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.

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Title Insurance Policies Federal Court Searches

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

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Does your copy tell him more than he already knew when he turned to the page bearing your advertisement? Purchasing agents often tell us they find a concern specializing on just what they are looking for by turning to these descriptive spaces, but that in many cases insufficient information is given.

Whatever helps the buyer to find what he wants means business for the seller. Anyone referring to a directory advertisement does so because he is already interested. Therefore space need not be used to attract attention or create desire.

Treat the reader as you would a person coming direct to you, inquiring about your service or product with the idea of doing business. Don’t let your prospect turn away from your ad without finding out why you are equipped to serve him.

Be Specific

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We specialize in the following merchandise
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Supporters — Braces — Arches

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ROCHESTER, N. Y.

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A modern SERVICE DEPT.—FLAT RATE CHARGES.
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3 CIRCLE STREET
STONE 1877

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STONE 1930

PHONE MONROE 1065

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1042 UNIVERSITY AVENUE

ROCHESTER, N. Y.

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10 WINTHROP STREET
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Buick Sales Service Used Cars

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Hupmobile Sales and Service

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ROCHESTER, N. Y.

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NEW DRIVE *FREE WHEELING*

IT'S THE NEAREST THING TO FLYING ON WHEELS

Shift Without Touching the Clutch
Ride on the Wings of Momentum

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Telephone MONROE 297
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Established 1872
Builders of High-Grade Light and Heavy Vehicles to Order for all Purposes
Special Auto Truck Bodies and Moving Vans
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TELEPHONE STONE 2091

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OPEN 7.00 A. M.
CLOSE 6.00 P. M.
Auto Radiator, Fender and Body Work
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Phone MAIN 2456
Delivery Service
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Manufacturers of VANS AND SCHOOL BUSSES
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Connecting Rods
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Immediate Service
STONE 7056

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NEW AND USED PARTS FOR ALL MAKES OF CARS
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Consult the City Directory

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ROCHESTER, N. Y.

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Main Office, 42 Broadway, New York

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DAINARD & KATSAMPES

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ROCHESTER, N. Y.

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ROCHESTER BUFFALO
Phone: MAIN 1144

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Specializing in
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Investment Securities

STONE 351

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Guaranteed Mortgage Securities
Buffalo - Rochester - Syracuse

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He is a man with a lot of questions in his mind. He wants to know Where and What and Who and How

Thousands of live prospects are looking in directories daily to find out

*Where they can buy something*

*What they can get for their money*

*Whom they can buy it from*

*How they can get it*

The time to sell a prospect is when he is alive. Make this book your Salesman to live prospects.
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 - $1,220,821.57

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Safe Deposit Boxes for Rent from $3.00 per year up

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Free Parking at 101 Exchange Street

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OVER $25,000,000

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You can secure complete safeguards for your property, whether real or personal, for their organization is made up of specialists in financial matters.

We invite you to consult our Officers, which may be done in complete confidence, without the slightest obligation.

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AND TRUST COMPANY

Capital and Surplus - - - $5,000,000.00

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MAIN STREET EAST, CORNER STONE STREET

LINCOLN OFFICE, 33 Exchange St.
LAKE AVENUE OFFICE, Lake Ave., cor. Ridgeway Ave.
WEST END OFFICE, Main St. W., at Genesee and Brown
EAST END OFFICE, Main St. E., cor. N. Goodman St.
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and Safe Deposit
Company
Main Street West and Exchange

Capital
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Surplus
$3,500,000

Forty-four Years Experience

Complete Banking and Trust Service for Individuals and Corporations
Commercial, Collateral and Mortgage Loans—Securities Information
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MAIN STREET WEST AND EXCHANGE

ROCHESTER’S FIRST TRUST COMPANY — Operating under Perpetual Charter

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**OF ROCHESTER**

Main Street, East

and

Water Street, South

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We also do Repairing, Forging, Flue Welding, Electric Arc and Acetylene Welding and Cutting

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Quality assured through modern box making and lithographing equipment

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MAIN 2822

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Ten Phones—Monroe 6600

Branch, 82 EAST AVENUE
WATTS DRY CLEANING CO., Inc.
WM. I. WATTS, Pres. and Treas.

Specializing in Ladies' and Gentlemen's
FINE GARMENTS

Genesee 614
322 COTTAGE STREET
ROCHESTER, N. Y.

A Store of Separate, Segregated Shops, Specializing in Every Phase of Fashionable Feminine Apparel and Accessories, and in the Various Aids to Charm

B. FORMAN CO.
Clinton Avenue South -- Cortland Street

Who Pays!

For all the delay, wasted stamps and other petty annoyances caused by the lack of an immediate and an accurate answer to the questions WHO—WHAT AND WHERE that arise daily in business life.

Do You?

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

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THE YATES COAL CO.

Anthracite COAL Bituminous

ALSO COKE

Orders for Private Residences Solicited

TELEPHONE No. 450-451 STONE

Main Office
612 LINCOLN-ALLIANCE BANK BUILDING

YARDS
93 INDUSTRIAL STREET 139 CANAL STREET
KING STREET and B. R. & P. RY.

H. N. SCHLICK & CO.

Dealers in

COAL — COKE

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

Telephones Stone 5985-5986 ROCHESTER, N. Y.

MEISENZAHL BROS. COAL CO.

INCORPORATED

COAL
Coke Wood Trucking

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

Telephone Stone 2157

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Coal

H. H. BABCOCK & CO.
Wholesale Dealers in
DELAWARE, LACKAWANNA & WESTERN COAL CO'S
“Blue Coal”
Principal Offices:
105, 106 and 107 WILDER BUILDING
ROCHESTER, N. Y.
Sales Offices and Treaties
505 North Street, at N. Y. C. R. R.
399 Main Street West, at Penn. R. R.
720 Driving Park Av. at B. R. & P. R. R.
Latte Road at B. R. & P. R. R.

S. W. CASE, President
MONROE 3362

CASE - COAL - CO.
—INC.—
COAL--COKE
1814 EAST AVENUE
ROCHESTER, N. Y.

Good Coal
Since 1867
Good Service

Geo. Engert & Co., Inc.
COAL--COKE
126 MONROE AVENUE
ROCHESTER, N. Y.
Telephones STONE 1985 — 1986

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

ANTHRACITE AND BITUMINOUS

MAIN OFFICE:
431 SMITH STREET
Phones Main
3301 — 3302 — 420

BRANCHES:
88 PORTLAND AVENUE
384 ORCHARD STREET

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TELEPHONE GLENWOOD 6161

Famous Reading Anthracite
Pittsburg Soft Coal

HAY—GRAIN—FEED
Fertilizer Farm and Building Supplies Cement

149 RIDGE ROAD EAST ROCHESTER, N. Y.

Anthracite COAL Bituminous
Jemco COKE Stove and Nut Size

“FIFTY YEARS IN BUSINESS”
Our Heating Expert Is At Your Service.

JENKINS & MACY CO.

General Offices: Telephone
100 Cutler Building
42 East Avenue

Office and Yards:
1045 Main St. East
119 Child Street

L. C. LANGIE COAL CO.

HI-HEAT COAL SEMET—SOLVAY COKE

Central Office, 326 Main St. East
556 Clinton Ave. South cor. Alexander St.
357 St. Paul St. 368 Clinton Ave. N. 273 Smith St.

E. E. SHUTT V. H. RUSSELL GRACE D. ROSS
President Treas. and Mgr. Secretary

CHAS. C. WEST COAL CO., Inc.

WHOLESALE AND RETAIL DEALERS IN

COAL and COKE

Main Office and Trestle - 281-285 NORTH UNION STREET

CULVER 999—2074

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Coffee Roasters

WM. S. SCULL COMPANY
GEORGE C. BUll & CO. DIVISION
TEA - COFFEE - RICE
372-378 EXCHANGE STREET
BUELL’S
BRIGHTON BLEND COFFEE
BOSCO—3 FOOD DRINK

TELEPHONE
Main 2346

BOSCUL COFFEE
Vacuum Packed

NEW YORK STATE CAPITOL
ALBANY, N. Y.

Please mention this Directory when dealing with Advertisers
BRANDT MERCANTILE AGENCY
COLLECTIONS

Accounting & Adjusting Agency

845 LINCOLN-ALLIANCE BANK BLDG. ROCHESTER, N. Y.
Phone Stone 3307

"Specialization Means Service"

ALLIANCE MERCANTILE AGENCY
NEW YORK ROCHESTER BUFFALO SYRACUSE

Commercial Collections
Coast to Coast
EDISON E. WEST, General Manager

Executive Offices
7th Floor, TERMINAL BUILDING - ROCHESTER, N. Y.
Telephones Main 2132—2133—2134

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 it over with us. We can help you increase your business.

Sampson & Murdock Co., Inc.

729 POWERS BUILDING ··· ROCHESTER, N. Y.
JOHN LUTHER & SONS CO.

General Contractors and Builders
PAINTERS AND DECORATORS
SPRAY PAINTING

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

HOMER KNAPP
Established 1889

GENERAL BUILDING CONSTRUCTION
Estimates Furnished
Quality Homes and Alterations

1462 MAIN STREET, EAST
Phone CULVER 3073
ROCHESTER, N. Y.

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.

General Contractors

251 POWERS BUILDING
ROCHESTER, N. Y.

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WM. SUMMERHAYS SONS
CORPORATION
Boiler Settings, Fire Masonry, Special Furnaces, Power Plant Chimneys
of Radial and Common Brick . . . Lightning Arrestors Installed

SUMMERHAYS REFRACTORY SUPPLIES
INCORPORATED
Fire Brick, Carborundum Brick, Insulating Brick, Plastic Fire Brick,
High Temperature Cements, Fire Clay, Asbestos.
Phone MONROE 1155
Office and Yard, 620 CLINTON AVE. S., ROCHESTER, N. Y.

EDWARD STRAUCHEN
337 Culver Road
Monroe 1902

EDWARD C. STRAUCHEN
62 Highland Parkway
Monroe 837-M

EDWARD STRAUCHEN & SON
Mason and General
Contractors
337 CULVER ROAD
ROCHESTER, N. Y.

ANTHONY LINK, Jr.

ANTHONY LINK'S SONS
Carpenters—General Contractors
General Remodeling
CULVER 3578
Office and Mill, Rear, 616 NORTH GOODMAN STREET
ROCHESTER, N. Y.

GORSLINE & SWAN CONSTRUCTION CO.
(INCORPORATED)
Mason Contractors and
General Building Construction
Estimates Given on All Kinds of Building Work
Phone 646 Main
243 POWERS BLOCK, ROCHESTER

Please mention this Directory when dealing with Advertisers
C. P. WARD, INC.
General Contractors
135 RIDGE ROAD, Corner HOLLENBECK STREET

F. H. RAPP COMPANY, Inc.
Building Contractors
General Construction
Office and Works
188 MOUNT HOPE AVENUE
ROCHESTER, N. Y.

PHONE CULVER 2108

JOHN GARRETT
General Contractor and Builder
Estimates Furnished on all Kinds of Buildings
Office 489 GARSON AVENUE
ROCHESTER, N. Y.

Residence 599 Monroe Avenue
Monroe 4362

JOHN R. TAYLOR
Building Contractor
Decorative Lattice Work, Convention Booths, Banquet Tables,
Platforms, Stages, Checking Racks and Bleacher Seats
ROCHESTER, N. Y.

Please mention this Directory when dealing with Advertisers...
A. W. HOPEMAN & SONS CO.

Building Contractors

OFFICE

569 LYELL AVENUE

ROCHESTER, N. Y.

HOPEMAN LUMBER AND MFG. CO. Inc.

ESTIMATES GIVEN ON ALL KINDS OF BUILDING WORK

AUGUST VORDRAN

Mason Contractor and Builder

A. VORDRAN NURSERY CO.

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

Phone WEBSTER 285

Formerly 72 Empire Boulevard, Rochester

Maps of Rochester

IN SHEETS OR FOLDED IN POCKET FORM

SAMPSON & MURDOCK CO., Inc.

729 POWERS BUILDING

WM. H. WILSON CRANE SERVICE, Inc.

“CALL WILSON”

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

BOILERS AND MACHINERY

9 CALIHAN PLACE

Office Phone GLENWOOD 1012

Night Call CHARLOT 1044

ROCHESTER, N. Y.

Please mention this Directory when dealing with Advertisers
Bartholomay
COMPANY, INC.

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 Raw Milk

MANUFACTURERS OF ICE

555 ST. PAUL STREET

A. W. WOOD
President

OSCAR B. SPIEHLER
Treasurer

DAIRY DEPARTMENT
Phone MAIN 6520

BIG ELM DAIRY CO.

DEALERS IN
Pasteurized and Certified Milk and Cream

Creamery Butter and Cottage Cheese Fresh Daily

476 EXCHANGE STREET

ROCHESTER, N. Y.

BRIGHTON PLACE DAIRY
COMPANY

Try Our Delicious Milk and Cream

Under Laboratory Control

45 FULTON AVENUE

GLENWOOD 144

ROCHESTER

Please mention this Directory when dealing with Advertisers
KORTS DAIRY PRODUCTS
GOLDEN GUERNSEY
CERTIFIED AND PASTEURIZED
Milk, Cream and Buttermilk
Telephone Monroe 674
15-43 HENRIETTA STREET  ROCHESTER, N. Y.

TOO LATE THIS YEAR?
Then arrange NOW to have your name properly listed and your business classified and cross-indexed in the next edition of this book. It costs less to be properly listed than to be left out.

Write to the publishers

TELEPHONE GENESEE 4700

RITTER DENTAL MANUFACTURING CO.
INCORPORATED
Car Marked "West"

New York  Chicago  Philadelphia
San Francisco  Los Angeles

Manufacturers

QUALITY DENTAL EQUIPMENT

Units  Sterilizers  Fans
Chairs  Operating Lights  Lathes
X-Rays  Operating Stools  Engines
Tri-Dents  Handpieces  Illuminators
Stereoscopes  Compressors

We Invite You to Inspect our Factory

404 WEST AVENUE  ROCHESTER, N. Y.

Please mention this Directory when dealing with Advertisers
DOYLE DETECTIVE BUREAU
POLICE PATROL AND ARMORED CAR SERVICE
Associated Offices in All Cities U. S. A. and Europe

INVESTIGATIONS
Criminal - Commercial - Civil - Character
Shadowing - Retail - Personal

UNIFORMED POLICE
for Protection of Residences - Factories
Stores - Weddings - Etc.

ARMORED CAR SERVICE
Payrolls—Delivery of Bulk—Making Up and Distribution of Envelopes
Deposits—Collection Daily
Complete Safeguarding of Money in Transit—Protected by $1,000,000 Insurance

801-803-805 COMMERCE BUILDING - ROCHESTER, N. Y.
A. T. DOYLE, Gen. Manager
K. V. DOYLE, Supervisor

GENERAL 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 of The World Association of Detectives,
with offices in all parts of the world.

611 TERMINAL BUILDING 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

Member Association of American Detective Agencies
Member World Association of Detectives
CONSULTATION FREE

S. M. O'BRIEN, Director
210 EAST AVENUE LICENSED AND BONDED
SUITES 4 AND 5

V. M. O'BREIN, General Manager
TELEPHONE STONE 5062
Emergency Phone Culver 2449

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.
McKESSON ROCHESTER DRUG CO., Inc.
(INCORPORATED 1931)

Wholesale Druggists

WHOLESALE DEALERS

SODA FOUNTAINS
STORE FIXTURES
DRUGGISTS SUNDRIES

230-236 St. Paul Street

Telephone Stone 4580

MRS. WM. H. BEMISH
President

ESTABLISHED
1839

C. G. HEISE
Sec. and Treas.

J. K. POST DRUG CO.

Wholesale and Retail Druggists

Fine Chemicals and Drugs

17 EAST MAIN STREET
ROCHESTER, N. Y.

BRANCH, 338 PLYMOUTH AVE., S.

Stone 5595

Everything a Good Drug Store Carries

Main 8471

BERT O. HEATH

Prescription Specialist

BRANCH DRUG STORE
FLANNERY DRUG CO.

652 Park Av. 117 Clinton Ave. N.

Central Avenue Store Open Day and Night

24 HOUR TASTY LUNCH SERVICE

Special Night Delivery by Taxi to any part of the city 35 cents.

339 CENTRAL AVENUE
Opposite N. Y. C. Station

G. W. SANFORD
Vice-Pres. and Treas.

F. H. GOLER
Pres. and Gen. Mgr.

F. W. FLEMING
Secy.

THE PAINE DRUG COMPANY

Licensed Pharmacists

PHYSICIANS' SUPPLIES AND SURGICAL INSTRUMENTS
TRUSSES AND SUPPORTERS

Prescription Specialists and Manufacturing Pharmacists

24 and 26 EAST MAIN STREET
ROCHESTER, N. Y.

Please mention this Directory when dealing with Advertisers
FRIGIDAIRE
The World’s Leading Automatic Refrigerator
AND
General Motors Radio
Both Products of
GENERAL MOTORS

GILBERT APPLIANCE CORP.
370 EAST AVENUE

WHEELER-CONSLER CORP.
Distributors
General Electric Refrigerators
General Electric Heat Control
STONE 7333

40 FRANKLIN STREET
ROCHESTER, N. Y.

Your City Directory is one of the Surest ways of directing the demand for the goods or service you want to sell.

Please mention this Directory when dealing with Advertisers.
WESTINGHOUSE ELECTRIC SUPPLY CO., Inc.

Distributors
WESTINGHOUSE ELECTRIC & MFG. CO.
and All Other Standard Electrical Lines
WHOLESALE ONLY

Electrical Apparatus,
Fixtures, Motors and Supplies

Westinghouse Mazda Lamps
Westinghouse Radios
Westinghouse Electric Refrigerators

R. C. A. RADIO TUBES
A. B. C. WASHING MACHINES

Telephones STONE 4588—4592

240-242 ST. PAUL STREET ROCHESTER, N. Y.
T. H. GREEN ELECTRIC CO.
INCORPORATED

Contractors and Manufacturers

Power and Light Installations

Panels and Switchboards  Automatic Telephones

General Electric Motors

Motor and Apparatus Repairs  Electrical Supplies

31-37 N. WATER ST.,  ROCHESTER, N. Y.

Telephones Main 555-556

SCHIEFER ELECTRIC COMPANY
INCORPORATED

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

Condit Electrical Mfg. Corp.
Electric Machinery Mfg. Co.
G & W Electric Specialty Co.
Sangamo Electric Co.

The States Company
Trico Fuse Mfg. Co.
Ward Leonard Electric Co.
Weston Elec. Instrument Corp.

89 EAST AVENUE  -  ROCHESTER, N. Y.

Ellicott Square, 614 City Bank Building
Buffalo  Syracuse

BERGER BROS. ELECTRIC MOTORS, INC.
1346 UNIVERSITY AVENUE

Telephones MONROE 2094  NEW MOTORS
MONROE 2095  REBUILT MOTORS
MONROE 2096  ACCESSORIES
CHAR 773-M  CONTROL
MONROE 6460  REPAIR PARTS
MONROE 100  MOTOR REPAIRS
WESTERN UNION W U X  MOTOR SERVICE
N. Y. C. MAIN LINE SIDING  MOTOR INSTALLATION

Authorized Service and Parts for G. E. Motors and Control

Please mention this Directory when dealing with Advertisers
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 AVENUE
Phone STONE 93
ROCHESTER, N. Y.

O'CONNELL ELECTRIC COMPANY

Electrical Contractors
Electric Line Extensions
Motors, Wiring, Fixtures

63 MT. HOPE AVENUE
Phone MAIN 827
ROCHESTER, N. Y.

INDUSTRIAL ELECTRIC CO., Inc.

Electrical Contractors
MOTORS - WIRING - APPLIANCES
Let Us Keep Your Motors in Repair

278 STATE STREET
ROCHESTER, N. Y.
LAUBE ELECTRIC CORPORATION

(FORMERLY 338 MAIN ST. E.)

Electrical Contractors
Electric Lighting Fixtures
TIMKEN AUTOMATIC OIL BURNERS
For Installation and Service Call
STONE 104-105

191-193 EAST AVENUE - - ROCHESTER, N. Y.

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

VANDERLINDE ELECTRIC CORPORATION

Successors to VANDERLINDE-WIRLEY, Inc.

Electrical Contractors
Power Equipment
Motors Wiring

52 CHARLOTTE STREET - - ROCHESTER, N. Y.
Telephone STONE 6643

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 ust where to look.

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

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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
FLOWER CITY PIPE COMPANY, INC.

Lawn Fence Material

We will erect your fence completely, or furnish all material so you can erect it yourself.

Clothes Poles - Cellar Columns - Flag Poles - Pipe Cut-to-sketch

Phone GENESEE 51

155 HAGUE STREET .. ROCHESTER, N. Y.

INTERNATIONAL SEED CO.

4678 MONROE

FERTILIZERS

Wholesale

Office, 171 PARK AVE., cor. Rowley, ROCHESTER, N. Y.

Too Late for This Issue?

The 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

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**Florists**

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

Office Phones
STONE
484—485—486

Greenhouse Phone
MONROE 6530

**J. B. Keller Sons.**

**FLORISTS**

FLOWERS FOR ALL OCCASIONS

Flowers Telegraphed to All Parts of The World

25 CLINTON AVENUE NORTH - ROCHESTER, N. Y.

ROSES

VIOLETS

ORCHIDS

**NEW YORK FLORIST CO.**

*Fresh Cut Flowers Every Day*

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

10 REYNOLDS ARCADE

**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?

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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 AVE., NORTH .. ROCHESTER, N. Y.

ANDREW J. MATTLE
JOHN W. MATTLE
A. J. MATTLE & SON
Funeral Directors
Phones STONE 1552, 1553
300 CUMBERLAND STREET ROCHESTER, N. Y.

Irving E. Winchell
Thomas F. Trott

HERMANCE COMPANY
Funeral Directors
STONE 1524
683 EAST MAIN STREET ROCHESTER, N. Y.

Please mention this Directory when dealing with Advertisers
Funeral Directors

CHARLES E. ASHTON

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

195 PLYMOUTH AVENUE, SOUTH

Phone MAIN 127 ROCHESTER, N. Y.

Please mention this Directory when dealing with Advertisers.
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

JOHN C. ROSSENBACH
Funeral Director
Office and Residence
828 JAY STREET  ROCHester, N. Y.

C. F. SCHEUERMAN SONS
Funeral Home
The Display at our Funeral Home shows the complete Funeral Service in Plain Figures.

230 BROWN STREET  Phones Genesee 5411-438

EUGENE A. TIMMERMAN
Funeral Director
Phone Monroe 1684

510 MONROE AVENUE  ROCHESTER, N. Y.
Funeral Directors

Phone MONROE 2604

HERBERT B. TURNBULL

Undertaker

263 Park Avenue .. Rochester, N. Y.

Tell Buyers —

What you do and where you do it. Your Advertisement in this book will carry your sales talk into offices, factories and libraries 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.

Directory Publishers

729 Powers Building - Rochester, N. Y.

Please mention this Directory when dealing with Advertisers
Furniture

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

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

HOWE & ROGERS CO.

Furniture, Floor Covering, Draperies
Upholsterers

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

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

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

We Also Maintain a Radio Department

For Service Telephone Stone 1800

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

You Are Certain of
Fine Furniture - Service - Quality - Price
AT
Garson & Wood
"Always Good Quality at a Reasonable Price"
III CLINTON AVENUE SOUTH

GEO. J. MICHELSEN
President

R. J. MICHELSEN
Vice-Pres. and Sec.

W. F. MICHELSEN
Treasurer

GEORGE J. MICHELSEN FURNITURE CO.
MANUFACTURERS OF
Bed Room Furniture

Office, Factory and Salesroom
172-182 AVENUE D
ROCHESTER, N. Y.

Phone GLENWOOD 4719

Please mention this Directory when dealing with Advertisers
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

Manufacturing and Retailing Furriers for More than Half a Century

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

The Most Modern Fur Cold Storage Vaults in Rochester

MENG & SHAFER
53-55 East Avenue
ROCHESTER, N. Y.

GEORGE VERESCHAK
Manufacturing Furrier

FURS REMODELED, MADE TO ORDER and REPAIRED

205 East Avenue Telephone Stone 2497

ROBERT SHELLARD ALWIN METZ GEORGE T. DUNCAN F. J. ADAMS
President Treasurer Vice-President Secretary

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.
A. M. ROOD
Pres.

O. E. ETTER
Sec'y and Treas.

C. E. ROOD
Vice-Pres.

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

We Supply DIRECTORIES
of any City, at Publisher’s price on short notice

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

WILLIAM B. BOOTHBY, President
J. F. TROMPETER
PAUL WEAVER, Sec’y and Treas.
A. J. TROMPETER
H. D. KAZMAYER

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Baker, Restaurant, Market and Confectioner Supplies
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ROCHESTER, N. Y.
Telephones Culver 1216—1215

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ELECTRIC WIRING AND LIGHTING EQUIPMENT

Electrical Appliances, Plumbing Supplies
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WAREHOUSE, 417 RIVER ST.

NEW LOW PRICES

The New MIDGET PULLMAN SASH BALANCE
for Stock Frames and Sash

You can now modernize your double-hung windows with this new Midget Pullman Sash Balance. Use standard stock frames and sash if you wish. The Midget gives you a perfect job at a great saving in cost. Made of non-breakable, pressed steel, rust-proof finish, all moving parts enclosed. Guaranteed for the life of the building.

Write today for free folder and complete information

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Wholesale and Retail

HARDWARE MERCHANTS

Mill and Factory Supplies
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Builders' Hardware
Leonard Refrigerators
Carpenters Tools
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Agricultural Tools
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We Solicit Your Orders by Mail or Telephone
Quality Service and Price Guaranteed

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

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

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Rochester, N. Y.

Rochester City Guide
Rochester and Vicinity
(Pocket Size)

Giving the name, location and intersecting number of all 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.

Thirty-Five Cents
AT ALL THE LEADING NEWSDEALERS

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350 ROOMS  RATES FROM $2.50
FAMED RESTAURANT AND CAFETERIA SERVICE
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Under Same Management

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W. D. HORSTMANN
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Excellent Moderate Priced Dining Room and Coffee Shop
CLUB LUNCHEON  TABLE D'HOTE DINNER
IN OUR MAIN DINING ROOM

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All Rooms With Bath
Single $4.00  Double $6.00
EAST AVENUE, off MAIN STREET  ROCHESTER, N. Y.

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

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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.
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250 ROOMS — RATES $1.50 UP
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Established 53 Years

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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

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**Wholesale and Retail ICE CREAM**

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Special Creations for Parties

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STONE 361-362-257

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BONDING—Fidelity, Surety
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Connecticut Fire Insurance Co. of Hartford, Conn.
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Hartford Steam Boiler Ins. Co. of Hartford, Conn.
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INCORPORATED
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Telephone Main 697

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Plate Glass
Explosion

Automobile
Sprinkler Leakage
Personal Accident
Aircraft

Burglary
Liability
Tourists
Windstorm

Workmen's Compensation
Fidelity and Surety Bonds

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Queen Insurance Company
Westchester Fire Insurance Company
City of New York Insurance Company
Home Indemnity Company

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New York Underwriters Ins. Company
Norwich Union Fire Insurance Company
United States Fire Insurance Company
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PAUL GOVERTS
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Claim Adjuster, RALPH M. LOBER

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General Insurance and Surety Bonds

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BOILERS
BONDS
BURGLARY
COMPENSATION
ELEVATORS

FIRE
FLY WHEEL
GROUP INSURANCE
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MARINE
PARCEL POST

PLATE GLASS
PUBLIC LIABILITY
RENTS INSURANCE
SPRINKLER LEAKAGE
TEAMS
TOURIST FLOATER
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We do not sell mutual or cut rate insurance

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Insurers For All Forms of
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Telephone Main 220

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TEL. MAIN 6626

114 WILDER BUILDING  Telephone Main 3756

ESTABLISHED 1901

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Insurance Agency

204 TRIANGLE BUILDING

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OVER UNION TRUST CO.

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We Do Not Sell Assessment or Cut-Rate Insurance

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Our organization is equipped to provide this valuable service

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FOR SERVICE—Telephones MAIN 435—436

4th Floor, East Ave. Building .. 49 EAST AVENUE

BUHELL P. MILLS
Phone MAIN 85

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General Agent Employers Liability Assurance Corp.

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General Insurance
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Boilers Fire Parcel Post Teams
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Service
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Satisfies

Protection
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Description

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Plate Glass
Elevator
Bonds
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Burglary
Boiler
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WE WRITE
ALL KINDS OF
INSURANCE

INSURANCE

MAIN 408

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PLATE GLASS Agents
OF EVERY KIND

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ROCHESTER, N. Y.
PHONES STONE 1196—1197

HOWARD C. DANA & COMPANY
Fire, Casualty, Surety, Marine
Insurance
410-416 GRANITE BUILDING
ROCHESTER, N. Y.
Phones Stone 691 — 692

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INSURANCE
STONE 3908
403-405 GRANITE BUILDING

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16 MAIN STREET WEST
ROCHESTER, N. Y.

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PLATE GLASS

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PROMPT SETTLEMENTS

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LIABILITY
YACHT
BONDS

WEHN & WEDEL, Inc.
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PLATE GLASS ACCIDENT SURETY BONDS

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ELEVATORS COMPENSATION BURGLARY

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Western New York
BRUCE U. BENEDICT, District Manager

Offices, 107 POWERS BUILDING    Tel. Main 5535    ROCHESTER, N. Y.
Residence, 58 EASTLAND AVENUE   Telephone MONROE 4275   BRIGHTON, N. Y.

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G. V. SHAW, Treasurer

J. V. ALEXANDER
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R. P. B. KIDD, Secretary

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Cutler Building

H. R. Lewis
Granite Building

E. E. Lincoln
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F. H. McChesney
Union Trust Building

John Mason
25 North Street

M. R. Miller & Son
10 Gibbs Street

E. A. Murphy
5 St. Paul Street

W. P. Northrup
Gen. Agt., Equitable Life of Iowa
Temple Building

W. S. Parks
Granite Building

N. W. Regan
1158 Main Street

J. S. Scott
Lincoln-Alliance Bank Building

E. Robert Shannon
Lincoln-Alliance Bank Building

G. V. Shaw
Cutler Building

Thomas F. Street & Sons
47 State Street

J. W. Thomas
Cutler Building

H. T. Tinney
Mgr. Metropolitan Life Ins. Co.
Commerce Building

G. Frazer Webster
Lincoln-Alliance Bank Building

J. L. Wright
Lincoln-Alliance Bank Building

Please mention this Directory when dealing with Advertisers
R. H. JOHNSON, Inc.

Rugs, Curtain Fixtures and Wall Paper
Upholstering
Draperies and Curtains

Will be Glad to Furnish Suggestions or Estimates at Anytime without Obligation

TEMPLE BLDG., 52 NORTH ST. ROCHESTER, N. Y.

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.
Directory Publishers

729 POWERS BUILDING ROCHESTER, N. Y.

CURTICE BROTHERS CO.
ESTABLISHED 1868

CANNERS "BLUE LABEL" PRESERVERS

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 Certifoods (Nursery Foods).

20 CURTICE STREET Telephone MAIN 193

Please mention this Directory when dealing with Advertisers
REMODELING DIAMOND JEWELRY

E. J. SCHEER
Rochester’s Finest Jewelry Store

Diamonds
Precious Stones
Jewelry
Silverware
Clocks
Novelties

“SCHEERTON” MOUNTINGS
in Platinum and White Gold

259 MAIN ST. E. opp. SIBLEY’S
Phone Stone 710

DIAMONDS
Regular and
Fancy
Cuts

WACHES
Elgin
Hamilton, Gruen
Longines

JEWELRY
Platinum
Gold and
Novelties

94 MAIN ST. EAST
J. R. White Co.
JEWELERS
STERLING
Gorham
International
Towle

GLASS
Hawkes

CLOCKS
Telechron, General Electric
and
Seth Thomas Electric

BANKERS to the MAN without BANK CREDIT
You Can Borrow Needed Money Under Our
Plan without co-makers, endorsers or
embarrassing investigation
WE SERVE THE PEOPLE WHO WORK

PROVIDENT LOAN SOCIETY
(A Personal Loan Co.)

31 EXCHANGE STREET
ROCHESTER, N. Y.

J. C. WILSON COMPANY
Jewelers and Pawnbrokers

Money advanced on Diamonds, Watches, Etc. Rates 1, 2 and 3%
Watches, Diamonds, Jewelry for sale and unredeemed Pledges

No. 39 Main Street East (up stairs)
ROCHESTER, N. Y.
SARGENT & GREENLEAF, Inc.
ESTABLISHED 1865

Bank, Safe, Key Locks and Hardware
1176 JOSEPH AVENUE, COR. NORTON STREET
ROCHESTER, N. Y.

Branch Offices
8 EAST 41st ST. 562 W. WASHINGTON BLVD. 62 SUMMER ST.

ROCHESTER AT A GLANCE—ARROW GUIDE
complete street directory (pocket size) of Rochester and vicinity, with much other valuable information about the city and map.

FINGERPOINT MAP OF ROCHESTER AND VICINITY—
folded in pocket form with street index that enables you to find the location in a jiffy. Size 25 by 40 inches open.

For sale by the leading newsdealers and stationers.

Sash, Doors and Trim  Oak Flooring, Shingles, Etc.

PHILIP ENDERS & SON
Wholesale and Retail Dealers in
Lumber and Mill Work
PHONE, GLENWOOD 129
Office, Yard and Mill
271 NORTON STREET
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
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 STREET

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 STREET, W.

Please mention this Directory when dealing with Advertisers
WM. B. MORSE LUMBER CO.

WHOLESALE AND RETAIL

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

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

BRANCHES

OTIS LUMBER CO.
936 East Main St.

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

NORTH END BRANCH
Thomas Ave. near Stutson St. Bridge

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

Main Office, 340 MAIN STREET WEST, ROCHESTER, N. Y.

COMSTOCK LUMBER CO., Inc.

—LUMBER—

1030 MAIN STREET, EAST

ROCHESTER, N. Y.

Phone CULVER 1416

J. P. Cunningham Lumber Co., Inc.

WHOLESALE AND RETAIL DEALERS

In All Kinds of

LUMBER - LATH - SHINGLES

All Kinds of Insulating Materials

436 CONKEY AVENUE

Phones Glenwood 5800—5801

Please mention this Directory when dealing with Advertisers
EXCHANGE LUMBER COMPANY

Established 1909
Incorporated 1920
Successors by purchase to Spencer Lumber Co.

Construction Lumber
- Oak Flooring
- Interior Trim
- Roofing

Hardwoods
- Garage Doors
- Windows
- Shingles

Oak Flooring - Combination Doors
Interior Trim - Stormsash
Roofing - Screens

U. S. GYPSUM PRODUCTS

Sheet Rock
Rock Lath
Insulating Board
Pulp Board

551-563 Lyell Avenue
(Rochester, N. Y.
(Opposite Otis Station)
Telephones Glenwood 2300-2301

F. E. WYATT
President

A. F. STAHL
Treasurer

W. F. STRANG
Secretary

ROCHESTER LUMBER COMPANY

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

GEORGIAN BAY LUMBER CO., Inc.
Wholesale and Retail

Lumber - Lath - Edgewood Shingles - Sash
Fine Interior Trim - Roofing - Wall Board
Plaster Board and Insulating Board

Phone Culver 1400

N. Tonawanda
181 Humboldt Street
Rochester, N. Y.

Please mention this Directory when dealing with Advertisers
OTIS LUMBER CO.
BRANCH OF THE W. B. MORSE LUMBER COMPANY

LUMBER
WALLBOARD
INSULATION
PAINTS
OFFICE and YARD
Phones MONROE 43-44
936 EAST MAIN STREET
ROCHESTER, N. Y.

Greece Lumber Company, Inc.
DEALERS IN
Coal, Rough and Dressed Lumber
Office and Yard
788 Lewiston Avenue
ROCHESTER, N. Y.
TEL. GLENWOOD 2391

T G. Spencer, Treas. and Mgr. Established 1832

Hollister Lumber Company, Ltd.
LUMBER and COAL
FINE INTERIOR WOODWORK
Office, 100 Anderson Ave.
ROCHESTER, N. Y.
Telephone Monroe 1662

The City Directory
A Real Necessity in Every Office
The Modern Up-to-Date Method of Getting Accurate Information Quickly
A Time Saver—A Money Maker For Every Business
Let Us Show You How

Please mention this Directory when dealing with Advertisers
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.  Millflex & 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.

WOODENWARE
Machinery Bolts
Carriage Bolts
Stove Bolts
Rivets
Nuts and Washers
Wood Screws
Lag Screws
Machine Screws

WHOLESALE AND RETAIL

Iron and Steel, Heavy Hardware, Mill Supplies

Contractors’ Supplies

Bicycle Supplies
Automobile Hardware
Enamed Cloth

Automobile Supplies

Motorcycle Supplies
Wagon and Carriage Woodwork

Garage Equipment
Rubber Cloth

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.
THE AMERICAN LAUNDRY MACHINERY COMPANY
MANUFACTURERS OF

Laundry, Dry Cleaning and Rug Cleaning Machinery

OFFICE and FACTORY
BUFFALO ROAD between N. Y. C. R. R. and Glide St.

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. 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.

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.

THE WILLSEA WORKS
Engineers - Founders - Machinists
Castings Designing
Machine Work 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

TELL BUYERS
What you do and how you do it. Your Business Reference 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.

Please mention this Directory when dealing with Advertisers
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.

Phone Main 4739 Y

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

Keyseating Machines

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

DAVENPORT MACHINE TOOL CO.

INCORPORATED

Manufacturers of

The Davenport 5-Spindle Automatic Screw Machine

Capacity—½" diam. x 2" long.
½" diam. with Oversize Feed Tubes

Maximum production and accuracy guaranteed on all work within its capacity

167 AMES STREET ROCHESTER, N. Y.

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

Please mention this Directory when dealing with Advertisers
MAIL ADVERTISING SERVICE

Complete from Plan to Mailbox

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

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

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

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

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

SAMPSON & MURDOCK COMPANY
111 Summer Street, Boston, Mass.
Liberty 2726
MAIL ADVERTISING SERVICE

Complete from Plan to Mailbox

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

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

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

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

SAMPSON & MURDOCK COMPANY

111 Summer Street, Boston, Mass.

Liberty 2726

Please mention this Directory when dealing with Advertisers
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.

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.

METAL STAMPINGS

We specialize in deep drawn stampings produced from Monel metal, stainless steel, aluminum, brass, copper, steel and other metals.

K. BARTHELMES MFG. CO., Inc.

CAIRN STREET GENESEE 2540 ROCHESTER, N. Y.
Metals

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 1154—1155

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

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.


SUPPLY HOUSES of many kinds are listed in this book. A careful study of its possibilities will be of benefit to you.

Please mention this Directory when dealing with Advertisers
LELAND·WESTON·LOWE CO.
BUSINESS ESTABLISHED IN 1831
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 STREET
ROCHESTER, N. Y.
Main 854

CHAS. SCHIED SONS, INC.
Dealers in All Kinds of
Marble and Granite Monuments
STATUARY
HEADSTONES
ETC.
MONROE 102
All Work Done
With
Pneumatic Tools

OFFICE, SHOWROOMS AND WORKS
1142 MT. HOPE AVE., Opp. MT. HOPE CEMETERY,
ROCHESTER, N. Y.
**Monuments**

"Monuments, Headstones and Cemetery Memorials"

**T. H. MARRION & CO.**

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

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**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 CO.**

729 POWERS BUILDING
ROCHESTER, N. Y.
FRED C. J. SCHRODER

Multigraphing, Mimeographing

Letters, cards, et cetera, as used everywhere in mercantile establishments and offices. For a quarter century 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

739-743 GRANITE BLDG. Stone 1922 ROCHESTER, N. Y.

Give your business a chance. Display it in your city directory under headings describing your different lines. They will bring you increased sales at less expense than any other salesman in your employ.

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

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

THREE STORES

325-327 Joseph Avenue
Main 3169

26 South Avenue
Main 5031

468 N. Goodman St.
Culver 1016

Please mention this Directory when dealing with Advertisers
ENTERTAINING
INSTRUCTIVE....READABLE

A Newspaper Geared to this Age!

Invigorating... built along modern lines to attract and hold readers... a newspaper designed for every member of the family... presenting a quality of news which respects the mind of impressionable youth... free-thinking, thought-provoking... built for Rochester by Rochesterians.

ROCHESTER
JOURNAL - AMERICAN

First Choice

More Rochester Families read The Times-Union than any other Rochester publication.

As an advertising medium The Times-Union is first choice among Rochester merchants—on the basis of time-tested result-power in the evening field.

ROCHESTER TIMES-UNION

Please mention this Directory when dealing with Advertisers
When the Mind is Fresh!

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

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

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 40-page Rotogravure Magazine Section is included in the Saturday afternoon edition.

ROCHESTER'S GERMAN DAILY

ABENDPOST

The Newspaper that has taken hold of ROCHESTER and MONROE COUNTY

The Monroe Republican

A Consistent Republican Newspaper

101 Terminal Building

ROCHESTER, N. Y.

Broad and Fitzhugh Streets

Published Every Thursday

Please mention this Directory when dealing with Advertisers
THE JEWISH LEDGER

Jewish people are recognized as liberal buyers, steady patrons, good and reliable payers. They constitute the most desirable customers. You can invite and retain such purchasers through your advertisement in the columns of

THE JEWISH LEDGER

that offers you the only medium for placing your direct appeal in the Jewish home.

PHONE MAIN 4420-1

Your Advertising Dollar attracts the Greatest Purchasing Power

A Lasting Advertisement

Insuring Maximum Coverage at Minimum Cost Is Now Available

City Directory Advertising lives as long as the book is current. It is readily at hand and can, through cross indexing of proper representation, be made easy to find and fully informative. Any business-man, desirous of effectively registering a service or product, in such a manner as will form a permanent advertisement, owes it to himself and his business to be thoroughly informed on City Directory Advertising.

Your City Directory is not alone a local medium. By a system of distribution through nearly 500 City Directory Libraries, your advertisement takes on a national aspect. Send for descriptive Library Folder and Privilege Card.

SAMPSON & MURDOCK CO., Inc.

729 POWERS BUILDING ROCHESTER, N. Y.
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
Retail Offices, 647 Winton Road, North Phones Culver 785—786
Wholesale Packing and Storage Bldgs., Merchants Road Phone Culver 386

POTTERY  GARDEN FURNITURE  PERGOLAS
“‘We Furnish the Home Outdoors’"

GLEN BROTHERS, Inc.
Nursery and 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, Walls and Steps
MAINTENANCE—Supervision or full care of Public and Private Estates

1762-1772 MAIN STREET  ROCHESTER, N. Y.

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

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

GREEN’S NURSERY COMPANY
Established 1875
A complete line of hardy northern grown Trees, Shrubs, Evergreens, Perennials, Roses, Vines and Fruits of all kinds.

Descriptive Catalog sent free on request

Main Office:  Nurseries and Packing Yards:
1351 South Ave.—Phone Monroe 1960  Clifton, N. Y.—Phone Scottsville 25 F 15

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.

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

MULTIGRAPH
SALES AGENCY
Multigraph Duplicating, Folding and Printing Machines
Equipment for Printing, Typewriting, Composing and Folding
New and Rebuilt
Multigraph Supplies, Parts, Service

41 CHESTNUT STREET    Telephone STONE 4519

Please mention this Directory when dealing with Advertisers
JOHN R. BOURNE

Desk - Chairs - Safes
Files

Stationery and Office Supplies
Corporation Supplies
Rubber Stamps—Stencils
Steel Stamps

131-133 STATE STREET
PHONES MAIN 1233—1234

F. B. RAЕ 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 Scrantom
1650 East Avenue
218 State Street
434 State Street
163 Main Street W
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.

Please mention this Directory when dealing with Advertisers
Bausch & Lomb
OPTICAL COMPANY

Eyeglass and Spectacle Frames, Mountings and Lenses
Binoculars, Telescopes, Magnifiers, Photographic Lenses, Microscopes
Projection Apparatus and other Scientific Optical Instruments.

635 ST. PAUL STREET  ROCHESTER, N. Y.
America's Leading Optical Institution

PROJECTION OPTICS CO., Inc.
Manufacturers of
High Grade Projection and Optical Lenses
Orders Taken for All Special Optical Work
Phone Glenwood 3993

Offices and Factory, 330 LYELL AVE.  ROCHESTER, N. Y.

Your City Directory
-Mirrors the Municipality

SAMPSON & MURDOCK, Inc.

729 POWERS BUILDING  ROCHESTER, N. Y.
GENESEE OPTICAL CO.

President
DR. W. W. BISSELL
Optometrist

Vice-President
STONE
2935

Optometrist

WE ARE EXCLUSIVELY EXAMINERS OF THE EYES
DESIGNERS AND MAKERS OF GLASSES

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.

Offices, 510 LINCOLN-ALLIANCE BANK BLDG., ROCHESTER

Phone Main 281

F. H. GERHARD CO.

OPTOMETRISTS

AND DEALERS IN

Optical Goods of All Descriptions

69 EAST MAIN STREET ROCHESTER, N. Y.

EMPIRE OPTICAL CO.

EYE EXAMINERS

AND MAKERS OF

QUALITY GLASSES

EMPIRE OPTICAL CO., INC.

Established 37 Years

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Next to Temple Theatre Entrance

OSCAR C. SMITH, President and Treasurer

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
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“The Paint Man”

TWO STORES

Wall Paper

58 SOUTH AVE. MAIN 4663

Paint

44 SOUTH AVE. MAIN 2117

GEORGE I. VIALL & SON

PAINT SUPPLY HOUSE

Wholesale and Retail Dealers in

PAINT, VARNISH, GLASS AND BRUSHES

Distributors of Keystone Varnish Companies Products

MAIN 733

5-7 NORTH WATER STREET ROCHESTER, N. Y.

W. C. REMINGTON R. J. FOWLER W. G. FULTON

BARNARD, PORTER & REMINGTON

Wholesale and Retail Dealers in

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Wholesale and Retail

*Paints, Oils, Varnishes, Brushes*
*Automobile Finishes*
Distributors DuPont Paints, Varnishes and Duco
DeVilbiss Spray Painting Equipment

30 Exchange St. Phones Main 3215—3216 Rochester, N. Y.

GAMROD-HARMAN CO., INC.
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*Paints, Glass, Brushes, Varnishes and Wall Papers*
Distributors for McDougall-Butler Paints

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Of these, 328,000 reside in the city, 42,800 are residents of the towns of Brighton, Gates, Greece and Irondequoit and represent a new distribution field for Rochester merchants.

What portion of this rapidly growing suburban market are you serving?........How can you cover the entire field?

By making intelligent use of the names and addresses of over 18,000 adult residents and property owners of this section.

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Contains this information, complete in one volume, at the nominal price of Ten Dollars per copy. 1932 edition ready in April

Published by

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Manufacturers of Adhesives and Fruit Packers' Supplies
STEK-O and TIK and other Pastes in Powder and Ready Mixed Form
1631 DEWEY AVE., Stek-O Hill
ROCHESTER, N. Y.

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RICHARD D. MURPHY, Vice-Pres.

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FOLDING BOXES
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Telephones Main 1354-1355

HUBBS & HASTINGS PAPER CO.
Paper Bags and Roofing Materials of All Kinds Wrapping Papers and Twines
319-325 MAIN STREET WEST
ROCHESTER, N. Y.
6702 Main—TELEPHONE—Main 6703

MAPS OF ROCHESTER
IN SHEETS OR FOLDED IN POCKET FORM
SAMPSON & MURDOCK CO., Inc.
729 POWERS BUILDING

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

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DESIGNING  ..  ..  RETOUCHING

Phone MAIN 4605

143 ANDREWS STREET  
ROCHESTER, N. Y.

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**FRED M. ARMSTRONG**  
**Photographic Laboratories**

403 SOUTH AVENUE  Main 2743  ROCHESTER, N. Y.

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Complete Stock of Valves, Plumbing Fixtures, Heating Boilers and Radiators at “Direct-to-you” Prices

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Phone Main 4313-4314-4315

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Established 1885

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21-23 OTSEGO STREET  
..  
ROCHESTER, N. Y.

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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 its product, is wise.

*Investigate the City Directory, the book of many uses*

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SEE US FOR YOUR PLUMBING AND HEATING REQUIREMENTS

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Mill,
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Contractors,
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Phones Main 6465-66-67
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ROCHESTER, N. Y.
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JOBBERS OF

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Factory Supplies of all kinds

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Office 127 Railroad St. 364 EAST AVE. Phone Culver 23

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SAMUEL SLOAN & COMPANY
Wholesalers Plumbing and Heating Supplies
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SPECIALTY PRINTING COMPANY

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Put your multi-operation problems up to us

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H. C. Barnes, Vice-President
K. H. Walsh, Secretary

Wegman-Walsh Press
Established 1877
13 to 23 SOUTH WATER STREET
MAIN 568

Printing As Wanted When Promised

HENRY CONOLLY COMPANY

Exclusive and Effective Result
Producing Literature Originated,
Designed, Engraved and
Printed Complete

Manufacturers and Distributors of
VISBLEX
a visible record control in
loose leaf form

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Printers Publishers

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Stone 5316 Rochester, N.Y.

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

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Catalogue Builders · Process Color Printers

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Combination water color and oil ink printing experts

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LABELS, COLOR WORK
EMBOSSING, FOLDING BOXES
Seedmen’s Bags and Supplies

MAIN 4476 RESIDENCE TEL. MAIN 5930
425 EXCHANGE STREET ROCHESTER, N. Y.

ESTABLISHED 1871

STECHER LITHOGRAPHIC COMPANY

Capital $2,500,000.00

Labels for canned foods and other products—Folding Boxes—Seed Bags—Seed Hangers—Seed Catalogue Covers—Greeting and Post Cards and Toy Books.

Phones Monroe 450, 451, 452, 453 274 N. GOODMAN ST.

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

It Pays

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**High Sensitivity**

*at all Dial Settings*

STROMBERG-CARLSON
TEL. MFG. CO.

100 CARLSON ROAD ROCHESTER, N. Y.

Stromberg-Carlson

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**The First Place the Buying Public Goes!**

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 - - Advertising 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.

SAMPSON & MURDOCK CO., Inc.

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Sales and Exchanges
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LICENSED PUBLIC INSURANCE ADJUSTERS
Highly Specialized Department Assists You in Adjusting Fire Loss Claims

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Realtor
SPECIALIZING IN THE SALE OF
East Side Residential and Investment Property
731 LINCOLN-ALLIANCE BANK BLDG.. ROCHESTER, N. Y.

WILLIAM H. GORSLINE, Inc.
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Realtor

1216 LINCOLN-ALLIANCE BANK BLDG., ROCHESTER, N. Y.

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

ESTABLISHED 1907

Real Estate in All Its Branches

ON SALE BY

NEIL & PARMELEE Co.

53 MAIN ST. E. REALTORS

24 Years of Dependable Service

MAIN 755

MAIN 756

Main 254

Main 255

"The Sign of Good Service"

HOWE-MORGAN CO.

Special Attention Given to Property Management

REALTORS

21 S. FITZHUGH ST., cor. BROAD ROCHESTER, N. Y.

AN ORGANIZATION OF SPECIALISTS

- Residences
- Appraisals
- Commercial Properties
- Leases
- Business Opportunities
- Property Management
- Development

To Better Serve Your Interests in Every Branch of Real Estate

REALTORS

STONE 633

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REALTOR
Special attention Given To
APPRAISALS
COMMERCE BUILDING
MAIN AT SOUTH AVE.
TELEPHONE
MAIN 1883

NORBERT STREB CO.
Realtors
..REAL ESTATE..
Bought .. Developed .. Financed .. Managed
Rented .. Sold
223 POWERS BLDG.
Main 4579

EASTMAN THEATRE

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Your Business on Record

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Hundreds of Directory Libraries Can Give Your Advertisement National Circulation

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IN THE BEAUTIFUL

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The Finest and Healthiest Part of the City

Trees Planted  Everything Complete

See the Houses Already Built

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MAIN AND FITZHUGH ST.  ROCHester, N. Y.

Telephone MAIN 2545

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Real Estate  Time to Buy

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RENTS COLLECTED  PROPERTY MANAGEMENT

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Nineteen years of Dependable Service

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MAIN 5800 TELEPHONES MAIN 5801

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PROPERTY MANAGEMENT

MORTGAGE LOANS
FIRE INSURANCE
BUILDING LOTS

Part of Business Section, Looking East on Main Street

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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.

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OUR SERVICE CANNOT BE EXCELLED

SAMPSON & MURDOCK COMPANY
INCORPORATED

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Over 50 Years Makers of

Patent Grooving  Dado Head
Circular Saws   Lock Corner Cutters
Circular Knives Moulding Heads
Planer Knives  Moulding Cutters
Milling Saws  Milling Cutters

Huther Bros. Grinders and Sharpeners

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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
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Courses in Stenography, Secretarial Training
Bookkeeping, Business Administration
and Accounting
Individual Instruction Small Class Groups
TAYLOR BUILDING
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ROCHESTER, N. Y. Phone Stone 5125

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ONE AND TWO YEAR COURSES IN
Accountancy, Bookkeeping, Business Administration,
Secretarial Science
Special courses in Stenography and Dictatypy
Day and Evening Classes Literature furnished on request
EAST AVENUE at ALEXANDER ST. ROCHESTER, N. Y.

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

SAMPSON & MURDOCK CO., Inc.
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ONE OF AMERICA'S FINEST SEED STORES
Seedsmen and Plantsmen
QUALITY EXCLUSIVELY
Corner STONE and ELY STREETS
ROCHESTER, N. Y.
MAIN 1200

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Oldest Mail Seed House in America
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Seeds—Plants—Bulbs—Garden Supplies
Originators of Rochester Asters
General Offices and Rochester Store - 45 SOUTH AVENUE
Phones MAIN 5050—5060

MANDEVILLE & KING CO.
SEEDSMEN
FLOWER SEEDS EXCLUSIVELY
Office and Warerooms
1040 UNIVERSITY AVENUE
ROCHESTER, N. Y.

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Classified List in the City Directory

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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

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President-Treasurer Vice-President-Secretary

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Makers of Long-Wear Metal-Ware

Factory and Offices, 156 to 180 AMES ST. ROCHESTER, N. Y.

Phone MAIN 6333

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Blow Piping

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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

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General Jobbing Steel Ceilings

Estimates Furnished on Application

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Office Phone: STONE 1119

SHOP PHONE
GEN. 6052

JACOB P. STEHLER

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Furnace, Roofing, Cornice, Skylight, Ventilation,
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Shop, 921 MAPLE STREET ROCHESTER, N. Y.

Residence, 183 CONKEY AVENUE

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For Men — For Women

HANAN & SON

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

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Luminous Tube Signs Low Voltage Neon Lamps

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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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Established 1864

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

Telephones—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

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ROCHESTER, N. Y.

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FROM 40% TO 60%

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Phone MAIN 70-71-72

HAVERSTICK & CO., Inc.
Engineering and Contractors Supplies and 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 4584-4565

C. A. DUNHAM CO.
972-874 Mercantile Bldg.
ROCHESTER, N. Y.

PRUDENT BUYERS

Consult The Directory

SAMPSON & MURDOCK CO., Inc.

729 POWERS BUILDING, ROCHESTER, N. Y.
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

25 Main Street East
Telephone Main 3482

Port of Rochester — on Lake Ontario
F. L. HEUGHES & CO., Inc.

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ENGINEERS, DESIGNERS AND FABRICATORS OF

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