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.
MONROE ABSTRACT CORPORATION
5 SOUTH FITZHUGH STREET, ROCHESTER, N. Y.

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Title Insurance Policies Federal Court Searches

Titles Insured Through New York Title Insurance Company

FOUNDED IN 1886

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Special Factory Equipment Plus Forty
Years Experience will assure you of a satis-
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<table>
<thead>
<tr>
<th>Eismann Magnetoos</th>
<th>Delco, Remy and K laxon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electric Auto Lite</td>
<td>United Motors Service</td>
</tr>
<tr>
<td>Lovejoy &amp; Monroe Shock Absorbers</td>
<td>Bosch Magnetoos</td>
</tr>
<tr>
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<td>Packard Cable</td>
</tr>
<tr>
<td></td>
<td>Carburetors All Makes</td>
</tr>
</tbody>
</table>

Complete Units
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the possibilities of this book
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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.

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1806 East Avenue

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Correct name, occupation, home address, where employed and wife's first name is given in the alphabetical directory. A symbol (©), used for owners, in the House Directory, designates whether resident is a tenant or owns his home.

Determine the character and stability of applicant for credit

The alphabetical directory gives his present occupation and residence. By referring to the current and previous issues of the directory one can quickly determine whether the occupant occupies the same position and residence or moves often from one job to another and from one residence to another. After the new directory is delivered to you keep the old one on file. Never destroy it. You will find former issues of City Directories invaluable in checking past records of your customers.
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It has facilities to handle, with speed and accuracy, the many details demanded in this
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We invite you to consult our Officers, which may be done in complete confidence, without
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SAFE DEPOSIT BOXES IN FIRE AND BURGLAR PROOF VAULTS

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East End Office, 460 N. Goodman St.
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Safe Deposit, and Foreign Departments

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and Safe Deposit
Company

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Surplus
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Forty-Nine Years Experience

Complete Banking and Trust Service for Individuals and Corporations—
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MEMBERS FEDERAL DEPOSIT INSURANCE CORPORATION

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and
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OF ROCHESTER
19 MAIN ST., WEST - ROCHESTER, NEW YORK

Member of Marine Midland Group of Banks
Member Federal Deposit Insurance Corporation

Every Banking Service

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Truster, East Side Savings Bank

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Selden S. Brown
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Tran. E. P. Reed & Co.
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Union Trust Company of Rochester

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

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Comptroller - - - - JOHN W. F. SWANTON
Treasurer - - - - EDWARD L. GOETZMAN
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Assistant Secretary - - - - ALEXANDER G. HAY
Assistant Secretary - - - - LEWIS A. PEAR
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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.

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MONEY TO LOAN on bond and mortgage.

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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.

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MONROE COUNTY SAVINGS BANK
INCORPORATED 1850

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Complete Savings Bank Service
TWO CONVENIENT OFFICES
35 STATE STREET        420 MAIN STREET EAST
ROCHESTER, N. Y.

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(INCORPORATED 1831)

Resources - $67,710,000
More than 99,000 Depositors

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THOMAS G. SPENCER
RICHARD M. HARRIS
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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

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MICHAEL M. SPANG - - Assistant Secretary
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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

OUR RATE 2% MONTHLY

WE SERVE THE PEOPLE WHO WORK

PROVIDENT LOAN SOCIETY

31 EXCHANGE STREET - - - - ROCHESTER, N. Y.

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Circulating Libraries

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Stamps and Collectors’ Supplies

Everything for the Office
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Sporting Goods
Games and Playthings
Educational Supplies

Shops
furnishing Social and Business Engraving, Printing, Direct Mail Advertising Multigraphing

Established 1868
SCRANTOM'S

Powers Building and Taylor Building

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
Jackbilt
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, 12 EAST 41ST STREET, NEW YORK, N. Y.

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.

Please mention this Directory when dealing with Advertisers
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

H. P. NEUN CO., INC.
MANUFACTURERS OF

PAPER BOXES
CORRUGATED and FIBRE SHIPPING CASES
Folding Boxes
PRINTING

1700 UNIVERSITY AVE. Phone MONROE 1216 ROCHESTER

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

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

Please mention this Directory when dealing with Advertisers
ABBOTT, PROCTOR & PAINE

Successors to 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

New York Curb Exchange  Chicago Stock Exchange
New York Cotton Exchange  Chicago Mercantile Exchange
New York Produce Exchange  Commodity Exchange, Inc.
New York Cocoa Exchange, Inc.  Montreal Curb Market

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

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

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

J. S. BACHE & CO.

EDWARD S. OSBORNE, Manager

Members: New York Stock Exchange, Chicago Board of Trade,
New York Cotton Exchange, New York Coffee Exchange
and other Principal Exchanges

32 STATE STREET  -  ROCHESTER, N. Y.

Telephone MAIN 10

SHIELDS & COMPANY

Members

New York Stock Exchange

Telephone MAIN 2428

23 EXCHANGE STREET  ROCHESTER, N. Y.
Brokers

SAGE, RUTTY & STEELE

Investment Securities

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

GRAHAM & CO.

C. W. WEIS, Jr., Resident Partner
F. E. McKELVEY, Manager

BROKERS

MEMBERS

New York Stock Exchange
New York Curb Exchange (Associates)
Chicago Board of Trade
Chicago Stock Exchange

SAGAMORE HOTEL
Tel. STONE 640
115 EAST AVENUE

SUTRO BROS. & CO.

A. J. O’CONNOR
EDWARD W. JUKES

Associate Managers

Members

New York Stock Exchange

Telephone MAIN 2320

30 STATE STREET
ROCHESTER, N. Y.

GRANBERRY & CO.

ROY A. DAVIDSON, Manager.

C. K. Reynolds, Jr.
W. W. Kennedy

Members

New York Stock Exchange
New York Curb Exchange (Assoc)
Commodity Exchange, Inc.
Chicago Stock Exchange
Chicago Board of Trade
Cincinnati Stock Exchange

31 EXCHANGE ST.,
PHONE MAIN 1292
ROCHESTER, N. Y.
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 CO.

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

New PULLMAN Adjustable Sash Balance
A Half Century of Progress

The most radical and important improvement in Spring Sash Balances in forty years. An ordinary screw driver makes the adjustment without removing the Balance or Sash. *Re-adjustment is possible at any time to permanently maintain a perfectly balanced window. All pressed steel construction—light in weight and non-breakable. All working parts are entirely encased so that no foreign matter can penetrate inside the housing and interfere with free action of the moving parts. No pulleys, weights or cords. Double hung opening completely installed in 10 minutes. Now guaranteed for the life of the building.

Send for catalog showing complete specifications and architectural details

PULLMAN MFG. CORPORATION
Established in 1886

51 FORD STREET - - - ROCHESTER, N. Y.

* The tension of the inside coiled spring is actually changed, insuring smooth, easy and quiet operation impossible with any other type of adjustment.

Your Advertisement

in this Directory would meet Thousands of People Daily. Can you see any Reason why it should not bring Results?

SAMPSON & MURDOCK CO., Inc.
Publishers
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

*Face Brick, all kinds and colors—Common Brick
Salt Glazed - Facing Tile—Hollow Tile Fireproofing and Building Blocks—Terra Cotta—Floor Tile*

723 CLARISSA STREET  
ROCHESTER, N. Y.

AMERICAN CLAY & CEMENT CORPORATION

*Masons’ and Builders’ Supplies*

CEMENTS—LIME—PLASTER—FACE BRICK—PAVING BRICK—FIRE BRICK—TILE—SEWER PIPE—REINFORCING—MAINTENANCE PAINTS WATERPROOFING—HIGH TEMPERATURE CEMENTS—DYNAMITE and EXPLoders—FIRE PLACE HEAT CIRCULATORS—EXPANSION JOINT

High Early Strength Cements

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

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.
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

MORSE SASH & DOOR CO.

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

Telephone 1835 Main

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

TICE & GATES

OUR SELECTIONS OF
CHINA, GLASS AND SILVER
ARE UNSURPASSED IN ROCHESTER

We will be pleased to advise you regarding a Gift for your Next Party

PHONE STONE 646

347-349 EAST AVENUE ROCHESTER, N. Y.

Please mention this Directory when dealing with Advertisers
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.

FLOWER CITY CHARCOAL COMPANY, INC.

WHOLESALE DEALERS AND DISTRIBUTORS

..FERTILIZER..

Coal - Coke - Disco - Ambricoal Briquets

Hardwood Charcoal

Lump—Granulated and Pulverized Charcoal Briquets

CLIQUOT CLUB BEVERAGES

135-149 COLVIN STREET Genesee 476 ROCHESTER, N. Y.

Please mention this Directory when dealing with Advertisers
Coal

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

**FUEL OIL**

"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

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

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**LANGIE COAL CO.**

**STONE**

4000

**HI-HEAT COAL**

**SEMET-SOLVAY COKE**

**PETRO-KOL**

**ALADDIN FUEL OILS**

They Cost No More

Central Office, 326 Main Street, East
4680 Lake Avenue  201 Monroe Avenue  693 South Avenue
357 St. Paul St.  368 Clinton Ave. N.  2 Lake Ave.

ALBERT E. MAY, President
HARRY A. MAY, Treasurer

**H. H. BABCOCK & CO., INC.**

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
Quick Service by Courteous Drivers
From a Truly Local Concern

We also Supply Soft Coal

EDWARDS COAL & COKE CO., INC.
Main Office
85 HOWELL ST.
Cor. MONROE AVE.
Guaranteed Fuels

LOW CASH PRICES
Yard Office, 200 EXCHANGE STREET

Phones
MAIN 203—3077

F. W. EVANS, President and Treasurer

JOS. W. McCONNELL, Secretary

COAL - COKE - FUEL OIL

Phones
3301—3302—420

OFFICE
431 SMITH ST.

AUTHORIZED DISTRIBUTOR R. G. & E. DUSTLESS GUARANTEED COKE

Coal delivered in bags

C. SOLON KELLOGG
We Sell Only the Best Quality

COAL and COKE

300 Powers Building
MAIN 886
700 Exchange St.

Please mention this Directory when dealing with Advertisers
THE CREDIT RATING CORPORATION
610 Mercantile Building, Rochester
STONE 1853
DEPENDABLE COLLECTION SERVICE CORRESPONDENTS EVERYWHERE

PHONE MAIN 3422

I. M. LUDINGTON’S SONS, Inc.
General Contractors
GENESEE VALLEY TRUST BLDG. - 45 EXCHANGE ST.

BULK CONTRACTS HIGH CLASS WORK

H. GEO. HAMMON
Building Contractor
Carpentry Painting Masonry
746 WOODBINE AVENUE - ROCHESTER, N. Y.
Telephone Genesee 2807-J

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.

Please mention this Directory when dealing with Advertisers
STEWART & BENNETT, Inc.

General Contractors

STORE FRONTS AND REMODELING A SPECIALTY

124-132 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


Phone MONROE 1155

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

C. P. WARD, INC.

General Contractor

700 HOLLENBECK STREET .. ROCHESTER, N. Y.

WHEN YOU BUILD

YOU BUILD TO LAST—

IF YOU ARE WISE

An Advertisement in this Directory lasts as long as the book, and it is worth as much the last day as on the first, for it is the place people can be sure to find out something about your business.

Please mention this Directory when dealing with Advertisers
Creameries

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 6520
555 ST. PAUL ST.
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
MAIN 386

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.

Please mention this Directory when dealing with Advertisers
Department Stores

McCURDY'S
Rochester's Foremost
Quality Department Store
MAIN and ELM STREETS
Phone MAIN 5500

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
Telephone MAIN 3900

ROCHESTER'S Thrift Centre
144 East Main Street
Stone 2300

A progressive and alert department store with over a century of honest retailing to its credit. Offering good quality fashion-right merchandise for you, your family and your home at prices that will save you money.

EVERY STORE

Should be Listed in the Directory and the Directory in Every Store. Besides its use to the Keeper of the Store, it is a Convenience Customers Look for. The Store that Offers an Old, or no City Directory, does not Show its Patrons a Courtesy they will find Elsewhere.

Please mention this Directory when dealing with Advertisers.
Detectives

Doyle Detective Bureau
801-803-805 COMMERCE BUILDING

Phones MAIN 1743 1744
Nights MONROE 3278 5006-W

INVESTIGATIONS
Criminal - Commercial - Civil
Character - Personal

JOHN A. DOYLE, Director
A. T. DOYLE, Manager
K. V. DOYLE, Supervisor

JENNINGS DETECTIVE AGENCY
A. F. JENNINGS, Principal

"DEEDS NOT WORDS"
CONSULTATION FREE

OFFICE TELS. STONE 950-951
ROCHESTER—Suite 410-412-414 Temple Bldg.
Night Telephones Gen. 1632-J—Gen. 6131

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
Druggists, Retail

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

THE PAINE DRUG COMPANY
ESTABLISHED 1820

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 COMPANY
ESTABLISHED 1839

"FIRST OF ALL A DRUG STORE"
Wholesale and Retail Druggists
Manufacturers of Pharmaceutical Preparations
YOUR PRESCRIPTION FILLED BY SPECIALISTS
Physicians Supplies
Hospital Supplies
Trusses and Abdominal Belts

17 MAIN STREET, E. - - PHONE MAIN 2194

McKESSON-ROCHESTER
DIVISION OF McKESSON & ROBBINS, INCORPORATED

Wholesale Druggists
SODA FOUNTAINS

Wholesale Liquors
STORE FIXTURES

230-236 ST. PAUL STREET

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

The Merchants
WHO ADVERTISE IN THE DIRECTORY
are the up-to-date, wide-awake people of the community. Read their advertisements, you may find therein SOMETHING YOU NEED

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

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 ROCHESTER, N. Y.
Opp. EAST AVENUE Phone STONE 93

LAUBE ELECTRIC CORPORATION

Electrical Contractors
Heating Equipment
TIMKEN SILENT AUTOMATIC OIL BURNERS
For Installation and Service Call STONE 104
If not answered Call MONROE 2482
191-193 EAST AVENUE ROCHESTER, N. Y.

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
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

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

Telephones Main 555-556

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.
Funeral Directors

L. SCHAUMAN'S SONS
Since 1872
Phone MAIN 2274

Funeral Directors

PUBLIC FUNERAL CHAPEL
Phone Main 2274 Open Day and Night

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

ANDREW J. MATTLE JOHN W. MATTLE

A. J. MATTLE & SON
Funeral Directors

Phone STONE 1552

300 CUMBERLAND STREET ROCHESTER, N. Y.

EDWARD E. HAUBNER SARTO W. STALLKNECHT

HAUBNER & STALLKNECHT
Funeral Directors and Embalmers

828 JAY STREET Genesee 300 ROCHESTER, N. Y.

Please mention this Directory when dealing with Advertisers
Funeral Directors

PHILIP A. BENDER
CHARLES W. BENDER
CHRISTIAN BENDER

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, Vico-Pres.

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

RUFUS F. MAIER
GERARD L. MAIER

L. W. MAIER’S SONS
66TH YEAR — ESTABLISHED 1872

Funeral Directors
Telephone STONE 609

870 CLINTON AVENUE NORTH    ROCHESTER, N. Y.

GLENWOOD 1411
GLENWOOD 1779

ANTHONY W. CULHANE

Funeral Home

1411 LAKE AVENUE    ROCHESTER, N. Y.

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. TIMMERMANN

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

— BRANCHES —

Atlanta, Ga. Cleveland, Ohio Nashville, Tenn. Portland, Me.
Ashville, N. C. Dallas, Tex. Newark, N. J. Providence, R. I.
Brooklyn, N. Y. Indianapolis, Ind. Oneida, N. Y. Syracuse, N. Y.
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

GET BETTER VALUE BY BUYING BETTER FURNITURE

YOUR HOME IS IMPORTANT!
Invest in Good Living Equipment,
“FITTING FURNITURE”
For Inspiration, Convenience, Satisfaction.

MILLER CRAFT SHOP
286 COURT STREET    STONE 2221

UPHOLSTERING-HOME MODERNIZATION SERVICES-REPAIRING

fine furniture

CRIPPEN-FOWLER INC.
RUGS, DRAPERIES, UPHOLSTERY, LAMPS
“out where prices are low”

3001 MONROE AVENUE  -  Phone Monroe 3048

Your Delivery Service Needs a Copy of this Directory, so does your Collection Department, your Sales, Purchasing, Mailing and every other Department in your Business.

You can use it Every Day in the Year.
Phone or Write for Your Copy.

SAMPSON & MURDOCK CO., Inc.
Publishers

179 LINCOLN STREET   -   BOSTON, MASS.

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

LATEST STYLING OF
FUR COATS FOR 1936
Relining-Remodeling-Repairing-Cleaning

Automatic Fur Cold Storage

PHONE MAIN 5729

WM. V. GRAESER CO. 38-40-42 Clinton Ave., North

Original Members of MENG & SHAFER

William F. Shafer

S. George Shafer

FASHION IN FURS

FRIGID

SHAFFER CO.

27-29 GIBBS STREET

RE Styling

REPAIRING

RELINING

Manufacturing Furriers

FUR COATS — FUR SCARFS

also

FURS FASHIONED TO MEASURE

Rochester, New York

“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.

SAMPSON & MURDOCK CO., Inc.

179 LINCOLN STREET - - - BOSTON, MASS.

Please mention this Directory when dealing with Advertisers
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.
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 and Fencing

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

26 EXCHANGE STREET
Tels. MAIN 1064-1065-1066-1067

ROCHESTER, N. Y. - - 350 ROOMS
BUFFALO, N. Y. - - 750 ROOMS
ERIE, PA. - - - 400 ROOMS
TORONTO, CANADA - - 750 ROOMS
MONTREAL, CANADA - 750 ROOMS

Rates Single $1.50 to $2.50
(NO HIGHER)

THE NORMANDIE-APARTMENT HOTEL
253 ALEXANDER STREET PHONE STONE 1840

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
HOTEL ROCHESTER
COMPLETELY REDECORATED
AIR CONDITIONED LOBBY, DINING ROOM AND GRILL
for the Comfort of Our Guests
Newly Decorated Rooms for Private Parties
Phone MAIN 6510 for Reservations
MAIN STREET WEST AT PLYMOUTH AVENUE SOUTH

HETZLER BROS. ICE CO., Inc.
Wholesale and Retail
Established 62 Years
COAL, COKE, BEER, ALE
ABSO-PURE
HYAN-DRY PRODUCTS
GLENWOOD
801 DRIVING PARK AVENUE
446

GENERAL ICE CREAM CORPORATION
ROCHESTER DIVISION
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"FRO-JOY"—Ice Cream at its Best
PHONES MAIN 917, 918, 919
CLIFF ST. FOOT OF WHITE ST. ROCHESTER, N. Y.

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37 TH YEAR

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

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Hartford Fire Insurance Co. of Hartford, Conn.
Hartford Live Stock Ins. Co. of Hartford, Conn.
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261 MAIN

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<table>
<thead>
<tr>
<th>Accident</th>
<th>Compensation</th>
<th>Life</th>
<th>Sprinkler Leakage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automobiles</td>
<td>Elevators</td>
<td>Marine</td>
<td>Teams</td>
</tr>
<tr>
<td>Boilers</td>
<td>Fire</td>
<td>Parcel Post</td>
<td>Tornado</td>
</tr>
<tr>
<td>Bonds</td>
<td>Group Insurance</td>
<td>Plate Glass</td>
<td>Tourist Floater</td>
</tr>
<tr>
<td>Burglary</td>
<td>Health</td>
<td>Public Liability</td>
<td>Use and Occupancy</td>
</tr>
</tbody>
</table>

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

E. C. MOONE, Inc.

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ESTABLISHED 1909  INCORPORATED 1920

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

U. S. GYPSUM

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<table>
<thead>
<tr>
<th>Sheet Rock</th>
<th>Rock Lath</th>
</tr>
</thead>
<tbody>
<tr>
<td>Insulation Board</td>
<td>Hard Board</td>
</tr>
<tr>
<td>Pulp Board</td>
<td>Roofing</td>
</tr>
</tbody>
</table>

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.

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AND OFFICE EQUIPMENT
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WIRE SOLDER A SPECIALTY
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Bicycle and Automobile Supplies
DISTRIBUTORS

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SECURITY ROLL ROOFING, ASPHALT SHINGLES and ROOF COATINGS
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Sun Dials
Bronze Tables
Mausoleums

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Opposite South entrance to
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& SON
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Main 854

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Monuments
Mausoleums

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Rochester, N. Y.

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1120 MT HOPE AVE AT STEWART

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Pianos — Phonographs — Records — Musical Instruments
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Convenient Payments
Your present instruments taken in trade

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LEVIS MUSIC STORES

EVERYTHING IN MUSIC-MUSICAL INSTRUMENTS PIANOS, ORGANS, RADIOS

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ROCHESTER SUNDAY

IN THE JOURNAL-AMERICAN

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THE JEWISH LEDGER

PHONE MAIN 4420

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Big Shade Trees—20 to 30 Feet High

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Penfield Farms, Atlantic Ave. & Scribner Road

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Desks - Chairs - Safes
Files
Stationery and Office Supplies
Corporation Supplies
Rubber Stamps — Stencils
Steel Stamps
131-133 STATE STREET PHONES MAIN 1233—1234

GAR WOOD INDUSTRIES, Inc.
DIRECT FACTORY BRANCH
Engineers and Specialists in
AIR CONDITIONING
OIL HEATING - OIL BURNERS
The Latest and Best Developments in Installations
Reasonable Terms - Expert Service
PHONE STONE 3612
16 NORTH UNION STREET - ROCHESTER, N. Y.

The Eyes of the World - - -
For almost a century Bausch & Lomb has been famous as America's leading manufacturer of eyeglass lenses and frames, microscopes, projection apparatus, binoculars and other scientific and optical instruments. Be sure that you enjoy Bausch & Lomb quality in the glasses that you wear.

BAUSCH & LOMB
OPTICAL COMPANY
635 ST. PAUL ST. ROCHESTER, N. Y.
HUMPHREYS

"The Paint Man"

Paint and Wall Paper

38 SOUTH AVE. MAIN 2117

GAMROD-HARMAN CO., INC.
WHOLESALE AND RETAIL

Paints, Glass, Brushes, Varnishes and
Imperial Washable Wall Papers

Distributors for McDougall-Butler Paints and Arvon Plastic Paints
Window Shades and Venetian Blinds
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.

F. P. VAN HOESEN CO., Inc.

PAINTS-WALL PAPER-WINDOW SHADES
VENETIAN BLINDS

Phone STONE 473

41 ST. PAUL ST., Corner Mortimer St. — ROCHESTER, N. Y.

Please mention this Directory when dealing with Advertisers
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.
HUBBS & HASTINGS PAPER CO.

Wrapping Papers and Twines
Roofing Materials of All Kinds
Paper Bags

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.

WHEN IN DOUBT
concerning WHO
WHAT
or WHERE
CONSULT THE DIRECTORY

Please mention this Directory when dealing with Advertisers
CORBETT-STEEVES PATTERN WORKS

PATTERN LETTERS

LEATHER FILLETS

Pattern and Model Makers

55 Allen Street

Telephone Main 5730

Rochester, N. Y.

PHARMACEUTICAL CHEMISTS

Manufacturers of Standardized Pharmaceuticals

Physician and Sick Room Supplies also First Aid Requirements

R. J. STRASENBURGH Co.

185-195 Exchange Street

Phone MAIN 669

THE HURST ENGRAVING COMPANY, Inc.

Photo Engraving

DESIGNING RETOUCHING

Phone MAIN 4605

143 Andrews Street

ROCHESTER, N. Y.

HALF TONES ZINC ETCHINGS

COLOR PROCESS PLATES NICKEL AND COPPER ELECTROS

LEAD MOULDS

MATS AND STEREOS

ROCHESTER ELECTROTYPE & ENGRAVING CO.

170 North Water Street

MAIN 1040

Please mention this Directory when dealing with Advertisers
<table>
<thead>
<tr>
<th>Pictures and Frames</th>
<th>Platers</th>
<th>Plumbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>ORIENTAL RUGS</td>
<td>ETCHINGS</td>
<td></td>
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</tbody>
</table>

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

150 CLARISSA STREET       MAIN 2196
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

<table>
<thead>
<tr>
<th>Dealer in ANTIQUES</th>
<th>APPRAISERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>R. B. OLVER</td>
<td>G. F. HOLTZ</td>
</tr>
</tbody>
</table>

**G STUART-Olver-HOLTZ CO.**

Plating, Enameling and Metal Spinning
LACQUERING

Manufacturers of Metal Specialties

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

**HOWE & BASSETT CO., Inc.**

Established 1885

Plumbing and Heating Contractors
Supplies and Equipment

"RUUD" Automatic Gas Water Heaters

"PERMUTIT" Water Softeners

Automatic Gas and Oil Appliances

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

OIL BURNERS       WRIALCO CONCRETE INSERTS

Telephones: Main 1056—6828

21-23 OTSEGO STREET       ROCHESTER, N. Y.

Please mention this Directory when dealing with Advertisers
### Plumber Supplies

**PLUMBERS, STEAMFITTERS, TINNERS**

**ENGINEERS and FACTORIES**

Distributors of **TROJAN PLUMBING FIXTURES**

---

**W. A. CASE & SON MFG. CO.**

72-90 ST. PAUL STREET  
Phones Main 3404—3405—3406

William E. Sloan  
Daniel L. VanHee  
William E. Sloan, Jr.

**ESTABLISHED 1860**

**TELEPHONE MAIN 540**

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

---

**ROCHESTER PIPE AND FENCE CORP.**

*New and Used Pipe Cut to Measure*  
Welded Steel Products

**PIPE**

306-314 BUFFALO ROAD  
-  
-  
ROCHESTER, N. Y.

---

Please mention this Directory when dealing with Advertisers
ARPEAKO
Hams, Bacon, Daisies, Fresh Pork
51 SAUSAGE PRODUCTS

ROCHESTER PACKING CO., Inc.
900 MAPLE STREET Phone: Genesee 5200 ROCHESTER, N. Y.

THE DU BOIS PRESS
Creators and Designers of DIRECT MAIL ADVERTISING

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.

GRAPHIC ARTS PRESS
OF ROCHESTER, INC.

.. PRINTERS ..
BOOKLETS .. CATALOGUES .. STATIONERY

Direct Mail Advertising
COLOR PROCESS PRINTING

15 SOUTH AVENUE Phone MAIN 568 ROCHESTER, N. Y.

Are Things Coming Your Way?
If not, it may be because people have not seen your name under the list of those who provide the service they are after, and have gone to a wiser firm who have made sure of being properly represented in the City Directory.
Better get in line for the next issue.

SAMPSON & MURDOCK CO., Inc., Publishers
179 Lincoln Street Boston, Mass.

Please mention this Directory when dealing with Advertisers
# LIST OF OUR PUBLICATIONS

<table>
<thead>
<tr>
<th>City</th>
<th>Price</th>
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<tbody>
<tr>
<td>Albany and Rensselaer</td>
<td>$10.00</td>
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<tr>
<td>Attleboro and N. Attleboro</td>
<td>$8.00</td>
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<tr>
<td>Auburn</td>
<td>$8.00</td>
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<tr>
<td>Boston</td>
<td>$25.00</td>
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<tr>
<td>Boston Blue</td>
<td>$5.00</td>
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<td>Cranston</td>
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<td>Danielson</td>
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<td>East Providence</td>
<td>$8.00</td>
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<tr>
<td>Fall River</td>
<td>$8.00</td>
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<tr>
<td>Gloucester and Rockport</td>
<td>$8.00</td>
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<td>Hopkinton</td>
<td>$5.00</td>
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<tr>
<td>Jamestown and New Shoreham</td>
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<tr>
<td>Lakeville</td>
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<td>Lawrence</td>
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<td>Malden</td>
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<td>Mass. Mfrs</td>
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<td>Mystic, Stonington and Noank</td>
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<td>New England</td>
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<td>Newburyport and Amesbury</td>
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<td>Newton</td>
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<td>Oswego</td>
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<tr>
<td>Pawtucket and Central Falls</td>
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<td>Providence</td>
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<td>Providence House</td>
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<td>Rochester</td>
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<td>Rochester Suburban</td>
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<td>Syracuse</td>
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<tr>
<td>Taunton</td>
<td>$8.00</td>
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<tr>
<td>Troy, Cohoes &amp; Green Island</td>
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<tr>
<td>Waltham</td>
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<tr>
<td>Westerly</td>
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<td>Worcester</td>
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<tr>
<td>Worcester House</td>
<td>$10.00</td>
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</table>

*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 1926. 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.
Radio

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

LEONARD ELECTRIC REFRIGERATION

BEAUCAIRE, Inc.

228-230 BROADWAY - - - PHONE STONE 5694-5695

ALHART ELECTRICAL CO., Inc.

AUTHORIZED DEALERS

Stromberg-Carlson Radios
There Is Nothing Finer

TELEPHONE CULVER 3944

1149 CULVER ROAD - - ROCHESTER, N. Y.

The City Directory Draws Business

It covers all the buying centers around you. It gets inside and stays there; in touch with the business man and purchasing agent. Let us help you make up your advertisement and get the business.

Please mention this Directory when dealing with Advertisers
NORBERT STREB CO.
Realtors
..REAL ESTATE..
Bought .. Developed .. Financed .. Managed
Rented .. Sold
223 POWERS BLDG. Main 4579

YATES & McINTOSH, Inc.
Real Estate
INSURANCE
MAIN 250 and 251
25 EXCHANGE STREET

ALLIANCE REALTY CORP
Leases
Home Building
Residential Sales

INSURANCE - INDUSTRIAL SITES
1014 Lincoln Alliance Bank Building, Main at Stone Sts.
Phone STONE 633 Sundays and Evenings Charlotte 334

This Book is Your Silent Salesman
ADVERTISE AND PUT IT TO WORK

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

EDWARDS REALTY CO.
REAL ESTATE
In All Branches
399 MAIN ST. EAST - ROCHESTER, N. Y.
Telephones MAIN 6140—6141

PROPERTY MANAGEMENT
FARMS AND SUBURBAN PROPERTY
SALES
EXCHANGES
RENTALS
LEASES
MORTGAGE
LOANS
25 MAIN ST. E. Main 5801
24 YEARS OF DEPENDABLE SERVICE
CONSULT US FIRST — HOME BUILDERS — LET US ESTIMATE

KONDORF REALTY CO.
JOSEPH G. KONDORF
Property Management — Appraisals
— Rents Collected —
Leases — Sales — Exchanges
WE BUY AND SELL
53 MAIN STREET, EAST - - Phone MAIN 3634

Please mention this Directory when dealing with Advertisers
Sales—Rentals—New Homes and Home Sites—Property Management

PAUL E. EMERSON CO.
REALTORS
6 CLINTON AVE. SO. - - - STONE 822

C. H. MORSE & SON
HENRY W. MORSE, Proprietor

Air Cushion Rubber Stamps
Stencil Cutting Machines
Numbering Machines
Seal Presses and Badges
Phone MAIN 1291

21 NO. WATER STREET ROCHESTER, N. Y.
THE SCHOOL OF COMMERCE
362 EAST AVENUE, ROCHESTER
ADVANCED COURSES
IN
BUSINESS EDUCATION
Special Medical Secretarial Courses
ALL TWO YEAR COURSES REGISTERED WITH THE DEPARTMENT
OF EDUCATION OF THE STATE OF NEW YORK

Ask For Information Call MAIN 5530 or 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

MAIN 1201
Corner STONE and ELY STREETS ROCHESTER, N. Y.

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.

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

Please mention this Directory when dealing with Advertisers
Sheet Metal Work & Roofing  
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—Waterproofing
*Roofing, Ventilating and Sheet Metal Contractors*
MAIN 5234  60 Brown Street, Rochester

**Richardson Corporation**
Manufacturers of
"Maid of Honor" Syrups  Liberty Fruit Drinks
Crushed Fruits and Sundaes  Liberty Root Beer and
for Soda Fountains  Fruit Drink Dispensing Equipment
Ice Cream Fruits and Flavors  Reddy Chocolate Syrups
Glace Fruits and Bakers' Supplies  and Powder
*Telephones—Glenwood 307, 308, 309*
*After 5 P. M., Saturday Afternoons, Sundays and Holidays call Glenwood 307*
1069 Lyell Avenue  -  ROCHESTER, N. Y.

**National Advertisers**
are coming more and more to realize that
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
of your line.

**Local Advertisers**
Will improve their sales of national advertised products if they can induce their supply
houses to advertise in the above manner.

Sampson & Murdock Company, Inc.
179 Lincoln Street, Boston

Please mention this Directory when dealing with Advertisers
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

224 MAIN STREET, WEST - 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

Please mention this Directory when dealing with Advertisers
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,
STACKS, 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

Phones Glenwood 590 — 591

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

Please mention this Directory when dealing with Advertisers
Rochester Cast Stone Company

Cut Cast Stone  Cut Cast Granite
Building Trim

1965 EAST AVENUE  -  -  -  ROCHESTER, N. Y.

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 MOIST-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 FUMICATION
Guaranteed Moth Destruction

Phone for Quotation

BLANCHARD STORAGE CO., Inc.
Broad at Oak Street
Main 7021

ROCHESTER
STORAGE WAREHOUSES

Fireproof and Non Fireproof
Household Goods and Merchandise
Moving — Packing — Shipping

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

GENERAL MERCHANDISE
STORAGE and REFORWARDING
Established 1902

The Upton Cold Storage Co.
INC.
Cooler and Sharp Freezer Service
For All Food Products
FIRE PROOF BUILDINGS  LOWEST INSURANCE
Storage in Transit
Route All Cars
N. Y. C. LINES, STATE ST. DELIVERY
38 CLIFF ST. - ROCHESTER, N. Y.
MAIN 1494

Please mention this Directory when dealing with Advertisers
ROCHESTER SHOW CASE WORKS, Est. 1853
STORANDT INDUSTRIES, Inc., Est. 1891

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            Telephone Main 5750

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

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

Express Forwarders Long Distance Trucking

MONROE FREIGHTWAYS EXPRESS CO.

Daily Service to Buffalo

FREIGHT        FURNITURE        MACHINERY

BOSTON, MASS.  —  BRANCH OFFICES  —  LONG ISLAND CITY, N. Y.

436 CLINTON AVENUE, N.  Main 6537  ROCHESTER, N. Y.

Please mention this Directory when dealing with Advertisers
SAM GOTTRY CARTING COMPANY

AFFILIATED WITH
UNITED VAN LINES, INC.

NATIONAL MOVERS

LONG DISTANCE WORK

Railroad Freight — Shipping and Packing — Safes, Machinery, Boilers, Etc.

..POOL CAR DISTRIBUTION..

We Specialize in Local Furniture and Piano Moving

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 PARSHELLS AVENUE
CULVER 2014

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

EAST END CARTING COMPANY

Storage Warehouse

Local and Long Distance Moving

Across the City
Across the Continent

Loads and part loads to and from all States

Maximum Insured Protection

MEMBER: AMERICAN VAN LINES, INC.

91 FROST AVENUE Genesee 1646 ROCHESTER, N. Y.

CHAS. W. WEIS, Jr. GEORGE F. R. ECKHARDT RUDOLPH G. WEIS
Pres. 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

Please mention this Directory when dealing with Advertisers
WARNING!

"He Was a Stranger and He Took Me In"

Unknown solicitors representing various questionable publications take at least $100,000.00 from Rochester business and professional men annually.

These publications include many one time directories and business indexes which are unauthorized by organizations which the solicitor claims to represent. They are of no value to anyone except the promoter.

Included in a list of over one hundred on file in this office, are the following classifications:

- Travel and Hotel Directories
- Railroad Employees' Journals
- Buyers Commercial Register
- Sellers Reference Guides
- Sellers Classified Guides
- Trade Indexes
- Business Guides
- National Reference Guides
- N. Y. State Business Directories
- Industrial Directory
- Sheriff's & Police Officer's Directories

Before paying for advertising in out-of-town directories represented by strangers, verify your signature and check the source of the order. Before You Sign, Phone this office for a report on the publication. Our information costs you nothing and may save you much—if you

INVESTIGATE—BEFORE YOU INVEST

BETTER BUSINESS BUREAU of ROCHESTER
INCORPORATED

1423 LINCOLN-ALLIANCE BANK BUILDING
Phone STONE 330
How Many Changes in a Year?

Out of every 100 People listed in last Directory—

16% to 18% move away, or die

New People, equal to 17% to 19% move into town, or reach listing age

36% to 29% more change their address, or their jobs, or some other vital fact that affects their listing

59% to 67% of the People listed have new information in some particular, which can be surely found only in the NEW DIRECTORY

Note: These figures are from repeated checks in numerous cities, and do not vary 5% in any year

These people are your Customers
That is why we make Directories

Please mention this Directory when dealing with Advertisers