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Do you realize that a City Directory advertisement is a testimonial to the permanency, the stability, of the advertiser?

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ARE YOU LISTED UNDER YOUR PROPER HEADING SO THE PROSPECTIVE BUYER CAN FIND YOU?

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Rochester Suburban Directory

For the year 1939

INCLUDING THE TOWNS OF
Brighton, East Rochester, Fairport, Gates, Greece, Irondequoit, Pittsford and Webster

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.

Classified Business Finder (Page 81) Of all firms or individuals in business or profession under listing best describing their service or product.

Buyers' Guide (Page 33) Detailed description of leading concerns, for buyers' information.

House and Street Directory (Pink Section Page 717) 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.

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(Note: this information is as given to our canvassers, and is not guaranteed by us. It should be of value as an indication, but not taken as legal proof of title.)

(For detailed index to contents see page 7)

Volume X

SOLD BY SUBSCRIPTION ONLY

R. L. POLK & CO., Inc., Publishers
729 Powers Building, Rochester, N. Y.

Printed in U. S. A.

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**NAMES IN DIRECTORY OF 1939**

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*This number includes the names of 160 individuals in Brighton, 105 in East Rochester, 93 in Fairport, 102 in Gates, 206 in Greece, 262 in Irondequoit, 55 in Pittsford and 40 in Webster who have died, with date of death, or who have removed from the city since the 1938 directory was issued.*

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**CALENDAR**

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**PUBLISHERS' NOTE**

The information in this book is gathered as far as possible by actual canvass, 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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<td>Upton Cold Storage Co. Inc. The, 38 Cliff, Rochester</td>
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<tr>
<td>VanHoesen F. P. Co. Inc. 41-45 StPaul, Rochester</td>
<td>top lines and 63</td>
</tr>
<tr>
<td>Viall George I. &amp; Sons Inc. 5-7 N. Water, Rochester</td>
<td>64</td>
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<tr>
<td>Vick Clarence A. 373 Main E., Rochester</td>
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<tr>
<td>West Chas. C. Coal Co. Inc. 281 N. Union, Rochester</td>
<td>47</td>
</tr>
<tr>
<td>Whitting-Buick Inc. 342-352 East av., Rochester</td>
<td>35</td>
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<tr>
<td>Wilson George H. 36 West av., Fairport</td>
<td>57</td>
</tr>
<tr>
<td>Wolfert Brothers, 335 E. Main, Rochester</td>
<td>57</td>
</tr>
</tbody>
</table>
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—"Where Quality Dominates"

Form of Government: City Manager.
Population: 338,155 as of July 1, 1937.
Predominating Nationalities: Aside from Native: Italian, German, Canadian, Russian, Polish and English.

Area: Thirty-four square miles. Altitude 500 to 679 feet.
Assessed Value: 1938, $616,956,740. Tax rate $27.84 per thousand in 1938.

Parks: 33. Public baseball diamonds and tennis courts in all of the larger parks, and public golf links at Genesee Valley and Durand-Eastman. In addition there are ten private golf courses close to the city.

City's Net Debt: 1938, $56,677,982.

Financial: Rochester has four savings banks, and six trust companies with total deposits of $349,698,513. Resources not including buildings and equipment amounted to $397,574,876. Clearings for 1937 aggregated $426,604,214.

Post Office Receipts: Year ending June 30, 1938, $2,805,063.68, located on air mail route. Telephones in service June 30, 1938, 86,996.

Churches: 186 of all denominations.


Industry: 715 manufacturing establishments producing goods valued at more than $5,000 each annually. 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, radios, electrical supplies, railroad signals and lithography, malt and soft beverages.

Trade: Retail territory serves 700,000 people within a radius of fifty miles. Jobbing territory serves 2,000,000 people within a ninety mile radius. Live Chamber of Commerce with over 3,000 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 freight service. Class A Government rating municipally owned and operated flying field covering 300 acres including two modern hangars.

Amusements: There are six 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, eleven junior and senior high schools. Supplementing these are four special schools devoted to the instruction of backward pupils. Thirty three parochial elementary schools and four senior 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.

Water Supply: 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 560 miles of mains and an estimated plant value of over $14,000,000.

Fire Department: Twenty-two engine companies, ten trucks, three hose, one water tower, one protective and two supply companies. All modern motorized equipment.

The Rochester Chamber of Commerce will furnish any additional information on request.
## POPULATION OF NEW YORK

### UNITED STATES CENSUS OF 1930

#### Total

**12,588,066**

Number of Cities, designated by an (*) asterisk, 60; Number of Counties, 63

### Regions

#### New York

**Albany**

- *Albany* ..... 127,412
- **Bene** ..... 1,210
- **Bethlehem** ..... 7,160
- **Coeymans** ..... 4,542
- *Cohoes* ..... 23,226
- **Colonie** ..... 17,468
- **Green Island** ..... 4,351
- **Guilderland** ..... 4,394
- **Knox** ..... 863
- **New Scotland** ..... 2,841
- **Rensselaer** ..... 1,203
- **Waterford** ..... 16,083
- **Westerlo** ..... 1,140

**Total** ..... 211,963

#### Cattaraugus

- *Allegany* ..... 3,731
- **Carrollton** ..... 1,026
- **Cold Spring** ..... 541
- **Dayton** ..... 1,502
- **East Otto** ..... 751
- **Elko** ..... 160
- **Ellicottville** ..... 1,793
- **Farnsworth** ..... 719
- **Franklinville** ..... 2,963
- **Freedom** ..... 863
- **Great Valley** ..... 1,366
- **Hinsdale** ..... 969
- **Humpty** ..... 536
- **Ischua** ..... 566
- **Jamestown** ..... 330
- **Lytton** ..... 1,524
- **Machias** ..... 1,253
- **Mansfield** ..... 661
- **Napano** ..... 578
- **New Albion** ..... 2,004
- **Olean** ..... 1,162
- **Otto** ..... 704
- **Perrysburg** ..... 1,358
- **Portville** ..... 2,510
- **Portville** ..... 2,407
- **Red House** ..... 313
- **Salamanca** ..... 9,577
- **South Valley** ..... 577
- **Yorkshire** ..... 1,712
- **Cattaraugus In-\*\*ian Res. (part of)** ..... 22

**Total** ..... 72,398

#### Chautauqua

- *Auburn* ..... 36,652
- **Brusly** ..... 1,430
- **Brutus** ..... 2,109
- **Canadice** ..... 1,286
- **Conquest** ..... 906
- **Fleming** ..... 987
- **Genoa** ..... 1,407
- **Greene** ..... 1,324
- **Lincoln** ..... 1,236
- **McDonough** ..... 744
- **Montesterna** ..... 1,558
- **New Berlin** ..... 2,213
- **North Norwich** ..... 8,738
- **Otselic** ..... 880
- **Oxford** ..... 2,504
- **Pharsalia** ..... 353
- **Pitman** ..... 578
- **Plymouth** ..... 767
- **Powell** ..... 726
- **Sherburne** ..... 2,619
- **Smithville** ..... 863
- **Snyora** ..... 1,020

**Total** ..... 64,761

#### Clinton

- *Arkwright* ..... 746
- **Bust** ..... 3,058
- **Carroll** ..... 1,572
- **Charlotte** ..... 1,208
- *Altona* ..... 1,534
- **Ausable** ..... 1,368
- **Beekmantown** ..... 1,533
- **Black Brook** ..... 1,693
- **Champlain** ..... 4,548
- **Clinton** ..... 2,910
- **Clermont** ..... 1,083
- **Dannemora** ..... 1,007
- **Ellenboro** ..... 2,423
- **Moos** ..... 2,655
- **Peru** ..... 1,989
- **Plattsburg** ..... 3,349
- **Plattsburg** ..... 2,132
- **Saranac** ..... 2,367
- **Schuyler** ..... 1,350

**Total** ..... 46,687

#### Columbia

- *Anchorage* ..... 850
- **Austerlitz** ..... 743
- **Canaan** ..... 979
- **Chauncey** ..... 2,808
- **Claverack** ..... 4,166
- **Clifton** ..... 806
- **Cope** ..... 1,165
- **Galatia** ..... 511
- **Germantown** ..... 1,462
- **Greenport** ..... 2,818
- **Hillsdale** ..... 968
- ***Hudson** ..... 12,337
- **Kinderhook** ..... 3,104
- **Livingston** ..... 1,473
- **New Lebanon** ..... 1,081
- **Stockport** ..... 2,422
- **Stuyvesant** ..... 1,440
- **Tahkagah** ..... 683

**Total** ..... 41,617

#### Cortland

- *Cortland* ..... 901
- **Cortlandville** ..... 3,520
- **Cuyler** ..... 748
- **Freetown** ..... 418
- **Harford** ..... 1,702
- **Homer** ..... 3,991
- **Laper** ..... 383
- **Marbleton** ..... 1,632
- **Preble** ..... 642
- **Scott** ..... 544
- **Scriba** ..... 485
- **Taylor** ..... 504
- **Truxton** ..... 997
- **Virgil** ..... 1,191
- **Willet** ..... 512

**Total** ..... 31,709

#### Delaware

- *Andes* ..... 1,889
- **Boyne** ..... 771
- **Colchester** ..... 2,409
- **Davenport** ..... 1,197
- **Delt** ..... 2,363
- **Deposit** ..... 1,469
- **Franklin** ..... 2,037
- **Handford** ..... 1,711
- **Hancock** ..... 3,953
- **Harpersfield** ..... 1,265
- **Kortright** ..... 1,340
- **Masonville** ..... 322
- **Merrifield** ..... 1,285
- **Middletown** ..... 3,352
- **Roxbury** ..... 2,267
- **Sidney** ..... 3,854
- **Stamford** ..... 1,711
- **Tompkins** ..... 1,665
- **Walton** ..... 5,111

**Total** ..... 1,163
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<tr>
<th>County</th>
<th>Population</th>
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<tr>
<td>Bronx</td>
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<tr>
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<td>2,560,401</td>
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<tr>
<td>Queens</td>
<td>1,079,120</td>
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<tr>
<td>Richmond</td>
<td>158,346</td>
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**Total Population of New York City:** 6,930,446

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**Other Counties:**

- **Dutchess:**
  - Beacon: 11,933
  - East Fishkill: 1,845
  - Fishkill: 2,860
  - Hop Brook: 1,210
  - LaGrange: 622
  - New Fields: 211
  - Pawling: 2,391
  - Pine Plains: 1,209
  - Pound Valley: 547

- **Fulton:**
  - Bleecker: 202
  - Broadalbin: 2,226
  - Canajoharie: 949

- **Genesee:**
  - Albion: 4,463
  - Attica: 1,318
  - Aurelius: 687

- **Jefferson:**
  - Adams: 3,294
  - Alexandria: 3,563

- **Kings:**
  - Brookville: 2,580,401

- **Greene:**
  - Afton: 942
  - Athens: 2,254

- **Montgomery:**
  - Amsterdam: 34,817
  - Canajoharie: 4,023

- **Nassau:**
  - Glen Cove: 11,430

- **New York:**
  - Manhattan Borough: 1,867,312
<table>
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<th>Population of New York</th>
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|Ovid | 843
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<td>1800</td>
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**Population of New York, 1790 to 1930**

**Census Year**

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<th>Year</th>
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<td>17,268,894</td>
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<tr>
<td>1920</td>
<td>14,035,801</td>
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<td>1910</td>
<td>12,320,382</td>
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<td>1900</td>
<td>10,152,277</td>
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<td>1890</td>
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<td>6,903,309</td>
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<td>5,830,844</td>
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<td>4,853,383</td>
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<td>1850</td>
<td>3,918,472</td>
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<td>1840</td>
<td>3,232,425</td>
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<td>1830</td>
<td>2,634,676</td>
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<td>1820</td>
<td>2,149,485</td>
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<tr>
<td>1810</td>
<td>1,676,454</td>
</tr>
<tr>
<td>1800</td>
<td>1,296,838</td>
</tr>
</tbody>
</table>
MONROE COUNTY

Incorporated in 1821—Includes 582 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, 1939

Ward 1—Arthur Loche (R)

2—Jos G Falconi (D)

3—Leo T Minton (R)

4—Geo T Manning (R)

5—Clarence J Shoememan (D)

6—Robt Averill (R)

7—Edwd DiPrima (D)

8—Jacob Komenski (D)

9—Michl L Rogers (R)

10—Joseph Kaufman (R)

11—Paul McNamara (D)

12—Carl R Bausch (R)

13—Timothy J Kelly (R)

14—Irving G Drew (R)

15—Milton P Fess (D)

16—Patsy Laudiisi (R)

17—Harry Lill (D)

18—Fred C Traub (R)

19—Wm T Nolan (R)

20—John F Allen (D)

21—A Gould Hatch (R)

22—Chas J Knapp (D)

23—John E Howell (R)

24—Geo V Salle (R)

**Towns**

Terms of all expire December 31, 1939

Brighton—Sam A Cooper (R)

Chili—Gage M Miller (R)

Clarkson—Geo E Edmunds (R)

Gatee—Fred C Sours (R)

Greece—Gordon A Howe (R)

Haven—Fred Lappen (R)

Henrita—Thos O Owen (R)

Irondequoit—Thos E Broderick (R)

Mendon—Alfred H Lord (R)

Ogden—Jos E Morgan (D)

Parma—Frank G Blair (R)

Penfield—Henry U Rothfus (R)

Perinton—Raymond J Lee (R)

Pittsford—Chas H Westerman (R)

Riga—Wm D Kearney (D)

Rush—Harry G Hart (R)

Sweden—Wm F Udell (R)

Webster—G Robt Witmer (R)

Wheatland—Geo E Boyle (R)

Committee Clerk—Kenneth T Power

Clerk Board of Supervisors—James L Wiles. Deputy Clerk—Michael Pasterelle

District Attorney—Dan J O'Mara of Rochester, fixed by Supervisors; elected by the people; term three years; expires December 31, 1937

Asst District Attorneys—Anthony Miceli, Clarence J Henry, Stephen K Pollard, Thos P Cullane, Harry L Rosenthal, appointed by the District Attorney

**Financial Department**

OFFICE OF THE COUNTY SEALER OF WEIGHTS AND MEASURES

Fred J Young, 1400 South Av; appointed annually by the Supervisors.

**County Clerk's Office**

Office, Court House, Rochester

Office Hours, 9 A M to 5 P M

County Clerk—Roy F Bush, elected by the people; term three years; expires December 31, 1936

Deputy Clerk—Robert E Burke

First Assistant—Glenn W Gazley

**Law Department**

Office, Court House, Rochester

District Attorney—Dan J O'Mara of Rochester, fixed by Supervisors; elected by the people; term three years; expires December 31, 1937

Asst District Attorneys—Anthony Miceli, Clarence J Henry, Stephen K Pollard, Thos P Cullane, Harry L Rosenthal, appointed by the District Attorney

**Legal Department**

16 Main W, rm 400, Rochester

Legal Adviser—Harry Rosenberg, appointed by Supervisors; term expires Dec 31, 1937

Deputy Legal Adviser—Joseph B Boyle

**Commission of Public Buildings**—Arthur Loche, Irving G Drew, A Gould Hatch, G Robt Witmer, Harry Frank, meet at Court House, Wednesdays; appointed annually by the Supervisors

Commissioner of Public Buildings—Arthur Loche

Superintendent of Schools—Irwin T. Ball, Wm H. Byrnes, Fred W. Hill; 3d Dist, Lester B Foreman, Pittsford; 4th Dist, John Malloch, Churchville

County Sealer of Weights and Measures—Fred J Young, 1400 South Av; appointed annually by the Supervisors.

Library—Appellate Division (Law Library)—Fred E Rosbrook; appointed by the Justices of Appellate Division, Fourth Dept.

Assistants—Mrs Lois Dean, Mrs Edna L Block.

County Superintendent of Highways—Geo C Wright, 19 Main W, rm 810, appointed by the Supervisors.

Purchasing Agent—C A Bennett, salary $3,600, appointed by the County Mgr.


Superintendent Court House—Michl Ryan

Chief Engineer—Arthur Fertig

Night Watchman, Court House, Leon Tur-lynn

County Bacteriologist—Geo W O'Grady, appointed annually by the Supervisors. Office Assistant—M E Selfert. Hematologist—Mary C Loos. Laboratory Assistants—Mrs G A Metcalf, Mary C Loos. Bacteriologist—Edith P Bradshaw

Director of Finance, Clarence A Smith, appointed by the Supervisors

Deputy Treasurer—Arthur H Jameson, appointed by the Dir of Finance
MISCELLANEOUS DEPARTMENT

CORONERS
Office, Public Morgue, 70 Clarissa, Rochester
Richd A Leonardo, David H Atwater, elected by the people for a term of three years; Attendants—Patk J Brennan, Geo M Glasser, Chas J Welch
Chauffeurs—Raymond Fredrick, William Brodie, Lorin T Hinton
Laborers—Philip Eisenhauer, Martin Sullivan, Alfredo Maurizio

Coroners Physicians
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, 1460 South av, Rochester
Members of the Board—Harry B Crowley, chairman, Mrs Louis A Lange, cor sec; H Douglass Van Dusen, v-chairman, Mrs John L Hazen. Mrs Chas K Foley, Chas W Markus, Jesse B Hannan. Mrs Eva H Shepard, exec sec. M Vera Wilbur, asst sec

BLACKBURN
A Strick
land, appointed by the Superintendent

BOOKKEEPER
Jos C Powers

ASSISTANTS
Appointed by the Superintendent

MISCELLANEOUS
Clerk—Mrs C Lillian Rich
Stenographer—Mrs Margt J Feenstra
Asst Examiner—Jos P Lambert
All subordinates are appointed by the Commission of Jurors, and approved by the Justices of the Supreme Court and Judge of County Court.

BOARD OF ELECTIONS
Office, Court House, Rochester
Hours, 9 A M to 5 P M
Commissioners of Elections—Robert W Smith, Patk A Grimes; terms expire Dec 31, 1940, appointed by the Board of Supervisors
Stenographer—Mrs Evelyn B Nichols

SHERIFF AND DEPUTIES
Office, Court House, Rochester
Sheriff—Albert W Skinner, elected by the people; term three years; expires December 31, 1940, salary, $7,500, fixed by statute
Under Sheriff—Geo A Conway; appointed by the Sheriff
Chief Deputy Sheriffs—Robt J Fagan, Ray O'Loughlin
Attorney—Donald Harris
Cashier—Evelyn H Bohn
Secretary to Sheriff—Irene Riess

JAIL
Jailors—George F Bastian, Don Mitchell, Douglas E Todd. Women Jailors, Agnes Daffner, Celia M Donovan; appointed by the Sheriff
Physician—James Davis; appointed by the Supervisors
Chaplains—Protestant, Dominic Porfario; Catholic, Laurence Casey; Jewish, Solomon Sadowsky; appointed by the Supervisors
Deputy Sheriffs—Clarence Bates, Ernest F Dell, Walter Malcolm, Fred W Cabic, Frank C Smith, Geo W Moore, Wesley Trousdale; appointed by the Sheriff
Engineers—Alex Milne, Patrick J Kane

DEPARTMENT OF SANITATION
435 E Henrietta rd
Chief—appointed annually by the Supervisors
Acting Chief Inspector—Frank G Tegg
Stenographers—Genevieve L Pritchard, Marjorie C Grundke
Two Inspectors—Chas L Binder and Lyle B Wells
County Veterinarian—Frank G Tegg

COMMISSIONERS FOR BURIAL OF DECEASED SOLDIERS
West Side—Henry J Ryan
East Side—Theo S Pulver
At Large—Chas H Rellinger, Chas Brewer, 34 Court rm 319, Rochester
FOR YEAR ENDING NOVEMBER 1939

MONROE COUNTY IOLA SANATORIUM
East Henrietta and Westfall roads, Rochester
President—Max L Holtz
Vice-President—James L Hondo, MD
Superintendent—Ezra R Bridge
Business Officer—Wallace H Bush
Board of Managers—Max L Holtz, Jas L Hondo, MD, Elbert W Brigham, Milton E Gibbs, Floyd S Winslow, MD
Established by the County of Monroe, October 1, 1930, for the care and treatment of tuberculosis

COUNTY COURT

Court House, Rochester
County Judges—Wm C Kohlmetz of Rochester, term expires 1940; Wm F. Lynn of Rochester; term expires May 31, 1938. Elected by the people.
Special County Judge—Henry D Shedd, County Court Clerks—John R Reardon, Wm J Ward
Stenographers—Herbert J Erb, Howard G Nobles, appointed by County Judge.
Special Clerk, Children's Court—Victor O Brown
Clerk, Children's Court—Lou Magrane
Chief Probation Officer for Children—Harry O Argento, Asst Chief, Mrs Jeanne E Jacques, appointed by County Judge
Probation Officers—Leon C Whitlock and Edwd F. Geen, Helen M O'Reilly and Millie J Bristol
Confidential Clerks to County Judge—Jane B Grimm, Martha M Miller

Clerk and Stenographer, Children's Court—Margt R McKissick
Stenographer and Record Clerk—Regina M Powers

Monroe County Probation Office—
Adult Division

Chief Probation Officer—Abram N Jones
Asst Chief Probation Officer—Elmer T Lindquist
Probation Officers—Jos H McMahon, Geo J Gray, Chas B Totty, jr, John A Vaisey, Wllard M Grove
Clerk—Emalie A LePine. Appointed by
County Judge
Stenographers—Esther S Whall, Mrs Audrey E Steinberg

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 Monday for contested motions and Ex-parte applications

SURROGATE'S COURT

Court House, Rochester
Surrogate—Jos M Feeley, term six years; expires Dec 31, 1943
Clerk of Court—Frank R O'Brien. Deputy, Ray C Schaefer, appointed by the Surrogate
Clerks—Indexer, Ada E Campbell, Clara M Seiner, Mrs Mabel W Grey, Mrs Helen R Schreodel, Ruth A Holden, Maude A DeWitt, Mrs Mary M Bleck
Transfer Tax Clerk—Mrs Laura B Reed
Stenographer—Albert E Lazarus, appointed by the Surrogate
Sessions daily at 10 A M (except Wednesdays and Saturdays and the month of Aug)

POPULATION OF ROCHESTER AND MONROE COUNTY
State Census of 1925.

<table>
<thead>
<tr>
<th>Wards</th>
<th>1920</th>
<th>1925</th>
<th>1930</th>
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<tbody>
<tr>
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<td>2,425</td>
<td>2,346</td>
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<td>2</td>
<td>3,521</td>
<td>3,094</td>
<td>2,183</td>
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<tr>
<td>3</td>
<td>7,990</td>
<td>6,189</td>
<td>7,775</td>
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<tr>
<td>4</td>
<td>6,085</td>
<td>4,822</td>
<td>4,175</td>
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<tr>
<td>5</td>
<td>10,876</td>
<td>9,046</td>
<td>8,971</td>
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<td>6</td>
<td>3,590</td>
<td>5,138</td>
<td>5,109</td>
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<tr>
<td>7</td>
<td>8,231</td>
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<tr>
<td>8</td>
<td>15,876</td>
<td>16,10</td>
<td>14,561</td>
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<tr>
<td>9</td>
<td>2,844</td>
<td>5,515</td>
<td>7,379</td>
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<td>10</td>
<td>28,406</td>
<td>31,669</td>
<td>34,040</td>
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<td>11</td>
<td>12,248</td>
<td>13,268</td>
<td>11,684</td>
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<td>12</td>
<td>17,777</td>
<td>16,033</td>
<td>17,376</td>
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<tr>
<td>13</td>
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<td>5,577</td>
<td>5,061</td>
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<td>14</td>
<td>17,208</td>
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<tr>
<td>15</td>
<td>3,005</td>
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<tr>
<td>16</td>
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<td>10,489</td>
<td>9,705</td>
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<tr>
<td>17</td>
<td>21,581</td>
<td>22,700</td>
<td>26,299</td>
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<tr>
<td>18</td>
<td>28,635</td>
<td>33,613</td>
<td>35,310</td>
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<td>19</td>
<td>29,402</td>
<td>36,007</td>
<td>39,522</td>
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<td>20</td>
<td>12,024</td>
<td>16,578</td>
<td>20,030</td>
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<tr>
<td>21</td>
<td>7,011</td>
<td>9,976</td>
<td>11,524</td>
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<tr>
<td>22</td>
<td>12,024</td>
<td>16,578</td>
<td>20,030</td>
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<tr>
<td>23</td>
<td>4,511</td>
<td>4,977</td>
<td>5,482</td>
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<tr>
<td>24</td>
<td>4,024</td>
<td>6,047</td>
<td>7,548</td>
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<tr>
<td>Total</td>
<td>265,760</td>
<td>318,766</td>
<td>325,019</td>
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<table>
<thead>
<tr>
<th>Towns</th>
<th>1920</th>
<th>1925</th>
<th>1930</th>
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<tbody>
<tr>
<td>Brighton</td>
<td>2,011</td>
<td>4,584</td>
<td>9,003</td>
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<td>Chili</td>
<td>1,790</td>
<td>2,088</td>
<td>2,483</td>
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<tr>
<td>Clarkson</td>
<td>1,403</td>
<td>1,501</td>
<td>1,466</td>
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<tr>
<td>Gates</td>
<td>1,418</td>
<td>2,289</td>
<td>3,670</td>
</tr>
<tr>
<td>Greece</td>
<td>3,530</td>
<td>6,083</td>
<td>22,076</td>
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<tr>
<td>Hamlin</td>
<td>1,999</td>
<td>2,251</td>
<td>2,036</td>
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<tr>
<td>Henrietta</td>
<td>1,910</td>
<td>2,127</td>
<td>2,924</td>
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<tr>
<td>Irondequoit</td>
<td>1,723</td>
<td>9,490</td>
<td>12,203</td>
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<td>Mendon</td>
<td>2,509</td>
<td>2,739</td>
<td>2,988</td>
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<tr>
<td>Ogden</td>
<td>2,651</td>
<td>3,066</td>
<td>3,159</td>
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<tr>
<td>Parma</td>
<td>2,923</td>
<td>3,258</td>
<td>3,223</td>
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<tr>
<td>Penfield</td>
<td>2,087</td>
<td>3,259</td>
<td>3,267</td>
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<tr>
<td>Perinton</td>
<td>7,799</td>
<td>9,965</td>
<td>9,743</td>
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<tr>
<td>Pittsford</td>
<td>4,814</td>
<td>6,286</td>
<td>7,339</td>
</tr>
<tr>
<td>Riga</td>
<td>1,169</td>
<td>1,737</td>
<td>1,370</td>
</tr>
<tr>
<td>Rush</td>
<td>2,001</td>
<td>2,028</td>
<td>1,901</td>
</tr>
<tr>
<td>Sweden</td>
<td>3,984</td>
<td>4,578</td>
<td>4,295</td>
</tr>
<tr>
<td>Webster</td>
<td>3,976</td>
<td>4,572</td>
<td>4,675</td>
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<tr>
<td>Wheatland</td>
<td>2,076</td>
<td>2,516</td>
<td>2,361</td>
</tr>
<tr>
<td>Rural total</td>
<td>56,284</td>
<td>75,388</td>
<td>94,938</td>
</tr>
<tr>
<td>Rochester</td>
<td>295,750</td>
<td>316,796</td>
<td>325,019</td>
</tr>
<tr>
<td>County</td>
<td>352,034</td>
<td>392,174</td>
<td>419,955</td>
</tr>
</tbody>
</table>
DOMESTIC POSTAGE RATES

First Class
Letters etc.: 3 cents for each ounce or fraction of an ounce. Letters addressed for local delivery 2 cents each ounce or fraction of an ounce.

Post Cards: 1 cent each, within prescribed sizes.

Business Reply Cards: Ordinary, 2 cents each; air mail, 6 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 sealed mail of any class bearing postage at the first-class rate. Bills or statements of indebtedness are notitable C. O. D. unless articles as are movable property. Abstracts of title, insurance policies, bills of lading representing freight already charged, and valuable light-weight merchandise, etc., must be based on bona fide orders for the contents or in conformity with agreements between senders and addressees.

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

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

Third Class
Miscellaneous: 11 cents for each 2 ounces or fraction of an ounce, up to and including 8 ounces. Books and Catalogs, 24 printed pages or more (including covers). Seeds, etc.: 1 cent for each 2 ounces or fraction of 2 ounces, 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, Seeds, Plants, etc.: 8 cents for each pound or fraction, but not less than 1 cent per piece. It must be separated at offices and mailed at bulk rates cannot 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 page 22.

For quick delivery, send Special Delivery and Special Delivery air mail.

Parcels Mailed on Rural Routes: 2 cents less per parcel than at table rated in foregoing paragraphs, for local delivery and 8 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 matter 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 300 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, Newfoundland (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.

Postal Cards: 2 cents; double, 4 cents.

To all other foreign countries:
Parcels: 5 cents for the first ounce and 3 cents for each additional ounce or fraction thereof.
Postal Cards: 2 cents; double, 4 cents.

Printed Matter, including newspapers, to all foreign countries, 13 cents for each 2 ounces or fraction of 2 ounces.

Parcels: Rates and conditions vary to different countries; call at post office.
FOR YEAR ENDING NOVEMBER 1939

EXTENSION OF TRANS-PACIFIC AIR MAIL SERVICE

Service on foreign air-mail route from San Francisco, California, by Honolulu, Hawaii, and Guam for Manila, will be extended from Manila via Macao, Portuguese colony in Asia, to Hong Kong, and return from Hong Kong direct to Manila, effective with westbound flight due to leave San Francisco, Wednesday, April 21, 1937, and eastbound flight due to leave Hong Kong, Thursday, April 28, 1937.

The schedule for the first flight on the route as extended and the flight each week thereafter will be as follows:

Wednesday ......Lv. San Francisco ...... Ar. Tuesday
Thursday .........Ar. Honolulu ........... Lv. Monday
Friday ...........Lv. Honolulu .......... Ar. Sunday
Monday ...........Ar. Guam ............. Lv. Saturday
Tuesday ..........Lv. Guam ............. Ar. Friday
Wednesday .......Lv. Manila .......... Ar. Thursday
Wednesday .......Ar. Macao .......... Ar. Thursday
Wednesday .......Ar. Hong Kong ...... Lv. Thursday

Connection will be made at Hong Kong with the Chinese domestic air-mail system for the coastal cities, Shanghai, Nanking, Peking and the Interior of China. Connection will also be made with the British air-mail route for Straits Settlements, Siam, India, Dutch East Indies and Australia. Articles for points beyond Hong Kong bearing the postage specified below, will be given onward dispatch by air from Hong Kong where they can be advanced thereby. Otherwise they will be given onward dispatch by ordinary means.

New and Reduced Air-Mail Rates

(Effective with flight due to leave San Francisco April 21)

| Country          | Rate  
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Hawaii</td>
<td>20 cents</td>
</tr>
<tr>
<td>Guam</td>
<td>40 cents</td>
</tr>
<tr>
<td>Philippine Islands</td>
<td>50 cents</td>
</tr>
<tr>
<td>Macao</td>
<td>70 cents</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>70 cents</td>
</tr>
<tr>
<td>China</td>
<td>70 cents</td>
</tr>
<tr>
<td>Japan</td>
<td>70 cents</td>
</tr>
<tr>
<td>Indo-China</td>
<td>70 cents</td>
</tr>
<tr>
<td>Malaya (Straits Settlements)</td>
<td>70 cents</td>
</tr>
<tr>
<td>Siam</td>
<td>70 cents</td>
</tr>
<tr>
<td>India</td>
<td>70 cents</td>
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<tr>
<td>Dutch East Indies</td>
<td>70 cents</td>
</tr>
<tr>
<td>New Zealand</td>
<td>70 cents</td>
</tr>
</tbody>
</table>

(These rates also cover service by air-mail route in the United States)

Articles for Hawaii, Guam and the Philippines should be marked prominently (just over the address) "By Air Mail—Trans-Pacific Route." Articles destined to all foreign countries should bear the blue label "Par Avion—By Air Mail" and be marked (just over the address) "By Trans-Pacific Route."

Air mail for the above service, deposited at the Rochester post office not later than 12:30 P. M. on Tuesday, will connect with the plane leaving San Francisco on Wednesday.

WILLIAM J. HUNT, Postmaster
## MISCELLANEOUS DEPARTMENT

### FOURTH CLASS OR PARCEL POST RATES

<table>
<thead>
<tr>
<th>Weight in pounds</th>
<th>Local</th>
<th>1st</th>
<th>2nd</th>
<th>3rd</th>
<th>4th</th>
<th>5th</th>
<th>6th</th>
<th>7th</th>
<th>8th</th>
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<tbody>
<tr>
<td>Up to 50</td>
<td>$0.07</td>
<td>$0.08</td>
<td>$0.08</td>
<td>$0.09</td>
<td>$0.10</td>
<td>$0.11</td>
<td>$0.12</td>
<td>$0.14</td>
<td>$0.15</td>
</tr>
<tr>
<td>50 in 100</td>
<td>$0.08</td>
<td>$0.09</td>
<td>$0.10</td>
<td>$0.11</td>
<td>$0.12</td>
<td>$0.13</td>
<td>$0.14</td>
<td>$0.16</td>
<td>$0.17</td>
</tr>
<tr>
<td>100 in 200</td>
<td>$0.09</td>
<td>$0.10</td>
<td>$0.11</td>
<td>$0.12</td>
<td>$0.13</td>
<td>$0.14</td>
<td>$0.15</td>
<td>$0.17</td>
<td>$0.18</td>
</tr>
<tr>
<td>200 in 400</td>
<td>$0.10</td>
<td>$0.11</td>
<td>$0.12</td>
<td>$0.13</td>
<td>$0.14</td>
<td>$0.15</td>
<td>$0.16</td>
<td>$0.18</td>
<td>$0.19</td>
</tr>
<tr>
<td>400 in 800</td>
<td>$0.11</td>
<td>$0.12</td>
<td>$0.13</td>
<td>$0.14</td>
<td>$0.15</td>
<td>$0.16</td>
<td>$0.17</td>
<td>$0.19</td>
<td>$0.20</td>
</tr>
<tr>
<td>800 in 1600</td>
<td>$0.12</td>
<td>$0.13</td>
<td>$0.14</td>
<td>$0.15</td>
<td>$0.16</td>
<td>$0.17</td>
<td>$0.18</td>
<td>$0.20</td>
<td>$0.21</td>
</tr>
<tr>
<td>1600 in 3200</td>
<td>$0.13</td>
<td>$0.14</td>
<td>$0.15</td>
<td>$0.16</td>
<td>$0.17</td>
<td>$0.18</td>
<td>$0.19</td>
<td>$0.21</td>
<td>$0.22</td>
</tr>
<tr>
<td>3200 in 6400</td>
<td>$0.14</td>
<td>$0.15</td>
<td>$0.16</td>
<td>$0.17</td>
<td>$0.18</td>
<td>$0.19</td>
<td>$0.20</td>
<td>$0.22</td>
<td>$0.23</td>
</tr>
<tr>
<td>6400 in 12,800</td>
<td>$0.15</td>
<td>$0.16</td>
<td>$0.17</td>
<td>$0.18</td>
<td>$0.19</td>
<td>$0.20</td>
<td>$0.21</td>
<td>$0.23</td>
<td>$0.24</td>
</tr>
<tr>
<td>Over 12,800</td>
<td>$0.16</td>
<td>$0.17</td>
<td>$0.18</td>
<td>$0.19</td>
<td>$0.20</td>
<td>$0.21</td>
<td>$0.22</td>
<td>$0.24</td>
<td>$0.25</td>
</tr>
</tbody>
</table>

**NOTE 1.**—On parcels collected on rural-delivery routes the postage will be 2 cents less than shown in the foregoing table when for local and 3 cents less when for other local delivery, provided they are indorsed "Mailed on rural route."

**NOTE 2.**—The local rate applies to parcels mailed: (1) At any post office for local delivery at such office. (2) At any city letter-carrier office, for delivery by carriers from that office. (3) At any post office from which a rural route starts, for delivery by carriers or, when mailed a rural route delivery at any point thereon, or at the office from which the route starts, or for delivery on any other rural route starting from the same office.

**NOTE 3.**—Parcels weighing less than 10 pounds measuring over 84 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.

Weight limit, 70 pounds. Limit of size, 100 inches, length and girth combined.
**POST OFFICES IN MONROE COUNTY**

<table>
<thead>
<tr>
<th>Post Office</th>
<th>Town</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Adams Basin</em></td>
<td>Rochester</td>
</tr>
<tr>
<td>†<em>Beechwood</em></td>
<td>Rochester</td>
</tr>
<tr>
<td>‡<em>Brighton</em></td>
<td>Rochester</td>
</tr>
<tr>
<td><em>Brockport</em></td>
<td>Sweden</td>
</tr>
<tr>
<td>†<em>Charlotte</em></td>
<td>Greece</td>
</tr>
<tr>
<td><em>Chili</em></td>
<td>Chili</td>
</tr>
<tr>
<td><em>Churchville</em></td>
<td>Riga</td>
</tr>
<tr>
<td><em>Clarkson</em></td>
<td>Clarkson</td>
</tr>
<tr>
<td><em>Clifton</em></td>
<td>Chili</td>
</tr>
<tr>
<td><em>Cold Water</em></td>
<td>Gates</td>
</tr>
<tr>
<td>‡Dewey av.</td>
<td>Rochester</td>
</tr>
<tr>
<td><em>East Rochester</em></td>
<td>Perinton</td>
</tr>
<tr>
<td><em>Fairport</em></td>
<td>Perinton</td>
</tr>
<tr>
<td>Federal</td>
<td>Rochester</td>
</tr>
<tr>
<td>†<em>Forest Lawn</em></td>
<td>Webster</td>
</tr>
<tr>
<td>Garbutt</td>
<td>Wheatland</td>
</tr>
<tr>
<td><em>Hamiln</em></td>
<td>Hamlin</td>
</tr>
<tr>
<td><em>Henrietta</em></td>
<td>Henrietta</td>
</tr>
<tr>
<td><em>Hilton</em></td>
<td>Parma</td>
</tr>
<tr>
<td><em>Honeoye Falls</em></td>
<td>Mendon</td>
</tr>
<tr>
<td><em>Industry</em></td>
<td>Rush</td>
</tr>
<tr>
<td><em>Mendon</em></td>
<td>Mendon</td>
</tr>
<tr>
<td><em>Mumford</em></td>
<td>Wheatland</td>
</tr>
<tr>
<td><em>North Chili</em></td>
<td>Chili</td>
</tr>
<tr>
<td><em>North Greece</em></td>
<td>Greece</td>
</tr>
<tr>
<td><em>Penfield</em></td>
<td>Penfield</td>
</tr>
<tr>
<td><em>Pittsford</em></td>
<td>Pittsford</td>
</tr>
<tr>
<td><em>Point Pleasant</em></td>
<td>Irondequoit</td>
</tr>
<tr>
<td><em>Rochester</em></td>
<td>Rochester</td>
</tr>
<tr>
<td><em>Rochester Junction</em></td>
<td>Mendon</td>
</tr>
<tr>
<td><em>Rush</em></td>
<td>Rush</td>
</tr>
<tr>
<td><em>Scottsville</em></td>
<td>Wheatland</td>
</tr>
<tr>
<td><em>Sea Breeze</em></td>
<td>Irondequoit</td>
</tr>
<tr>
<td><em>Spencerport</em></td>
<td>Ogden</td>
</tr>
<tr>
<td><em>Union Hill</em></td>
<td>Webster</td>
</tr>
<tr>
<td><em>Walker</em></td>
<td>Hamlin</td>
</tr>
<tr>
<td><em>Webster</em></td>
<td>Webster</td>
</tr>
<tr>
<td><em>West Henrietta</em></td>
<td>Henrietta</td>
</tr>
<tr>
<td><em>West Rush</em></td>
<td>Rush</td>
</tr>
<tr>
<td><em>West Webster</em></td>
<td>Webster</td>
</tr>
</tbody>
</table>

*Money Order Offices

†Discontinued for winter

‡Station of Rochester
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.

R. L. POLK & CO., Inc.

729 POWERS BLDG. ROCHESTER, N. Y.
You are consulting this Directory!

So are other Business Men in all parts of the World.

How do you stand with regard to them? Is your representation adequate? Do your listings cover all your interests?

Advertisements in this Directory cost little, reach every corner of the country through Directory Libraries and Business Houses. This Directory is consulted daily. It will pay you to get in touch with the publishers.

R. L. POLK & CO., Inc.

729 Powers Building

Rochester, N. Y.
YOUR CITY DIRECTORY

Is Something More than—

A Book of Names and Addresses
A Catalogue of Trades and Professions
A Street Guide

It is A Service that brings you daily in closer touch with your customers and friends

It Enables You to address them each and every one

To avoid the offense of incorrect spelling and addressing

To find new customers

To tell who lives in any house in the city

To find local sources of supply for hundreds of articles

It Will Save You time and money both in buying and selling. It will make you more efficient and protect your standing as an accurate and progressive business man

Your directory gives you an accurate bird’s-eye view of your city, its institutions, inhabitants, government and buildings

Always Use the Latest Edition

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

729 POWERS BLDG.

ROCHESTER, N. Y.
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.
Addressing and Mailing

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

R. L. POLK & CO., Inc.

DIRECTORY PUBLISHERS, MAILING LIST COMPILERS,
ADDRESSING AND MAILING SERVICE

Chicago, Ill. Los Angeles, Cal. Indianapolis, Ind.
Boston, Mass.

Burr & Starkweather Company

Farm, Dairy, Poultry and Contractors’ Supplies
Fertilizers and Seeds — Farm and Garden Tractors

BINDER TWINE, POWER and HAND LAWN MOWERS

Dexter Washing Machines Beacon Poultry Feeds

Distributors of BOTTLED GAS for Gasless Homes
Magic Chef, Glenwood Ranges

39-57 MT. HOPE AVENUE - - ROCHESTER, N. Y.
PHONE: STONE 3016—3017

AUTOMATIC HEATING and AIR CONDITIONING

economically more efficiently

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

PHONE STONE 898

ROCHESTER
AIR CONDITIONING CORPORATION
618 E. MAIN STREET

Please mention this Directory when dealing with Advertisers
ALLING & MILES, INC.
Distributors of
HUDSON MOTOR CARS
Sixes and Eights
82 Stone Street Telephone STONE 2537

WHITING-BUICK, Inc.
"Dealers Since 1906"

Buick Sales
Service

Used Cars

352 EAST AVENUE STONE 714

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, ROCHESTER Phone MONROE 2340

GENESEE VALLEY MOTORS, Inc.

Great Cars

Fine Service

A Square Deal

250 MT. HOPE AVENUE ROCHESTER, N. Y.
Telephone Monroe 2727

Please mention this Directory when dealing with Advertisers
Central Trust Company
ROCHESTER, N. Y.

Main Office
25 MAIN ST. EAST
Brighton Branch
1806 EAST AVENUE

Office Hours: from 9 A.M. to 3 P.M.
Saturdays Close at 12 M

Officers:

JOHN A. MURRAY
WILSON HAMILTON
JOHN H. RAUSCH
F. DWIGHT SAGE
RICHARD C. MEISENZAHL
HOMER D. KLUMPP
FRANCIS P. BEATTIE
C. J. SELLMAYER
EDMUND J. MEYER

President
Vice-President
Asst. Vice-President
Asst. Vice-President
Secretary
Treasurer
Asst. Secretary
Asst. Secretary
Auditor

TRUST DEPARTMENT

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THOMAS J. SERCU
E. M. VOGEL

Vice-President and Associate Trust Officer
Vice-President and Trust Officer
Assistant Trust Officer

Directors:

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EZRA A. HALE
WILSON HAMILTON
FRANTZ HAVERTICK
JOHN A. MURRAY
THOMAS N. NAGLE

JOHN D. PIKE
FRANK J. SMITH
ALBERT E. VOGT
LOUIS A. WEHLE
DWIGHT S. WEMORE
OLIVER B. WOODFILL

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

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

Safe Deposit Boxes for Rent from $3.00 per year up

MAIN OFFICE OR BRIGHTON BRANCH
NIGHT DEPOSITORY, MAIN OFFICE, 25 MAIN ST. E.

Member Federal Deposit Insurance Corporation

Please mention this Directory when dealing with Advertisers
LINCOLN-ALLIANCE BANK AND TRUST COMPANY

Main Office—183 MAIN STREET EAST

Lincoln Office, 33 Exchange Street
Lake Avenue Office, 1495 Lake Avenue
West End Office, 886 Main Street West
East End Office, 460 No. Goodman Street
Monroe Avenue Office, 560 Monroe Ave.
Portland-Clifford Office,
520 Portland Avenue
Newark Office, Newark, N. Y.
Brockport Office, Brockport, N. Y.

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Swayne P. Goodenough
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William G. Watson
Edward M. Weingartner
Raymond J. White
Frederick D. Whitney

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Asst. Trust Officers
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Robert E. Platt
William A. Rose
Raymond H. Schlegel
Robert E. Towey

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Franklin S. Meinhart
G. Alfred Sproat
Richard A. Sweeney

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Ogden Butler
Roy B. Combs
Lincoln Doumaux
Clarence S. Greene
William Groh
Leland D. Judd
Cyril G. Kress
Robert E. Macon
Clarence E. Marsh
Luke T. Smith
William E. Valsey
Arthur B. Weston

AUDITOR, Roy E. Miller

Member Federal Deposit Insurance Corporation Member Federal Reserve System

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Genesee Valley Trust Company

EXCHANGE and BROAD ST.

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FRANK S. THOMAS, Executive Vice-President

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JOHN P. DAY...V-Pres. & Assoc. Trust Officer

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NORBERT D. GREENE.........Asst. Secretary

JOSEPH S. WEBER..........Asst. Secretary

ROBERT C. TAIT.........Asst. Trust Officer

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President Bausch & Lomb Optical Co., Ltd., Canada

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

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President

FRANK S. THOMAS
Executive Vice-President

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Director, Sibley, Lindsay & Curr Co.

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Director, Union Trust Co.

Vice-Pres. Despatch Shops, Inc.

ERNEST C. WHITBECK
Attorney

GEORGE M. WOOD
Pres. 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

Member Federal Deposit Insurance Corporation

Please mention this Directory when dealing with Advertisers
ROCHESTER TRUST
and Safe Deposit
COMPANY
Main Street West and Exchange

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

Over Fifty 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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THEODORE C. BRIGGS

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Rochester’s First Trust Company—Operating under Perpetual Charter
Member Federal Deposit Insurance Corporation

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OF ROCHESTER

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Vice-President

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Treasurer

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Assistant Secretary

DAVID CALES
Assistant Secretary

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Assistant Treasurer

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Assistant Trust Officer

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Assistant Trust Officer

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Assistant Trust Officer

EVA M. SCHREINER
Assistant Trust Officer

KENNETH C. WILD
Mortgage Realty Officer

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HERBERT EISENHART
WESLEY M. ANGEL

DANIEL M. BRACH
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BERNARD E. FENDUSAN

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

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

Main Street, East and Water Street, South

Member Federal Deposit Insurance Corporation

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UNION TRUST COMPANY
OF ROCHESTER
19 MAIN ST., W. - ROCHESTER, N. Y.
A Marine Midland Bank
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION
Every Banking Service
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Treasurer
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ALFRED J. SMITH
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FOREIGN DEPARTMENT
Manager
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Assistant Secretary
JOHN W. Dwyer

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NORTH-HUDSON OFFICE
Manager
CHARLES H. CLOSEN
LYELL-SARATOGA OFFICE
Manager
LOUIS M. BOLT

CULVER OFFICE
Assistant Secretary
AVERY S. GILBERT

THURSTON OFFICE
Manager
HARRY F. FREY

DEWEY-DRIVING PARK OFFICE
Manager
CHARLES C. DUN PHY

OUT OF TOWN OFFICES
AVON OFFICE
Assistant Secretary
WILLIAM B. FRAZER
E. ROCHESTER OFFICE
Manager
GUSTAVE MICHAELS

PALMYRA OFFICE
Assistant Vice-President
CLIFFORD G. ADAMS

SODUS OFFICE
Assistant Vice-President
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Franklin Institute

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CHARLES P. SCHLEGEL
Pres. Schlage Manufacturing Co.

CHARLES WINSLOW SMITH
Treas. Sherwood Shoe Co.

OSCAR R. SPECHLER
Sec.-Treas. Big Elm Dairy Co.

ADOLPHE STUBER
Aast. Vice-President

EASTMAN KODAK Co.

ARTHUR E. SUTHERLAND
Official Referee, Supreme Court of New York

GEORGE L. SWAN

FRED K. THOMPSON
Pres. Cramer-Fors Co.

CORNELIUS J. VAN NIEL
General Comptroller, Eastman Kodak Co.

LEWIS S. WEST
Vice-Pre. and General Manager

DESPATCH SHOP, Inc.

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

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President
HENRY B. ALLEN
Vice-President
R. ANDREW HAMILTON
Vice-President
OSCAR B. SPIEHLER
Vice-President
JOHN W. F. SWANTON
Comptroller
EDWARD L. GOETZMAN
Treasurer

PHILIP O. WILLIAMS
Secretary
CHARLES H. BOORMAN
Assistant Treasurer
ALEXANDER G. HAY
Assistant Secretary
LEWIS A. PEAR
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INCORPORATED 1850

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Successors to A. J. Wright & Co.

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New York Cotton Exchange
Chicago Mercantile Exchange

New York Produce Exchange
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"Cellar to Roof"

CURTIS WOODWORK

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That Better Hard Coal
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149 RIDGE ROAD, EAST
ROCHESTER, N. Y.

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HI-HEAT COAL - SEMET-SOLVAY COKE
ALADDIN FUEL OILS—They Cost No More
CHRYSLER'S AIRTEMP OIL BURNERS - STOKOL COAL STOKERS
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Main Office, 326 Main Street, East
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PHONE STONE 4000

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DISTRIBUTORS
Old Company's Lehigh Anthracite
IT LASTS LONGER
BLACK DIAMOND COKE
— FUEL OILS —
190 YORK ST.
GENESEE 7800
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Boiler Settings Power Plant Chimneys
Fire Masonry Lightning Arrestors
Special Furnaces

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For Installation and Service Call STONE 104
DAY OR NIGHT

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They look in the Directory to Find where to Buy.

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Funeral Directors

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L. W. MAIER'S SONS

ESTABLISHED 1872

Funeral Directors

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Funeral Home

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Rochester, N. Y.

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300 CUMBERLAND STREET ROCHESTER, N. Y.

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(THOMAS B. MOONEY'S & SONS, INC.)

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Furniture
You'll love to live with
AT PRICES
You can afford to pay

Furniture  Rugs
Linoleum  China
Lamps  Stoves
Curtains  Draperies
House Furnishings  Toys
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and Auto Radios

"Always it pays to trade at GRAVES"

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

The Advertisement that Lives and Works

FOR ONE YEAR

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

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

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FUR COATS — FUR SCARFS
also
FURS FASHIONED TO MEASURE

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ELECTROL OIL BURNERS — AIR CONDITIONING
ALLIS-CHALMERS TRACTORS and TOOLS

Experte Mechanic for Installation and Service

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

—Moderate Expense

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Telephone Main 697

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OFFICE 69 YEARS OLD—ESTABLISHED 1870

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1239 LINCOLN-ALLIANCE BANK BLDG., ROCHESTER

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

409-413 Central Trust Bldg. - 25 East Main Street

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Our companies have been paying from 15% to 25% Dividends over 25 years

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Phones MAIN 478 and MAIN 479

CLARENCE A. VICK

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373 MAIN STREET EAST ROCHESTER, N. Y
Telephone STONE 3180

LUCAS & DAKE CO.

MAIN 938 MAIN 939

General Agents

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(Accident and Liability Department)
ÆTNA CASUALTY & SURETY COMPANY, HARTFORD, CONN.
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LINCOLN-ALLIANCE BANK BLDG.—31 EXCHANGE ST., RM. 201

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General Insurance

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ROCHESTER

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Now in Our Beautiful, Modern, Larger, Air-Conditioned New Store,—2 Doors West of our Old Location.

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Hardwood and Softwood Lumber
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All Types of Insulation and Acoustical Materials
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We carry a full line of
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SELLING PRODUCTS PLEASING PARTICULAR PEOPLE
..LUMBER..

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Phones CULVER 1416-1417

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Most Widely Read

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Rochester's Oldest Daily Newspaper Leads in News Coverage and Features and Prints the Greatest Volume of Advertising

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YOUR HOME
YOUR FLAT
YOUR FARM

SELL
USED FURNITURE
USED RADIO
FARM EQUIPMENT

PHONE MAIN 7400

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

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Business News You Cannot Get Elsewhere
Published every day in

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(Established 1908)
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Your Stationery and Business Forms.
Good Work—Rightly Priced

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Official Newspaper for East Rochester
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Backed by
4 DIMENSIONS

your advertising message
is more effective in the Catholic Courier

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Phones MAIN 3710—3711

F. P. VAN HOESEN CO., Inc.

Paints - Wall Paper - Window Shades
Venetian Blinds

Phone Stone 473

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Exclusive Wall Papers

Sherwin-Williams Paints

MAIN 3061

Free Parking

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We Deliver

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BARNARD, PORTER & REMINGTON
Wholesale and Retail Dealers in
PAINTS, OILS, GLASS,
BRUSHES, VARNISHES
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Distributors for LOWE BROS. High Standard Paints
There is a LOWE BROS. DEALER in your town
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“The Paint Man”

Benjamin Moore’s Dependable Paints
Aristocrat Wall Papers
Window Shades  Venetian Blinds
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Wholesale and Retail Dealers in
PAINT, VARNISH, GLASS AND BRUSHES
Distributors of Keystone Varnish Companies Products
MAIN 733
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Contractor
Plumbing - Heating - Sheet Metal
Air Conditioning

PHONE 361
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ARPEAKO
Hams Bacon Fresh Pork Sausage Products BEEF and Poultry
ROCHESTER PACKING CO., Inc.
900 MAPLE ST. Phone Genesee 5200 ROCHESTER, N. Y.

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Beacon Feeds — Baby Chicks Poultry Supplies
Business Phone Webster 29-W — Res. Phone Webster 128-F-11
36 COMMERCIAL STREET — WEBSTER, N. Y.

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Expert Service, Rent Collections and Property Management

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EVENINGS AND SUNDAYS CHAR. 334

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..REAL ESTATE..

Bought Developed Financed Managed
Rented Sold

223 POWERS BUILDING - - Main 4579

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"REALTY HOUSE"

Sales, Rentals, Property Management and First Mortgage Loans

MAIN 250 C. E. McINTOSH CORP. MAIN 251

For your convenience now located on the ground floor

Monroe Building, 23 EXCHANGE ST., Rochester, N. Y.

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Realtor

PROPERTY MANAGEMENT

Sales and Rentals

Phone MAIN 3162

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against the fluctuations due to economic conditions.
It tends to equalize and stabilize the flow of orders.

The Directory as an advertising medium is economical
in price, liberal in its provisions, broad in scope and
stands high in the confidence and esteem of the public.

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THE SCHOOL OF COMMERCE
362 EAST AVENUE, ROCHESTER
ADVANCED COURSES IN
BUSINESS EDUCATION
Registered Medical Secretarial Course
All Two Year Courses Registered with the Department of
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Ask For Information Call MAIN 5530 or 5531

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Members of The American Institute of Steel Construction
ENGINEERS, DESIGNERS AND FABRICATORS OF
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Phones Glenwood 590-591

Established 1902
The Upton Cold Storage Co.
INC.
Cooler and Sharp Freezer Service
For All Food Products
Fire Proof Buildings Lowest Insurance
Storage in Transit
Route All Cars
N. Y. C. Lines, State St. Delivery
38 Cliff St., Rochester, N. Y.
MAIN 1494

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use, replace the receiver immediately and wait for a few minutes before trying
again.

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

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

ROCHESTER TELEPHONE CORPORATION

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When You Want to Know:

—where a person lives.
—what his occupation is.
—who lives at a certain number on a street.
—where a street is located.
—the correct spelling of a name.
—the officers of a corporation.
—the partners in a firm.
—the solution to any of scores of problems that pop up unexpectedly to annoy and baffle you.

—you can quickly find the answer in the City Directory.