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ROCHESTER
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1943

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965

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Is Accurate — Complete — and Avoids Embarrassing Delays

ROCHESTER CITY DIRECTORY (1943)
SAVE TIME—SAVE MONEY ON SOLICITATIONS

Follow this effective guide to control solicitations:

1. Refuse all solicitations by telephone.

2. When solicited personally, refuse to contribute to any cause until you call the Bureau for a report, or,

3. Hand the solicitor our questionnaire form. (Ask us for a supply of these forms.) If filled in, forward to Bureau.

4. On all advertising solicitations for which you subscribe, pay only on delivery of publication to you.

What will this accomplish? It will take your name off the "sucker" list, protect you from fraudulent and spurious promotions, reduce solicitation expense, give you the satisfaction of knowing where your money is really going.

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1423 LINCOLN-ALLIANCE BANK BUILDING

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City Directory Advertising assures you of results when the buyer is ready to buy.

Large amounts are expended annually in newspaper, billboard, radio, and direct mail advertising to create a desire for goods. Response is not immediate. Many people want the goods but are unable to buy at the time. The effect of a great portion of your advertising expenditure is lost.

City Directory advertising recovers this loss. It is there, where the buyer can find you, when he is ready to buy.

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