REFERENCE DEPARTMENT

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

Accountants and Auditors

Income Tax Service       Bookkeeping

STONE 3983

1064 Mercantile Building, North and Franklin Sts.

C. A. BOSTWICK, Inc.

Special Page and Edition

Advertising

Largest Agency in Eastern United States

501-503 Commerce Bldg.    Rochester, N. Y.

LYDDON,  Advertising
HANFORD
&
KIMBALL

Incorporated

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

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

BASTIAN BROS. CO.

1600 North Clinton Avenue

Please mention this directory when dealing with advertisers
The Knowledge of "where to buy" is as important as where to sell goods.

Consult the City Directory

Burr & Starkweather Company
Farm, Dairy, Poultry and Contractors' Supplies
Fertilizers and Seeds
Farm and Garden Tractors
BINDER TWINE
Washing Machines
Authorized Radiola Dealers
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39-57 MT. HOPE AVENUE
ROCHESTER, N. Y.

K. Barthelmes Mfg. Co., Inc.
ALUMINUM GOODS MANUFACTURERS
ALUMINUM SHEETS, CIRCLES AND STAMPINGS
GENESEE 2540
CAIRN ST., End of WEST AVENUE
LINCOLN PARK
Artificial Limbs

— ESTABLISHED 1857 —

GEORGE R. FULLER COMPANY

Manufacture and Fit

TRUSSES — ELASTIC HOSIERY — ABDOMINAL BELTS
ARTIFICIAL LIMBS — DEFORMITY APPLIANCES — ETC.

Experts in Attendance

Private Fitting Rooms

93 CLINTON AVE. SOUTH

ROCHESTER, N. Y.

ROCHESTER ARTIFICIAL LIMB CO.

CHARLES J. OSTER, Manager

We Manufacture and Correctly Fit

Trusses, Deformity Appliances, Ab-

dominal Supporters, Elastic Stock-
ings, Crutches, and Arch Supporters

275 Central Ave., Rochester, N. Y.

Tel. Stone 6886

One half block west N. Y. C. Depot

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PIPE AND BOILER COVERINGS

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MONROE 4626 — 5071

PHONE MAIN 1708

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Auctioneer and Appraiser

REAL ESTATE AND MERCHANDISE BROKER

“My Knowledge of Values Your Protection”

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191 EAST AVENUE
ROCHESTER, N. Y.

Domestic Oil Burners Toridheet Oil Burners
Johnson Industrial Oil Burners
Industrial and Commercial Oil Burning Equipment

ELECTRIC REFRIGERATION
COMMERCIAL REFRIGERATION PLANTS

Industrial Stokers Brownell Coal Stokers
Erie Electric Furnace Coal Stoker
Domestic Stokers Motorstokors

VENTILATING EQUIPMENT

Steel Boilers Brownell Boilers
Commercial Coal Burning Equipment
Thermostats and Controls

INCINERATORS ECONOMIZERS
HUMIDIFYING APPARATUS
WASHED AIR EQUIPMENT
RADATOR ENCLOSURES

24 HOUR SERVICE 365 DAYS IN THE YEAR

Tels. Stone 172—173
NIGHTS, HOLIDAYS, SUNDAYS CALL MONROE 4502
Automatic Utilities Corporation

191 EAST AVENUE
ROCHESTER, N. Y.

Domestic Oil Burners    Toridheet Oil-Burners
Johnson Industrial Oil Burners
Industrial and Commercial Oil Burning Equipment

ELECTRIC REFRIGERATION
COMMERCIAL REFRIGERATION PLANTS

Industrial Stokers    Brownell Coal Stokers
Erie Electric Furnace Coal Stoker
Domestic Stokers
Motorstokors

VENTILATING EQUIPMENT

Steel Boilers    Brownell Boilers
Commercial Coal Burning Equipment
Thermostats and Controls

INCINERATORS    ECONOMIZERS
HUMIDIFYING APPARATUS
WASHED AIR EQUIPMENT
RADIATOR ENCLOSURES

24 HOUR SERVICE    365 DAYS IN THE YEAR

Tels. Stone 172—173
NIGHTS, HOLIDAYS, SUNDAYS CALL MONROE 4502
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360 CULVER ROAD

Telephone Monroe 2870

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CADILLAC — LA SALLE

333 EAST AVENUE

STONE 1930

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Distributors

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350 MONROE AVENUE

Tel. Monroe 297

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SARGENT-BAKER, INC.

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STONE 25-26

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SALES SERVICE

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THE W. E. BIGGERS ROCHESTER CORP.
Distributors
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PLYMOUTH CARS
Service That Serves and Saves
Used Cars and Trucks—Greater Values—Lower Prices
1044 UNIVERSITY AVE. Telephone Monroe 612

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WILGUS-DAVIS, Inc.
PHONE STONE 5663
HUPMOBILE SALES AND SERVICE
121-123 Alexander St. Rochester, N. Y.

PHONE MONROE 1065

Packard-Rochester Motors
INCORPORATED

SALES AND SERVICE
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Automobiles, Accessories, Electric Refrigeration and Radio
Reo Cars
REO SPEEDWAGONS
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C. L. WHITING, Inc.
“Distributors Since 1906”
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352 EAST AVENUE
Stone 714
Used Cars
1701 EAST AVENUE
Monroe 1705
BUICK SALES & SERVICE

SWEENEY CHEVROLET CORP.
CHEVROLET
MOTOR CARS AND TRUCKS
You’ll Like to Trade at Sweeney’s
369-373 SO. GOODMAN Telephone Monroe 3000

CUNNINGHAM-JOYCE MOTOR CORP.
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GLENWOOD 4900-4901
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Service
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for Economical Transportation

Sales
CHEVROLET

Service
A-1 Service
765-769 MAIN ST., W.

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Phone Genesee 6660

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MILLER-LEE MOTORS, Inc.

DISTRIBUTORS

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Telephone Main 6562

HUDSON & ESSEX
MOTOR CARS
GOOD USED CARS

BANCROFT MOTORS
33 STILLSON STREET

Phone Main 6562

BANCROFT MOTORS
Packard Motor Cars
SALES AND SERVICE
33 STILLSON ST.      ROCHESTER, N. Y.

Sales        Service

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626 MAIN STREET, W.      ROCHESTER, N. Y.
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Buick

Specialist

10 Winthrop Street
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Just off East Avenue
Res. Phone Main 80

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Distributors

Chevrolet Motor Cars
and Trucks

640 Culver Road at Atlantic Av. - Tel. Culver 28-29

Jordan Distributors, Inc.

of Rochester

Jordan Motor Cars

Sales and Service

340 Culver Road

Tels. Monroe 665-666

I am looking for someone
LIKEWISE

Some one is looking for me

If I have something to sell
and I am not listed in this

—— DIRECTORY ——

I LOSE A CUSTOMER

Please mention this directory when dealing with advertisers
The Sign Over Your Door

Is a good thing, isn’t it? You would not think of doing business without it.

*But it is only seen by those who pass your way*

If you could put a sign where everyone could see it would it interest you?

The City Directory

Is where people look for you when they want to do business. You should make it easy for them to find you, by putting such information as a buyer wants, in the Directory properly indexed under all headings where he might look for you.

*To be properly registered costs less than to be left out*

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729 POWERS BUILDING .. ROCHESTER, N. Y.
C. SCHNACKEL'S SON, Inc.

Established 1872

Builders of High-Grade Light and Heavy Vehicles to Order for all Purposes

Special Auto Truck Bodies and Moving Vans

We do Auto and Wagon Repairing, Painting and Trimming, Straightening Disk Wheels, Auto Wheel Repairing a Specialty

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Automobile Painting and Trimming

BODIES OF SPECIAL DESIGNS

MANUFACTURERS OF Vans and School Busses

1828 EAST AVENUE Phone Monroe 5126

We take the DENT out of ACCIDENT!

Auto Radiator, Fender and Body Work
Auto Painting, Trimming and Top Work
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OPEN 7.00 A. M. CLOSE 6.00 P. M.

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Tires and Accessories
Day and Night Storage
Collision Work
Willard Batteries
Electric Car Washer
Tow Service
Official Headlight Testing Station
816 MONROE AVENUE  Monroe 90

The New York Auto-Tire & Supply Co.
Repairing and Vulcanizing Auto Tires
DISTRIBUTORS FOR
KELLY SPRINGFIELD TIRES AND TUBES
Phone Stone 52
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IT PLEASES FRED TO PLEASE YOU

Wide Awake
BUSINESS MEN
and
Thoughtful People
in the homes
Know the Many
Advantages
of a
CITY DIRECTORY

Fred’s Gas Castle
PLATT NEAR ST. PAUL ST.
Main 7958

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ADVERTISING DEPARTMENT 175

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PHONE STONE 4030

W. E. BUSH & CO., Inc.

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Distributors

When reliable power is combined with exceptionally long life, as in the EXIDE, then your battery is not merely a comfort but a genuine economy.

Exide BATTERIES

The Electric Storage Battery Company

ROCHESTER BRANCH

Telephone—Genese 3476 642 Plymouth Avenue South

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Just off East Avenue ROCHESTER, N. Y.

Socket Powers - Starters - Generators - Ignition - Radios

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CHARGING AND REPAIRING
R. B. C.—THE BEST BATTERY IN THE MARKET
18 MONTHS GUARANTEE

GENERATOR, STARTER AND IGNITION SERVICE

Over-Hauling of Batteries Our Specialty
Charging 6 Volt. 50 Cents—Rental Daily 15 Cents

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Phone, STONE 3542
Stewart
Warner
Waltham
Van Sicklen
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GAY'S
SPEEDOMETER
SERVICE STATION

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Johns-Manville
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A. C. OIL FILTERS

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ROCHESTER, N. Y.

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C. L. HARTMANN CORP.
Formerly Starter & Ignition Service Co., Inc.
18-20 N. UNION STREET

Satisfactory Automobile Electric Repairs

DELCO BATTERIES

Eisemann Magneto
Delco, Remy & Klaxon
Auto-Light Starters
Briggs and Stratton
Bosch Magneto
North East Electric
Zenith Carburetors

Chapin-Owen Co., Inc.
205-213 ST. PAUL STREET

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ROCHESTER, N. Y.

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STONE 7056
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Congdon Auto Parts Co.
G. E. CONGDON, Prop.

NEW AND USED PARTS FOR ALL MAKES OF CARS

Tires and Accessories of Every Description for Automobiles

AUTOMOBILE GLASS CUT AND SET

Phone Stone 6824

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ROCHESTER, N. Y.

**Phone Main 6077**

STANDARD AUTO TIRE WORKS
GEO. H. STRICKLAND, Prop.

*Distributors of***

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*WE REPAIR TIRES — WE KNOW HOW*

Our TIREWELDER EQUIPMENT Enables us to Repair without
Overcuring the rest of the TIRE

Our TIREWELDER METHOD Gives You a Factory Repair Job

24 WINDSOR STREET and 496 EAST MAIN STREET

ROCHESTER, N. Y.

WALT WILLIAMS

AUTO SHEET METAL
and RADIATOR WORKS

*High Grade Auto Lacquer Finishing
Trimming and Top Work*

295-299 MONROE AVENUE

Rochester, N. Y.

PHONE STONE 6197

FLOWER CITY SPECIALTY COMPANY

Manufacturers of

Metal, Wood and Paper Specialties

250-252 MILL STREET

ROCHESTER, N. Y., U. S. A.

*Sold Through Jobbers Only*

Pat. Dec 12 1922
Pat. on Monkey Link Validated by
Highest U. S. Court 1926

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In Rochester

NEW AUTO PARTS

MACHINE SHOP
Cylinder Regrinding
Piston Grinding
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Flywheel Gears
Brakes Relined
Brake Drums Refaced
Crankshaft Reground
Scord Cylinders Repaired

STATE AUTO EXCHANGE

GENERAL GARAGE
Auto Painting
Battery & Ignition Service
Complete Wreck Service
Auto Metal Shop
Radiator Service
Glass Cut and Installed

445 State Street
Main 1803-04-05

A Full Line of Firestone and Armstrong Tires

WASHING $1.00 UP ALEMITING
4 Wash Racks 24 Hour Service 4 Indoor Lifts

THE SCHLEGEL MFG. CO.
MANUFACTURERS OF
AUTOMOBILE, CARRIAGE, CASKET AND DRESS TRIMMINGS
ALSO TEXTILE APPLIANCES FOR MECHANICAL PURPOSES

277 North Goodman St., Cor. College Ave., Rochester, N. Y.
PHONES, MONROE 812, 813, 814

Vogt Manufacturing Corporation
100 FERNWOOD AVENUE
Manufacturers of
Webbings, Textile Trimmings for Automobiles,
Casket and Hearse Trimmings. Textile Specialties

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BICKFORD BROS. CO.

Proprietors

Rochester Awning & Tent Works
340-342-344 MONROE AVENUE

AWNINGS

Tents, Flags, Decorations, Camping Outfits, Canopies, Crash, Tables, Chairs, Flags, Etc.

“PHONE FOR ESTIMATE” MONROE 714—715

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J. S. Bache & Co.
Branch Office, Main Lobby, Powers Hotel. J. Winfield S. Garland, Mgr.
32 MAIN ST. W.
ROCHESTER, N. Y.
Main Office, 42 Broadway, New York
Members: New York Stock Exchange, Chicago Board of Trade,
New York Cotton Exchange, New York Coffee Exchange
and Other Principal Exchanges

BUNDY & KEYS, INC.
Investment Securities
Stocks — Bonds
324 POWERS BUILDING ROCHESTER, N. Y.
Telephone Main 488

MEMBER ROCHESTER STOCK EXCHANGE
JOHN A. BURGESS
INVESTMENT SECURITIES
Local Securities—High Grade Bonds—Bank Stocks
ALL LISTED AND UNLISTED SECURITIES
Phone: Main 2252
208-209 WILDER BUILDING ROCHESTER, N. Y.

This book has helped many to find what they want.

Perhaps it can help you.

Better look it over carefully

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Bankers and Brokers

ADVERTISING DEPARTMENT 181

Rendering A Complete Financial Service

L. D. CATLIN & CO.
INCORPORATED

Listed and Unlisted
STOCKS AND BONDS

10 GIBBS STREET  Telephone Stone 7366

ARTHUR W. DAINARD  PETER K. KATSAMPES

DAINARD & KATSAMPES
INCORPORATED

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206-207 WILDER BUILDING  ROCHESTER, N. Y.

TELEPHONE MAIN 400

Phone Main 994 & 995

H. B. DENNISON & CO.
All Unlisted and Local Stocks and Bonds
Bought - Sold - Quoted
LISTED CANADIAN MINING STOCKS BOARD ROOM SERVICE
MEMBERS OF BUFFALO STOCK EXCHANGE
Direct Private Wire to BUFFALO and TORONTO
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ROCHESTER, N. Y.

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28 Nassau Street
New York City

Representative:
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                 Stone 745

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AND SUBSIDIARIES

Henry L. Doherty & Company
31 EXCHANGE ST.  ROCHESTER, N. Y.
Main 2190

Drayton, Penington & Colket
Successors to A. B. Enos

Members
NEW YORK STOCK EXCHANGE - PHILADELPHIA STOCK EXCHANGE
CHICAGO BOARD OF TRADE

31 EXCHANGE STREET  44 EAST AVENUE
Telephone Main 615  Telephone Stone 826

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FIELD, GLORE & CO.
INCORPORATED

Investment Securities

936 LINCOLN-ALLIANCE BANK BUILDING
NEW YORK  CHICAGO

N. A. FOWLER CO.

Investment Securities

210-211 WILDER BUILDING  ROCHESTER
Telephone Main 423

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Hibbard, Palmer & Kitchen
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MEMBERS OF
NEW YORK STOCK EXCHANGE
PHONE MAIN 4830

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BANCAMERICA-BLAIR CORP.
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TEL. STONE 4926-4927

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C. W. WEIS, Jr. and T. C. PARSONS, Resident Partners
BROKERS
Members of New York Stock Exchange
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115 EAST AVENUE
Telephone Stone 640

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INCORPORATED

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MEMBERS
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ROCHESTER BUFFALO

Phone: MAIN 1144

ROCHESTER OFFICE 134 to 145 POWERS BLDG.

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Local Bank Stocks
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PICKARD & KENNIS
Incorporated
Investment Securities
PUBLIC SERVICE TRUST SHARES

1015 Temple Building Telephone Stone 7270

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INCORPORATED
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Investment Securities

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Members New York Stock Exchange
Lincoln Alliance Bank Bldg.

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Complete Brokerage and Investment Service

Direct Private Wire to New York

Main Office 120 Broadway, New York

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183 MAIN STREET, E.

H. J. LUDINGTON & COMPANY

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Sage, Wolcott & Steele

Investment Securities

1002-1014 Lincoln-Alliance Bank Building

STONE 351

Spencer Trask & Co.

MEMBERS NEW YORK STOCK EXCHANGE

Investment Securities

1214 LINCOLN-ALLIANCE BANK BLDG.

Telephone Stone 733

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PHILADELPHIA    NEWARK    LONDON

SUTRO BROS. & CO.

ARTHUR SUMMERS, Manager

Members New York Stock Exchange

404 LINCOLN-ALLIANCE BANK BUILDING

Tel. Stone 1100

308 GENESEE VALLEY TRUST BUILDING

Tel. Main 570

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Investment Securities

ALL-AMERICA INVESTORS TRUST SHARES

824 Lincoln Alliance Bank Bldg. Rochester, N. Y.

TELEPHONE STONE 7312

W. R. WALLACE, Pres. W. N. ABIGAIL, Vice-Pres.

WARREN R. WALLACE & CO., Inc.

ALL UNLISTED AND LOCAL STOCKS BOUGHT SOLD QUOTED

MAIN OFFICE, SYRACUSE, N. Y.

Rochester Office

5 ST. PAUL STREET Tel. MAIN 7449

TITLE & MORTGAGE
GUARANTEE Co. of BUFFALO

GUARANTEED MORTGAGE SECURITIES

Buffalo Rochester Syracuse

RAYMOND G. HUDSON, Rep.

916 LINCOLN-ALLIANCE BANK BLDG. Tel. STONE 4783

A. J. WRIGHT & CO.

Established 1865

STOCKS COMMODITIES BONDS

DAVID B. LITTLE, Manager

HOTEL SENeca BUILDING, ROCHESTER, N. Y.

BUFFALO: Erie County Bank Building
NIAGARA FALLS: 44 Falls Street
TORONTO: Dominion Bank Bldg.
SYRACUSE: 101 University Bldg.
AUBURN: Auburn Savings Bank Bldg.

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Your Business on Record All Over America

Hundreds of Directory Libraries Can Give Your Advertisement National Circulation

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SAMPSON & MURDOCK CO., Inc.
729 POWERS BUILDING .. ROCHESTER, N. Y.

Please mention this directory when dealing with advertisers
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.

Capital - - - $600,000
Surplus and Undivided Profits $1,162,940.00

Officers:
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CORNER MAIN STREET EAST AND CLINTON AVENUE SOUTH
ROCHESTER, N. Y.

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Banks

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(INCORPORATED 1831)

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More than 98,750 depositors

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40 FRANKLIN STREET

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Incorporated 1867

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- 21-23 State St.
- 18-22 Main St., West

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Aluminum or Special Alloys

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


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Phone Genesee 163

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Bronze—Aluminum—Monel
and Nickle Castings
MADE TO SPECIFICATIONS
Machine Parts
Babbitt Metals - “Samson” Manganese Bronze
575 LYELL AVENUE

BO PURIFIED
CINDER BLOCKS
MASON'S SUPPLIES
Cement, Lime and Cinders

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SAND & GRAVEL CO.
BUILDERS SUPPLY CO.
CONSTRUCTION CO.

Concrete, Earth and Rock
Contractors
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Phones Culver 1724 and 579 After Hours Culver 3164

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Successors
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Wall Ties, Bostwick Steel Lath and Corners

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Please mention this directory when dealing with advertisers
American Clay & Cement Corporation

CULVER 1000—1001—1002—1003

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General Contractors' and Builders' Supplies


EVERYTHING FOR THE CONTRACTOR AND BUILDER

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HAGUE STREET, South of Lyell Ave.
ROCHESTER, N. Y.

CLARENCE BLEYLER, Manager
GENESEE 6750-6751-6752

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Large Stocks Constantly on Hand of

VITA GLASS—THE HEALTH WINDOW GLASS

ACTINIC GLASS
A GLASS THAT ABSORBS THE HEAT RAYS, TRANS- MITS THE LUMINOUS RAYS AND REDUCES GLARE

WIND SHIELD PLATE GLASS
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SKYLIGHT GLASS
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Manufacturers Representatives for

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- Fire Proof Doors and Windows in Bronze and Steel
- Bronze Bank Screens
- Drawn and Stamped Metal Specialties

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- Lupton Steel Partitions
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- Pond Operating Device

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Manufacturer of
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Our Specialty—Norristone - Cut Cast Granite

OFFICE—Phone Monroe 263, 264
RESIDENCE—Phone Culver 1921

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MONROE BLOCK CO., Inc.

MANUFACTURERS OF
CEMENT BUILDING BLOCKS
DEALERS IN MASONS' SUPPLIES
PHONE MAIN 5707

348 EXCHANGE ST. ROCHESTER, N. Y.
 Builders' Supplies

210 ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931


SWALBACH BUILDING PRODUCTS CO., Inc.
OFFICE, 300 GENESEE STREET
WAREHOUSE, 23 NORTH WASHINGTON ST.
PHONES: Genesee 5263 and 2641

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Wm. Highton & Sons  Registers and Grilles

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MOULDINGS BRACKETS  PLATE AND SHEET GLASS

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SUCCESSORS TO JOHN A. SMITH

SASH AND DOORS

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Wall Coping
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Mfrs. of Washed and Purified Cinder Blocks and Tile Insulation and Plaster Board

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Office and Factory Phones—Genesee 3460-3461

Office and Factory
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THEODORE H. SWAN
Facing Bricks in all colors—Fire Clay Hollow Tile Building Blocks—Hollow Tile Fireproofing—Architectural Terra Cotta—Floor Tile

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Rochester, N. Y.

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WASHED SAND AND GRAVEL
Sold “by the ton”—the only way to get what you order in quantity even as you get it in quality, the ConSOLIDated way.

Truckloads — Carloads — Trainloads
Consolidated Materials Corporation
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General Offices, 605 Terminal Bldg., 65 Broad St.—Main 4729

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Mason and Builder Supplies
We Specialize in CUT CAST STONE
Garden Furniture, Cement Blocks, Steel Sash, Cement Plaster, Lime, Gravel, Sand, Flue Lining, Etc.

Office and Factory: 470 HOLLENBECK ST.

Stevens & McMillen Co.
Sash, Doors & Interior Trim
Wholesale and Retail
1969 EAST AVENUE
Monroe 5564
“Nothing too Large—Nothing too Small”

PHONE 5051 MAIN
Incorporated 1901

VOGEL & BINDER CO.
Manufacturers of
SASH, DOORS AND MOULDINGS
388 St. Paul Street

FRANK A. PIKE
Appraisal Service
140 BROAD STREET

FIRE LOSSES
Appraisal for insurable value—contents—inventory or value of buildings involved in fire losses. This service can save you many dollars—as has been proven.

PROTECTIVE COVERS
Large water proof tarpaulins are obtainable to cover contents against water, smoke or weather.

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Stock Millwork in Red Gum, Philippine Mahogany, Oak, Birch and Pine. Doors, Sash, Interior Finish, Stair Work, Porch Work, Glass

A large variety of Stock doors is on display at our office

Also:
Storm Sash, Screens
Combination Doors

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Phones Main 6798-9

Bantleon Bros. Company

MANUFACTURERS OF
SASH, DOORS, BLINDS, MOULDINGS and GENERAL MILL WORK

Phone: CULVER 128
97 RAILROAD ST., near Main St., East ROCHESTER, N. Y.

Morse Sash & Door Co.

DOORS, WINDOWS, INTERIOR TRIM, STAIR AND PORCH WORK, ETC.

Telephone 1835 Main

Ford St. and Waverly Pl. Rochester, N. Y.

SCREENS
Window, Door and Porch Screens INSTALLED COMPLETE
We Specialize in This Line

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Successors to THE WOODCRAFT SHOP
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CLEANED OR DYED By Those Who Know How
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Branches—82 East Avenue and 70 Clinton Avenue South

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ORIENTAL and DOMESTIC RUG WASHING
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ESTABLISHED 1872
RUGS CLEANED 9 x 12 $1.00
Rugs Cleaned and Shampooed $2.00
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INSURE YOUR RUGS AGAINST MOTHS AND GERMS
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INCORPORATED 1916
WHOLESALE CHEMICALS
Chemicals for All Industries
Platers and Polishers Supplies
Phone Monroe 3711
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216 ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

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Pres. and Trea.

G. B. TUTHILL
Vice-Pres.

H. S. SMITH
Secretary

PHONE MONROE 2171

Smith Ceramic Studios, Inc.
DECORATION OF PORCELAIN AND GLASS
Retail Shop, 901-903 MONROE AVENUE
Wholesale Showroom, 905 MONROE AVENUE

William F. Tice

Wilson B. Gates

TICE & GATES
Exclusive Agents
CHINA, GLASS, SILVER AND QUEENSWARE
347-349 East Avenue
Rochester, N. Y.

PHONE STONE 646

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Successors to
W. H. GLENNY & CO.
China, Glassware, Silverware, Fancy Pottery
Importers and Retailers
MAIN 1314
60 CLINTON AVENUE S.
ROCHESTER, N. Y.

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GALLERIES
Stuffs for Furniture
Curtains and Wall Hangings
Electric Lamps and Fabric Shades
Period Mirrors
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Rugs and Carpets

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CLEANERS AND DYERS
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PLANT: PLATT ST., East of STATE ST. near West End Platt St. Bridge
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Men’s Top Coats, Winter Coats and Suits, Ladies’
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THE ONLY EXCEPTION — On plaited dresses, be-
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ROCHESTER CLEANING & DYEING CO.
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SENeca HOTel BUILDING
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Dyeing and Cleaning As It Should Be Done
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Ladies and Gents Garments Cleaned, Dyed and Pressed

STAUB & SON, Inc.
Rochester's Largest Cleaning and Dyeing
Establishment
We clean and dye Gowns, Street Costumes, Draperies, Curtains,
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COLD STORAGE VAULTS
GUARANTEED MOTH PROOFING
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Branches, 82 East Avenue and 70 Clinton Avenue South

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Anthracite COAL Bituminous
ALSO COKE

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Dealers in

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YARD AND OFFICE
115 Joseph Ave., Near New York Central Railroad

Telephones Stone 5985-5986
ROCHESTER, N. Y.

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INCORPORATED

COAL

Coke  Wood  Trucking

Office, 695 PORTLAND AVE., ROCHESTER, N. Y.

Telephone Stone 2157
Coal

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

S. F. Jenkins, E. F. Jenkins, H. M. Jenkins, W. J. Meisenzahl,
Pres. Vice-Pres. Sec'y Treas.

JENKINS & MACY CO.
ANTHRACITE COAL BITUMINOUS
ALSO COKE
General Offices, 100 Cutler Bldg., 42 EAST AVENUE
STONE 416
1045 MAIN STREET, EAST Yards 119 CHILD STREET

Established 1871

H. F. DRAKE COAL CO.
COAL — COKE
Telephone Main 277

MAIN OFFICE
33 and 34 Reynolds Arcade
ROCHESTER, N. Y.

YARD
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N. Y. C. R. R. CO.

Phone Main 3841

McGARVEY COAL CO. Inc.
ANTHRACITE AND BITUMINOUS
COAL
8 REYNOLDS ARCADE, ROCHESTER, N. Y.

F. W. EVANS, Pres. and Tress. JOS. W. McCONNELL, Sec'y

ANTHRACITE AND BITUMINOUS

MAIN OFFICE
431 SMITH ST.
Phones Main 3301—3302—420

Branches:
88 PORTLAND AVE.
384 ORCHARD ST.

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Coal

ADVERTISING DEPARTMENT 221
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Principal Office, 105, 106 and 107 Wilder Building

S. W. CASE, Pres. MONROE 3362

CASE-COAL-CO. —INC.—

Anthracite -- Coke

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L. C. LANGIE COAL CO.

STONE 4000
HI-HEAT COAL
SEMET—SOLVAY COKE

STONE 4000

They Cost No More

Central Office, 215 Triangle Building, First Floor Up

556 Clinton Ave. South cor. Alexander St.
357 St. Paul St. 368 Clinton Ave. N. ROCHESTER, N. Y.

CHARLES BRADSHAW
Established 1888
DEALER IN

COAL

Office and Yard, 48 South Fitzhugh Street

TELEPHONE MAIN 148 ROCHESTER, N. Y.

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Coal

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Famous
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Pittsburg
Soft Coal

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Fertilizer Farm & Building Supplies Cement

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ROCHESTER, N. Y.

Good Coal
Since 1867
Good Service

Geo. Engert & Co., Inc.

COAL--COKE

126 MONROE AVENUE

ROCHESTER, N. Y.

Tels. STONE 1985—1986

Henry L. Jesserer

Coal and Domestic Coke

LEHIGH VALLEY
D. L. & W. P. & R.

392 WEST MAIN STREET

TELEPHONES

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V. H. RUSSELL, Trea. and Mgr.
GRACE D. ROSS, Secretary

CHAS. C. WEST COAL CO., Inc.

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COAL and COKE

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CULVER 999—2074

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ACCOUNTING & ADJUSTING AGENCY

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PHONE STONE 3307
ROCHESTER, N. Y.

"Specialization Means Service"

ALLIANCE MERCANTILE AGENCY
NEW YORK ROCHESTER BUFFALO SYRACUSE
COMMERCIAL COLLECTIONS
Coast to Coast
EDISON E. WEST, General Manager
Executive Offices
ELLWANGER & BARRY BUILDING
Telephones Main 2132—2133—2134
ROCHESTER, N. Y.

This book has helped many to find what they want.

Perhaps it can help you.

Better look it over carefully

O. T. STACY COMPANY
Manufacturers of
Fine Confectionery
168 to 176 CLINTON AVENUE N.
ROCHESTER, N. Y.
WM. SUMMERHAYS SONS
CORPORATION

Boiler Settings, Fire Masonry, Special Furnaces
Power Plant Chimneys of Radial and Common
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SUMMERHAYS REFRACTORY SUPPLIES
INCORPORATED

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Plastic Fire Brick, High Temperature Cements
Fire Clay, Asbestos.

Office and Yard, 620 CLINTON AVENUE SOUTH
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Established 1863

STEWART & BENNETT, Inc.
General Contractors
STORE FRONTS AND REMODELING A SPECIALTY
126-132 N. WATER STREET, ROCHESTER, N. Y.

I. M. LUDINGTON’S SONS, INC.
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251 POWERS BUILDING

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(INCORPORATED)

MASSON CONTRACTORS AND BUILDERS

Estimates Given on All Kinds of Building Work

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ESTABLISHED 1865
INCORPORATED 1902

JOHN LUTHER & SONS CO.

General Contractors and Builders
Painters and Decorators
and Spray Painting

87 STILLSON STREET
ROCHESTER, N. Y.
PHONE, STONE 1242

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GLENWOOD 1133
GLENWOOD 338
E. Roch. 136-J

FROM 8 P. M. TO 6 A. M.
GLENWOOD 4753-W
GENESEE 1047-M
GENESEE 902-R

C. P. WARD, INC.

General Contractors

135 RIDGE ROAD Cor. HOLLENBECK STREET

Residence, 67 S. WASHINGTON ST.
Phone, MAIN 7797

HOMER KNAPP

Established 1889

GENERAL BUILDING CONSTRUCTION
Estimates Furnished Quality Homes and Alterations
1462 MAIN ST. EAST

CULVER 3073
ROCHESTER, N. Y.
ANTHONY LINK, JR.  ALBERT LINK

ANTHONY LINK'S SONS
Carpenters—General Contractors
Office and Mill, Rear 616 N. GOODMAN STREET
Culver 3578

General Remodeling
ROCHESTER, N. Y.

F. H. RAPP COMPANY, Inc.

Building Contractors
GENERAL CONSTRUCTION

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ROCHESTER, N. Y.

Phone Culver 2108
Office 489 Garson Ave.

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Estimates Furnished on all Kinds of Buildings

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No. 1 CIRCLE STREET - - ROCHESTER, N. Y.

A. POZE

POZE & NATAPOW

BUILDING CONTRACTORS

OFFICE AND WOODWORKING FACTORY

488 ST. PAUL STREET  Phone Main 4264

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CONTRACTOR AND JOBBER IN TIN,
COPPER AND SHEET IRON

Furnaces Cleaned and Repaired
Heating, Ventilating, Roofing and Metal Ceilings

Estimates Cheerfully Given

652 University Avenue  Rochester, N. Y.

ESTIMATES GIVEN ON ALL KINDS OF BUILDING WORK

AUGUST VORNDRAN

Mason Contractor and Builder
ALSO NURSERY MAN

RIDGE ROAD, near Holt Rd.  WEBSTER, N. Y.

Phone Webster 285
Formerly 72 Empire Boulevard, Rochester
THOMAS C. MILLER
MASON CONTRACTOR

Estimates Given on All Kinds of Mason Work

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Phone Glenwood 944 7 Kay Terrace

WM. H. WILSON CRANE SERVICE, Inc.

WE EXCAVATE FOR
Cellars, Sewers, Trenches,
Tunnels, Gas Tanks
WE LOAD OR UNLOAD
Coal, Sand, Gravel,
Crushed Stone,
Structural Steel
Cranes Rented on
Contract Hourly Basis
Office Phone Glen. 1012
Night Call Char. 1044
9 CALIHAN PLACE
ROCHESTER, N. Y.

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

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

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

Sampson & Murdock Co., Inc.
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**MAKERS OF QUALITY ICE CREAM**

*in bulk and brick*

**DEALERS IN**

**PASTEURIZED MILK AND CREAM**

*in cream top bottles*

**DISTRIBUTORS OF**

*Certified Milk*

Golden Guernsey and Holstein Milk

**MANUFACTURERS OF ICE**

555 ST. PAUL STREET

**ICE CREAM DEPARTMENT**

Phone Stone 6520

**DAIRY DEPARTMENT**

Phone Stone 6523

- **A. W. Wood**
  - President

- **Oscar B. Spiehler**
  - Treasurer

### Big Elm Dairy Co.

**Dealers in**

Pasteurized and Certified Milk and Cream

*Creamery Butter and Cottage Cheese Fresh Daily*

476 Exchange Street

Main 386

ROCHESTER, N. Y.

### Brighton Place Dairy Co.

45 Fulton Avenue

*Our Yellow Wagons Pass Your Door Daily*

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KORTS DAIRY PRODUCTS
GOLDEN GUERNSEY
CERTIFIED AND PASTEURIZED
Milk, Cream and Buttermilk
15-43 HENRIETTA ST.     ROCHESTER, N. Y.
Phone Monroe 674

PLYMOUTH DAIRY, Inc.
CHOCOLATE DRINK
Clarified Pasteurized Milk and Cream
WHOLESALE AND RETAIL
FRESH BUTTERMILK DAILY
PHONE Genesee 762    388 SEWARD STREET

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If you do—and want relief—inquire about the possibilities of the City Directory

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Manufacturers

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Units  Fans
Chairs  Operating Lights  Lathes
X-Rays  Operating Stools  Engines
Tri-Dents  Handpieces  Illuminators
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There is Something
You need in your Business

This book has helped many to find what they want.
Perhaps it can help you.  Better look it over carefully.

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Licensed and Bonded
Rochester Office of International Secret Service Association
with Offices in All Parts of the World

ARMORED CAR SERVICE
Payrolls, Deposits, Securities Delivered. We Assume Risk.
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OFFICE TEL. STONE 951
Night Tel. |Gen. 5293
| Cul. 4068

ROCHESTER—412-414 Temple Building
NEW YORK CITY—580 Fifth Avenue
BUFFALO—312 Brisbane Building

McINERNEY DETECTIVE BUREAU

WILLIAM K. McINERNEY, Director

Expert Investigators
Criminal, Commercial, Industrial, Legal, Insurance, Merchants Protective Service
Twenty Years with Rochester Police Detective Bureau
Rochester Office—The World Association of Detectives,
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Telephone MAIN 3457

Twenty-four Hour Service
Licensed and Bonded
Nights Genesee 14
S. M. O'BRIEN DETECTIVE BUREAU

**Expert Investigators**

Civil, Criminal, Commercial, Industrial, Legal, Insurance Investigation. Crime Prevention Service

**Allied With Auto Dealers Protective Service**

**CONSULTATION FREE**

S. M. O'BRIEN, Director  
V. M. O'BRIEN, General Manager  
210 EAST AVENUE  
TELEPHONE STONE 5052  
Suites 4 and 5  
Emergency Phone Culver 2449

**LICENSED AND BONDED**

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**We Supply**

**DIRECTORIES**

of any City, at publisher’s price on short notice

SAMPSON & MURDOCK CO., Inc.  
729 POWERS BUILDING

---

THE NORMAN C. HAYNER COMPANY, Inc.  
ESTABLISHED 1893

Manufacturers of

**Sanitation Products**

HAYNER'S NORMALINE, the Ideal Disinfectant and Deodorant—Kills the Germ—Kills the Odor.  
HAYNER'S SOLSUN, Efficient Liquid Fly Killer and general Insecticide  
FLOOR DRESSINGS, SOAPS, CLEANING POWDERS

**Main Office and Factory**  
194 EDINBURGH STREET  
ROCHESTER, N. Y.  
Phone Main 739

---

**PHARMACEUTICAL SPECIALTIES**

**PHYSICIANS' SUPPLIES**

**SICK ROOM REQUISITES**

**FIRST AID EQUIPMENT**

**R. J. STRASENBURGH CO.**

Pharmaceutical Chemists

185-205 EXCHANGE ST., cor. Troup  
ROCHESTER, N. Y.  
TELEPHONE MAIN 669

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Please mention this directory when dealing with advertisers
The Paine Drug Company

LICENSED PHARMACISTS

PHYSICIANS’ SUPPLIES AND SURGICAL INSTRUMENTS
TRUSSES AND SUPPORTERS

Prescription Specialists and Manufacturing Pharmacists

24 and 26 East Main St. 

Rochester, N. Y.

Established 1839

Mrs. Wm. H. Bemish, Pres.
C. G. Heise, Sec. and Treas.

J. K. POST DRUG CO.

Wholesale and Retail Druggists
FINE CHEMICALS AND DRUGS

17 East Main Street
Branch 338 Plymouth Ave. S.

ROCHESTER, N. Y.

Stone 5595 Everything a Good Drug Store Carries Main 8471

BERT O. HEATH
PRESCRIPTION SPECIALIST

BRANCH DRUG STORE FLANNERY DRUG CO. BRANCH DRUG STORE
652 Park Av. 117 Clinton Ave. N. 517 Thurston Rd.

Central Avenue Store Open Day and Night
24 HOUR TASTY LUNCH SERVICE
Special Delivery by Taxi for one way fare after midnight

339 Central Avenue Opp. N. Y. C. Station

McKESSON-GIBSON-SNOW CO., Inc.
(INCORPORATED 1929)

WHOLESALE DRUGGISTS

230-236 ST. PAUL STREET

ROCHESTER, N. Y.

SODA FOUNTAINS STORE FIXTURES DRUGGISTS SUNDRIES

Please mention this directory when dealing with advertisers
GENERAL ELECTRIC Refrigerator

... an hermetically sealed, dust-proof mechanism.
... an easily accessible temperature control.
... a mechanism that requires no oiling.
... all troublesome machinery eliminated.
... a new standard of quiet operation.
... mounted on legs with broom-room underneath.
... no installation problem whatever.
... a sanitary, porcelain chilling chamber.
... the entire mechanism mounted on top.
... absolutely no radio interference.
... maximum food storage space in the cabinet.
... an appreciably lower cost of operation.
... a radically improved type of cabinet.
... an unqualified two-year guarantee.

These proved, distinctive features have brought enviable leadership

94 CLINTON AVE. NORTH
113 FRANKLIN ST.
STONE 7333

Wheeler-Consler Corp.

FRIGIDAIRE
The World’s Leading Automatic Refrigerator

AND

S. M. RADIO

Both Products of
GENERAL MOTORS

GILBERT APPLIANCE CORP.
265 EAST AVENUE

Please mention this directory when dealing with advertisers
SCOTT DRAINER & FILLER
LIFTS THE WATER IN AND OUT OF YOUR WASHING MACHINE
Banishes Washday's hardest task! Carries, lifts, pours the water mechanically.
To Fill, connect to both faucets, put end of 6 foot hose in washer.
To Empty, connect to cold water faucet only, let hot water connection lie in sink.
Made of special white tubing that withstands scalding water for years. $3.00 (plain faucet adapter 50c extra.) At Department, Hardware, Electrical stores or order direct from
SCOTT PUMP COMPANY
645 Atlantic Ave., Rochester, N. Y.
5 TIMES FASTER THAN SYPHON!

Who's Who and Where?
Such questions can only be answered by the Directory and that is where people look when they want to buy. Are you properly displayed therein to get the business?

Please mention this directory when dealing with advertisers
Electrical Contractors (Dealers)

238 ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

Lighting Fixtures  Electrical Contractors
ELECTRIC REFRIGERATION  RADIOS
ELECTRIC APPLIANCES

Phone STONE 6

BARBER-DONOVAN Inc

Electrical Studios

285 Alexander Street  Rochester, N. Y.

HICKSON ELECTRIC AND RADIO CORPORATION

Wiring, Fixtures, Radio, Appliances, Supplies

MOVIE CAMERAS FOR THE HOME

For Electrical Construction and Repairs of
Every Description

ESTIMATES ON REQUEST

36 SOUTH AVE.  Phone STONE 93  ROCHESTER, N. Y.

STONE 44-45  WAREHOUSE, ROCHESTER

SCHIEFER ELECTRIC COMPANY

INCORPORATED

Direct factory representatives in New York State for the
following manufacturers of high grade electrical equipment:

Condit Electrical Mfg. Corp.  The States Company
Hamilton-Sangamo Corporation  Weston Elec. Instrument Corp.

89 EAST AVENUE  -  -  ROCHESTER, N. Y.

Branches:

Ellicott Square, Buffalo  614 City Bank Building, Syracuse
100 State Street, Albany

O'Connell Electric Company

Electrical Contractors

Electric Line Extensions
Motors, Wiring, Fixtures

Phone 827 Main  63 MT. HOPE AVE.

Please mention this directory when dealing with advertisers
T. H. GREEN ELECTRIC CO.
INCORPORATED

Contractors and Manufacturers

Power and Light Installations
Panels and Switchboards  Automatic Telephones
General Electric Motors
Motor and Apparatus Repairing

31-37 N. WATER STREET
Telephones Main 555-556

Phone Monroe 2094

BERGER BROTHERS ELECTRIC MOTORS, Inc.

Electric Motors, Generators and Repairs

1346 UNIVERSITY AVENUE  ROCHESTER, N. Y.

Phone Main 1688

INDUSTRIAL ELECTRIC CO., Inc.

Electrical Contractors

MOTORS - WIRING - APPLIANCES

Let Us Keep Your Motors in Repair

278 STATE STREET  ROCHESTER, N. Y.
Electrical Contractors (Dealers) Employment

F. A. MOTT ELECTRIC COMPANY

Electrical Engineers and Contractors

Complete Installations of Light, Power and Signal Systems
Engines-Generators-Motors-Wiring-Fixtures
United States Oil Burners

196 CHESTNUT STREET  ROCHESTER, N. Y.
Telephone Stone 33

PHONE STONE 6643

VANDERLINDE-WIRLEY, Inc.

Electrical Contractors

MOTORS  WIRING APPLIANCES

52 CHARLOTTE STREET  ROCHESTER, N. Y.

Phone Main 1437
ROSSITER—EMPLOYMENT
85 WEST MAIN
Fenyvessy Building

Specializing in

OFFICE—EXECUTIVE
TECHNICAL—ENGINEERING
SALES—POSITIONS
L. B. ROSSITER

INDUSTRIAL—MERCANTILE
FACTORY—GARAGE—STORE
HELP—SALES-LADIES
M. E. ROSSITER

DOMESTIC—RESTAURANT
HOTEL—SUMMER-RESORT
HELP
A. BELDING

Good Business

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

Sampson & Murdock Co., Inc.

“Directory Publishers Since 1849”

729 POWERS BLDG.
ROCHESTER, N. Y.

Moderate Expense

Please mention this directory when dealing with advertisers
ARThUR B. NORRIS, M. E.
Designer of
AUTOMATIC AND SPECIAL MACHINERY TOOLS, JIGS AND FIXTURES

Phone Connection
710 Ellwanger & Barry Building Rochester, N. Y.

GEORGE R. NEWELL CHARLES E. WALKER NICHOLAS A. ALBERTSON
PHONE MAIN 4223

George R. Newell, Inc.
ENGINEERS AND SURVEYORS
103 Main Street West, Rochester, N. Y.

SEWERAGE PLANS, SPECIFICATIONS CITY PLANNING
WATER WORKS SUPERVISION TITLE SEARCH
PAVEMENTS SURVEYS APPRAISALS
ESTIMATES SUBDIVISIONS REPORTS

Gloster P. Hevenor Harold F. Sneed Lewis B. Smith

Hevenor & Weller, Inc.
Civil Engineers
FIVE ST. PAUL STREET
Rochester, N. Y.
TELEPHONE MAIN 1732

ECONO PLATES
print perfectly and economically

ECONO ENGRAVING CO.
52 JAMES STREET

Please mention this directory when dealing with advertisers
EMPIRE FENCE CO., Inc.

Established Since 1911

MANUFACTURERS AND ERECTORS OF WIRE AND IRON FENCES AND GATES

Chain Link and Woven Lawn Fence, Factory Fence, Tennis Backstops
Dog Kennels and Poultry Runs, Wire, Top Rail, Post and Fittings

WHOLESALE AND RETAIL

No charge for estimates

GENESEE 2753

After 5 P. M. Sundays and Holidays CALL Gen. 4315

306-314 Buffalo Road, near Mt. Read Boul. Rochester

NATIONAL FENCE CO.

EDWARD F. CABIC

Expert Erectors of WIRE AND IRON FENCES, CLOTHES POSTS AND CELLAR COLUMNS

Get Our Estimates

Phones Genesee 6391
Evenings Genesee 1034

GLIDE AND FENCE STS.
ROCHESTER, N. Y.

A FENCE FOR EVERY PURPOSE

INVESTIGATE

the possibilities of this book as an advertising medium.

IT PAYS

INTERNATIONAL SEED CO.

4678 Monroe

Fertilizers

WHOLESALE

Office, 171 Park Ave., Cor. Rowley, Rochester, N. Y.
Imperial Floor Co., Inc.
W. P. FARLEY, President and Treasurer
Manufacturers of
Imperial Sanitary Composition Flooring
59 HALSTEAD ST. Phone Culver 362

CASTER CUPS          OLD FLOORS REFINISHED
Rochester Parquet Floor Co., Inc.
PARCO
PARCO FLOORS
29 HEBARD STREET
ROCHESTER, N. Y.
PHONE, STONE 460

GENESEE HARDWOOD FLOOR CORP.
Floors laid and finished in old and new houses. Old floors refinished. Cellized Blocks laid over concrete.
PLANK FLOORING OUR SPECIALTY
Goodrich Rubber Tile Floors for Kitchen, Bath and Vestibule
Geneese 4675
178 ELLICOTT ST.
Estimates Given

BRIGHTON HARDWOOD FLOOR CO.
A. DeVOGELAERE
Plain and Parquet Floors
Old Floors Re-Finished
Cellized and Plank Oak Flooring
63 TRYON PARK
ROCHESTER, N. Y.
Phone Culver 2965

Please mention this directory when dealing with advertisers
FLORAL ART STUDIOS

363 EAST AVENUE AT ALEXANDER STREET
ROCHESTER, N. Y.

Telephones STONE 318-319

Branch Store, Genesee Valley Trust Building, 45 Exchange St.

FERNANDO J. KELLER, Pres. and Treas.
J. MICHAEL KELLER, Vice-Pres.
WILLIAM L. KELLER, Sec'y

J. B. Keller Sons

FLORISTS

25 Clinton Avenue North
GREENHOUSE PHONE, MONROE 6530
OFFICE PHONE, STONE 484-485
ROCHESTER, N. Y.

ROSES VIOLETS ORCHIDS

New York Florist Co.

FRESH CUT FLOWERS EVERY DAY

Funeral Designs at shortest notice. Decorations from all plants
Weddings Bouquets

10 Reynolds Arcade

Telephone, Main 6443

Member Florists Telegraph Delivery

Please mention this directory when dealing with advertisers
MILTON A. MARCUS & CO.

FLORISTS
Cut Flowers, Potted Plants, Wedding Bouquets, Funeral Designs

"The Home of Distinctive Flowers"

Green Houses
770 SOUTH AVENUE AT CAROLINE STREET
Phone Main 8138

Open Evenings
MONROE THEATRE BLDG.
587 MONROE AVENUE
Phone Monroe 2842

Branch Store

ROCHESTER, N. Y.

THE Knowledge of "where to buy" is as important as where to sell goods.

Consult the City Directory

MOSELEY & MOTLEY MILLING CO.

INCORPORATED 1888

Manufacturers of

BIG "B" FLOUR

Flour City Roller Mills A and B

MILL STREET, Foot of Brown ROCHESTER, N. Y.

Please mention this directory when dealing with advertisers
L. SCHAUMAN'S SONS

FUNERAL DIRECTORS

PUBLIC FUNERAL CHAPEL

Phone Main 2274
Open Day and Night

609 CLINTON AVENUE NORTH, ROCHESTER, N. Y.

ANDREW J. MATTLE

A. J. MATTLE & SON

Funeral Directors

52 CUMBERLAND STREET  Phones STONE 1552, 1553

Phone Stone 1524

HARRY C. HERMANCE

Undertaker

683 East Main St. - Rochester, N. Y.

Please mention this directory when dealing with advertisers.
Funeral Directors

ADVERTISING DEPARTMENT

CHARLES E. ASHTON
Genesee 4390

ASHTON FUNERAL HOME

Funeral Service
Complete

636 W. MAIN STREET
ROCHESTER, N. Y.

Residence—Monroe 2111
Residence—Monroe 2887-W
PHONES
Office—1179 Stone
Residence—Monroe 8242

BENDER BROTHERS

FUNERAL DIRECTORS

301 ALEXANDER STREET
- ROCHESTER, N. Y.

PHONE GLENWOOD 4906

JOSEPH J. BUCKLEY

Funeral Director

PARLORS

796 DEWEY AVENUE
ROCHESTER, N. Y.

Thomas B. Mooney’s Sons, Inc.

HENRY D. HALLORAN, Pres.
M. ALVAH HALLORAN, Sec. and Treas.
VERNON E. HALLORAN, Vice-Pres.

FUNERAL DIRECTORS

93 EDINBURGH STREET

Phone MAIN 127
- ROCHESTER, N. Y.

Please mention this directory when dealing with advertisers
Funeral Directors

F. W. MOORE
67 Culver Road
Established 1904

E. W. FISKE
98 Alameda St.

MOORE & FISKE

Funeral Directors

We have adopted the plan in our showroom of pricing all funerals in plain figures. No additional charge for use of parlors.

105 LAKE AVENUE

Corner of Spencer
Glenwood 4114

FREDERICK D. NYE

Funeral Director

512 MEIGS STREET .. .. ROCHESTER, N. Y.
PHONE MONROE 6751

JOHN C. ROSSENBACH

Funeral Director

Office and Residence

828 JAY STREET - - ROCHESTER, N. Y.

RYAN & McINTEE

B. LEO McINTEE

Undertakers

STONE 1464

207 Chestnut Street - Rochester, N. Y.

Please mention this directory when dealing with advertisers.
C. F. SCHEUERMAN SONS

Funeral Directors

FUNERAL HOME - 230 BROWN, opp. Allen Street
Office Phones Genesee 438—5411

Phone Monroe 2604

HERBERT B. TURNBULL

Undertaker

263 PARK AVENUE - ROCHESTER, N. Y.

CONSULT THE
CLASSIFIED BUSINESS LISTS
IN THIS DIRECTORY
IF YOU WOULD FIND WHAT YOU WISH TO BUY

Please mention this directory when dealing with advertisers
You Are Certain of
Fine Furniture - Service - Quality - Price
AT
Garson & Wood
Where Your Credit Is Good
111 Clinton Avenue South

HOWE & ROGERS CO.
Furniture, Floor Covering, Draperies
89 and 91 Clinton Ave. South
Rochester, N. Y.

WEIS & FISHER CO.
Furniture
Complete Home Furnishings
50-54 State St. and 887 Clinton Ave., N.
Main 1486
Main 4161

You can never tell

When you are going to need, and need badly, some part of the
information that is contained in this book. Why not spend a little
time, now, looking it over, so when the need arises you will know
just where to look.

Read over the digest of contents on the title page, and consult
the Index.

Please mention this directory when dealing with advertisers
Furniture

George J. Michelsen Furniture Company
Manufacturers of
Bed Room Furniture
Office, Factory and Salesroom, 172-182 Avenue D
ROCHESTER, N. Y.

J. HUDSON MILLER
Pres. and Treas.

LOUIS RAAB
Vice-Pres.

P. S. MILLER
Sec'y

MILLER CABINET CO.
Manufacturers of High Grade
Living Room and Fancy Furniture
Wholesale Only

Hardwood Kindling
304 to 322 Whitney Street

Glenwood 766
Rochester, N. Y.

Too Late for This Issue?

Then arrange NOW to have your name properly listed and your business classified and cross indexed in the next edition of the Rochester Directory.

The City Directory has become a universal necessity in looking up new prospects, in purchasing supplies, and in marketing products. Don't forget that directory advertising supplements and rounds out all your other advertising by giving the most explicit directions how to find you.

Put "We are listed in the Directory" in all your advertising copy. Addresses are often forgotten or mislaid, though the name is remembered. The firm that is properly listed under all headings in the directory that describe it's product, is wise.

Investigate the City Directory, the book of many uses

Sampson & Murdock Co., Inc.

Directory Publishers Since 1846

Please mention this directory when dealing with advertisers
Rochester’s Leading Manufacturing and Retailing Furriers for More Than Half a Century

The Most Modern Fur Cold Storage Vaults in Rochester.

Fur Remodeling and Fur Repairing in our own factory.

In addition to Furs and Fur Garments—we carry complete and diversified stocks of Millinery—Cloth Coats—Gloves—Hosiery—Handbags—Sportswear.

MENG & SHAFER
53-55 EAST AVENUE
ROCHESTER, N. Y.

501-503 Main Street, Buffalo, N. Y.

FURS!
In the matter of selection—fashion—quality and value—our reputation is conceded.

Automatic Cold Storage Vaults on the premises

Wm. V. Graeser Co., 38 CLINTON AVE. NORTH
Manufacturing Furriers

GEORGE VERESCHAK
Manufacturing Furrier

FURS REMODELED and REPAIRED

205 East Avenue Stone 2497
Rochester Fur Dressing Co., Inc.

*Automatic Cold Storage for Furs*
Repairing and Remodeling of Furs
Custom Fur Tanning and Taxidermy
Estimates Given on Any Kind of Fur Work

290 BROAD STREET  
ROCHESTER, N. Y.

Phone Main 5117

---

CROSBY’S

Furs Repaired, Remodelled and Stored

Coats Made to Order at Factory Prices

FUR DRESSERS AND TAXIDERMISTS

CROSBY FRISIAN FUR COMPANY

Glenwood 206  Factory and Showroom, 571 Lyell Ave.

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Maps of Rochester

IN SHEETS OR FOLDED IN POCKET FORM

SAMPSON & MURDOCK CO., Inc.

729 POWERS BUILDING

---

WEAVER-BOOTHBY COMPANY, Inc.

Wholesale Grocers

Baker, Restaurant, Market and Confectioner Supplies

14-28 RAILROAD STREET,  
ROCHESTER, N. Y.

Telephones Culver 1216-1215

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Please mention this directory when dealing with advertisers
HENRY LESTER HARDWARE CO.
INCORPORATED
GROVER A. CLICQUENNOI, Pres. and Mgr.

BUILDERS’ HARDWARE SPECIALISTS

Arco Paints     Mechanics’ Tools
New Process Gas Ranges
House Furnishing Goods

WEST MAIN, CORNER WASHINGTON

WEED & COMPANY
WHOLESALE AND RETAIL

BUILDERS’ HARDWARE

PHONE 7900 MAIN

Builders’ Hardware     House Furnishing Goods
Cutlery                Mill and Shop Supplies
Automobile Tires
Sporting Goods

15 EXCHANGE STREET

The City Directory

Does not compete with any other advertising medium, but supplements and complements all other forms of mercantile publicity.

Intelligent Directory Advertising describes desirable merchandise attractively and directs you to the door of the man who has it for sale.

Please mention this directory when dealing with advertisers
BUILDERS' HARDWARE
CARPENTERS' TOOLS

AGRICULTURAL TOOLS
TINNERS' SUPPLIES

Elizabeth M. Daly
W. G. Fisher

W. P. Foster
W. S. Johnson

MATHEWS & BOUCHER
Wholesale & Retail Hardware Merchants

26 Exchange St., Rochester, N. Y.

MANUFACTURERS' SUPPLIES
SKATES AND SLEDS
HOUSE FURNISHING GOODS
CUTLERY
LEONARD REFRIGERATORS

HARDWARE
Cutlery - Tools - House Furnishings - Automobile Tools
Paints - Factory Supplies - Builders' Hardware

Louis Ernst and Sons
PHONE Rochester's Tool and Cutlery House
Main 6705 65 SOUTH AVENUE
ROCHESTER, N. Y.

Ferguson Hardware and Electric, Inc.
ELECTRIC WIRING AND LIGHTING EQUIPMENT
Electrical Appliances, Plumbing Supplies
Furnaces - Stoves - Gutter Work

Phone Charlotte 95
4421 LAKE AVE., CHARLOTTE
ROCHESTER, N. Y.

Warehouse, 417 River St.
**PULLMAN MFG. COMPANY, Inc.**

Phone Main 6909  

**MAKERS OF**  

**SASH BALANCES**  

**Oldest and Largest Sash Balance Works in the World**  

Main Office and Works  
45 FORD STREET

---

**ROBESON ROCHESTER CORPORATION**

*Manufacturers of*

"Royalite" Electric Chinaware  
"Rochester" Metalware  
"Royal Rochester" Table Utilities  
"Shur Edge" Cutlery  

New York City Showrooms—200 Fifth Ave.  
Chicago Showroom—Merchandise Mart  

Rochester Office and Showrooms: 176 ANDERSON AVENUE

---

*Established 1853*

Rochester Made  

**"NORMAN"**  

Warm Air  

**FURNACES**  

Stoves  

and  

Ranges  

**GALUSHA STOVE CO.**  

Main Office and Factory: 185 Norman Street

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*Please mention this directory when dealing with advertisers*
Heating Apparatus

ADVERTISING DEPARTMENT

Phones 345-346 Main
Established 1883

KENNEDY-CLARK, INC.
(FORMERLY KENNEDY & CO.)
22 SOUTH AVENUE
REFRIGERATORS
Red Cross Stoves Dangler Gas Ranges
STOVE AND FURNACE REPAIRS

Kennedy - Clark

Genesee 3706

JOSEPH H. DIEHL
(Formerly Stove and Furnace Expert with Sill Stove Works)

STERLING RANGES AND FURNACES
EXPERT STERLING SERVICE

Stoves and Furnaces Cleaned and Repaired. Sheet Metal Work
Phone For Circulars. Learn More About Sterling Products.

Office, CULVER 1155

FLOWER CITY FURNACES
JAMES CROMBIE
565 N. GOODMAN ST.
ROCHESTER, N. Y.

HEATING SUPPLY COMPANY, INC.

MADE RIGHT
INSTALLED RIGHT

WILLIAMSON FURNACES

MADE BY THE WORLD'S LARGEST MANUFACTURER OF WARM AIR FURNACES.
CAST IRON RADIATOR TYPE FURNACES AND BOILER PLATE TYPE FOR OIL
BURNING. COMPETENT HEATING ENGINEERS AVAILABLE FOR CONSULTATION.
NO CHARGE FOR BLUE PRINTS, SPECIFICATIONS AND ESTIMATES.

150 COLVIN STREET, ROCHESTER, N. Y.
GENESEE 3992

Please mention this directory when dealing with advertisers.
POWERS HOTEL
350 ROOMS RATES FROM $2.50
FAMED RESTAURANT AND CAFETERIA SERVICE
Ramp Garage Adjoining
HOTEL SYRACUSE, SYRACUSE, N. Y.
Under Same Management

HOTEL ROCHESTER
W. D. HORSTMANN
300 Outside Rooms From $2.00
Excellent Moderate Priced Dining Room and Coffee Shop
CLUB LUNCHEON TAHOTE DINNER
IN OUR MAIN DINING ROOM

THE SAGAMORE HOTEL
EAST AVENUE, off MAIN ST.
All Rooms With Bath
H. P. SOMERVILLE, Manager

THE SENECA
550 ROOMS — From $2.50
Cafeteria at Popular Prices

Please mention this directory when dealing with advertisers
Hotels

ADVERTISING DEPARTMENT 259

FORD HOTEL
FORMERLY RICHFORD
For Men and Women
Rates Per Day $1.25 to $2.00 Single
$2.50 to $3.00 Double
400 Rooms Absolutely Fireproof
CHESTNUT AND ELM STS., ROCHESTER, N. Y.
Park Avenue Car to Door

Hotel Hayward
Operated by the ODENBACH'S
250 ROOMS — RATES $2.00 UP
"THE COFFEE SHOPPE" RUN IN CONJUNCTION WITH
HOTEL HAYWARD
7-21 Clinton Ave. South, Near Main St. East
The Odenbach Restaurant Under Same Management
14 South Avenue Rochester, N. Y.

THE NORMANDIE-APARTMENT HOTEL
253 Alexander Street
165 Apartments, Each with Private Bath
FURNISHED 1—2 ROOM SUITES
By Day, Week, or Month
LUXURIOUS DRAWING ROOM
Private Dining Rooms For
BANQUETS WEDDINGS PARTIES
DINING ROOM DELICATESSEN GARAGE

Rochester City Guide
ROCHESTER AND VICINITY
(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 THE LEADING NEWSDEALERS

Please mention this directory when dealing with advertisers.
HETZLER BROS. ICE CO., Inc.

Wholesale and Retail
Established 52 Years

ABSO-PURE

Glenwood

801 DRIVING PARK AVENUE

GENERAL ICE CREAM CORPORATION
ROCHESTER DIVISION

Wholesale and Retail Manufacturers of

Plain and Fancy Creams and Ices

“FRO-JOY”
Ice Cream at its Best
Phone Main 917, 918, 919

CLIFF ST. FOOT OF WHITE ST. ROCHESTER, N. Y.

H. W. BRIGHAM, President
A. S. BANNERMAN, Vice-President

TEALL’S ICE CREAM COMPANY, INC.

Manufacturers of Superior Ice Cream Since 1868

Wholesale and Retail ICE CREAM
DELIVERED TO ALL PARTS OF THE CITY

STONE 361-362

285-287 ORMOND STREET ROCHESTER, N. Y.

MR. BUSINESS MAN!

DON’T USE AN OLD DIRECTORY

This Directory is issued ANNUALLY. No other medium in the world gives the information contained herein, therefore it is CONSULTED DAILY FOR TWELVE MONTHS until a new edition is issued.

What better medium to gain publicity for your advertisement?

Please mention this directory when dealing with advertisers
While transacting business at our office you are invited to park your car, without charge, in rear of our offices at

Wolfert Gas, Oil and Parking Station

35 ORMOND STREET

(See other Side)
JOHN M. E. WOLFERT CORPORATION

General Insurance

Wolfert Bldg. 72-74-76 Franklin St.
Telephone Main 352

INSURORS

For

All Forms of

CASUALTY INSURANCE
FIRE INSURANCE
AUTOMOBILE INSURANCE
FIDELITY and SURETY BONDS

(See Other Side)
We represent only Reliable Companies who are Prompt and Fair in Adjustment and Payment of Claims.

FIRE—Tornado, Rents, Use & Occupancy, Profits
LIABILITY—Public, Owners-Landlords & Tenants, Elevator, Boiler, Compensation
ACCIDENT—Health, Plate Glass, Burglary
BONDING—Fidelity, Surety
AUTOMOBILE—Liability, Property Damage, Fire, Theft, Collision

MEMBERS OF THE UNDERWRITERS BOARD OF ROCHESTER, N. Y., Inc.

403-404-405-406 WILDER BUILDING
8 EXCHANGE ST. CORNER MAIN ST. E.
TELEPHONES MAIN 1022 & MAIN 1023

For over Thirty Years this office has given satisfaction to Policy-holders through efficient and faithful service.

PERCY B. DUTTON
JESSE H. DUTTON
CHARLES P. DUTTON
WALTER J. DUTTON

Please mention this directory when dealing with advertisers
EGBERT F. ASHLEY CO.
GENERAL INSURANCE
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LIABILITY—LIVE STOCK—RAIN—MARINE—BURGLARY
STEAM BOILER—BONDS—TRANSPORTATION—AUTOMOBILE

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ROCHESTER, N. Y.

Please mention this directory when dealing with advertisers
Established 1901
Phones: Main 478-479

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(Roman Wolfert, Owner)

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Rochester, N. Y.

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Massachusetts Bonding & Insurance Co.
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Boston, Mass.

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Steam Boiler
Plate Glass
Explosion

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Sprinkler Leakage
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Liability
Tourists
Windstorm

Workmen's Compensation
Fidelity and Surety Bonds

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Queen Insurance Co.
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City of New York Ins. Co.
Royal Indemnity Company

Royal Insurance Co.
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Established 1870

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National Association of Insurance Agents

Telephone Main 85

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National Association of Insurance Agents
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Office:
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ROCHESTER, N. Y.
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Established 1875

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106 POWERS BUILDING ROCHESTER, N. Y.
MAIN 1511—1512

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National Association of Insurance Agents

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We do not sell Mutual or Cut-Rate Casualty Insurance.

Member National Association of Insurance Agents

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101 and 102 Elwanger & Barry Building, 39 State Street
PHONE MAIN 1840

Boiler  Elevator  Sprinkler Leakage  Automobile

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Member National Association of Insurance Agents

400 TAYLOR BLDG.

Stone 6065

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National Association of Insurance Agents

We do not sell Mutual or Cut-Rate Casualty Insurance.

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TRANSPORTATION FIRE INSURANCE CO.
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Rochester, N. Y.
Insurance (General)

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PHONES STONE 1196—1197

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General Agency Ocean Accident and Guarantee Corp., Ltd.
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BONDS
COMPENSATION
BOILERS

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National Association of Insurance Agents

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601 Wilder Building

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343 POWERS BUILDING ROCHESTER, N. Y.

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Glenwood 3231

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Why experiment with other brands of Canned Goods, when you know that CLARK’S always gives satisfaction

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Ketchup, Chili Sauce, Tomato-Juice Cocktail and Tomato Juice Canned Vegetables and Fruits, Jam, Jelly and Preserves, Maple and Blended Syrups, Chicken Broth, Boned Chicken and Turkey Certified Nursery Foods.

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Platinum Gold and Novelties

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WE SERVE THE PEOPLE WHO WORK

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MANUFACTURED BY THE
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Oldest, Largest and Most Modern
SPECIALIZING IN
All Types of Family Service
Blankets  Pillows  Curtains  Rugs
Dry Cleaning  Towel and Linen Supplies
STONE 1504  61 NORTH STREET

ROCHESTER LAUNDRY CO.
Division of
ASSOCIATED LAUNDRIES OF AMERICA
PHONE 2247 STONE
188-194 COURT ST. .. ROCHESTER, N. Y.

HAFNER HOME LAUNDRY, Inc.
FREDERICK J. HAFNER, Pres.
PHILIP F. HAFNER, Sec. and Treas.
MAURICE F. HAFNER, Vice-Pres.
587 - 595 CLINTON AVE., N.
Phone Main 2978
If you are interested in Clean Clothes

We can give you a Family Washing "ready to wear"

from $1.00 up

KELSO LAUNDRY CO.
497 State St. Phone Main 898

Dress Up
Your Business. Put your name in bold face type under every heading that describes your product

It Pays

SARGENT & GREENLEAF, Inc.
ESTABLISHED 1865
BANK, SAFE, KEY LOCKS & HARDWARE
1176 JOSEPH AVENUE, COR. NORTON STREET
ROCHESTER, N. Y.

BRANCH OFFICES
8 EAST 41st ST.
New York City
562 W. WASHINGTON BLVD.
Chicago, Ill.
62 SUMMER ST.
Boston, Mass.

Please mention this directory when dealing with advertisers
Crouch & Beahan Co.

Lumber Products
Trim and Coal

Sheetrock
Celotex and Wall Board
Yellow Pine Timbers
Shingles, Lath, Posts, Pickets, etc.

Also Manufacturers of
DOORS, SASH, BLINDS
and
FINE INTERIOR FINISH

Offices, Yards and Planing Mill

99 DEWEY AVENUE opposite LORIMER ST.
Storage Yards, Child St., N. Y. C. R. R., near Lyell Ave.

Take Lyell Avenue Cars to Dewey Avenue Rochester, N. Y.

PHONE GLENWOOD 350

Branch Office, 390 MAIN ST. W. TEL. MAIN 641
Exchange Lumber Company

Incorporated

Successors by purchase to Spencer Lumber Co.

551-563 Lyell Avenue
(Opposite Otis Station)

LUMBER, LATH, SHINGLES, SASH, DOORS, INTERIOR TRIM,
ROOFING, WALL BOARD, PLASTER BOARD
INSULATING BOARD

Telephones Glenwood 2300-2301

JAMES H. HANNA, Pres. and Gen. Mgr.

Hanna Lumber Co., Inc.
Yard and Shed, 133 Murray St. Rochester, N. Y.

Lumber, Lath, Shingles and Hardwood

—RETAIL—
TELEPHONE—GENESEE 1715

JOHN MILLER
LUMBER .. COAL

REAL ESTATE

691 EXCHANGE STREET Phone MAIN 1940

Please mention this directory when dealing with advertisers
Lumber and Finish

C. C. Morse, President
Whiting B. Morse, Vice-Presidents
Frederick G. Morse
John P. Morse, Sec’y
Howard C. Morse, Treas.

Wm. B. Morse Lumber Co.
WHOLESALE AND RETAIL

LUMBER
340 MAIN STREET, WEST

BRANCHES
Otis Lumber Co. Wm. B. Morse & Sons
936 East Main St. 340 Main St. West

North End Branch
Thomas Ave. near Stutson St. Bridge

Morse Sash and Door Co.
S. Ford St. cor. Waverly Place

COMSTOCK LUMBER CO., Inc.

LUMBER
1030 MAIN STREET, EAST ROCHESTER, N. Y.

J. P. Cunningham Lumber Co., Inc.

WHOLESALE AND RETAIL DEALERS
In All Kinds of
LUMBER - LATH - SHINGLES
All Kinds of Insulating Material

436 CONKEY AVENUE Phones Glenwood 5800—5801

Please mention this directory when dealing with advertisers.
OTIS LUMBER CO.
BRANCH OF THE W. B. MORSE LUMBER COMPANY
Wholesale and Retail
LUMBER DEALERS
OFFICE and YARD
936 East Main Street
Phone MONROE 43-44
Rochester, N. Y.

Greece Lumber Company
TEL. GLENWOOD 2391
Office and Yard
788 LEWISTON AVENUE
DEALERS IN
COAL, ROUGH AND DRESSED LUMBER
Wallboard, Sash, Doors, Trim Phone Genesee 4295

TAFT & SONS, INC.
LUMBER
Building Movers and Wreckers
NEW AND USED BUILDING MATERIALS
Office and Yard, 280 WEST AVE. ROCHESTER, N. Y.

STEPHEN ZIELINSKI
Wholesale and Retail Dealer in all Kinds of
LUMBER - INTERIOR TRIM
Hardware, Paints and Building Materials
Phone STONE 2603
1115 HUDSON AVENUE ROCHESTER, N. Y.

Please mention this directory when dealing with advertisers
Hollister Lumber Company, Ltd.
LUMBER and COAL
FINE INTERIOR WOODWORK
Office, 100 Anderson Avenue
Rochester, N. Y.

GEORGIAN BAY LUMBER CO., Inc.
Lumber - Lath - Edgwood Shingles
Millwork - Sash - Doors
Fine Interior Trim
PHONE CULVER 1400
181 HUMBOLDT STREET
N. TONAWANDA
ROCHESTER, N. Y.

A. N. MARTIN SONS, Inc.
Lumber  Interior Trim
CURTIS
WOODWORK
ROCHESTER, N. Y.
254 East Avenue
Phone Stone 2158
WEBSTER, N. Y.
111 Commercial Street
Phone Suburban 1002

F. E. WYATT, Pres.  A. F. STAHL, Treas.  W. F. STRANG, Sec'y

Rochester Lumber Company
2040 East Avenue
Phone: Monroe 1345
ROCHESTER, N. Y.

Please mention this directory when dealing with advertisers
Your Advertising?

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

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

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

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

Sampson & Murdock Company, Inc.

729 POWERS BUILDING    ROCHESTER, N. Y.

Main Office, 377 Broadway, Boston, Mass.
The Sidney B. Roby Co.

DISTRIBUTORS FOR

Allen Mfg. Co.  Safety Set Screws
Wall Rope Works  Manila Rope
Cleveland Twist Drill Co.  Drills and Reamers
Norton Co.  Grinding Wheels
Bay State Tap and Die Co.  Taps and Dies
Henry G. Thompson Son & Co.  Milflex & Milford Hack Saws
Pike Mfg. Co.  India Oil Stones
Delta File Works  Delta Files
J. H. Williams & Co.  Wrenches
Armstrong Bros. Tool Co.  Armstrong Tool Holders
Union Mfg. Co.  Lathe Chucks
American Swiss File & Tool Co.  American Swiss Files
VanDorn Electric Tool Co.  Electric Drills
Torchweld Equipment Co.  Oxy-Acetylene Welding & Cutting Outfits
General Wheel Barrow Co.  Wheel Barrows, Scrapers, Mortar Boxes and Concrete Carts

Clipper Belt Lacer Co.
Wood Shovel & Tool Co.  Mo-Lyb-Den-Um Shovels
Chisholm-Moore Hoist Corp.  Chain Hoists & Trolleys
Bond Foundry & Machine Co.  Truck Casters
Johnson Gas Appliance Co.  Gas Furnaces
Charles Parker Co.  Machinists' Vises
Jacobs Mfg. Co.  "Armco" Drill Chucks
Crucible Steel Co.  Gas Welding Rods & Electrodes
Rex A. A. and Sanderson Tool Steel
Shelby Seamless Steel Tube
Union Drawn Steel Co.  Cold Drawn Steel
Stanley Electric Tool Co.  Portable Electric Tools
Minnesota Mining & Mfg. Co.  Abrasive Paper and Cloth
Desmond-Stephan Co.  Grinding Wheel Dressers
Hazard Mfg. Co.  Wire Rope
Boston & Lockport Co.  Star Brand Tackle Blocks

ROUND & SQUARE STEEL
FLAT BAR STEEL
STEEL ANGLES
STEEL BANDS
STEEL HOOPS
MUSIC WIRE
CABLE CHAIN
MACHINE BOLTS
CARRIAGE BOLTS
STOVE BOLTS
RIVETS

WOOD SCREWS
LAG SCREWS
MACHINE SCREWS
CAP AND SET SCREWS
BLACKSMITHS' TOOLS
TURN BUCKLES
DRILL RODS
COTTER PINS
TAPER PINS
LOCK WASHERS

WHOLESALE AND RETAIL
Iron and Steel, Heavy Hardware, Mill Supplies
Contractors' Supplies
Automobile Supplies

Bicycle Supplies  Motorcycle Supplies  Garage Equipment
Automobile Hardware  Wagon and Carriage Woodwork  Rubber Cloth
Enameled Cloth  Automobile Top Material  Steel Balls, Sprockets and Chain for Machinery Purposes

208-214 South Avenue  Rochester, N. Y.

Please mention this directory when dealing with advertisers
UNION TOOL CO.

Precision Tool Makers

EXPERIMENTAL WORK AND JOBING

Telephone Glenwood 3495

MANUFACTURERS OF

Tools—Dies—Special Machinery

High Speed Bench Punch Press ½ H. P. Motor Drive

A Modern Equipped Factory with Facilities for Handling Your Orders Promptly. Experts in Charge

299 NORTON STREET, ROCHESTER, N. Y.

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The American
Laundry Machinery Company
MANUFACTURERS OF
Laundry and
Dry Cleaning
Machinery

Telephone, Genesee 92
OFFICE and FACTORY

PHONE 2786 MAIN

The Ricker Manufacturing Company
Machinists, Overhead Tracking, Cranes, Hoists, Electric
Hand and Power Conveyors, Track Ladders, Forgings
MACHINE WORK

239 North Water Street  Rochester, N. Y.

A. & H. G. MUTSCHLER, Inc.
Machinists and Tool Makers
77-79 North Water Street, Rochester, N. Y.

GENERAL JOBBING
MODEL MAKING

PHONE, Stone 5308

Please mention this directory when dealing with advertisers
ACME TOOL & DIE CO.

TOOL AND DIE MAKERS

MANUFACTURERS OF ACME SASH CORD GRIPS

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F. J. Troy

Rochester, N. Y.

J. Hauser Machine Co.

ENGINEERS AND ERECTORS

Sales and Service for the

Excelsior and Carbondale Ice Making

and Refrigerating Machinery

WORTHINGTON PUMPS AND AIR COMPRESSORS

Cylinder Reboring a Specialty

Air Compressors Pumps

Steam Engines and Pumps Repaired

General Jobbing

117-121 PLATT STREET

ROCHESTER, N. Y.

Liberty Tool & Die Corporation

MANUFACTURERS OF

High Grade Tools, Dies, Gages, Jigs, Fixtures

SPECIAL MACHINERY AND DESIGNING

CUTTING DIES OF ALL DESCRIPTIONS

MAIN 8112

215-217 NORTH WATER STREET

VOGT TOOL WORKS

TOOL AND DIE MAKERS

SPECIAL MACHINERY

GAUGES, JIGS, FIXTURES

METAL STAMPINGS

205 ST. PAUL STREET

ROCHESTER, N. Y.

PHONE MAIN 5450

Please mention this directory when dealing with advertisers
PATCHEN & HOEFLER

PHONE 4154 MAIN

MACHINISTS

Repairing printing machinery. Machine jobbers of all kinds. Knives ground for planers, squaring shears, paper cutters, etc. Estimates furnished on all kinds of machinery. Punches and dies of all kinds for sheet metal workers, metal patterns, model making, etc. Also stamping.

40 AQUEDUCT STREET

ROCHESTER, N. Y.

A. W. Fromen, President

Manufacturers Tool & Die Co., Inc.

Makers of

TOOLS, DIES, FIXTURES

Special Machinery and Automobile Parts

Experimental Machine Work

Phone Main 6149

24 Verona Street

Rochester, N. Y.

THE WILLSEA WORKS

Engineers - Founders - Machinists

Castings Machine Work
Designing Pattern Making

Machinery rebuilt and repaired

Special machinery designed and manufactured

Paper Conditioning Machines Boxboard Tubing Machines
Centrifugal Oil Extractors Multi-color Presses

PHONE MONROE 8

1042 UNIVERSITY AVENUE

ROCHESTER, N. Y.

GEARS AND BEVEL GEAR CUTTING MACHINERY

GLEASON WORKS

ROCHESTER, N. Y., U. S. A.

Manufacturers of Gears and Bevel Gear Machinery for over sixty years

Please mention this directory when dealing with advertisers
McCall Machine Works

TOOL AND DIE MAKERS

ENGINEER MACHINISTS

Machinery Designers - General Machinery Repairing
Crankshafts Straightened - Hydraulic Presses Made to Order
Hydraulic Press Repairing - Automobile Machine Shop Service

573 LYELL AVENUE

Phone Glenwood 89

The D. & M. Automatic Punch Press Guard

is saving fingers in the plants of more than THIRTY prominent ROCHESTER MANUFACTURERS
If you are not among them, telephone us and our representative will be glad to call and tell you about it.

TAYLOR-SHANTZ CO.

MANUFACTURERS OF
Stampings, Tools, Dies and Special Machinery
478-486 ST. PAUL ST. ROCHESTER, N. Y.

The West Tire Setter Company
Davis Keyseater Company
255 MILL STREET, ROCHESTER, N. Y.

Keyseating Machines

HYDRAULIC PRESSES
TIRE SETTING MACHINES
HELVE HAMMERS (Belt Driven)
HEAVY MACHINERY BUILT TO ORDER
CONTRACT AND EXPERIMENTAL WORK

Wm. P. Stein & Co.

TOOL AND DIE MAKERS

Phone Main 5254

424 St. Paul Street
Davenport Machine Tool Co.
INCORPORATED
Manufacturers of
The Davenport 5-Spindle Automatic Screw Machine
Capacity—\(\frac{3}{4}\)" diam. x 2" long.
\(\frac{\frac{1}{2}}{\%}\)" diam. with Oversize Feed Tubes
Maximum production and accuracy guaranteed on all work within its capacity
167 Ames Street
Rochester, N. Y.

BOOTH BROS. COMPANY
Manufacturers
SHOE MACHINERY
Beading, Trimming, Impression Stitch, Marking and Edge Setting Machines, Etc.
208 MILL COR. FURNACE STREET
ROCHESTER, N. Y.

WHITE HOUSE
WASHINGTON, D. C.
MAIL ADVERTISING SERVICE

Complete Service

COPY
You may have us write your copy or we will gladly work with you in an endeavor to give you the outsider’s viewpoint as to just how your copy may be made most convincing.

LISTS
As directory publishers we have unusual facilities for compiling up-to-date lists of every description. Often clients use our master lists on a rental basis.

LETTERS
Have your letters done on the KIER INDIVIDUALIZING PRESS for greater effectiveness and Better results. They are REAL Letters—not merely circulars. Ask for samples.

MAILING
The facilities of our Boston office are at your disposal.

Sampson & Murdock Company

Direct Mail Division - 111 Summer St.

Phone LIBerty 2726—Six Trunk Lines

BOSTON, MASS.
Mr. Manufacturer

Are you aware that a copy of the Rochester City Directory is sent to Directory Libraries all over the country, where it will be consulted by thousands during the year? Would it not be a benefit if you were well represented therein?

SAMPSON & MURDOCK CO., Inc.

Publishers

729 POWERS BUILDING ROCHESTER, N. Y.
THE CREDIT RATING CORPORATION
Established 1892
Member of The National Retail Credit Association
Member of The Rochester Retail Credit Men's Association
Member of The Associated Credit Bureaus of New York State
Correspondents in England, Canada, Cuba, and all large
cities and towns in the United States

Credit Rating Collections
616 Mercantile Bldg. Stone 3090 Rochester, N. Y.

F. B. EWELL B. F. EWELL J. A. VAN LIEW

ROCHESTER LEAD WORKS
Manufacturers of and Dealers in
LEAD PIPE, SOLDER AND BABBITT METAL
COMBINATION FERRULES, LEAD TRAPS AND BENDS
Tin-Lined and Pure Tin Pipe, Wedge Strip for Setting Granite
Pig Lead, Pig Tin, Sash Weights, Sheet Lead, etc.
WIRE SOLDER A SPECIALTY
Phones Main 11154 11155

380 and 382 EXCHANGE ST. ROCHESTER, N. Y.

ALWAYS BUYING
Scrap Iron and Metals of Every Description
WE BUY AND SELL
Motors, Hangers
Belting
Machinery
Etc.
LARGE STOCK
ALWAYS
ON HAND
Snyder Rochester Corp.
14-21 MART PLACE ROCHESTER, N. Y.
PHONES GLENWOOD 1290—1291
Special attention given to
Factory Trade
N. Y. C. R. R. Siding in the Yard
PHONE FOR OUR PRICES

WE BUY
COMPLETE PLANTS FOR DISMANTLING PURPOSE

No Lot Too Small
None Too Big

PHONE MAIN 464

Rochester Iron & Metal Co.
Scrap Iron and Metals
WRECKERS OF INDUSTRIAL PLANTS
We purchase all grades of Iron, Steel, Metals, Railroad Materials, Etc.
We sell New and Relaying Rails, Pipe, Etc., Cut to Measurements.
We sell Second Hand Planks and Lumber
We Carry in Stock All Sizes of Reinforcing Bars

325 ST. PAUL STREET ROCHESTER, N. Y.

Please mention this directory when dealing with advertisers
LELIAND WESTON LOWE CO.

BUSINESS ESTABLISHED IN 1851

MANUFACTURERS OF DISTINCTIVE DESIGNS

PRELIMINARY SKETCHES AND ESTIMATES SUBMITTED WITHOUT OBLIGATION

MONUMENTS

GARDEN FURNITURE

BAPTISMAL FONTS

SUN DIALS

BRONZE TABLETS

MAUSOLEUMS

Studios at

1132-1138 Mt. Hope Avenue

Opposite south entrance to Mount Hope Cemetery

JOHN H. McGEE & SON

Mark Every Grave

508 STATE ST.
ROCHESTER, N. Y.

Main 854

CHAS. SCHIED SONS, INC.

DEALERS IN ALL KINDS OF

Marble and Granite Monuments

MONROE 102

All Work Done With

Pneumatic Tools

OFFICE, SHOWROOMS AND WORKS

SOUTH AVENUE CAR

1142 MT. HOPE AVE., Opp. MT. HOPE CEMETERY, ROCHESTER, N. Y.

Please mention this directory when dealing with advertisers
SUPPLY HOUSES of many kinds are listed in this book. A careful study of its possibilities will be of benefit to you.
Multigraphing and Mailing

304 ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

MAIN 217

AD-CO SERVICE
DIRECT ADVERTISING

Printing .. Multigraphing .. Complete Mailing

73 CLINTON AVE. S.

Arrow Advertising Service

COMPLETE DIRECT MAIL ADVERTISING

Multigraphing Addressograph
Mimeographing Graphtyping
Mailing Mailing Lists
Typing Printing

41 CHESTNUT ST., ROCHESTER

FRED C. J. SCHRÖDER

Multigraphing, Mimeographing

Letters, cards, et cetera, as used everywhere in mercantile establishments and offices. For more than a score of years we have served Rochester and the surrounding territory satisfactorily—with perfection and promptness in every job.

Addressing and Mailing

Translating from and into Foreign languages, accurately, quickly.

A SERVICE THE BEST TO BE HAD

Telephone, Stone 1922

739-743 GRANITE BLDG., ROCHESTER, N. Y.

How to Make This Book Serve You!

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

Please mention this directory when dealing with advertisers
Musical Instruments

THE WORLD'S BEST MUSICAL MERCHANDISE
Pianos — Phonographs — Records
Musical Instruments — Radio — Sheet
Music, Skilled Repair Department, Etc.

Convenient Terms  Your present instruments taken in trade
WHEN YOUR WANTS ARE MUSICAL COME TO

LEVIS MUSIC STORE
EVERYTHING IN MUSIC AND MUSICAL INSTRUMENTS — PIANOS — PHONOGRAHS
412 E. MAIN ST. 39 SOUTH AVE
HOME OF THE STEINWAY PIANO

THE HOFFMAN MUSIC SHOP
Pianos, Player Pianos, Victrolas, Records, Player Rolls,
Musical Instruments and Accessories

Radios and Supplies
CASH OR CREDIT
NO INTEREST CHARGED ON YOUR ACCOUNT

FOUR STORES
325-327 Joseph Av.  476 Monroe Av.  468 N. Goodman St.  1451 Lake Av.
Main 3169           Monroe 1755           Culver 1016           Glenwood 5036

Your City Directory — Mirrors the Municipality
SAMPSON & MURDOCK, Inc.
729 POWERS BLDG.  ROCHESTER, N. Y.

Please mention this directory when dealing with advertisers
Newspapers that Inform, Entertain and Serve You

THE ROCHESTER JOURNAL and SUNDAY AMERICAN employ the world’s greatest newsgathering agencies, the most skillful local staff available, the world’s greatest newspaper and magazine writers, the world’s greatest comic artists.

THE ROCHESTER JOURNAL and SUNDAY AMERICAN are made in Rochester from the most desirable local and foreign materials. Their aim is to give Rochester newspaper readers and advertisers the best of service. These newspapers are Rochester-made—and that means quality.

For ALL the news for business results and satisfaction, subscribe to, and advertise in, the
To Newspaper Readers

People who want today’s news TODAY buy the Times-Union.

People who want complete news—and in great variety—buy the Times-Union.

Families who must have a clean newspaper in their homes insist on the Times-Union.

Families with growing, impressionable children, know that they can let their children read the Times-Union. There is nothing in it that the boys and girls should not see.

To Buyers of Advertising Space—

The Times-Union is enjoying a steadily increasing circulation—concentrated in, or very close to, the City of Rochester.

Readers of the Times-Union are worthwhile people, with full confidence in their newspaper. This confidence is naturally extended to the advertising messages in its columns.

The Times-Union carries a greater volume of advertising than ANY OTHER ROCHESTER NEWSPAPER.

ROCHESTER TIMES-UNION

Please mention this directory when dealing with advertisers
When the Mind is Fresh!

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

In the Morning

READ THE

Democrat and Chronicle.

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 and Chronicle.

If your Democrat and Chronicle is not delivered by 6:30 every morning—kindly notify this office.

Please mention this directory when dealing with advertisers
Newspapers

The Newspaper that has taken hold of
ROCHESTER and MONROE COUNTY

The Monroe Republican

A Consistent Republican Newspaper

101 Terminal Building  Broad and Fitzhugh Sts.

ROCHESTER, N. Y.

Published Every Thursday

A Home Newspaper

The ABENDPOST is published six days in the week and is delivered directly into the homes in all parts of the city by carriers. A 32-page Rotogravure Magazine Section is included in the Saturday afternoon edition.

ROCHESTER'S GERMAN DAILY

ABENDPOST

LEON C. ALLYN CO., Inc.

Tree Experts

Specializing in the care of ornamental trees, orchards and forests.
Spraying, pruning, bolting, filling of cavities and treatment of diseases of trees, shrubs and vines.
Forest, fruit and ornamental stock furnished and planted, special attention given to transplanting large trees.
Trees taken down or stumps pulled with modern equipment.

67 PARK AVENUE

MONROE 6883-W

Phone Culver 757

WOODLAWN NURSERIES

ALLEN L. WOOD

Fruit Trees, Ornamental Trees, Shrubs and Roses
All kinds of plants, bulbs, nut trees and small fruits
Evergreens, Barberry and California Privet for Hedging
Landscape Architects and Gardeners.

CATALOG SENT FREE

WOODLAWN NURSERIES

891 Garson Ave., Near Culver Rd.  Rochester, N. Y.
Take Parsells Ave. Car to the end of Route

Please mention this directory when dealing with advertisers
Nurserymen

BROWN BROTHERS COMPANY
CONTINENTAL NURSERIES
Established 1885 Incorporated 1890
Growers of a Complete line of Dependable Nursery Stock for the World Out of Doors
WHOLESALE — LANDSCAPE SERVICE — RETAIL
Offices, 647 Winton Road, North Phones Culver 785—786
Packing and Storage Bldgs., Merchants Road, Phone Culver 386

GREEN'S NURSERY COMPANY
Nurserymen and Landscape Developers
MR. HARRY BOONE, Landscape Architect
A complete line of hardy northern grown Trees, Shrubs, Evergreens, Perennials, Roses, Vines, Bulbs, Potted Strawberries and other Fruits.
LANDSCAPE SERVICE DEPARTMENT
The most complete service in Rochester, including Home Landscaping, Large Tree Moving, Pruning, etc. All work guaranteed. Estimates cheerfully given without cost or obligation. Consult us before you plant.
"It's Not A Home Until It's Planted"
PHONES MONROE 1960—1961
GREEN'S NURSERY COMPANY
1351 SOUTH AVENUE - ROCHESTER, NEW YORK
Pottery Garden Furniture Pergolas
"'We Furnish the Home Outdoors"
GLEN BROTHERS, Inc. 1762-1772 Main St.
Nurserymen & Landscape Contractors
CONSULTATION—At our office or at your home by appointment
DESIGN—Private Estates—Suburban and City Home Grounds—Gardens or Smaller Plantings
CONSTRUCTION and PLANTING—Shrub and Evergreen plantings, Gardens, Pools, Terraces, Tennis Courts, Roads, Paths, Garden Houses, Wails and Steps
MAINTENANCE—Supervision or full care of Public and Private Estates

CHASE BROTHERS COMPANY
ESTABLISHED 1857 INCORPORATED 1887
THE ROCHESTER NURSERIES
Fruit and Ornamental Trees, Roses, Shrubs Hedging, Vines, Bulbs and Perennial Plants
EXPERT LANDSCAPE SERVICE
Office: Packing Building
36 St. Paul St.—Phone Stone 560 1991 East Ave.—Phone Monroe 365
Nurseries at Brighton, Pittsford, Mendon and Honeoye Falls, N. Y.

Please mention this directory when dealing with advertisers
John C. Moore Corporation

Manufacturers of

LOOSE LEAF AND BOUND
RECORD-KEEPING DEVICES

Ask About the New Moores
Visible Records

Office Systems Devised, Manufactured and Installed

PHONE STONE 37

65-71 STONE STREET  ROCHESTER, N. Y.

Harry A. Williamson, Pres.  William H. Williamson, Treas
John W. Baker, Vice-Pres.  Florence A. McCartney, Sec.

WILLIAMSON LAW BOOK CO.

Established 1870

Law Publishers, Stationers and Office Outfitters

51 STATE STREET - WILLIAMSON BLDG.

Crown Ribbon and Carbon
Manufacturing Co.

Manufacturers of High Grade
TYPEWRITER RIBBONS AND CARBON PAPERS

782-790 St. Paul Street  Rochester, N. Y., U. S. A.

Phone MAIN 6840

Please mention this directory when dealing with advertisers
AMERICAN MULTIGRAPH SALES COMPANY

Multigraph and Folding Machines
Addressing Machines

W. P. ASAY, Division Manager

Telephone Stone 4519  41 CHESTNUT STREET

JOHN R. BOURNE

Desks—Chairs—Safes—Files
Stationery and Office Supplies
  Loose Leaf Systems
  Corporation Supplies
RUBBER STAMPS, STENCILS, STEEL STAMPS

Phone Main 1233  Main 1234

131-133 STATE STREET, OPP. ANDREWS STREET, ROCHESTER, N. Y.

MIMEOGRAPHS  MIMEOSCOPES

Stencils  Paper  Inks  Impression Papers
Sales and Service

A. B. DICK COMPANY

FRANCIS K. DUFFY, Branch Manager

156 EAST AVE.  TELEPHONE STONE 5799
F. B. RAE OIL CO., Inc.

Sun-Rae Service Stations
- University and Union
- Monroe and Goodman
- University and Culver
- Ridge Road and Lake Avenue
- Genesee and Brooks
- West Main and Trowbridge
- Joseph and Norton
- St. Paul near Scantom
- 1680 East Avenue
- 218 State Street
- 434 State Street
- 162 Main Street W.
- 16 S. Union Street
- 1275 E. Main Street

PETROLEUM AND ITS PRODUCTS
- Mobilgas and Mobiloils Distributors
- Office Telephones
  - Glenwood 222, 223, 224, 225
- Foot of Ambrose St., R.W. & O.R.R.
  - Rochester, N.Y.

MONROE UNION OIL CO.
INCORPORATED

Colonial Gasoline
Beacon Motor Oils

Office, 40 FRANKLIN STREET  PHONE MAIN 2035
Warehouse, 22-46 WRIGHT STREET  PHONE GENESEE 5100

WOODFILL & WEGMAN, Inc.

Kendall Gasoline, Oils and Greases
- Refined from Pure Pennsylvania Crude

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- SCOTTSVILLE ROAD
- PHONE Genesee 4040
- ROCHESTER, N.Y.

THE McWADE OIL
- Phone: GENESEE 3047
- The remarkable claims made for this OIL, which you have heard about and read about, can all be confirmed by a trial in your own car
- McWADE GASOLINE
  - Absolutely Dependable and Guaranteed

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ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

BAUSCH & LOMB
OPTICAL COMPANY

Eyeglass and Spectacle Frames, Mountings and Lenses
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Projection Apparatus and other Scientific Optical Instruments.

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America’s Leading Optical Institution

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Manufacturers of
HIGH GRADE PROJECTION AND OPTICAL LENSES

Orders Taken for All Special Optical Work

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We have a record of 50,000 cases. We design and make each pair of glasses for the particular needs of the person who is to wear them.

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AND DEALERS IN
Optical Goods of All Descriptions

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EVERY STORE
Should be Listed in the DIRECTORY
and the DIRECTORY in Every Store.

Besides its use to the Keeper of the Store, it is a Convenience Customers Look for.

The Store that Offers an Old or no CITY DIRECTORY, does not Show its Patrons a Courtesy they will find Elsewhere.

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EYE EXAMINERS
AND MAKERS OF QUALITY GLASSES

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Next to Temple Theatre Entrance
E. E. Arrington O. C. Smith

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Wholesale and Retail Dealers in
PAINT, VARNISH, GLASS AND BRUSHES
Distributors of
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OIL and GLASS
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WHOLESALE AND RETAIL
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This Trade Name Is
YOUR GUARANTEE OF QUALITY
Paints, Wall Papers and Window Shades
M. SUSKIND & SON
WE DELIVER
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TRY ONE IN THE NEXT ISSUE
We will gladly submit copy for your display
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Graduate in Patent Law, Columbian University
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DESIGNING ... RETOUCHING

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Quality Photos That Make Sales

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Phone Stone 2440

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"Only Eastman Makes The Kodak"

FOLMER GRAFLEX CORP.

Graflex Cameras and Studio Apparatus

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<td>H. W. DEAN PLUMBING CO.,</td>
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Quality Plumbing and Heating Installations

Distributor for Sundstrand Oil Heat Generators

115 BROADWAY .. .. ROCHESTER, N. Y.

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Plumbing, Heating and Ventilating

86 SCIO STREET           STONE 4770

PHONE MONROE 4577

A. J. HEINZLZE

PLUMBING

Gas, Steam and Water Heating

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Engineers and
Contractors

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

SEE US FOR YOUR
PLUMBING AND HEATING
REQUIREMENTS

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SUPPLY CO.

MILL,
STEAM, PLUMBING
CONTRACTORS,
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ROCHESTER, N. Y.

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Oil Burning Equipment
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We extend a hearty welcome to architects, prospective builders and all those interested in

Modern Plumbing Fixtures

to visit our show room.

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Tel. Culver 23

ESTABLISHED 1860

William E. Sloan
William E. Sloan, Jr.

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SAMUEL SLOAN & COMPANY

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67-69-71 EXCHANGE STREET

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ROCHESTER, N.Y.
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Conveyors, Air Compressors
FOR
Power and Industrial Plants, Water Works
and Sewage Disposal

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NEW YORK	CHICAGO	PHILADELPHIA	BOSTON
UTICA
CREATED AND MANUFACTURERS OF UNUSUALLY EFFECTIVE
Booklets, Folders, Hangers
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EMBOSSING, FOLDING BOXES
Seedmen's Bags and Supplies
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Rochester Electrotype Co., Inc.
170-2 N. Water Street P. O. Box 400

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L. J. ZWIERLEIN

THE ART PRINT SHOP
DESIGNERS OF GOOD PRINTING
Catalogues, Folders, Booklets, Stationery

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Good Printing and Good Service Since 1876
Edward F. Hettig, Prop.

Call
Write
or Phone

Stone 4976
80 ELM STREET

E. L. GOSNELL
GLENWOOD 1800

C. E. OSTER

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RESTAURANT CHECKS
GUMMED LABELS
(In rolls or separate)

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PHOTO-PLAY THEATRES

Put your multi-operation problems up to us

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Exclusive and Effective
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Originated, Designed
Engraved and Printed Complete
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Printers  Engravers  Linotypers  Binders

Established 1877

13 to 23 SOUTH WATER STREET MAIN 568

Printing As Wanted When Promised

IDEAS + PAPER + INK + PRIDE + SKILL = GOOD PRINTING

The sort of printed matter that will pay you dividends must have brains and ability as part of its make-up. That's the sort we do. Let us prove it on your next job—Folder, Catalogue or What Not.

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FRED J. BLUM  ROBT. H. GOETTEL  G. ERNEST DUNTON

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Creative Printing and Advertising

CATALOGUE BUILDERS • PROCESS COLOR PRINTERS

A. FORD DUBOIS, President  J. C. HUGHEY, Vice-President

Our imprint is a guarantee of the best in printing. Advertising and Merchandising Campaigns handled by experienced Advertising Men.

151 BROADWAY • ROCHESTER

PRUDENT BUYERS
Consult
The Directory

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FIELD GLASSES  GOLF SUPPLIES  BAROMETERS
KODAKS  FISHING TACKLE  THERMOMETERS

RUDOLPH SCHMIDT & CO., Inc.
43 SOUTH AVENUE

Established 1882  Phone Stone 75

GENERAL MOTORS RADIO

"The Standard of Quality"

Offering Marvellous Examples of Craftsmanship in Period Design Cabinets.

Featuring the "Tone Selector"

If you want ALL the essential qualities of Radio Reception, turn to a General Motors Radio.

LESTER RADIO CORPORATION
219 MONROE AVENUE  STONE 41

High Sensitivity
at all Dial Settings

STROMBERG-CARLSON
TEL. MFG. CO.

100 Carlson Road, Rochester, N. Y.

Stromberg-Carlson

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What you do and how you do it. Your Business Card in this book will carry your sales talk into offices, factories, hotels and others in all the principal cities in this country and Canada. We have over 14,000 pleased patrons who are taking advantage of this Silent Salesman.

SAMPSON & MURDOCK CO., Inc.
729 POWERS BUILDING  ROCHESTER, N. Y.
WE OFFER
A Complete Service to Our Clients

SIX DEPARTMENTS

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We offer a Service at No Cost to you. We will make a complete set up of your property which will bring out the facts, and enable better judgment in buying or selling, whether it is Residential, Commercial or Investment Property.

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We are in a position to develop and sell your subdivision or procure a desirable location for your home site in Rochester or vicinity.

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Buying a farm requires a knowledge of soil and location. Our expert farm salesmen are always willing to help you.

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Without leaving our office you can place your mortgage, fire and theft, compensation, automobile and plate glass insurance.

OUR AIM
To perform every need respecting your Real Estate in a courteous, efficient and professional manner.

POWERS BUILDING
ROCHESTER, N. Y.
Main 366

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GENERAL REALTY SERVICE INC.
POWERS BL'DG.

WM. C. DALEY, President

209 Powers Building    Main 983

SPECIALISTS IN SUBDIVISION DEVELOPMENT

MAIN 848

Lloyd B. Ball
REAL ESTATE
ROCHESTER, N. Y.

REALTOR

MEMBERS OF ROCHESTER REAL ESTATE BOARD

REALTORS

TELEPHONE
MAIN 6140

EDWARDS REALTY CO.
223-224 Cutler Bldg.

TELEPHONE
MAIN 6140

Established 1913

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ADVERTISING DEPARTMENT 337

Commercial, Industrial and Residential Properties
Sold and Exchanged
Member National, State and Rochester Real Estate Board

346 POWERS BUILDING MAIN 2042

EUGENE C. ROESER
REALTOR

Mortgage Loans
Central Business Property

218 E. & B. BUILDING Tel. Main 5397

SHAFER MALOY CO., Inc.
"REALTORS.."

SALES EXCHANGES

109 POWERS BUILDING Tel. Main 4521-22

The RALPH KLONIICK CORPORATION

REALTORS - REALTY FINANCING

109 E. MAIN ST., ROCHESTER, N.Y.

Specializing in Financing

Sales and Exchanges
Leasing
Stores
Apartments
Factory
Buildings

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ROBERT REILLY
Stone 1415
REALTOR
SPECIALIZING IN THE SALE OF
EAST SIDE RESIDENTIAL AND INVESTMENT PROPERTY

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Mortgage Loan Correspondent
PRUDENTIAL INSURANCE CO. OF AMERICA
1450 Lincoln-Alliance Bank Building
WE WRITE FIRE INSURANCE—TRY US

REaltors

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

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ADVERTISING DEPARTMENT

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WM. G. HALL, Sec'y and Treas.

ESTABLISHED 1907
Real Estate in All Its Branches

Main 755

REALTORS
23 Years of Dependable Service

Main 756

ON SALE BY NEIL & PARMEELE

REALTORS

ON SALE BY PARMEELE

HOWE-MORGAN CO.
Special Attention Given to Property Management

REALTORS
21 S. Fitzhugh St., cor. Broad    Rochester, N. Y.

MAIN 254

THE SIGN OF GOOD SERVICE

MAIN 255

J. J. CARMICHAEL

REALTOR MAIN 6242

APPRAISER

MORTGAGE LOAN CORRESPONDENT

TITLE & MORTGAGE
GUARANTEE CO. OF BUFFALO

855 POWERS BUILDING ROCHESTER, N. Y.

SPECIALIZE IN

Appraisals and Property Management
Realtors

ALLIANCE REALTY CORP.

FRANK A. DRUMM, President

814 LINCOLN ALLIANCE BANK BUILDING

Central Business Property and Leases

Stone 633

Please mention this directory when dealing with advertisers
REAL ESTATE

BOUGHT
DEVELOPED
FINANCED
MANAGED
RENTED
SOLD

NORBERT STREB CO.

Realtors
223 POWERS BLDG.
MAIN 4579

Who's Who and Where?

Such questions can only be answered by the Directory and that is where people look when they want to buy. Are you properly displayed therein to get the business?

Your Advertising?

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

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

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

Talk your troubles with us. We can help you increase your business.

Sampson & Murdock Co., Inc.
729 POWERS BLDG. :: ROCHESTER, N. Y.

Please mention this directory when dealing with advertisers
HOMES FOR SALE
In the Beautiful
Highland Park Section

The Finest and Healthiest Part of the City

Houses new with all modern improvements—streets paved—trees planted—everything complete.
See the houses already built

For full information, terms, etc., apply to

ELLWANGER & BARRY REALTY CO.

668 MT. HOPE AVENUE  ROCHESTER, N. Y.

JOHN LUTZ, Pres.  Telephone Main 1049

SHEA-LUTZ REALTY CO., Inc.
Business Brokers
SUB-DIVISION REAL ESTATE  INSURANCE
FARMS AND APPRAISALS
200-201 ELWOOD BUILDING—6 STATE ST.
Rochester, N. Y.

The Barnard Development Co.
Incorporated
HOUSTON BARNARD, President

850 POWERS BUILDING

Exclusive residential sites carefully restricted
East Avenue Section
Real Estate

342 ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

MAIN 5800 TELEPHONES MAIN 5801
L. A. ROBERTS Central Trust Bldg.
SUITE 303-305 25 MAIN STREET EAST

18 YEARS OF DEPENDABLE SERVICE

REAL ESTATE AND INSURANCE

* Mortgage
* Investments
* Business
* Opportunities

THE AGNEW CORPORATIONS

Agnew
REalty CO., Inc.
Real Estate
Agnew
AGENCY, Inc.
Insurance
Loan Correspondent PROVIDENT LIFE INSURANCE CO.
Rochester Savings Bank Building
MAIN AND FITZHUGH ST. ROCHESTER, N. Y.
MAIN 2545

COMMERCIAL REALTY CORPORATION
OF ROCHESTER

First and Second Mortgages Bought and Sold

MAIN 3255
General Insurance MAIN 3255
311-312 ELLWANGER & BARRY BUILDING, 39 STATE STREET

WILLIAM JOHN KRAMB

Real Estate

GENERAL INSURANCE

852 MAIN ST., WEST
Corner Brown Street

SALES EXCHANGES INVESTMENTS
RENTS COLLECTED PROPERTY MANAGEMENT

Time to Buy Phone
GENESEE 4603

Please mention this directory when dealing with advertisers
The Return Circuit in Advertising

The circuit must be completed before the bell will ring
The Buyer must find the Seller before a Sale is made

Creative Advertising—in newspapers, magazines, billboards, etc., tends to suggest wants and to create desire.

Before a sale results the initiative must pass from Seller to Buyer.

When this happens the Buyer begins actively to seek where he can best supply his wants.

This Directory is a logical place to look (at least our subscribers tell us they use it for this purpose) and the Reference Advertising herein has assisted many sales.

Have you made it easy for Buyers to find You?

Please mention this directory when dealing with advertisers.
The New Celluloid Index Label
A VISIBLE FILING SYSTEM
FOR RUBBER STAMPS
SEAL PRESSES STEEL STAMPS
C. H. MORSE & SON
Improved Rubber Stamps
15 SOUTH WATER ST. ROCHESTER, N. Y.
Telephone Main 1291

G. W. BARTHOLOMEW
WASHED RUGS
TODAY RETURNED
TOMORROW
Automatic Rug Cleaning Co.
ORIENTAL AND DOMESTIC
PHONE MONROE 78

TELEPHONE MONROE 5916

HUTHER BROS.
SAW MFG. CO.
1290 University Ave., Rochester, N. Y.
Manufacturers of Huther Bros.
Patent Grooving or Dado Head

Rochester City Guide
ROCHESTER and VICINITY
(Pocket Size)
Giving the location of all the streets, and how to reach them by bus or trolley ——
The parks, public buildings theatres, churches, clubs, apartments, schools ——
And a lot of other information about the city, and a
NEW MAP
25 cent at Leading Newsdealers

Please mention this directory when dealing with advertisers
Schools

ADVERTISING DEPARTMENT 345

COOPERATIVE BUSINESS INSTITUTE
Successors to GREGG SECRETARIAL SCHOOL

Day School and Night School all the Time

Individual Instruction in All Commercial Subjects
Pupils Thoroughly Prepared For Good Positions

Office Help Furnished Free to Employers

CATALOGUES

36 CLINTON AVE., N. Tel. STONE 469

MAY SECRETARIAL SCHOOL

Courses in Stenography, Secretarial Training
Bookkeeping, Business Administration
and Accounting

IT WILL PAY YOU TO INVESTIGATE

Individual Instruction Coupled With Small Class Groups

407-411 TAYLOR BUILDING ROCHESTER, N. Y.
328 MAIN STREET, EAST Phone Stone 5125

McKECHNIE-LUNGER

SCHOOL OF COMMERCE

BURKE BUILDING - ST. PAUL AND MAIN STREETS

COURSES OFFERED:
Business Administration, Salesmanship, Secretarial Science,
Accounting, Stenography, Bookkeeping

Call, Write or Telephone for Catalogue
Enter School Any Day

DAY AND EVENING CLASSES

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

Please mention this directory when dealing with advertisers
You Use a Directory

To tell you where to go and how to get there.

The Road to Success is easy to follow if you are consistent in your Efforts.
Erdle Perforating Company

Manufacturers of

Perforated Sheet Metals, Metal Stamping

Metal Sample Plate Furnished on Application

We do not issue a price list, but will quote prices upon receipt of specifications.

Office and Factory, 171 York St., Rochester, N. Y.
Phone Genesee 2608

Atlantic Stamping Company

Tin, Copper and Galvanized Ware
Dairy Farm Utensils

Factory, 156 to 180 Ames St., Rochester, N. Y.

From 30% to 50%

Of the information in the Directory of a city or town changes each year. Did you know this? For this reason is it not money saved to have the latest information handy? The only way to do it is to have the Latest City Directory.
Sheet Metal Work and Roofers

ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

Charles W. Flesch PHONE MAIN 5234 William J. Schmitt

FLESCH & SCHMITT, Inc.

Roofing
ASPHALT, SLATE SURFACE, BUILT-UP-PITCH AND SLAG ROOFS

Authorized Agents
BARRETT 20-YEAR BOND SPECIFICATION ROOF
BROWN STREET, corner VERONA ROCHESTER, N. Y.

E. H. KNAPP & SON
ROOFING
FURNACE HEATING

We Repair Any Make Furnace
TIN, COPPER AND SHEET METAL WORK
GUTTERS, CONDUCTORS, PAINTS, OILS AND VARNISH

384-386 SOUTH AVENUE Phone Stone 157 ROCHESTER, N. Y.

KNOWLES & PECK CO., Inc.
Tin, Copper and Architectural Galvanized Iron Works,
Slate, Tile, Tin, Slag and Ready Roofing
BARRETT'S BONDED ROOFS
General Jobbing Steel Ceilings

Estimates Furnished on Application

80 FRANKLIN STREET .. ROCHESTER, N. Y.
Office Phone: Stone 1119

Advertising Insures Your Business

against the fluctuations due to economic conditions.
It tends to equalize and stabilize the flow of orders.

The Directory as an advertising medium is economical
in price, liberal in its provisions, broad in scope and
stands high in the confidence and esteem of the Public.

Please mention this directory when dealing with advertisers
W. D. SCHOENEMAN, Inc.

Metal Ceilings and Side Walls, Metal Garages and Buildings

A LARGE VARIETY OF METAL CEILING AND SIDE WALL STOCK ON HAND

Small patterns suitable for Living, Bed and Bath Rooms, Kitchens, etc. for homes

A Liberal Discount to the Trade

Phone Main 78

257 EXCHANGE STREET

ROCHESTER, N. Y.

Phone MAIN 6333

WM. F. SCHWARTZ & SON, Inc.

Roofing, Sheet Metal Work, Tinsmithing
Blow Piping and General Jobbing

15-17 INDUSTRIAL ST.

ROCHESTER, N. Y.

WENDELL BAYER, Pres. and Treas. Phone 2048 Main

THE JOHN SIDDONS COMPANY

ESTABLISHED 1852 INCORPORATED 1889

TILE, SLATE, TIN AND SLAG ROOFING

Sheet Metal Work

Cornice and Ornamental Galvanized Iron and Copper Work
Heavy Sheet Metal Work and Smoke Stacks

Steel Ceilings a Specialty

61, 63, 65 NORTH WATER ST., ROCHESTER, N. Y.

JACOB P. STEHLER

Sheet Metal Work

Furnace, Roofing, Cornice, Skylight, Ventilation, Blow Piping and Factory Work

Shop, 921 MAPLE STREET

ROCHESTER, N. Y.

Residence, 183 CONKEY AVENUE

Please mention this directory when dealing with advertisers.
HANAN SHOES
For Men — For Women
HANAN & SON
47 EAST AVENUE .. ROCHESTER, N. Y.

MENIHAN ARCH-AID SHOES
For Women Style with Comfort
ARCH-AID BOOT SHOP
86 EAST AVENUE
Opp. Gas & Electric Bldg. Telephone STONE 2412

"Differently Better Shoes"
SHOES For MEN For WOMEN
HOSIERY
Park-Brannock Stetson Shops, Inc.
Fifty-Four East Avenue PHONE STONE 88 Rochester
321 S. SALINA ST., SYRACUSE, N. Y. Telephone 2-6106

50,000 FEET
have more comfort every day because they are fitted to these better shoes the X-ray way at

Pidgeon's
75-77 STATE STREET

Please mention this directory when dealing with advertisers
CLAUDE-NEON DISPLAYS, Inc.

Electrical Advertising

Sole Manufacturers in Western, Central and Northern N. Y. of

GENUINE CLAUDE-NEON PRODUCTS

208 EAST AVENUE  ROCHESTER, N. Y.

F. E. HAYES CO.

Electric Signs

LUMINOUS TUBE SIGNS

Sheet Metal Works

Asphalt and Asbestos Roofing

44 AQUEDUCT STREET  Main 5703

NEON DISPLAYS

MANUFACTURED IN ROCHESTER

Satisfaction Guaranteed

GLO-LIGHT DISPLAYS, INC.

Licensed Plant of Q. R. S. DeVry Corp. of Chicago

Stude 5154  291 HUDSON AVENUE

Dudley Given Simpson, Inc.

Successors to

W. H. GLENNY & CO.

China, Glassware, Silverware, Fancy Pottery

Importers and Retailers

MAIN 1314

60 CLINTON AVENUE S.  ..  ROCHESTER, N. Y.

Please mention this directory when dealing with advertisers
Fee Brothers, Inc.
MANUFACTURERS AND DISTRIBUTORS
NATIONALLY ADVERTISED
Beverages—Syrups—Fruit Products and Extracts

21 NORTH WATER STREET
Main 6135—6136

Richardson Corporation
Manufacturers of "Maid of Honor" Fruit Syrups and Crushed Fruits for Soda Fountain Use
Liberty Fruit Drinks and Reddy Chocolate
Liberty Barrels for Dispensing Root Beer

Phone—Glenwood 307, 308, 931
After 5 P. M. Saturday Afternoons, Sundays and Holidays call Glenwood 308

1069 LYELL AVENUE
ROCHESTER, N. Y.

J. HUNGERFORD SMITH CO.
Manufacturers of
Soda Fountain Fruits and Flavors
and
CREAM PAK Ice Cream Specialties

410 NO. GOODMAN ST.
ROCHESTER, N. Y.
Telephone Culver 157-158-159

Rochester City Guide
ROCHESTER and VICINITY
(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 THE LEADING NEWSDEALERS

Please mention this directory when dealing with advertisers
Steam and Mill Supplies

ADVERTISING DEPARTMENT 353

Phone MAIN 70—71—72

HAVERSTICK & CO., Inc.
Engineering Supplies and Contractors Equipment

45-49 FORD STREET ROCHESTER, N. Y.

DUNHAM
HEATING SERVICE

THERE IS A DIFFERENCE
THIS MEANS THAT YOU CAN GET EXPERT ADVICE FOR ALL HEATING PROBLEMS THAT ARE PUZZLING YOU, WHETHER IT IS NEW OR OLD BUILDINGS

J. F. BRIGHTMAN, Mgr.
Branch Sales Office No. 15
PHONE STONE 4564—4565

C. A. DUNHAM CO.
972-974 Mercantile Bldg.
ROCHESTER, N. Y.

POWER OF ADVERTISING

The City Directory is the power that generates information for the buyer that he may know who deals in the product he wishes to purchase. If your business is not classified properly, and a display advertisement arranged to describe your business, how can you expect the buyer to trade with you.

ADVERTISING is the foundation upon which successful businesses are built. You must apply this to your own particular business.

ADVERTISING is the power of an idea multiplied.

Rates Upon Application

OUR SERVICE CANNOT BE EXCELLED

SAMPSON & MURDOCK COMPANY
INCORPORATED

729 POWERS BUILDING ROCHESTER, N. Y.

Please mention this directory when dealing with advertisers
Steamship Agencies

Telephone Main 3482 25 Main Street East

CENTRAL TRUST CO. TRAVEL SERVICE
Combining the Ernest R. Clark Travel Bureau and the Gilbert Steamship Agency

Expert travel service without charge
Steamship Tickets to Wherever steamships go
Cruises on all the Seven Seas
Conducted Tours by sea, land and air
Bus trips — Hotel reservations
Travelers’ Checks — Letters of Credit

INDEPENDENT TRAVEL
Let us help you plan your own individual tour, secure your steamship accommodations, engage your hotel rooms, provide you with automobiles and guides, and assist in getting your passports and visas. We are agents for all steamship lines and the leading tour companies.

ERNEST R. CLARK, Manager
VICTOR C. DEPREZ, Asst. Manager

STEAMSHIP TICKETS — Cruises — Independent and escorted travel to all parts of the world — Railroad Tickets and Pullman Reservations — without Service Charge — Travelers’ Checks

UNION TRUST
30 EAST AVE.

TICKETS of the World
STEAMSHIP — RAILROAD — MOTORBUS

No worries about your Passport, Visas or Any Other Travel Documents. We look after that detail for your convenience.

CHOOSE NOW YOUR TOUR OR CRUISE
Around the World, Mediterranean, West Indies, Bermuda, Cuba, Panama Canal, California, Mexico or South America. We will furnish Booklets, Information, Rates, Reservations and Tickets for any Tour or Cruise advertised in Newspapers and magazines by all steamship and railroad lines.

Call Main 6735
ROCHESTER TRAVEL BUREAU
POWERS BUILDING Jac Hochstein, Inc. 19 STATE STREET

Please mention this directory when dealing with advertisers
F. L. HEUGHES & CO., Inc.

Members of The American Institute of Steel Construction

ENGINERS, DESIGNERS AND FABRICATORS OF

STRUCTURAL STEEL
IRON WORK

FOR BUILDINGS, BRIDGES, ETC.

ROOF TRUSSES, STEEL GIRDERS AND COLUMNS, IRON STAIRS AND ALL KINDS OF BUILDERS' IRON WORK

MASSILLON BAR JOIST

LATH AND ACCESSORIES

ALL STRUCTURAL SHAPES CARRIED IN STOCK

COMPLETE WAREHOUSE STOCK

Office and Works

1029 LYELL AVENUE

Phone Glenwood 590-591
Steel and Iron Work (Structural)

356 ROCHESTER DIRECTORY, FOR YEAR ENDING OCT. 1931

"Build of Steel a Greater Rochester"

GENESEE BRIDGE COMPANY
INCORPORATED

Structural and Reinforcing Steel

Plain Material Carried in Stock

344 WEST AVENUE
P. O. Address Box 42

Phone Gen. 3454

ROCHESTER, N. Y.

Cook Iron Store Company

120-128 St. Paul St.

Iron, Steel and Heavy Hardware

SUPPLIES FOR
Blacksmiths, Contractors, Painters,
Garages and Factories

TELEPHONES
MAIN 5188—5189

Your Advertisement

In this Directory would meet Thousands of People Daily. Can you see any reason why it should not bring results?

SAMPSON & MURDOCK COMPANY, Inc.
Publishers

Please mention this directory when dealing with advertisers
Young's Wrought Iron Works

Ornamental Iron Work
Light Structural Steel

Stairways
Fire Escapes
Iron Fences
Railings
Flag Poles
Sidewalk Doors
Sidewalk Elevators
Forgings

Young’s Folding Steel Scaffold Brackets

Phone 1755 Main
37-39 SOUTH WATER ST., ROCHESTER, N. Y.

BURKE STEEL COMPANY, Inc.

Phone Genesee 3445
Cold Drawn Flats, Squares, Hexagons, Rounds, Tool and Alloy Steel

Forging Specialists

On Rings, Discs, Die Blocks, Cutting and Forming Dies, Shafts, Spindles, Pinions, etc.

Office and Warehouse, SHERER STREET, ROCHESTER, N. Y.

THE BEST IN
ARCHITECTURAL
IRON WORKS

COVERING EVERY DEMAND
FOR BUILDINGS, EXTERIORS
AND ARTISTIC INTERIORS

HENRY L. KOHLMETZ
16 FURNACE ST.
Corner Mill
Phone Main 2702

Please mention this directory when dealing with advertisers
The Symington Company

Manufacturers of

Railway Specialties

Malleable Iron, Electric Steel and Special Alloy Steel Castings

Phone: Genesee 101 Rochester, N. Y.

FLOWER CITY PIPE CO., INC.

PHONE GENESEE 51

PIE

NEW AND USED

Clothes Poles Callar Columns Radio Poles Boiler Flues Fence Posts
Fence Rail Fence Wire Pipe Cut-to-sketch

155 HAGUE STREET ROCHESTER, N. Y.

YOU OBJECT to having your name misspelled in your mail. Others feel the same way about theirs. Consult the DIRECTORY in any case of doubt and be safe.

STERILIZERS

for

PHYSICIANS
DENTISTS
HOSPITALS
LABORATORIES

WILMOT CASTLE COMPANY

1255 University Avenue Rochester, N. Y.

Please mention this directory when dealing with advertisers
Monroe Warehouse Company Inc.

MILLION DOLLAR WAREHOUSE

Office and Warehouses

1044 UNIVERSITY AVENUE

Largest Merchandise and Automobile Storage in Rochester

Capacity 500,000 Square Feet
Sprinkled Throughout

We have heated space to rent for manufacturing
All tenants have use of New York Central siding

Please mention this directory when dealing with advertisers
ROCHESTER STORAGE WAREHOUSES

FIREPROOF AND NON-FIREPROOF

Owned and Operated by

ROCHESTER CARTING CO.

Main 205 25-27 N. WASHINGTON ST. Main 205

---

A Complete Service

PACKING
Every facility for the proper preparation of goods for hauling or shipping

STORAGE
Individual depositories for the storage of furniture, pianos, trunks, rugs, silverware, etc. Both private rooms and open storage.

MOVING
Both local and out of town. Large padded vans and courteous men in charge.

SHIPPING
To any part of the country. Our affiliations in every city of size assure your goods of careful handling at destination.

Please mention this directory when dealing with advertisers.
Joseph A. Schantz Co.

Fireproof Storage Warehouses for Household Goods
St. Paul, Central Avenue, and North Water Street

BLANCHARD STORAGE CO., Inc.
A. S. BLANCHARD, Pres., F. W. CARPENTER, Sales Mgr.
W. L. BROOKE, Supt.

Storage Moving
HOUSEHOLD Packing
Moving Long Distance
Agents Allied Van Lines
Distribution MERCHANDISE Storage
Separate Fireproof and Non Fireproof Warehouses
Main 7021 Main Office, 320 BROAD ST.

West Carting and Storage Co., Inc.
C. A. MONGENET, President and General Manager

Our Policy
Live and Let Live

Our Aim
Better Service

200 HAMILTON STREET MONROE 6856

Please mention this directory when dealing with advertisers
SERVICE STORAGE CO.
Owned and Operated by Ralph E. and Fred C. West

A warehouse well worth seeing before storing your valuable furnishings

704-712 CLINTON AVE., SO.
PHONE MONROE 2833

Exchange Warehouse Co., Inc.
372 EXCHANGE ST. MAIN 5744

Merchandise Storage - Trucking

FIREPROOF—SPRINKLER SYSTEM
LOW INSURANCE RATES

A Competent Fleet of Trucks for all Local and Interurban Deliveries

IF IT IS COLD OR COMMON STORAGE WE HAVE IT
For Eggs, Butter, Cheese, Poultry, Apples, Dried Fruits and Other Merchandise

The Upton Cold Storage Company, Inc.
38 Cliff Street Herbert B. Cash, Pres. and Gen. Mgr. Rochester, N. Y.

MAIN
1494 - 1495

Open all year around
Lowest Insurance Rates for Cold Storage Products in Rochester.
Correspondence Solicited
No pipes in rooms
No dripping moisture to cause mould

Refrigeration protected by Two Power Plants, Steam and Electric
Continuous Cold Air Blast Circulation System. The Sanitary Way
Central Library of Rochester and Monroe County - City Directory Collection - 1931
Store and Office Fixtures

ROCHESTER SHOW CASE WORKS
SHELDON & MAIER

Fixtures and Cases made for Meng & Shafer Co., Rochester, N. Y.
STORE FIXTURES AND SHOW CASES
Office and Factory - - 404 Platt Street, corner Allen

ROCHESTER VARIETY WOODWORKING CO.
JOHN L. BENSON
STORE FIXTURES, STORE FRONTS
WINDOW DISPLAY, SHOW CASES, CABINETS
BUILDING, TURNING, ETC.

Phone Stone 6256 31-33 South Water Street

EVERY STORE
Should be Listed in the Directory and the Directory in Every Store. Besides its use to the Keeper of the Store, it is a Convenience Customers Look for. The Store that Offers an Old, or no City Directory, does not Show its Patrons a Courtesy they will find Elsewhere.

Please mention this directory when dealing with advertisers.
Lincoln Park Factory of
The Pfaudler Company
Makers of Glass Lined Steel Equipment

Dairy Equipment:
- Pasteurizers, Starter Cans
- Buttermilk Tanks
- Ice Cream Batch Mixers
- Storage Tanks, Aging Tanks
- Buttermelters, Chocolate Cookers
- Weigh Tanks, Receiving Tanks
- Car Tanks, Truck Tanks
- and THE PFAUDLERETTE

Chemical Equipment:
- Mixers, Still, Vacuum Pans
- Evaporating Pans, Storage Tanks

Canning Equipment:
- Vacuum Pans, for manufacturing tomato paste and for concentrating fruit products
- Bean Soakers
- Tomato Cookers
- Salad Dressing Emulsifiers

Beverage Equipment:
- Mixers, Storage Tanks
- Heating Kettles
- Truck and Car Tanks

Sales and Executive Offices: 10th Floor Gas and Electric Bldg., 89-91 East Ave.

Factories
- Lincoln Park, Rochester and Elyria, Ohio

American Taxicab Co.
287 Central Avenue

Cadillacs and Packards
For Weddings and Funerals

Tels. STONE 2428—2429—2430

Taxi 35c
Main 211 Main

Green Cab & Brokerage Co., Inc.
(Brokers)

Sherley Spencer, President

Per Hour $1.50 Per Hour

Main Office - Erie Railroad Station

Please mention this directory when dealing with advertisers
PARTY LINE TELEPHONE RULES

When making a telephone call, remove the receiver and listen. If the line is in use, replace the receiver immediately and wait for a few minutes before trying again.

The length of a conversation should in no case exceed five minutes, and you are requested to make it as brief as possible. Allow an interval of a few minutes to elapse before calling another party, as someone on your line may be waiting to make an emergency call.

Do not tolerate anyone to listen at your telephone when the line is in use.

ROCHESTER TELEPHONE CORPORATION

Every Wasted Minute Costs You Money

Whether it's your time or that of an inexpensive clerk that is wasted by using an out of date directory, the loss is yours.

In the course of a year the time wasted usually costs far more than the price of a new directory.

Misdirected parcels or messages cause expense and annoyance.

Cut out this leak. Order a new city directory at once. It will pay you bigger dividends for the money invested than many of your ventures.

SAMPSON & MURDOCK CO., Inc.
729 Powers Building Rochester, N. Y.

Telephone 3503 Stone

Rochester Costume Company
MRS. E. J. MALOY, Manager

MASQUERADE AND THEATRICAL COSTUMES
WIGS AND COSMETICS
OPEN EVENINGS UNTIL 7 P. M.

374 COURT STREET ROCHESTER, N. Y.
Surely, the “acid test” which we apply to each of our vast range of Tycos Temperature Instruments is reason sufficient for their immense popularity. We face to-day in every field a discriminating public, a scrupulous, investigating public—and the extensive use of Tycos Instruments is a reliable guarantee of their service value.

Remember the fact that we are to-day producing more temperature instruments than any other concern on earth and then specify Tycos Instruments.

Only a few varieties of some 8,000 types and styles we make are listed below. We have an abundant supply of serviceable literature. Write for some today.

Tycos Mercurial, Recording and Index Thermometers for all industrial and laboratory applications.
Electric Contact Thermometers.
Temperature, Pressure and Time Regulators.
Mercury Column Vacuum, Pressure and U Gauges.
Tycos Base Metal, Rare Metal and Radiation Pyrometers (Indicating and Recording), Fery Radiation Pyrometers.
Hygrometers, Hydrometers.
Mineral Oil Testing Instruments.
Aneroid and Mercurial Barometers.
Recording Barometers.
Pocket Compasses.
Surveying Compasses, Rain Gauges.
Anemometers and Air Meters.
Thermographs, Hand Levels.
Aviation Barometers and Inclinometers.
Tycos Sphygmomanometers.
Tycos Fever Thermometers and Urinary Glassware.
Thermometers of all kinds for home and general use.

Taylor Instrument Companies

ROCHESTER, N. Y.

There’s a Tycos and Taylor Thermometer for every purpose

Please mention this directory when dealing with advertisers
GERSTNER & STATTA, Inc.

Tile, Marble and Slate Contractors

RUBBER AND CORK FLOORS

48 MT. HOPE AVENUE - ROCHESTER, N. Y.

Phone 1313 Stone

TELEPHONE STONE 528

JAS. C. BARRY COMPANY

Marble and Tile Work

Everlasbestos Flooring

Fireplace Fixtures

Rubber Cork and Everlastic Flooring

24 WINTHROP ST. Established 44 Years Ago ROCHESTER, N. Y.

THE SARATOGA MARBLE AND TILE CO., Inc.

Terrazzo, Mosaics, Domestic and Foreign

Marble Tile and Marble Work for Bathrooms, Fire Places and Floors

CALL AND GET OUR ESTIMATES

163 SARATOGA AVE. Phone GLENWOOD 737 ROCHESTER, N. Y.

NELL BROS. & KERN

ESTABLISHED IN 1876

Interior Marble and Tile Work

Rubber and Cork Floors Fireplace Equipment

Granite and Marble Monuments

Mausoleums

TELEPHONE MAIN 1074

238-240 STATE ST. - ROCHESTER, N. Y.
ABSTRACT TITLE & MORTGAGE CORPORATION

Title Insurance

Guaranteed Mortgages and Certificates

Tax and Title Searches

First Mortgage Loans

47 SOUTH FITZHUGH ST. - ROCHESTER, N. Y.

CERTIFIED ABSTRACTS OF TITLE
And TITLE INSURANCE POLICIES

MONROE ABSTRACT CORPORATION
837-839 POWERS BUILDING
MAIN 1359
Titles Insured Through New York Title & Mortgage Company

MANUFACTURERS OF
Children's Carriages, English Coaches, Go-Carts and Sulkies, Doll Carriages and Go-Carts, Children's Chairs and TOYS

Manufacturers' Agent and Warehouse for Sleds and Toys, Children's Desks, Shoo-Fly and Rocking Horses, Children's Vehicles—Children's Furniture.

Porch rockers, lawn swings, gliding settees, lawn furniture, fur baby carriage robes.

The Uhlen Carriage Co., Inc.
415 St. Paul Street

Please mention this directory when dealing with advertisers
Special Equipment for Every Job

So efficient—so economical—so trustworthy is our service that both housewives and industrial managers have looked to Gottry for nearly half a century when faced with a moving problem. Special equipment for long or short—light or heavy—hauls.

SAM GOTTRY CARTING CO.
OFFICES: POWERS ARCADE and 47 PARKWAY
Phone Main 1412

JOHN F. WEIS
Pres. & Tres.

GEORGE F. R. RCKHARDT
Vice Pres.

RUDOLPH G. WEIS
Sec.

ROCHESTER CARTING COMPANY
STORAGE WAREHOUSE
HANDLERS OF
Railroad Freights, Safes, Machinery, Furniture, Etc.
Offices, 25-27 NO. WASHINGTON ST.
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EAST END CARTING COMPANY

Local and Long Distance Moving
Storage Warehouse

Our central location, complete equipment and our earnest desire to have only satisfied customers insures excellent service for all.

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LAKE SHORE TRANSPORTATION LINES Inc.

Daily Express Motor Service

Between
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Rochester and Oswego, N. Y.
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Palmyra, Newark, Lyons and Clyde, N. Y.
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MAIN OFFICE

31 INDUSTRIAL ST. ROCHESTER, N. Y.

TELEPHONE MAIN 6926

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We do special order work of all kinds, Auto
Trunks, Sample Trunks, Cases,
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271 MAIN STREET EAST - ROCHESTER, N. Y.
ONLY ONE STORE

National Casket Company, Inc.
142 EXCHANGE STREET
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92 and 342 Main Street East
WE SPECIALIZE IN
UNDERWEAR AND HOSIERY
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Why the City Directory first. It saves time. The ads are classified. Your customers find you instantly. It's the logical place for them to go because it's an index to the city.

Beat Them To It -- Advertise in the
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Thousands upon thousands will consult it for a whole year. The price of space is so small, compared with the valuable publicity you get, that you can't afford to be left out.

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Phones: Stone 1338—1339

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STORM WINDOWS

ANTIQUE FURNITURE
REPRODUCED
TO ORDER

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The following "Standards of Practice," adopted at the inception of the Association of North American Directory Publishers in 1896, and strictly adhered to over the years, is your guarantee of satisfactory Directory Service.

The publisher of a Directory should dedicate his best efforts to the cause of business uplift and social service, and to this end pledges himself:

1. To consider, first, the interest of the user of the book.

2. To subscribe to and work for truth, honesty and accuracy in all departments.

3. To avoid confusing duplication of listings, endeavoring to classify every concern under the one heading that best describes it, and to treat additional listings as advertising, to be charged for at regular rates.

4. To increase public knowledge of what Directories contain; to study public needs and make Directories to supply them; to revise and standardize methods and classifications, so that what is wanted may be most easily found, and the Directory be made to serve its fullest use as a business and social reference book and director of buyer and seller.

5. To decline any advertisement which has a tendency to mislead or which does not conform to business integrity.

6. To solicit subscriptions and advertising solely upon the merits of the publications.

7. To avoid misrepresentation by statement or inference regarding circulation, placing the test of reference publicity upon its accessibility to seekers, rather than on the number of copies sold.

8. To co-operate with approved organization and individuals engaged in creative advertising work.

9. To avoid unfair competition.

10. To determine what is the highest and largest function of Directories in public service, and then to strive in every legitimate way to promote that function.

$100 Reward will be paid by the Association of North American Directory Publishers for the arrest and conviction of any person or persons engaged in the publishing, collecting or canvassing for any fraudulent or fake directories.

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<td>Polk, R. L. &amp; Co., Inc.</td>
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<td>58-60 Market St.</td>
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Under One Roof

Early in store history, following the trend of the times, foreign offices were established so that the styles and needs of our patrons would never want for the latest good thing, fad or fancy.

In Paris, in London, in Berlin, style changes are quickly recorded, and from our offices there instantly cabled to Rochester.

Chernowitz, Vienna, Lyons, Florence and Belfast share in this. Each office is a center for our department managers who throughout the year are constantly commuting to every corner of the continent. Rumors are no part of our business, nor do we accept information second hand. It is a policy of this house always to have representatives at the pulsating markets of the world, where the best that is obtainable may be quickly assembled under one roof.

In all of our eighty departments, this buying consciousness is ever alert. The early principles of the founders are never forgotten; the best possible merchandise at the lowest possible cost.

In all this there is a keynote that says: no transaction will be considered satisfactory to us unless it is equally satisfactory to you.

Sibley, Lindsay & Curr Co.

Clinton Avenue, Main, North & Franklin Streets.

ROCHESTER, N. Y.
THE STORE FOR MEN

Right here in Rochester—right here in Sibley, Lindsay & Curr Company—is a clothing section which gives the fullest interpretation to the meaning of its name—Store for Men. A shop which is masculine in every sense and fully in tune with the character of the world it serves—a men’s world.

A separate elevator takes you directly from the Main Floor Haberdashery Sections to the Store for Men. You step into the Lounge, with its deep, comfortable chairs, its tables of magazines devoted to masculine interests and its handy ash trays—inviting you to relaxation as enjoyable as an hour’s rest at your club.

You’ll find the Store for Men an ideal place to “sit down for a moment”—a most convenient rendezvous to meet your friends. And—fittingly in such an establishment—you’ll find here clothing of an aristocratic pedigree—from the London-styled Clothes by Tailor Guild of Rochester to the highly specialized “Fabric Group” garments.

To you is extended a hearty welcome to take advantage of these facilities.

SIBLEY, LINDSAY & Curr Co.

STORE FOR MEN