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.
MONROE ABSTRACT CORPORATION

Abstracts of Title
Title Insurance Policies Federal Court Searches
Titles Insured Through New York Title & Mortgage Company
Main at Fitzhugh Street
ROCHESTER SAVINGS BANK BUILDING, ROCHESTER, N. Y.

Advertising Novelties, Celluloid and Metal Buttons, Badges, Emblems, Indoor Display Signs, Commercial and Social Stationery, Class Fraternity Pins and Rings
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.
MANUFACTURERS
1600 NORTH CLINTON AVENUE - - ROCHESTER, N. Y.
Telephone GLENWOOD 3380—3381—3382

ADDRESSING
Accuracy . . Neatness . . Speed

How your envelopes look makes a difference to the people who get them. Wrong initials and misspelled names irritate everybody. Only skilled operators achieve accuracy and neatness with speed.

SAMPSON & MURDOCK COMPANY
111 Summer Street, Boston, Mass.
Liberty 2726
6 Trunk Lines

Please mention this Directory when dealing with Advertisers
Silver Trophy awarded each year—in National competition—by the Direct Mail Advertising Association for the best direct advertising campaign of the year, featuring Letters.

Won by SAMPSON & MURDOCK COMPANY in 1929 for campaign prepared for the Copley Plaza Hotel... and won again—in 1932—for the third time, making it permanently ours—on work handled for The Coward Shoe.

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

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

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

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

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

SAMPSON & MURDOCK CO.
Direct Advertising Division
111 Summer Street • Boston • Mass.
BURR & STARKWEATHER COMPANY

Farm, Dairy, Poultry and Contractors' Supplies
Fertilizers and Seeds
Farm and Garden Tractors
BINDER TWINE, POWER AND HAND LAWN MOWERS
Dexter Washing Machines    Authorized Radiola Dealers
Norge Electric Refrigerators
PHONE: STONE 3016-3017

39-57 MT. HOPE AVENUE   ROCHESTER, N. Y.

"Your Business Solicited Earnestly"  "Satisfaction Guaranteed"

J. G. IDEMAN
Auctioneer and Appraiser

We specialize in the following merchandise
ANTIQUES, ORIENTAL RUGS, DIAMONDS AND JEWELRY of all kinds
HOUSEHOLD MERCHANDISE
In fact we handle every kind of business

Office Located at 519 POWERS BLDG., ROCHESTER, N. Y.
Res. Phone GEN. 3771    "My Knowledge of Values Your Protection" Phone MAIN 1708

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.

Please mention this Directory when dealing with Advertisers
Arch and Abdominal Supports

ARCHIE L. HALE
Formerly with George R. Fuller Co.

Trusses — Elastic Hosiery
Supporters—Braces—Arches

LADY ATTENDANT

250 COURT STREET
ROCHESTER, N. Y.

Telephone After Six and Sundays—Genesee 3803

RICE
Spring and Elastic Trusses
Abdominal Supports
Elastic Hosiery

Health-Way Corsets,
For Dress and Surgical Use, Fallen Stomach
and Sacro-Iliac Strain

Dr. Scholl’s Foot Specialties
Men and Women Expert Fitters In Attendance

WM. S. RICE, Inc.  Phone, Stone 2868  136 CLINTON AVE. SO.

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HUDSON AND ESSEX
MOTOR CARS

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

ALLING & MILES
INCORPORATED
82 STONE STREET

THE W. E. BIGGERS ROCHESTER CORP.

Distributors
GRAHAM Motor Cars

Phone MONROE 6257
749-769 MONROE AVENUE
ROCHESTER, N. Y.
SERVICE DEPT., PHONE MONROE 5152

COOL CHEVROLET CORP.

Passenger Cars

Delivery Trucks

Always a fine stock of GUARANTEED USED CARS.
A modern SERVICE DEPT.—FLAT RATE CHARGES.
SKILLED MECHANICS and FACTORY EQUIPMENT
is your SERVICE GUARANTEE

640 CULVER ROAD
Phone CULVER 28

CUNNINGHAM-JOYCE MOTOR CORP.

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PASSENGER CARS AND TRUCKS

706 DEWEY AVENUE
ROCHESTER, N. Y.

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Distributors

OLDSMOBILE MOTOR CARS

Salesroom and Service Station

14 SOUTH UNION STREET

Phone MAIN 2262

GEORGE W. HENNER CORP.

PONTIAC

Sixes and Eights

3 CIRCLE STREET

ROCHESTER, N. Y.

Telephone STONE 1877

E. J. HORTON, Inc.

Distributors for

Dodge Brothers Cars and Trucks

and

Plymouth Cars

Service That Serves and Saves

Used Cars and Trucks—Greater Values—Lower Prices

1044 UNIVERSITY AVENUE

Telephone Monroe 612

MABBETT MOTORS, INC.

Cadillac, LaSalle and Reo

Motor Cars

Reo Speedwagons

333 EAST AVENUE

ROCHESTER, N. Y.

Telephone STONE 1930

Please mention this Directory when dealing with Advertisers
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Pontiac Six and V-8
Motor Cars

Automobile Accessories and Supplies
Copeland Electric Refrigeration
Radio Sets and Supplies

100 EXCHANGE STREET
TEL. MAIN 7091

PHONE MONROE 1065

PACKARD-ROCHESTER MOTORS
INCORPORATED

Packard  Nash
Sales and Service

1042 UNIVERSITY AVENUE  ROCHESTER, N. Y.

C. L. WHITING, Inc.

"Distributors Since 1906"

Buick Sales  Used Cars
Service

352 EAST AVENUE  STONE 714

SCHOEN BROS.

Sales  Service

68 GENESEE STREET  Phone GENESEE 446

Please mention this Directory when dealing with Advertisers
**Automobiles, Painting and Repairs**

KEN. D. WILGUS, Sec'y-Treas.

**WILGUS - DAVIS, INC.**

PHONE STONE 5663

*Hupmobile Sales and Service*

121-123 ALEXANDER STREET

ROCHESTER, N. Y.

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*We Supply* DIRECTORIES

of any City, at Publisher's price on short notice

SAMPSON & MURDOCK CO., Inc.

729 Powers Building :: :: Rochester, N. Y.

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**CALEY & NASH, Inc.**

*Automobile Painting and Trimming*

BODIES OF SPECIAL DESIGNS

*Manufacturers of*

VANS AND SCHOOL BUSSES

1828 EAST AVENUE - - Phone Monroe 5126

Please mention this Directory when dealing with Advertisers
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WM. E. BUSH, President
PHONE STONE 4030

W. E. BUSH & CO., Inc.

AUTOMOTIVE ELECTRICIANS
DISTRIBUTORS

36 RICHMOND ST., ROCHESTER, N. Y.

THE NEW YORK AUTO-TIRE & SUPPLY CO.

REPAIRING AND Vulcanizing Auto TIRES
Distributors For
KELLY-SPRINGFIELD TIRES AND TUBES
DEALERS
NORGE AND JEWETT ELECTRICAL REFRIGERATION
499 COURT STREET
PHONE STONE 52

"SISCO" SERVICE
PHONES, STONE 4045—4046

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

SATISFACTORY Automobile Electric and Radiator Repairs
DELCO BATTERIES

OFFICIAL SALES AND SERVICE STATIONS

Eisemann Magnetos
Auto-Light Starters
Shock Absorbers
Delco, Remy & Klaxon
Briggs and Stratton
Bosch Magnetos and Ignition
North East Electric
Zenith Carburetors

Exide

BATTERIES

Telephones
GENESEE
3476—7114

No matter what the driving conditions may be, or where you are, you can always depend on an Exide. Greater cranking ability than required by the Society of Automotive Engineers is additional assurance that "When it's an Exide you start."

WHEN IT'S AN

THE ELECTRIC STORAGE BATTERY CO.
Rochester Branch and Storeroom, 642 PLYMOUTH AVE., SOUTH

Please mention this Directory when dealing with Advertisers
Automobiles, Repairs and Supplies, Trimmings 139

Sales and Service for All Makes of Speedometers A C Fuel Pumps Stewart Vacuum Tanks A C - Purolator and Handy Oil Filters
16 N. UNION STREET

Official Sales and Service for Stromberg Carburetors Trico Windshield Cleaners Waltham and Sterling Clocks

GAY'S
Phone STONE 3542
ROCHESTER, N. Y.

SCIO AUTO PARTS INCORPORATED
Complete Stocks Immediate Service
3 CHARLOTTE ST.

Complete Motor Rebuilding And Machine Shop Service. Fan Belts Bushings Connecting Rods

Spark Plugs Pistons Rings Gears Gaskets Timing Chains Valves Valve Springs Watson Stabilators

FLOWER CITY SPECIALTY COMPANY
This is the Self-Closing Monkey Link
Manufacturers of Metal, Wood and Paper Specialties
250 MILL ST., ROCHESTER, N. Y., U. S. A.
Sold Through Jobbers Only

THE SCHLEGELE MFG. CO.
Manufacturers of AUTOMOBILE, CARRIAGE, CASKET AND DRESS TRIMMINGS
ALSO TEXTILE APPLIANCES FOR MECHANICAL PURPOSES
277 North Goodman Street, Cor. College Ave., Rochester, N. Y.
PHONES, MONROE 812, 813

Please mention this Directory when dealing with Advertisers
Bankers and Brokers

W. N. ABIGAIL

All Unlisted and Local
STOCKS and BONDS
Bought — Sold — Quoted

5 ST. PAUL STREET ROCHESTER, N. Y.

ARTHUR W. DAINARD

PETER K. KATSAMPES

DAINARD & KATSAMPES INCORPORATED

Investment Securities

205-206-207 WILDER BUILDING, ROCHESTER, N. Y.
Telephone Main 400

Securities of
CITIES SERVICE COMPANY
AND SUBSIDIARIES

Henry L. Doherty & Company

31 EXCHANGE STREET ROCHESTER, N. Y.
MAIN 2190—2191

N. A. FOWLER CO.

Investment Securities

203-204 WILDER BUILDING ROCHESTER
Telephone Main 423

Please mention this Directory when dealing with Advertisers
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HIBBARD, PALMER & KITCHEN
100 Powers Building
Members
NEW YORK STOCK EXCHANGE
Phone Main 4830

SAGE, WOLCOTT & STEELE
Investment Securities
1324 LINCOLN-ALLIANCE BANK BUILDING
ROCHESTER, N. Y.

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

SUTRO BROS. & CO.
ARTHUR SUMMERS, Manager
Members
New York Stock Exchange
Telephone STONE 1100
404 LINCOLN-ALLIANCE BANK BLDG., ROCHESTER

Please mention this Directory when dealing with Advertisers
Bankers and Brokers

TITLE & MORTGAGE
GUARANTEE Co. of BUFFALO

GUARANTEED MORTGAGE SECURITIES

Buffalo - Rochester - Syracuse

G. MORRIS PENTZ, Vice-President

855 POWERS BUILDING
Tel. MAIN 6242

A. J. WRIGHT & CO.
ESTABLISHED 1865

STOCKS COMMODITIES BONDS

D. B. LITTLE, Manager

HOTEL SENECA BUILDING, ROCHESTER, N. Y.

MEMBERS

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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.

TWENTY-FIVE CENTS

AT ALL THE LEADING NEWSDEALERS

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.

Please mention this Directory when dealing with Advertisers
Banks 143

CENTRAL TRUST CO.
ROCHESTER, N. Y.

CENTRAL TRUST BUILDING
25 MAIN STREET, EAST

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Saturdays: Close at 12 M.

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Expert Travel Service without charge.
Conducted Tours or Independent Travel.

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

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

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

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

Safe Deposit Boxes for Rent from $3.00 per year up
MAIN OFFICE OR BRIGHTON BRANCH
NIGHT DEPOSITORY, MAIN OFFICE, 25 MAIN ST. EAST

Please mention this Directory when dealing with Advertisers
THE ONLY NATIONAL BANK IN ROCHESTER

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The FIRST NATIONAL BANK
& TRUST CO., of Rochester
45 STATE STREET

Please mention this Directory when dealing with Advertisers
Genesee Valley Trust Company
EXCHANGE and BROAD STS.
TIMES SQUARE
Free Parking at 101 Exchange Street

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OVER $21,000,000

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It has facilities to handle, with speed and accuracy, the many details demanded in this work without delay or loss to interested parties.

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.

SAFE DEPOSIT BOXES IN FIRE AND BURGLAR PROOF VAULTS

Please mention this Directory when dealing with Advertisers
MEMBER FEDERAL RESERVE SYSTEM

LINCOLN-ALLIANCE BANK
AND TRUST COMPANY

Capital and Surplus - - $5,000,000.00

MAIN OFFICE
LINCOLN-ALLIANCE BANK BUILDING
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.
MOMRE AVENUE OFFICE, Monroe Ave., cor. S. Goodman
PORTLAND-CLIFFORD OFFICE, Portland cor. Clifford Ave.

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

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Please mention this Directory when dealing with Advertisers
ROCHESTER TRUST and Safe Deposit COMPANY
Main Street West and Exchange

Capital $1,000,000
Surplus $3,500,000

Forty-five Years Experience

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

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OSCAR H. PIEPER

THEODORE C. BRIGGS

CONSIDERATE

though

CONSERVATIVE

MAIN STREET WEST AND EXCHANGE

ROCHESTER'S FIRST TRUST COMPANY — Operating under Perpetual Charter
SECURITY TRUST COMPANY
OF ROCHESTER

Main Street, East
and
Water Street, South

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EDWARD HARRIS ............ Vice-President
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RUFUS K. DRYER
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WALTER L. TODD
GEORGE H. CLARK
WESELEY M. ANGLE
BERNARD E. FINGUCANE
ARTHUR F. REED

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

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

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

Please mention this Directory when dealing with Advertisers
UNION TRUST COMPANY
ROCHESTER, NEW YORK
Capital and Surplus $8,500,000
Every Banking Service

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WILLIAM W. FOSTER

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Vice-Presidents
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(INCORPORATED 1831)

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Everything for the Contractor and Builder

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INCORPORATED 1902

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bearing on the disposal of a fortune. Business men, especially,
should see to it that their firm's record is absolutely correct and
all changes should at once be reported.

"Better Be Safe Than Sorry"

A small amount invested will list you under several lines of your
business.

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Manufacturers of Ice

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Dairy Department
Phone MAIN 6523

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Treasurer

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Rochester, N. Y.

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Rochester, N. Y.

Glenwood 144

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*A Secret Service conducting thorough investigations and rendering accurate reports in Commercial, Industrial, Financial and Domestic Matters.

*An Agency handling Personal and Business matters of the utmost importance in a strictly confidential manner.

*A Personnel of highly trained, intelligent, efficient and bonded male and female operatives.

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*Licensed Pharmacists*

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Decorations from all plants
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Funeral Service
Complete

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Funeral Director

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Funeral Director
FUNERAL PARLORS AT NO ADDITIONAL CHARGE
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We Carry the Very Latest Patterns and Designs
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We Shall Be Pleased To Have You Visit Our Store
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4421 LAKE AVE., CHARLOTTE
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The New MIDGET PULLMAN
SASH BALANCE
for Stock Frames and Sash
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We Solicit Your Orders by Mail or Telephone  
Quality Service and Price Guaranteed

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Tels. MAIN 1064-1065-1066-1067

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Excellent Moderate Priced Dining Room

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400 ROOMS ABSOLUTELY FIREPROOF

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250 ROOMS — RATES $1.50 UP
"THE COFFEE SHOPPE" RUN IN CONJUNCTION WITH HOTEL HAYWARD
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ROCHESTER DIVISION
Wholesale and Retail Manufacturers of
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Hartford Live Stock Ins. Co. of Hartford, Conn.
Hartford Fire Insurance Co. of Hartford, Conn.
Hartford Steam Boiler Ins. Co. of Hartford, Conn.
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114 WILDER BUILDING
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General Insurance

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ROCHESTER, N. Y.

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W. MOREAU SMITH, Agent
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General Insurance
833 Genesee Valley Trust Building

ERNEST L. WHITE
ERIC B. HOARD
MAIN
324

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DAVID M. ALLYN

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A complete insurance institution anticipating the needs of its clients
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Boilers Compensation Health Teams
Bonds Compensation Health Tourist Floater
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WE WRITE ALL KINDS OF INSURANCE

INSURANCE
MAIN 408

502-505 POWERS BUILDING
ROCHESTER, N. Y.

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Century Insurance Co.  American Equitable Assurance Co. of N. Y.
Atlantic & Pacific Underwriters
STONE 6065

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SPIEGEL INSURANCE AGENCY
Member Underwriters Board of Rochester, N. Y., Inc.
Member National Association of Insurance Agents

Writing All Lines of Fire, Surety, Casualty and Marine Insurance

REPRESENTING STOCK COMPANIES
PHONE MAIN 4133

508 Genesee Valley Trust Bldg.  Exchange St. at Broad

GEORGE DIETRICH CO., Inc.
We Write all Lines of

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

418-420-422 GRANITE BUILDING  Tel. Stone 5897

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Treasurer
HAYES, SHARP & HAGGERTY, Inc.
Member of the Underwriters Board of Rochester, N. Y., Inc.
National Association of Insurance Agents
We do not sell Mutual or Cut-Rate Casualty Insurance

General Insurance

414 MAIN STREET, EAST, Cor. Gibbs ROCHESTER, N. Y.
PHONES STONE 1196—1197

LUCAS & DAKE CO.

INC.

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ÆTNA CASUALTY & SURETY COMPANY
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INSURANCE

ÆTNA BUILDING MAIN 938-939 25 EXCHANGE STREET

HOWARD C. DANA & COMPANY

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Phones Stone 691 — 692

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INSURANCE

Complete Protection
In Every
Section

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LIFE UNDERWRITERS, INC.
65 BROAD STREET (Terminal Bldg.) ROCHESTER, N. Y.
FRED W. TOWNSEND
Member of the Underwriters Board of Rochester, N. Y., Inc.
National Association of Insurance Agents
We do not sell Mutual or Cut-Rate Casualty Insurance

General Insurance
835 LINCOLN-ALLIANCE BANK BLDG., 183 MAIN STREET, E.

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ELEVATORS

FIRE INSURANCE
COMPENSATION

BOILERS
BURGLARY

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Firemen's Ins. Co., of Newark, N. J.
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PHONE STONE 1212

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FORBES & PORTER, INC.

General Insurance
Member National Association of Insurance Agents
Member Underwriters Board of Rochester, N. Y., Inc.

107-109 Commerce Building 119 Main St. E., Rochester, N. Y.
TELEPHONE STONE 800

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
HARRY B. CROWLEY
Member of the Underwriters Board of Rochester, N. Y., Inc.
National Association of Insurance Agents
We do not sell Mutual or Cut-Rate Casualty Insurance

INSURANCE
STONE 3908
403-405 GRANITE BUILDING
AUTOMOBILES
BONDS
COMPENSATION
BOILERS

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President

WARREN J. FROST
Secretary

LIKLY-FROST AGENCY, Inc.

INSURANCE
Fire — Casualty — Surety — Marine

424 CUTLER BUILDING
Telephone STONE 99

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

W. HERBERT WALL
..LIFE INSURANCE..

Special Counsel regarding the creation of Life Insurance Estates
and Funds for Inheritance Taxes; Incomes for Dependents and
Philanthropies; Partnership and Corporation Life Insurance

Office: 301-305 Lincoln Building

Telephone Stone 782

Please mention this Directory when dealing with Advertisers
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**Charles R. Gowen**, President  
**G. V. Shaw**, Treasurer  
**R. P. B. Kidd**, Vice-President  
**John H. Gould**, Secretary

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REMODELING DIAMOND JEWELRY

E. J. SCHEER, INC.
Rochester’s Finest Jewelry Store

Diamonds
Precious Stones
Jewelry
Silverware
Clocks
Novelties

Watches
Longines
Gruen
Vacheron-Constantin
Hallmark
Hamilton
Elgin

"SCHERON" MOUNTINGS
in Platinum and White Gold

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

DIAMONDS
Regular and
Fancy
Cuts

Watches
Elgin
Hamilton, Gruen
Longines

JEWELRY
Platinum
Gold and
Novelties

215 MAIN ST. EAST

J. R. WHITE Co.
JEWELERS

STERLING
Gorham
International
Towle

GLASS
Hawkes

CLOCKS
Telechron
and
Seth Thomas Electric

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Jewelers and Pawnbrokers

Money advanced on Diamonds, Watches, Etc. Rates 1, 2 and 3%

Watches, Diamonds, Jewelry for sale and unredeemed Pledges

39 MAIN ST., EAST (up stairs)
PHONE MAIN 5738

This Book is a Silent Salesman

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

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

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111 Summer Street, Boston, Mass.
Liberty 2726
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ESTABLISHED 1909       INCORPORATED 1920
Successors by purchase to Spencer Lumber Co.

Construction Lumber     Hardwoods
Oak Flooring             Garage Doors       Combination Doors
Interior Trim            Windows           Stormsash         Screens
Roofing                 Shingles          Wall Board

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

COMSTOCK LUMBER CO., Inc.

1030 MAIN STREET, EAST       ROCHESTER, N. Y.

Phone CULVER 1416

GEORGIAN BAY LUMBER CO., Inc.

WHOLESALE AND RETAIL
Lumber - Lath - Edgewood Shingles - Sash
Fine Interior Trim - Roofing - Wall Board
Plaster Board and Insulating Board
Marietta Paints, Enamel and Varnish

Phone CULVER 1400

N. TONAWANDA
181 HUMBOLDT STREET
ROCHESTER, N. Y.

Please mention this Directory when dealing with Advertisers.
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WHITING B. MORSE
FREDERICK G. MORSE, Vice-Presidents
JOHN P. MORSE, Sec'y
HOWARD C. MORSE, Treas.

WM. B. MORSE LUMBER CO.

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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

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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.

GREECE LUMBER COMPANY, Inc.

DEALERS IN

Coal, Rough and Dressed Lumber

Office and Yard
788 RIDGE ROAD WEST
ROCHESTER, N. Y.

TEL. GLENWOOD 2391

T. G. SPENCER, Treas. and Mgr. Established 1832
B. E. OSTRANDER, Secy.

HOLLISTER LUMBER COMPANY, Ltd.

Lumber and Coal

FINE INTERIOR WOODWORK

Office, 100 ANDERSON AVE.
ROCHESTER, N. Y.

Telephone Monroe 1663

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BRANCH OF THE W. B. MORSE LUMBER COMPANY

LUMBER

WALLBOARD

INSULATION

PAINTS

OFFICE and YARD

936 EAST MAIN STREET

Phones MONROE 43-44

ROCHESTER, N. Y.

F. E. WYATT
President

A. F. STAHL
Treasurer

W. F. STRANG
Secretary

ROCHESTER LUMBER COMPANY

2040 East Avenue

Phone: Monroe 1345

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.

MAPS OF ROCHESTER

IN SHEETS OR FOLDED IN
POCKET FORM

SAMPSON & MURDOCK CO., Inc.

729 POWERS BUILDING

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Machinery and Tools

Telephone GENESEE 92

THE AMERICAN LAUNDRY MACHINERY COMPANY

MANUFACTURERS OF

Laundry, Dry Cleaning
and Rug Cleaning
Machinery

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

ASHLEY MACHINE WORKS, Inc.
ROCHESTER, N. Y.

CONTRACT MACHINE WORK IN ALL BRANCHES

Machine Designers  Screw Machine Products
Machine Parts      Builders of Machinery

Office and Factory, 714 UNIVERSITY AVENUE
Phone MONROE 99

DAVENPORT MACHINE TOOL CO.
INCORPORATED

Manufacturers of

The Davenport 5-Spindle Automatic Screw Machine
Capacity—½" diam. x 2" long.
¾" diam. with Oversize Feed Tubes

Maximum production and accuracy guaranteed on all work within its capacity

167 AMES STREET
ROCHESTER, N. Y.

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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 - PHONE MAIN 4154

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
399-407 EXCHANGE STREET, ROCHESTER, N. Y.

Keyseating Machines

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

A. W. FROMEN, President

MANUFACTURERS TOOL & DIE CO., Inc.
Makers of
TOOLS .. DIES .. FIXTURES
Special Machinery, Stampings and Experimental Machine Work

Phone MAIN 6149

24 VERONA STREET - - - ROCHESTER, N. Y.
MAIL ADVERTISING SERVICE

Complete from Plan to Mailbox

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

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

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

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

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

SAMPSON & MURDOCK COMPANY

111 Summer Street, Boston, Mass.

Liberty 2726
BECKER SUPPLY HOUSE
DEALERS IN CHOICE

*Malt .. Hops .. Extracts*

DISTRICT AGENTS FOR
Vinegar Machinery, Filters, Pumps, Etc.
Kotite Products

Phone Main 1228
70 GORHAM STREET

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.

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237 MT. READ BOULEVARD

Scrap Iron, Scrap Metals, Second Hand Rails,
Second Hand I Beams, New Reinforcing Rods,
Plumbers Lead, New and Second Hand Pipe,
Second Hand Machinery and Office Equipment
of All Kinds.

Phone MAIN 464

ROCHESTER, N. Y.

ROCHESTER LEAD WORKS, INC.
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.
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BUSINESS ESTABLISHED IN 1831
MANUFACTURERS OF DISTINCTIVE DESIGNS
PRELIMINARY SKETCHES AND ESTIMATES
SUBMITTED WITHOUT OBLIGATION

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GARDEN FURNITURE
BAPTISMAL FONTS
SUN DIALS
MAUSOLEUMS
BRONZE TABLETS

Studios at
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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
SOUTH AVENUE CAR
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INCORPORATED
Monuments and Mausoleums
1120 MT. HOPE AVENUE ROCHESTER
Monroe 73
BUILDERS OF MEMORIALS FOR NEARLY HALF A CENTURY

Phone MAIN 7522

T. H. MARRION & CO.
Monuments, Headstones and Cemetery Memorials
476 STATE STREET, Cor. Vincent St. So.
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.

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

Convenient Payments Your present instruments taken in trade

WHEN YOUR WANTS ARE MUSICAL COME TO

LEWIS MUSIC STORE
EVERYTHING IN MUSIC AND MUSICAL INSTRUMENTS: PIANOS—PHONOGRAHS
421 MAIN ST. 39 SOUTHWAY
HOME OF THE STEINWAY PIANO

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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

The Newspaper that has taken hold of ROCHESTER and MONROE COUNTY

The Monroe Republican

A Consistent Republican Newspaper

101 Terminal Building
ROCHESTER, N. Y.

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**Every Morning**

**In the Year**

Every weekday, every Sunday,
The Democrat and Chronicle
carries news, editorials and
advertisements to its readers.
Its circulation is larger than
any other Rochester Newspaper.

In the Genesee County and in the major portion of the Finger Lakes District
and the Lake Ontario Fruit Belt, the Democrat and Chronicle is without a competitor in the morning field. It is read by the most substantial citizens of these productive sections.

**Democrat
Chronicle.**

*Rochester's Only Morning Newspaper*

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**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**

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The Only Jewish Newspaper in Rochester and Vicinity

THE JEWISH LEDGER

PHONE MAIN 4420

Where Your Advertising Dollar attracts the Greatest Purchasing Power

JOHN A. KUSSE, Sec. DONALD C. BROWN, Treas.

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, 540 Winton Road, North Phone Culver 785
Wholesale Packing and Storage Bldgs., Merchants Road Phone Culver 386

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 Parsons Ave. Car to the end of Route

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.

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MANUFACTURERS OF HIGH GRADE

Typewriter Ribbons and Carbon Papers

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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

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

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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
1690 East Avenue
218 State Street
434 State Street
163 Main Street W
1275 E. Main Street

PETROLEUM AND ITS PRODUCTS

Paints, Linseed Oil, Denatured Alcohol,
Puk Gun Spirits, Turpentine

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.

METROPOLITAN ROCHESTER - 398,591 POPULATION

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.

THE ROCHESTER SUBURBAN DIRECTORY

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

PUBLISHED BY

SAMPSON & MURDOCK CO., Inc.  MAIN 5449

Please mention this Directory when dealing with Advertisers
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

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.

WALL PAPER  INTERIOR PAINTING
OUTSIDE PAINTING  FLOOR REFINISHING

Phone MONROE 512

CHARLES P. AMENT
Decorative Specialist
Expert Mechanics

533 MONROE AVENUE, ROCHESTER, N. Y.
HUMPHREYS
"The Paint Man"
TWO STORES
Wall Paper
58 SOUTH AVE. MAIN 4663
Paint
44 SOUTH AVE. MAIN 2117

GAMROD-HARMAN CO., INC.
WHOLESALE AND RETAIL
Paints, Glass, Brushes, Varnishes and Wall Papers
Distributors for McDougall-Butler Paints
PHONE MAIN 1426
75 EXCHANGE STREET - - ROCHESTER, N. Y.

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.

Please mention this Directory when dealing with Advertisers
W. C. REMINGTON   R. J. FOWLER   W. G. FULTON

BARNARD, PORTER & REMINGTON

Wholesale and Retail Dealers in

PAINTS, OILS, GLASS, BRUSHES, VARNISHES
ARTISTS' MATERIALS
PAINT SPRAY APPARATUS

Distributors for Lowe Bros. High Standard Paints

Telephones Main 8140—8141—8142

9, 11, 13 NORTH WATER STREET  ROCHESTER, N. Y.

THE R. F. DEVISSEr COMPANY

Wholesale and Retail

Paints, Oils, Varnishes, Brushes

Automobile Finishes  Artists Materials

Distributors DuPont Paints, Varnishes and Duco
DeVilbiss Spray Painting Equipment

30 EXCHANGE STREET  PHONES MAIN 3215—3216

Clark Stek-O Corporation

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.

FRED K. THOMPSON, Pres. and Treasurer  C. A. MORGAN, Vice-President
RICHARD D. MURPHY, Vice-President  E. H. SUBLETT, Secretary

THE CRAMER FORCE CO., Inc.

Paper and Twines

Folding Boxes  Tubes

28-32 AQUEDUCT ST.  TELEPHONES MAIN 1354-1355

Please mention this Directory when dealing with Advertisers
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—TELEPHONES—Main 6703

ROCHESTER PARCEL DELIVERY
Carting Light Hauling Parcel Delivery Trucking
SPECIAL MESSENGER SERVICE

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Complete Stock of Valves, Plumbing Fixtures, Heating Boilers and Radiators

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..CONTRACTORS..

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Supplies For

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Guarantee of Quality

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to visit our New Show Room at

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ESTABLISHED 1860

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STEAM, PLUMBING
CONTRACTORS
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Established 1877
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Printing As Wanted When Promised

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Exclusive and Effective Result
Producing Literature Originated,
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a visible record control in loose leaf form

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Let us prove it on your next job—Folder, Catalogue or What Not.

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Originality in
designing assures results
to our clients

Combination
water color and oil ink
printing experts

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Creative Printing and Advertising

Catalogue Builders
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Realtor

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Special Attention Given to Property Management

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MAIN 756

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..REAL ESTATE..
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Successors to GREGG SECRETARIAL SCHOOL

*Day School and Night School all the Time*

Individual Instruction in All Commercial Subjects
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*Special courses in Stenography and Dictatypy*

Day and Evening Classes Literature furnished on request

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Flower Seeds Exclusively. In Business Fifty-eight Years. No catalogue issued. Mandeville Triple Tested Flower Seeds are on display at Retail Stores everywhere throughout the United States.

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ONE OF AMERICA'S FINEST SEED STORES

Seedsmen and Plantsmen
QUALITY EXCLUSIVELY

Corner STONE and ELY STREETS
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ROCHESTER, N. Y.

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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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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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ROOFING OF ALL KINDS — FURNACE HEATING

We Repair Any Make Furnace
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GUTTERS, CONDUCTORS, PAINTS, OILS AND VARNISH

384-386 SOUTH AVE. Phone STONE 157 ROCHESTER, N. Y.

Phone MAIN 6333

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Roofing, Sheet Metal Work, Tinsmithing
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Cold Drawn Flats, Squares, Hexagons, Rounds, Tool and Alloy Steel

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

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Supplies For
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Tels. MAIN 5188-5189

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Members of The American Institute of Steel Construction

ENGINEERS, DESIGNERS AND FABRICATORS OF

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ROOF TRusses, STEEL GIRDERS AND COLUMNS, IRON STAIRs AND
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ALL STRUCTURAL SHAPES CARRIED IN STOCK
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MILLION DOLLAR WAREHOUSE

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

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Storage  HOUSEHOLD  Packing  Long Distance
Moving

Agents Allied Van Lines

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STORAGE WAREHOUSES
FIREPROOF AND NON-FIREPROOF

Owned and Operated by
ROCHESTER CARTING CO.

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A Complete Service

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

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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.

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

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Store Fixtures

SERVICE STORAGE CO.
Owned and Operated by FRED C. WEST

A warehouse well worth seeing before storing your valuable

HOUSEHOLD FURNISHINGS
MERCHANDISE MANUFACTURED GOODS
AUTOMOBILES
in a heated building

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EXCHANGE WAREHOUSE CO., Inc.

Merchandise Storage - Trucking

FIREPROOF—SPRINKLER SYSTEM
LOW INSURANCE RATES

A Competent Fleet of Trucks for all Local
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COOLER AND SHARP FREEZER SERVICE FOR ALL FOOD PRODUCTS
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THE UPTON COLD STORAGE COMPANY, INC.
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Open the Year Round Lowest Insurance Rates
Route all cars in your name care of The Upton Cold Storage Co., Inc.
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Switching Connections with Storage in Transit
All Railroads Privilege

Correspondence Solicited. No pipes in rooms. No Dripping Moisture to cause mould
Refrigeration protected by TWO POWER PLANTS, Steam and Electric

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MEYER-SMITH CO., Inc.

FOR ALL YOUR FIXTURE AND SUPPLY NEEDS

Modern Store Fixtures

ELECTRIC REFRIGERATION, MEAT MARKET, KITCHEN,
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REFRIGERATORS, SODA FOUNTAINS, CHINA, GLASSWARE, SILVERWARE

197-213 CENTRAL AVENUE Tel. MAIN 6868

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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

Located on West Avenue, three blocks from Genesee Street, Taylor Instrument Companies is the world's largest manufacturers of temperature instruments. Here Rochester workers make thermometers, barometers, gages, compasses and hundreds of other instruments that are included in the well-known Taylor and Tycos line of products. We are always ready to serve your needs whenever you require accurate, dependable equipment for your home, your office or your factory.

Taylor Instrument Companies

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NELL BROS. & KERN
ESTABLISHED IN 1876
Interior Marble and Tile Work
Rubber and Cork Floors fireplace Equipment
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Mausoleums
TELEPHONE MAIN 1074

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Tile Floors and Wainscoting
Bathroom Accessories
Terrazzo - Slate
Domestic and Imported Marble
Agents for Rochester and Vicinity for HELIOPORE FLOORS
Glenwood 737 163 Saratoga Avenue

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.
CORRESPONDENCE SOLICITED
Agent UNITED VAN SERVICE, Inc.
"Nation-Wide Long Distance Moving"
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Storage Warehouse
HANDLERS OF
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CLANCY CARTING & STORAGE CO., Inc.
(SERVICE SINCE 1885)

Furniture, Freight — MOVERS — Pianos, Baggage

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111 PARSELLS AVENUE
CULVER 2014

Office and Warehouse
3-5-7-9-11 GRAND AVENUE
CULVER 1714

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For Any Moving Service

RAILROAD FREIGHT

LONG DISTANCE MOVING

SHIPPING AND PACKING

Offices, POWERS ARCADE
Telephone MAIN 1412

47 PARKWAY
Telephone GLENWOOD 646

GEO. M. CLANCY CARTING CO., Inc.

GEO. M. CLANCY, Pres. and Gen’l. Manager

Furniture Moved, Packed, Stored and Shipped

Separate Locked Vaults For Furniture

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Private Siding on N. Y. C. R. R.

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Phone Culver 600

FROM 40% TO 60%

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Since 1844

Rochester's Leading Luggage Store

Wardrobe Trunks  Costume Jewelry
Dress Trunks       Ladies' Hand Bags
Steamer Trunks     Small Leather Goods
Traveling Bags     Umbrellas
Gladstone Bags     Gift Novelties
Suit Cases         Traveling Clocks
Fitted Suit Cases and Bags  Golf Bags and Accessories

We do special order work of all kinds, Auto, Trunks, Sample Trunks, Cases, Portfolios, Jewelry, Etc.

271 MAIN STREET EAST  - -  ROCHESTER, N. Y.
STONE 915          ONLY ONE STORE  STONE 915

NATIONAL CASKET COMPANY, Inc.
Phones MAIN 8 and 9  142 EXCHANGE STREET

Largest Manufacturers of Funeral Supplies in the World

--- BRANCHES ---

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Ashville, N. C.  Dallas, Tex.  Newark, N. J.
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J. W. CALLAGHAN, Secretary and Treasurer

Manufacturers of
Brass, Iron and Wire Work
OF ALL KINDS
Sheet Brass, Rod, Tubing, Etc.

79-83 Exchange Street  Rochester

Phone 441 Main

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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

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.

Display Your Business in the

NEW CITY DIRECTORY

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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CITY BLUE PRINT CO.

BLUE PRINTS — VAN DIKE PRINTS
BROWN LINE PRINTS — BLUE LINE PRINTS
BLUE PRINT PAPER AND CLOTH

"OZALID PRINTS"

THE DIRECT POSITIVE PRINT
NON FADING — TRUE TO SCALE OF ORIGINAL

DRAWING MATERIALS
AND

DRAFTING ROOM SUPPLIES

66 CLINTON AVENUE, SOUTH

Phone Main 3265

Wm. F. Schock

CONSULT THE
CLASSIFIED BUSINESS LISTS
IN THIS DIRECTORY
IF YOU WOULD FIND WHAT YOU WISH TO BUY
H. H. SULLIVAN, INC.

—HEADQUARTERS FOR—

DESIGNERS
ENGINEERS
ARCHITECTS
DRAFTSMEN
ARTISTS

CONTRACTORS
BUILDERS
CARPENTERS
MACHINISTS
PAINTERS

H. H. SULLIVAN, INC.

65-69 SOUTH AVENUE

See Other Side for Partial List of Nationally Known Items Stocked By Us
H. H. SULLIVAN INC.

BLUE PRINTS
PHOTOSTAT PRINTS
REPRODUCTIONS OF ALL KINDS

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SURVEYING AND CALCULATING INSTRUMENTS
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H. H. SULLIVAN INC.

65-69 SOUTH AVENUE
SEE OTHER SIDE