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Sampson & Murdock Company

111 Summer Street, Boston, Mass.

Liberty 2726
6 Trunk Lines
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Albany .................... $10.00
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Auburn ...................... 8.00
Boston ...................... 25.00
Boston Blue ................ 5.00
Cranston* .................. 8.00
Danielson* ................ 5.00
East Providence† .......... 8.00
Fall River .................. 8.00
Gloucester† ................ 6.00
Hopkinton* ................ 5.00
Jamestown and New Shoreham† 4.00
Lakeville† ................ 4.00
Lawrence ................... 8.00
Lowell ...................... 8.00
Lynn ......................... 8.00
Malden* .................... 8.00
Manchester .................. 8.00
Mass. Mfrs.* ............... 15.00
Mystic, Stonington and Noank† 5.00
Newburyport† .............. 6.00
New England† ............... 15.00
Newport ..................... 8.00
Newton ...................... 8.00
Oswego* .................... 8.00
Pawtucket ................... 9.00
Providence .................. 10.00
Providence House* .......... 8.00
Rochester ................... 12.00
Rochester Suburban .......... 10.00
Syracuse .................... 10.00
Taunton ..................... 8.00
Troy ......................... 10.00
Waltham† ................... 8.00
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Woonsocket ................... 8.00
Worcester .................... 10.00
Worcester House† .......... 10.00

*Denotes books issued in odd years
†Denotes books issued in even years
Prices subject to change without notice

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

Latest Directories of all Cities for Sale at publishers' prices
at our Direct Advertising Department

111 SUMMER STREET BOSTON, MASS.

Please mention this Directory when dealing with Advertisers
WARNING!

“He Was a Stranger and He Took Me In”

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

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

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

- Travel and Hotel Directories
- Railroad Employees’ Journals
- Buyers Commercial Register
- Sellers Reference Guides
- Buyers Classified Guides
- Trade Indexes
- Business Guides
- National Reference Guides
- N. Y. State Business Directories
- Industrial Directory

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

INVESTIGATE—BEFORE YOU INVEST

BETTER BUSINESS BUREAU
OF ROCHESTER, INC.

1241-1245 LINCOLN-ALLIANCE BANK BUILDING

Phone Stone 2574

Please mention this Directory when dealing with Advertisers
Rochester Suburban Directory

For the year 1933

INCLUDING THE TOWNS OF
BRIGHTON, GATES, GREECE and IRONDEQUOIT

A Supplement to the Rochester Directory

Containing

Alphabetical Section (White Pages) for each town, giving names, occupations and addresses of all persons over twenty years of age, business and post office addresses.

Business Directory (Page 411) of all firms or individuals in business or profession, under listing best describing their service or product.

Reference Department (Page 17) where more information than is possible to give under the headings is placed on file for buyer’s reference. The value of this department cannot be estimated. It is an index of the best business interests of the town, and stands for them and the town in reference libraries all over the country, as well as on the desks of progressive business men. It is accessible to everybody, and the logical place to look for specific information. This probably explains why no other form of publicity is so generally endorsed by business men, as a glance at this department will show.

House and Street Directory (Pink Sections) A complete list of streets, giving location of intersections and enabling one to tell at once between what streets a given number lies, and the quickest way to get there. All business houses, individuals in business, and householders are listed in numerical order upon their respective streets. Resident property owners are designated, and Post Office address is given for each street. A feature of great value and convenience.

(For detailed index to contents see page 3)

Volume IV

Price $10.00

SAMPSON & MURDOCK CO., Inc., Publishers

Established 1846

729 Powers Building, Rochester, N. Y.

Printed in U. S. A.

Copyright 1933 by Sampson & Murdoch Co., Inc.
NAMES IN THE DIRECTORY OF 1933

*Number of names in Alphabetical Directory of 1933.................

Brighton Gates Greece Irondequoit Total
4,806 1,733 5,724 9,031 21,294

Number of names in Alphabetical Directory of 1932.................

4,452 1,686 5,560 8,661 20,159

Increase of names..............................
354 47 164 370 1,135

*This number includes the names of 145 individuals in Brighton, 19 in Gates, 163 in Greece and 226 in Irondequoit who have died, with date of death, or who have removed from the city since the 1932 directory was issued.

---

CALENDAR

1933 1934

Jan. 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
Feb. 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
Mar. 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
Apr. 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
May 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
Jun. 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

PUBLISHERS' NOTE

The information in this book is gathered as far as possible by actual canvas, and is compiled in a way to ensure maximum accuracy. While the Publishers will in no way be held responsible for any errors that may occur, they will be glad to have any inaccuracies brought to their attention, so that they may be corrected in succeeding editions.


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In Force On and After July 1, 1909

Section 28.—That any person who willfully and for profit shall infringe any copyright secured by this Act, or who shall knowingly and willfully aid or abet such infringement, shall be deemed guilty of a misdemeanor, and upon conviction thereof shall be punished by imprisonment for not exceeding one year, or by a fine of not less than one hundred dollars nor more than one thousand dollars, or both, in the discretion of the court.
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CITY DIRECTORY STATISTICAL REVIEW

Suggested and Planned by American Community Advertising Association
Adopted by Association of North American Directory Publishers
Compiled by Statistical Bureau, Rochester Chamber of Commerce

ROCHESTER, NEW YORK—“The Flower City”

Form of Government: City Manager.
Predominating Nationalities: Aside from Native: Italian, German, Canadian, Russian and English.

Area: Thirty-four square miles. Altitude 500 to 679 feet.

Assessed Valuation: $655,379,009. Tax rate $27.87 per thousand in 1932.

Parks: 33 with 1,777 acres valued at $3,000,000. Public baseball diamonds and tennis courts in all of the larger parks, and public golf links at Genesee Valley and Durant-Eastman. In addition there are ten private golf courses close to the city.

City's Bonded Debt: 1931, $85,608,560.

Financial: Rochester has four savings banks, six trust companies and one commercial bank with total deposits of $370,115,269. Resources not including buildings and equipment amounted to $443,249,080. Clearings aggregated $494,981,674.

Post Office Receipts: 1931, $2,776,617.

Churches: 185 of all denominations.

Building Construction: 1931, value of building permits, $6,282,117, providing quarters for 166 additional families. Leads all cities of like size east of the Rockies in home ownership.

Industry: 1,044 manufacturing establishments producing goods valued at more than $5,000 each annually. Selling value of manufactured products $427,730,792. Salaries and wages $113,584,461. Leads the world in manufacture of photographic film, cameras, mail chutes, optical goods, check protectors, thermometers, office systems, enameled steel tanks and horticultural products. Ranks high in the production of clothing, buttons, shoes, machinery, telephone apparatus, radio, electrical supplies, railway signals and lithography.

Trade: Retail territory serves 700,000 people within a radius of thirty-five miles. Jobbing territory serves 2,000,000 people within ninety mile radius. Retail establishments sold to customers $209,392,797 in 1930. Live Chamber of Commerce with over 3,500 members.

Hotels: Nine modern with total of 2,650 rooms.

Transportation: Five railroads, the New York Central, Erie, Pennsylvania, Lehigh, Baltimore & Ohio; fifteen bus lines enter the city. Barge Canal Harbor and warehouses in centre of city. City owned Port of Rochester on Lake Ontario seven miles from centre of City, with regular day and night boat service to Canada and Thousand Islands; two daily ferries to Canada. City owned subway crosses entire city for inter-urban passenger and freight service. Municipally owned and operated flying field covering 110 acres including two modern hangars.

Amusements: There are eight theatres for stage productions, the largest seating 4,200 people; numerous motion picture houses, municipally owned Convention Hall, International League baseball, and the annual Exposition and Horse Show.

Education: There are forty-three elementary schools, one normal, four senior high, four Junior-Senior high and two junior high schools. Number of pupils in public schools exceeds 58,000 and there are 2,108 teachers. There are fifty-six Catholic schools having a total enrollment of 18,893. These include four high schools. A civic orchestra of fifty pieces frequently gives concerts to develop among high school students an appreciation for music. Popular programs are given before the public for the same purpose on Sundays.

Advantages for higher education are offered through the University of Rochester, including the Eastman School of Music and the College of Medicine and Dentistry; Mechanics Institute, Colgate-Rochester Divinity School, Nazareth College, St. Andrews and St. Bernard’s Seminary. There is also a School for the Deaf.

Street Mileage: 525 miles with 419 miles paved, 511 miles of sewers, 201 miles of electric street railway. Pure water from city owned lakes, thirty miles away, with capacity of 242,000,000 gallons, and an average daily pump of 30,000,000 gallons. There are approximately 550 miles of mains and an estimated plant value of over $14,000,000.

Fire Department: Employed 518 men in 1932. Twenty engine companies, ten trucks, five hose, one water tower, one protective and two supply companies. All modern motorized equipment.

Police Department: Has 480 men with seven precincts. The Rochester Chamber of Commerce will furnish any additional information on request.

(5)
### Population of New York

**Population of New York United States Census of 1930**

**Total 12,588,066**

Number of Cities, designated by an (*) asterisk; Number of Counties, 62

<table>
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<th>City</th>
<th>Population</th>
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#### Allegany

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<td>Andover</td>
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<td>Belfast</td>
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<td>Burns</td>
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<td>Geneseo</td>
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<td>Wirt</td>
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#### Brooklyn (borough of New York City) 1,295,258

#### Broome

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#### Chautauqua

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<td>Dunkirk</td>
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<td><em>Kirtland</em></td>
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#### Chenango

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#### Clinton

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### Population of New York

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<tr>
<td><strong>Nassau</strong></td>
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</table>
POPULATION OF NEW YORK

**Niagara**
- Lewiston: 3,420
- Lockport: 23,160
- Niagara Falls: 19,019

**Oneida**
- Canastota: 4,068
- Chittenango: 2,635

**Onondaga**
- DeWitt: 8,781

**Orleans**
- Albion: 1,175

**Otsego**
- Cooperstown: 8,341

**Orange**
- Binghamton: 40,276

**Putnam**
- Carmel: 3,434

**Rensselaer**
- Berlin: 1,359
- Brunswick: 3,387
- East Greenbush: 2,867
- Grafton: 633
- Hoosick: 7,026
- Nassau: 2,170
- North Greenbush: 2,215
- Peterborough: 6,479
- Pittsford: 10,266
- Queensbury: 9,194

**Schenechaty**
- Dunans: 1,937
- Glens Falls: 12,089
- Northumberland: 1,057

**Schuyler**
- Catharine: 1,177
- Cayuga: 5,871
- Dryden: 3,583
- Ithaca: 12,909
- Monticello: 8,960
- Morris: 1,555

**Saratoga**
- Ballston: 2,578
- Clifton Park: 2,222
- Niskayuna: 4,931
- Schenectady: 26,923

**Seneca**
- Syracuse: 16,321

**Steuben**
- Bath: 2,170

**Sullivan**
- Ellenville: 2,426

**Syracuse**
- DeWitt: 20,932
- E. Syracuse: 22,426

**Washington**
- Clifton Park: 7,924

**Wayne**
- New York: 209,326

**Westchester**
- New Rochelle: 83,769

**Whitney**
- Mattituck: 1,079

**Wyoming**
- Utica: 23,216

**Wyoming**
- New York: 209,326

**York**
- Rochester: 268,971

---

**Central Library of Rochester and Monroe County · Miscellaneous Directories**
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<th>Increase Over Preceding Census</th>
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**Population of New York, 1790 to 1930**

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## POPULATION OF ROCHESTER AND MONROE COUNTY

### State Census of 1925

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### United States Census of 1930

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### Towns

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<th>1930</th>
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<td>352,034</td>
<td>392,174</td>
<td>419,955</td>
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MISCELLANEOUS DEPARTMENT

MONROE COUNTY
Incorporated in 1821—Includes 652 square miles.

BOARD OF SUPERVISORS
Salary $1,200. Elected biennially. Annual session begins on second day of January. Regular meetings first and second day of each month at the Supervisors' Rooms, Court House.

Rochester
Terms of all expire December 31, 1933
Ward 1—Wm J Callister
   2—Frank Battaglia
   3—John F Maloney
   4—Augustine B Hone
   5—John Steurwald
   6—Herbert S Jenner
   7—Jerry R Leonardo
   8—Ray Bloch
   9—Peter Roncone
  10—Geo H Hesselink
  11—Chas Hawkens
  12—Victor Hendee
  13—Timothy J Kelly
  14—J Grover Conley
  15—John J Kennedy
  16—Pasquale Laudisi
  17—Philip Heberger
  18—Arth J Killip
  19—Lester B Rapp
  20—Wm Kramer
  21—Otis A Barber
  22—Edwd L Miller
  23—Stephen O'Brien
  24—Fredk J Ruppel

Towns
Terms of all expire December 31, 1933
Brighton—Sam A Cooper
Chili—Walter H Wickers
Clarkson—Chester B Thompson
Gates—Benj F Metcalf
Greece—Wm F Schmitt
Hamlin—Fred Reverenz
Henrietta—Homer E Benedict
Iroquois—Thos E Broderick
Mendon—Jesse E Buckland
Ogdens—Julius G Steetner
Parma—Myron Roberts
Penfield—Howard C Whalen
Perinton—Jesse B Hannan
Pittsford—Howard R Bacon
Riga—Walter Robinson
Rush—Eug Barker
Sweden—Burton H Avery
Webster—Dayton T Lawrence
Wheatland—Romeyn S Dunn*

*Three Democrats, others are Republicans


Commissioners of Public Buildings—Wm J Callister, Timothy J Kelly, Thos E Broderick, Arthur J Killip, meet at Court House, Wednesdays; appointed annually by the Supervisors.

Superintendent of Schools—Fred W Hill, Brockport; Wallace W Rayfield, Webster; Mark Furman, East Rochester; John Malloch, Churchville.

County Sealer of Weights and Measures—Fred J Young, 65 Broad W, rm 306; appointed annually by the Supervisors.

Librarian Appellate Division (Law Library)—Fred E Rosbrook; appointed by the Justices of Appellate Division, Fourth Dept. Assistant—Mrs Lois Dean. Second Assistant—Edna L Block.

County Superintendent of Highways—Geo C Wright, 19 Main W, rm 310, appointed by the Supervisors.

Purchasing Agent—Mrs Lillian R Jones elected by the people; term expires Dec 31, 1932


Superintendent Court House—Patrick Grant.

Chief Engineer—Arthur Fertig

County Bacteriologist—Geo W O'Grady, M D, appointed annually by the Supervisors.

Office Assistant—M E Seifert. Laboratory Assistant—Mrs G A Metcalf

COUNTY CLERK'S OFFICE
Office, Court House, Rochester
Office Hours, 9 A M to 5 P M

County Clerk—John H Law, elected by the people; term three years; expires December 31, 1933

Private Secretary—Ella M Thaney

Deputy Clerk—Wm C Yorkey

First Assistant—Howard G Cooper

FINANCIAL DEPARTMENT
Office, Court House, Rochester
Office Hours, 10 A M to 3 P M

County Treasurer—Harry J Bareham elected by the people; term three years, expires October 1, 1933

Deputy Treasurer—Arthur H Jameson, appointed by County Treasurer

Cashier—Fred B McGuire appointed by County Treasurer

LAW DEPARTMENT
Office, Court House, Rochester
District Attorney—Ray F Fowler of Pittsford fixed by Supervisors; elected by the people; term three years; expires December 31, 1934

Asst District Attorneys—Fred J Wegner, Anthony Miscell, Carlyle B Newcomb, Gregory H Mills, Harry L Rosenthal, Basil E Moore

County Attorney—Jas E Cuff appointed by Supervisors; term expires Dec 31, 1933

Stenographer—May J Brady

COUNTY ATTORNEY'S OFFICE
19 Main W rm 1006

County Attorney—Jas E Cuff appointed by Supervisors; term expires Dec 31, 1933

Stenographer—May J Brady
COMMISSIONER OF JURORS

Commissioner of Jurors—Geo W Aldridge, appointed by the resident Judges of the Supreme Court and Judge of Monroe County Court; term five years; expires 1933.

Clerk—Mrs C Lillian Rich

Stenographer—Margt A Johnson

Messengers—Harry S. May, Geo W. L. May

All subordinates are appointed by the Commissioner of Jurors, and approved by the Justices of the Supreme Court and Judge of County Court.

COMMISSIONER OF ELECTIONS

Office, Court House, Rochester

Hours, 9 A.M. to 5 P.M.

Commissioner of Elections—H Alden Nichols, term expires April 30, 1936, appointed by County Judge, Special County Judge and Surrogate for a term of four years.

Stenographers—Helen R. Lannan, Evelyn F. Barton

Chief Clerk—Robt W Smith

Clerk—Alice E Quinn

SHERIFF AND DEPUTIES

Office, Court House, Rochester

Sheriff—Wm C. Stallknecht, elected by the people; term three years; expires December 31, 1934.

Under Sheriff—Wm E. Blackwood, appointed by the Sheriff.

Chief Deputy Sheriff—Thos Woods. Asst Chief Deputy Sheriffs—Nelson Milne, Colbourne A. Bennett

Attorney—Donald Harris

Cashier—Evelyn Bohm

Deputy Sheriffs—Edwd Rice, Edwd Heberger, Geo A. Conway, Patk H. O’Loughlin, Michl A. DeLeo, Raymond O’Loughlin, Andrew C. Brown, Harry Ormsburg, Chas Kase, Agosto Vicaretti, Chas Miller, Jos Stallknecht, Albert Murphy, Reuben Fitch, Fred Kussmaul, Morris VanGraafeland, John Williams, Chas Schey, Rochester; Alphonse Casion, Charlotte; Geo H. Klem, W Fred Hoff, Louis Bittker, Brighton; Joseph Zielinski, Irondequiot; Chas A. Smith, W. Webster; Walter Whelahan, John Pine, John Meigher, Robt J. Fagan, Greece; Elmer Wood, Walter Wilcox, Gates

Secretary to Sheriff—Irene Riess

JAIL


Physician—Jas Davis, appointed by the Supervisors

Chaplains—Protestant, Robt J. Drysdale; Catholic, J. Francis O’Hern; Jewish, Solomon Sadowsky, appointed by the Supervisors

Deputy Sheriffs—Clarence Bates, Chas Jessup, Geo J. Saile, Lee Clark, Edwd Schipper, appointed by the Sheriff

Matron—Katherine Stallknecht, appointed by the Sheriff

Engineers—Willard Bond, Patk J. Kane

DEPARTMENT OF SANITATION

E. Henrietta rd

Chief—Emmett R. Gauhn, appointed annually by Supervisors

ROCHESTER SUBURBAN VR

Stenographers—Genevieve L. Pritchard, Marjorie C. Ward

Two Inspectors—Chas L. Binder and Lyle E. Wells

County Veterinarian—Frank G. Tegg

PARK COMMISSION

45 Exchange, rm 601, Rochester

Appointed by the Board of Supervisors

Chas J. Brown, chairman; Alphonse Klem, Sol Levin, Therion Bastian, Fred Gleason, Rochester; Geo A. Johnson, Riga; Wm F. Kittelberger, Webster

Counsel to Park Commission and Regional Planning Board—Jas E. Cuff, County Attorney; appointed annually by the Board of Supervisors

General Superintendent and Forester—Raymond E. Phillips

Asst Superintendent—Lewis J. Hiller

Executive Secretary—Herbert W. Pierce

Clerk and Stenographer—Hilda A. Saunders; appointed by the Park Commission.

COUNTY REGIONAL PLANNING BOARD

65 Broad W, rm 410, Rochester

Appointed by Board of Supervisors

Esten A. Fletcher, Frank W. Moffett, Donald S. Barrows, Rochester; Andrew H. Bown, East Rochester; Harold G. Dobsom, Brockport

Secretary—J. Franklin Bonner

Planning Engineer—Roy P. Warren

CORONERS

Office, Public Morgue, 70 Clarissa, Rochester

Richd A. Leonardo, David H. Atwater, elected by the people for a term of three years; expires December 31, 1934.

Attendants—Patk J. Brennan, Benedict Corcoran, appointed by the Supervisors

Chausseurs—Geo M. Glasser, Alfredo Maurizio, Wm Brodie, Lorin T. Hinton

Laborers—Philip Eisenhauer, Martin Sullivan

Coroners’ Physicians—Appointed annually by the Supervisors

City—Walter J. Riley, for East side; Floyd Winslow, for West side, Rochester

Towns—Geo S. Price, for East side, Fairport; John L. Hazen, for West side, Brockport

MONROE COUNTY BOARD OF CHILD WELFARE

Office, 45 Exchange, rm 417, Rochester

Members of the Board—Harry B. Crowley, chairman. Mrs Sherman Clarke, v-chairman. Mrs Ida M. Gordon, Mrs Chas J. Paisley, H. Douglass VanDuser. Asst. Clerks, Wm F. Udell

Secretary—Verna A. Chaplin. Assistant Secretary—M. Vera Wilbur. Domestic Educators—Christine M. Galvin, Helen McAmmon. Stenographer, Hilda M. Kane, fixed by the board

County Committee—Mrs Ida M. Gordon, Mrs Chas J. Paisley, May E. Rosenthal

Law Committee—H. Douglass VanDuser, Mrs Sherman Clarke, Wm F. Udell

Medical Committee—May E. Rosenthal, Mrs Ida M. Gordon, Wm F. Udell

Office Administration Committee—Mrs Chas J. Paisley, H. Douglass VanDuser, Mrs Sherman Clarke

Committee on Application and Investigation—Wm F. Udell, Mrs Sherman Clarke, May E. Rosenthal

“Family Committee”—Mrs Sherman Clarke, Mrs Chas J. Paisley, May E. Rosenthal, Mrs Ida M. Gordon
MISCELLANEOUS DEPARTMENT

MONROE COUNTY PUBLIC WELFARE DEPARTMENT

County Commissioner of Public Welfare—Wm F Udell; office, Court House; term of office, three years: expires December 31, 1933


County Poor: Physicians for Rochester—Chas R Barber, Robt J Campbell, Wm J Gibson, Chas T Lunsford, Eliz H Merle, appointed by the Commissioner

Old Age Security—Wm J Powers, Supervisor

COUNTY HOME—1450 South av, Rochester
Warden—Geo H Maitland, appointed by the Commissioner

Chaplains—Wm S McCoy, Eug Golding, appointed by the Supervisors

Clerk—Wilbert C Snyder

Assistant—Appointed by the Commissioner.


COUNTY HOSPITAL
1460 South av, Rochester


MONROE COUNTY PENITENTIARY
Superintendent—Warren R Henderson, term expires December 31, 1934; appointed by the Supervisors.

Deputy Superintendent—appointed by the Superintendent

Bakekeeper—Jos C Powers

Physician—Jos Carlucci

Chaplains—Eug Golding, Wm McCoy

Assistants—Appointed by the Superintendent.

Night Watch—Albert Schoeller. Overseer—Ethel R Henderson

MONROE COUNTY IOLA SANATORIUM
South av cor Westfall rd, Rochester
President—Max L Holtz
Vice-Presidents—Chas R Barber, Floyd S Winslow

Superintendent—Ezra R Bridge

Business Officer—Wallace H Bush

Resident Physicians—Caroline B Reed, Perry A Bly, Arthur M Stokes, Sutherland E Simpson.

Board of Managers—Max L Holtz, Chas R Barber, Edwd J Walsh, Floyd S Winslow, Elbert W Brigham

Established by the County of Monroe, October 1, 1910, for the care and treatment of tuberculosis—Post Office Address, RD No 2, Rochester, N Y

COUNTY COURT

Court House, Rochester

County Judges—Wm C Kohlmetz of Rochester, term expires 1934; John D Lynn of Rochester; term expires December 31, 1937. Elected by the people.

Special County Judge—Henry D Shedd, term expires December 31, 1932

County Court Clerk—John H Gilmore

Assistant Court Clerk—Wm J Ward

Stenographers—Herbert J Erb, Howard G Noble, appointed by County Judge.

Clerk, Children’s Court—Lou Magragni, appointed by County Judge

Chief Probation Officer for Children—Harry O Argento, appointed by County Judge

Probation Officers—Leon C Whittlock and Edwd F Geen, Helen M O'Reilly and Millie J Bristol

Confidential Clerks to County Judge—Jane B Grimm, Martha M Miller

Confidential Clerk to Special County Judge—Helen O Vogler

Clerk and Stenographer, Children’s Court—Margt B McKissick, appointed by County Judge

Stenographer and Record Clerk—Regina M Powers

Monroe County Probation Office—Adult Division

Chief Probation Officer—Abram N Jones

Asgt Chief Probation Officer—Elmer T Lindquist

Probation Officers—Jos H McMahon, Geo Gray, Chas B Tutty Jr, John A Vaisey, Willard M Green

Clerk—Emilie A LePine. Appointed by County Judge

Stenographers—Esther S Whall, Audrey E Davidson

Terms of Court

Third Monday of January; third Monday of March; third Monday of May; third Monday of September; third Monday of November, each with a trial jury; every Saturday for contested motions and Exparte applications, except during July and August when said motions will be held on each Monday.

SURROGATE’S COURT

Court House, Rochester

Surrogate—Jos M Feeley, term six years; expires Dec 31, 1937

Clerk of Court—Marietta E Allen. Deputy, Frank R O’Brien, appointed by the Surrogate


Transfer Tax Clerk—Cordella S Monroe

Stenographer—Albert E Lazarus, appointed by the Surrogate

Sessions daily at 10 A M (except Wednesdays and Saturdays and the month of Aug)
DOMESTIC POSTAGE RATES

First Class
Letters, etc.: 3 cents for each ounce or fraction of an ounce.

Post Cards: 1 cent each, within prescribed sizes.

Business Reply Cards: Ordinary, 2 cents each; air mail, 5 cents each.

Business Reply Envelopes, ordinary or air mail: 1 cent in addition to regular postage. Apply at P. O. for permit.

Collect-on-Delivery Service is applicable to domestic registered and unregistered mail of any class bearing postage at the first-class rate. Bills of statements of indorsements are not mailable C. O. D. Such articles as are mailable (deeds, abstracts of title, insurance policies, bills of lading, merchandise, valuable light-weight merchandise, etc.) must be based on bona fide orders for the contents or in harmony with agreements between senders and addressees.

Shortpaid Matter: First-class matter mailed short- paid one rate (3 cents) shall be rated 3 cents due for collection upon delivery, and 4 cents due for each short- paid ounce or fraction of an ounce when shortpaid more than one rate.

Second Class
Newspapers and Periodicals (Transit rate): 1 cent for each 2 ounces or fraction of 2 ounces or fourth-class rate whichever is lower.

Third Class
Miscellaneous: 1½ cents for each 2 ounces or fraction of 2 ounces, up to and including 8 ounces. Books and Catalogues, 24 printed pages or more (including covers), 3 cents each for each 2 ounces or fraction of 2 ounces and up to and including 8 ounces.

Bulk Third Class: Not less than either 20 pounds or 200 separately addressed identical pieces. Apply at P. O. for permit to mail.

Miscellaneous: 12 cents for each pound or fraction, but not less than 1 cent per piece.

Books, Seed, Plants, etc.: 8 cents for each pound or fraction, but not less than 1 cent per piece. It must be separated by states and offices. Matter mailed at bulk rates can not be Registered, Insured or sent C. O. D.

FOURTH CLASS—PARCEL POST

Fourth Class: Includes printed matter, merchandise and all other matter weighing in excess of 8 ounces except first and second class matter. Parcels limited to 100 inches, length and girth combined. Weight limit 70 pounds. For complete Parcel Post rates see next page. Insure all valuable parcels. For quick delivery, send Special Delivery.

Parcels Mailed on Rural Routes: 2½ cents per pound per mile. Parcels weighing over 15 pounds shall be measured in according to schedule for local delivery and 6 cents less for other local delivery.

Library Books: First, Second and Third Zones, and State, 3 cents for first pound or fraction, 1 cent each additional pound or fraction. Libraries, organizations or associations entitled to mail books at these rates should apply at post office for permit.

Note—On parcels for delivery in first and second zones where shortest practicable mail route is 800 miles or more, the rate is 0 cents for first pound and 2 cents for each additional pound.

General Instructions
Pack well—wrap securely—address plainly. Show name of sender. Fragile and perishable matter should be so marked.

FOREIGN POSTAGE RATES

Letters: 3 cents for each ounce or fraction thereof, to the following countries: Canada, New Zealand (including Labrador), Cuba, Dominican Republic, Haiti, Mexico, Spain (including possessions), and all Central and South American countries except British, Dutch, French Guiana and British Honduras.

Post Cards: Single, 2 cents; double, 4 cents.

To all other foreign countries:
Letters: 5 cents for the first ounce and 3 cents for each additional ounce or fraction thereof.

Postal Cards: 3 cents each.

Printed Matter: Including newspapers, to all foreign countries, 1½ cents for each 2 ounces or fraction of 2 ounces.

Parcels: Rates and conditions vary to different countries; call at post office.

ROCHESTER SUBURBAN DIR

AIR MAIL INFORMATION

Eight cents for the first ounce or fraction thereof, and 13 cents for each additional ounce or fraction thereof. Air mail can be insured, registered, sent C. O. D. or special delivery when the additional fees are prepaid. It may be deposited in any mail box, but must be indorsed “VIA AIR MAIL" underneath the postage stamp immediately above the address. For further information call Main 4792, ext. 4.

FEES IN ADDITION TO REGULAR POSTAGE

Special Delivery
First Class Only—2 pounds or less, 10 cents; over 2, not over 10 pounds, 20 cents; over 10 pounds, 25 cents.

Mail Other Than That of the First Class will be given the most expeditious representing first-class delivery, and in addition receive immediate delivery at the office of address, upon payment of the following special-delivery fees:

<table>
<thead>
<tr>
<th>Weight</th>
<th>Fee</th>
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<tbody>
<tr>
<td>2 lbs. or less</td>
<td>3 cents</td>
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<tr>
<td>Over 2 lbs. but not 10 pounds</td>
<td>5 cents</td>
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<tr>
<td>Over 10 lbs.</td>
<td>10 cents</td>
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</table>

"Special Delivery" must be so indorsed.

Special Handling
(Without Special Delivery)

Fourth Class: 2 pounds or less, 10 cents; over 2, not over 10 pounds, 15 cents; over 10 pounds, 20 cents. "Special Handling" must be so indorsed.

Money Orders

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<tr>
<th>Fee</th>
<th>Description</th>
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<tbody>
<tr>
<td>$0.05</td>
<td>Up to $5</td>
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<td>$0.10</td>
<td>$5 to $25</td>
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<td>$0.20</td>
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<td>$0.30</td>
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<td>$0.50</td>
<td>200 to 300</td>
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Insurance

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<th>Fee</th>
<th>Description</th>
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<td>$0.00</td>
<td>Indemnity not exceeding $ 0.00 to $ 5.00</td>
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AIDS TO PROPER MAILING

Write name and address plainly and completely. Place name and address of sender on all matter. Prepare postage fully on all letters and packages. Always address mail for city delivery to street and number and request correspondents to do likewise. Use designation North or South, East or West when it is a proper part of the address and save delay in delivery. Insure valuable parcels. Wrap parcel post carefully in heavy paper and the knots securely.

You will often gain a day’s time in delivery by depositing mail as soon as it is ready.
FOURTH CLASS OR PARCEL POST RATES

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<tr>
<th>Weight in pounds</th>
<th>Local</th>
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**EXCEPTIONS**

(a) In the first or second zone, where the distance by the shortest regular practicable mail route is 300 miles or more, the rate is 9 cents for the first pound and 2 cents for each additional pound.

(b) On parcels collected on rural routes the postage is 2 cents less per parcel than shown in the foregoing table when for local delivery and 3 cents less per parcel when for other than local delivery.

(c) Parcels weighing less than 10 pounds measuring over 44 inches, but not more than 100 inches in length and girth combined, are subject to a minimum charge equal to that for a 10-pound parcel for the zone to which addressed.
**POST OFFICES IN MONROE COUNTY**

<table>
<thead>
<tr>
<th>Post Office</th>
<th>Town</th>
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<tbody>
<tr>
<td>*Adams Basin</td>
<td>Ogden</td>
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<tr>
<td>‡*Arnett</td>
<td>Rochester</td>
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<td>‡*Beechwood</td>
<td>Rochester</td>
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<td>‡*Brighton</td>
<td>Rochester</td>
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<tr>
<td>*Brockport</td>
<td>Sweden</td>
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<tr>
<td>‡*Central Av.</td>
<td>Rochester</td>
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<td>‡*Charlotte</td>
<td>Greece</td>
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<td>*Chili</td>
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<td>*Churchville</td>
<td>Chili</td>
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<td>*Clarkston</td>
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<td>*Claverhouse</td>
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<td>*Clifton</td>
<td>Chili</td>
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<td>*Cold Water</td>
<td>Gates</td>
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<tr>
<td>‡Dewey av.</td>
<td>Rochester</td>
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<tr>
<td>‡East Av.</td>
<td>Rochester</td>
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<td>*East Rochester</td>
<td>Perinton</td>
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<td>*Fairport</td>
<td>Perinton</td>
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<td>‡*Forest Lawn</td>
<td>Webster</td>
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<td>Garbutt</td>
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<td>*Hamlin</td>
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<td>*Henrietta</td>
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<td>*Hilton</td>
<td>Parma</td>
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<td>*Industry</td>
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<td>*Mumford</td>
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<td>*North Greece</td>
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<td>*Penfield</td>
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<td>*Pittsford</td>
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<td>*Point Pleasant</td>
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<td>*Rochester</td>
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<td>*Rochester Junction</td>
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<td>*Rush</td>
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<td>*Scottsville</td>
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<td>*Spencerport</td>
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<td>*Union Hill</td>
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<td>*West Henrietta</td>
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<td>*West Rush</td>
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<td>*West Webster</td>
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</tbody>
</table>

*Money Order Offices

†Discontinued for winter

‡Station of Rochester
Where more complete information than is possible to give under the classified listings is assembled for the convenience of buyers. It is a catalog of services offered by leading business interests of the community and is the logical place to look for specific information concerning them.
Silver Trophy awarded each year—in National competition—by the Direct Mail Advertising Association for the best direct advertising campaign of the year, featuring Letters.


IT’S well to know what sort of background an advertising house has before you spend your money and entrust the directing of your selling policy into its hands.

Good advertising brains, long and varied experience, mechanical equipment of the latest and most approved types, and financial responsibility—these are the things that make Sampson & Murdock Company one of the most important direct advertising firms in the East.

Directory publishers since 1846, compilers of special mailing-lists ever since mailing-lists have been used, and now—the latest stage of a progressive development—a completely staffed and splendidly equipped creative direct advertising house.

As proof of the quality of our work we invite your inspection of any advertising campaign we have produced, and call your attention to the prize award pictured at the top of this page which stamps our work as uniformly successful. As proof of the up-to-dateness of our equipment and the proficiency of our mechanical layout, we invite your inspection of our offices, our directory library, and our two plants at your own convenience. As proof of our financial responsibility, we invite your inspection of our rating in Bradstreet’s or Dun’s.

We will appreciate the opportunity to consult with the officers of any firm interested in the possibilities of carefully planned direct advertising as a stimulant to sales.

SAMPSON & MURDOCK CO.
Direct Advertising Division
111 Summer Street • Boston • Mass.
"BUILT BY HUDSON" MOTOR CARS

HUDSON
Super-Six
PACEMAKER "8"

TERRAPLANE
Essex
"SIX" and "EIGHT"

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

ALLING & MILES
INCORPORATED
82 STONE STREET
DISTRIBUTORS

THOMAS J. NORTHWAY, Inc.
Pontiac Six and V-8
Motor Cars

Automobile Accessories and Supplies
Copeland Electric Refrigeration
Radio Sets and Supplies

100 EXCHANGE STREET
TEL. MAIN 7091

Maps of Rochester

IN SHEETS OR FOLDED
IN POCKET FORM

SAMPSON & MURDOCK CO., Inc.

729 POWERS BUILDING

Please mention this Directory when dealing with Advertisers
Sage, Wolcott & Steele
Investment Securities
1324 LINCOLN-ALLIANCE BANK BUILDING
ROCHESTER, N. Y.
STONE 351

Smith, Graham & Rockwell
C. W. WEIS, Jr. and T. C. PARSONS, Resident Partners
BROKERS
Members of New York Stock Exchange
SAGAMORE HOTEL
115 EAST AVENUE
Telephone Stone 640

Sampson & Murdock Company’s Directories have been made and sold for over Eighty Years

People who use them understand why they are more popular to-day as an advertising medium than ever

Sampson & Murdock Co., Inc.
729 POWERS BLDG.
ROCHESTER, N. Y.

Please mention this Directory when dealing with Advertisers
CENTRAL TRUST CO.
ROCHESTER, N. Y.
Central Trust Building
25 MAIN STREET, EAST

Office Hours: from 10 A.M. to 3 P.M. Saturdays Close at 12 M.

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LOUIS F. STUPP, Vice-President
JOHN A. MURRAY, Vice-President
JOHN H. RAUSCH, Asst. Vice-President
HORACE S. JOHNSTON, Asst. Vice-President
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HOMER D. KLUMPP, Asst. Secretary
THOMAS J. SERCU, Trust Officer
C. J. KITZEL, Asst. Trust Officer
ARTHUR F. BURSON, Mgr. Brighton Br.

Department of Travel Service

Expert Travel Service without charge
Conducted Tours or Independent Travel.

VICTOR C. DePREZ, Manager

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

New York (Chase National Bank
Correspondents (Central Hanover Bank & Trust Co.

Foreign Drafts Issued on all parts of the world. Letters of Credit and Travelers' Checks available for Foreign Travel. Interest Allowed on Special Deposits. Acts as Executor of wills, Administrator of Estates, Trustee under corporate and individual trust agreements.

We invite the Accounts of Corporations, Firms and Individuals, and are prepared to furnish such depositors with business facilities consistent with their balances and standing.

We have provided a separate department for the use of women and respectfully invite their accounts.

Safe Deposit Boxes for Rent from $3.00 per year up
MAIN OFFICE OR BRIGHTON BRANCH
NIGHT DEPOSITORY, MAIN OFFICE, 25 MAIN ST. E.
THE ONLY NATIONAL BANK IN ROCHESTER

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George C. Lennox, Vice-Pres.
Chester B. Achilles, Asst. Cashier

Robert E. Towey, Trust Officer

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President, Addison Lithographing Co.

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Executive Vice-President

Louis S. Foulkes
Pres. and Treas. Indian Splint Co.

Alfonso Gioia
President, A. Gioia & Bro

Lyell T. Hallett

Alfred Hart
President, Hart Food Stores, Inc.

S. Rae Hickok
President, Hickok Manufacturing Co.

W. J. Humphrey
President Wyoming Co. National Bank of Warsaw

Meyer Jacobstein
President

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New England Mutual Life Insurance Co.

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President, Odenbach Co.

Otto R. Rohr
President, Stecher-Traung Lithographic Corp.

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Vice-President Morris Plan Bank of Rochester

Irving W. Steele
I. W. Steele & Company

Henry M. Stern
Michaels, Stern & Co.

Harry C. Stevenson
Pres. Rochester Folding Box Co.

Thomas M. Stewart
Commercial Sales Mgr. Taylor Instrument Co's.

The FIRST NATIONAL BANK
& TRUST CO., of Rochester

45 STATE STREET

Please mention this Directory when dealing with Advertisers
Genesee Valley Trust Company

EXCHANGE and BROAD STS. TIMES SQUARE

Free Parking at 101 Exchange Street

Capital $1,000,000
Surplus $2,000,000

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ALEXANDER T. SIMPSON President
FRANK S. THOMAS Executive Vice-President
GEORGE E. VARCOE Vice-President
JOHN W. JARDINE Vice-President
JOHN P. DAY Vice-President
W. W. STEELE Vice-President
STEPHEN E. GODDEN Treasurer
HOWARD W. MATTHEWS Secretary
JOSEPH P. COLLINS Trust Officer
ALISTER G. LATIMER Asst. Secretary
T. CHESTER MEISCH Asst. Secretary
NORBERT D. GREENE Asst. Secretary
EDMUND A. RANDALL Auditor

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

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Attorney

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

ALEXANDER T. SIMPSON
President

FRANK S. THOMAS
Executive Vice-President

KENNETH C. TOWNSON
Director, Sibley, Lindsay & Carr Co.

JOHN VAN VOORHIS
Attorney

LEWIS S. WEST
Vice-Präs. and Gen. Mgr. Merchants Despatch Transportation Co.

ERNEST C. WHITBECK
Attorney

HENRY T. WILLIAMS
Physician

GEORGE M. WOOD
Treas. Lawyers Co-operative Publishing Co.

TRUST DEPARTMENT SERVICES

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

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

Please mention this Directory when dealing with Advertisers.

Central Library of Rochester and Monroe County · Miscellaneous Directories
MEMBER FEDERAL RESERVE SYSTEM

LINCOLN-ALLIANCE BANK
AND TRUST COMPANY

Capital and Surplus, $5,000,000.00

MAIN OFFICE
LINCOLN-ALLIANCE BANK BUILDING
MAIN STREET EAST, CORNER STONE STREET

LINCOLN OFFICE, 33 Exchange St.
LAKE AVENUE OFFICE, 1495 Lake Avenue
WEST END OFFICE, 886 Main Street West
EAST END OFFICE, 460 North Goodman Street
MONROE AVENUE OFFICE, 560 Monroe Avenue
PORTLAND-CLIFFORD OFFICE, 520 Portland Avenue

EVERY BANKING SERVICE
Commercial, Special Interest, Trust and Investment, Safe Deposit, and Foreign Departments

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RAYMOND N. BALL

Executive Vice President
RAYMOND F. LEINEN

VICE PRESIDENTS
THOMAS R. BAKER
DAVID C. BARRY
SWAYNE P. GOODENOUGH

ARTHUR J. MEISENZAHL
HAROLD C. TOWNSON
WILLIAM G. WATSON

EDWARD M. WEINGARTNER
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WILLIAM A ROSE, Associate Trust Officer
RAYMOND H. SCHLEGEL, Asst. Trust Officer
RAYMOND J. WHITE, Secretary

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LINCOLN DOUMAUX
CLARENCE S. GREENE
ROBERT E. MACON
CLARENCE E. MARSH
FRANKLIN S. MEINHART
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EDMUND J. TUETY
WILLIAM B. VASEY
ARTHUR B. WESTON

Auditing Department
ROY E. MILLER, Auditor

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JOSEPH T. ALLING
RAYMOND N. BALL
EDWARD BAUSCH
JOHN P. BOYLAN
JAMES C. DRYER
ALBERT B. EASTWOOD
THOMAS W. FINUCANE
MARION B. FOLSOM

FRANK E. GANNETT
JAMES E. GLEASON
FRED C. GOODWIN
FRED H. GORDON
EDWARD A. HALBREIB
THOMAS J. HARGRAVE
SOL HEUMANN
ALBERT A. HOPEMAN
RAYMOND F. LEINEN

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

Please mention this Directory when dealing with Advertisers
Rochester Trust
and Safe Deposit
Company
Main Street West and Exchange

Capital
$1,000,000

Surplus
$3,250,000

Forty-five Years Experience

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

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Trust Officer

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Treasurer

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Asst. Vice Pres.

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Asst. Vice Pres.

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Asst. Secretary

JOSEPH B. HOLT
Asst. Secretary

HARRY W. SAGE
Asst. Secretary

FAY R. WRIGHT
Asst. Secretary

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JOHN CRAIG POWERS

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Vice-President

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Vice-President

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Vice-President and Secretary

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Vice-Pres. and Trust Officer

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Assistant Secretary

DAVID GALE
Assistant Secretary

RUDOLPH H. HOCH
Assistant Secretary

HARRY N. KENYON
1st Assistant Trust Officer

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Assistant Trust Officer

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BENJAMIN E. LULL
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ROYUS K. DITZER

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THOMAS G. SPENCER

HERBERT EISENHAUER

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WILLIAM H. STACKEL

WALTER L. TODD

GEORGE H. CLARK

WESLEY M. ASPIGE

BERNARD E. FISHGIANE

Interest Paid on Deposits. Special attention given to handling Estates and Trusts. Money to Loan on Approved Securities and Bond and Mortgage. Designated by Superintendent of Banking Department as Depository for Reserve Funds of State Banks. Checks on Foreign Cities, Letters of Credit and Travelers Checks issued.

WOMEN'S DEPARTMENT—Special and separate accommodations with all modern facilities.

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

Main Street, East and Water Street, South

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Central Library of Rochester and Monroe County · Miscellaneous Directories
UNION TRUST COMPANY
ROCHESTER, NEW YORK
Capital and Surplus $8,500,000
Every Banking Service
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H. L. UNDERHILL
Auditor
HENRY P. SCHLEINKER
Assistant Secretaries
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ROBERT K. FALCENBER
HECTOR M. HARMON
A. F. JANUS
JOHN W. MALBENZ
LEWIS H. MORGAN
EDWARD R. MURPHY
WILLIAM J. VOLE
Assistant Auditor
F. ARTHUR ABEL

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Assistant Trust Officers
ARTHUR S. CARREThERS
R. REED GEORGE
LOUISE A. SCHOFIELD
Assistant Secretary
WARREN L. HAWKINS

INVESTMENT DEPARTMENT
Assistant Treasurer
CHARLES J. GRAH

MERCHANTS-EAST AVENUE
OFFICE
Vice-Presidents
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CHESTER J. SMITH
Assistant Vice-President
GROVER C. BRADSTREET
Assistant Secretaries
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ARThUR E. KURTZ

DIRECTORS
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ATTORNEY
HARRIS, BEACH, POLGAR, BACON & KEATING
JOHN L. KEECH
FRANKLIN INSTITUTE
CLARENCE S. LUNT
C. S. LUNT & CO.
J. E. MCKELVEY
DIRECTOR, RICHARDSON CORP.
GILBERT E. MOSHER
PREM. HALOID CO., INC.
ALBERT S. NEWELL
Vice-pres. UNION TRUST COMPANY
CHARLES P. SCHLIEB
PREM. SCHLEGEL MANUFACTURING CO.
J. F. SCHOELLKOPF, JR.
VICE-PRES. SCHOOLKOPF, HUTTON & POMEROY, INC., BUFFALO, N. Y.

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30 East Avenue
Manager
G. T. WYDLER
OTHER OFFICES
CLIFFORD-JOSEPH OFFICE
Assistant Secretary
A. JOSEPH LONDON
CHARLOTTE OFFICE
Manager
BYRON J. WILSON
NORTH-HUDSON OFFICE
Manager
CHARLES H. CLOEBEN
LYELL-SARATOGA OFFICE
Manager
GORDON F. WOOD
CULVER OFFICE
Assistant Secretary
AVERY S. GILBERT
CHILL-THRUSTON OFFICE
Manager
RAYMOND A. MORRISON
DEWEY-DRIVING PARK OFFICE
Manager
J. CURTIS FLANAGAN

CHARLES WINSLOW SMITH
PRES., MARINE MIDLAND GROUP, INC.
Selden S. Brown
ATTORNEY
J. ALLEN FARLEY
TRUST, E. P. REED & CO.
THOMAS W. FINOCANE
TRUST, THOMAS W. FINOCANE CORP.
JOSEPH G. FISCHER
VICE-PRES., THE MARINE TRUST CO. OF BUFFALO, N. Y.
WILLIAM W. FORSTER
PRES., UNION TRUST COMPANY
JAMES F. HAMILTON
PRES., MORRIS PLAN CO., ROCHESTER

Please mention this Directory when dealing with Advertisers

Member of Marine Midland Group of Banks
THE EAST SIDE SAVINGS BANK
OF ROCHESTER
INCORPORATED 1869
CORNER MAIN STREET EAST AND CLINTON AVENUE SOUTH

Resources $32,513,291.46
Surplus $3,761,390.73

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Vice-President and Chairman of the Board, WILLIAM BAUSCH
Vice-President, WILLIAM H. DUNN
Secretary, HENRY B. ALLEN
Treasurer, JOHN W. F. SWANTON
Cashier, EDWARD L. GOETZMAN
Comptroller, JOSEPH H. ZWEERES
Assistant Secretary, CHARLES H. BOORMAN
Attorney, HAMILTON C. GRISWOLD

TRUSTEES
Austin C. Jackson
William Bausch
Frank A. Brownell
William H. Dunn
Frederick A. Sherwood
Hamilton G. Griswold

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

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

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

THE PASS BOOK must be presented for depositing or withdrawing.

MONEY TO LOAN on bond and mortgage.

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

THE BANK is open daily, holidays excepted, from 9 A.M. to 3 P.M. except Saturdays, from 9 A.M. to 12 o'clock noon. Open Monday evenings from 7.00 to 9.00 and Saturday evenings from 3.00 to 9.00 to receive deposits.

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

Please mention this Directory when dealing with Advertisers
Banks

MONROE COUNTY SAVINGS BANK

INCORPORATED 1850

OFFICERS

RUFUS K. DRYER .................. President
EDWARD BAUSCH .................. Vice-President
P. V. CRITTENDEN ................ Vice-President
WILLIAM C. BARRY ................ Vice-President
GEORGE D. WHEDON ........ Sec. and Treas.
H. WILBUR WILCOX ............... Cashier
FRANK B. McLAUGHLIN .......... Comptroller
A. DEWEY BACON ........ Asst. Secretary
WALTER H. COUCHMAN .......... Asst. Secretary
FRANK E. DONNELLY .......... Asst. Secretary
JOSEPH G. KUNZ ........ Asst. Secretary
HAROLD F. LEMERMAN .......... Asst. Secretary
J. WESLEY RIBEY ........ Asst. Secretary
FRANK T. TAYLOR ........ Asst. Secretary
CLAYTON F. MOREY .......... Attorney

TRUSTEES

Rufus K. Dryer
P. V. Crittenden
Edward Bausch
Joseph Michaels
William C. Barry
William V. Hamilton
W. Osborne Ashley
Charles F. Wray
J. Allen Farley
George D. Whedon
Eugene M. Lowenthal
Augustine J. Cunningham
Wilmot V. Castle
Smith Sheldon
Joseph F. Weller

35 State Street, Rochester, N. Y.

Main-Gibbs Branch: 420 MAIN STREET EAST

Please mention this Directory when dealing with Advertisers
ROCHESTER SAVINGS BANK
(INCORPORATED 1831)

Resources over - $68,300,000
More than 100,000 depositors

OFFICERS
EDWIN ALLEN STEBBINS
President
JAMES S. WATSON
Vice-President
EDWARD HARRIS
Vice-President and Attorney
CHARLES F. TURTON
Vice-President
JOHN C. HOSKING
Secretary-Treasurer
FRANK L. NIED
Assistant Secretary
CHARLES H. CLOVER
Assistant Treasurer
WILLIAM D. NIVEN
Assistant Secretary
ARTHUR H. LAUTERBACH
Assistant Secretary
CLYDE T. SUTTON
Assistant Treasurer
JAMES W. GRAY
Assistant Secretary
GEORGE D. OLIVER
Cashier

SAFE DEPOSIT BOXES FOR RENT FROM $3.00 PER YEAR UP
AT THE FRANKLIN STREET OFFICE

Please mention this Directory when dealing with Advertisers
Builders Supplies

AMERICAN CLAY & CEMENT CORPORATION

CULVER 1000—1001—1002—1003

1175 MAIN STREET EAST

General Contractors’ and Builders’ Supplies

Representatives of Lehigh and Ironclad Cement, Sewer Pipe, Wall Plaster, Lime, Face Brick, Paving Brick, Fire Brick, Truscon Technical Paints and Water-proofing, Steel Sash, Kreolite Wood Block, Reinforcing Material.

EVERYTHING FOR THE CONTRACTOR AND BUILDER

MORSE SASH & DOOR CO.


TELEPHONE 1835 MAIN

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

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

Please mention this Directory when dealing with Advertisers
<table>
<thead>
<tr>
<th>A Store of Separate, Segregated Shops, Specializing in Every Phase of Fashionable Feminine Apparel and Accessories, and in the Various Aids to Charm</th>
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<tr>
<td><strong>B. FORMAN CO.</strong></td>
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<td>Clinton Avenue South</td>
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<td>Cortland Street</td>
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<td>Office Telephones Yard</td>
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<td>Monroe 3770 Monroe 5632</td>
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<td><strong>MINOR J. BAKER</strong></td>
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<td><strong>Coal and Coke</strong></td>
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<td>308 Field Street, Rochester Yard</td>
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<td>Westfall Rd., Brighton</td>
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<td><strong>L. C. LANGIE COAL CO.</strong></td>
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<td><strong>HI-HEAT COAL</strong></td>
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<td><strong>BONDED COKE</strong></td>
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<td>They Cost No More</td>
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<tr>
<td>Central Office, 326 East Main Street</td>
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<td>115 Alexander St. cor. Clinton Ave. S.</td>
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<td>368 Clinton Ave. N.</td>
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<td>357 St. Paul Street</td>
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<td>2 Lake Ave.</td>
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<td><strong>IRONDEQUOIT COAL &amp; SUPPLY CO.</strong></td>
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<td>Glenwood 6161</td>
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<td><strong>Dustless Treatment</strong></td>
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<td><strong>FAMOUS READING ANTHRACITE</strong></td>
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<td><strong>Clean Delivery</strong></td>
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<tr>
<td>149 RIDGE ROAD, EAST</td>
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<tr>
<td>ROCHESTER, N. Y.</td>
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Please mention this Directory when dealing with Advertisers
ONTARIO COAL CO., INC.

DEALERS IN

COAL

Anthracite Bituminous

COKE

A Clean, Safe, Economical Fuel
With Service

ROCHESTER, N. Y. SEA BREEZE, N. Y.
Main 2230 Culver 340

BAY VISTA SERVICE STATION
Opposite ONTARIO COAL CO.
TANK CAR TO YOUR CAR

E. E. SHUTT
President

V. H. RUSSELL
Treas. and Mgr.

GRACE D. ROSS
Secretary

CHAS. C. WEST COAL CO., Inc.

WHOLESALE AND RETAIL DEALERS IN

COAL and COKE

Main Office & Trestle, 281-285 NORTH UNION STREET
CULVER 999—2074

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

3 Please mention this Directory when dealing with Advertisers
When You Need a Collection Agency—Why Experiment?
Send your claims to a dependable and efficient collector—bonded by your Association. The National Retail Credit Association has placed its stamp of approval on six hundred collection agencies affiliated with our Supervising Collection Department.

ROCHESTER, N. Y. AFFILIATE IS

The Credit Rating Corp.
Established 1892

616 MERCANTILE BLDG. TELEPHONE STONE 1853 ROCHESTER, N. Y.

They are an important feature of National Service—patronize them!
Supervising Collection Dept. — National Retail Credit Assn.

RAY OIL BURNERS HEAT BY RADIATOR

WILLIAM C. BARBER

Plumbing and Heating Contractor

1736 PORTLAND AVENUE - ROCHESTER, N. Y.
Phone Stone 3384

FRANK J. KINNEY

PHONE MONROE 6850

F. H. RAPP COMPANY, Inc.

Building Contractors

General Construction

188 MT. HOPE AVE. ROCHESTER, N. Y.

GLENWOOD 144

BRIGHTON PLACE DAIRY COMPANY

Try Our Delicious Milk and Cream
Under Laboratory Control

45 FULTON AVENUE ROCHESTER, N. Y.
Dyers and Cleaners

Rug Cleaners

STAUB & SON, Inc.

Cleaners and Dyers

Moth Proofing

COLD STORAGE

Furniture

Clothing

Drapes

Rugs

951 MAIN ST., E. MONROE 6600 ROCHESTER, N. Y.

Dress Up Your Business

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

It Pays

HICKSON ELECTRIC AND RADIO CORPORATION

Wiring, Fixtures, Radio, Appliances, Supplies

For Electrical Construction and Repairs of Every Description

ESTIMATES ON REQUEST

36 SOUTH AVENUE Phone STONE 93 ROCHESTER, N. Y.

LAUBE ELECTRIC CORPORATION

Electrical Contractors

Electric Lighting Fixtures

TIMKEN SILENT AUTOMATIC OIL BURNERS

For Installation and Service Call

STONE 104-105

191-193 EAST AVENUE ROCHESTER, N. Y.

Please mention this Directory when dealing with Advertisers
CUT FLOWERS
FLORAL DESIGNS

FLORAL DECORATIONS
OF ALL DESCRIPTION

EDW. BROCKMANN’S SONS
Florists
Phone CULVER 3912
Wholesale and Retail We Deliver Anywhere
1991 RIDGE ROAD R. D. 5, ROCHESTER, N. Y.

FERNANDO J. KELLER, Pres. and Treas.
J. MICHAEL KELLER, Vice-Pres.
WILLIAM L. KELLER, Sec'y

F L O R I S T S

25 Clinton Avenue North Rochester, N. Y.

Member Florists Telegraph Delivery

33 FRANKLIN ST., ROCHESTER, N. Y.

This Reference Department
Contains the Advertisements of the most progressive business men and firms in the city and surrounding territory, classified according to lines of business.

Are you represented there?

Please mention this Directory when dealing with Advertisers
Funeral Directors

ASHTON FUNERAL HOME
636 WEST MAIN STREET
ROCHESTER, N. Y.

CHARLES E. ASHTON

Telephone
GENESEE 4390

Office Phone
STONE 1179

Residence Phones
MONROE 2111, 2887-W and 8242

BENDER BROTHERS

Funeral Directors
301 ALEXANDER STREET - ROCHESTER, N. Y.

STONE
203

ESTABLISHED 1854

STONE
205

Jeffreys

Funeral Directors
32 CHESTNUT STREET

M. D. JEFFREYS
Pres. and Treas.

A. G. LAMB
Associate

R. C. HANDS
Secretary

C. F. SCHEUERMAN SONS

Funeral Home

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

230 BROWN STREET
Phones Genesee 5411-438

Please mention this Directory when dealing with Advertisers
Before buying home furnishings you owe it to yourself to look at GRAVES, Rochester’s largest and oldest Home Furnishing House.

Furniture
Linoleum
Lamps
Curtains
House Furnishings

Rugs
China
Stoves
Draperies
Toys
Atwater-Kent, Stromberg-Carlson and other Radios

“Always it pays to trade at GRAVES”

H. B. GRAVES CO., Inc. 78 STATE ST.

You Are Certain of
Service - Quality - Easy Terms - Price

“Always Good Quality at a Reasonable Price”

111 CLINTON AVENUE SOUTH

How To Make This Book Serve You!

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

Please mention this Directory when dealing with Advertisers
Furniture

JOHN B. HOWE, President
WILLIAM J. DORSEY, Secretary
ROCHESTER H. ROGERS, Vice President
GEORGE DUERR, Treasurer

HOWE & ROGERS CO.
ESTABLISHED 1857

Furniture, Floor Covering, Draperies
Upholsterers

Largest Complete House Furnishers Outside
of New York City in the State

We Carry the Very Latest Patterns and Designs
in Furniture with a Wide Assortment
to Select From

We Shall Be Pleased To Have You Visit Our Store
Our Courteous Service Will Please You

We Also Maintain a Radio Department

For Service Telephone Stone 1800

89-91 CLINTON AV. S., ROCHESTER, N. Y.

A Free Service

is given the public through Directory Libraries
maintained in all the large Cities of the United
States and Canada.

Rochester Directory Library is maintained for
your convenience by the

Sampson & Murdock Co., Inc.

730 Powers Building Rochester, N. Y.

Please mention this Directory when dealing with Advertisers
There are two kinds of Advertising

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

Both are good

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

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

A Connecting Link

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

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

A Help to You

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

Are You Covered?

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

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

SAMPSON & MURDOCK CO., Inc.

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

General Offices, 179 Lincoln St., Boston, Mass.
JAMES JOHNSTON AGENCY
INCORPORATED
NO. 214 GRANITE BUILDING
Telephone Main 697

JAMES JOHNSTON, Pres. GEORGE W. COLBURN, Vice Pres.
AUSTIN F. GRAB, Vice Pres. ROBERT F. WOERNER, Treas.
ROY A. DUFFUS, Sec'y LEONARD H. HENDERSON, Sec'y

INSURANCE

All Kinds—Principally

Fire
Steam Boiler
Plate Glass
Explosion

Automobile
Sprinkler Leakage
Personal Accident
Aircraft

Burglary
Liability
Tourists
Windstorm

Workmen's Compensation
Fidelity and Surety Bonds

Companies Represented

Home Insurance Company Royal Insurance Company
Queen Insurance Company
Westchester Fire Insurance Company New York Underwriters Ins. Company
City of New York Insurance Company Norwich Union Fire Insurance Company
Home Indemnity Company United States Fire Insurance Company

Agency Representatives

WILLIAM R. ORWEN PAUL GOVERTS
CHARLES BENTON ARTHUR L. WELSH
ROBERT A. HAMILTON, Jr. PHILIP C. GOODWIN
CHARLES T. HUBER

Casualty Department

Superintendent, ROY A. DUFFUS Claim Adjuster, RALPH M. LOBER

Please mention this Directory when dealing with Advertisers
HOWARD C. DANA & CO.

Fire, Casualty, Surety, Marine Insurance

410-416 GRANITE BLDG. ROCHESTER, N. Y.

Phone Stone 691—692

HARRY J. McKay

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

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

409-413 Central Trust Building

J. Leo McGreal, Frederick Mutschler, Representatives

R. S. PAVIOUR & SON, Inc.
OFFICE 63 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

1007 COMMERCE BLDG. ROCHESTER, N. Y.

ERNEST A. PAVIOUR, Pres.
JAMES H. FARRELL, Treas.

R. S. PAVIOUR & SON, Inc.

REMODELING DIAMOND JEWELRY

E. J. SCHEER INCORPORATED

Rochester’s Finest Jewelry Store

Diamonds
Precious Stones
Jewelry
Gorham Silverware
Clocks
Novelties

WATCHES
Longines
Gruen
Vacheron-Constantin
Hallmark
Hamilton
Elinks

259 MAIN ST. E. at CORTLAND ROCHESTER Phone Stone 710

Please mention this Directory when dealing with Advertisers
LETTERS

Sales Letters: Letters, because their real object is to appear as personal messages and not advertising, are the most difficult form of advertising to prepare, and should always be done by trained minds. Our Sales Promotion Department has a splendid record for successful letters.

Processed Letters: Our Kier Processed Letters are exactly like good individually typed letters. A new process you'll be interested in.

SAMPSON & MURDOCK COMPANY
111 Summer Street, Boston, Mass.
Liberty 2726
Lumber

C. C. MORSE, President
WHITING B. MORSE, JOHN P. MORSE, Sec'y
FREDERICK G. MORSE, HOWARD C. MORSE, Treas.

WM. B. MORSE LUMBER CO.

WHOLESALE AND RETAIL

Hardwood and Softwood Lumber—Insulation
Gypsum and Fibre Boards
Solidon One-coat Plaster—Newmarble and Newtile
Balsam Wood—Sisalkraft Building Paper
Asphalt Shingles—Asbestos Shingles and Roll Roofing

We carry a full line of
Bay State Paints, Enamels and Varnishes

BRANCHES

OTIS LUMBER CO. WM. B. MORSE & SONS
936 East Main St. 340 Main St. West

NORTH END BRANCH
Thomas Ave. near Stutson St. Bridge

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

Main Office, 340 Main St., West ROCHESTER, N. Y.

GEORGIAN BAY LUMBER CO., Inc.

Lumber - Lath - Edgewood Shingles
Millwork - Sash - Doors
Fine Interior Trim
PHONE CULVER 1400
181 HUMBOLDT STREET

N. TONAWANDA ROCHESTER, N. Y. PENN YAN

PEOPLES COAL & LUMBER CO.

Lumber, Sash, Trim, Mason Supplies, Etc.

COAL .. COKE .. WOOD

PHONE CHAR 80 4585 LAKE AVENUE

Please mention this Directory when dealing with Advertisers
Lumber | Monuments | Multigraphing 45

Greece Lumber Company

TEL. GLENWOOD 2391

Office and Yard

788 RIDGE ROAD WEST

DEALERS IN

COAL, ROUGH AND DRESSED LUMBER

TROTT BROTHERS CO., Inc.

"1933 OUR 50TH YEAR"

MONUMENTS

Cemetery Lettering, Repairing
Cleaning

MAUSOLEUMS

1120 MT. HOPE AVENUE

FOR

Addressing
Mailing

Mimeographing
Local Lists

Multigraphing
Sales Letters

Mail Advertising Service

CALL MAIN 6199

AYER & STREB

70 EXCHANGE STREET

.. .. ROCHESTER, NEW YORK

This book has helped many to find what they want.

Perhaps it can help you

Better look it over carefully

Please mention this Directory when dealing with Advertisers
Two Vital Newspapers!

Alive - Progressive - Educational -
Abreast of the Times.....

The News of the Day—Quickly, Truthfully, Comprehensively presented, without fear or favor.... A Home Newspaper for both young and old, containing features that are instructive, entertaining character-building: by eminent authorities in their respective fields.

ROCHESTER
EVENING
JOURNAL AND AMERICAN

ROCHESTER'S GERMAN DAILY

ABENDPOST

is delivered every afternoon directly into the homes in all sections of the city by carriers and in the surrounding towns by agents and the mail.

It reaches substantial buyers, who have the reputation of either purchasing for cash or meeting their obligations promptly.

ABENDPOST ADVERTISING BRINGS RESULTS

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

Please mention this Directory when dealing with Advertisers
When the Mind is Fresh!

Morning is a time of day when facts—grasped at a glance—inspire confidence and furnish renewed energy for a whole day’s activities.

Community events—Pages of Pictures—Associated Press dispatches—Special Writers—last minute flashes—highlights of the world’s happenings at a glance—all this and more is offered to you daily and Sunday through the columns of the Democrat & Chronicle.

First Choice

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

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

ROCHESTER TIMES-UNION
HUMPHREYS
“The Paint Man”
TWO STORES
Wall Paper
58 SOUTH AVE. Main 4663

Paint
44 SOUTH AVE. Main 2117

HOWE & BASSETT CO., Inc.
Established 1885
PLUMBING AND HEATING CONTRACTORS
Oil Burning Equipment
“PETRO NOKOL” Automatic Oil Burners
“RUUD” Automatic Gas Water Heaters
“INCINOR” GAS FIRED INCINERATORS
840-50 UNIVERSITY AVENUE
TELEPHONE MONROE 3

PHONE MAIN 4313

BAREHAM & McFARLAND, Inc.
Plumbing and Heating Contractors
DIRECT TO YOU PRICES ON
PLUMBING AND HEATING FIXTURES AND SUPPLIES
A B C OIL BURNERS
136 NORTH STREET ROCHESTER, N. Y.

Please mention this Directory when dealing with Advertisers
Sampson & Murdock Co.'s New Intertype Machines on which the 1933 Rochester Suburban Directory was set.

CLOVER STREET WATER DISTRICT—Brighton
HIGHLAND-CLINTON WATER DISTRICT—Brighton
MONROE AVENUE WATER DISTRICT—Brighton
HELENADE & VICINITY WATER DISTRICT—Irondequoit
NORTH GOODMAN PARK WATER DISTRICT—Irondequoit

GEO. H. BLIVEN, Agent for the Water Commissioners
Water Works and Sewer Contractor
In Case of Trouble Phone Office, Main 5737. Res. Glenwood 4026, Monroe 5717-W

310 POWERS BUILDING

ROCHESTER, N. Y.
Your advertisement in any or all of them will prove to be a compelling force for good business.

Sampson & Murdock Co., Inc.

729 POWERS BUILDING - ROCHESTER, N. Y.
You may be remembered
a hundred years from now

It seems a long time in this era of change but it is a fact that the influence of our forefathers is often carried on for generations.

Especially in business and financial affairs is the record of the past liable to be of vast importance to the present.

The silent testimony of old directories is often accepted by courts as valuable evidence and too much care cannot be taken by business men to insure that all such records are accurate and complete.

Unlike most other mediums for advertising, the Directory is kept on file in many law and public libraries for years after its immediate usefulness as an address book has disappeared and it becomes a permanent record of the firms and individuals listed therein.

A very small sum insures adequate representation from year to year and such record may prove of great service at some future date.

For particulars consult

Sampson & Murdock Co.
INCORPORATED

729 POWERS BUILDING ROCHESTER, N. Y.

Please mention this Directory when dealing with Advertisers
Rise and Walk

HERBERT N. CASSON, Editor, Efficiency Magazine, London, England
Sends a Message to America

You are depressed. You think you are crippled. You are afraid of the future. You are full of fears.

You have half the gold in the world and half of the machinery and most of the automobiles and all the skyscrapers.

You have the greatest home market in the world and the largest corporations that the world has ever seen.

You are ruled more by ideas and less by tradition than any other people in the world. You have usually done what you thought you could do.

How can it be possible that a progressive nation of 120,000,000 people can be wrecked by the speculations of a little handful of fools in Wall Street?

The prices that were forced too high had to come down. Today all the prices are too low.

There is now a golden opportunity for every man who has eyes to see it. Dollars are now being sold for 30 cents. Practically every security in the United States is now being sold at less than its value.

The way to create a fortune is to buy from pessimists. Pay your money and take the risk.

Frick started his career by buying coke ovens in the slump of 1873. Carnegie made $300,000,000 by buying steel plants in the slumps.

Hundreds of fortunes have been made by buying from pessimists. Ye gods! What a chance there is at this moment!

In five years from now most American business men will belong to the "I Wish-I-Had-Club."

Then it will be too late to buy a dollar for thirty cents. The opportunities will be gone.

When a horse balks, the balk is in his head, not in his legs. He moves on when he thinks he will.

And when an American business man is depressed, the slump is in his head. There is nothing serious to prevent him from making money if he thinks he will.

When fear rules the will, nothing can be done, but when a man casts fear out of his mind, the world becomes his oyster.

To lose a bit of money is nothing, but to lose hope—or lose nerve and ambition—that is what makes men cripples.

This silly depression has gone on long enough. Get rid of it. It is inside of you. Rise and walk.

SAMPSON & MURDOCK CO., Inc.
Directory Publishers Since 1846

729 POWERS BUILDING - - - ROCHESTER, N. Y.

Please mention this Directory when dealing with Advertisers
MAIL ADVERTISING SERVICE

Complete from Plan to Mailbox

SUCCESSFUL selling ideas grow out of the fusion of two types of fundamental knowledge—intimate knowledge of the product, which you have; intimate knowledge of selling methods, which we have. We talk it over with you, analyse, and the idea begins to grow.

After the basic plan, comes the business of research for data, writing copy, creating typographical style, and similar mechanics of the craft. Our Copy and Service Department is organized to take care of this part of the work.

Lists, of course, are a vital factor; and we naturally have unusual facilities for compiling them because of our directory connections.

Multigraphing and mailing must be well done if the whole campaign is to be effective. Our large Mechanical Department is equipped for speed and facility of operation.

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

SAMPSON & MURDOCK COMPANY

111 Summer Street, Boston, Mass.

Liberty 2726
LEONARD V. WEBB  ESTABLISHED 1867  DAVID M. ALLYN

FIRMAN-WEBB CO., Inc.

GENERAL AGENTS
Alliance Casualty Company
National Fire Insurance Company

A complete insurance institution anticipating the needs of its clients
and rendering efficient personal service

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

TELEPHONE MAIN 83

212-213 WILDER BLDG.  8 EXCHANGE ST.

ROCHESTER AT A GLANCE—ARROW GUIDE
complete street directory (pocket size) of Rochester and vicinity, with
much other valuable information about the city and map.

FINGERPOINT MAP OF ROCHESTER AND VICINITY
folded in pocket form with street index that enables you to find the
location in a jiffy.  Size 25 by 40 inches open.

For Sale by the Leading Newsdealers and Stationers
Guide 25 cents: Map, 50 cents

Central Library of Rochester and Monroe County · Miscellaneous Directories