

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.

Won by SAMPSON & MURDOCK COMPANY in 1929 for campaign prepared for the Copley Plaza Hotel—won by Sampson & Murdock Company in 1930 for campaign prepared for the Workingmen's Co-operative Bank . . . and won again—in 1932—for the third time, making it permanently ours—in 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.

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.

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

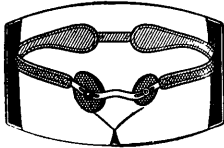
Distributors of PYROFAX GAS for Gasless Homes

Magic Chef, Glenwood Ranges

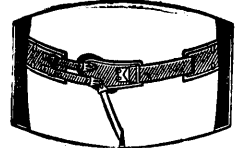
PHONE: STONE 3016-3017

39-57 MT. HOPE AVENUE

ROCHESTER, N. Y.

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****CREATES 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**

HUDSON AND ESSEX MOTOR CARS***Six — TERRA PLANE — Eight***

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

ALLING & MILES
INCORPORATED
382 STONE STREET

Telephone
STONE 2537

DISTRIBUTORS**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.***for Economical Transportation*

**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****PASSENGER CARS AND TRUCKS****Glenwood 4900-4901****706 DEWEY AVENUE****ROCHESTER, N. Y.**

FINCHER MOTORS, INC.

Distributors
OLDSMOBILE and
CHEVROLET
MOTOR CARS

for Economical Transportation*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**

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******Used Cars*****352 EAST AVENUE****- -****STONE 714**

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**

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, Splittorf 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

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

*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**GAY'S****Phone STONE 3542**

*Official Sales and Service
for*

Stromberg Carburetors

**Trico Windshield
Cleaners**

**Waltham and Sterling
Clocks**

ROCHESTER, N. Y.**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
COPYR 1928 BY THE
ELECTRIC STORAGE BATTERY CO.
THE ELECTRIC STORAGE BATTERY CO.**Rochester Branch and Storeroom, 642 PLYMOUTH AVE., SOUTH**

Automobiles, Repairs and Supplies, Trimmings

137

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



This is the Self-Closing Monkey Link

FLOWER CITY SPECIALTY COMPANY

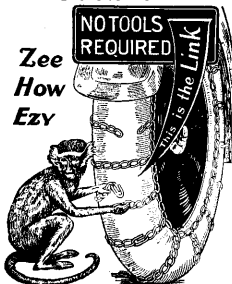
Manufacturers of

Metal, Wood and Paper Specialties

250 MILL ST., ROCHESTER, N. Y., U. S. A.

Sold Through Jobbers Only

SELF-CLOSING MONKEY LINK



Pat. No. 1,438,560
Trade Mark Reg. in U. S. Pat. Office

CALEY & NASH, Inc.

AUTOMOBILE PAINTING AND TRIMMING

BODIES OF SPECIAL DESIGNS

Manufacturers of

VANS AND SCHOOL BUSES

1828 EAST AVENUE

-

-

-

Phone Monroe 5126

THE SCHLEGEL 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

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

F. T. SAGE
C. J. WOLCOTT

STONE 351

S. C. STEELE
D. S. RUTTY

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

A. J. WRIGHT & CO.

ESTABLISHED 1865

STOCKS COMMODITIES BONDS

DAVID B. LITTLE, Manager

HOTEL SENECA BUILDING, ROCHESTER, N. Y.

MEMBERS

NEW YORK STOCK EXCHANGE
 NEW YORK COFFEE EXCHANGE
 NEW YORK COTTON EXCHANGE
 NEW YORK CURB ASSN.
 RUBBER EXCHANGE OF NEW YORK, INC.
 CHICAGO BOARD OF TRADE
 BUFFALO STOCK EXCHANGE

BUFFALO: Erie County Bank Building
 NIAGARA FALLS: Elderfield Bldg.
 TORONTO: General Trust Bldg.
 SYRACUSE: 101 University Bldg.
 AUBURN: Masonic Temple Bldg.
 BRADFORD: Lewis Emery, Jr. Bldg.

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

*Brighton Branch: 1806 East Avenue**Office Hours: from 9 A.M. to 3 P.M.**Saturdays: Close at 12 M.**Officers:*

JOHN H. GREGORY	President
WM. PITKIN	Vice-President
LOUIS F. STUPP	Vice-President
JOHN A. MURRAY	Vice-President
JOHN H. RAUSCH	Ast. Vice-President
HORACE S. JOHNSTON	Ast. Vice-President
RICHARD C. MEISENZAHN	Secretary
HOMER D. KLUMPP	Ast. Secretary
THOMAS J. SERCU	Trust Officer
C. J. KITZEL	Ast. Trust Officer
ARTHUR F. BURSON	Mgr. Brighton Br.

Department of Travel Service

{ Expert Travel Service without charge. }

{ Conducted Tours or Independent Travel. }

VICTOR C. DePREZ, Manager

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WILLIAM PITKIN	BUELL P. MILLS	JOHN A. MURRAY
JOHN H. GREGORY	JOHN D. PIKE	FRANK J. SMITH
MORTIMER R. MILLER	MAX L. HOLTZ	FREEMAN C. ALLEN
FRANTZ HAVERSTICK	ESTEN A. FLETCHER	EZRA A. HALE
LOUIS F. STUPP		ALBERT E. VOGT

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

Member Federal Reserve System

The FIRST NATIONAL BANK

and TRUST COMPANY of ROCHESTER



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

Officers

THOMAS R. DWYER, *President*
GEORGE C. LENNOX, *Vice-Pres.*
HENRY H. STEBBINS, JR., *Vice-Pres.*
OGDEN BUTLER, *Cashier*
CHESTER B. ACHILLES, *Asst. Cashier*
FRANK C. LEAPER, *Asst. Cashier*
ROBERT E. TOWEY, *Trust Officer*

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President
LOUIS S. FOULKES
Pres. and Treas. Indian Splint Co.
ALFONSO GIOIA
President, A. Gioia & Bro.
LYELL T. HALLETT
Gen. Mgr. Rochester Branch, Beechnut Packing Co.
ALFRED HART
President, Hart Food Stores, Inc.
S. RAE HICKOK
President, Hickok Manufacturing Co.
W. J. HUMPHREY
President Wyoming Co. National Bank of Warsaw
MEYER JACOBSTEIN
Publisher of Rochester Journal-American
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New England Mutual Life Insurance Co.
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District Manager, Grinnell Co., Inc.
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President, Odenbach Co.
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President, Stecher-Traung Lithograph Corp.
HENRY H. STEBBINS, JR.
Vice-President
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I. W. Steele & Company
HENRY M. STERN
Michaels, Stern & Co.
HARRY C. STEVENSON
Pres. Rochester Folding Box Co.
THOMAS M. STEWART
Commercial Sales Mgr. Taylor Instrument Co's

The Only National Bank in Rochester

Forty-Five State Street

Genesee Valley Trust Company

EXCHANGE and BROAD STS.

Free Parking for Customers at 101 Exchange Street



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 JOSEPH P. COLLINS.....Trust Officer
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 EDMUND A. RANDALL.....Auditor

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 President Richardson Corporation
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 President, Lawyers' Co-operative Publishing Co.
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 Director Stecher Lithograph Co.
 JOHN VAN VOORHIS,
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 Vice-Pres. and Gen. Mgr. Merchants Despatch
 Transportation Co.
 ERNEST C. WHITBECK,
 Attorney
 HENRY T. WILLIAMS,
 Physician
 GEORGE M. WOOD,
 Treasurer, Lawyers' Co-operative Publishing Company

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

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

OFFICERS

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Executive Vice President
RAYMOND F. LEINEN

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DAVID C. BARRY
SWAYNE P. GOODENOUGH

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HAROLD C. TOWNSON
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EDWARD M. WEINGARTNER

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LINCOLN DOUMAUX
CLARENCE S. GREENE
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CLARENCE E. MARSH

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RICHARD A. SWEENEY
EDMUND J. TUETY
WILLIAM B. VAISEY
ARTHUR B. WESTON

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JOSEPH T. ALLING
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DAVID C. BARRY
EDWARD BAUSCH
JOHN P. BOYLAN
JAMES C. DRYER
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THOMAS W. FINUCANE

MARION B. FOLSOM
FRANK E. GANNETT
JAMES E. GLEASON
FRED C. GOODWIN
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EDWARD A. HALBLEIB
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SOL HEUMANN
ALBERT A. HOPEMAN
RAYMOND F. LEINEN

EDWARD G. MINER
RUSH RHEES
HERMAN RUSSELL
RUDOLPH SPETH
ALBERT F. SULZER
RAYMOND L. THOMPSON
GEORGE W. TODD
DOUGLAS C. TOWNSON
HERBERT J. WINN

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.

OFFICERS

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JOHN CRAIG POWERS Vice Pres. & Chairman Ex. Com.	HARRY L. EDGERTON Asst. Secretary
EDWARD BAUSCH Vice President	JOSEPH B. HOYT Asst. Secretary Mgr. Securities Dept.
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EDWARD L. WILLIAMS Treasurer	EDWARD HARRIS, 2ND Asst. Trust Officer
ALFRED J. LEGGETT Asst. Vice Pres.	

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JOHN CRAIG POWERS	VINCENT S. BENNETT
EDWARD BAUSCH	OSCAR H. PIEPER
JOSEPH MICHAELS	THEODORE C. BRIGGS
WM. A. E. DRESCHER	



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**

OFFICERS

JAMES S. WATSON	President
JULIUS M. WILE	Vice-President
EDWARD HARRIS	Vice-President
JESSE W. LINDSAY	Vice-President
CARL S. POTTER	Vice-Pres. & Secretary
WILLIAM H. STACKEL,	Vice-Pres & Trust Officer
GEORGE F. STONE	Treasurer
RICHARD A. ZIMMERMAN	Ass't Secretary
HARVEY W. MILLER	Ass't Secretary
DAVID GALES	Ass't Secretary
EARL G. HOCH	Ass't Secretary
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GRACE E. HOWIE	Ass't Trust Officer
G. MORTON MINOT	Ass't Trust Officer
SEWARD H. CASE	Ass't Trust Officer
BENJAMIN E. LULL	Ass't Trust Officer
EVA M. SCHREINER	Ass't Trust Officer



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RUFUS K. DRYER
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JULIUS M. WILE
CARL F. LOMB
CHARLES STERN
J. WARREN CUTLER

MORLEY A. STERN
DANIEL M. BEACH
F. HARPER SIBLEY
FRANK W. LOVEJOY
JESSE W. LINDSAY
THOMAS G. SPENCER
HERBERT EISENHART

CARL S. POTTER
WILLIAM H. STACKEL
WALTER L. TODD
GEORGE H. CLARK
WESLEY M. ANGLE
BERNARD E. FINUCANE
ARTHUR F. REED

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 Depositary 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.

UNION TRUST COMPANY

ROCHESTER, NEW YORK

Capital and Surplus \$8,500,000

Every Banking Service

OFFICERS

President

WILLIAM W. FOSTER

MAIN OFFICE

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EDWARD J. MEYER, Comptroller
DELOSS M. ROSE, Secretary
CARL R. SNIDER

Treasurer

CHARLES H. ESHELMAN

Assistant Vice-Presidents

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ELMER B. MILLIMAN
ALBERT D. PERRY
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H. L. UNDERHILL

Auditor

HENRY P. SCHLENKER

Assistant Secretaries

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HECTOR M. HARMON
A. F. JANUS
JOHN W. MALEENEY
LEWIS H. MORGAN
EDWARD R. MURPHY
WILLIAM J. VOLZ

Assistant Auditor

F. ARTHUR ABEL

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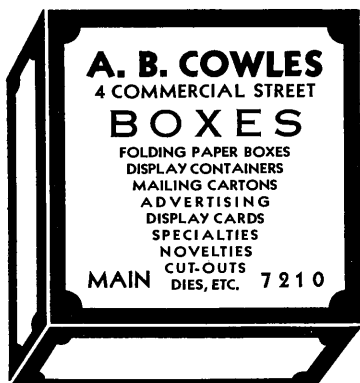
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ROCHESTER, N. Y.

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Vice-Pres. and Treas.F. H. GOLER
Pres. and Gen. Mgr.F. W. FLEMING
Secy.**THE PAINE DRUG COMPANY*****Licensed Pharmacists***PHYSICIANS' SUPPLIES AND SURGICAL INSTRUMENTS
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(INCORPORATED 1931)

Wholesale Druggists

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and telling how to reach them by trolley.With much other valuable information, and a new, convenient sized map of the
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WILLIAM L. KELLER, Sec'y

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Phone MAIN 127

ROCHESTER, N. Y.

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175

GENESEE 300

GENESEE 3646

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ROCHESTER, N. Y.

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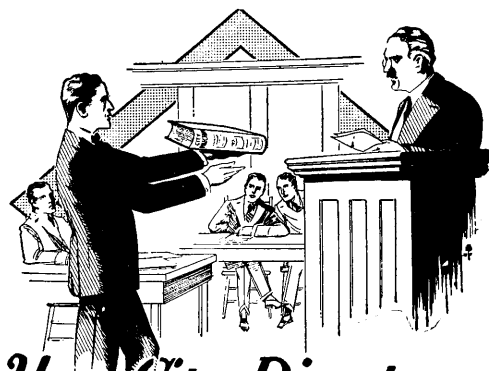
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 Brooklyn, N. Y.
 Buffalo, N. Y.

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Furniture

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PHONES

MAIN 5355

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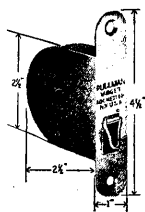
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When you are going to need, and need badly, some part of the information that is contained in this book. Why not spend a little time, now, looking it over, so when the need arises you will know just where to look.

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

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250 ROOMS — RATES \$1.50 UP

"THE COFFEE SHOPPE" RUN IN CONJUNCTION WITH
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The Odenbach Restaurant (Hofbrau) Under Same Management

14 SOUTH AVENUE

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350 ROOMS

RATES FROM \$2.00

FAMED RESTAURANT AND CAFETERIA SERVICE

Ramp Garage Adjoining

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JOSEPH A. SMITH, Manager

182

*Hotels**Ice**Ice Cream*

HOTEL ROCHESTER

W. D. HORSTMANN

300 Outside Rooms From \$2.00

Excellent Moderate Priced Coffee Shop
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CLUB LUNCHEON

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Established 58 Years

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AVENUE

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ROCHESTER DIVISION

Wholesale and Retail Manufacturers of

Plain and Fancy Creams and Ices

"FRO-JOY"—Ice Cream at its Best

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ROCHESTER, N. Y.

(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.

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(SEE OTHER SIDE)

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Transacting Business As

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ESTABLISHED 1899

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Which Are Prompt and Fair in Adjustment and
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JOSEPH D. CANTY, MANAGER

Telephone Main 2989

Insurance (General)

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CARL H. HENNRICH
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INSURANCE and BONDS*Of Every Description*The Application of Systematic, Scientific Analysis to the Problems of Insurance is the
Surest Way of Securing both Adequate Protection and Lowest Cost.

Our organization is equipped to provide this valuable service

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Can Rely Upon*****2040 EAST AVENUE, or The Nearest Telephone**

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PHONES: MAIN 478-479

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PLATE GLASSACCIDENT
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STONE 3908

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AUTOMOBILES

BONDS

COMPENSATION

BOILERS

261
MAIN**HARRY J. McKAY**261
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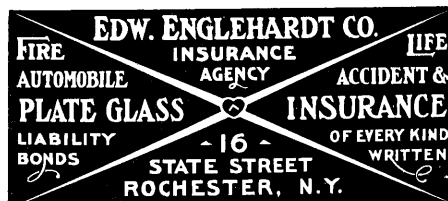
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or Cut-Rate
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Insurance (General)

187

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National Association of Insurance Agents

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Fly Wheel
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Life
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Plate GlassPublic Liability
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Teams
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MAIN 408

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National Association of Insurance Agents

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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.

Rochester

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Commerce Building

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Mgr. Metropolitan Life Ins. Co.
E. & B. Building

A. T. CHURCHILL

Mgr. Phoenix Mutual Life Ins. Co.
Temple Building

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Lincoln-Alliance Bank Building

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328 Main St. East

C. R. GOWEN

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Granite Building

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Diamonds
Jewelry
Silverware
Clocks
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"SCHEERTON" MOUNTINGS*Visit Our Beautiful Silver Display Dept.*

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EXPERT WATCH AND JEWELRY SERVICE

259 MAIN ST. E. opp. SIBLEY'S

Phone Stone 710

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WATCHES

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JEWELRY

Regular and
Fancy
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Elgin
Hamilton, Gruen
Longines

Platinum
Gold and
Novelties

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J. R. White Co.
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GLASS

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CLOCKS

Gorham
International
Towle

Hawkes

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and
Seth Thomas Electric

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

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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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C. B. OSTRANDER, Sec.-Treas.

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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

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ROCK LATH
INSULATING BOARD
PULP BOARD

551-563 Lyell Avenue

Rochester, N. Y.

*(Opposite Otis Station)**Telephones Glenwood 2300-2301*

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=LUMBER=

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ROCHESTER, N. Y.

Phone CULVER 1416

GEORGIAN BAY LUMBER CO., Inc.

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Fine Interior Trim - Roofing - Wall Board

Plaster Board and Insulating Board

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181 HUMBOLDT STREET
ROCHESTER, N. Y.

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President

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Vice-President

GEORGE W. LOVE
Secretary

CROUCH & BEAHAN CO.

Established 1855

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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

STUART M. FRAME
President

E. A. KURKOWSKI
Vice-President

GEORGE W. LOVE
Secretary

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

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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

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195

WHITING B. MORSE
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Vice-Presidents

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Sash, Doors and Trim — Neumarble 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.
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340 Main St. WestNORTH 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.

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Established 1832

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BRANCH OF THE W. B. MORSE LUMBER COMPANY

LUMBER

WALLBOARD

PAINTS

INSULATION

OFFICE and YARD

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Phones MONROE 43-44

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Hardware, Paints and Building Materials

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ROCHESTER, N. Y.

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

**What better medium to gain
publicity for your advertisement?**

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THE AMERICAN LAUNDRY MACHINERY COMPANY

MANUFACTURERS OF

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and Rug Cleaning
Machinery*



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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
Machine Parts*

*Screw Machine Products
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Office and Factory, 714 UNIVERSITY AVENUE

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DAVENPORT MACHINE TOOL CO.

INCORPORATED

Manufacturers of

The Davenport 5-Spindle Automatic Screw Machine

Capacity— $\frac{1}{2}$ " diam. x 2" long.

$\frac{3}{8}$ " diam. with Oversize Feed Tubes

Maximum production and accuracy guaranteed on all work within its capacity

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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.

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Makers of

TOOLS .. DIES .. FIXTURES

Special Machinery, Stampings and
Experimental Machine Work

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

Keyseating Machines

HYDRAULIC PRESSES

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TIRE SETTING MACHINES

HEAVY MACHINERY BUILT TO ORDER

CONTRACT AND EXPERIMENTAL WORK

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IN SHEETS OR FOLDED IN
POCKET FORM

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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.

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

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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.


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IN THIS DIRECTORY
IF YOU WOULD FIND WHAT YOU WISH TO BUY

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BUSINESS ESTABLISHED IN 1831
MANUFACTURERS OF DISTINCTIVE DESIGNS
PRELIMINARY SKETCHES AND ESTIMATES
SUBMITTED WITHOUT OBLIGATION

MONUMENTS GARDEN
BAPTISMAL FONTS FURNITURE
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.**

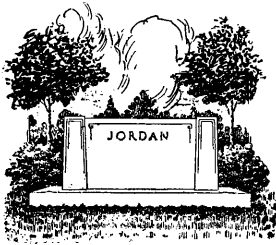
Main 854

Phone MAIN 7522

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

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Perfect Work . . Rapid Service

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Liberty 2726
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Pianos — Phonographs — Records — Musical Instruments
Radio — Sheet Music — Skilled Repair Department, Etc.

Convenient Payments

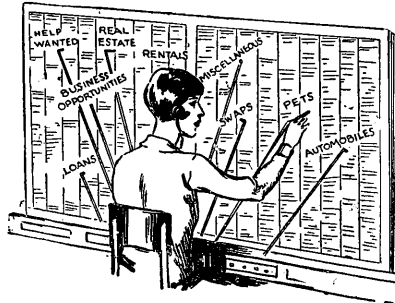
Your present instruments taken in trade

WHEN YOUR WANTS ARE MUSICAL COME TO



HOME OF THE STEINWAY PIANO

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***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 EVENING JOURNAL ROCHESTER SUNDAY ROCHESTER 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***

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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.

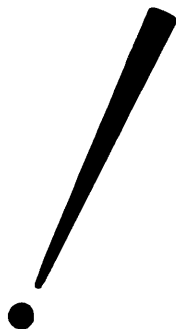
The Democrat and Chronicle ranks 14th in Classified Advertising among 2431 daily and Sunday newspapers in THE UNITED STATES.

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.

Democrat  Chronicle.

Rochester's Only Morning Newspaper

**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.

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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

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

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

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

Investigate the City Directory the book of many uses

Sampson & Murdock Co., Inc.

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BROWN BROTHERS COMPANY

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Established 1885

Incorporated 1890

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Stock for the World Out of Doors*

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Retail Offices, 540 Winton Road, North
Wholesale Packing and Storage Bldgs., Merchants Road
Penfield Farms

Phone Culver 785
Phone Culver 386
Suburban 4702

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Office Supplies

Phone MAIN 1894

Addressograph
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Machines Service and Supplies. Hand, Electric, Automatic Equipment for Keeping and Writing Fundamental Business Records in Every Business. As Low as \$20, F. O. B. Factory. Factory Rebuilt Equipment if Desired.

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TRADE MARK

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

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

Phone MAIN 6840

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

131-133 STATE STREET

PHONES MAIN 1233—1234

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Write to the publishers

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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

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Offices and Factory, 330 LYELL AVE.

ROCHESTER, N. Y.



EASTMAN THEATRE

H U M P H R E Y S

“ The Paint Man ”

**PAINT
A N D
WALL PAPER**

58 SOUTH AVE.

MAIN 2117

GAMROD-HARMAN 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.

Painters Supplies Painters and Decorators Paper 209

W. C. REMINGTON

R. J. FOWLER

W. G. FULTON

BARNARD, PORTER & REMINGTON

Wholesale and Retail Dealers in

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Expert Mechanics

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STEK-O and TIK and other
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$\frac{1}{8}$, $\frac{1}{4}$, $\frac{3}{8}$ sharp gothic $\frac{1}{4}$, and $\frac{3}{8}$ in. brand.

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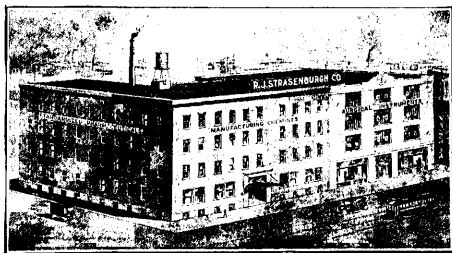
Telephone Main 5730

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?



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Plumbing and Heating Contractors

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

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21-23 OTSEGO STREET

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ROCHESTER, N. Y.

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**Plumbing and Heating
Engineers and
Contractors**

**GENERAL ELECTRIC OIL FURNACES
&
AIR CONDITIONING EQUIPMENT**

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FOR THE SMALL JOB AS WELL AS
THE LARGE ONE**

**SEE US FOR YOUR
PLUMBING AND HEATING
REQUIREMENTS**

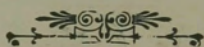
**74 EXCHANGE STREET
ROCHESTER, N. Y.**

PHONES MAIN 6465-66-67

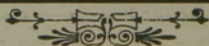
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MILL,
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CONTRACTORS
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66-70 EXCHANGE STREET

ROCHESTER, N. Y.

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William E. Sloan, Jr.



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SAMUEL SLOAN & COMPANY

Wholesalers Plumbing and Heating Supplies

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



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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

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*"There is nothing finer
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STROMBERG-CARLSON TELEPHONE MFG. CO.

100 CARLSON ROAD, ROCHESTER, N. Y.



Stromberg-Carlson



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Transitone

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228-230 BROADWAY

PHONE STONE 5694-5695



"OLD IRONSIDES"
U. S. S. CONSTITUTION

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HERBERT J. BIETRY***Realtor***

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

Expert Service, Rent Collections and Property Management

Main 254



Main 255

*"The Sign of Good Service"***HOWE-MORGAN CO.**

Special Attention Given to Property Management

REALTORS

21 S. FITZHUGH ST., cor. BROAD

ROCHESTER, N. Y.

NORBERT STREB CO.***Realtors*****..REAL ESTATE..**

Bought .. Developed .. Financed .. Managed
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LOTS FOR SALE
IN THE BEAUTIFUL
HIGHLAND PARK SECTION

The Finest and Healthiest Part of the City

Trees Planted

Everything Complete

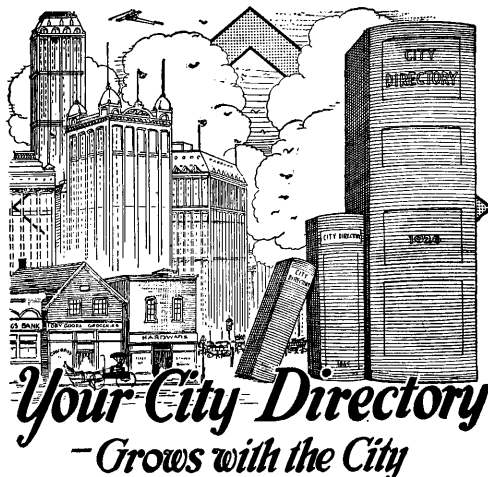
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ROCHESTER, N. Y.



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Directory Publishers Since 1846

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Air Cushion Rubber Stamps

Stencils, Seal Presses, Badges, Numbering
Machines, Stencil Cutting
Machines

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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.

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We Supply DIRECTORIES

of any City, at Publisher's
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SAMPSON & MURDOCK CO., Inc.

729 Powers Building - Rochester, N. Y.

220

Schools**Seedsmen****Sheet Metal Goods****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.**

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PresidentH. L. GLEN
Vice-Pres.GEO. B. HART
Sec. and Treas.**HART & VICK, INC.**

ONE OF AMERICA'S FINEST SEED STORES

Seedsmen and Plantsmen

QUALITY EXCLUSIVELY

Corner STONE and ELY STREETS

ROCHESTER, N. Y.

MAIN 1201

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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

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Tin, Copper and Architectural Galvanized Iron Works,
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— Insures Proper Delivery

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Manufacturers of

*"Maid of Honor" Syrups, Crushed Fruits and Sundaes for Soda Fountains
Liberty Fruit Drinks and Reddy Chocolate. Liberty Root Beer
and Fruit Drink Dispensing Equipment. Ice Cream Flavors
Glaze Fruits and Bakers Supplies.*

Telephones—Glenwood 307, 308, 309

After 5 P. M., Saturday Afternoons, Sundays and Holidays call Glenwood 308

1069 LYELL AVENUE

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ROCHESTER, N. Y.

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Manufacturers of

*Soda Fountain Fruits and Flavors
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SAMPSON & MURDOCK CO., Inc.

729 POWERS BUILDING

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*Engineering and Contractors
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BURKE STEEL COMPANY, Inc.

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Cold Drawn Flats, Squares, Hexagons, Rounds, Tool and Alloy Steel

Forging Specialists

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

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Iron, Steel and Heavy Hardware

Supplies For

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120-128 ST. PAUL STREET

Tels. MAIN 5188-5189

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ENGINEERS, DESIGNERS AND FABRICATORS OF

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ROOF TRUSSES, STEEL GIRDERS AND COLUMNS, IRON STAIRS AND
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STEEL BAR JOIST

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ALL STRUCTURAL SHAPES CARRIED IN STOCK

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COMPLETE WAREHOUSE STOCK

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***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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ALLEN T. COBB, General Manager

***Storage
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***Packing
Long Distance***

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Distribution**MERCHANDISE****Storage**

Separate Fireproof and Non Fireproof Warehouses

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Main Office, 320 BROAD ST.



***Responsibility
Reliability
Economy
Security***

**Phone
Monroe
6856
and
3552**

ROCHESTER STORAGE WAREHOUSES

Fireproof and Non Fireproof

Household Goods and Merchandise

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Office, 25 NORTH WASHINGTON ST.

SERVICE STORAGE CO.

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*A warehouse well worth seeing before
storing your valuable*

HOUSEHOLD FURNISHINGS
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AUTOMOBILES

in a heated building, Fireproof
SPRINKLER SYSTEM — LOW INSURANCE



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Telephone MAIN 5744

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Merchandise Storage - Trucking

FIREPROOF—SPRINKLER SYSTEM
LOW INSURANCE RATES

*A Competent Fleet of Trucks for all Local
and Interurban Deliveries*

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COOLER AND SHARP FREEZER SERVICE FOR ALL FOOD PRODUCTS
GENERAL MERCHANDISE STORAGE AND FORWARDING

UPTON COLD STORAGE CO., INC.

HERBERT B. CASH, President and General Manager

Open the Year Round

Established 1902

Lowest Insurance Rates

Route all cars in your name care of The Upton Cold Storage Co., Inc.
N. Y. C. Lines, State St. Delivery

Switching Connections with All Railroads

Storage in Transit Privilege

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Refrigeration protected by TWO POWER PLANTS, Steam and Electric

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Main 1494

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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

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Tel. MAIN 6868

AMERICAN TAXICAB CO.

Cadillacs and Packards

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287 CENTRAL AVENUE

ROCHESTER, N. Y.

PHONES STONE 2428—2429—2430

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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

THE MIDDLE MAN

THE City Directory is the Middle Man of
Buyer and Seller. You should be fully
displayed therein to increase your business.

Taylor*Tycos*

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

WEST AVENUE and AMES ST. - ROCHESTER, N. Y.

SERVING INDUSTRY — THE PROFESSIONS — AND THE HOME

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

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Misdirected parcels or messages cause expense and annoyance.

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

SAMPSON & MURDOCK CO., Inc.

Directory Publishers Since 1846

729 POWERS BUILDING

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ROCHESTER, N. Y.

NELL BROS. & KERN

ESTABLISHED IN 1876

*Interior Marble and Tile Work
Rubber and Cork Floors Fireplace Equipment
Granite and Marble Monuments
Mausoleums*

TELEPHONE MAIN 1074

238-240 STATE STREET

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ROCHESTER, N. Y.

A Real
Necessity
in Every
Office

THE CITY DIRECTORY

The Modern Up-to-Date Method
of Getting Accurate Information Quickly

A Time Saver—A Money Maker For Every Business
Let Us Show You How

EAST END CARTING COMPANY

*Local and Long Distance Moving
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Our central location, complete equipment and our earnest desire
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CORRESPONDENCE SOLICITED

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ROCHESTER, N. Y.

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Pres. & Treas.

GEORGE F. R. ECKHARDT
Vice Pres.

RUDOLPH G. WEIS
Secretary

ROCHESTER CARTING COMPANY*Storage Warehouse*

HANDLERS OF

Railroad Freights, Safes, Machinery, Furniture, Etc.

Offices, 25-27 NO. WASHINGTON ST.

ROCHESTER, N. Y.

SAM GOTTRY CARTING COMPANY***For Any Moving Service***RAILROAD FREIGHT LONG DISTANCE MOVING
SHIPPING AND PACKING*We Specialize in Furniture and Piano Moving***Offices, POWERS ARCADE***Telephone MAIN 1412***47 PARKWAY***Telephone GLENWOOD 646*

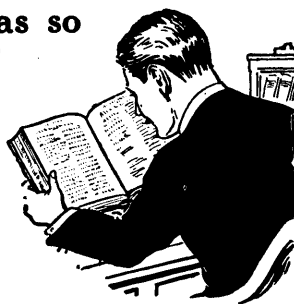
MOTOR VANS for LOCAL and LONG DISTANCE MOVING**CLANCY
CARTING & STORAGE CO., Inc.***(SERVICE SINCE 1885)***Furniture, Freight — MOVERS — Pianos, Baggage****STORAGE WAREHOUSE***Residence***111 PARSELLS AVENUE***CULVER 2014**Office and Warehouse***3-5-7-9-11 GRAND AVENUE***CULVER 1714*

**“I had no idea it was so
valuable to me”**

The name, address, and occupation of every person in the city will be in the new City Directory. Order one now. Keep your mailing lists up-to-date and save postage.

Make your delivery service more efficient.

Use it all over your establishment.

***Every Business and Professional Man****Should Own and Consult the***CITY DIRECTORY**

If you have the last issue, you need the new one. It shows over 65 per cent changes which you should know about.

SAMPSON & MURDOCK CO., Inc.**729 POWERS BUILDING**

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ROCHESTER, N. Y.

"LIKLY'S"

Since 1844

Rochester's Leading Luggage Store

Wardrobe Trunks

Dress Trunks

Steamer Trunks

Traveling Bags

Gladstone Bags

Suit Cases

Fitted Suit Cases and Bags

Costume Jewelry

Ladies' Hand Bags

Small Leather Goods

Umbrellas

Gift Novelties

Traveling Clocks

Golf Bags and Accessories

*We Manufacture Auto Trunks, Sample Trunks, Cases, Portfolios,
and all kinds of Luggage*

COSTUME JEWELRY

271 MAIN STREET EAST - - ROCHESTER, N. Y.

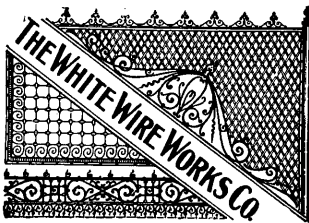
STONE 915

ONLY ONE STORE

STONE 915

S. E. WHITE, President

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

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

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Cortland Street

There are two kinds of Advertising

That which the Buyer seeks, and that which is thrust upon him.

Both are good

Display advertising *suggests* wants and *creates* desire. Of its tremendous power many present day successes bear witness.

Reference Advertising steps in when the desire has been created. It shows where the goods can be purchased and gives information that the buyer wants *when he wants to buy*.

A Connecting Link

The weakness of display advertising is that often a need is not realized until the ad that suggested it is misplaced or thrown away.

A shrewd buyer usually looks the field over before buying and where is so logical a place to look as *in this book*.

A Help to You

In your buying, use the lists in this book. If you see a name in *heavy type* it is because that concern thought enough of your possible business to make it easy for you to find them. If it says "See page — —", you will find there information that will really help you.

Are You Covered?

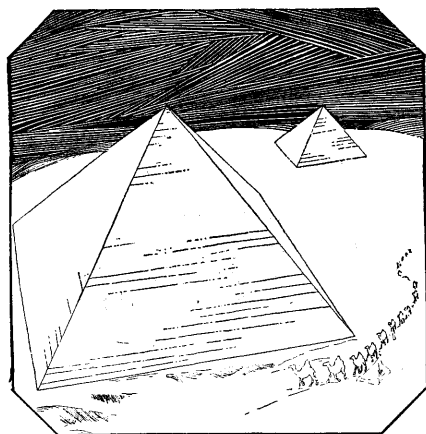
Have you made it easy for buyers to find you, by putting a bold type listing under every heading where they might look for you or a competitor? Have you put information in the "Selling Section" that will really help a buyer, and point to *you* as the one who can serve him best?

If not, make a note to do it in the next edition, and let us tell you *now* how little it costs to be *protected*.

SAMPSON & MURDOCK CO., Inc.

General Offices, 179 Lincoln St., Boston, Mass.

Albany, N. Y. Syracuse, N. Y. Troy, N. Y. Rochester, N. Y.



A Lasting Advertisement

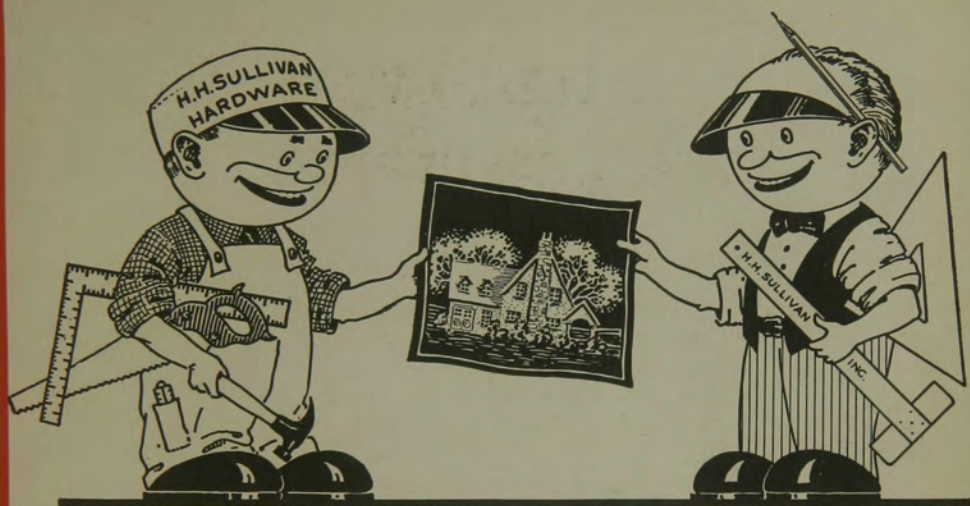
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