



A Lasting Advertisement

**Insuring Maximum Coverage at Minimum
Cost Is Now Available**

City Directory Advertising lives as long as the book is current. It is readily at hand and can, through cross indexing of proper representation, be made easy to find and fully informative. Any business-man, desirous of effectively registering a service or product, in such a manner as will form a permanent advertisement, owes it to himself and his business to be thoroughly informed on City Directory Advertising.

Your City Directory is not alone a local medium. By a system of distribution through nearly 500 City Directory Libraries, your advertisement takes on a national aspect. Send for descriptive Library Folder and Privilege Card.

SAMPSON & MURDOCK CO., Inc.

729 POWERS BUILDING

ROCHESTER, N. Y.

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



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

This Publication Is The Product of a Member of



—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

524-528 Broadway

New York City

Members of Association of North American Directory Publishers

ATKINSON-ERIE DIRECTORY CO.	1314 Peach St.	Erie, Pa.
ATLANTA CITY DIRECTORY CO.	415 Wesley Mem. Bldg.	Atlanta, Ga.
BOYD, W. H. Co., INC.	508 Court St.	Reading, Pa.
BURCH DIRECTORY CO.	47-55 W. Exchange St.	Akron, Ohio
CALKIN-KELLY DIRECTORY CO.	50 Prospect Av.	Binghamton, N. Y.
CARON DIRECTORY CO.	127 S. Third St.	Louisville, Ky.
CLEVELAND DIRECTORY CO.	1900 Euclid Ave.	Cleveland, Ohio
DULUTH DIRECTORY CO.	312 W. Superior St.	Duluth, Minn.
FITZGERALD DIRECTORY CO.	14 N. Warren St.	Trenton, N. J.
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GRAND RAPIDS DIRECTORY CO.	453 Houseman Bldg.	Grand Rapids, Mich.
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MORRISON & FOURMY DIRECTORY Co.	412 Zindler Bldg.	Houston, Texas
POLK CLEMENT DIRECTORY Co., INC.	70 W. Chippewa St.	Buffalo, N. Y.
POLK, R. L. & Co.	431 Howard St.	Detroit, Mich.
" " "	524-528 Broadway	New York City
" " "	367 W. Adams St.	Chicago, Ill.
" " "	496 Endicott Bldg.	St. Paul, Minn.
" " "	604 Mission St.	San Francisco, Cal.
" " "	218-226 S. 11th St.	Philadelphia, Pa.
" " "	1331-5th Av.	Pittsburg, Pa.
" " "	71 Columbia St.	Seattle, Wash.
POLK-GOULD DIRECTORY Co.	505 N. 7th St.	St. Louis, Mo.
PRICE & LEE Co.	19 Congress Av.	New Haven, Conn.
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TOLEDO DIRECTORY Co.	307 Huron Bldg.	Toledo, Ohio
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WORLEY, JOHN F. DIRECTORY Co.	905 E. Main St.	Dallas, Texas
WRIGHT DIRECTORY Co.	290 Third St.	Milwaukee, Wis.
WRIGLEY DIRECTORIES, LTD.	404 Homer St.	Vancouver, B. C.



INGMIRE & THOMPSON CO.

Phone  Stone 111

FUNERAL DIRECTORS

137
CHESTNUT ST.

CORNER COURT STREET

UNION TRUST COMPANY

ROCHESTER, NEW YORK

*Every Modern Banking Service
Nine Convenient Offices*

CAPITAL and SURPLUS \$8,500,000

Member of Marine Midland Group with Total
Resources over \$600,000,000

ROCHESTER TRUST

and Safe Deposit

COMPANY

Main Street West and Exchange

CAPITAL and SURPLUS \$4,500,000

Resources \$50,000,000

Forty-three Years Experience