

**CLASSIFIED  
BUYERS' GUIDE  
OF THE CITY OF  
ROCHESTER  
(NEW YORK)**

**1944**



**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.**

**District Office**

**179 LINCOLN STREET, BOSTON 11, MASS.**

**ABSTRACTS**

**MONROE  
ABSTRACT  
& TITLE  
CORPORATION**

**MAIN  
3441  
3442**

*Complete Title Service in Western New York*

*Abstracts of Title*

**FEDERAL COURT SEARCHES**

*Title Insurance Policies*

**GUARANTEED TAX SEARCHES**

**ABSTRACT TITLE & MORTGAGE CORPORATION**

**FOUNDED IN 1886**

*A Merger of*

Buffalo Abstract & Title Co.  
Abstract Guarantee Co.  
Title Guaranty Corporation of Rochester

Frontier Abstract Company  
Western New York Title & Guaranty Co.  
Niagara County Search Company

Abstracts of Title

Federal Court Searches

Mortgage Servicing

Tax Searches

Title Insurance

≡≡≡ **OUR TELEPHONE MAIN 4170** ≡≡≡

≡≡≡ **47 FITZHUGH ST. SOUTH** ≡≡≡

**ADVERTISING**

**STEWART, HANFORD & CASLER Inc.**  
FOUNDED 1906  
*Advertising*  
 11 James Street Rochester  
 509 FIFTH AVENUE NEW YORK CITY

**AUTOMOBILES**

**ALLING & MILES, INC.**

For More Than 30 Years Distributors of

**HUDSON MOTOR CARS  
PARTS & ACCESSORIES**

Complete Service, Metal and Paint Work  
All Makes of Cars

76 to 88 STONE STREET

PHONE STONE 2537

**SIX PACKARD EIGHT**

*Sales — Service*

**BANCROFT MOTORS**

**33 STILLSON STREET**

STONE 3720

**COOL CHEVROLET CORP.**

*Passenger  
Cars*

*for Economical Transportation*



*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**

**AUTOMOBILES**

**FINCHER MOTORS, INC.**

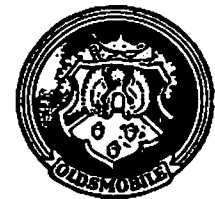
**OLDSMOBILE**

*Oldsmobile Distributor*

Mechanical, Paint and Body Work on All  
Makes of Cars

*Salesroom and Service Station*

**14-18 SOUTH UNION STREET**



*Phone MAIN 2262*



**PRODUCTS**

*SALES and SERVICE*

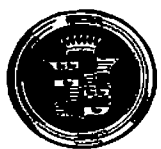
*Since 1908*

**SERGEANT MOTOR CORP.**

**727 MAIN E.**

**Tel. STONE 2696**

*TOP QUALITY ————— LOW COST*



**SERVICE**

*FOR ALL MAKES OF CARS*

*PAINT—SHEET METAL—ELECTRICAL*

*FRONT END—STEERING—LUBRICATION—TIME PAYMENTS*



**THE VALLEY CADILLAC CORPORATION**

**333 EAST AVE.**

**CADILLAC—PONTIAC**

**TEL. STONE 320**

**WHITING-BUICK, Inc.**

*“Dealer Since 1906”*

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**342 EAST AVENUE**

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**AUTOMOBILE PAINTING**

**CALEY & NASH, Inc.**

**AUTOMOBILE PAINTING AND TRIMMING**

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*Manufacturers of*  
VANS AND TRUCK BODIES

1828 EAST AVENUE - - - Phone Monroe 5126

**AUTOMOBILE PARTS—TRUCKS**

**MIKE AND JOE TRUCK AUTO PARTS**

All Kinds of Welding

St. Paul Body and Hoists — Gar Wood Body and Hoists

SALES and SERVICE

UNIVERSALS — PUMPS — POWER TAKE-OFFS

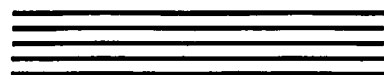
*Rochester's only complete stock of Hoists and Body Parts*

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**TEL. MAIN 1246**

**AUTOMOBILE REPAIRING AND SERVICE STATIONS**

**ADAM BROS.**



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ZEPHYR

WE SERVICE

ALL MAKE

OF CARS

**Our Telephone STONE 5320**

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**AUTOMOBILE TRIMMINGS**

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*Manufacturers of*

AUTOMOBILE, CARRIAGE, CASKET AND DRESS  
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ALSO TEXTILE APPLIANCES FOR MECHANICAL PURPOSES

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PHONES, MONROE 812, 813

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1888



1944

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**25 Main Street East**

*Brighton Office*  
**1806 East Avenue**

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**E. M. VOGEL**.....Assistant Trust Officer  
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**HERBERT J. HALEY**.....Manager

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**OLIVER B. WOODFILL**  
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*Complete Banking Service*

Member Federal Deposit Insurance Corporation

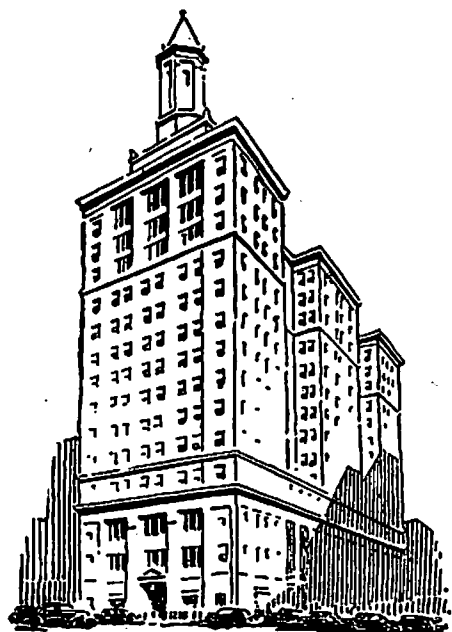
Member Federal Reserve System

**BANKS**

**LINCOLN-ALLIANCE  
BANK AND TRUST COMPANY**

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- Lincoln Office,** 33 Exchange Street
- Lake Ave. Office,** 1495 Lake Avenue
- East End Office,** 460 N. Goodman Street
- West End Office,** 886 Main Street West
- Monroe Ave. Office,** 560 Monroe Avenue
- Portland-Clifford Office,** 520 Portland Avenue
- Twelve Corners Office,** 1853 Monroe Avenue
- Dewey-Stone Office,** 2865 Dewey Avenue
- Irondequoit Office,** 621 Titus Avenue
- Newark Office,** Newark, N. Y.
- Brockport Office,** Brockport, N. Y.



**EVERY BANKING SERVICE**

Checking Accounts, Interest Accounts, Trust Services, Business Loans, FHA Mortgage Loans, Home Improvement Loans, Personal Loans, Auto Loans, Safe Deposit Boxes, Travelers Checks, Foreign Drafts, etc.

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 Swayne P. Goodenough            Edward M. Weingartner  
 Arthur J. Meisenzahl                Raymond J. White  
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 Clarence E. Higgins                Franklin S. Meinhart  
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 Lucia Deutschbein                Luke T. Smith  
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 Earle B. Laing                      William B. Vaisey  
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 Carl J. Meisenzahl                Arthur B. Weston

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 Raymond H. Schlegel, *Assistant Trust Officer*  
 Robert S. Davis, *Assistant Trust Officer*  
 Robert E. Platt, *Assistant Trust Officer*

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JAMES C. DRYER	SOL HEUMANN	HERBERT J. WINN
	ALBERT A. HOFEMAN	

*Member Federal Deposit Insurance Corporation*

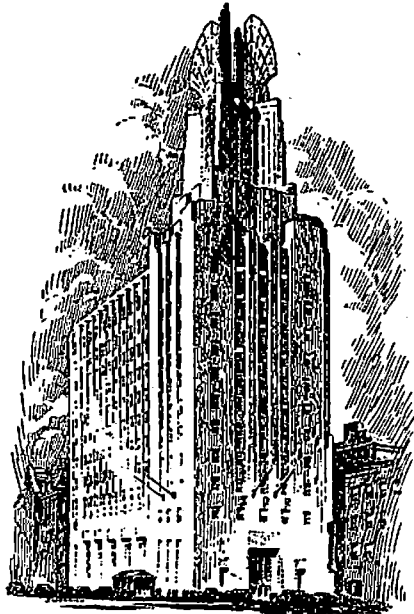
*Member Federal Reserve System*



**BANKS**

# Genesee Valley Trust Company

**MAIN OFFICE: EXCHANGE and BROAD STREETS**  
**Free Parking for Customers at 101 Exchange St.**



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 HERBERT L. GAYLORD.....Asst. Secretary

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 Director, Rochester Transit Corp.*

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- Commercial Loans
- Personal Loans
- Regular Checking Accounts
- Pay-As-You Go Checking Accounts
- Special Interest Accounts
- Bank-By-Mail Service
- Complete Trust Services
- Modern Safe Deposit Vault Facilities

*Member Federal Deposit Insurance Corporation*



# BANKS

## Complete Savings Bank Service courteously rendered

- SAVINGS ACCOUNTS
- MORTGAGE LOANS
- SAFE DEPOSIT BOXES  
*(\$3 per year and up)  
(plus 20% Federal Tax)*
- CHRISTMAS CLUB
- TRAVELERS CHECKS\*
- COIN BANKS

**BUY WAR  
BONDS and  
STAMPS**



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- WILLIAM BAUSCH**  
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**HAMILTON C. GRISWOLD**  
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**ARTHUR A. BARRY**  
**JOSEPH H. ZWEERES**  
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**VIOLA ERICKSON** . . . . . Assistant Secretary  
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\* Now serving in U. S. Navy

*Member Federal Deposit Insurance Corporation*

# EAST SIDE *Savings* BANK

CORNER MAIN & CLINTON In the Heart of the Shopping District

**BANKS**

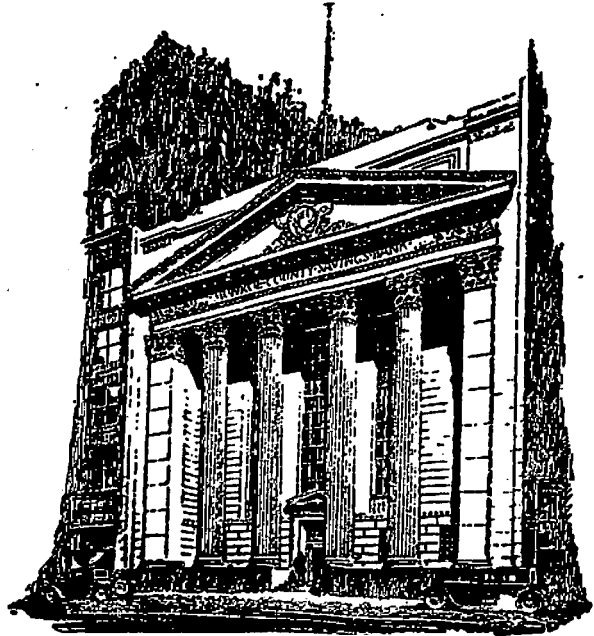
# MONROE COUNTY SAVINGS BANK

INCORPORATED 1850

*OFFICERS*

**GEORGE D. WHEDON, President**  
**EDWARD BAUSCH, Vice-President**  
**J. ALLEN FARLEY, Vice-President**  
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**FRANK C. LEAPER, Comptroller**  
**JOSEPH G. KUNZ, Treasurer**  
**ADRIAN L. SPENCER, Asst. Vice-Pres.**

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**HAROLD F. LEDERMAN, Asst. Secretary**  
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**CHARLES F. WRAY**  
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**WILMOT V. CASTLE**  
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*Complete Savings Bank Service*

**TWO CONVENIENT OFFICES**

**35 STATE STREET**

**2 EAST AVENUE**

**ROCHESTER, N. Y.**

MEMBER OF THE FEDERAL DEPOSIT INSURANCE CORPORATION

## BANKS

11

# ROCHESTER SAVINGS BANK

(Incorporated 1831)

**Resources \$71,474,000 - More than 93,400 Depositors**

**SAVINGS ACCOUNTS; MORTGAGE LOANS; F.H.A. INSURED MORTGAGES; F.H.A. MODERNIZATION LOANS; U. S. WAR BONDS AND STAMPS; LOW COST SAVINGS BANK LIFE INSURANCE; SCHOOL SAVINGS ACCOUNTS; SAFE DEPOSIT BOXES; TRAVELERS CHECKS; BANKING BY MAIL.**



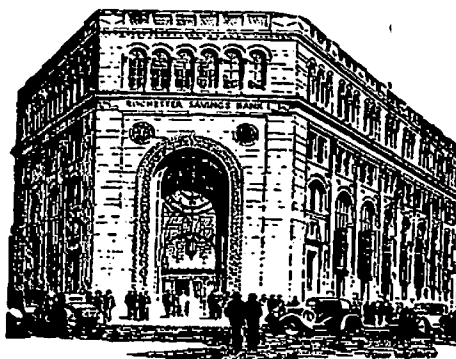
*West Main Street Office*  
**47 WEST MAIN ST.**

**TRUSTEES**

JAMES S. WATSON  
J. CRAIG POWERS  
EDWARD HARRIS  
DANIEL M. BEACH  
EDWIN ALLEN STEBBINS  
HERBERT J. WINN  
WALTER L. TODD  
M. HERBERT EISENHART  
CHARLES F. TURTON  
HARPER SIBLEY  
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JAMES W. GRAY, Secretary  
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HARRY N. KENYON, Assistant Secretary  
WALTER L. SCHMID, Assistant Secretary  
WILLIAM H. CARROLL, Assistant Secretary  
HERBERT J. HUNTER, Assistant Secretary  
J. WESLEY ALLEN, Assistant Secretary  
F. STANLEY DeVOY, Assistant Treasurer  
LEON S. BENHAM, Comptroller  
GEORGE C. WILCOX, Assistant Attorney

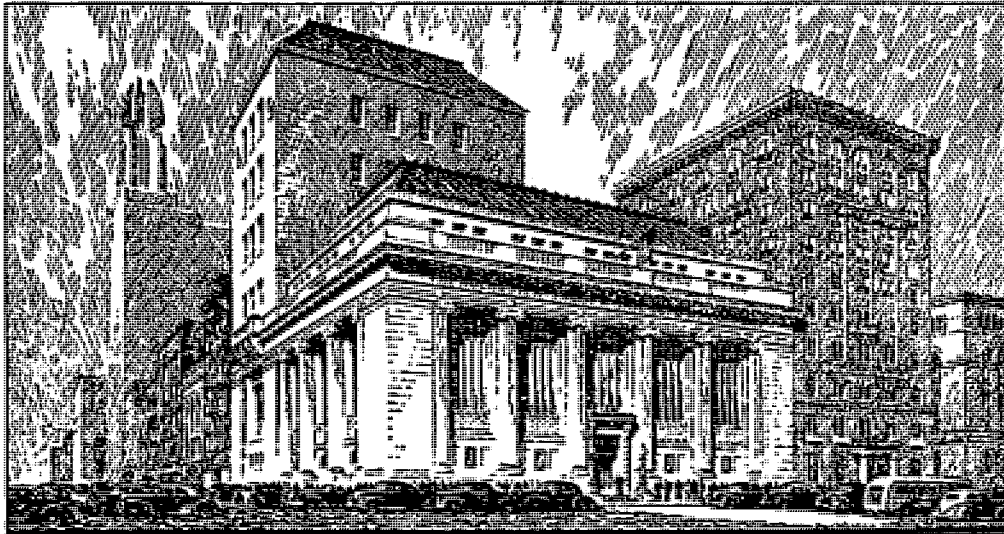


*Franklin Street Office*  
**40 FRANKLIN STREET**

**Safe Deposit Boxes for Rent \$3 Per Year and Up at 40 Franklin Street**

• *Member Federal Deposit Insurance Corporation*

**BANKS**



MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

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

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 GEORGE H. HAWKS  
 JOHN CRAIG POWERS

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 SAMUEL E. DURAND  
 WILLIAM F. STRANG  
 VINCENT S. BENNETT

THEODORE C. BRIGGS  
 RICHARD M. HARRIS  
 ALBERT K. CHAPMAN  
 JOSEPH F. TAYLOR  
 ARTHUR A. BARRY

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 GEORGE H. HAWKS, *President*  
 JOHN CRAIG POWERS, *Vice President and  
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 F. DWIGHT SAGE, *Assistant Secretary*  
 JOHN P. DAY, *Assistant Secretary*  
 ROSE M. DOYLE, *Assistant Secretary*  
 WILLIS P. MARTIN, *Assistant Secretary*  
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 ELLSWORTH H. ROSSEB, *Assistant Secretary*

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 CHARLES H. GOODENOUGH, *Assistant Trust Officer*  
 RALPH J. OLIVER, *Assistant Trust Officer*

*Rochester Trust*

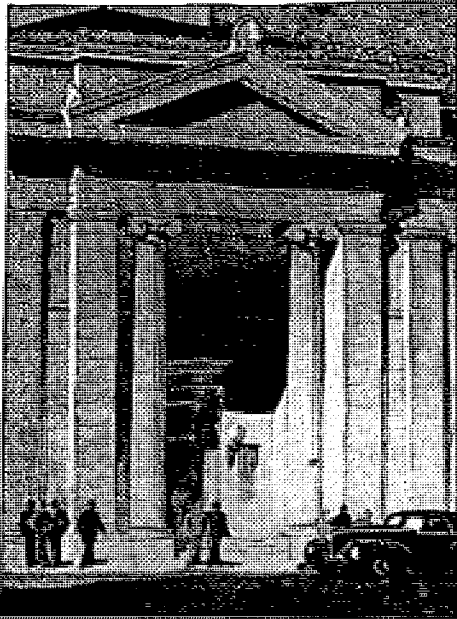
**AND SAFE DEPOSIT COMPANY**

MAIN OFFICE: MAIN STREET WEST & EXCHANGE  
 FIRST INDUSTRIAL BRANCH: 30 CLINTON AVENUE NORTH  
 MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

*Rochester's Pioneer Trust Company — Established 1888*

**BANKS**

★ **SECURITY TRUST COMPANY** ★  
OF ROCHESTER



Member Federal Deposit Insurance Corporation

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President

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Vice-President

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Secretary

**DAVID GALES**  
Treasurer

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Assistant Vice-President

**FRED E. McKELVEY**  
Assistant Vice-President

**ARTHUR J. BOENNE**  
Assistant Secretary

**JOHN E. VIENMAN**  
Assistant Treasurer

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Vice-President &  
Chairman Trust Committee

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Vice-President & Trust Officer

**SCHUYLER C. WELLS, JR.**  
Vice-President &  
Associate Trust Officer

**GRACE E. HOWIE**  
Assistant Trust Officer

**SEWARD H. CASE**  
Assistant Trust Officer

**BENJAMIN E. LULL**  
Assistant Trust Officer

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Comptroller

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**HARPER SIBLEY**  
**FRANK W. LOVEJOY**  
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**WILLIAM H. STACKEL**  
**WALTER L. TODD**  
**GEORGE H. CLARK**  
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**FRANK RITTER SHUMWAY**  
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**HARPER SIBLEY**

**BERNARD E. FINUCANE**  
**HERBERT EISENHART**  
**WILLIAM H. STACKEL**

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*Chairman*

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**BERNARD E. FINUCANE**  
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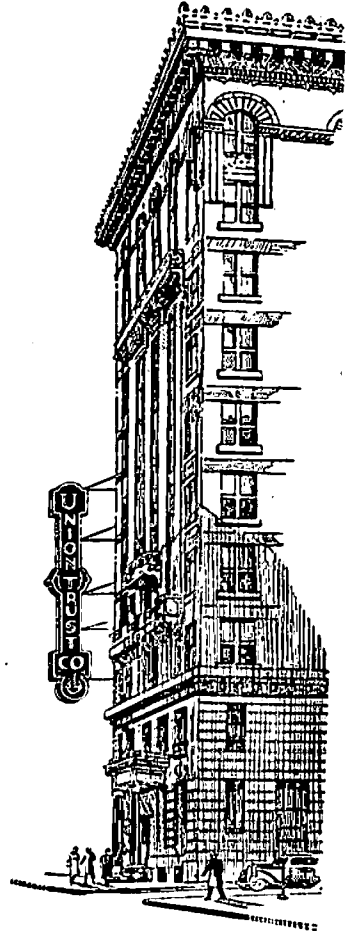
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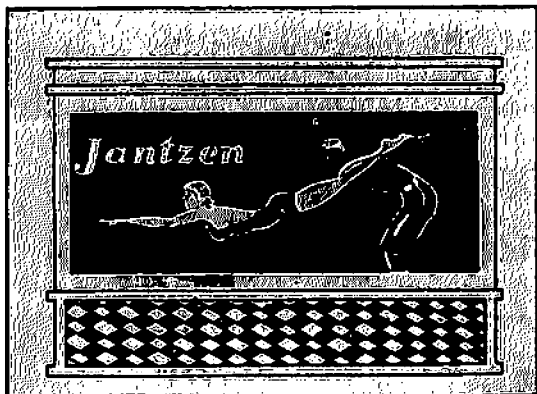
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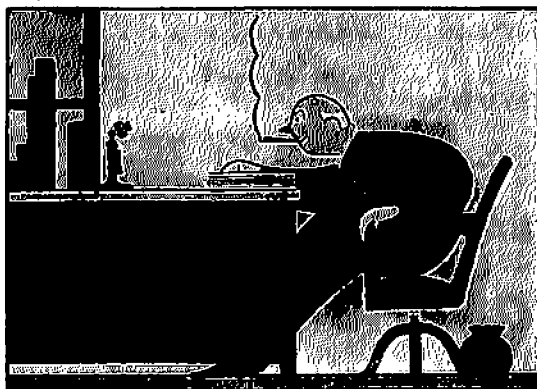


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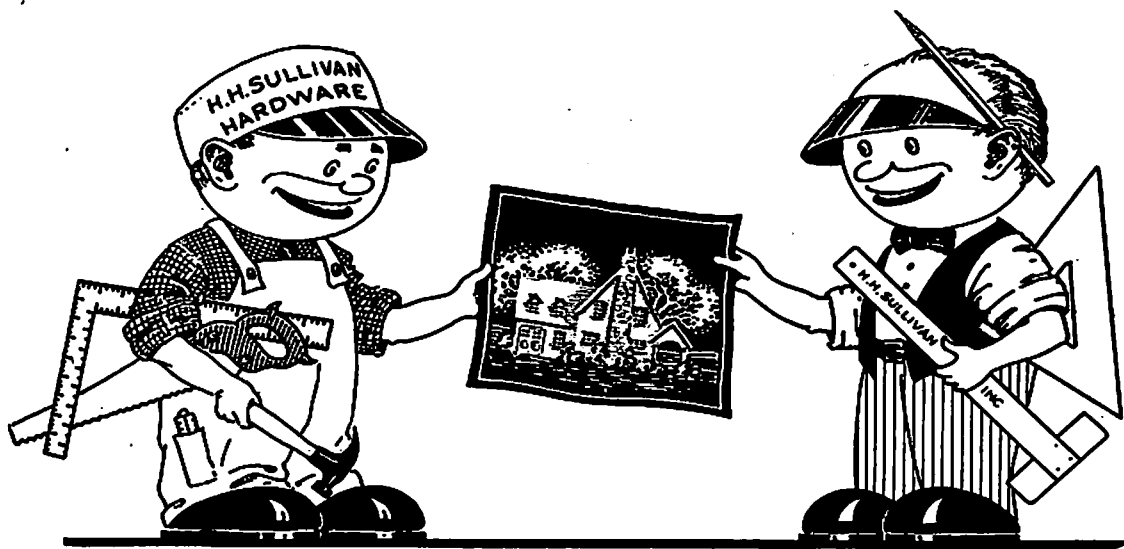
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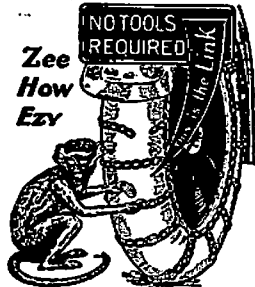
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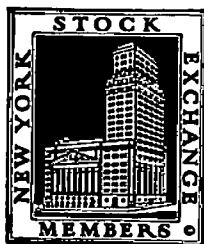
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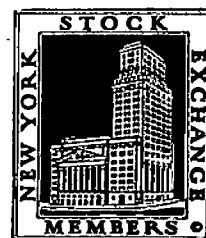
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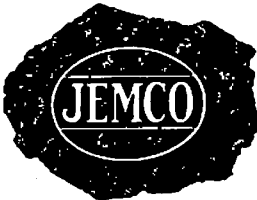


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**DRINK HOMOGENIZED MILK  
EACH QUART CONTAINS 400 UNITS VITAMIN D**

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**DANCING ACADEMIES**

***This Directory***

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

***Represents You***



**IT'S FUN TO LEARN**

Correct Dancing Instruction is so very important — right from the start. One cannot learn merely by watching others. We have the ability and the experience to provide the instruction you need and you will find 'learning' amazingly easy and absorbingly pleasant. Congenial partners will add to your enjoyment. We shall be glad to give you details.

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**DEPARTMENT STORES****A Complete  
SHOPPING  
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**You save time, gas and money when you shop in this one convenient Store. You are sure of QUALITY when you invest in Sibley merchandise. "Under one roof"... at Sibley's, you shop in over 100 "stores"... for fashions, children's needs, men's clothing, groceries... almost every home and family need... in greater assortments than you'll find anywhere else in town. Remember! All buses transfer to Sibley's, where you can do all your shopping.**

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35

**Everybody Knows EDWARDS for VALUES!  
DAILY SHOPPING CROWDS PROVE IT!**



Our three store buying power makes it possible for us to offer Brand New Fashion-Right merchandise for you, your family and your home at the Season's Lowest prices.

**Shop Rochester's Largest Popular Priced Department Store First!  
You'll SAVE TIME and MONEY**

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

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CLINTON AVE. SOUTH

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*Rochester's Foremost*

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CRIMINAL — CHARACTER  
CIVIL — PERSONAL — RETAIL

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**PRIVATE POLICE**  
PROTECTION OF  
RESIDENCES — FACTORIES  
BANKS — STORES



PHONE  
MAIN 1743 — 1744  
DAY  
OR  
NIGHT

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Physicians' Supplies

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**A Complete Biological Depot**

**VACCINES and SERUMS**

*Efficient Service and Deliveries*

**Our Telephone MAIN 1820**

**24 and 26 East Main St.**

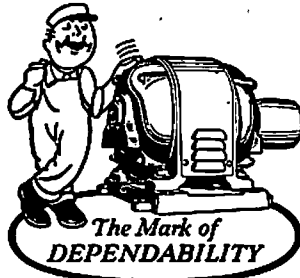
**"OVER A CENTURY OF HIGH IDEALS"**

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**ROCHESTER, N. Y.**

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Flowers Delivered Quickly To Your Out-of-Town Friends By Our  
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Phones MAIN 127-128

ROCHESTER, N. Y.

EDWARD E. HAUBNER

SARTO W. STALLKNECHT

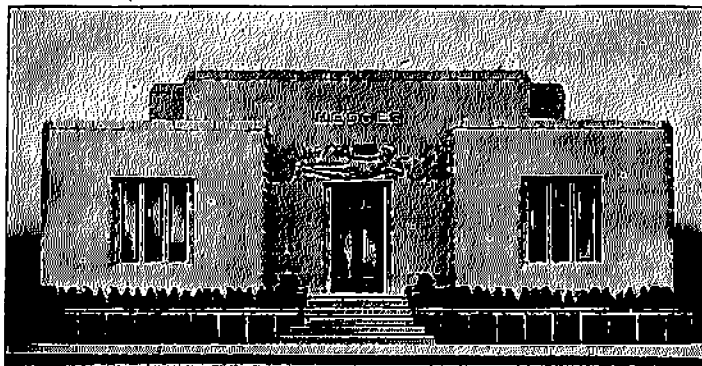
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*The dedication in 1939 of this chapel was a fitting climax to eighty years of service.*

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Sincere, Economical Service

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Phone Genesee 438

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Associates: IRVING WINCHELL, JOSEPH F. TROTT

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**FURRIERS FOR OVER HALF A CENTURY**

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18**

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*Manufacturing Furriers*

**FUR COATS — FUR SCARFS**

— ALSO —

**FURS FASHIONED TO MEASURE**

**RETYLING — REPAIRING — RELINING**

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WE OWN AND OPERATE OUR OWN  
**AUTOMATICALLY REFRIGERATED**  
**AIR-CONDITIONED**  
**COLD STORAGE VAULTS**

A Complete  
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You can save money, time and inconvenience by keeping your electric and gas household appliances in good working order. Right in your own neighborhood there's a dealer who maintains a good service department and who'll do your repair work efficiently and economically. Call him when something goes wrong. When you give a repair job to a dealer in your own neighborhood you'll not only get good service but you'll help to conserve the time, gasoline and wear on tires that are required for lengthier service trips.



**KEEP YOUR HOUSEHOLD  
APPLIANCES IN GOOD WORKING ORDER**

## Rochester Gas and Electric

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- GLASS FOR BUILDINGS
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  - MIRRORS
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**F. E. REED GLASS CO.**

Manufacturers

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*Weed's*

*"Rochester's Most Interesting Store"*

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- PAINTS
- TOOLS
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**15 EXCHANGE**

**— MAIN 7900**

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**Main  
5355**



**Main  
5356**

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TABLE SAWS**

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OILS  
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*(Cleaned from Inside — No Cleaning Belts)*

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*We Solicit Your Orders by Mail or Telephone  
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**HEARING AID BASED ON  
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All Makes of  
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Whether you are a mild, medium or severe case . . . whether you use a hearing aid or not . . . important discoveries make possible the greatest help ever offered the hard of hearing. Come in or telephone for Free, Private Demonstration in your home or our office. Absolutely no obligation. Convenient terms.

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*"Where Hospitality Reigns Supreme"*

**IN THE HEART OF ROCHESTER, NEW YORK**

**SINGLES  
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FROM  
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*Service Plus Hospitality*

**FEATURING**

**100 ROOMS WITH TUB AND SHOWER**

Tap Room

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**DOWNTOWN**

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*Conveniently Located on*  
**CHESTNUT ST. near EAST AVE.**

*Inspection Invited*

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**\$5.50**  
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Pleasant, and modern fireproof rooms for men, women, families! Attractive furniture, room telephone. Save on transportation; walk to theaters, shops, church, work! Easy parking! Appetizing food. Popular priced restaurant. Phone Main 6300 for details.

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TAP ROOM**

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Busses to All Points in the City and Suburbs*

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**425 ROOMS**

*Furnished Suites — By Day, Week or Month*

SINGLE ROOM \$2.25 UP                      DOUBLE ROOMS \$3.00 UP

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*THE FRIENDLIEST HOTEL IN ROCHESTER*

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**CLEAN, HOMELIKE \$2.75  
ROOMS WITH BATH**

- 3 INVITING, MODERN RESTAURANTS
- FINEST FOOD, MODERATELY PRICED
- FAMOUS OLD ENGLISH TAPROOM

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**SAGAMORE HOTEL**

**300 ROOMS  
FROM \$3.30**

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*Complete Facilities for Any and Every Occasion  
Including Convention, Meeting and Banquet Rooms*

Every SAGAMORE Room is an Outside Room with Combination Tub and Shower

SAGAMORE DINING ROOM                      OLD ENGLISH BAR

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550 Modern Fire Proof Rooms

5 Minutes From All Railroad Stations

*FAMOUS FOR FINE FOOD*

Music and Dancing Nightly in Air Conditioned Grill

Garage Connected — Official A.A.A. Hotel

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Established 68 Years

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801

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**CRUSHED ICE**

IN ALL SIZES

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**EAGLE INSULATION** Keeps Heat from Flowing

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**We are Freely Consulted. Our Advice is Helpful in  
Prevention of Loss. Our Service Gives Satisfaction.**

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**INSURANCE**

53

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Fire Association of Philadelphia, Pa.

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**Telephone Main 444****ROCHESTER, N. Y.**

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**MAIN. 697**

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THIS AGENCY HAS SERVED ROCHESTER PROPERTY OWNERS FOR SEVENTY-THREE YEARS WITH SOUND INSURANCE COVERAGE

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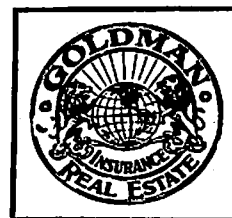
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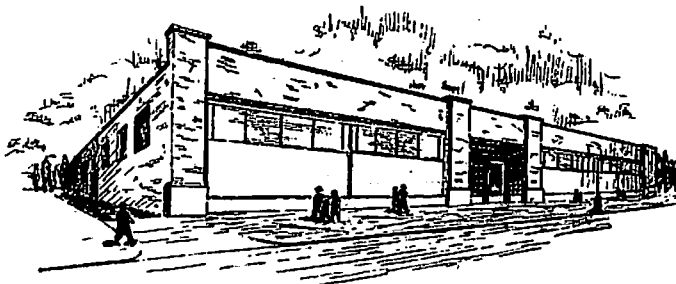
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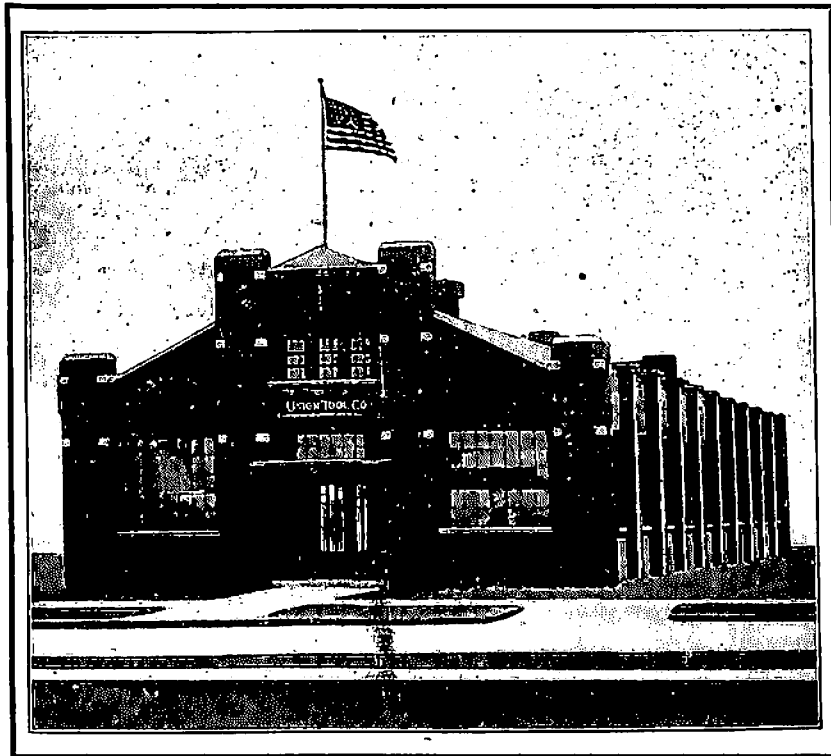
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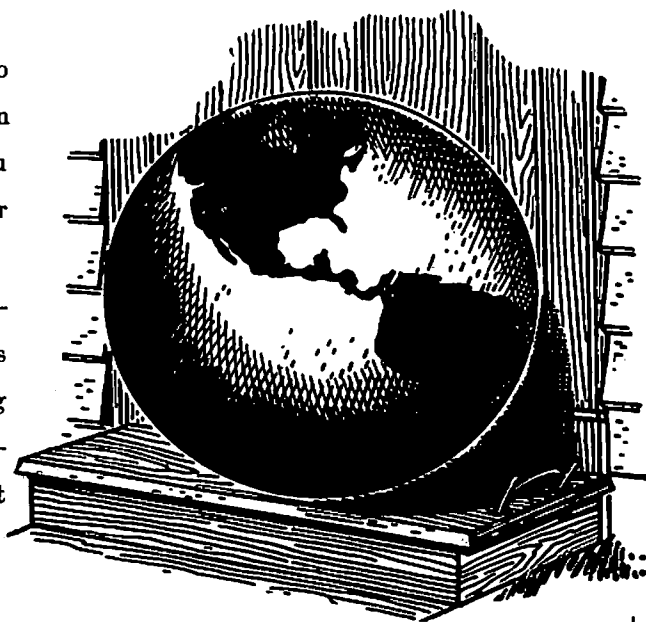
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(From an address by Alan Cranston, Chief, Foreign language Division, Office of War Information, before the Advertising Club of Boston, April 6, 1943)

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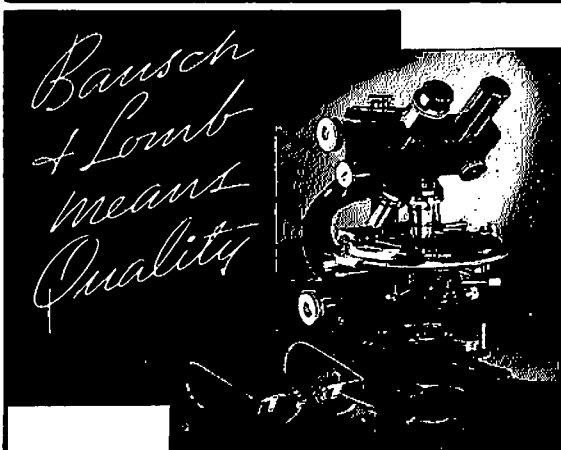
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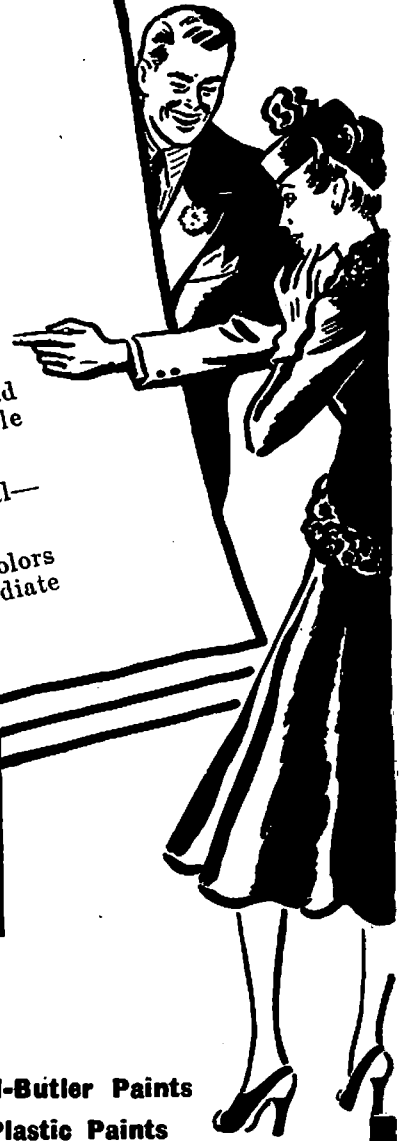
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83

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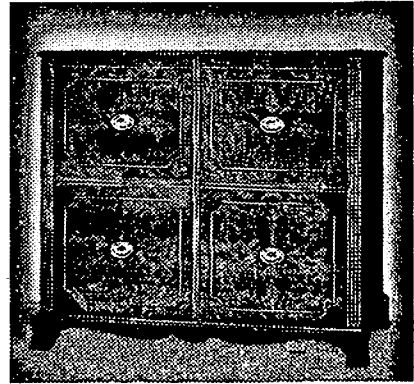
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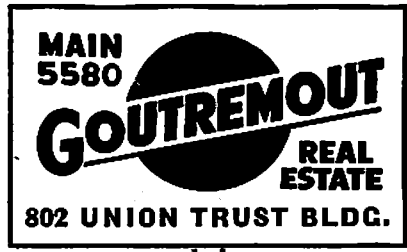
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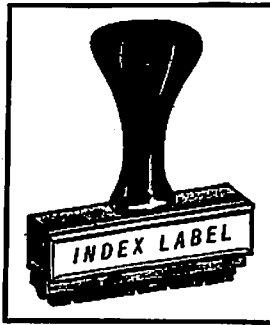
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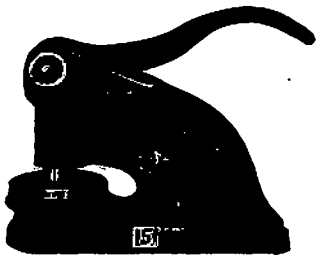
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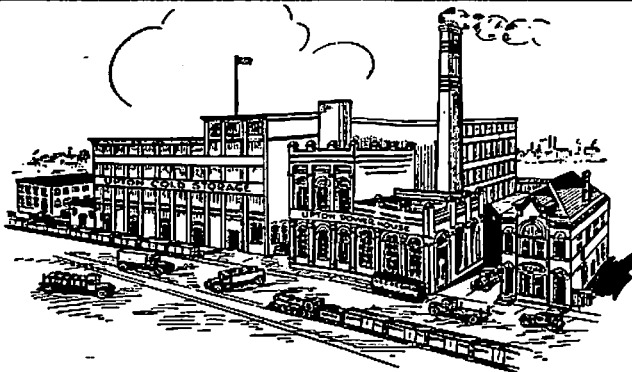
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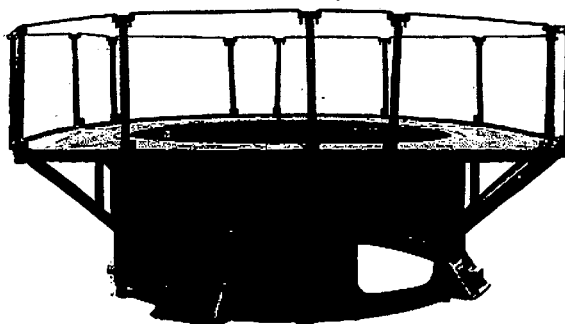
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101

# Put Telephone Receiver Back in Place!

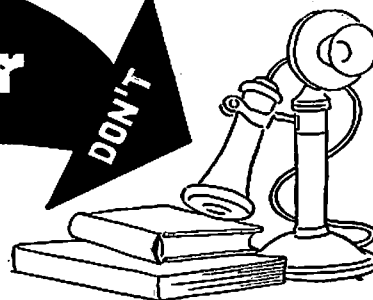
THE LINE  
IS OUT OF  
ORDER!



DON'T



DON'T



Considerable telephone equipment in exchanges is tied up everyday because of misplaced telephone receivers. Service is disrupted when receivers are not replaced properly after a call is completed, or are tilted or lifted accidentally. By putting telephone receivers back in place properly, subscribers can prevent tying up equipment that could be used for other calls.

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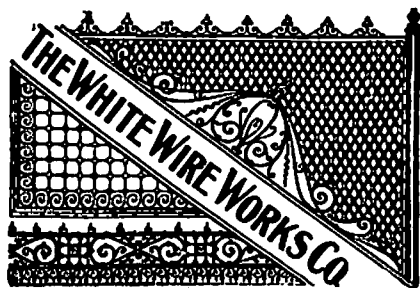
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to  
Counterfeiters  
KNOW YOUR  
MONEY!**

**Don't Be Fooled  
by  
Forgers  
KNOW YOUR  
ENDORSEERS!**

**The Government never redeems counterfeit money!**

1. **KNOW YOUR MONEY!** Study the bills you receive so as to become familiar with the workmanship on them, especially in the portraits.

2. **COMPARE** a suspected bill with a genuine of the same type and denomination. Observe these things:

**PORTRAIT** *Counterfeit*—Dull, smudgy, or unnaturally white, scratchy; oval background is dark, lines irregular and broken. Portrait merges into the background.

*Genuine*—Stands out distinctly from the oval background. Eyes appear lifelike. Background is a fine screen of regular lines.

**COLORED SEAL** *Counterfeit*—Saw-tooth points around rim are usually uneven, broken off.

*Genuine*—Saw-tooth points around rim are even and sharp.

**SERIAL NUMBERS** *Counterfeit*—Poorly printed, badly spaced, uneven in appearance.

*Genuine*—Figures firmly and evenly printed, well spaced.

**PAPER** *Counterfeit*—Generally has no silk threads, but these may be imitated by very small red and blue ink lines.

*Genuine*—Printed on distinctive paper in which very small red and blue silk threads are scattered. The silk threads are not always noticeable on bills that are badly soiled or worn.

3. **RUBBING** a bill on a piece of paper will *not* prove it is genuine or counterfeit; ink can be rubbed from good bills as well as bad ones.

4. **CONSULT** an experienced money-handler or police officer to make sure, if you are still in doubt, whether a bill is genuine or counterfeit.

5. **REMEMBER, NOT ALL STRANGERS ARE COUNTERFEITERS, BUT ALL COUNTERFEITERS ARE LIKELY TO BE STRANGERS.**

This information is reprinted from the U. S. Secret Service 32-page booklet, "KNOW YOUR MONEY", which tells how to detect counterfeit coins and bills and how to guard against losses from forged Government checks. Copies may be purchased for 10c each, or \$7.50 per 100, from the Superintendent of Documents, Government Printing Office, Washington, D. C.

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