

# Judicious Advertising

**CREATES** A New Business

**REVIVES** A Dull Business

**ENLARGES** An Old Business

**RESCUES** A Lost Business

**PRESERVES** A Large Business

**SECURES** Success in Any Business

**SAVES** A Failing Business

**ENABLES** You to Pay Your Taxes

**DIRECTORY ADVERTISING  
BRINGS SATISFACTORY RESULTS**

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## The Sign Over the Door

Is a good thing, isn't it? You would not think of doing business without it.

**But it is only seen by those who pass your way.**

If you could put a sign where everyone could see it, would it interest you?

## **THE CITY DIRECTORY**

Is where people look for you when they want to do business. You should make it easy for them to find you, by putting such information as a buyer wants, in the Directory properly indexed under all headings where he might look for you.

To be properly registered costs less than to be left out

**SAMPSON & MURDOCK COMPANY, Inc.**



NEW YORK NEW STATE OFFICE BUILDING  
ALBANY, N. Y.

# The Association of North American Directory Publishers

Organized November, 1898

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## The objects of the Association are as follows:

**First:** To improve the directory business by the interchange of ideas, and by the exchange of competent employees.

**Second:** To protect the public against fraudulent advertising schemes operated under the name of directories and to drive the promoters of such, out of business.

**Third:** To provide permanent and continuous employment for honest and faithful directory canvassers.

**Fourth:** For the mutual advancement of the established and prospective interests of all who may become members of the Association.

September, 1929

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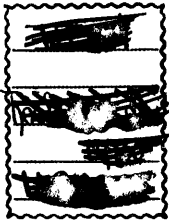
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004 MISSION ST.  
218-226 S. 11th St.  
1331-5th Av.  
71 Columbia St.  
505 N. 7th St.  
19 Congress Av.  
58-60 Market St.  
423 Jay St.  
377 Broadway  
860 Third St.  
348 Baronne St.  
307 Huron Bldg.  
165 Middle St.  
434 Lister Block  
Walsh Bldg.  
905 E. Main St.  
290 Third St.  
404 Homer St.

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Philadelphia, Pa.  
Pittsburg, Pa.  
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St. Louis, Mo.  
New Haven, Conn.  
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Boston, Mass.  
San Diego, Cal.  
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