.	215	Francis Metal Door & Window Corp.	220
Cox & Rogers.	362	Franklin Rochester Motors Inc.	171
Coxe Edward L.	389	French Textile Co.	443
Cramer-Force Co. Inc. The.	366	Friedrich Julius Co. Inc.	248
Crawford Horace M.	366	Frostholm-Treiber Inc.	256
Credit Rating Corporation The.	343	Fuller George R. Company.	166
Crone Realty Co.	402	Gallagher James V.	391
Crosby Frisian Fur Co. The.	283	Gallagher Motor Co. Inc.	169
Cross Bros. Co. Inc.	208	Galusha Stove Co.	289
Cross H. M. & Sons.	208	Garfield Real Estate Co. Inc.	front cover
Crouch & Beahan Co. bottom edge of book and	326	Garrett John.	253
Crowley Harry B.	314	Garson & Wood Furniture Co.	279
Crown Ribbon & Carbon Mfg. Co.	358	Garvin Motors.	175
Culp George.	174	Gay's Speedometer Service Station.	185
Culver Engraving Co. Inc.	368	General Baking Co.	189
Culver J. Z. Co.	393	General Motors Inc.	178
Cunningham J. P. Lumber Co. Inc.	329	General Realty Service Inc.	387
Cunningham James Son & Co.	172	Genesee Brick & Supply Corp.	228
Cunningham-Joyce Motor Corp.	175	Genesee Bridge Co. Inc.	419
Curran-Mason Co. Inc.	251	Genesee Electrotpe Co.	383
Curtice Brothers Co.	320	Genesee Optical Co.	363
Curtin Bros.	313	Genesee Valley Electric Co.	268
DaBoll Piano Co. The.	351	Genesee Valley Lithograph Co. Inc.	385
Dainard & Katsampes Inc.	192	Genesee Valley Trust Co.	202
Dana Howard C. & Co. front cover and	314	Gerhard F. H. Co.	362
D'Aprile A. M. Gasoline & Oil Corp.	360	Gerstner & Statt.	433
Darrow School of Business.	407	Geyer & Reinhardt.	314
Davenport Machine Tool Co. Inc.	338	Giamberardino Construction Company Inc.	252
Davison Mary E.	232	Gibbons & Stone Inc.	350
Dean H. W. Plumbing Co. Inc.	373	Gibson-Snow Co. Inc.	261
Dennison H. B. & Co.	196	Gilbert H. C. Appliance Co.	262
DeVissser B. F. Co. The.	365	Gilbert Steamship Agency.	417
Diamond Paper Box Co.	215	Gilles Lithographing & Printing Co. The.	380
Dicker-Gorsline Co. Inc.	303	Gilmore Germicide Co.	260
Diehl Joseph H.	289	Gioia A. & Bro.	330
Dietrich George Co. Inc. front cover and	308	Gleason Works.	354
Dillon Read & Co.	193	Glen Bros. Inc.	338
Direct Advertising Co.	164	Gliddon Charles J.	318
DispENZA Charles M.	392	Goetten John Service.	229
Doherty Henry L. & Co.	193	Goetzman H. W.	226
Domine Builders Supply Co.	223	Goldman David Co. Inc.	308
Donahue Daniel.	393	Good Albert M.	380
Doyle Detective Bureau & Police Patrol.	259	Good Stone Mfg. Co.	227
Drake H. F. Coal Co.	239	Goodenough Orrin E.	290
Drayton, Penington & Colket	196	Gorsline William H.	390
Dublin Ralph L.	362	Gorsline & Swan Construction Co.	249
DuBois Hardware Co. Inc.	286	Gottry Sam Carting Co.	436
DuBois Press The.	384	Gould Car Lighting Corp.	270
DuBois & Wehle.	173	Graeser Wm. V. Co.	283
Dudley, Given, Simpson Inc.	284	Graves H. B. Co. Inc.	2
Dunham C. A. Co.	416	Gray Carpet Cleaning Works The.	230
Durgin Tod Co. Inc.	307	Greece Lumber Co. Inc.	330
Dutton Percy Bruce.	297	Green T. H. Electric Co. Inc.	265
East Side Savings Bank.	206	Green Taxicab Brokers Co.	186
Eastern Clay Products Inc.	224	Green's Nursery Co.	355
Eastman Kodak Co.	370	Greeno F. L. & Co. Inc.	301
Easy Washer Shop.	441	Gregg School The.	407
Eckl Joseph.	287	Gucker William J.	315
Edelman Coal Co. Inc.	242	Gurney Osborn F.	367
Edwards Realty Co.	388	Hadlock Paint Co. Inc.	365
Egloff Joseph M.	382	Hall W J Co Inc.	413
Electric Storage Battery Co. The.	182	Hall's Sidney Sons.	211
Ellwanger & Barry Realty Co.	397	Hanan & Son.	413
		Hanna Lumber Company Inc.	329

INDEX TO ADVERTISEMENTS

	PAGE		PAGE
Harrington James P.	179	Liberty Tool & Die Corp.	336
Hart & Vick Inc.	408	Lifshutz Hyman E.	311
Hatch A. Gould.	301	Likly Stores Inc The	438
Haubner W. H. & Sons	430	Lincoln-Alliance Bank.	back of book and 197
Hauser Jacob Machine Co.	339	Lindsay Asbestos Inc.	167
Haverstick & Co. Inc.	416	Lindstrom Edward A.	207
Hayes F. E. Co.	410	Line A Time Mfg. Co. Inc.	356
Hayes Sharp & Haggerty Inc.	309	Link's Anthony Sons	254
Hayner Norman C. Co. The	260	Loewenguth, Dineen & Hock Inc. insert facing	1909
Heath Bert O.	261	Loss Prevention Inc.	312
Hegnauer Bros.	269	Lucas & Dake Co. Inc.	304
Heindl Louis & Son.	381	Ludington's I. M. Sons Inc.	250
Heinzel Anthony J.	375	Ludwig C. W. & Sons Inc.	351
Henner George W.	169	Lunt Thomas E.	391
Heinrich Carl H.	306	Luther Gustave.	251
Henry Hardware Co.	287	Luther John & Sons Co.	248
Herald Engraving Co. Inc.	385	Lyddon & Hanford Co.	164
Herman Realty Co.	400	Mabbett Motor Car Co. Inc.	177
Hernance Harry C.	276	MacAnarney Frank J.	305
Hetzler Bros. Ice Co. Inc.	294	Maccanti Realty Co.	399
Heughes F. L. & Co. Inc.	418	Macauler Flon Milling Co.	274A
Hevener & Weller Inc.	271	McCall Machine Works.	339
Hibbard, Palmer & Kitchen.	195	McConnell John S.	411
Hickok Mfg. Co. Inc.	208	McConnell Radio Service Corp.	386
Hickson Electric Co.	284	McCurdy & Co. Inc.	3
Highland Electric Shop.	268	MacFarlin Co. The.	164
Hires Turner Glass Co.	221	McGarraghy Real Estate Co.	403
Hoard Eric B.	315	McGarvey Coal Co. Inc.	239
Hoffman Contracting Co. Inc.	252	McGeer John H. & Son.	345
Hoffman Music Shop.	350	McInerney Detective Bureau.	260
Hofman Charles F.	429	Mack Walter V.	373
Hollister Lumber Co. Ltd.	328	McKay Harry J.	304
Home Laundry.	323	McWade Merchandise Corporation Inc. The.	359
Hopeman A. W. & Sons Co.	252	Maiers Louis W. Sons.	back cover
Horn Bert A.	254	Maloney Harris P.	284
Horton E. J. Inc.	169	Mandel Electric Co.	267
Hotchkiss-Sparlin Co.	303	Mandeville & King Co.	408
Hotel Cadillac.	291	Mann Charles Printing Co.	382
Hotel Richford.	291	Manufacturers' Tool & Die Co. Inc.	339
Hotel Rochester.	291	Manuse & Pappas.	403
Hotel Seneca.	291	Mariner C. E. Co.	295
Housel B. D. Co.	358	Markins Insurance Agency.	302
Housel Willis S.	399	Marks & Fuller Inc.	370
Howe-Morgan Co.	394	Marran R. W. Inc.	176
Howe & Bassett Co. Inc.	377	Marrion T. H. & Co.	346
Howe & Rogers Co.	279	Mariott's French Dry Cleaning Works.	232
Howell Trucking Service Inc.	436	Massachusetts Bonding & Ins. Co.	319
Hubbs & Hastings Paper Co.	366	Mathews & Boucher.	front cover and 285
Hughes H. T. Co. Inc.	393	Mattle A. J. & Son.	277
Hughes Wolff & Co. Inc.	163	Mayer & Hyland.	257
Humphreys The Paint Man.	364	Mechanics Savings Bank The.	207
Hunting Co. The.	376	Meisenzahl Bros. Coal Co. Inc.	240
Hupmobile Sales & Service.	171	Meng Shafer Held Co. Inc.	283
Hurst Engraving Co. Inc The.	368	Menter Stores Corp.	235
Huther Bros. Saw Mfg. Co.	406	Merkel C. A. Inc.	176
Ideman J. G. Inc.	167	Michelson George J. Furniture Co.	280
Imperial Products Co.	231	Miller Cabinet Co.	280
Industrial Electric Co. Inc.	267	Miller Charles F.	312
Ingmire & Thompson Co. Inc.	front cover	Miller John.	241
International Seed Co.	272	Miller-Lee Motors Inc.	175
Irondequoit Coal & Supply Co.	237	Miller Thomas C.	247
Iuppa M. & Maggio Co. Inc.	245	Miller & Benn Inc.	278
Jenkins & Macy Co.	237	Mills Buell P.	303
Jennings Detective Agency.	259	Milne & Warner.	191
Jesserer Henry L.	241	Miner Geo. L. Co. The.	347
Johnston James Agency Inc. The.	299	Monroe Abstract Corporation.	434
Johnston John White.	359	Monroe Block Co. Inc.	225
Jones E. H. Motors Inc.	173	Monroe Co-operative Fire Ins. Co.	295
Judson Governor Co. The.	319	Monroe County Oil Co.	359
Kablfleisch J. C. Co. Inc.	301	Monroe County Savings Bank.	204
Karle Lithographic Co.	379	Monroe Warehouse Co. Inc.	425
Katz & Zamos.	254	Moore E. C. Inc.	306
Kaufman's Hair Shoppe.	441	Mooney's Thomas B. Sons Inc.	277
Kavanaugh John Agency Inc.	309	Moore John C. Corporation.	356
Keller John B. Sons Inc.	273	Moore & Fiske.	277
Kelso Laundry Co.	323	Morgan Machine Co. Inc.	338
Kennedy-Clark Inc.	290	Morse C. H. & Son.	406
Kenny Gerald C.	439	Morse Sash & Door Co.	294
Kewin W. J. Inc.	373	Morse Wm. B. Lumber Co.	327
Keystone Builders Supply Co.	227	Mossley & Motley Milling Co.	274A
Keystone Carting Co.	436	Moser Studio Inc.	369
Klonick Ralph Corp.	396	Mott F. A. Electric Co. Inc.	284
Knapp E. H. & Son.	411	Mount Hope Cemetery.	inside back cover
Knapp Homer.	253	Mowris Charles R.	308
Knowles & Peck Co. Inc.	411	Moysey Arthur E & Co Ltd.	189
Knowlton M. D. Company.	334	Mudge Walter S.	275
Kohlmetz Charles E. Iron Works.	420	Multigraphed Letter Co.	348
Kohlmetz Henry L.	421	Mutschler A. & H. G. Inc.	334
Kolb Louis F.	305	Nash Gates Co.	174
Koval Electric Co.	269	National Bank of Rochester.	198
Kramb William John Real Estate.	403	National Casket Co. Inc.	439
Langie L. C. Coal Co.	236	National Fence Co.	442
Lara Quality Photo Service.	370	National Realty Service.	402
Lauer Furniture Co. Inc.	280	Naughton Building & Securities Co. Inc.	249
Leary Dry Cleansing & Dyeing Works.	233	Neil & English Co. Inc.	396
Leland-Weston-Lowe Co.	346	Neil & Parmelee Co. Inc.	388
LeRoy Stationer, Engraver.	415	Nell Bros. & Kern.	433
Lester Henry Hardware Co. Inc.	286	Neun H. P. Co. Inc.	213
Levis Music Store.	351	New Windsor Hotel.	292

INDEX TO ADVERTISEMENTS

	PAGE		PAGE
New York Auto-Tire & Supply Co.	186	Rochester Gas and Electric Corporation	4
New York Florist Co.	274	Rochester German Publishing Co.	354
Newell George R. Inc.	271	Rochester Germicide Co.	260
Newman Bros. Grain Co.	274	Rochester Ice Cream Co. Div. General Ice Cream Corp.	294
Newport Sand & Gravel Corp.	228	Rochester Iron & Metal Co. Inc.	344
Nielens Edmond P.	294	Rochester Lead Works	344
Niles-Bement-Pond Co.	335	Rochester Life Underwriters Inc.	317
Noble Electric Co.	268	Rochester Lime & Cement Corporation	222
Norris Arthur B.	271	Rochester Linotype Composition Co. Inc.	383
Norris J. Frank	223	Rochester Lithographing Co.	379
North West Foundries Inc.	217	Rochester Lumber Co.	327
Northway Thomas J. Inc.	170	Rochester Motor Terminal Inc.	401
Nunn Brass Works	217	Rochester Musical Instrument Co. Inc.	350
Nye Forbes & Porter	314	Rochester Oil Heating and Refrigerating Co.	262
Nye Frederick D.	277	Pochester Parcel Delivery Co.	367
O. K. Printing Co. Inc. The.	382	Rochester Parquet Floor Co. Inc.	272
O'Connell Electric Co.	265	Rochester Photo Co.	369
Odenbach Restaurants Inc. The.	293	Rochester Printed Products	379
Oemisch Henry Co.	321	Rochester Printing Co.	353
Oliver's Builder's Supplies Corp.	226	Rochester Rug Works Inc.	230
Osborne Edward S.	192	Rochester Savings Bank	205
Osburn The	329	Rochester Show Case Works	429
Otis Lumber Co.	171	Rochester Steam Laundry Co. Inc.	324
Packard-Rochester Motors Inc.	170	Rochester Steel Construction Co.	421
Paige Sales Co. Inc.	261	Rochester Taxicab Co.	186
Paine Drug Co. Inc. The	190	Rochester Telephone Corp.	431
Palmer Allan R. Co. Inc.	194	Rochester Times-Union Inc.	352
Palmer Securities Co.	413	Rochester Trust & Safe Deposit Co.	201
Park-Brannock Stetson Shops Inc.	302	Rochester Underwear Store	439
Parker-Consler Agency	194	Rochester Variety Woodworking Co.	430
Parrish & Co.	334	Rochester Window Display Service	163
Patchen & Hoefler	243	Rochester & Suburban Realty Co. Inc.	397
Paul & Rumpff	306	Roeser Eugene C.	389
Paviour R. S. & Son Inc.	193	Roger Louis C. Inc.	412
Pearson McGrath & Co. Inc.	322	Roncone-Forcan	276
Pease F. B. Co.	282	Rosery Flower Shop The	278
Peloquin Fur Tanning Co. The.	195	Rosenbach John C.	278
Perkins Erickson & Co.	189	Rothschild L. F. & Co.	192
Perry George N. & Co.	431	Rowe Underwear Store	290
Pfaudler Co. The	325	Rugg H. Co.	219
Phelps F. H. Lumber Co. Inc.	236	Ryan & McIntee	275
Philadelphia & Reading Coal & Iron Co.	263	Sabey Fred F. Co. Inc. The	188
Phillips Electric Co.	165	Sagamore Hotel The	292
Pidgeon William Jr.	247	Sage L. W. & Co. Inc.	289
Pike John B. & Son Inc.	336	Sage, Wolcott & Steele	191
Plum & Little	255	Sampson & Murdock Co.	340
Plymouth Dairy Inc.	440	Sanders Co. The	180
Popp George V.	162	Saratoga Marble & Tile Co. Inc.	433
Posner Audit Co.	378-379	Sargent-Baker Inc.	171
Post Express Printing Co. The.	261	Sargent & Greenleaf Inc.	325
Post J. K. Drug Co.	293	Save Electric Supply Co.	246
Powers Hotel	415	Schaefer Bros. Builders Supply Co. Inc.	228
Powers & Vail Inc.	253	Schaeffer Florent L.	369
Poze & Natapow	300	Schantz Joseph A. Co.	427
Pritchard Orris L.	426	Schauman's J. Sons	275
Pritchard Storage & Warehouse Co. Inc.	361	Scheer Emil J.	321
Projection Optics Co. Inc.	321	Scheg's Service Station	183
Provident Loan Society	319	Schelter Mfg. Co.	182
Provident Mutual Life Ins. Co. of Philadelphia	287	Scheuerman C. F. Sons	278
Pullman Mfg. Company Inc.	360	Schied Chas. Sons Inc.	346
Rae F. B. Oil Co. Inc.	257	Schiefer Electric Co. Inc.	269
Randall Rolland R. Galleries	247	Schlegel Mfg. Co. The	187
Rankin Construction Co. Inc.	253	Schlick H. N. & Co.	238
Rapp F. H. Company	372	Schmidt Rudolph & Co. Inc.	268
Reddington Arthur B.	243	Schnackel's C. Son Inc.	179
Reddington John M.	348	Schoellkopf, Hutton & Pomeroy Inc.	194
Redner Advertising Service	374	Schoen Bros.	174
Rehtberg George C.	311	Schoeneman W. D. Co.	343
Reibling A. J. & Son Co.	270	School of Commerce	407
Reid & Edgar Employment Service Bureau	391	Schroeder Fred G. J.	349
Reilly Robert	414	Schwartz William F. & Son Inc.	411
Richardson Corp.	181	Schweid Harry A.	396
Richter Charles Garage	333	Swoell Chemical Co. Inc.	231
Ricker Mfg. Co. The	258	Scott Pump Co.	266
Ritter Dental Mfg. Co. Inc.	401	Serintom's Inc.	212
Roelerts Louis A.	287	Security Trust Company	203
Robeson-Rochester Corp.	331	Shafer Raymond T.	390
Roby Sidney B. Co. The	310	Shaw George V.	318
Rochester Agency Inc.	330	Shea-Lutz Realty Co. Inc.	397
Rochester American Lumber Co. Inc.	166	Shepard Orville H.	318
Rochester Artificial Limb Co.	184	Sherman Battery Equipment & Supply Co.	183
Rochester Auto Parts Inc.	182	Shufflet Cumber & Co. Inc.	190
Rochester Automobile Spring Co.	183	Shulman Louis & Co.	343
Rochester Battery Clinic	207	Sioley Lindsay & Curr Co.	449
Rochester Bedding Corp.	210	Siddons John Co. The	410
Rochester Blower Pipe Co. Inc.	214	Simms Harold H.	367
Rochester Box & Lumber Co.	442	Simonds Press	384
Rochester Brass & Wire Works Co.	429	Slade & Bridle Co. Inc.	395
Rochester Cabinet Co. Inc.	424 and 436	Slaight Detective Bureau	259
Rochester Carting Co.	209	Sloan Samuel & Co.	376
Rochester Coca-Cola Bottling Corp.	431	Smith Ceramic Studios Inc.	212
Rochester Costume Co.	233	Smith Clarence Walker	238
Rochester Dyeing & Cleaning Co.	267	Smith Coal Co.	195
Rochester Electrical Supply Co. Inc.	384	Smith Graham & Rockwell	307
Rochester Electrotype Co. Inc.	273	Smith L. Walton Agency	272
Rochester Floral Co.	212	Smith Leonard E.	307
Rochester Folding Box Co.	282	Smith Sash & Door Co.	225
Rochester Fur Dressing Co. Inc.	282		

INDEX TO ADVERTISEMENTS

	PAGE		PAGE
Smith Supply & Equipment Co. Inc. of Buffalo	428	Verwey Printing Co.	insert facing 384-385
Snow Mercantile Agency	343	Viall George I. & Son	364
Snyder E. G. Co. Inc.	374	Vicinus Agency The	304
Snyder S. Corp. The	344	Vick's James Sons	408
Sokolow's Auto Radiator & Fender Works	180	Vierhle & Westfall Inc.	312
Sours Carting & Storage Co.	437	Yoski Bros.	175
Southwick T. T. Oil Co. Inc.	359	Yogel & Binder Co.	227
Specialty Printing Co.	380	Yogel Manufacturing Corp.	187
Spiegel George F. & Son	165	Yost Tool Works	336
Stacy O. T. Co.	244	Wall W. Herbert	318
Stafford George W. Motor Co. Inc.	177	Wallace S. M. Furniture Co.	279
Stalker G. H. Sash & Door Co.	226	Wallace Warren R. & Co. Inc.	193
Star Palace Laundry	324	Walter Henry A. & Co.	191
Starter & Ignition Service Co. Inc.	185	Waltjens Painters and Decorators	448
State Auto Exchange	back cover and 176	Ward C. P. Inc.	315
Staub & Son Inc.	230 and 234	Ward L. S. & Co.	264
Stecher Lithographic Co.	381	Ward R. D. Electric Co. Inc.	235
Stedman Realty Co.	398	Ward's Specialty Store	269
Stein William P. & Co.	337	Warder, Clark & Chaplin Electric Co. Inc.	372
Stevens & McMillan Co.	224	Warnock & Zahradt Inc.	403
Stewart Motor Truck Co.	178	Warren & Crosby	270
Stewart-Warner Sales & Service Station	185	Warsaw Elevator Co. Inc.	234
Stewart & Bennett Inc.	246	Watts Dry Cleaning Co. Inc.	360
Stiffier R. G. Realtor	390	Webaco Oil Company Inc.	285
Stone Co. The	378	Weed & Company	383
Storandt J. W. Mfg. Co.	430	Wegman-Walsh Press, Inc.	342
Strasenburgh R. J. Co.	262	Wegman William J. Co.	316
Strauchen Edward & Son	251	Wehn & Wedel	375
Stromberg-Carlson Telephone Mfg. Co.	386	Weidel H. F. Co.	back cover
Stuart-Olver-Holtz Co.	371	Weis & Fisher Co.	437
Sullivan H. H. Inc.	210	Wells Lyndon H. Inc.	182
Sullivan W. Fred	271	Weltzer Anthony J.	427
Summerhays William Sons Corp.	246	West Bros.	427
Sunderlin Co. The	320	West Carting & Storage Co. Inc.	240
Sunshine Oil Co.	361	West Charles C. Coal Co. Inc.	333
Suskind M. & Son	363	West Tire Setter Co. The	414
Sutro Bros. & Co.	194	Wetterman Sign Co.	435
Swalbach Building Products Co. Inc.	222	Whalen R. & Co.	387
Swan Theodore H.	225	Whalen & Otto	263
Sykes E. C. & Co. Inc.	270	Wheeler-Green Electric Co.	404
Symington Co. The	319	Wheeler Refrigerator Corp.	310
Syracuse Supply Co.	335	Whitbeck Lewis H.	211
Szwet Frank	279	White Binding Company	323
Taft & Sons Inc.	328	White Linen Supply Laundries Inc.	442
Taylor Instrument Companies	432	White Wire Works Co. The	170
Taylor John R.	249	Whiting C. L. Inc.	226
Taylor-Shantz Co.	335	Whitmore-Jackson Co. Inc.	back colored Y
Teall's	231	Whitmore, Rauber & Vicinus Inc.	172
Thomas Harry F.	393	Williams Jas. J. Inc.	180
Thomas & Childs	310	Williams Walter B.	288
Tice & Gates	232	Williamson Heater Co.	357
Tiefel Leon C.	322	Williamson Law Book Co.	254
Tiffany D. H. Corp.	185	Williamson & Slayton	337
Timmerman Eugene A.	276	Willsea Works The	back cover
Title Guaranty Corporation of Rochester	434	Wilson H. E. Inc.	422
Todd Company The	356	Wilson J. C. Co.	399
Tomkinson Feed Co.	378	Wilson William H. Iron Works	349
Towner Bros.	209	Wisner Frank P.	298
Townsend Fred W.	313	Wolf Advertising Service	295
Toy Gilson & Taylor Inc.	189	Wolfert Bros.	307
Trimble E. M. Manufacturing Co. Inc.	280	Wolfert John M. E. Corp.	354
Trott Brothers Co. Inc.	345	Wolf M. E. Co.	219
Trotter C. W. & Sons	405	Wood Allen L.	240
Tuke Chas. D. Insurance Agency	312	Wood Specialties Inc.	410
Turnbull Herbert B.	278	Woodams W. G.	225
Uhlen Carriage Co.	435	Woodard Thomas S. Co.	217
Union Oil Works	360	Wright A. J. & Co.	288
Union Tool Co. The	332	Wright & Alexander Co.	337
Union Trust Co.	199	Yates-American Machine Co.	238
Unit Parts Rochester Corp.	184	Yates Coal Co. The	398
United Audit Co. The	162	Yawman William A.	357
United States Rubber Co.	405	Yawman & Erbe Mfg. Co.	174
Upton Cold Storage Co. Inc The	426	Yonk-Foster Nash Co. Inc.	422
Van DeMar Wood Novelty Co.	281	Youngs Wrought Iron Works Inc.	211
VanHoesen F. P. Co.	364 and 440	Zahradt William F. & Son	438
VanVechten Milling Co. Inc.	274A	Zick Joseph Estate	327
Vegetarian Cafeteria & Bakery	405	Zielinski Stephen	357
Velie Motor Cars	170	Zimmerli Business Furniture Corporation	
Verschak George	282		