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—thus assuring you the ultimate service that skill and care can produce in the way of City Directories or other reference media, and providing protection against fraudulent advertising schemes which operate under the name of Directories.

The following "Standards of Practice," adopted at the inception of the Association of North American Directory Publishers in 1898, and strictly adhered to over the years, is your guarantee of satisfactory Directory Service.

The publisher of a Directory should dedicate his best efforts to the cause of business uplift and social service, and to this end pledges himself:

1. To consider, first, the interest of the user of the book.

2. To subscribe to and work for truth, honesty and accuracy in all departments.

3. To avoid confusing duplication of listings, endeavoring to classify every concern under the one heading that best describes it, and to treat additional listings as advertising, to be charged for at regular rates.

4. To increase public knowledge of what Directories contain; to study public needs and make Directories to supply them; to revise and standardize methods and classifications, so that what is wanted may be most easily found, and the Directory be made to serve its fullest use

as a business and social reference book and director of buyer and seller.

5. To decline any advertisement which has a tendency to mislead or which does not conform to business integrity.

6. To solicit subscriptions and advertising solely upon the merits of the publications.

7. To avoid misrepresentation by statement or inference regarding circulation, placing the test of reference publicity upon its accessibility to seekers, rather than on the number of copies sold.

8. To co-operate with approved organization and individuals engaged in creative advertising work.

9. To avoid unfair competition.

10. To determine what is the highest and largest function of Directories in public service, and then to strive in every legitimate way to promote that function.

\$100 Reward will be paid by the Association of North American Directory Publishers for the arrest and conviction of any person or persons engaged in the publishing, collecting or canvassing for any fraudulent or fake directories.

Association of North American Directory Publishers

354-360 Fourth Avenue

New York City

Members of Association of North American Directory Publishers

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POLK, R. L. & Co.	431 Howard St.	Detroit, Mich.
" " "	354 4th Av.	New York City
" " "	367 W. Adams St.	Chicago, Ill.
" " "	496 Endicott Bldg.	St. Paul, Minn.
" " "	604 Mission St.	San Francisco, Cal.
" " "	401 N. Broad St.	Philadelphia, Pa.
" " "	545 6th Av.	Pittsburgh, Pa.
" " "	71 Columbia St.	Seattle, Wash.
" " "	Arcade Bldg.	Utica, N. Y.
" " "	179 Lincoln St.	Boston, Mass.
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ORGANIZED TO PREVENT LOSS



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

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

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

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

THE BUREAU HAS NOTHING TO SELL

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

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

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

BETTER BUSINESS BUREAU of ROCHESTER

INCORPORATED

1423 LINCOLN-ALLIANCE BANK BUILDING

Phone: STONE 330-331

This organization is supported by reputable business institutions, and operates, without profit, to promote fair dealing and integrity in the printed and spoken word.

Our service is offered without charge—we have nothing to sell.



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**CONTRACTORS
MOTORS**

**MANUFACTURERS
REPAIRS**

**T. H.
GREEN
ELECTRIC
CO.
INC.**

**MAIN 555
31 N. WATER ST.**

**MAIN 556
ROCHESTER, N. Y.**

**UNION TRUST COMPANY
OF ROCHESTER**

ROCHESTER, NEW YORK

Nine Convenient City Offices

**Also in Sodus,
Webster, Avon, Palmyra and East Rochester**

A Marine Midland Bank

Member Federal Deposit Insurance Corp.

**ROCHESTER TRUST
and Safe Deposit
COMPANY**

Main Street West and Exchange

**CAPITAL and SURPLUS
\$4,000,000**

Over Fifty Years' Experience

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