ROCHESTER DIRECTORY

REFERENCE DEPARTMENT

Where more information than is possible to give under the classified listings 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.
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.


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.

Please mention this Directory when dealing with Advertisers
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

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
Distributors of PYROFAX GAS for Gasless Homes
Magic Chef, Glenwood Ranges
PHONE: STONE 3016-3017

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

Please mention this Directory when dealing with Advertisers
Arch Supports  Auctioneers

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.

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

Judicious Advertising

CREATE A New Business
REVIVES A Dull Business
ENLARGES An Old Business
RESCUES A Lost Business
PRESERVES A Large Business
SECURES Success in Any Business
It SAVES A Failing Business
ENABLES You to Pay Your Taxes

Directory Advertising

BRINGS SATISFACTORY RESULTS

Please mention this Directory when dealing with Advertisers
HUDSON AND ESSEX MOTOR CARS

Six — TERRAPLANE — Eight

Alling & Miles
INCORPORATED
82 STONE STREET

THE W. E. BIGGERS ROCHESTER CORP.

Distributors

GRAHAM Motor Cars

SERVICE DEPT., PHONE MONROE 5152

Phone MONROE 6257

749-769 MONROE AVENUE ROCHESTER, N. Y.

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

360 CULVER ROAD Phone CULVER 28

CUNNINGHAM-JOYCE MOTOR CORP.

DIRECT FACTORY DEALERS

706 DEWEY AVENUE ROCHESTER, N. Y.

Please mention this Directory when dealing with Advertisers
FINCHER MOTORS, INC.

Distributors

OLDSMOBILE and

CHEVROLET

MOTOR CARS

Salesroom and Service Station

14 SOUTH UNION STREET

Phone MAIN 2262

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.

GENERAL REPAIRING

USED CARS AND TRUCKS SERVICE

Telephone STONE 1930

SCHOEN BROS.

NASH - DODGE - PLYMOUTH

Motor Cars

Used Cars With Money Back Guarantee

68 GENESEE STREET

- -

Phone GENESEE 446

Please mention this Directory when dealing with Advertisers
THOMAS J. NORTHWAY, INC.
DISTRIBUTORS FOR
DeSoto and Plymouth Motor Cars

Special Factory Equipment Plus Thirty-Eight Years Experience will assure you of a satisfactory job and it will be priced in keeping with the times.

100 EXCHANGE STREET       Phone MAIN 7091

C. L. WHITING, Inc.
"Distributors Since 1906"

Buick Sales
Service

352 EAST AVENUE

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.

SMITH-FREDENBURG CORP.

Distributors of
STEWART MOTOR TRUCKS
1 to 7 Tons

26 HUMBOLDT STREET

Telephone CULVER 831

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

WM. E. BUSH, President

PHONE STONE 4030

W. E. BUSH & CO., Inc.

Automotive Electricians

DISTRIBUTORS

American Bosch, Eisemann Magneto, Scintilla Magneto, Edison Auto Lamps, Owen Dyneto, Spiltdorf Electrical, Schebler, Linkert and Carter Carburetors, Sparton Horns, Whitaker Battery and Ignition Cables, Johns-Manville Brake Lining

36 RICHMOND ST., ROCHESTER, N. Y.

"SISCO" SERVICE

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 Magneto
Auto-Light Starters
Shock Absorbers

Delco, Remy & Klaxon
Briggs and Stratton

Bosch Magneto and Ignition
North East Electric
Zenith Carburetors

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

Phone STONE 3542

ROCHESTER, N. Y.

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."

THE ELECTRIC STORAGE BATTERY CO.

Rochester Branch and Storeroom, 642 PLYMOUTH AVE., SOUTH

Please mention this Directory when dealing with Advertisers
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

FLOWER CITY SPECIALTY COMPANY
Manufacturers of
Metal, Wood and Paper Specialties
250 MILL ST., ROCHESTER, N. Y., U. S. A.
Sold Through Jobbers Only

CALEY & NASH, Inc.
AUTOMOBILE PAINTING AND TRIMMING
BODIES OF SPECIAL DESIGNS
Manufacturers of
VANS AND SCHOOL BUSSES
1828 EAST AVENUE - - - Phone Monroe 5126

THE SCHLE格尔 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
A Buyer Wants Information

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
Bankers and Brokers

George D. B. Bonbright  William W. Hibbard  John H. Kitchen  Raymond J. Bantel
H. Dean Quinby, Jr.  Arthur J. Treman

GEORGE D. B. BONBRIGHT & CO.
100 Powers Building
Phone Main 4830
Members
New York Stock Exchange
Associate Members New York Curb Exchange

N. A. Fowler Co.
Investment Securities
203-204 Wilder Building, Rochester, N. Y.
Telephone Main 423

Palmer-Sanderson Corp.
Leland W. Palmer  Ralph M. Sanderson
Stocks, Bonds, Commodities
619 Commerce Building  Phone Main 2025

Please mention this Directory when dealing with Advertisers.
SAGE, WOLCOTT & STEELE

Investment Securities

1324 LINCOLN-ALLIANCE BANK BUILDING
ROCHESTER, N. Y.

SMITH, GRAHAM & ROCKWELL

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

30 STATE STREET - - ROCHESTER, N. Y.

THOMSON & McKINNON

Members New York Stock Exchange

and

Leading Exchanges

31 EXCHANGE STREET - ROCHESTER, NEW YORK

Telephone: Main 7250

ROY A. DAVIDSON, Manager

Please mention this Directory when dealing with Advertisers
THE Knowledge of “where to buy” is as important as where to sell goods.

Consult the City Directory

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.
Central Trust Company
ROCHESTER, N. Y.

CENTRAL TRUST BUILDING
25 MAIN STREET, EAST

Office Hours: from 9 A.M. to 3 P.M.  Saturdays: Close at 12 M.

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

VICTOR C. DePREZ, Manager

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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
The FIRST NATIONAL BANK
and TRUST COMPANY of ROCHESTER

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THOMAS M. STEWART
Commercial Sales Mgr. Taylor Instrument Co's

Capital and Surplus
in excess of
$2,000,000

The Only National Bank in Rochester

Forty-Five State Street

Please mention this Directory when dealing with Advertisers
Genesee Valley Trust Company
EXCHANGE and BROAD STS.

Free Parking for Customers at 101 Exchange Street

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TRUST DEPARTMENT SERVICES

In appointing the Genesee Valley Trust Company as your Executor, Trustee or to act in any other fiduciary capacity you are assured of qualifications impossible of attainment by an individual acting in the same capacity.

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

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

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.
MONROE AVENUE OFFICE, Monroe Ave., cor. S. Goodman
PORTLAND-CLIFFORD OFFICE, Portland cor. Clifford Ave.

EVERY BANKING SERVICE
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 $3,000,000

Forty-six 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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Considerate though Conservative

Main Street West and Exchange

Rochester's First Trust Company — Operating under Perpetual Charter

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SECURITY TRUST COMPANY
OF ROCHESTER

Main Street, East
and
Water Street, South

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INTEREST PAID ON DEPOSITS. Special attention given to handling Estates and
Trusts. Money to Loan on Approved Securities. 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
Unioii Trust Company
ROCHESTER, NEW YORK
Capital and Surplus $8,500,000
Every Banking Service

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OF ROCHESTER
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ROCHESTER, N. Y.

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(INCORPORATED 1831)

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Branch, 89-91 EAST AVENUE
Gas and Electric Building
Rochester, N. Y.
Incorporated 1867

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LEATHER SPORT COATS
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merchandise costume stylists
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FAIRCHILD Playing Cards in attractive and convenient packages, styled to meet the needs of today.

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Mailing Cartons
Advertising
Display Cards
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Novelties
Cut-Outs
Dies, Etc.

Main 7210

Established 1876
Albert Wischmeyer, Pres.
Incorporated 1901

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Machinists, Brass Founders, Finishers and Special Brass Work to Order
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Phone Genesee 163

Established 1842
Henry Wray & Son, Inc.
Castings of
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Bronze Signs and Memorial Tablets
Electric Furnace Process
Phones Main 1120-1121-1122
258 State Street
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*Mason and Builder Supplies*

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

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Phones MAIN 3956—3950

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*WE SPECIALIZE IN Screens and Storm Windows*

FOR WINDOWS, DOORS, PORCH ENCLOSURES, ETC.

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Phone Main 2315

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WHITMORE, RAUBER & VICINUS

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Everything for Building But Lumber

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Large Stocks Constantly on Hand of VITA GLASS—THE HEALTH WINDOW GLASS

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Take Lyell Avenue Car to Hague Street

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Doors, Windows, Interior Trim, Stair
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Liberty 2726
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Your Business. Put your name in bold face type under every heading that describes your product

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76 KING STREET and B. R. & P. RY. ROCHESTER

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COAL--COKE

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They Cost No More

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720 Driving Park Av. at B. R. & P. R. R.
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Coast to Coast
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CULVER 3578

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ROCHESTER, N. Y.

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ROCHESTER, N. Y.

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DEALERS IN
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DISTRIBUTORS OF
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MANUFACTURERS OF ICE

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ICE CREAM DEPARTMENT
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DAIRY DEPARTMENT
Phone MAIN 6523

BRIGHTON PLACE DAIRY
COMPANY, INC.

Under Laboratory Control

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GLENWOOD 144

A. W. WOOD
President

MAIN 386

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DEALERS IN
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CERTIFIED AND PASTEURIZED
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CREAMERY BUTTER AND COTTAGE CHEESE
TRY OUR CHOCOLATE DRINK
Telephone Monroe 674
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Superba Powder
Pure Linseed Oil Soap

Main Office and Factory

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Vice-Prese. and Treas.

Druggists, Wholesale

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Licensed Pharmacists

PHYSICIANS' SUPPLIES AND SURGICAL INSTRUMENTS
TRUSSES AND SUPPORTERS

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ROCHESTER, N. Y.

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ESTABLISHED
1839

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PHONE MAIN 2194
Phone MAIN 3545

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(INCORPORATED 1931)

Wholesale Druggists

WHOLESALE DEALERS
SODA FOUNTAINS
STORE FIXTURES
DRUGGISTS SUNDRIES

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Rochester and Vicinity

(POCKET SIZE)

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For Installation and Service Call
STONE 104-105

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729 POWERS BUILDING

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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-sketchn

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FLOWERS FOR ALL OCCASIONS

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ROCHESTER, N. Y.

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STONE -1524

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ESTABLISHED 1859

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Funeral Director
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HANNA & COYNE
Funeral Service Complete
GENESEE 4270
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Successors to JOHN C. ROSSENBACH
FUNERAL DIRECTORS
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JOSEPH E. RYAN
Funeral Director
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FUNERAL PARLORS AT NO ADDITIONAL CHARGE
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Furniture, Floor Covering, Draperies
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Largest Complete House Furnishers Outside
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We Carry the Very Latest Patterns and Designs
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For Sale by the Leading Newsdealers and Stationers
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and REPAIRED

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Furs Repaired, Remodelled and Stored

Coats Made to Order at Factory Prices
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Automatic Cold Storage for Furs

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Estimates Given on Any Kind of Fur Work

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On the Shores of Lake Ontario

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Beach Avenue
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Play and Pay by the Day

*For Reserved Starting Time Call Charlotte 8*

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**Builders’ Hardware Specialists**

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WEST MAIN CORNER WASHINGTON STREET
ROCHESTER

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*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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45 FORD STREET, ROCHESTER, N. Y.

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It will answer any question that arises as regards the civic, social, commercial or industrial life of the city in a concise and correct manner.

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Carpenters’ Tools
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Skates and Sleds
Agricultural Tools
Tinners’ Supplies
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Quality Service and Price Guaranteed

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Tels. MAIN 1064-1065-1066-1067

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KITCHEN EQUIPMENT FOR HOTELS, INSTITUTIONS AND RESTAURANTS

Conditioned Air Heating Systems
FRIGIDAIRE ELECTRIC REFRIGERATION

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24 HOUR SERVICE

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THE SENECA
550 ROOMS—From $2.50
Coffee Room at Popular Prices

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For Men and Women
Rates Per Day $1.00 to $2.00 Single $2.50 to $3.00 Double
400 ROOMS ABSOLUTELY FIREPROOF
CHESTNUT AND ELM STS. ROCHESTER, N. Y.
Park Avenue Car to Door

HOTEL HAYWARD
Operated by the ODENBACH'S
250 ROOMS — RATES $1.50 UP
"THE COFFEE SHOPPE" RUN IN CONJUNCTION WITH
HOTEL HAYWARD
7-21 CLINTON AVE. SOUTH, NEAR MAIN ST. EAST
The Odenbach Restaurant (Hofbrau) Under Same Management
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POWERS HOTEL
350 ROOMS RATES FROM $2.00
FAMED RESTAURANT AND CAFETERIA SERVICE
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300 Outside Rooms From $2.00
Excellent Moderate Priced Coffee Shop
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GARAGE ADJOINING

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GLENWOOD 446

GENERAL ICE CREAM CORPORATION
ROCHESTER DIVISION

Wholesale and Retail Manufacturers of
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"FRO-JOY"—Ice Cream at its Best

PHONES MAIN 917, 918, 919
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Guarantee Company of North America of Montreal, Canada
Hartford Fire Insurance Co. of Hartford, Conn.
Hartford Accident and Indemnity Co. of Hartford, Conn.
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Hartford Live Stock Ins. Co. of Hartford, Conn.
Hartford Steam Boiler Inspection & Ins. Co. of Hartford, Conn.
North British & Mercantile Ins. Co. of London, England
Providence-Washington Ins. Co. of Providence, R. I.
Rochester American Ins. Co. of New York, N. Y.
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United States Guarantee Co. of New York, N. Y.

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LIABILITY — LIVE STOCK — RAIN — MARINE — BURGLARY
STEAM BOILER—BONDS—TRANSPORTATION—AUTOMOBILE

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R. T. Goodwin, Steam Boiler Inspector

Telephone Main 444

(SEE OTHER SIDE)
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An organization composed of men who specialize in every form of INSURANCE, affords you an opportunity to secure sound advice, and proper coverage pertaining to your particular requirements.

Representation of old and reliable companies, guarantees you prompt and satisfactory adjustment of claims covered by your POLICY.

Our service to you will include, if you wish, an experienced survey of your POLICIES, with suggestions designed to economize INSURANCE costs, and assure efficiency and complete coverage.

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PHONE MAIN 444

UNION TRUST BUILDING, 19 MAIN STREET, WEST

(SEE OTHER SIDE)
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Transacting Business As
DUTTONS INSURANCE OFFICE
ESTABLISHED 1899

This Office Represents Reliable Companies Which Are Prompt and Fair in Adjustment and Payment of Claims.

INSURANCE OF ALL FORMS, PRINCIPALLY,
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8 Exchange St. Corner Main St. E.
TELEPHONES - MAIN 1022 & MAIN 1023

For over Thirty Years this Office has given Satisfaction to Policy- Holders, through Experienced and Efficient Service.

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Our organization is equipped to provide this valuable service

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Boilers Fire Life Parcel Post
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Writing All Forms of
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WE WRITE ALL KINDS OF INSURANCE
ALL CLAIMS ADJUSTED AT THIS OFFICE

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ROCHESTER, N. Y.

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W. MOREAU SMITH, Agent
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National Association of Insurance Agents

General Insurance
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MAIN 324

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

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A. T. CHURCHILL
Temple Building

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Reynolds Arcade

J. H. GOULD
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Granite Building

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10 Gibbs Street

E. A. MURPHY
5 St. Paul St.

W. S. PARKS
Cutler Building

N. W. REGAN
22 North St.

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G. V. SHAW
Cutler Building

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— E. J. SCHEER, INC.—

Rochester’s Finest Jewelry Store

"SCHEERTON" MOUNTINGS

Visit Our Beautiful Silver Display Dept.

EXPERT WATCH AND JEWELRY SERVICE

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Regular and Elgin Platinum
Fancy Hamilton, Gruen
Cuts Longines

215 MAIN ST. EAST

J. R. White Co. JEWELERS

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Gorham Telechron
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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

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

This book has helped many to find what they want.

It can help YOU.

Better look it over carefully

Please mention this Directory when dealing with Advertisers

Central Library of Rochester and Monroe County - City Directory Collection - 1934
LETTERS

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.

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

Please mention this Directory when dealing with Advertisers
Lumber and Finish

J. A. DETWEILER, Pres. C. B. OSTRANDER, Sec.-Treas.

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
- Combination Doors
- Stormsash
- 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.
-LUMBER-

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.

PENN YAN

Please mention this Directory when dealing with Advertisers
CROUCH & BEAHAN CO.

Established 1855

LUMBER PRODUCTS
PAINT AND COAL

PEE GEE PAINTS, VARNISHES, ENAMELS and BRUSHES
MULE HIDE ROOFS, ROOF COATINGS and CEMENTS
TEMLOK INSULATION and TILE
NU WOOD INSULATION, TILE and PLANKING
BALSAM WOOL INSULATION
OVER THE TOP DOOR HARDWARE
SHEETROCK and GOLDBOND
UPSON WALL BOARD
INTERIOR TRIM
YELLOW PINE TIMBERS
SHINGLES - LATH - POSTS - PICKETS, ETC.

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 or Dewey Avenue Cars to Lorimer Street

TELEPHONE GLENWOOD 350
CROUCH & BEAHAN CO.
Established 1855

LUMBER PRODUCTS
PAINT AND COAL

PEE GEE PAINTS, VARNISHES, ENAMELS and BRUSHES
MULE HIDE ROOFS, ROOF COATINGS and CEMENTS
TEMLOK INSULATION and TILE
NU WOOD INSULATION, TILE and PLANKING
BALSAM WOOL INSULATION
OVER THE TOP DOOR HARDWARE
SHEETROCK and GOLDBOND
UPSON WALL BOARD
INTERIOR TRIM
YELLOW PINE TIMBERS
SHINGLES - LATH - POSTS - PICKETS, ETC.

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 or Dewey Avenue Cars to Lorimer Street

TELEPHONE GLENWOOD 350
WM. B. MORSE LUMBER CO.

WHOLESALE AND RETAIL

Hardwood and Softwood Lumber—Insulation, Gypsum and Fibre Boards
Sash, Doors and Trim — 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.

GREECE LUMBER COMPANY, Inc.

DEALERS IN

Coal, Rough and Dressed Lumber

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

TEL. GLENWOOD 2391

HOLLISTER LUMBER COMPANY, Ltd.

Lumber and Coal
FINE INTERIOR WOODWORK

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

Telephone Monroe 1663

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
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.

MR. BUSINESS MAN!

DON'T USE AN OLD DIRECTORY

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

What better medium to gain publicity for your advertisement?

Please mention this Directory when dealing with Advertisers
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—\(\frac{3}{4}\)" diam. x 2" long.
\(\frac{\alpha}{4}\)" diam. with Oversize Feed Tubes

Maximum production and accuracy guaranteed on all work within its capacity

167 AMES STREET
ROCHESTER, N. Y.
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 - PHONE MAIN 4154

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.

The West Tire Setter Company

Davis Keyseater Company

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

Keyseating Machines

HYdraulIC PRESSES
TIRE SETTING MACHINES

HELVE HAMMERS (Belt Driven)
HEAVY MACHINERY BUILT TO ORDER
CONTRACT AND EXPERIMENTAL WORK

MAPS OF ROCHESTER

IN SHEETS OR FOLDED IN POCKET FORM

SAMPSON & MURDOCK CO., Inc.

729 POWERS BUILDING

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
ROCHESTER IRON & METAL CO.
325 ST. PAUL STREET  237 MT. READ BOULEVARD
Scrap Iron  Plumbers Lead  Scrap Metals
Second Hand Rails  New and Second Hand Pipe
Second Hand Machinery  Second Hand I Beams
New Reinforcing Rods  Office Equipment
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.

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

Please mention this Directory when dealing with Advertisers
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

T. H. MARRION & CO.
Monuments, Headstones
and
Cemetery Memorials
476 STATE STREET, Cor. Vincent St. So.
ROCHESTER, N. Y.
Trott Brothers Co.
INCORPORATED

Monuments and Mausoleums

1120 MT. HOPE AVENUE  ROCHESTER
Monroe 73
BUILDERS OF MEMORIALS FOR NEARLY HALF A CENTURY

MULTIGRAPHING

Perfect Work . . Rapid Service

The sales letters that get attention are those that look most like personally typed letters. Multigraphing of this grade can only be done by skilled operators. Good multigraphing always pays for itself in sales.

SAMPSON & MURDOCK COMPANY

111 Summer Street, Boston, Mass.

Liberty 2726
6 Trunk Lines

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

Levi's Music Store

412 E Main St, 39 South Ave

HOME OF THE STEINWAY PIANO

Please mention this Directory when dealing with Advertisers
This mighty Switch board of Opportunity is at your command

Offering you a direct connection between those who have something to sell and those who have something to buy.

Avail yourself of these buying and selling opportunities by using the

ROCHESTER JOURNAL  Rochester SUNDAY American

Main 7065  Classified Ads  Main 7070

ROCHESTER'S GERMAN DAILY
ABENDPOST

is an evening daily newspaper delivered directly into the homes in all sections of the city and suburbs. It is a

HOME NEWSPAPER

carefully read by the large German population of Rochester and surrounding towns.

The Largest Newspaper Publishers in Rochester

THE JEWISH LEDGER

PHONE MAIN 4420

Where Your Advertising Dollar attracts the Greatest Purchasing Power
Over A Century of Service

ONE of the Eight Wonders of American Journalism —

The Democrat and Chronicle ranks 8th in Classified Advertising among 1913 daily newspapers in THE UNITED STATES.

The Sunday Democrat and Chronicle ranks 16th in Classified Advertising among 518 Sunday newspapers in THE UNITED STATES.

The Democrat and Chronicle ranks 14th in Classified Advertising among 2431 daily and Sunday newspapers in THE UNITED STATES.

The Democrat and Chronicle is the largest newspaper in New York State with the exception of New York City and Buffalo. Its circulation is larger than any other Rochester newspaper.

Democratic Chronicle.

Rochester's Only Morning Newspaper

First Choice

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
The Newspaper that has taken hold of
ROCHESTER and MONROE COUNTY

The Monroe Republican

A Consistent Republican Newspaper

107 Terminal Building
Broad and Fitzhugh Streets
ROCHESTER, N. Y.

Published Every Thursday

Too Late for This Issue?

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

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

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

Investigate the City Directory the book of many uses

Sampson & Murdock Co., Inc.

Directory Publishers Since 1846

M. J. BROWN, Vice-Pres.
DONALD C. BROWN, Pres.
EGBERT F. FARRELL, Vice-Pres.
JOHN A. KUSSE, Sec.
M. B. KAErBE, 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
Wholesale Packing and Storage Bldgs., Merchants Road
Penfield Farms

Phone Culver 785
Phone Culver 386
Suburban 4702

Please mention this Directory when dealing with Advertisers
Office Supplies

Phone MAIN 1894  Addressograph  5 ST. PAUL ST.


Phone STONE 4519  Multigraph  5 ST. PAUL ST.


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

JOHN R. BOURNE

Desks - Chairs - Safes
Files

Stationery and Office Supplies
Corporation Supplies

Rubber Stamps — Stencils
Steel Stamps

131-133 STATE STREET  PHONES MAIN 1233—1234

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

Please mention this Directory when dealing with Advertisers
Optical Goods

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.
Humphreys
“The Paint Man”

Paint and Wall Paper

58 South Ave. Main 2117

Gammrod-Haraman Co., Inc.
Wholesale and Retail
Paints, Glass, Brushes, Varnishes and Washable 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
Painters Supplies  Painters and Decorators  Paper  209

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

9, 11, 13 NORTH WATER STREET  Phones Main 8140—8141—8142

WALL PAPER  INTERIOR PAINTING

OUTSIDE PAINTING  FLOOR REFINISHING

Phone MONROE 512

CHARLES P. AMENT

Decorative Specialist
Expert Mechanics

533 MONROE AVENUE,  ROCHESTER, N. Y.

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

Clark Stek-O
Corporation

Manufacturers of

Adhesives and  STEK-O and TIK and other
Fruit Packers' Supplies  Pastes in Powder and

1631 DEWEY AVE., Stek-O Hill  Ready Mixed Form  ROCHESTER, N. Y.

Please mention this Directory when dealing with Advertisers
ROCHESTER PARCEL DELIVERY

Carting  Light Hauling  Parcel Delivery  Trucking

SPECIAL MESSENGER SERVICE

68-70 CORTLAND STREET  Tel. MAIN 1375-1376
COMMERCIAL CARS RENTED BY HOUR, DAY OR WEEK

CORBETT-STEEVES PATTERN WORKS

\[
\text{Pattern and Model Makers}
\]

55 ALLEN STREET  Telephone Main 5730  ROCHESTER, N. Y.

DO YOU KNOW?

THAT the Directory of your city is on file in the Directory Library in the principal cities of the United States and Canada and that information about you is in it, accessible Anywhere in America?

Are You Properly Displayed?

PHARMACEUTICAL CHEMISTS

Manufacturers of Standardized Pharmaceuticals

Physician and Sick Room Supplies also First Aid Requirements

R. J. STRASENBURGH CO.

185-195 EXCHANGE STREET  -  ROCHESTER, N. Y.

Please mention this Directory when dealing with Advertisers
THE HURST ENGRAVING COMPANY

Photo Engraving

DESIGNING .. .. RETOUCHING

Phone MAIN 4605

143 ANDREWS STREET ROCHESTER, N. Y.

Did You Know That

FROM 40 TO 60%

Of the information in the Directory of a city or town changes each year. For this reason is it not money saved to have the latest information handy? The only way to do it is to have the Latest Directory.

ORIENTAL RUGS

GEORGE C. J. BAILEY

Art Shop

150 CLARISSA STREET ROCHESTER, N. Y.

Corner Broad Street W.
English Silver—Antique and Modern
Brown’s Shamrock Linens from Ireland
Pictures and Frames, Oil Paintings Cleaned and Restored,
Mirrors, Re-Gilding, Etc.

Dealer in ANTIQUES

O. D. STUART R. B. OLVER

G. F. HOLTZ

STUART-OLVER-HOLTZ CO.

Plating, Enameling and
Metal Spinning

Manufacturers of Metal Specialties

406 PLATT ST. COR. ALLEN ROCHESTER, N. Y.

Please mention this Directory when dealing with Advertisers
BAREHAM & McFARLAND
INCORPORATED

Plumbing and Heating Contractors

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

136 NORTH ST., opp. ANDREWS  Phones Main 4313-4314-4315

HOWE & BASSETT CO., Inc.
Established 1885

Plumbing and Heating Contractors

Supplies and Equipment

“PETRO-NOKOL” Automatic Oil Burners
“RUUD” Automatic Gas Water Heaters
“HOME” Gas Fired Incinerators

840-50 UNIVERSITY AVENUE  TELEPHONE MONROE 3

WRIGHT & ALEXANDER CO.
CONTRACTORS

Heating, Plumbing and Power Plant Installations  Jobbers of Supplies
Sprinkler Installation Contractors
Chemical Fire Extinguishers and Foam Type Extinguishers

HART OIL BURNERS
Telephones: Main 1056—6828

21-23 OTSEGO STREET  ROCHESTER, N. Y.

This Book is a Silent Salesman
Advertise and Put It To Work
BARR & CREELMAN CO.

Plumbing and Heating
Engineers and
Contractors

GENERAL ELECTRIC OIL FURNACES
&
AIR CONDITIONING EQUIPMENT

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

SEE US FOR YOUR
PLUMBING AND HEATING
REQUIREMENTS

74 EXCHANGE STREET
ROCHESTER, N. Y.

PHONES MAIN 6465-66-67
BARR & CREELMAN
MILL and PLUMBING
SUPPLY CO.

MILL,
STEAM, PLUMBING
CONTRACTORS
SUPPLIES

66-70 EXCHANGE STREET
ROCHESTER, N. Y.

PHONES MAIN 6465-66-67
Plumbers Supplies

Supplies For | PLUMBERS, STEAMFITTERS, ENGINEERS and FACTORIES
Distributors of WALWORTH VALVES AND FITTINGS

W. A. CASE & SON MFG. CO.
72-90 ST. PAUL STREET
ROCHESTER, N. Y.
Phones Main 3404—3405—3406

ESTABLISHED 1860

William E. Sloan
William E. Sloan, Jr.
Guilford R. Adams
Daniel L. Van Hiee

When contemplating building, visit our Show Room display for your selection of fine
PLUMBING and HEATING EQUIPMENT

SAMUEL SLOAN & COMPANY
Wholesalers Plumbing and Heating Supplies
67-69-71 EXCHANGE STREET
ROCHESTER, N. Y.

Please mention this Directory when dealing with Advertisers
LOUIS HEINDL & SON

"PRINTING"

149-151 ANDREWS ST., ROCHESTER, N. Y.

Phone MAIN 666

IDEAS + PAPER + INK + PRIDE + SKILL

= GOOD PRINTING

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

O. K. PRINTING COMPANY, INC.

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

49 NORTH WATER STREET  Telephone: MAIN 962

STONE 1158-1159

VERWEY PRINTING CO.

Creators of the finest in Printing for any purpose

FIFTY-TWO JAMES STREET

Edward J. Walsh, President  H. C. Haring, Vice-President  K. H. Walsh, Secretary

Wegman-Walsh Press [Inc]

Established 1877

Printers  13 to 23 SOUTH WATER STREET  Stationery
Engravers  MAIN 568  Fine Catalogs
Linotypers  Direct Advertising
Binders  Printing As Wanted When Promised

Please mention this Directory when dealing with Advertisers
Alert advertisers are now demanding catalogues that are more than a mere listing of their products; they want books that are *sales forces*—that present the same well-planned sales arguments that the star salesman uses. We are serving a large clientele with this effective type of sales medium; and we can be of help to you also.

ESTABLISHED 1871

STECHER-TRAUNG LITHOGRAPH CORP.

Capital $3,500,000.00

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.
BEAUCAIRE-MITCHELL, INC.

PHILCO RADIOS

Distributors of

PHILCO RADIO AND TELEVISION PRODUCTS

Clocks
Tubes
Radio Batteries
Storage Batteries

Philco Replacement Parts
for
All Make Radios

Transitone
Auto Radio
Socket
Power Parts
Belden Wire

228-230 BROADWAY

PHONE STONE 5694-5695
HERBERT J. BIETRY
Realtor
1216 LINCOLN-ALLIANCE BANK BLDG., ROCHESTER, N. Y.
Expert Service, Rent Collections and Property Management

HOWE-MORGAN CO.
Special Attention Given to Property Management
REALTORS
21 S. FITZHUGH ST., cor. BROAD ROCHESTER, N. Y.

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

TEALL, YATES & McINTOSH, Inc.
Realtors
Sales
Rentals and Property Management
MAIN 250 or 251
25 EXCHANGE STREET ROCHESTER, NEW YORK

Please mention this Directory when dealing with Advertisers
LOTS FOR SALE
IN THE BEAUTIFUL
HIGHLAND PARK SECTION
The Finest and Healthiest Part of the City

Trees Planted Everything Complete

See the Houses Already Built

For full information, terms, etc., apply to

Ellwanger & Barry Realty Co.

668 MT. HOPE AVENUE

ROCHESTER, N. Y.
C. H. MORSE & SON
HENRY W. MORSE, Proprietor

Air Cushion Rubber Stamps
Stencils, Seal Presses, Badges, Numbering Machines, Stencil Cutting Machines

15 SO. WATER STREET  ROCHESTER, N. Y.

Phone MAIN 1291

Getting Results from Sales Letters
Depends on convincing copy—attractively prepared—carefully mailed—to an accurate list.

We have been exceptionally successful making Sales Letters pay on a wide range of products
We believe we could do it in your case Consult us without obligation to you

SAMPSON & MURDOCK CO.
Direct Advertising Division

111 SUMMER STREET  -  -  BOSTON, MASS.
Telephone LIBerty 2726

We Supply DIRECTORIES

of any City, at Publisher’s price on short notice.

SAMPSON & MURDOCK CO., Inc.
729 Powers Building  -  Rochester, N. Y.
COOPERATIVE BUSINESS INSTITUTE
Successors to GREGG SECRETARIAL SCHOOL

Day School and Night School all the Time
Individual Instruction in All Commercial Subjects
Pupils Thoroughly Prepared For Good Positions
Office Help Furnished Free to Employers

CATALOGUES
36 CLINTON AVE., N. Tel. STONE 469

A Space Like This in Your City Directory Will
Produce New Business

TRY ONE IN THE NEXT ISSUE
We will gladly submit copy for your display

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

HART & VICK, INC.
ONE OF AMERICA'S FINEST SEED STORES
Seedsmen and Plantsmen
QUALITY EXCLUSIVELY
Corner STONE and ELY STREETS
MAIN 1201

ERDLE PERFORATING COMPANY
MANUFACTURERS OF
PERFORATED SHEET METALS
Metal Sample Plate Furnished on Application
Prompt service, Large stock of Sheet Metal always on hand
Send Specifications for Prices
Telephone Genesee 2608

Office and Factory, 171 YORK ST. ROCHESTER, N. Y.

Please mention this Directory when dealing with Advertisers
Sheet Metal Work and Roofers 221

E. H. KNAPP & SON
ROOFING OF ALL KINDS — FURNACE HEATING
We Repair Any Make Furnace
Tin, Copper and Sheet Metal Work
GUTTERS, CONDUCTORS, PAINTS, OILS AND VARNISH
384-386 SOUTH AVE. Phone STONE 157 ROCHESTER, N. Y.

KNOWLES & PECK CO., Inc.
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