

You may be remembered  
a hundred years from now

It seems a long time in this era of change but it is a fact that the influence of our forefathers is often carried on for generations.

Especially in business and financial affairs is the record of the past liable to be of vast importance to the present.

The silent testimony of old directories is often accepted by courts as valuable evidence and too much care cannot be taken by business men to insure that all such records are accurate and complete.

Unlike most other mediums for advertising, the Directory is kept on file in many law and public libraries for years after its immediate usefulness as an address book has disappeared and it becomes a permanent record of the firms and individuals listed therein.

A very small sum insures adequate representation from year to year and such record may prove of great service at some future date.

For particulars consult

**Sampson & Murdock Co., Inc.**  
729<sup>7</sup>/<sub>4</sub> POWERS BLDG. ROCHESTER, N. Y.

# Bricks Without Straw

In ancient times, we are told, the Israelites were forced to do their work without the proper materials. They did it—after a fashion—but at an enormous cost in time and labor. Labor was cheap in those days, however, and their task masters had the power to insist upon the full quota being given in spite of limitations.

Now the labor market is high, yet, in many cases history repeats itself. We still often see business trying to get along without the proper tools or with antiquated equipment.

You *can* do business without the telephone; it is possible to get along without a typewriter; you may use a quill pen for your correspondence if you so desire; it is your privilege to be without insurance, or the latest directory. If you wish you may still use a mailing list that was old when grandfather was a boy.

*If the results are not entirely satisfactory, it is up to you.*

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Some firms prate wisely of business efficiency and then lose time and money sending to wrong addresses culled from an out-of-date directory. Rather than spend the few dollars necessary to insure themselves being properly listed under all the headings applicable to their business, they run the risk of letting their competitor get their trade. They save the first cost and waste postage stamps by the gross.

*Would you improve on old methods?* Then phone or write at once for particulars to

## **Sampson & Murdock Co., Inc.**

**729 Powers Building, Rochester, N. Y.**



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 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
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

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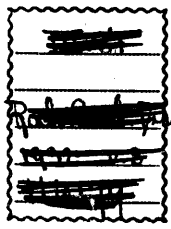
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## Reference Department



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Any person who shall mutilate, mark or otherwise deface this book will be subjected to the penalty of the law.

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# COMPANY

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**CAPITAL and SURPLUS \$4,500,000**

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