# CLASSIFIED BUYERS' GUIDE OF THE CITY OF

## ROCHESTER

(NEW YORK)

1939



The Buyers' Guide contains the advertisements and business cards of the more progressive business men and firms in the city classified according to lines of business.

R. L. POLK & CO., Inc., Publishers

729 Powers Building, Rochester, N. Y.

#### MONROE ABSTRACT CORPORATION

Abstracts

Abstracts

Title

Federal Court Searches Complete
Title Service in
Western New York

Main 3441-3442

Title Insurance Policies

Advertising

Guaranteed Tax

Searches

FOUNDED IN 1886

#### ABSTRACT TITLE & MORTGAGE CORPORATION

ABSTRACTS OF TITLE
TITLE INSURANCE
FEDERAL COURT SEARCHES
GUARANTEED TAX SEARCHES
MORTGAGE SERVICING

47 SOUTH FITZHUGH ST.

Tel. Main 4170

ROCHESTER

## Addressing and Mailing

With large and fully equipped addressing and mailing departments in the larger cities, we can handle up to the largest campaigns quickly and at attractive prices.

R. L. POLK & CO., Inc. 354 Fourth Ave., N. Y. C.

Directory Publishers, Mailing List Compilers, Addressing and Mailing Service

New York, N. Y. Chicago, Ill. Philadelphia, Pa. Pittsburgh, Pa. Los Angeles, Cal. San Francisco, Cal. Boston, Mass. Scattle, Wash. Indianapolis, Ind. Cleveland, Ohio



#### & 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 PROTANE GAS (Bottled) for Gasless Homes Magic Chef, Glenwood Ranges PHONE: STONE 3016-3017

39-57 MT. HOPE AVENUE

ROCHESTER, N. Y.

## Automatic Heating and Air Conditioning economically more efficients

A complete and flexible line of G-E Automatic Heating (Oil & Gas) Air Conditioning (Winter, Summer or year 'round) equipment. Also a full line of Room Coolers and Air Circulators. We have units for every home or business need. Call us and we will be happy to give you full information. PHONE STONE 898



AIR CONDITIONING CORPORATION 618 E. MAIN STREET

## C. W. FIELDS, Inc.

Chrysler and Plymouth Motor Cars

157-167 COURT ST.

**STONE 140** 

## WHITING-BUICK, Inc.

"Dealer Since 1906"

Buick Sales Service



Used Cars

352 EAST AVENUE

STONE 714

## ALLING & MILES, INC.

Distributors of

## **Hudson Motor Cars**

Sixes and Eights

Office and Showroom, 82 STONE ST.

Phone STONE 2537

#### COOL CHEVROLET CORP.

Passenger Cars



Delivery Trucks

Always a fine stock of GUARANTEED USED CARS.

A modern SERVICE DEPT—FLAT RATE CHARGES.

SKILLED MECHANICS and FACTORY EQUIPMENT is your SERVICE GUARANTEE

340-360 CULVER ROAD

Phone MONROE 2340

## ROCHESTER MOTORS, Inc.



Distributors

## STUDEBAKER MOTOR CARS

Sales and Service

77-87 MONROE AVENUE

ROCHESTER, NEW YORK

Telephone STONE 3030

## GENESEE VALLEY MOTORS, Inc.



Great Cars
Fine Service
A Square Deal



250 MT. HOPE AVENUE

ROCHESTER, N. Y.

Telephone Monroe 2727

## FINCHER MOTORS, INC.

Distributors

## **OLDSMOBILE**

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

Dodge Brothers Cars and Trucks and Plymouth Cars

PLYMOUTH

Service That Serves and Saves
Used Cars and Trucks—Greater Values—Lower Prices
Retail — GENUINE PARTS — Wholesale

1044 UNIVERSITY AVENUE

Telephone Monroe 612-613-614-615



SALES and SERVICE Gackard,

PACKARD against the field!

Guaranteed Used Cars

BANCROFT MOTORS

33 STILLSON STREET MAIN 6562 ASK THE MAN WHO OWNS ONE

Hudson Terraplane

## THE VALLEY CADILLAC CORPORATION

Cadillac LaSalle **Pontiac** 

G. M. C. Trucks

GUARANTEED USED CARS AND TRUCKS Salesrooms and Complete Service Facilities

333 EAST AVENUE

STONE 320

#### **CLARK-PRINCETON COMPANY**

#### TRAILERS and AUTOMOBILES

New and Used

DISTRIBUTORS

YORK — FLEETWHEELS — CLUB CARS CURTISS AEROCARS — GLIDERS

Trailers of Distinction at Surprisingly Low Prices

office and showrooms
30 SAGER DRIVE
Monroe 3276

OUTDOOR DISPLAY
1743 EAST AVENUE
ROCHESTER, N. Y.

#### CALEY & NASH, Inc.

#### AUTOMOBILE PAINTING AND TRIMMING

BODIES OF SPECIAL DESIGNS

Manufacturers of VANS AND TRUCK BODIES

**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



Z

107(

#### LINCOLN-ALLIANCE BANK AND TRUST COMPANY

Main Office, 183 MAIN ST. EAST

Lincoln Office, 33 Exchange Street

Lake Ave. Office, 1495 Lake Avenue

West End Office, 886 Main Street W.

East End Office, 460 N. Goodman Street

Monroe Ave. Office, 560 Monroe Avenue

Portland-Clifford Office, 520 Portland Avenue

Newark Office, Newark, N. Y.

Brockport Office, Brockport, N. Y.

#### EVERY BANKING SERVICE

Checking Accounts, Interest Accounts, Trust Services, Business Loans, Personal Loans, Safe Deposit Boxes, Travelers Checks, Foreign Drafts. Etc.

#### **OFFICERS**

#### ASSISTANT VICE PRESIDENTS

Clarence E. Higgins George C. Lennox

Franklin S. Meinhart G. Alfred Sproat

#### VICE PRESIDENTS

RAYMOND F. LEINEN, Executive Vice Pres.

RAYMOND N. BALL, President

EDMUND I. TUETY, Secretary

Thomas R. Baker

William G. Watson Edward M. Weingartner

David C. Barry Swayne P. Goodenough Raymond J. White

Arthur J. Meisenzahl

Frederick D. Whitney

AUDITING DEPARTMENT

Roy E. Miller, Auditor

#### Richard A. Sweenev

ASSISTANT SECRETARIES Lyle G. Antis Ogden Butler Roy B. Combs Lincoln Doumaux

Clarence S. Greene

William Groh

Leland D. Judd Cyril G. Kress Robert E. Macon Clarence E. Marsh Luke T. Smith William B. Vaisey

Arthur B. Weston

#### TRUST DEPARTMENT

John W. Remington, Trust Officer Wilmot R. Craig, Asst. Trust Officer Robert E. Platt, Asst. Trust Officer

William A. Rose, Asst. Trust Officer Raymond H. Schlegel, Asst. Trust Officer Robert E. Towey, Asst. Trust Officer

#### DIRECTORS

MORTIMER ADLER RAYMOND N. BALL EDWARD BAUSCH JOHN P. BOYLAN JAMES C. DRYER ALBERT B. EASTWOOD BERNARD E. FINUCANE

MARION B. FOLSOM FRANK E. GANNETT JAMES E. GLEASON FRED C. GOODWIN FRED H. GORDON EDWARD A. HALBLEIB THOMAS J. HARGRAVE SOL HEUMANN ALBERT A. HOPEMAN

EDWARD G. MINER JOSEPH M. NEISNER RUSH RHEES HERMAN RUSSELL
ALBERT F. SULZER
RAYMOND L. THOMPSON
DOUGLAS C. TOWNSON
HERBERT J. WINN

Member Federal Deposit Insurance Corporation

Member Federal Reserve System

## Central Trust Company

ROCHESTER, N. Y.



Main Office
25 Main Street, East

Brighton Branch
1806 East Avenue

Office Hours: from 9 A.M. to 3 P.M.

Saturdays: Close at 12 M.

#### Officers:

JOHN A. MURRAY President WILSON HAMILTON . Vice-President JOHN H. RAUSCH Asst. Vice-President F. DWIGHT SAGE Asst. Vice-President RICHARD C. MEISENZAHL Secretary HOMER D. KLUMPP Treasurer FRANCIS P. BEATTIE Asst. Secretary C. J. SELLMAYER Asst. Secretary EDMUND J. MEYER Auditor

#### Trust Department

#### Directors:

ESTEN A. FLETCHER JOHN A.
EZRA A. HALE THOMAS
WILSON HAMILTON JOHN D.
FRANTZ HAVERSTICK FRANK

JOHN A. MURRAY THOMAS N. NAGLE JOHN D. PIKE FRANK J. SMITH ALBERT E. VOGT LOUIS A. WEHLE DWIGHT S. WETMORE OLIVER B. WOODFILL

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.

#### Member Federal Deposit Insurance Corporation

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

NIGHT DEPOSITORY, MAIN OFFICE, 25 MAIN ST. EAST

## Genesee Valley Trust Company

#### EXCHANGE and BROAD STS.

Free Parking for Customers at 101 Exchange Street

#### **OFFICERS**

W. DEWEY CRITTENDEN, Chairman of the Board
ALEXANDER T. SIMPSONPresident
FRANK S. THOMASExecutive Vice-President
GEORGE E. VARCOE Vice-President
JOHN W. JARDINE Vice-President
JOHN P. DAY Vice-Pres. & Associate Trust Officer
W. W. STEELEAsst. Vice-President
HOWARD W. MATTHEWSTreasurer
JOSEPH P. COLLINSTrust Officer
T. CHESTER MEISCHSecretary
NORBERT D. GREENEAsst. Secretary
JOSEPH S. WEBERAsst. Secretary
ROBERT C. TAITAsst. Trust Officer



#### BOARD OF DIRECTORS

WHEELER D. ALLEN Vice-Pres. C. P. Ford Co., Inc.

LEON L. BENHAM President Richardson Corporation

KENDALL B. CASTLE, Attorney Trustee, University of Rochester

GEORGE B. CAUDLE, President Kelso Laundry Co. Director, American Laundry Machinery Co.

BRACKETT H. CLARK Secretary, Cochrane-Bly Company

GEORGE H. CLARK
Trustee, Security Trust Co.
Director, Eastman Kodak Co.
Treasurer, Mechanics Institute

W. DEWEY CRITTENDEN, Chairman of The Board President and Treas., F. & C. Crittenden Co Chairman of Board, Brewster-Crittenden & Co.

EDWARD J. DOYLE
President, Doyle Gasoline and Oil Co., Inc.

ALBERT V. DURAND President Smith-Gormly Co., Inc.

WILLIAM B. HALE Chairman of Board, Mechanics Savings Bank Chairman of Board, Lawyers' Co-operative Publishing Co. Trustee, University of Rochester

CARL S. HALLAUER Vice-Pres., Bausch & Lomb Optical Co. Pres., Bausch & Lomb Optical Co., Ltd., Canada

WALTER L. HEUGHES Pres. F. L. Heughes & Co. Inc.

THOMAS J. NORTHWAY President, Thomas J. Northway, Inc.

ALEXANDER T. SIMPSON President

FRANK S. THOMAS Executive Vice-President

KENNETH C. TOWNSON Geo. D. B. Bonbright & Co. Director, Stecher-Traung Lithograph Co. Director, Sibley, Lindsay & Curr Co.

LEWIS S. WEST Director Union Trust Co. Vice-Pres, Despatch Shops, Inc.

ERNEST C. WHITBECK Attorney

GEORGE M. WOOD
President, Lawyers Co-operative Publishing Company

#### TRUST DEPARTMENT SERVICES

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

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

We invite you to consult our Officers, which may be done in complete confidence, without the slightest obligation.

#### SAFE DEPOSIT BOXES IN FIRE AND BURGLAR PROOF VAULTS

Member Federal Deposit Insurance Corporation

## ROCHESTER TRUST Main Street West and Exchange

Capital \$1,000,000



Surplus

\$3,000,000

#### Fifty-One Years Experience

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

#### **OFFICERS**

ROBERT C. WATSON President  JOHN CRAIG POWERS Vice Pres. & Chairman Ex. Com.	EDWARD HARRIS, 2ND Asst. to the Presiden Mgr. Securities Dep HARRY W. SAGE Asst. Secretary				
Edward Bausch	Rose M. Doyle				
Vice President	Asst. Secretary				
GEORGE H. HAWKS	WILLIS P. MARTIN				
Vice Pres. and Sec.	Asst. Secretary				
Vice Pres. and Tr. Officer	Russell D. Harder Asst. Secretary				
Vice Pres. and Associate Trust Officer	FAY E. WRIGHT Asst. Trust Officer				
EDWARD L. WILLIAMS	Albert D. Stewart,				
Vice President	Asst. Trust Officer				
WILLARD I. LUESCHER	CHAS. H. GOODENOUG				
Vice President	Asst. Trust Officer				
HARRY L. EDGERTON	EUGENE N. DEWITT				

Treasurer

Mgr. Securities Dept. HARRY W. SAGE Asst. Secretary ROSE M. DOYLE Asst. Secretary VILLIS'P. MARTIN

Asst. to the President &

LBERT D. STEWART, JR. Asst. Trust Officer CHAS. H. GOODENOUGH

Asst. Trust Officer EUGENE N. DEWITT Auditor

#### DIRECTORS

ROBERT C. WATSON	HERBERT J. WINN				
Edward G. Miner	FREDERICK S. MILLER				
R. Andrew Hamilton	SAMUEL E. DURAND				
Frank T. Sage	WILLIAM F. STRANG				
George H. Hawks	VINCENT S. BENNETT				
John Craig Powers	OSCAR H. PIEPER				
Edward Bausch	THEODORE C. BRIGGS				

RICHARD M. HARRIS



MAIN STREET WEST AND EXCHANGE

ROCHESTER'S FIRST TRUST COMPANY - Operating under Perpetual Charter MEMBERS FEDERAL DEPOSIT INSURANCE CORPORATION

## SECURITY TRUST COMPANY

#### **OF ROCHESTER**

#### Main Street, East and Water Street, South

#### OFFICERS

JAMES S. WATSON						President
CARL S. POTTER					Vice	-President
EDWARD HARRIS					Vice	e-President
THOMAS G. SPENCER					Vic	-President
WILLIAM H. STACKEL	,	Vic	e-Pr	es	& Tı	ust Officer
GEORGE F. STONE						Secretary
EARL G. HOCH .						Treasurer
HARVEY W. MILLER					Ass'	Secretary
DAVID GALES .					Ass'	Secretary
FREDERICK J. BENDO	N				Asst.	Treasurer
SCHUYLER C. WELLS	, J	R.		Vi	e Tı	ust Officer
GRACE E. HOWIE				Ass	't T	ust Officer
SEWARD H. CASE .				Ass	't T	ust Officer
BENJAMIN E. LULL				Ass	't T	rust Officer
EVA M. SCHREINER				Ass	't T	ust Officer
KENNETH C. WILD		M	ortg	age	e Re	alty Officer
			_	_		•



#### DIRECTORS

JAMES S. WATSON CARL F. LOMB MORLEY A. STERN DANIEL M. BEACH HARPER SIBLEY FRANK W. LOVEJOY THOMAS G. SPENCER HERBERT EISENHART CARL S. POTTER WILLIAM H. STACKEL WALTER L. TODD GEORGE H. CLARK WESLEY M. ANGLE BERNARD E. FINUCANE ARTHUR F. REED

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

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

Member Federal Deposit Insurance Corporation

# UNION TRUST COMPANY

19 MAIN ST., WEST - ROCHESTER, NEW YORK

A Marine Midland Bank
Member Federal Deposit Insurance Corporation

#### Every Banking Service

**OFFICERS** 

President
WILLIAM W. FOSTER

#### MAIN OFFICE

Vice-Presidents
ROBERT K. FAULKNER
EDWARD J. MEYER
ELMER B. MILLIMAN
DELOSS M. ROSE, Secretary

Treasurer

CHARLES H. ESHELMAN

CARL R. SNIDER

Assistant Vice-Presidents
JAMES A. CAMERON
O. K. COOPER
JOHN W. MALEENEY
EDWARD R. MURPHY
HUBERT L. STEVENSON

Comptroller

HENRY P. SCHLENKER

Auditor

F. ARTHUR ABEL

Assistant Secretaries
HECTOR M. HARMON
ALFRED F. JANUS
LEWIS H. MORGAN
WILLIAM J. VOLZ

#### TRUST DEPARTMENT

Vice-President and Trust Officer NELSON E. LENGEMAN

GEORGE E. BECKER
President, Marine Midland Group, Inc.

SELDEN S. BROWN

J. ALLEN FARLEY

Treas. E. P. Reed & Co.

Trustee Monroe County Savings Bank

WILLIAM W. FOSTER

President
Union Trust Company of Rochester

JAMES F. HAMILTON

President
First Industrial Bank of Rochester
KENNETH B. KEATING

Attorney Harris, Beach, Folger, Bacon & Keating Assistant Trust Officers
ARTHUR S. CARRUTHERS
also Trust Investment Officer
R. REED GEORGE
LOUISE A. SCHOFFELD

#### INVESTMENT DEPARTMENT

Assistant Vice-President CHARLES J. GRATE

FOREIGN DEPARTMENT

GORDON F. WOOD

#### MERCHANTS-EAST AVENUE OFFICE

Vice-Presidents
ALBERT S. NEWELL
CHESTER J. SMITH

Assistant Vice-Presidents
GROVER C. BRADSTREET
CHARLES BROUMOWSKY
Assistant Secretary

JOHN W. DWYER

#### OTHER CITY OFFICES

CLIFFORD-JOSEPH OFFICE
Assistant Vice-President

A. JOSEPH LONDON CHARLOTTE OFFICE

Manager Sherman L. Pooley

#### **DIRECTORS**

✓JOHN L. KEENAN ✓ Franklin Institute CLARENCE S. LUNT

C. S. Lunt & Co.

J. E. McKelvey

Director. Richardson Corp.

GILBERT E. MOSHER

CHARLES P. SCHLEGEL Pres. Schlegel Manufacturing Co. CHARLES WINSLOW SMITH

Pres., Sherwood Shoe Co.
Trustee, East Side Savings Bank
OSCAR B. SPIEHLER
Secy, Treas. Big Elm Dairy Co.
Trustee, East Side Savings Bank

NORTH-HUDSON OFFICE Manager CHARLES H. CLOSEN

LYELL-SARATOGA OFFICE

Manager
LOUIS M. BOLT

CULVER OFFICE

Assistant Secretary
AVERY S. GILBERT

CHILI-THURSTON OFFICE

Manager Harry N. Frey

DEWEY-DRIVING PARK OFFICE

Manager Charles C. Dunphrey

OUT OF TOWN OFFICES
AVON OFFICE

Assistant Secretary
WILLARD B. FRAZER

E. ROCHESTER OFFICE

Manager Gustave Michaels

PALMYRA OFFICE

Assistant Vice-President
CLIFFORD G. ADAMS

SODUS OFFICE
Assistant Vice-President
FRANK H. HELMBOLD

WEBSTER OFFICE
Assistant Vice-President
ARTHUR F. KURTZ

ADOLPH STUBER

Asst. Vice-President

Eastman Kodak Co.

ARTHUR E. SUTHERLAND
Official Referee
Supreme Court of New York

GEORGE L. SWAN

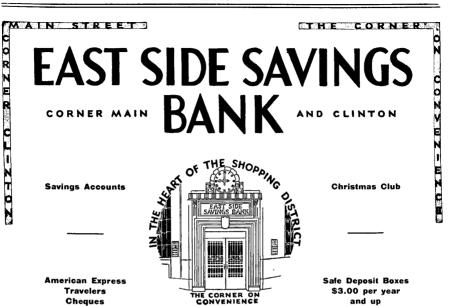
Pres. Goreline & Swan

Construction Co.

FRED K. THOMPSON Pres. Cramer-Force Co.

CORNELIUS J. VANNIEL
General Comptroller, Eastman Kodak Co.

LEWIS S. WEST Vice Pres.-Gen. Mgr. Despatch Shops, Inc.



ENJOY the corner on convenience for complete savings bank service. Money deposited during the first three business days of any month draws dividends (interest) from the first of the month if left until the end of the quarter. Interest is credited to accounts December 1 and June 1.

#### OFFICERS

HERMAN C. SIEVERS
Chairman of the Board

ZHE

JOSEPH H. ZWEERES
President

HENRY B. ALLEN Vice-President

R. ANDREW HAMILTON
Vice-President

OSCAR B. SPIEHLER Vice-President

JOHN W. F. SWANTON

EDWARD L. GOETZMAN
Treasurer

PHILIP O. WILLIAMS

CHARLES H. BOORMAN Assistant Treasurer

ALEXANDER G. HAY

LEWIS A. PEAR

HAMILTON C. GRISWOLD

#### **TRUSTEES**

WILLIAM BAUSCH
R. ANDREW HAMILTON
OSCAR B. SPIEHLER

HAMILTON C. GRISWOLD
HERMAN C. SIEVERS
ARTHUR A. BARRY
JOSEPH H. ZWEERES
CHARLES WINSLOW SMITH
SOL HEUMANN
RAYMOND L. THOMPSON
CHARLES T. CROUCH
ALEXANDER M. BEEBEE
HENRY B. ALLEN
LOUIS S. FOULKES, JR.
HENRY W. KIMMEL

M F K M D D

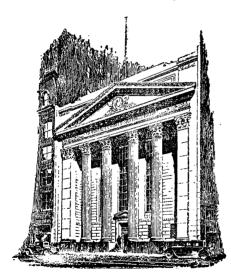
23 - 01-5

## MONROE COUNTY SAVINGS BANK

INCORPORATED 1850

#### OFFICERS

GEORGE D. WHEDON, President EDWARD BAUSCH, Vice-President J. ALLEN FARLEY, Vice-President FRANK T. TAYLOR. Treasurer FRANK E. DONNELLY, Secretary A DEWEY BACON, Asst. Secretary Walter H. Couchman, Asst. Secretary Joseph G. Kunz, Asst. Secretary Harold F. Lederman, Asst. Secretary J. Wesley Ribey, Asst. Secretary Frank C. Leaper, Auditor Stewart & Spencer, Counsel



#### TRUSTEES

EDWARD BAUSCH
W. OSBORNE ASHLEY
CHARLES F. WRAY
J. ALLEN FARLEY
GEORGE D. WHEDON
AUGUSTINE J. CUNNINGHAM
WILMOT V. CASTLE
SMITH SHELDON
JOSEPH F. WELLER
VINCENT S. BENNETT
JOSEPH F. TAYLOR
ALBERT F. SULZER
L. DUDLEY FIELD

Complete Savings Bank Service

TWO CONVENIENT OFFICES

**35 STATE STREET** 

2 EAST AVENUE

ROCHESTER, N. Y.

# ROCHESTER SAVINGS BANK

(INCORPORATED 1831)

Resources - \$66,595,000 More than 97,000 Depositors



West Main Street Office 47 WEST MAIN ST.

#### TRUSTEES

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

#### **OFFICERS**

EDWIN ALLEN STEBBINS, President
JAMES S. WATSON, Vice-President
EDWARD HARRIS, Vice-President and Attorney
CHARLES F. TURTON, Vice-President
JOHN C. HOSKING, Vice-President
CLYDE T. SUTTON, Treasurer
JAMES W. GRAY, Secretary
FRANK L. NIED, Assistant Secretary
ARTHUR H. LAUTERBACH, Assistant Secretary
HARRY N. KENYON, Assistant Secretary
WALTER L. SCHMID, Assistant Secretary
WILLIAM H. CARROLL, Assistant Secretary
GEORGE C. WILCOX, Assistant Attorney



Franklin Street Office
40 FRANKLIN STREET

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

			•	FF	ICEI	(3				
WILLIAM B. HALE	-	•	-	-		-	-		-	Chairman of Board
WENDELL J. CURTIS	-	-	-	-			-		-	<ul> <li>President</li> </ul>
JAMES C. CLEMENTS	-	-	-					-	-	<ul> <li>Vice-President</li> </ul>
GEORGE WENDT -	-		-		-	-	-	Vice	e-Pr	esident and Secretary
ALEXANDER M. KESSELI	RING	-	-				-	-	-	Assistant Secretary
EUGENE J. BODETTE	-	-	-				-	-	-	Assistant Secretary
OSCAR J. BOTT -	-					-		-	-	Assistant Secretary
MICHAEL M. SPANG										Assistant Secretary
HELEN A. WIGG										- Cashier
ALFRED T. HALL -	_							-	_	Assistant Cashier

WENDELL J. CURTIS WILLIAM B. HALE JAMES C. CLEMENTS FREDERICK S. MILLER

EDWARD A. HALBLEIB

JACOB CUSIMANO

CURTIS FITZSIMONS

GILBERT J. C. McCURDY HERBERT W. BRAMLEY GEORGE WENDT ARTHUR J. GOSNELL CHARLES F. HUTCHISON

TRUSTEES

CURTIS FITZSIMONS ARTHUR W. BEALE J. SAWYER FITCH DR. ALBERT K. CHAPMAN CHARLES T. DePUY

Assistant Cashier

Attorney

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.

### FIRST INDUSTRIAL BANK

L PERSONAL

**A** BUSINESS

S COLLATERAL

CHECKING ACCOUNTS
&
TIME DEPOSITS

COLLATERAL |

— THE BANK FOR THE INDIVIDUAL —

30-32 CLINTON AVE. N. - - - Phone MAIN 1512

## CROSS BROTHERS CO. Inc.

## Leather Belting Manufacturers

**DEALERS IN** 

Conveying Equipment
Mechanical Power Transmission Appliances
Millwrights and Belt Repair Men Promptly Furnished

Phones MAIN 8038-8039

112-114 MILL STREET

ROCHESTER, N. Y.

GLENWOOD 6200

# 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, St. Louis, San Francisco, Los Angeles and Houston

## 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.

# ORGANIZED TO PREVENT LOSS

THE BUREAU was founded fourteen years ago by the Ad Club of Rochester and receives its support through voluntary membership subscriptions. The firms and individuals who believe that "Honesty is the Best Policy," and know that correct advertising will place business on a more substantial and permanent foundation, subscribe in proportion to their business interests.

The fact that a business firm is not a member of the Better Business Bureau and does not subscribe to its work is not necessary proof that that organization does not believe in "Truth in Advertising and Integrity in Business," but when you know that the firm you deal with is a member of the Bureau, you know that the members of that firm are interested in your welfare to a degree that they are willing to financially support an organization which considers your protection one of its main objects.

The Bureau is incorporated and governed by a Board of Directors consisting of 21 well-known business men. each representing a responsible business firm.

The Bureau is a non-profit organization affiliated with more than 50 other Bureaus throughout the United States and Canada; it is an independent organization for your benefit and protection and its services are free to the consuming public. It protects your interests, helps to maintain confidence in representative business institutions of Rochester and makes this city a safe place in which to buy.

#### THE BUREAU HAS NOTHING TO SELL

The voluntary membership of the Bureau includes all Newspapers, Broadcasting Stations, Banks, Financial Institutions, and other business firms including Manufacturers, Retailers, Insurance, Professional and Service groups.

Business interests and the public depend upon the Bureau for FACTS.

The Bureau is NOT affiliated with ANY LOCAL ORGANIZATION OR PUBLIC OFFICE.

## BETTER BUSINESS BUREAU of ROCHESTER

INCORPORATED

#### 1423 LINCOLN-ALLIANCE BANK BUILDING

Phone STONE 330-331

This organization is supported by reputable business institutions, and operates, without profit, to promote fair dealing and integrity in the printed and spoken word. Our service is offered without charge—we have nothing to sell.

83

**MAIN 3265** 

WM. F. SCHOCK

## CITY BLUE PRINT CO.

#### ELM STREET 31

#### PHOTO COPIES

BLACK AND WHITE PRINTS

DRAWING MATERIALS

#### **Books**

New, Standard. Rare, Used, Religious, Educational, Junior. Circulating Libraries

Social Stationery

**Novelties** 

Stamps and Collectors' Supplies

Everything for the Office

Commercial Stationery, Furniture, Safes Files, Shelving, Lockers, Accounting Systems

Sporting Goods Games and Playthings Educational Supplies

Shops

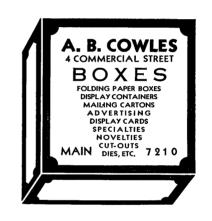
furnishing Social and Business Engraving, Printing, Direct Mail Advertising Multigraphing

Established 1868

## **SCRANTOM'S**

**Powers** 

**Taylor** and Building 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

Тоу 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.

## 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 400-401-402

## H. P. NEUN CO., INC.

MANUFACTURERS OF



CORRUGATED and FIBRE SHIPPING CASES

Folding Boxes

PRINTING

415 CULVER ROAD

Phone MONROE 1216

ROCHESTER

#### SIMPSON BOX & LUMBER CO., Inc.

Mfrs. of Wooden and Fibre Packing Boxes, Cut Crating and Shooks





#### LUMBER

1290 MT. READ BLV'D

Phone Glenwood 4216

ROCHESTER

## DIAMOND PAPER BOX CO., Inc.

Manufacturers of

#### Folding Boxes and Cartons

STRING AND BUTTON MAILING FOLDERS

PARAFFIN LINED BOXES

Phone Culver 2426

1-15 LEIGHTON AVENUE

SERVICE

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 GENESEE 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

GEORGE D. B. BONBRIGHT CHARLES C. LEE WILLIAM W. HIBBARD HARTWELL P. MORSE

JOHN H. KITCHEN

RAYMOND J. BANTEL KENNETH C. TOWNSON

#### 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 BINGHAMTON

NEW YORK



WALTER H. BAUMER HAROLD M. RECKLING ARTHUR G. MOORE

T. WILKINSON RUSSELL ERICKSON PERKINS, Sr.

## ERICKSON PERKINS & CO.

**MEMBERS** New York Stock Exchange ASSOCIATE MEMBERS New York Curb Exchange

134-145 POWERS BUILDING

NEW YORK

ROCHESTER

PHONE MAIN 1144

BUFFALO

#### **PROCTOR** & PAINE ABBOTT,

Successors to A. J. Wright & Co.

ESTABLISHED 1865

Members NEW YORK STOCK EXCHANGE - CHICAGO BOARD OF TRADE

STOCKS

**COMMODITIES BONDS** 

Hotel Seneca Arcade

LAWRENCE GARDNER ASSociate Managers

Stone 720

New York Curb Exchange New York Cotton Exchange New York Produce Exchange

New York Cocoa Exchange, Inc. New York Coffee and Sugar Exchange, Inc.

Chicago Stock Exchange Chicago Mercantile Exchange Commodity Exchange, Inc. Montreal Curb Market

Canadian Commodity Exchange, Inc.

## 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

#### SUTRO BROS. (8. 0

- Associate Managers - EDWARD W. JUKES A. J. O'CONNOR

Members

NEW YORK, CHICAGO, PHILADELPHIA AND DETROIT STOCK EXCHANGES NEW YORK CURB EXCHANGE CHICAGO BOARD OF TRADE NEW YORK COTTON EXCHANGE COMMODITY EXCHANGE INC.

Telephone STONE 980

1104-1112 LINCOLN-ALLIANCE BLDG. ROCHESTER, N. Y.

## GOODBODY

RAYMOND L. YAEGER, Manager

MEMBERS

New York Stock Exchange New York Curb Exchange Chicago Stock Exchange Detroit Stock Exchange New York Produce Exchange New York Cotton Exchange Chicago Board of Trade Commodity Exchange, Inc. Pittsburgh Stock Exchange New York Cocoa Exchange, Inc.

Dallas Cotton Exchange

PHONE MAIN 1292

#### 524 LINCOLN-ALLIANCE BANK BUILDING

87

F. T. SAGE D. S. RUTTY CLARKE W. O'BRIEN

W. H. HOLLY H. F. EMERY

## SAGE, RUTTY & CO., Inc.

#### Investment Securities

1324 LINCOLN-ALLIANCE BANK BLDG.

ROCHESTER, N. Y.

STONE 351

#### 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 Fine Show Cases Bank Screens

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 to 15 minutes. Now guaranteed for the life of the building.

Send for catalog showing complete specifications and architectural details

#### CORPORATION MFG. PULLM A N

Established in 1886 ROCHESTER, N. Y.

1170 UNIVERSITY AVENUE Cor. Culver Road The tension of the inside coiled spring is actually changed, insuring smooth, easy and quiet operation
impossible with any other type of adjustment.





Pat. Aug. 18, 1936

Office Phone Glenwood 4166 Residence Phones Main 1357-M or Stone 1271

# GOODSTONE 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—Enameled and Ceramic Brick and Tile
Facing Tile—Hollow Tile Fireproofing—Floor Tile
Sewer Pipe—Flue Linings—Drain Tile

723 CLARISSA STREET

ROCHESTER, N. Y.

# AMERICAN CLAY & CEMENT CORPORATION Masons' and Builders' Supplies

Cement
Face Brick
Fire Brick
Sewer Pipe
Waterproofing
Fire Place Heat Circulators
Calcium Chloride

Lime
Paving Brick
Insulating Brick
Metal Reinforcement
High Temperature Cements
Steel Sash

Plaster
Glazed Brick and Tile
Tile
Maintenance Paints
Dynamite and Exploders
Expansion Joint
Formoil

High Early Strength Cements

1175 EAST MAIN ST., ROCHESTER

Phones CULVER 1000-1001

P. A. DePUYT, President

W. C. CUNNINGHAM, Secretary and Treasurer

## MONROE BLOCK CO., Inc.

Manufacturers of

CEMENT BUILDING BLOCKS
DEALERS IN MASONS' SUPPLIES

Phone GENESEE 57

**48 OLEAN STREET** 

ROCHESTER, N. Y.

TELEPHONE MAIN 180

## WHITMORE, RAUBER & VICINUS

DEALERS IN:

READY MIXED CONCRETE, CRUSHED STONE, SAND AND GRAVEL, INTERIOR MARBLE, TILE, PORTLAND CEMENT, FIRE BRICK, CLAY SEWER PIPE, CEMENT BLOCKS, SHEETROCK, STEELSASH, 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 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.

## HERB TAFT

PHONE GENESEE 7796

#### BUILDING WRECKER

Specializing in Building Garages. Overhead Doors
Cottages Erected Driveways Built
COAL - COKE - WOOD
New and Used Lumber and Building Materials

Yard and Office

982 CHILI AVENUE

ROCHESTER, N. Y.

### TICE & GATES

**OUR SELECTIONS OF** 

CHINA, GLASS AND SILVER

ARE UNIQUE IN ROCHESTER

We will be pleased to advise you regarding a Gift for your Every Requirement

PHONE STONE 646

347-349 EAST AVENUE

ROCHESTER, N. Y.



**PROPRIETORS** 

M. S. Leach

F. J. Cieslik

CLEANING and DYEING

As It Should Be Done

**MAIN 2169** 

20 CLINTON AVENUE, S. HOTEL SENECA BLDG.

#### Be Wisely Economical

Arrange for complete registration in the next

#### ROCHESTER DIRECTORY

under every classification to which a buyer might turn in looking for your product or service. To be properly listed is good Business Insurance.

The cost is nominal. Let us explain in detail this important feature of Directory Service.

R. L. POLK & CO., INC.

729 Powers Bldg. Rochester

Lehigh Valley Coal

al Roch. Gas & Elec. Coke Atlantic Fuel Oils

BEST IN FUEL FOR OVER 70 YEARS

S C H W A L B

92 PORTLAND AVENUE

Telephone STONE 770

**Highest Quality** 

Dependable Service

## ROCHESTER ICE

And Cold Storage Utilities, Inc.

COAL — REFRIGERATORS — COKE COLD STORAGE

55 CANTERBURY RD.

MONROE 8700

FRED H. GORDON President and Treasurer CHARLES C. SCHAEFER Secretary

## 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

#### FLOWER CITY CHARCOAL COMPANY, INC.

WHOLESALE DEALERS AND DISTRIBUTORS

## ..FERTILIZER

Coal - Coke - Disco - Ambricoal Briquets

Hardwood Charcoal

Lump-Granulated and Pulverized Charcoal Briquets

CLICOUOT CLUB BEVERAGES

135-149 COLVIN STREET

Genesee 476

ROCHESTER, N. Y.

## BLACK DIAMOND COAL CORP.

DISTRIBUTORS

Old Company's Lehigh Anthracite

IT LASTS LONGER

BLACK DIAMOND COKE

-FUEL OILS-



190 YORK STREET

PHONE GENESEE 7800

ROCHESTER, N. Y.

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

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

#### LANGIE

FUEL SERVICE, INC.

HI-HEAT COAL - SEMET-SOLVAY COKE

ALADDIN FUEL OILS-They Cost No More

CHRYSLER'S AIRTEMP OIL BURNERS - STOKOL COAL STOKERS
CHRYSLER'S AIRTEMP AIR CONDITIONING

Main Office, 326 Main Street, East

4680 Lake Avenue

693 South Avenue

357 St. Paul St.

2 Lake Ave.

PHONE STONE 4000

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 Pres. and Sec'y E. REED SHUTT Vice-President V. H. RUSSELL Treas. and Mgr.

### CHAS. C. WEST COAL CO., Inc.

Lehigh Valley Coal

COKE - - FUEL OIL

Main Office and Trestle

281-285 NORTH UNION STREET

CULVER 999—2074 OPPOSITE PUBLIC MARKET

#### 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

Market Baskets

149 RIDGE ROAD EAST

ROCHESTER, N. Y.

## COAL FUEL OIL COKE

AUTOMATIC STOKERS • BOILERS • FURNACES

Air Conditioning and Electric Supplies
COME TO OUR OFFICE AND SEE OUR STOKER IN OPERATION

# EDWARDS

85 HOWELL ST., Cor. MONROE AVE.

Phone MAIN 203

## STOELTZLEN & TAPPER, INC.

Carpenters and Builders

Storm Windows - Screens - Porch Inclosures - Combination Doors

Ecclesiastical Carving in Stone and Wood

Jobbing of All Kinds Promptly Attended To

After 7 P. M. Call Charlotte 141

MILL, 72-78 SOUTH WATER STREET

**MAIN 5973** 

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.

ESTABLISHED 1863

PHONE MAIN 675

## 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 Lightning Arrestors

SUMMERHAYS REFRACTORY SUPPLIES

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

Phone MONROE 1155

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

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



After 6 P. M. Call Glenwood 329

## C. P. WARD, INC.

General Contractor

700 HOLLENBECK STREET .. ROCHESTER, N. Y.

#### **AUGUST VORNDRAN**

General and Mason Contractor

Estimates Given on All Kinds of Building Work

#### AUGUST VORNDRAN NURSERY

Evergreens a Specialty

Phone Webster 285

RIDGE ROAD ONE MILE WEST OF WEBSTER, N. Y.

# BARTHOLOMAY COMPANY, INC. QUALITY ICE CREAM

BULK AND BRICK

PASTEURIZED MILK AND CREAM IN CREAM TOP BOTTLES

Guernsey Pasteurized — Certified — Vitamin D Milk

MISSION 100% PURE ORANGE JUICE

BUTTER

COTTAGE CHEESE

ICE CREAM DEPARTMENT Phone MAIN 6520 Manufacturers of Ice 555 ST. PAUL ST.

DAIRY DEPARTMENT Phone MAIN 6523

## BRIGHTON PLACE DAIRY CO.



**GLENWOOD 144** 

45 FULTON AVE.

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.

## Don't Use an Old Directory

One address taken from an old directory may send you miles out of the way and waste a whole day's time. You take pride in keeping a fresh stock of goods on your shelves; why not avail yourself of fresh information for your daily use?

It will save you both time and money

## McCURDY'S

Rochester's Foremost

Quality Department Store

MAIN and ELM STREETS

Phone MAIN 5500

An Air-Conditioned Store of Individual Shops, Specializing in Every Phase of Fashionable Feminine Apparel and Accessories, and in the Various Aids to Charm.

## B.FORMAN ©.

Clinton Avenue South - - Cortland Street Telephone MAIN 3900

#### ROCHESTER'S LARGEST

POPULAR PRICED STORE

144 East Main Street Stone 2300

Edwards
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.

# POLICE

MEMBER
Int. Ass'n Chiefs of Police
N.Y.S. Chiefs of Police Ass'n
Int. Ass'n for Identification

JOHN A. DOYLE, Pres. A. T. DOYLE, V.-Pres. K. V. DOYLE, Treas. Investigations
Criminal
Character
Civil

Character Civil Retail Personal Private Police
Protection of:
Residences
Factories
Banks

Stores

DOYLE DETECTIVE BUREAU

PRO TECTION

Armored Service
Transportation
of: Deposits
Payrolls
Securities
Payroll
Distribution

PHONE MAIN 1743 - 1744

NIGHTS MONROE 3278 or 5006-W

Offices in all principal cities of the United States and Europe
30 YEARS' SUCCESSFUL EXPERIENCE INSURES EFFICIENT TREATMENT OF YOUR PROBLEMS

COMMERCE BUILDING ROCHESTER, N. Y. MERCHANTS BANK BUILDING ELMIRA, N. Y.

#### THE PAINE DRUG COMPANY

ESTABLISHED 1820

G. W. SANFORD, Vice-Pres. & Treas. B. W. CARLIN, Surgical Dept. Mgr.

H. T. DEAR, Laboratory Mgr. A. W. GRESENS, Traffic Mgr. F. H. GOLER, Pres. H. F. ELY, Gen. Mgr. A. J. KAUFMAN, Buyer F. W. FLEMING, Secy.
E. F. HOHMAN, Auditor
E. B. MOGENHAN, Prescription Dept. Mgr.
A. E. MOWERS, Asst. Prescription Dept. Mgr.

#### Apothecaries

PHYSICIANS' SUPPLIES and SURGICAL INSTRUMENTS TRUSSES and SUPPORTERS

Telephone MAIN 1820

24 and 26 EAST MAIN STREET

ROCHESTER, N. Y.

CHARLES C. HEISE Pres. and Treas. MARVIN B. DAVIS

J. MacLEOD ROBERTSON
Secretary

#### 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

elts

17 MAIN STREET, E.

PHONE MAIN 2194

## McKesson & Robbins, Inc.

ROCHESTER DIVISION

#### Wholesale Druggists

Wholesale Liquors

SODA FOUNTAINS

STORE FIXTURES

DRUGGISTS SUNDRIES

Wholesale Drug Dept., 230-236 St. Paul St.—Phone Stone 4580 Wholesale Liquor Dept., 235 St. Paul St.—Phones Main 754-755-756

# 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
Phone S

'S ROCHESTER, N. Y. Phone STONE 93

98

#### 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 1810-J

MONROE 6460 MONROE 100 WESTERN UNION W U X

N. Y. C. MAIN LINE SIDING

TO DEATH

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

## T. H. GREEN ELECTRIC CO.

INCORPORATED

#### Contractors and Manufacturers

Power and Light Installations

Panels and Switchboards Automatic Telephones
General Electric Motors and Apparatus
Motor and Apparatus Repairs Electrical Supplies
Radio and Appliances

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

Telephones Main 555-556

## LAUBE ELECTRIC CORPORATION

Electrical Contractors - Heating Equipment

TIMKEN SILENT AUTOMATIC OIL BURNERS S. T. JOHNSON INDUSTRIAL OIL BURNERS

For Installation and Service Call STONE 104
DAY OR NIGHT

191-193 EAST AVENUE

ROCHESTER, N. Y.

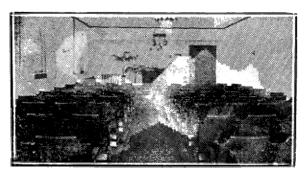
#### Funeral Directors

#### L. SCHAUMAN'S SONS

Phone MAIN 2274

Since 1872

#### 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.

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.)

#### Funeral Directors

195 PLYMOUTH AVENUE, SOUTH

Phones MAIN 127-128

ROCHESTER, N. Y.

RUFUS F. MAIER

GERARD L. MAIER

#### L. W. MAIER'S SONS

68TH YEAR - ESTABLISHED 1872

#### Funeral Directors

Telephone STONE 609

870 CLINTON AVENUE NORTH

ROCHESTER, N. Y.

#### THOMAS F. TROTT

Successor to HERMANCE COMPANY

## Funeral Home

Telephone STONE 1524

683 EAST MAIN STREET

ROCHESTER, N. Y.

Central Library of Rochester and Monroe County - City Directory Collection - 1939

CHARLES J. SCHEUERMAN

CLARENCE A. SCHEUERMAN

## C. F. SCHEUERMAN SONS

#### Funeral Home

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

**412 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

- BRANCHES -

Albany, N. Y.
Atlanta, Ga.
Asheville, N. C.
Baltimore, Md.
Boston, Mass.
Brooklyn, N. Y.
Buffalo, N. Y.
Chicago, Ill.

Cleveland, Ohio Dallas, Tex. E. Cambridge, Mass. Harlem, N. Y. Indianapolis, Ind. Long Island City, N. Y. Louisville, Ky. Nashville, Tenn.

Newark, N. J. New Haven, Conn. New York, N. Y. (2) Norfolk, Va. Oklahoma City, Okla. Oneida, N. Y. Philadelphia, Pa. Pittsburg, Pa. Portland, Me.
Providence, R. I.
Rochester, N. Y.
Scranton, Pa.
Syracuse, N. Y.
Washington, D. C.
White Plains, N. Y.

## **CROMBIE'S**

**BURTON P. STEVENS** 

#### "FLOWER CITY FURNACES"

Roofing, Tin, Copper and Sheet Metal Work

Oil Burners - Air Conditioning

565 NORTH GOODMAN STREET



Rochester's Largest Exclusive Manufacturing

#### **FURRIERS**

FASHION'S LATEST STYLES

Remodeling-Repairing-Relining-Cleaning

PHONE MAIN 5729

Automatically Refrigerated

Air Conditioned Fur Storage Vaults

WM. V. GRAESER CO. 38-40-42 Clinton Ave., North William F. Shafer and S. George Shafer of MENG & SHAFER

FRIGID FUR **STORAGE**  GIBBS STREET

RESTYLING RFPAIRING RELINING

STONE 18

Manufacturing Furriers FUR COATS **FUR SCARFS** also

Rochester, New York

FURS FASHIONED TO MEASURE

## Brewster Crittenden & Co., Inc.

#### WHOLESALE GROCERS

New Location B. R. & P. WAREHOUSE

**48 KING STREET** 

PHONE MAIN 224

#### 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

Distributors

## RUSSWIN-BUILDERS HARDWARE BERRY BROS. PAINTS and VARNISHES



Williams Pivot Sash

DELTA TOOLS STARRETT TOOLS

Lawco Medicine Cabinets

School Wardrobes

Overhead Type Garage Doors

MAIN 5355

TELEPHONES

**MAIN 5356** 

## **Rochester City Guide**

The "STREET FINDER"

(Pocket Size)

Giving the name, location and intersecting number of all the streets and avenues, and telling how to reach them by trolley.

With much other valuable information, and a new, convenient sized map of the city.

Twenty-five Cents
AT ALL LEADING NEWSDEALERS

## MATHEWS & BOUCHER

## WHOLESALE HARDWARE MERCHANTS

Mill and Factory Supplies Machinists' Tools and Supplies Plumbers' Supplies

Builders' Hardware Carpenters' Tools

Agricultural Tools Tinners' Supplies

Electrical and Radio Supplies

Skates and Sleds Poultry Supplies

Wire Screens and Fencing Roofing Materials and Supplies

Fishing Tackle

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

26 EXCHANGE STREET

Tels. MAIN 1064-1065-1066-1067

## IRON FIREMAN **AUTOMATIC STOKERS**

Domestic, Commercial, Industrial

#### WYER, INC. GREEN

**AUTHORIZED DEALERS** 

50 MOUNT HOPE AVE.

PHONE STONE 2772

#### Who's Who-And Where?

Such questions can only be answered by the Directory and that is where people look when they want to buy. Are you properly displayed therein to get the business?

## HOTEL ROCHESTER

RADIO IN EVERY ROOM

.. A I R CONDITIONED

LOBBY — DINING ROOM — GRILL — PRIVATE DINING ROOM — CONFERENCE ROOMS BARBER SHOP - BEAUTY SALON

For the Comfort of Our Guests

PHONE MAIN 6510 FOR RESERVATIONS

#### MAIN STREET WEST AT PLYMOUTH AVENUE SOUTH

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)

## HOTELS

## 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

## HETZLER BROS. ICE CO., Inc.

Wholesale and Retail

Established 64 Years

COAL, COKE

801 DRIVING PARK AVENUE



Imported and Domestic BEER and ALE

AIR CONDITIONED ICE REFRIGERATORS

**GLENWOOD** 446

**40TH 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—Lightning, Rents, Use & Occupancy, Smoke Damage

WINDSTORM—Hail, Explosion, Riot and Civil Commotion, Air Craft and Motor Vehicle

LIABILITY — Public, Owners-Landlords & Tenants, Elevator, Boiler, Compensation

ACCIDENT-Health, Plate Glass, Burglary

LIFE—Term, Ordinary, Endowment, Income, Annuity, Partnership, Group

BONDS-Contract, Fidelity, Surety

AUTOMOBILE — Liability, Property Damage, Fire, Theft, Collision

Our Advice has helped many property-owners in protecting their Assets from Loss. Our Service gives satisfaction to Policy-holders. We are freely consulted by appointment without obligation.

## ASSOCIATES JESSE H. DUTTON — WALTER J. DUTTON

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

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

FOURTH FLOOR - WILDER BUILDING

For Over 20 Years Agent of

Zurich General Accident & Liability Insurance Co.
Claims Settled Through This Office

#### 1852 — 1938

J. A. DUPUY, Chairman of the Board

W. OSBORNE ASHLEY, Pres. CHARLES E. SCHMIDT, Treas.

ARTHUR L. GRIFFITH, Vice-Pres. FRED. D. ZWICK, Sec'y

## 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.

Federal Insurance Co. of Jersey City, N. J.

Fire Association of Philadelphia, Pa.

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.

AUTOMOBILE — BONDS — BURGLARY — ELECTRIC MACHINERY ENGINE BREAKAGE — FIRE — HAIL — LIABILITY — LIVE STOCK MARINE—PLATE GLASS—RAIN—SPRINKLER LEAKAGE—STEAM BOILER — TRANSPORTATION — USE AND OCCUPANCY — WINDSTORM — WORKMEN'S COMPENSATION

#### REPRESENTED BY

HERMANN DUILL

BYRON PERRY, JR.

HARRY E. MILLER

FREDERICK G. MEYER

HERBERT J. HOEFFEL

Earl L. Sturges, Adjuster, Casualty Ins. Claims

R. T. Goodwin, Steam Boiler Inspector

Telephone Main 444

## 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

Hartford Fire Insurance Co. of Hartford, Conn. (Auto and Marine Depts.)
United States Fire Insurance Co. of N. Y.

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

LOEW'S 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. Treas.

## 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

AUSTIN F. GRAB, Pres.

3, Pres. ROBERT F. WOERNER, Vice Pres.
ROY A. DUFFUS, Sec'y PH

es. LEONARD H. HENDERSON, Vice Pres. PHILIP C. GOODWIN, Treas.

Established 1880

## JAMES JOHNSTON AGENCY

INCORPORATED

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

#### NO. 204 GRANITE BUILDING

Telephone MAIN 697

#### INSURANCE

Companies Represented

Home Insurance Company of New York City of New York Insurance Company Eagle Indemnity Company American Surety Company

Agency Representatives

WILLIAM R. ORWEN FRANK B. KELLY, JR. RUDOLPH L. SCHMIDT

JOHN A. PARK CHARLES BENTON

261 MAIN

#### HARRY J. McKAY

261 MAIN

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

#### 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

ROMAN WOLFERT

ESTABLISHED 37 YEARS

#### **WOLFERT BROTHERS**

Marie M. Wolfert

Leo F. Rombaut Associates Anna T. Wolfert

#### General Insurance

TRIANGLE BUILDING

MAIN STREET E. and EAST AVENUE - ROCHESTER, N. Y.

Phones MAIN 478 and MAIN 479

## LOEWENGUTH & DINEEN, Inc.

FREDERICK M. LOEWENGUTH, President

#### General Insurance Su

Surety Bonds

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

Insurance Agents 54 Years

34 STATE STREET Room 208 Phone MAIN 1251 ROCHESTER, NEW YORK

EMIL R. BOLLER, President

DONALD G. CLARK, Secretary

## EZRA J. BOLLER AGENCY, INC.

Member of National Association of Insurance Agents

#### GENERAL INSURANCE

834-838 GRANITE BUILDING - 130 MAIN STREET EAST

PHONE MAIN 5304-5305

F. C. MOONE, Pres.

M. M. MOONE, Vice Pres. and Treas.

R. A. DIETZ, Sec'v

## E. C. MOONE, Inc.

GENERAL AGENTS

American Surety Co. of N. Y.

Pennsylvania Fire Insurance Co., Phila, Pa.

American Equitable Assurance Co. of N. Y.

Merchants Fire Assurance Corp. of N. Y.

Pacific Fire Insurance Co. of N. Y.

Maryland Casualty Co., Baltimore, Md. Pearl Assurance Co., Ltd., Cleveland, Ohio

400 TAYLOR BUILDING

**STONE 6065** 

ROCHESTER, N. Y.

## CLARENCE A. VICK

General Insurance

Fire, Automobile, Compensation, Life, Accident in

Stock or Mutual Companies with A+ Ratings

Telephone STONE 3180

373 MAIN STREET EAST

FIRE BURGLARY LIABILITY PLATE GLASS

ACCIDENT HEALTH

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

HENRY S. FORBES President

CHESTER C. CHAMPION Secretary & Treasurer

## 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.

Fire, Casualty, Marine Insurance Surety Bonds

16 STATE STREET

Phone Main 1387

ROCHESTER, N. Y.

## THE LIKLY AGENCY, INC.

**INSURANCE** 

Casualty —

Surety

424 CUTLER BUILDING

Telephone STONE 99

HAROLD A. PYE

FRANK O. HAYES

#### HAROLD A. PYE AGENCY

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

STANDARD INSURERS' AGENCY OF N. Y., Inc.

Writing All Forms of

#### FIRE, CASUALTY, MARINE INSURANCE

Fidelity and Surety Bonds

912-914 GRANITE BUILDING

Phones Stone 3637-3638

T. A. SHARP President C. EMMETT HAYES

C. R. HAGGERTY Secretary

#### HAYES, SHARP & HAGGERTY, Inc.

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

#### General Insurance

414 MAIN STREET, EAST, Cor. Gibbs ROCHESTER, N. Y.

Branch Service Office, 833 GENESEE VALLEY TRUST BLDG., 45 EXCHANGE ST.

PHONES STONE 1195-1196-1197

## R. S. PAVIOUR & SON, Inc.

ERNEST A. PAVIOUR, President

JAMES H. FARRELL, Treasurer

#### OFFICE 68 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

DAVID GOLDMAN, President

ESTABLISHED 1914

## DAVID GOLDMAN CO., Inc. Insurance and Real Estate

#### STORE LEASING

We are members of National, State and Local Associations

**MAIN 2984** 

6 STATE ST., ELWOOD BUILDING

We write all forms of Insurance and Bonds

JAMES C. CLEMENTS

1896 — 1939

H. EVEREST CLEMENTS

# JAMES C. CLEMENTS, INC. Insurance 409 POWERS BUILDING MAIN 219

Company Representation

Globe Indemnity Company

Federal Insurance Company

The Liverpool and London and Globe Insurance Company, Ltd.

## LUCAS & DAKE CO.

**MAIN 938** 

INC

**MAIN 939** 

General Agents

ÆTNA LIFE INSURANCE COMPANY, HARTFORD, CONN. (Accident and Liability Department)
ÆTNA CASUALTY & SURETY COMPANY, HARTFORD, CONN. AUTOMOBILE INSURANCE COMPANY, HARTFORD, CONN.

## INSURANCE

LINCOLN-ALLIANCE BANK BLDG.—31 EXCHANGE ST., RM. 201

## VIERHILE AND DE MALLIE

IIIC

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

WE WRITE ALL KINDS OF INSURANCE

## **INSURANCE**

ALL CLAIMS ADJUSTED AT THIS OFFICE

502-505 POWERS BUILDING

Telephone Main 408

## **INSURE**

YOUR LIFE for your family's sake YOUR PROSPERITY for your own sake

YOUR BUSINESS for goodness sake, by placing your Advertisement in the

"On the Job 365 Days a Year"

CITY DIRECTORY

#### 114

## -E. J. SCHEER, INC.

#### JE WE LERS

Diamonds
Mountings
Jewelry
Silverware
Clocks
Crystal

Favored with the Confidence and Patronage of Four Generations of Discriminating Western New Yorkers.

Now in Our Beautiful, Modern, Larger, Air-Conditioned New Store,—2 Doors West of our Old Location. WATCHES
Movado
Hamilton
Tavannes
E. J. Scheer
Elgin

249-253 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 and unredeemed Pledges for Sale

39 MAIN ST., EAST (up stairs)

PHONE MAIN 5738

## "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

Golf Bags and Accessories

Fitted Suit Cases and Bags

We Manufacture Auto Trunks, Sample Trunks, Cases, Portfolios and All Kinds of Luggage

271 MAIN STREET EAST

ONLY ONE STORE

PHONE STONE 915

ESTABLISHED 1871

## Stecher-Traung Lithograph Corporation

Capital \$3,500,000.00

Labels for canned foods and other products—Folding Boxes, Seed Packets, Seed Cartons, Seed Catalog Covers and Inserts, Window Strips and Displays.

Phones Monroe 450, 451, 452, 453

274 N. GOODMAN ST.

#### **AUTO LOANS**

No Advance Charges-Interest on Unpaid Balance Only

\$25 to

\$300



1932 Models & Up

up to 20 MONTHS TO REPAY

## HOME & AUTO LOAN CO.

204 TAYLOR BLDG.

**PHONE MAIN 1653** 

328 MAIN STREET EAST

S. D. EATON

H. B. SIMS

## EATON & SIMS

## Foremost in Luggage and Gifts

DRESS TRUNKS FITTED OVERNIGHT CASES GIFT NOVELTIES GLADSTONE BAGS JEWELRY LADIES' HAND BAGS SMALL LEATHER GOODS STEAMER TRUNKS SUIT CASES TRAVELING BAGS UMBRELLAS. WARDROBE TRUNKS

29 CLINTON AVE, S. (Opp. Hotel Seneca)

Phone STONE 4088

THINK how many other people besides yourself read these advertisements. Every hour of the day the Directory is consulted.



## PEERLESS PRODUCTS, INC.

Wholesale and Retail

Lumber — Coal — Interior Trim

Insulation — Roofing — Dowels

Phone MAIN 2840

691 EXCHANGE STREET

## CROUCH & BEAHAN CO.

#### Lumber Products - Paint - Coal and Oil

Celotex Vaporseal Sheathing. Rock Wool Insulation

Over The Top Garage Door Hardware. Sheet Rock Interior Trim

Shingles - Cold Storage Insulation

Telephone GLENWOOD 350

99 DEWEY AVE. opposite LORIMER STREET, ROCHESTER, N. Y.

I. A. DETWEILER, President

C. B. OSTRANDER, Secretary-Treasurer

Temlok Insulation, Tile, and Planking

## EXCHANGE LUMBER CO., INC. ESTABLISHED 1909 INCORPORATED 1920

ESTABLISHED 1909

#### Construction Lumber—Hardwoods

Sash - Doors - Interior Trim - Oak Flooring

**PRODUCTS** 

Pee Gee Paints, Varnishes, Enamels, and Brushes,

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

551-563 LYELL AVENUE

Telephone GLENWOOD 2300

## HERRICK LUMBER CO.,

Successors to COMSTOCK LUMBER CO., Inc.

## =LUMBER=

SELLING PRODUCTS PLEASING PARTICULAR PEOPLE

1030 MAIN STREET, EAST

ROCHESTER, N. Y.

Phones CULVER 1416-1417

### 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** 

C. C. MORSE, President
FREDERICK G. MORSE, Vice-Pres. WHITING B. MORSE, Vice-Pres. and Treasurer
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 Acoustical 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.

WM. B. MORSE & SONS

340 MAIN ST. WEST

Tel. Main 160

936 EAST MAIN ST.

NORTH END BRANCH Thomas Ave. near Stutson St. Bridge Tel. Charlotte 589

MORSE SASH AND DOOR CO. S. Ford St. cor. Waverly Place Tel. Main 1835

Main Office, 340 MAIN STREET WEST, ROCHESTER, N. Y.

#### GREECE LUMBER COMPANY

DEALERS IN

#### Coal, Coke, Rough and Dressed Lumber

SHINGLES and INSULATION

Office and Yard

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

T. G. SPENCER, Pres

HARPER SIBLEY, Vice-Pres.

B. E. OSTRANDER, Secy.

## HOLLISTER LUMBER COMPANY, Ltd.

Established 1832

WHOLESALE AND RETAIL

## Lumber and Coal Interior Woodwork

100 ANDERSON AVE.

Tel. Monroe 1663

ROCHESTER

## OTIS LUMBER CO.

BRANCH OF THE W. B. MORSE LUMBER COMPANY

#### LUMBER

WALLBOARD

**PAINTS** 

INSULATION

OFFICE and YARD
936 FAST MAIN STREET

Phones MONROE 43-44
ROCHESTER, N. Y.

A. F. STAHL Pres-Treas. M. A. STAHL Vice-Pres. W. F. STRANG Secretary

## ROCHESTER LUMBER COMPANY

2040 East Avenue

Phone: Monroe 1345

ROCHESTER, N. Y.

## STEPHEN ZIELINSKI

Wholesale and Retail Dealer in all Kinds of

Lumber

Interior Trim

Hardware, Paints and Building Materials

Phone STONE 2603

1115 HUDSON AVENUE

ROCHESTER, N. Y.



VAN DE VISSE & KILDEA LUMBER CO., INC. LUMBER

Building Materials—Paint—Hardware

Glenwood 668

1503 LYELL AVENUE

Telephone GENESEE 92

## THE AMERICAN LAUNDRY MACHINERY COMPANY

MANUFACTURERS OF

# Laundry, Dry Cleaning and Rug Cleaning Machinery

IRON FOUNDERS

Manufacturers of Meehanite Metal

U

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

Machine Parts

Screw Machine Products
Builders of Machinery

Office and Factory, 714 UNIVERSITY AVENUE

Phone MONROE 99

## DAVENPORT MACHINE TOOL CO.

INCORPORATED

Manufacturers of

The Davenport 5-Spindle Automatic Screw Machine

Capacity—½" diam. x 2" long
§" diam. with Oversize Feed Tubes

Maximum production and accuracy guaranteed on all work within its capacity

167 AMES STREET

Tel. Genesee 3162

## 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.

## ROCHESTER IRON & METAL CO., Inc.

325 ST. PAUL STREET

237 MT. READ BOULEVARD

SCRAP IRON - PLUMBERS LEAD - SCRAP METALS

NEW AND SECOND HAND I BEAMS, PIPE, RAILS, REINFORCING BARS AND ALL STRUCTURAL AND STEEL ITEMS

Phone MAIN 464

ROCHESTER, N. Y.

## ROCHESTER LEAD WORKS, INC.

Manufacturers of and Dealers in

STAR \* BRAND LINOTYPE INTERTYPE MONOTYPE

STEREOTYPE W
ELECTROTYPE

Lead Pipe, Solder and Babbitt Metal

COMBINATION FERRULES, LEAD TRAPS and BENDS Tin-Lined and Pure Tin Pipe, Wedge Strip for Setting Granite Pig Lead, Pig Tin, Sash Weights, Sheet Lead, etc.

WIRE SOLDER A SPECIALTY

Phones MAIN 1154-1155

380 and 382 EXCHANGE STREET

## The Sidney B. Roby Company

## Iron and Steel-Mill Supplies

Bicycle and Automobile Supplies

Sole Distributors

#### Pratt and Lambert Paint and Varnish

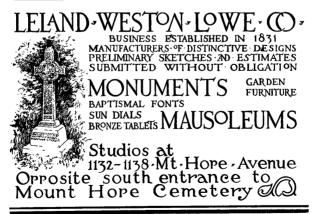
Wooster Brushes

Painters' Supplies and Equipment

SECURITY ROLL ROOFING, ASPHALT SHINGLES AND ROOF COATINGS

Telephones: STONE 1129-1130-1131-1132

208-214 SOUTH AVENUE - - ROCHESTER, N. Y.



#### 122

#### THE WORLD'S BEST MUSICAL MERCHANDISE

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

Convenient Pauments — Your present instruments taken in trade

WHEN YOUR WANTS ARE MUSICAL COME TO



HOME OF THE STEINWAY PIANO PHONE STONE 158

## Rochester Daily Abendpost

The Abendpost is a German DAILY newspaper published every afternoon except Sundays. On Saturdays it publishes a larger paper for Sunday reading.

It is the largest and most influential German newspaper between New York City and Cleveland. It is one of the oldest and most respected German newspapers in America. From the very beginning it has fostered and maintained the highest traditions of journalism. It is everywhere recognized as a newspaper of distinction, having consistently championed every patriotic and civic cause.

BUSINESS OFFICE, EDITORIAL DEPT. and PUBLISHING PLANT
ABENDPOST BLDG. 237-239 ANDREWS STREET

### Backed by 4 DIMENSIONS

- AUSPICES
- CHARACTER
- INFLUENCE
- CIRCULATION

. . your advertising message

Is More Effective In The



Newspaper of the Rochester Diocese

50 CHESTNUT ST. • STONE 1136-1137 • ROCHESTER, N. Y.

#### **GO AFTER A MARKET THAT'S**



An active market ... young people whose buying habits are just forming ... folks in their first years of married life ... buying everything from baby scales to electric refrigerators ... as responsive to your printed sales talk as they are to the editorial content of this alert newspaper.

## ROCHESTER EVENING NEWS

"Rochester's Own Newspaper"

136 ST PAUL ST.

**MAIN 7000** 



who buy four-fifths of everything that's sold to Rochester families.

No matter what line you're in . . . regular readers of the Democrat and Chronicle buy four-fifths of your merchandise or services.

Metropolitan Rochester has 89,000 families. 73,000 of these families make it a point to get the Democrat and Chronicle every Sunday. Rochester families read the Democrat every day, too. And a big proportion of them buy a lot more per family than the average in Rochester, New York State, and the United States.

We invite you to meet these folks, through the advertising columns of this 106-year old newspaper.



## Your Best Buy

In Rochester, the Evening
Newspaper has earned the
right to be known as THE
HOME NEWSPAPER

No Campaign is Complete unless you include the

## ROCHESTER TIMES-UNION





## Krown Bra



Continental Nurseries ROCHESTER.N.Y.

PENFIELD.N.Y.

Phone Culver 785 THE NAME THAT MEANS EVERYTHING IN NURSERY STOCK

## **Chase Brothers Company**

"Rochester's Pioneer Nurserymen"

Growers of a Complete Line of Trees, Shrubs, Roses, Hardy Plants, Etc.

Big Shade Trees—20 to 30 Feet High

Expert Landscape Service

Retail Stores, 2045 EAST AVENUE Telephone MONROE 1166 Landscape Dept., 2045 EAST AVE. Telephone MONROE 1168

"We Furnish The Home-Outdoors"

#### GLEN

GLENWOOD NURSERY

1866 — 73rd Year — 1939

#### LANDSCAPE DEVELOPERS NURSERYMEN

Consultation - Design - Construction - Maintenance - Planting Office, Landscape Department, Warehouse - - 1762-1772 MAIN ST. EAST Nursery, Wholesale Department, FAIRPORT, N. Y.

Nursery is opened daily except Sundays for the accommodation of visitors between the hours of 9 and 4 Catalogue and Landscape Folder Free Upon Request

Office CULVER 1854 — TELEPHONES — Nursery, FAIRPORT 927-F-12

## 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

#### 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

## PROJECTION OPTICS CO., Inc.

Manufacturers of

High Grade Projection, Stereopticon and Sound Lenses

MOTION PICTURE SUPPLIES

Orders Taken for All Special Optical Work

Phone Glenwood 3993

Offices and Factory, 330 LYELL AVE.

W. C. REMINGTON

R. I. FOWLER

## Barnard, Porter & Remington

Wholesale and Retail Dealers in

## PAINTS, OILS, GLASS, **BRUSHES, VARNISHES**

DRAWING SUPPLIES ARTISTS' MATERIALS PAINT SPRAY APPARATUS

Distributors for LOWE BROS. High Standard Paints



Phones MAIN 8140-8141-8142

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

### THE SHERWIN-WILLIAMS CO.

The Cover-the-Earth Trade-Mark is the World's Greatest Guarantee of Paint Quality.

FREE PARKING

Imperial Washable Wallpapers—

Shades and Venetian Blinds

**MAIN 1517** 

53 STATE 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.

# HUMPHREYS "The Paint Man"

Benjamin Moore's Dependable Paints

Aristocrat Wall Papers

WINDOW SHADES

VENETIAN BLINDS

38-40 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 & SONS

INCORPORATED

#### 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.

## HADLOCK PAINT CO., Inc.

Acme Quality Paints and Finishes

Barrett's Roofing and Roof Coatings Window, Plate and Automobile Glass STONE 1968

HADLOCK PAINT CO., Inc.

466-470 CENTRAL AVENUE

## STAMBACHS

EXCLUSIVE WALL PAPERS



SHERWIN-WILLIAMS PAINTS

MAIN 3061

FREE PARKING

WE DELIVER

64 EXCHANGE ST., Opposite Times-Union, ROCHESTER, N. Y.

### **HUBBS & HASTINGS PAPER CO.**

Wrapping Papers and Twines
Roofing Materials of All Kinds
Paper Bags

319-325 MAIN STREET WEST

ROCHESTER. N. Y.

TELEPHONES MAIN 6702, 6703 and 6704

### CLARK STEK-O CORPORATION

Manufacturers of

## **STEK-O**

Adhesives

including STEK-O, TIK and other Powder Pastes and Liquid Vegetable Glues

Telephone GLENWOOD 1014

**1631 DEWEY AVENUE** 

ROCHESTER, N. Y.

## FLOWER CITY SPECIALTY COMPANY

Manufacturers of

Set-Up Paper Boxes Transparent Paper Boxes Display Boxes and Paper Specialties

Phones: MAIN 629 and 630
Paper Box Division

158 HOLLENBECK ST.

Self-Closing Monkey Links Monkloth and other Automotive Specialties

Phone: MAIN 629
Automotive Division
158 HOLLENBECK ST.



## CORBETT-STEEVES PATTERN WORKS





PATTERN LETTERS

LEATHER FILLETS

#### Pattern and Model Makers

55 ALLEN STREET

**TELEPHONE MAIN 5730** 

HALF TONES — ZINC ETCHINGS
COLOR PROCESS PLATES
NICKEL AND COPPER ELECTROS
LEAD MOULDS
MATS AND STEREOS





MELECTROTYPE & ENGRAVING CO.

170 NORTH WATER STREET

MAIN 1040

**ORIENTAL RUGS** 

**ETCHINGS** 

### GEORGE C. J. BAILEY ART SHOP

Dealer in ANTIQUES APPRAISERS

English Silver—Antique and Modern Brown's Shamrock Linens from Ireland

Pictures and Frames, Oil Paintings Cleaned and Restored, Re-Gilding, Etc.

Silverware Repaired and Replated

150 CLARISSA ST. Cor. Broad St. W. - Telephone MAIN 2196

#### Your Advertisement Here

Would be constantly before the public—the buyers—twenty-four hours a day—three hundred and sixty-five days a year—every year

-Think it over

13	80	Platers	Plumbers an	d Suppli
	<b>R</b> . B. O	LVER	Phones MAIN 5560—5561	G. F. HOLTZ
	G	S	TUART-OLVER-HOLTZ CO.	S I
	Ο		Plating, Enameling and	Ĺ
	L		Metal Spinning	V
	D		LACQUERING	E
	D		Manufacturers of Metal Specialties	R

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

Jobbers of Supplies

Sprinkler Installation Contractors
Chemical Fire Extinguishers and Supplies

OIL BURNERS

WRIALCO CONCRETE INSERTS

Telephones: Main 1056-6828

21-23 OTSEGO STREET

ROCHESTER, N. Y.

## Bareham & McFarland, Inc.

PLUMBING, HEATING and POWER PLANT INSTALLATION

-CONTRACTORS-

CARBONDALE
REFRIGERATING and AIR CONDITIONING
APPARATUS

KLEEN-HEET and PRECISION OIL BURNERS

136 North Street - *Opposite Andrews* - Main 4313

## Supplies For 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

For over 57 YEARS we have served the Rochester area in Plumbing and Heating needs

224 MAIN ST. W.

Phones MAIN 6465-66-67

WHEN IN DOUBT

concerning WHO

or WHERE
CONSULT THE DIRECTORY



### **ARPEAKO**

Hams, Bacon, Fresh Pork, Sausage Products

BEEF and POULTRY

#### ROCHESTER PACKING CO., Inc.

900 MAPLE STREET

Phone: Genesee 5200

ROCHESTER, N. Y.

CATALOGUE BUILDERS

PROCESS COLOR PRINTERS

SCHOOL ANNUALS

## 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 pre-

sent 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.

## LYMAN PHOTO-LITH, INC.

Offset Printing

Multigraphing

Addressing

Specializing in

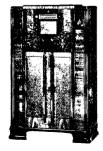
#### DIRECT IMAGE REPRODUCTION

Make your budget go farther the Photo-Lith way

295 STATE STREET

ROCHESTER, N. Y.

Telephone MAIN 8035



## ALHART ELECTRICAL CO., Inc.

AUTHORIZED DEALERS

#### Stromberg-Carlson Radios

There Is Nothing Finer

**TELEPHONE CULVER 3944** 

1149 CULVER ROAD - -ROCHESTER, N. Y.

## 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

PHONES STONE 5694-5695-5696

RENTALS

**SALES** 

## HERBERT J. BIETRY

Realtor

1216 Lincoln-Alliance Bank Building, Rochester, N. Y.

Expert Service, Rent Collections and Property Management

## HARRY M. KING

Realtor

PROPERTY MANAGEMENT

Sales and Rentals

Phone MAIN 3162

1331 LINCOLN-ALLIANCE BANK BUILDING

## NORBERT STREB CO.

Realtors

#### ..REAL ESTATE...

Bought Developed .. Financed .. Managed Rented Sold

223 POWERS BLDG.

Main 4579

Sales—Rentals—New Homes and Home Sites—Property Management City and Suburban Sales-Appraisals-Insurance

## PAUL E. EMERSON CO.

.. REALTORS...

A LOCAL SAVINGS BANK'S SALES AGENCY

6 CLINTON AVE. SO. STONE 822

## ROCHESTER REAL ESTATE HEADOUARTERS

#### "REALTY HOUSE"

Sales, Rentals, Property Management and First Mortgage Loans

MAIN MAIN C. E. McINTOSH 250

251

For your convenience now located on the ground floor

Monroe Building

23 EXCHANGE ST.

Rochester, N. Y.

Leases Home Building Residential Sales Insurance

FRANK A. DRUMM, President

Mortgage Money Appraisals Management of **Property** Industrial Sites

1014 Lincoln-Alliance Bank Building, Main at Stone Sts.

Phone STONE 633

Sundays and Evenings Charlotte 334

## HENRY T. PERKINS REAL ESTATE CO.

#### PROPERTY MANAGEMENT

SALES - RENTALS - LEASES

31 EXCHANGE STREET

Phones Main 3309-10-11

RENTALS SALES LEASES

## ${f P}$ O M E R O ${f Y}$

MORTGAGES
PROPERTY
MANAGEMENT

#### REALTORS

"A Complete Real Estate Institution"

243 POWERS BUILDING, ROCHESTER

**MAIN 1376** 

Syracuse Office, 442 S. WARREN ST.

Phone 2-0277

## EDWARD B. FOOTE

## REALTOR GENERAL REAL ESTATE

Specializing in Industrial and Commercial Properties

104 EXCHANGE BUILDING

16 STATE STREET

Telephone MAIN 4743

#### C. H. MORSE & SON

### Air Cushion Rubber Stamps

Stencil Cutting Machines Stencils - Stencil Inks Numbering Machines

Steel Stamps - Seal Presses and Badges

21 NO. WATER STREET

PHONE MAIN 1291



Seedsmen Sh

## 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

GEO. B. HART President and Treas. H. L. GLEN Vice-Pres. RICHARD C. HART Secretary

## 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.

#### **INVESTIGATE**

the possibilities of this book as an advertising medium.

IT PAYS

## KNOWLES & PECK CO., Inc.

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

#### BARRETT'S BONDED ROOFS

General lobbing

Estimates Furnished on Application

131 GOULD STREET

ROCHESTER, N. Y.

Office Phone: MONROE 5522

## Call - FLESCH & SCHMITT, Inc. - Main 5234

ROOFING Copper-Tin-Tile-Slate-Slag and Asphalt. Waterproofing

SHEET METAL MANUFACTURING

Cut. Form, and Weld Metals up to 3/16" thick, 12' long

The Design and Fabrication of Ventilating Systems, Skylights, Tanks, Stacks, and Metal Products

HOME AND INDUSTRIAL INSULATION

**MAIN 5234** 

118 BROWN STREET

ROCHESTER, N. Y.

#### RICHARDSON CORPORATION

Manufacturers of

"Maid of Honor" Syrups Crushed Fruits and Sundaes

for Soda Fountains Ice Cream Fruits and Flavors

Glace Fruits and Bakers' Supplies

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

and Powder

Liberty Fruit Drinks

Richardson Root Beer and

Reddy Chocolate Syrups

Fruit Drink Dispensing Equipment

1069 LYELL AVENUE

ROCHESTER, N. Y.

## J. HUNGERFORD SMITH

Manufacturers of

Soda Fountain Fruits and Flavors and

Ice Cream Fruits and Flavors

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 70-71-72-73

FRED'K J. WEIDER, Pres.

BYRON B. CUSHMAN, Vice-Pres.

## BARR & CREELMAN MILL & PLUMBING SUPPLY CO.

Mill, Steam, Plumbing, Contractors' Supplies

224 MAIN STREET, WEST

Phones MAIN 6465-66-67

## This Book is Your Silent Salesman

ADVERTISE AND PUT IT TO WORK

## 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. 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

Steels



**ELECTRICAL SUPPLIES** 

TOOLS

P. O. BOX 514

Forging Specialists

BLACKSMITH SUPPLIES

**BOLTS** 

30 SHERER STREET

GENESEE 196-197-198



GENERAL MERCHANDISE STORAGE and REFORWARDING Established 1902

The Upton Cold Storage Co.

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



#### 140—144 Telephone Service-Thermometers-Trucking-Wire Work

#### 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

Thermometers ● Barometers ● Control Instruments for Every Industrial Need If You Want Accuracy - Specify Taylor

## Taylor Instrument Companies

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

SERVING INDUSTRY — THE PROFESSIONS — AND THE HOME

MOTOR VANS for LOCAL and LONG DISTANCE MOVING

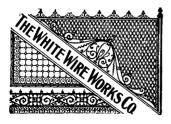
## CLANCY CARTING & STORAGE CO., Inc.

(SERVICE SINCE 1885)

Furniture, Freight — MOVERS — Pianos, Baggage STORAGE WAREHOUSE

Residence
111 PARSELLS AVENUE
CULVER 2014

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



Manufacturers of

Brass, Iron and Wire Work

OF ALL KINDS

Sheet Brass, Rod, Tubing, Etc.

79-83 Exchange Street

Rochester

Phones Main 274-275