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.

Please mention this Directory when dealing with Advertisers
MONROE ABSTRACT CORPORATION
Abstracts of Title
Title Insurance Policies Federal Court Searches
Titles Insured Through New York Title Insurance Company
Main at Fitzhugh Street
ROCHESTER SAVINGS BANK BUILDING, ROCHESTER, N. Y.
TELEPHONES MAIN 3441—3442

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 — Beacon Poultry Feeds
Distributors of PYROFAX GAS for Gasless Homes
Magic Chef, Glenwood Ranges
PHONE: STONE 3016-3017
39-57 MT. HOPE AVENUE ROCHESTER, N. Y.

POWER OF ADVERTISING

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

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

ADVERTISING is the power of an idea multiplied.

Rates Upon Application

OUR SERVICE CANNOT BE EXCELLED

SAMPSON & MURDOCK CO., INC.
179 LINCOLN STREET — — — BOSTON, MASS.

Please mention this Directory when dealing with Advertisers
“BUILT BY HUDSON” MOTOR CARS

**Terraplane**  **Hudson**

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

**Alling & Miles**
82 Stone Street

Telephone
STONE 2537

Distributors for 25 Years

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**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 MONROE 2340

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**ROCHESTER MOTORS, Inc.**

*Distributors*

**Studebaker Motors Cars**

Sales and Service

77-87 Monroe Avenue

Telephone STONE 3030

ROCHESTER, NEW YORK

Service Station, 54 Howell Street

---

ADVERTISE IN THE CITY DIRECTORY
The only COMPLETE Guide to the City
IN USE BY THE
GENERAL PUBLIC 365 Days
IN THE YEAR

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“Directory Publishers Since 1846”

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OLDSMOBILE and
CHEVROLET
MOTOR CARS
Salesroom and Service Station

14-28 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

HUPMOBILE ROCHESTER COMPANY, INC.

Distributors
HUPMOBILE
MOTOR CARS

 Guaranted Used Cars

Service

35-37 UNION STREET, SOUTH
PHONE MAIN 446

INVESTIGATE

the possibilities of this book
as an advertising medium.

IT PAYS

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DISTRIBUTORS FOR
DeSoto and Plymouth Motor Cars
Special Factory Equipment Plus Forty 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

WHITING-BUICK, Inc.
"Distributors Since 1906"

Buick Sales
Service

352 EAST AVENUE - - STONE 714

"I had no idea it was so valuable to me"

The name, address, and occupation of every person in the city is in this 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.

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W. E. BUSH & CO., Inc.
Automotive Electricians

DISTRIBUTORS
American Bosch, Eisemann Magneto, Scintilla Magneto, Edison Auto Lamps, Owen Dyneto, Splidtorg 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
Carburetors

Complete Units
Parts and Service

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FUEL PUMPS
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OIL FILTERS
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ENGINE GOVERNORS

GAY'S

STROMBERG CARBURETORS
CARTER CARBURETORS
WINDSHIELD CLEANERS
WALTHAM CLOCKS
STANDARD IGNITION
WILLARD BATTERIES

Phone
STONE 3542

UNIVERSITY AVE., Cor. N. Union St. \- ROCHESTER, N. Y.

Exide
BATTERIES

Telephone
GENESEE
3476

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 \- \- \- 642 PLYMOUTH AVENUE., SOUTH

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AUTOMOBILE PAINTING AND TRIMMING

BODIES OF SPECIAL DESIGNS

Manufacturers of
VANS AND SCHOOL BUSSES

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

To have within reach such a fund of classified information as the Directory contains, is a help to any business man.

Should you wish to know the full name, home or business address, occupation, even the wife's name of any man in the city, the chances are good, you will find it in the Directory.

You can find where to buy and where to sell. How to get anywhere in the city and so many other items of interest, that will make this book well worth the price.

Order the Latest Directory Now
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ROCHESTER, N. Y.

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25 Main Street, East
Office Hours: from 9 A.M. to 3 P.M.

Brighton Branch
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Saturdays: Close at 12 M.

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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 we are prepared to furnish such depositors with business facilities consistent with their balances and standing.

Safe Deposit Boxes for Rent from $3.00 per year up
MAIN OFFICE OR BRIGHTON BRANCH

NIGHT DEPOSITORY, MAIN OFFICE, 25 MAIN ST. EAST

Please mention this Directory when dealing with Advertisers
Member Federal Reserve System

The FIRST NATIONAL BANK
and TRUST COMPANY of ROCHESTER

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OGDEN BUTLER, Cashier
FRANK C. LEAPER, Asst. Cashier
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Surplus $500,000

The Only National Bank in Rochester
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EXCHANGE and BROAD STS.
Free Parking for Customers at 101 Exchange Street

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Physician

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Treasurer, Lawyers Co-operative Publishing Company

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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

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MEMBER FEDERAL RESERVE SYSTEM

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BANK AND TRUST COMPANY

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Lincoln Office, 33 Exchange St.
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West End Office, 886 Main St. W.
East End Office, 460 N. Goodman St.
Monroe Ave. Office, 560 Monroe Avenue
Portland-Clifford Office, 520 Portland Avenue
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Swayne P. Goodenough
Arthur J. Meienzahli

Assistant Secretaries
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Swayne P. Goodenough
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ROCHESTER TRUST
and Safe Deposit
COMPANY
Main Street West and Exchange

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

Forty-Eight 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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GEORGE H. HAWKS

JOHN CRAIG POWERS

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SAMUEL E. DURAND

WILLIAM F. STRANG

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OSCAR H. PIEPER

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MAIN STREET WEST AND EXCHANGE

ROCHESTER'S FIRST TRUST COMPANY — Operating under Perpetual Charter

Please mention this Directory when dealing with Advertisers
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OF ROCHESTER

Main Street, East
and
Water Street, South

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Edward Harris ............ Vice-President
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David Gales .............. Asst Secretary
Earl G. Hoch ............. Asst Secretary
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Benjamin E. Lull .......... Asst Trust Officer
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Edward Harris
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Carl F. Lomb
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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 Depositary for Reserve Funds of State Banks. Checks on Foreign Cities, Letters of Credit and Travelers Checks issued.

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
Member of Marine Midland Group of Banks

Every Banking Service

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also Trust Investment Officer
R. Reed George
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Assistant Vice-Presidents
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Charles Brumowski
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A. Joseph London

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Franklin Institute

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C. S. Lunt & Co.

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Charles P. Schlegel
Pres., Schlegel Manufacturing Co.

Charles Winslow Smith
Treas., Sherwood Shoe Co.

Adolph Stuber
Ass't Vice-President
Eastman Kodak Co.

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Manager
Byron J. Wilson

North-Hudson Office

Manager
Charles H. Closen

Lyell-Saratoga Office

Manager
Gordon F. Wood

Culver Office

Assistant Secretary
Avery S. Gilbert

Chili-Thurston Office

Manager
Louis M. Bolt

Dewey-Driving Park Office

Manager
J. Curtis Flanagan

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Avon Office

Assistant Secretary
O. Kenneth Cooper

Sodus Office

Assistant Secretary
Frank H. Helmbold

Webster Office

Assistant Secretary
Arthur F. Kurtz

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Sutherland & Sutherland, Attorneys

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Construction Co.

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J. Foster Warner
Architect

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OF ROCHESTER
CORNER MAIN STREET EAST AND CLINTON AVENUE SOUTH
ROCHESTER, N. Y.
INCORPORATED 1869

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Cashier - - - - - - EDWARD L. GOETZMAN
Comptroller - - - - - - JOSEPH H. ZWEERES
Asst. Secretary - - - - - - PHILIP O. WILLIAMS
Asst. Treasurer - - - - - - CHARLES H. BOORMAN
Attorney - - - - - - HAMILTON C. GRISWOLD

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Frank A. Brownell
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Frederick A. Sherwood

P. V. C. Jackson
R. Andrew Hamilton
Oscar B. Spiehler
Hamilton C. Griswold
Herman C. Sievers

Arthur A. Barry

MONEY DEPOSITED during the first three business days of any month will draw interest from the first of that month, if left until the end of the quarter. The quarters begin with the first days of March, June, September and December. Deposits may be withdrawn on the last three business days of a quarterly period without loss of interest.

THE RATE OF INTEREST is determined at the close of each six months from the actual earnings for that period and at the highest rate which such earnings will in the best judgment of the Board of Trustees allow.

INTEREST IS CREDITED to accounts December 1st and June 1st, and if not withdrawn will bear interest as a deposit.

THE PASS BOOK must be presented for depositing or withdrawing

MONEY TO LOAN on bond and mortgage.

DEPOSITS OF ONE DOLLAR or of any larger sum, not exceeding in the aggregate Seven Thousand Five Hundred Dollars from any one depositor may be received, exclusive of interest.

THE BANK is open daily, holidays excepted, from 9 A.M. to 3 P.M. except Saturdays, from 9 A.M. to 12 o'clock noon. Open Saturday evenings from 5.00 to 8.00 P.M. to receive deposits.

SAFE DEPOSIT BOXES IN FIRE AND BURGLAR PROOF VAULTS $3.00 PER YEAR AND UPWARDS

Please mention this Directory when dealing with Advertisers
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INCORPORATED 1850

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Walter H. Couchman, Asst. Secretary
Frank E. Donnelly, Asst. Secretary
Joseph G. Kunz, Asst. Secretary
Harold F. Lederman, Asst. Secretary
J. Wesley Ribey, Asst. Secretary
Frank T. Taylor, Asst. Secretary

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Joseph Michaels
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W. Osborne Ashley
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J. Allen Farley
George D. Whedon
Eugene M. Lowenthal
Augustine J. Cunningham
Wilmot V. Castle
Smith Sheldon
Joseph F. Weller
Vincent S. Bennett
Joseph F. Taylor

Complete Savings Bank Service
35 State Street, Rochester, N. Y.
Main-Gibbs Branch - - - 420 MAIN STREET EAST
ROCHESTER SAVINGS BANK
(INCORPORATED 1831)

Resources - $68,000,000
More than 99,000 Depositors

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EDWARD HARRIS, Vice-President and Attorney
CHARLES F. TURTON, Vice-President
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ARTHUR H. LAUTERBACH, Assistant Secretary
CLYDE T. SUTTON, Assistant Treasurer
JAMES W. GRAY, Assistant Secretary
HARRY N. KENYON, Assistant Secretary
WALTER L. SCHMID, Assistant Secretary
GEORGE D. OLIVER, Cashier
GEORGE C. WILCOX, Assistant Attorney

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ERICKSON PERKINS
J. CRAIG POWERS
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DANIEL M. BEACH
E. ALLEN STEBBINS
HERBERT J. WINN
WALTER L. TODD
M. H. EISENHART
CHARLES F. TURTON
F. HARPER SIBLEY
ALBERT A. HOPEMAN
MARION B. FOLSOM
THOMAS G. SPENCER
RICHARD M. HARRIS
JAMES P. B. DUFFY
JOHN R. SIBLEY

SAFE DEPOSIT BOXES FOR RENT FROM $3.00 PER YEAR UP
AT THE FRANKLIN STREET OFFICE
THE MECHANICS SAVINGS BANK
21 EXCHANGE STREET
Branch, 89-91 EAST AVENUE
Gas and Electric Building
Rochester, N. Y.
Incorporated 1867

OFFICERS

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>William B. Hale</td>
<td>President</td>
</tr>
<tr>
<td>Wendell J. Curtis</td>
<td>Executive Vice-President</td>
</tr>
<tr>
<td>James C. Clements</td>
<td>Vice-President</td>
</tr>
<tr>
<td>Wilmot Castle</td>
<td>Vice-President</td>
</tr>
<tr>
<td>George Wendt</td>
<td>Secretary and Treasurer</td>
</tr>
<tr>
<td>A. M. Keskelring</td>
<td>Assistant Secretary</td>
</tr>
<tr>
<td>Eugene J. Bodette</td>
<td>Assistant Secretary</td>
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<tr>
<td>Oscar J. Bott</td>
<td>Assistant Secretary</td>
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<tr>
<td>Michael M. Spang</td>
<td>Assistant Secretary</td>
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<tr>
<td>Helen A. Wigg</td>
<td>Cashier</td>
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<tr>
<td>Alfred T. Hall</td>
<td>Assistant Cashier</td>
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<tr>
<td>Jacob Cusimano</td>
<td>Assistant Cashier</td>
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<tr>
<td>Curtis FitzSimons</td>
<td>Attorney</td>
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TRUSTEES

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<th>Name</th>
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<tr>
<td>Wendell J. Curtis</td>
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<td>William B. Hale</td>
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<td>James C. Clements</td>
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<tr>
<td>Wilmot Castle</td>
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<tr>
<td>Frederick S. Miller</td>
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<tr>
<td>Edward A. Halbleib</td>
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<tr>
<td>Gilbert J. C. McCurdy</td>
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<td>Herbert W. Bramley</td>
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<td>George Wendt</td>
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<td>Arthur J. Gossnell</td>
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<td>Charles F. Hutchison</td>
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<td>Curtis FitzSimons</td>
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<tr>
<td>Arthur W. Beale</td>
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<tr>
<td>J. Sawyer Fitch</td>
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<td>Dr. Albert K. Chapman</td>
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MORRIS PLAN INDUSTRIAL BANK OF ROCHESTER
COLLATERAL and PERSONAL LOANS

32 CLINTON AV. NORTH ROCHESTER, N. Y.
Telephone MAIN 1512

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.
HICKOK
MANUFACTURING COMPANY
INCORPORATED
BELTS - BUCKLES - BRACES - GARTERS
MEN'S JEWELRY
Executive Offices and Factory
850 ST. PAUL STREET, ROCHESTER, N. Y.
Branch Offices, New York City, Chicago, San Francisco and Los Angeles

CITY BLUE PRINT CO.
31 ELM STREET
PHOTO COPIES
BLACK AND WHITE PRINTS - DRAWING MATERIALS

ROCHESTER FOLDING BOX CO.
Color Advertising Division
Folders
Booklets
Hangers
Window Displays
Counter Cut Outs
Box Tops
Corrugated Division
Corrugated Shipping Cases
Corrugated Specialties
Toy Division
Jackbuhl Playthings
Folding Box Division
Cartons
Display Containers
Dummy Displays
Cigar Packs
Cigarette Shells
and Slides Labels

Main Office and Plant, BOXART ST., ROCHESTER, N. Y.
Sales Offices, 200 FIFTH AVENUE, NEW YORK, N. Y.

H. P. NEUN CO., INC.
MANUFACTURERS OF
PAPER BOXES
CORRUGATED and FIBRE SHIPPING CASES
Folding Boxes
PRINTING
PROBERT ST. Phone MONROE 1216 ROCHESTER

Please mention this Directory when dealing with Advertisers
This Directory

represents Rochester in Directory libraries and big business houses in principal cities throughout the United States and Canada, as a catalog of this city's manufacturing and mercantile activities. See to it that it properly and completely

Represents You

ROCHESTER BOX & LUMBER CO.

Manufacturers of

Bottle Boxes, Packing Boxes, Lock-Corner Boxes,
Chestnut Fibre Board Cleated Boxes,
Shooks, Shavings and Sawdust

CULVER ROAD SUBWAY - ROCHESTER, NEW YORK

Phones CULVER 400-401

The cost of Reference Advertising of the above type is more than offset by its results.
Brass Founders Brokers 85

Established 1876   ALBERT WISCHMEYER, Pres.   Incorporated 1901

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

Manufacturers of Brewers’ Supplies and the Nunn Patent Oil and Grease Cups, Emergency Fire Hose Couplings, Plumbers’ Goods and Floor Drains and Flanges.

Factory and Office 17 WENTWORTH ST. ROCHESTER, N. Y.
PHONE GENESSEE 163

ESTABLISHED 1842

HENRY WRAY & SON, Inc.
CASTINGS OF
Brass, Nickel, Bronze, Babbitt Metal
Aluminum or Special Alloys
BRONZE SIGNS AND MEMORIAL TABLETS
Electric Furnace Process

Phones MAIN 1120-1121-1122  258 STATE STREET

Established 1865

A. J. WRIGHT & CO.
Members NEW YORK STOCK EXCHANGE — CHICAGO BOARD OF TRADE
STOCKS  COMMODITIES  BONDS

Hotel Seneca Bldg.  DAVID B. LITTLE, Manager  Phone Stone 720


GEORGE D. B. BONBRIGHT  WILLIAM W. HIBBARD  JOHN H. KITCHEN  RAYMOND J. BANTEL
CHARLES C. LEE  ARTHUR J. TREMAN  HARTWELL P. MORSE

GEORGE D. B. BONBRIGHT & CO.
100 POWERS BUILDING
Phone Main 4830

Members
NEW YORK STOCK EXCHANGE
CHICAGO BOARD OF TRADE
Associate Members New York Curb Exchange

NEW YORK  ITHACA  BINGHAMTON  ELMIRA

Please mention this Directory when dealing with Advertisers
NATIONAL ADVERTISERS
are coming more and more to realize that newspaper or magazine publicity brings better returns when coupled up with an advertisement for the local agent in the City Directory. Put "See the City Directory for our local agent" on all your advertising, and see to it that he is listed under all the classifications in your line.

LOCAL ADVERTISERS
will improve their sales of nationally advertised products if they can induce their supply house to advertise in the above manner.

Please mention this Directory when dealing with Advertisers
FRANCIS METAL DOOR AND WINDOW CORP.

46 and 48 CORTLAND ST. - Phone MAIN 2315

Steel Sash          Residence Casements
Fire Proof Doors and Windows
Rolling Steel Doors  Metal Covered Doors
Hollow Metal Doors and Windows

Ornamental Bronze and Aluminum
Bank Screens          Fine Show Cases

Landon Puttyless Skylights

AMERICAN GLASS and CONSTRUCTION COMPANY

Specialists in Store Front Construction

PLATE GLASS FOR STORE FRONTS, AUTOMOBILES MIRRORS, ETC. GLASS OF ALL KINDS

46 and 48 CORTLAND ST. - Phone Main 2315

POROSIL INSULATION SERVICE

Division of AMERICAN GLASS & CONSTRUCTION CO.

Specialists in BUILDING INSULATION ENGINEERS and CONTRACTORS

46 and 48 CORTLAND ST. - Phone MAIN 2315
 Builders Supplies

GOOD STONE MANUFACTURING CO., Inc.

Mason and Builder Supplies

We Specialize in CUT CAST STONE

Garden Furniture, Cement Blocks, Steel Sash, Cement Plaster, Lime, Gravel, Sand, Flue Lining, Etc.

OFFICE AND FACTORY

470 HOLLENBECK STREET  ROCHESTER, N. Y.

THEODORE H. SWAN
BRICK AND TILE CO., INC.

Phones MAIN 3956—MAIN 3950

Facing Bricks in all colors—Fire Clay Hollow Tile Building Blocks—Hollow Tile Fireproofing—Architectural Terra Cotta—Floor Tile

723 CLARISSA STREET  ROCHESTER, N. Y.

P. A. DePUYT, President  W. C. CUNNINGHAM, Secretary and Treasurer

MONROE BLOCK CO., Inc.

MANUFACTURERS OF
CEMENT BUILDING BLOCKS
DEALERS IN MASONS' SUPPLIES

Phone MAIN 5707

348 EXCHANGE STREET  ROCHESTER, N. Y.

AMERICAN CLAY & CEMENT CORPORATION

General Contractors and Builders Supplies

Cements, Lime, Plaster, Face Brick, Paving Brick, Fire Brick, Tile, Sewer Pipe, Reinforcing, Paints, Waterproofing, High Temperature Cements

Everything for the Contractor and Builder

1175 EAST MAIN ST., ROCHESTER  Phones CULVER 1000-1001

Please mention this Directory when dealing with Advertisers
Builders Supplies

TELEPHONE MAIN 180

WHITMORE, RAUBER & VICINUS

DEALERS IN:
READY MIXED CONCRETE, CRUSHED STONE, SAND AND GRAVEL, CUT STONE, GRANITE, INTERIOR MARBLE, TILE, PORTLAND CEMENT, FIRE BRICK, CLAY SEWER PIPE, CEMENT BLOCKS, SHEETROCK, STEEL SASH, ORIENTAL STUCCO, METAL LATH

All Kinds of Builders’ and Masons’ Supplies

CONTRACTORS FOR:
ASPHALT PAVEMENTS, ASPHALT MASTIC FLOORS, CEMENT SIDEWALKS, DRIVEWAYS

All Kinds of Street and Sewer Work

OFFICE AND MAIN YARD:

51 GRIFFITH ST. ROCHESTER, N. Y.

Everything for Building But Lumber

HIRES TURNER GLASS COMPANY

CLARENCE BLEYLER, Manager

GENESEE 6750—6751—6752

STORE FRONTS OUR SPECIALTY

LIBBEY OWENS FORD SAFETY GLASS

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

ACTINIC GLASS
A GLASS THAT ABSORBS THE HEAT RAYS, TRANSMITS THE LUMINOUS RAYS AND REDUCES GLARE

Wind Shield Plate Glass

Solid Wired Glass

Plate Glass

Figured Rolled Glass

Corrugated Wire Glass

MIRRORS

Bevelled Plates

Skylight Glass

Window Glass

STRUCTURAL GLASS

‘VITROLITE’ FOR WALL COVERINGS

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

TAKE LYELL AVENUE CAR TO HAGUE STREET

MORSE SASH & DOOR CO.

Doors, Windows, Interior Trim, Stair
and Porch Work, Etc.

Telephone 1835 Main

FORD ST. and WAVERLY PLACE ROCHESTER, N. Y.
ANNOUNCEMENT EXTRAORDINARY

NEW ADJUSTABLE SPRING SASH BALANCE

GUARANTEED FOR THE LIFE OF THE BUILDING

This new invention is the most radical and important improvement in Spring Sash Balances for double hung windows in the past 40 years. A turn of a screwdriver will insure permanent, perfect operation of the sash.

Noiseless, easy and smooth operation — no rattling weights, squeaking pulleys or broken cords.

This modern equipment solves the problem of properly hung windows for all time. Windows are used more than any other installation in a building. Don't neglect them when preparing plans and specifications for that new residence. Why not remodel your old fashioned windows.

Economical to install — a comfort and convenience in the home.

PULLMAN MFG. CORPORATION

Cable Address "MANPULL" Rochester, N. Y., U. S. A.

45 Ford Street Phone Main 6909

Directory Advertising Brings

SATISFACTORY RESULTS

See that your business is properly represented
The Yates Coal Co.

Anthracite COAL Bituminous

Also COKE

Orders for Private Residences Solicited

Telephone No. 450-451 Stone

Main Office

612 Lincoln-Alliance Bank Building

Yards

93 Industrial Street

76 King Street and B. R. & P. Ry. Rochester

Smith Coal Company

Henry S. (Don) Smith, Owner

Coal & Coke

Coal

Lehigh Valley "Blue" Coal Philadelphia & Reading

Delaware & Hudson

Coke

R. G. & E. Semet-Solvay

907 Monroe Avenue - - Rochester, N. Y.

A Prospective Purchaser

Turns to the Reference Department covering the Desired Business and selects certain names and addresses.

Will He Find Your Advertisement There?

If not, you lose the business, and your competitor gets it through his advertisement in the City Directory.
Coal

Anthracite  COAL  Bituminous
R. G. & E.  COKE  All Sizes

"OVER FIFTY YEARS IN BUSINESS"
Our Heating Expert Is At Your Service.

JENKINS & MACY CO.

General Offices:
100 Cutler Building
42 East Avenue

Telephone
STONE 416

R.G.&E. COKE
All Sizes

LANGIE COAL CO.

STONE  HI-HEAT COAL  STONE
4000  SEMET-SOLVAY COKE  4000
PETRO-KOL

ALADDIN FUEL OILS
They Cost No More

Central Office, 326 Main Street, East
4700 Lake Avenue - 201 Monroe Avenue - 693 South Avenue
357 St. Paul St. 368 Clinton Ave. N. 2 Lake Ave.

ALBERT E. MAY  HARRY A. MAY

H. H. BABCOCK & CO.

Wholesale Dealers in
‘blue coal’

BITUMINOUS COAL, COKE AND OIL
105, 106, 107, 108, 109 and 110 WILDER BLDG. - Phones MAIN 228-229

Sales Offices and Trestles
505 North Street, at N. Y. C. R. R.  720 Driving Park Av. at B. & O. R. R.
393 Main Street West, at Penn. R. R.

GRACE D. ROSS  E. REED SHUTT  V. H. RUSSELL
Pres. and Sec’y  Vice-President  Treas. and Mgr.

CHAS. C. WEST COAL CO., Inc.

GUARANTEED

COAL - COKE - FUEL OIL

Main Office and Trestle - 281-285 NORTH UNION STREET

CULVER 999-2074

Please mention this Directory when dealing with Advertisers
IRONDEQUOIT COAL & SUPPLY CO.
TELEPHONE GLENWOOD 6161

Famous Reading Anthracite
Pittsburg Soft Coal—R. G. & E. Coke

HAY—GRAIN—FEED
Fertilizer       Farm and Building Supplies       Cement

149 RIDGE ROAD EAST        ROCHESTER, N. Y.

COAL                        EDWARD S COKE
Quick Service by            COAL & COKE COMPANY, INC.
Courteous Drivers         -Yard Office
From a Truly               200 Exchange Street
Local Concern

We also
Supply Soft Coal

Guaranteed Fuels
LOW CASH PRICES

COLLECTIONS  ADJUSTMENTS  CREDIT REPORTS

DOEHLER MERCANTILE AGENCY
G. J. DOEHLER, Manager

Bonded For

COMMERCIAL COLLECTIONS EVERYWHERE

"ARE CREDIT LOSSES STEALING YOUR PROFITS?"

We Solicit Your Old Bills For Collection
Personal Contact With Debtors

421-425 Central Trust Bldg.    25 Main St. E.      Phone Main 673

YOU CANNOT AFFORD

To miss a full representation in the classified part of the Directory. It is a Buyers' and Sellers' Guide and through its consultation thousands of dollars worth of goods are sold annually

Please mention this Directory when dealing with Advertisers
YOU LIKE to Patronize those Concerns Who are in Business to Stay.

It's human to expect that such business establishments always stand back of the wares they sell.

The advertising in this Directory is suggestive of the stability and permanency of the advertisers.

Frauds, fakes, get-rich-quicks and other schemers have little use for directory advertising. It lives too long.

The modern city directory is a business institution. It occupies a place peculiarly its own. It is as necessary to the progress and development of a city generally as anything naturally would be which deals with such a fundamental as the citizens themselves.

IF YOU ARE NOT ADVERTISING YOUR BUSINESS IN THE DIRECTORY, MAY WE EXPLAIN HOW AND WHY IT WILL PAY YOU.

SAMPSON & MURDOCK CO., Inc.

Directory Publishers for over 85 years

179 LINCOLN STREET .. BOSTON, MASS.

Please mention this Directory when dealing with Advertisers
GORSLINE & SWAN CONSTRUCTION CO.

Mason Contractors and
General Building Construction

Estimates and construction counsel services are
gladly furnished at any time without obligation

Phone Stone 1118 96 PEARL STREET, ROCHESTER

Residence, 96 HILLSIDE AVENUE Phone MONROE 2517-W

HOMER KNAPP
Established 1889

GENERAL BUILDING CONSTRUCTION
Estimates Furnished Quality Homes and Alterations

1462 MAIN STREET, EAST

Phone CULVER 3073 ROCHESTER, N. Y.

PHONE MAIN 3422

I. M. LUDINGTON’S SONS, Inc.

General Contractors

GENESEE VALLEY TRUST BLDG. - 45 EXCHANGE ST.

A. A. HOPEMAN

B. C. HOPEMAN

A. W. HOPEMAN & SONS CO.

Building Contractors

OFFICE

569 LYELL AVENUE ROCHESTER, N. Y.

HOPEMAN LUMBER AND MFG. CO., Inc.

Please mention this Directory when dealing with Advertisers
FRANK J. KINNEY
PHONE MONROE 6850

F. H. RAPP COMPANY, Inc.

Building Contractors

General Construction

Office and Works

188 MOUNT HOPE AVENUE

ROCHESTER, N. Y.

ESTABLISHED 1863

PHONE MAIN 675

STEWART & BENNETT, Inc.

General Contractors

STORE FRONTS AND REMODELING A SPECIALTY

126-132 N. WATER STREET,

ROCHESTER, N. Y.

Wm. Summerhays Sons

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

SUMMERHAYS REFRACTORY SUPPLIES

Incorporated

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

Phone MONROE 1155

Office and Yard, 614-632 CLINTON AVE. S., ROCHESTER

From 6 A. M. to 6 P. M.
Call
Glenwood 1232

C. P. WARD, INC.

General Contractor

700 HOLLENBECK STREET .. ROCHESTER, N. Y.

Please mention this Directory when dealing with Advertisers
Bartholomay COMPANY, INC.
QUALITY ICE CREAM
BULK AND BRICK
Pasteurized Milk and Cream in Cream Top Bottles
Guernsey Pasteurized—Certified—Vitamin D Milk
MANUFACTURERS OF ICE

ICE CREAM DEPARTMENT
Phone MAIN 6320

DAIRY DEPARTMENT
Phone MAIN 6523

BRIGHTON PLACE DAIRY COMPANY, INC.
VITAMIN D MILK
Under Laboratory Control

45 FULTON AVENUE
ROCHESTER, N. Y.
GLENWOOD 144

A. W. WOOD
President

OSCAR B. SPIEHLER
Treasurer

BIG ELM DAIRY CO.
DEALERS IN
Pasteurized and Certified Milk and Cream
Creamery Butter and Cottage Cheese Fresh Daily

476 EXCHANGE STREET
ROCHESTER, N. Y.
Your Advertisement in the City Directory is an expression of your own Faith in your Ability to run a Successful Business during the life of the book

Did you ever consider that?
THE PAINE DRUG COMPANY

Licensed Pharmacists
PHYSICIANS’ SUPPLIES AND SURGICAL INSTRUMENTS
TRUSSES AND SUPPORTERS
Prescription Specialists and Manufacturing Pharmacists

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

J. K. POST DRUG CO.
Wholesale and Retail Druggists
Fine Chemicals and Drugs

17 EAST MAIN STREET
BRANCH, 338 PLYMOUTH AVE., S.

McKESSON-ROCHESTER
DIVISION OF McKESSON & ROBBINS, INCORPORATED

Wholesale Druggists Wholesale Liquors
SODA FOUNTAINS STORE FIXTURES DRUGGISTS SUNDRIES

230-236 ST. PAUL STREET

Drug Dept., Phone STONE 4580 Liquor Dept., Phones STONE 420—421

IS DIRECTORY ADVERTISING READ?

A steady increase in classified advertising would seem to indicate an appreciation of its value by business men in general

WHAT ARE YOU DOING NOW?

Please mention this Directory when dealing with Advertisers
BERGER BROS. ELECTRIC MOTORS, INC.
Not affiliated with any other concern of similar name in Rochester
1346 UNIVERSITY AVENUE

Telephones MONROE 2094
MONROE 2095
MONROE 2096
Night CHAR 773-M
MONROE 6460
MONROE 100
WESTERN UNION W U X
N. Y. C. MAIN LINE SIDING

NEW MOTORS
REBUILT MOTORS
ACCESSORIES
CONTROL
REPAIR PARTS
MOTOR REPAIRS
MOTOR SERVICE
MOTOR INSTALLATION

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

HICKSON ELECTRIC AND RADIO CORPORATION

Radios, Washers, Refrigerators, Appliances and Supplies
SOUND AND PAGING SYSTEMS
Wiring, Fixtures, Electrical Construction and Repairs of Every Description
ESTIMATES ON REQUEST

Cor. MAIN and FRANKLIN STREETS
Opp. EAST AVENUE
ROCHESTER, N. Y.
Phone STONE 93

LAUBE ELECTRIC CORPORATION

Electrical Contractors
Heating Equipment

TIMKEN SILENT AUTOMATIC OIL BURNERS
For Installation and Service Call
STONE 104-105

191-193 EAST AVENUE
ROCHESTER, N. Y.

If you want business ALL of the time
advertise ALL of the time

Please mention this Directory when dealing with Advertisers
T. H. GREEN ELECTRIC CO.
INCORPORATED

Contractors and Manufacturers
Power and Light Installations
Panels and Switchboards  Automatic Telephones
General Electric Motors
Motor and Apparatus Repairs  Electrical Supplies
Radio and Appliances

“FRIGIDAIRE” Commercial Equipment
Air Conditioning and Service

31-37 N. WATER ST.,  ROCHESTER, N. Y.
Telephones Main 555-556

MOSELEY & MOTLEY MILLING CO.
INCORPORATED 1888
Manufacturers of

BIG “B” FLOUR

Flour City Roller Mills A and B
MILL STREET, foot of Brown  ROCHESTER, N. Y.

OUR ADVERTISERS HELP TO KEEP
THE SUBSCRIPTION PRICE OF THIS
BOOK AT A REASONABLE FIGURE.

WE ASK YOU TO GIVE THEM
YOUR SUPPORT

Please mention this Directory when dealing with Advertisers
L. SCHAUMAN'S SONS

Funeral Directors

L. SCHAUMAN'S SONS

Funeral Directors

PUBLIC FUNERAL CHAPEL

Phone Main 2274

Open Day and Night

609 CLINTON AVE., NORTH .. ROCHESTER, N. Y.

A. J. MATTLE & SON

Funeral Directors

Phones STONE 1552, 1553

300 CUMBERLAND STREET 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

Please mention this Directory when dealing with Advertisers
BENDER BROTHERS
ESTABLISHED 1859

Funeral Directors
Phone STONE 1179
301 ALEXANDER STREET          ROCHESTER, N. Y.

HENRY D. HALLORAN & SONS
(THOMAS B. MOONEY'S SONS, INC.)
HENRY D. HALLORAN, Pres.   M. ALVAH HALLORAN, Sec. and Treas.
VERNON E. HALLORAN, Vice-Pres.

Funeral Directors
195 PLYMOUTH AVENUE, SOUTH
Phone MAIN 127                  ROCHESTER, N. Y.

RUFUS F. MAIER          GERARD L. MAIER

L. W. MAIER'S SONS
ESTABLISHED 1872

Funeral Directors
Telephone STONE 609
870 CLINTON AVENUE NORTH      ROCHESTER, N. Y.

The Classified Business Lists in this directory supplemented by this reference department constitute a complete Buyers Guide.

Consult it for your Needs

Please mention this Directory when dealing with Advertisers
Anthony J. Ryan's Son

JOSEPH E. RYAN

Funeral Director

4 WEST AVENUE

ROCHESTER, N. Y.

C. F. SCHEUERMAN SONS

Funeral Home

The Display at our Funeral Home shows the complete Funeral Service in Plain Figures.

230 BROWN STREET

Phones Genesee 438-5411

EUGENE A. TIMMERMAN

Funeral Director

FUNERAL PARLORS FOR YOUR CONVENIENCE

Phone Monroe 1684

510 MONROE AVENUE

ROCHESTER, N. Y.

NATIONAL CASKET COMPANY, Inc.

Phones MAIN 8 and 9

142 EXCHANGE STREET

Largest Manufacturers of Funeral Supplies in the World

Please mention this Directory when dealing with Advertisers
Ask About Our Convenient Plan of Deferred Payments!

HOWE & ROGERS CO.

COMPLETE HOME FURNISHINGS

Rugs, Furniture, Lamps, Draperies, Radio, Pianos
Linoleum, Stoves, Refrigerators, Washers, Vacuum Cleaners

89 CLINTON AVE. S. TELEPHONE STONE 1800

GEO. J. MICHELSN President
R. J. MICHELSN Vice-Pres. and Sec.
W. F. MICHELSN Treasurer

GEORGE J. MICHELSN FURNITURE CO.

MANUFACTURERS OF

Bed Room Furniture

Office, Factory and Salesroom

172-182 AVENUE D ROCHESTER, N. Y.

Phone GLENWOOD 4719

The Advertisement that Lives and Works

FOR ONE YEAR

Your advertisement here reaches the prospective customer at the time he is looking for your special product.

A letter from you will bring more information as to the value.

SAMPSON & MURDOCK CO., Inc.

Publishers of Directories Since 1846

179 LINCOLN STREET - - BOSTON, MASS.

Please mention this Directory when dealing with Advertisers
Rochester's Largest Exclusive Manufacturing Furriers

FUR COATS
FUR JACKETS — FUR SCARFS
Relining—Remodeling—Repairing—Cleaning

Automatic Fur Cold Storage

PHONE MAIN 5729

Wm. V. Graeser Co. 38-40-42 Clinton Ave., North

GEORGE VERESCHAK

Furs Remodeled, Made To Order
and Repaired

PERSONAL SUPERVISION

233 East Avenue Telephone Stone 2497

H. L. Hunter Co.

Americas Finest Furriers

REMODELING RESTYLING REPAIRING

..FUR STORAGE..

1 Clinton Avenue S. - - STONE 480

Two Huge Floors of Furs

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
HENRY LESTER HARDWARE CO., INC.

GROVER A. CLICQUENNOI, President and General Manager

Distributors

Lawco Medicine Cabinets
Williams Pivot Sash

DELTA TOOLS

GAS RANGES

B P S PAINTS

School Wardrobes
Overhead Type Garage Doors

RUSSWIN-BUILDERS HARDWARE

MAIN 5355 — TELEPHONES — MAIN 5356

150 West Main Street
Rochester, N. Y.

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

Please mention this Directory when dealing with Advertisers
MATHEWS & BOUCHER

WHOLESALE

HARDWARE MERCHANTS

Mill and Factory Supplies
Machinists' Tools and Supplies
Plumbers' Supplies
Builders' Hardware
Carpenters' Tools
Electrical and Radio Supplies
Skates and Sleds

Agricultural Tools
Tinners' Supplies
Wire Screens

We Solicit Your Orders by Mail or Telephone
Quality Service and Price Guaranteed

26 EXCHANGE STREET

FORD HOTEL

For Men and Women

Rates Per Day $1.00 to $2.00 Single $2.00 to $3.00 Double

400 ROOMS ABSOLUTELY FIREPROOF

CHESTNUT AND ELM STS. ROCHESTER, N. Y.
PHONE MAIN 6300 — Park Avenue Car to Door — PHONE MAIN 6300

BUFFALO ERIE TORONTO MONTREAL

THE NORMANDIE-APARTMENT HOTEL

253 ALEXANDER STREET

165 Apartments, Each with Private Bath

Furnished Suites—By Day, Week or Month
Single Rooms $2.00 up Double Rooms $3.00 up

Private Dining Rooms For
BANQUETS WEDDINGS PARTIES

DINING ROOM DELICATESSEN GARAGE

Please mention this Directory when dealing with Advertisers
Hotels

HOTEL ROCHESTER
MAIN 6510
W. D. HORSTMANN MAIN 6510

300 Outside Rooms From $1.50
Excellent Moderate Priced Restaurant and Tap Room

CLUB LUNCHEON TABLE D’HOTE DINNER
GARAGE ADJOINING

HETZLER BROS. ICE CO., Inc.
Wholesale and Retail
Established 61 Years

COAL, COKE
BEER, ALE
801
DRIVING PARK AVENUE

ABSOLUTE
ICE CUBES GLENWOOD

GENERAL ICE CREAM CORPORATION
ROCHESTER DIVISION
Wholesale and Retail Manufacturers of
Plain and Fancy Creams and Ices
“FRO-JOY”—Ice Cream at its Best

PHONES MAIN 917, 918, 919

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

If it weren’t for the false notion about the high price of a directory hundreds of people would no longer deny themselves the information to be found in one.

Please mention this Directory when dealing with Advertisers
Insurance (General)

36TH YEAR

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

Large Property-Owners are enabled through our Service, to procure the Most Complete Insurance Protection at the Proper Cost. We are freely consulted by appointment without obligation.

TELEPHONES - MAIN 1022 & MAIN 1023
8 Exchange St. Corner Main St. E.

FOURTH FLOOR - WILDER BUILDING

Member Underwriters Board of Rochester, New York State and National Associations of Insurance Agents.

ASSOCIATES
JESSE H. DUTTON    WALTER J. DUTTON

For Over 20 Years Agents of
Zurich General Accident & Liability Insurance Co.
Claims Settled Through This Office

Please mention this Directory when dealing with Advertisers
EGBERT F. ASHLEY CO.

General Insurance

UNION TRUST BUILDING, 19 MAIN ST., WEST

Member of Underwriters Board of Rochester, N. Y., Inc.

COMPANIES REPRESENTED

Connecticut Fire Insurance Co. of Hartford, Conn.
Great American Insurance Co. of New York, N. Y.
Guarantee Company of North America of Montreal, Canada
Hartford Fire Insurance Co. of Hartford, Conn.
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.
Standard Accident Insurance Co. of Detroit, Mich.
United States Guarantee Co. of New York, N. Y.

FIRE — WORKMEN'S COMPENSATION — PLATE GLASS
LIABILITY — LIVE STOCK — RAIN — MARINE — BURGLARY
STEAM BOILER—BONDS—TRANSPORTATION—AUTOMOBILE

REPRESENTED BY

HERMANN DUILL BYRON PERRY, JR.
HARRY E. MILLER FREDERICK G. MEYER

John B. Hudson, Adjusting Dept. (Workmen's Compensation—Automobile)
R. T. Goodwin, Steam Boiler Inspector

Telephone Main 444

ROCHESTER, N. Y.

Please mention this Directory when dealing with Advertisers
CARL H. HENNRICH
INC.

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

We Do Not Sell Assessment or Cut-Rate Insurance

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

Companies Represented

General Agents
Hartford Accident & Indemnity Co. of Hartford, Conn.

Agents
Continental Insurance Co. of N. Y.
Niagara Fire Insurance Co. of N. Y.
Hartford Fire Ins. Co. of Hartford, Conn. (Auto. Dept.)

FOR SERVICE—Telephones MAIN 435—436
4th Floor, East Ave. Building .. 49 EAST AVENUE

E. S. BOHACHEK INC.

General Insurance

General Agents—(Am.) Lumbermens Mutual Casualty Co. of Illinois

Our Companies Have Been Paying From 15% to 25%
Dividends for Over 25 Years

PHONES MAIN 87-88

LOEWS ROCH. THEATRE BLDG. - CLINTON AVE. S. AT COURT

A. F. STAHL, Pres.
WM. F. STRANG, Secy.

A. S. BATES, Vice Pres.
I. M. WOOD, Asst. Tress.

ROCHESTER AGENCY, Inc.
Incorporated 1912

Insurance Protection You
Can Rely Upon

2040 EAST AVENUE, or The Nearest Telephone
Member Local, State and National Associations

Telephone MONROE 1345

Please mention this Directory when dealing with Advertisers
JAMES JOHNSTON AGENCY
INCORPORATED

NO. 204 GRANITE BUILDING
Telephone MAIN 697

INSURANCE

Companies Represented
Home Insurance Company of New York | Eagle Indemnity Company
City of New York Insurance Company | American Surety Company

Agency Representatives
WILLIAM R. ORWEN
GEORGE W. FIELDS

HARRY J. McKay

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

GENERAL INSURANCE SERVICE
Representing Companies with a Century's Record for
Service and Satisfactory Settlements

409-413 Central Trust Building - 25 East Main Street
Frederick Mutschler, Representative

WOLFERT BROTHERS

General Insurance

2nd Floor TRIANGLE BUILDING
MAIN ST. E. and EAST AVE.
ROCHESTER, N. Y.
OVER UNION TRUST CO.
Insurance (General)

FIRE LIABILITY ACCIDENT
BURGLARY PLATE GLASS HEALTH

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

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

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

FORBES & PORTER, INC.
General Insurance
Member National Association of Insurance Agents
Member Underwriters Board of Rochester, N. Y., Inc.

306 Granite Building 130 Main St. E., Rochester, N. Y.
TELEPHONE MAIN 833

EDW. ENGLEHARDT CO.
FRANK H. ENGLEHARDT, Mgr.
Members of the Underwriters Board of Rochester, N. Y., Inc.
National Association of Insurance Agents

Fire, Casualty, Marine Insurance
Surety Bonds

16 STATE STREET Phone Main 1387 ROCHESTER

"SAVE WITH SAFETY"

AMERICAN MOTORISTS INS. CO.
CHICAGO, ILL.

(A Stock Company—Not Mutual or Cut Rate)

DIVIDEND Has Never Been Less Than 20\textpercent

No Assessment Liability — — Coast to Coast Claim Service

CLARENCE A. VICK, Agt.
245 CUTLER BLDG., ROCHESTER, N. Y.

RESIDENCE
Monroe 2068-M

Please mention this Directory when dealing with Advertisers
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President

ED. B. DINEEN
Secretary and Treasurer

LOEWENGUTH & DINEEN
INCORPORATED

General Insurance and Surety Bonds

Members of The Underwriters Board of Rochester, N. Y., Inc.

Insurance Agents 51 Years

PHONE MAIN 1251

34 STATE STREET, Room 208 - - ROCHESTER, N. Y.

EMIL R. BOLLER, President
HERBERTA E. BOLLER, Vice-President
DONALD G. CLARK, Secretary

EZRA J. BOLLER AGENCY, INC.

Member of the Underwriters Board of Rochester, N. Y., Inc.

National Association of Insurance Agents

We do not sell Mutual or Cut-Rate Insurance

GENERAL INSURANCE

- Accident Compensation - Life
- Automobiles - Elevators - Marine
- Boilers - Fire - Parcel Post
- Bonds - Group Insurance - Plate Glass
- Burglary - Health - Public Liability
- Sprinkler Leakage - Teams
- Fire - Tornado
- Elevators - Tourist Floaters
- Group Insurance - Use and Occupancy

834-836 GRANITE BLDG. MAIN 5304—5305 ROCHESTER, N. Y.

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R. M. AMESBURY, Asst. Treas.

F. J. RIEDMAN, Vice Pres. and Sec'y

E. C. MOONE, Inc.

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American Equitable Assurance Co. of N. Y., N. Y. City

Merchants Fire Assurance Corp. of N. Y., N. Y. City

Pacific Fire Insurance Co. of N. Y., N. Y. City

Maryland Casualty Co., Baltimore, Md.

400 TAYLOR BUILDING STONE 6065 ROCHESTER, N. Y.

R. S. PAVIOUR & SON, Inc.

ERNEST A PAVIOUR, President
JAMES H. FARRELL, Treasurer

OFFICE 65 YEARS OLD—ESTABLISHED 1870

Members of the Underwriters Board of Rochester, N. Y., Inc.

National Association of Insurance Agents

COMPANIES REPRESENTED

Phoenix Insurance Company of Hartford, Conn.

United States Casualty Company of New York

1233-1245 LINCOLN ALLIANCE BANK BLDG. Phone MAIN 220

Please mention this Directory when dealing with Advertisers
HAROLD A. PYE
Pres. and Treas.

STANDARD INSURER'S AGENCY
OF N. Y., INC.
Writing All Forms of
FIRE, CASUALTY, MARINE INSURANCE
Fidelity and Surety Bonds
912-914 GRANITE BUILDING
ROCHESTER, N. Y.
Phones Stone 3637—3638

T. A. SHARP
President
C. EMMETT HAYES
Treasurer
C. R. HAGGERTY
Secretary

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

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

GEORGE DIETRICH CO., Inc.
We Write all Lines of
INSURANCE and SURETY BONDS
Member of the Underwriters Board of Rochester, N. Y., Inc.
National Association of Insurance Agents

8th Floor Lincoln-Alliance Bank Bldg. Tels. Stone 78—7383

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

Please mention this Directory when dealing with Advertisers
JAMES C. CLEMENTS, INC.

Insurance

409 POWERS BUILDING

Company Representation

Globe Indemnity Company
New York, N. Y.

The Liverpool and London and Globe Insurance Co., Ltd.
New York, N. Y.

VIERHILE AND DE MALLIE
INC.

MEMBER OF THE UNDERWRITERS BOARD OF ROCHESTER, N. Y., INC.
NATIONAL ASSOCIATION OF INSURANCE AGENTS

WE WRITE
ALL KINDS OF
INSURANCE

INSURANCE

ALL CLAIMS
ADJUSTED AT
THIS OFFICE

MAIN 408

502-505 POWERS BUILDING

ROCHESTER, N. Y.

THE LIKLY AGENCY, INC.

Successors to
LIKLY-FROST AGENCY, INC.

INSURANCE

Fire — Casualty — Surety — Marine

424 CUTLER BUILDING

Telephone STONE 99

JOHN J. ECKHART

General Insurance and Surety Bonds

GENERAL AGENT

STANDARD SURETY & CASUALTY COMPANY, NEW YORK, N. Y.
AUTO MOBILE INSURANCE CO. OF HARTFORD, CONN.
MONARCH FIRE INSURANCE CO., CLEVELAND, OHIO
PEARL ASSURANCE CO., LTD., NEW YORK, N. Y.

954 LINCOLN-ALLIANCE BANK BLDG. — Phone STONE 1432

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The A-B-C of Insurance


If you are not Properly listed you are missing the opportunity that is presented to every business concern to become a stockholder in this great enterprise on a co-operative basis. The dividends are the service and low prices. It is the greatest illustration of the socialistic principle of doing business that there is in our modern society. The City Directory is the book of the people and places every individual in the city on the same basis. This gives the small business the same opportunity as the large business—a truly democratic principle and a rare one today.

Give this matter your careful attention and be listed in the Great Information Bureau of the City where it can be instantly located. It is a card index system of the city with four different ways of indexing and nothing with a name and address exists that cannot be readily found by any person who knows their A-B-C's.
Jewelers Lithographers 119

REMODELING DIAMOND JEWELRY

— E. J. SCHEER, INC.—

Rochester’s Finest Jewelry Store

“SCHEERTON” MOUNTINGS

Visit Our Beautiful Silver Display Dept.

EXPERT WATCH AND JEWELRY SERVICE

259 MAIN ST. E. Opposite SIBLEY’S - - Phone Stone 710

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

THINK how many other people besides yourself read these advertisements.

Every hour of the day the Directory is consulted.

ESTABLISHED 1871

Stecher-Traung Lithograph Corporation

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.
You can never tell

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

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

J. A. DETWEILER, President
C. B. OSTRANDER, Secretary-Treasurer

EXCHANGE LUMBER CO., INC.
ESTABLISHED 1909
INCORPORATED 1920

Construction Lumber—Hardwoods
Sash — Doors — Interior Trim — Oak Flooring

U. S. GYPSUM
PRODUCTS
Sheet Rock — Rock Lath
Insulation Board—Hard Board
Pulp Board — Roofing

551-563 LYELL AVENUE — Telephone GLENWOOD 2300

HERRICK LUMBER CO., Inc.
Successors to COMSTOCK LUMBER CO., Inc.

—LUMBER—

1030 MAIN STREET, EAST
ROCHESTER, N. Y.

Phone CULVER 1416

GEORGIAN BAY LUMBER CO., Inc.

WHOLESALE AND RETAIL
Lumber - Edgwood Shingles - Sash
Fine Interior Trim - Asphalt Roofing - Wall Board
Plaster Board - Celotex - Presdwood - Plywood

PHONES CULVER 1400—1401

181 HUMBOLDT STREET, ROCHESTER, N. Y.

N. TONAWANDA PENN YAN GENEVA

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

Please mention this Directory when dealing with Advertisers
Lumber and Finish

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WHITING B. MORSE, Vice-President
FREDERICK G. MORSE; JOHN P. MORSE, Secretary

WM. B. MORSE LUMBER CO.

WHOLESALE AND RETAIL

Hardwood and Softwood Lumber
Sash, Doors and Trim

All Types of Insulation and Accoustical Materials
Gypsum and Fibre Boards — Morsetile and Genuine Presdwood

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, Coke, Rough and Dressed Lumber
SHINGLES and INSULATION

Office and Yard
788 RIDGE ROAD WEST — At B. & O. R. R. CROSSING
TEL. GLENWOOD 2391 ROCHESTER, N. Y.

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

Hollister Lumber Company, Ltd.

WHOLESALE AND RETAIL
Lumber and Coal
FINE INTERIOR WOODWORK

Office, 100 ANDERSON AVENUE — ROCHESTER, N. Y.
Telephone Monroe 1663

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If it weren't for the false notion about the high price of a directory hundreds of people would no longer deny themselves the information to be found in one.

Please mention this Directory when dealing with Advertisers
Telephone GENESEE 92

THE AMERICAN LAUNDRY MACHINERY COMPANY

MANUFACTURERS OF

Laundry, Dry Cleaning and Rug Cleaning Machinery

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

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

CONTRACT MACHINE WORK IN ALL BRANCHES

Machine Designers Screw Machine Products
Machine Parts Builders of Machinery

Office and Factory, 714 UNIVERSITY AVENUE
Phone MONROE 99

DAVENPORT MACHINE TOOL CO.

INCORPORATED

Manufacturers of

The Davenport 5-Spindle Automatic Screw Machine

Capacity—\(\frac{3}{4}''\) diam. x 2' long.
\(\frac{5}{8}''\) diam. with Oversize Feed Tubes

Maximum production and accuracy guaranteed on all work within its capacity

167 AMES STREET Tel. Genesee 3162 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.

DO YOU KNOW?

THAT the Directory of your city is on file in your Public Library, 54 Court St. and Directory Libraries in all of the principal cities of the United States and Canada and that information about you is in it accessible to anyone?

ARE YOU PROPERLY DISPLAYED IN IT?

Please mention this Directory when dealing with Advertisers
ROCHESTER IRON & METAL CO., Inc.
325 ST. PAUL STREET  237 MT. READ BOULEVARD
SCRAP IRON  -  PLUMBERS LEAD  -  SCRAP METALS
NEW AND SECOND HAND RAILS, PIPE, I BEAMS,  
REINFORCING BARS
SECOND HAND MACHINERY, FACTORY EQUIPMENT  
AND OFFICE EQUIPMENT
Phone MAIN 464  
ROCHESTER, N. Y.

ROCHESTER LEAD WORKS, INC.
Manufacturers of and Dealers in

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<th>BRAND</th>
<th>Lead Pipe, Solder and Babbitt Metal</th>
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<td>STAR</td>
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<td>Tin-Lined and Pure Tin Pipe,</td>
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<td>Wedge Strip for Setting Granite</td>
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<td>ELECTROTYPE</td>
<td>380 and 382 EXCHANGE STREET</td>
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THE SIDNEY B. ROBY COMPANY
Iron and Steel—Mill Supplies
Bicycle and Automobile Supplies
DISTRIBUTORS  
..MARIETTA PAINT..  
SECURITY ROLL ROOFING, ASPHALT SHINGLES and ROOF COATINGS
208-214 SOUTH AVENUE, ROCHESTER, N. Y.
Telephones: STONE 1129-1130-1131-1132

Good Business

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

—Moderate Expense

Please mention this Directory when dealing with Advertisers
LEIAND 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

Monuments and
Headstones

508 STATE STREET
ROCHESTER, N. Y.
Main 854

T. H. MARRION & CO.
MONUMENTS
MAUSOLEUMS

Phone MAIN 7522
476 STATE STREET, Cor. Vincent St. So.
ROCHESTER, N. Y.

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Are You Leaving a Record For The Future?

It may prove a serious matter in years to come if by any chance you should be incorrectly listed in or left out of the City Directory. Cases have occurred where the evidence of the City Directory, as to residence or occupation, has had an important bearing on the disposal of a fortune. Business men, especially, should see to it that their firm’s record is absolutely correct and all changes should at once be reported.

"Better Be Safe Than Sorry"

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

SAMPSON & MURDOCK CO.

179 LINCOLN STREET - - - BOSTON, MASS.

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

Please mention this Directory when dealing with Advertisers
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.

FROM COVER TO COVER

The contents of the City Directory are interesting, valuable and useful.

A complete catalog of the city; it’s government, social and fraternal organizations, inhabitants, and industries. Carefully compiled annually

IT'S DEPENDABLE

Please mention this Directory when dealing with Advertisers
You Cannot Sell

Your merchandise through newspaper advertising in homes where the newspaper you are using does not go.

That is why successful, growing, money-making stores use the Democrat and Chronicle.

To make money from your advertising, demand detailed A.B.C. Audit circulation figures from your newspapers and use the newspapers which can carry your selling messages into the largest number of homes. Remember, that every 5,000 average homes in New York State spend $14,534,500.00 each year.*

Democrat Chronicle.

Rochester’s Morning Gannett Newspaper

*R According to 1934 Survey

First Choice

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

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

ROCHESTER TIMES-UNION

Please mention this Directory when dealing with Advertisers
Newspapers

Nurserymen 131

The Largest Newspaper Publishers in Rochester

THE JEWISH LEDGER

PHONE MAIN 4420

Where Your Advertising Dollar attracts the Greatest Purchasing Power

There is Something You need in your Business

This book has helped many to find what they want.

Perhaps it can help you. Better look it over carefully.

J. A. KUSSE, Sec.  M. B. KAELBER, 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

RETAIL — LANDSCAPE SERVICE — WHOLESALE

Retail Offices and Landscape Dept., 891 Garson Avenue
Wholesale Packing and Storage Bldgs., 766 Merchants Road
Penfield Farms, Atlantic Ave. & Scribner Road

Phone Culver 785  Phone Culver 785
Suburban 4702

Please mention this Directory when dealing with Advertisers
CROWN RIBBON AND CARBON MANUFACTURING CO.

MANUFACTURERS OF HIGH GRADE

Inked 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

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

THE MIDDLE MAN

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

Please mention this Directory when dealing with Advertisers
HUMPHREYS
“The Paint Man”

Paint and 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
PHONES MAIN 3710—3711
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.

MENG-STEPHENS COMPANY, INC.
Manufacturers
M S C BRAND PAINT PRODUCTS
PAINTS, VARNISH, ENAMELS AND PAINTERS SUPPLIES
ROOF COATING AND CAULKING COMPOUND
IMPERIAL “WASHABLE” WALLPAPERS
SOLD DIRECT FROM OUR FACTORY
Main 491
601 Norton Street
We Deliver
Rochester, N. Y.

Please mention this Directory when dealing with Advertisers
Painters Supplies  Paper and Paper Boxes

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

BARNARD, PORTER & REMINGTON
ESTABLISHED 1854

Wholesale and Retail Dealers in

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

Distributors for Lowe Bros. High Standard Paints

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

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

STEK-O
Adhesives

including STEK-O, TIK and other Powder Pastes and Liquid Gums

Also manufacturers of Fruit Packers Supplies

1631 DEWEY AVENUE  ROCHESTER, N. Y.

FLOWER CITY SPECIALTY COMPANY

Manufacturers of

Self-Closing
Monkey Links
Monkloth and other
Automotive Specialties

Paper Boxes
Counter Display Boxes
and Paper Specialties
Phones: Main 629 & 630

250 MILL STREET  ROCHESTER, N. Y.

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CORBETT-STEEVES PATTERN WORKS

PHARMACEUTICAL CHEMISTS
Manufacturers of Standardized Pharmaceuticals
Physician and Sick Room Supplies also First Aid Requirements
R. J. STRASENBURGH CO.
185-195 EXCHANGE STREET

THE HURST ENGRAVING COMPANY, Inc.
Photo Engraving
DESIGNING .. .. RETOUCHING

143 ANDREWS STREET

Are You Properly Listed?

If you are in business it is to your advantage to be properly and completely listed in the classified business section under every heading where a buyer might look for you.

Please mention this Directory when dealing with Advertisers
### Pictures and Frames

**ORIENTAL RUGS**

**Plating, Enameling and Metal Spinning**

**Manufacturers of Metal Specialties**

**GEORGE C. J. BAILEY ART SHOP**

150 CLARISSA STREET

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.

*Silverware Repaired and Replated*

**Dealer in ANTIQUES**

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<td>G. F. HOLTZ</td>
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**STUART-OLVER-HOLTZ CO.**

**Plating, Enameling and Metal Spinning**

**LACQUERING**

**Manufacturers of Metal Specialties**

406 PLATT ST. COR. ALLEN

ROCHESTER, N. Y.

### Plumbers

**Howe & Bassett Co., Inc.**

Established 1885

*Plumbing and Heating Contractors*

Supplies and Equipment

**“PETRO-NOKOL”** Automatic Oil Burners

**“RUUD”** Automatic Gas Water Heaters

**“PERMUTIT”** Water Softeners

840-50 UNIVERSITY AVENUE

TELEPHONE MONROE 3

### Wright & Alexander Co.

*CONTRACTORS*

Heating, Plumbing and Power Plant Installations

Sprinkler Installation Contractors

Chemical Fire Extinguishers and Supplies

**HART OIL BURNERS**

Telephones: Main 1056—6828

21-23 OTSEGO STREET

ROCHESTER, N. Y.
Supplies For

PLUMBERS, STEAMFITTERS, TINNERS
ENGINEERS and FACTORIES

Distributors of WALWORTH VALVES AND FITTINGS

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

ESTABLISHED 1860

TELEPHONE MAIN 540

William E. Sloan
Guilford R. Adams
William E. Sloan, Jr.
Daniel L. VanHee

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.

BARR & CREELMAN

Plumbing & Heating Engineers & Contractors
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 - - Phones MAIN 6465-66-67

LOUIS HEINDL & SON

PRINTING

149-151 ANDREWS ST., ROCHESTER, N. Y.
Phone MAIN 666

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.

637 BROADWAY • Phones: Monroe 6755-6756 • ROCHESTER, N.Y.

A Public Service Publication

Few lines of Business have such a varied clientele as has the City Directory. It serves high and low, rich and poor, with equal impartiality and with profit to all.

It answers the questions What? and Who? which arise in daily Business and fills a position occupied by no other publication under the sun. It is often used from its issue until it falls to pieces and seldom will you find one entirely discarded while its leaves cling together. A publication which is used so universally and whose life is so long, must appeal to every shrewd business man as a most desirable advertising medium.
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Auburn§$ 8.00
Boston§$ 25.00
Boston Blue 5.00
Cranston§$ 8.00
Danielson§$ 5.00
East Providence§$ 8.00
Fall River§$ 8.00
Gloucester and Rockport§$ 8.00
Hopkinton§$ 5.00
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Lakeville§$ 4.00
Lawrence§$ 8.00
Lowell§$ 8.00
Lynn§$ 8.00
Malden§$ 8.00
Manchester§$ 8.00
Mass. Mfrs* 15.00
Mystic, Stonington and Noank†† 5.00
New England†† 15.00
Newburyport and Amesbury†† 6.00
Newport§$ 8.00
Newton§$ 8.00
Oswego§$ 8.00
Pawtucket and Central Falls§$ 9.00
Providence§$ 10.00
Providence House* 8.00
Rochester§$ 12.00
Rochester Suburban§$ 12.00
Syracuse§$ 10.00
Taunton§$ 8.00
Troy, Cohoes & Green Island§$ 10.00
Waltham§$ 8.00
Westerly*§$ 7.00
Woonsocket§$ 8.00
Worcester§$ 10.00
Worcester House§$ 10.00

*Denotes books issued in odd years.
†Denotes books issued in even years.
§Denotes books containing House Directories.
$Denotes books containing Wives' Names.
Denotes books containing Property Owners.
†Last issue 1928. Date of next issue uncertain.

Latest Directories of all Cities for Sale at publishers' prices

SAMPSON & MURDOCK CO., Inc.

179 LINCOLN STREET - BOSTON, MASS.

Please mention this Directory when dealing with Advertisers
There is Nothing Finer Than A
Stromberg - Carlson

STROMBERG-CARLSON TELEPHONE MFG. CO.
100 CARLSON ROAD, ROCHESTER, N. Y.

Stromberg-Carlson

PHILCO
HOME and
AUTO
RADIOS

Tubes—Batteries—Replacement Parts—Expert Radio Service
Complete Public Address Systems—Radio Parts for Amateurs

BEAUCAIRE, Inc.
228-230 BROADWAY - - - PHONE STONE 5694-5695

New York State Capitol
Albany, N. Y.
NORBERT STREB CO.  
Realtors  
..REAL ESTATE..  
Bought .. Developed .. Financed .. Managed  
Rented .. Sold  
223 POWERS BLDG.  Main 4579

YATES & McINTOSH, Inc.  
Real Estate  
INSURANCE  
Sales  Exchanges  
Rentals and Property Management  
MAIN 250 and 251  
25 EXCHANGE STREET  
ROCHESTER, NEW YORK

ALLIANCE REALTY CORP  
Mortgage Money  
Appraisals  Management of Property

INSURANCE - INDUSTRIAL SITES
1014 Lincoln Alliance Bank Building, Main at Stone Sts.  
Phone STONE 633

What better aid to the memory than the Classified List in the City Directory

Consult it for your wants

Please mention this Directory when dealing with Advertisers
HENRY T. PERKINS
REAL ESTATE CO.

PROPERTY MANAGEMENT

SALES — RENTALS — LEASES

31 EXCHANGE STREET

Phones Main 3309-10-11

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

When dealing with Advertisers
THE SCHOOL OF COMMERCE
362 EAST AVENUE, ROCHESTER
ADVANCED COURSES IN BUSINESS EDUCATION
Special Medical Secretarial Courses

Ask For Information  Call MAIN 5530—5531

CHAS. H. VICK  H. L. GLEN  GEO. B. HART
President  Vice-Pres.  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

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.

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
Sheet Metal Work & Roofing  Soda Fountain Supplies

KNOWLES & PECK CO., Inc.

Tin, Copper and Architectural Galvanized Iron Works,
Slate, Tile, Tin, Slag and Ready Roofing

BARRETT'S BONDED ROOFS

General Jobbing

Estimates Furnished on Application

80 FRANKLIN STREET  ROCHESTER, N. Y.

Office Phone: STONE 1119

Call - FLESCH & SCHMITT, Inc. - Main 5234

for

ROOFING Copper—Tin—Tile—Slate
Slag and Asphalt

Roofing, Ventilating and Sheet Metal Contractors

MAIN 5234  60 BROWN STREET, ROCHESTER

Maps of Rochester

Folded in Pocket Form with Complete
Street Index, Fifty Cents each.

SAMPSON & MURDOCK CO., Inc.

729 POWERS BUILDING  ROCHESTER, N. Y.

RICHARDSON CORPORATION

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
Glace Fruits and Bakers Supplies.

Telephones—Glenwood 307, 308, 309
After 5 P. M., Saturday Afternoons, Sundays and Holidays call Glenwood 307

1069 LYELL AVENUE  ROCHESTER, N. Y.
J. HUNGERFORD SMITH CO.

Manufacturers of
Soda Fountain Fruits and Flavors
and
CREAM PAK Ice Cream Specialties

410 NO. GOODMAN STREET  -  ROCHESTER, N. Y.
Telephones Culver 157-158-159

HAVERSTICK & CO., Inc.

Engineering and Industrial Supplies and Equipment

Golf Course, Estate and Park Equipment

45-49 FORD STREET  PHONES MAIN 70-71-72

BARR & CREELMAN
MILL & PLUMBING SUPPLY CO.

Mill, Steam, Plumbing, Contractors Supplies

66-70 EXCHANGE STREET  -  Phones MAIN 6465-66-67

YOUNG'S WROUGHT IRON W'KS.

Ornamental Steel, Bronze, Iron and Aluminum for Buildings


39 SOUTH WATER STREET  Established 1884  MAIN 1755

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BURKE STEEL CO., INC.  P. O. BOX 514
STEELS  SHEETS
ELECTRICAL  BLACKSMITH
SUPPLIES  SUPPLIES
TOOLS  PIPE
FORGING  SPECIALISTS
30 SHERER STREET  GENESEE 3445

COOK IRON STORE CO.
Iron, Steel and Heavy Hardware

Supplies For
BLACKSMITHS, CONTRACTORS, PAINTERS
GARAGES AND FACTORIES
120-128 ST. PAUL STREET  Tels. MAIN 5188-5189

F. L. HEUGHES & CO., Inc.

Members of The American Institute of Steel Construction

ENGINEERS, DESIGNERS AND FABRICATORS OF
STRUCTURAL STEEL AND IRON WORK
FOR BUILDINGS, BRIDGES, ETC.

ELECTRIC WELDED
STEEL TANKS, VATS AND KETTLES

ALL STRUCTURAL SHAPES AND REINFORCING BARS CARRIED IN STOCK
Phone or Write for Catalog

COMPLETE WAREHOUSE STOCK

Office and Works  1029 LYELL AVENUE
Phone Glenwood 590 — 591
MONROE WAREHOUSE COMPANY, Inc.

MILLION DOLLAR WAREHOUSE

Largest Merchandise and Automobile Storage in Rochester

Capacity 500,000 Square Feet—Sprinkled Throughout

We have heated space to rent for manufacturing

All tenants have use of New York Central siding

Offices and Warehouses - 1044 UNIVERSITY AVE.

Call BLANCHARD First

For STORAGE
- Fire-proof and Non-Fire-proof
- Household Goods and Merchandise

For SHIPPING
- Anywhere, Pool Car Distribution

For REPAIRING
- Of Furniture, by Craftsmen

For MOTH-PROOFING
- At Your Home, Without Inconvenience

For MOVING
- Local and Long Distance
- Hauling Agent, Allied Van Lines

For PACKING
- China, bric-a-brac, etc., by Experts

For RUG CLEANING
- Shampooing and Repairing

For FUMIGATION
- Guaranteed Moth Destruction

Phone for Quotation

BLANCHARD STORAGE CO., Inc.

Broad at Oak Street

Main 7021

How to Make This Book Serve You!

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

Please mention this Directory when dealing with Advertisers
ROCHESTER
STORAGE WAREHOUSES

Fireproof and Non Fireproof
Household Goods and Merchandise

Moving — Packing — Shipping

Phone Main 205
Offices, 25-27 WASHINGTON ST. N.

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

A warehouse well worth seeing before storing your valuable

HOUSEHOLD FURNISHINGS MERCHANDISE MANUFACTURED GOODS AUTOMOBILES

in a heated building, Fireproof SPRINKLER SYSTEM—LOW INSURANCE—R. R. SIDING

704-712 CLINTON AVENUE, SO. Phone MONROE 2833

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

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

38 CLIFF STREET Main 1494 ROCHESTER, N. Y.

TELL BUYERS

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

SAMPSON & MURDOCK CO., Inc.

179 LINCOLN STREET - - BOSTON, MASS.

Please mention this Directory when dealing with Advertisers
ROCHESTER SHOW CASE WORKS, STORANDT INDUSTRIES, Inc.,
Manufacturers of
SHOW-CASES (diamond cushion cemented)
STORE FIXTURES AND BOOTHS
LABORATORY FURNITURE
OPEN DISPLAY SECTIONAL WALL UNITS FOR DRUG STORES
404 PLATT STREET, Corner ALLEN

PARTY LINE TELEPHONE RULES

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

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

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

ROCHESTER TELEPHONE CORPORATION

When you want to know how to spell a word you look in the dictionary. When you want to know how to spell a name or get a correct address you look in the directory which is the business dictionary of your city. Your Advertisement properly displayed in the directory of your city will register your products or services in the mind of the prospective customer and get results.

SAMPSON & MURDOCK CO., INC.

Directory Publishers

179 Lincoln Street - - Boston, Mass.

Please mention this Directory when dealing with Advertisers
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, gauges, 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

NELL BROS. & KERN

ESTABLISHED IN 1872

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

TELEPHONE MAIN 1074

151-153 MT. HOPE AVENUE  -  ROCHESTER, N. Y.

You Use a Directory

To tell you who handles the product you are looking for and where to buy it.

To tell you where the person you are looking for can be located.

Please mention this Directory when dealing with Advertisers
Trucking

SAM GOTTRY CARTING COMPANY

For Any Moving Service

Railroad Freight  Shipping and Packing  Long Distance Moving
Safes, Machinery, Boilers, Etc.

..POOL CAR DISTRIBUTION..
We Specialize in Furniture and Piano Moving

OFFICES and GARAGES

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 PARSSELLS AVENUE
CULVER 2014

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

EAST END CARTING COMPANY

Local and Long Distance Moving

Storage Warehouse

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

CORRESPONDENCE SOLICITED

Affiliations in All Principal Cities for Storage and Long Distance Moving

91 FROST AVENUE  Genesee 1646  ROCHESTER, N. Y.

GEORGE F. R. ECKHARDT  RUDOLPH G. WEIS
Vice Pres.  Secretary

ROCHESTER CARTING COMPANY

Storage Warehouse

HANDLERS OF

Railroad Freights, Safes, Machinery, Furniture, Etc.

Offices, 25-27 WASHINGTON ST. N.  Phone MAIN 205

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"LIKLY'S"

SINCE 1844

ROCHESTER'S LEADING LUGGAGE STORE

WARDROBE TRUNKS
DRESS TRUNKS
STEAMER TRUNKS
TRAVELING BAGS

GLADSTONE BAGS
SUIT CASES
LADIES HAND BAGS
SMALL LEATHER GOODS

COSTUME JEWELRY
UMBRELLAS
GIFT NOVELTIES
TRAVELING CLOCKS

We manufacture auto trunks, sample trunks, cases, portfolios and all kinds of luggage.

271 MAIN STREET EAST — ONLY ONE STORE — PHONE STONE 915

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 - Cortland Street

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

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