Good Business Insurance

Your advertisement in the City Directory with proper business listings insures your business against loss of trade.

The manufacturer or business institution that overlooks this fact is not building for the future.

The City Directory is active, 365 days every year. Let it serve you as it does others.

Our representative will be pleased to call and explain in detail the value of reference advertising.

**THERE IS A DIFFERENCE**

**Sampson & Murdock Co.**

**INCORPORATED**

729 POWERS BUILDING ROCHESTER, N. Y.
POWER OF ADVERTISING

The City Directory is the power that generates information for the buyer that he may know who deals in the product he wishes to purchase. If your business is not classified properly, and a display advertisement arranged to describe your business, how can you expect the buyer to trade with you?

ADVERTISING is the foundation upon which successful businesses are built. You must apply this to your own particular business.

ADVERTISING is the power of an idea multiplied.

Rates Upon Application

OUR SERVICE CANNOT BE EXCELLED

SAMPSON & MURDOCK CO.

INCORPORATED

729 POWERS BUILDING ROCHESTER, 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 directory 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

Please mention this Directory when dealing with Advertisers
Members of Association of North American Directory Publishers

Atlanta City Directory Co. 503 Chamber of Commerce Bldg.
Boyd, W. H. Co., Inc. 508 Court St. Atlanta, Ga.
Calkin-Kelly Directory Co. 50 Prospect Av. Akron, Ohio
Caron Directory Co. 127 S. Third St. Binghamton, N. Y.
Cleveland Directory Co. 1900 Euclid Av. Louisville, Ky.
Duluth Directory Co. 312 W. Superior St. Cleveland, Ohio
Fitzgerald Directory Co. 14 N. Warren St. Duluth, Minn.
Gate City Directory Co. 301 Delomain Bldg. Trenton, N. J.
Greenough W. A. Co. 51 Massachusetts Av. Grand Rapids, Mich.
Hartford Printing Co. 195 Church St. Boston, Mass.
Henderson Directories, Ltd. 279 Garry St. Hartford, Conn.
Hill Directory Co., Inc. 8 North 6th St. Winnipeg, Can.
Huber Directory Co. 321 Dry St. Richmond, Va.
Interstate Directory Co. 431 Howard St. El Paso, Texas
Los Angeles Directory Co. 1240 S. Main St. Watertown, N. Y.
Lovell, John & Sons, Ltd. 423 St. Nicholas St. Los Angeles, Cal.
Mckinley-Reynolds Co. 119 E. Ottawa St. Montreal, Canada
Manning, H. A. Co. 33 Lyman St. Lansing, Mich.
Might Directories, Ltd. 74 Church St. Springfield, Mass.
Morrison & Fourny Directory Co. 412 Zindler Bldg. Minneapolis, Minn.
Piedmont Directory Co. 431 Howard St. Houston, Texas
Polk, R. L. & Co. 70 W. Chippewa St. Detroit, Mich.
" " " 431 Howard St. Buffalo, N. Y.
" " " 524-528 Broadway Detroit, Mich.
" " " 367 W. Adams St. New York City
" " " 496 Endicott Bldg. Chicago, Ill.
" " " 604 Mission St. St. Paul, Minn.
" " " 401 N. Broad St. San Francisco, Cal.
" " " 71 Columbia St. Pittsburgh, Pa.
" " " 505 N. 7th St. Seattle, Wash.
" " " 248 Meadow St. St. Louis, Mo.
" " " 58 Market St. New Haven, Conn.
" " " 423 Jay St. Lockport, N. Y.
" " " 179 Lincoln St. Chattanooga, Tenn.
" " " 179 Lincoln St. Sacramento, Cal.
" " " 860 Third St. Boston, Mass.
" " " 348 Baronne St. San Diego, Cal.
" " " 445 Huron St. New Orleans, La.
" " " 165 Middle St. Toledo, Ohio
" " " 434 Lister Block Portland, Me.
" " " Walsh Bldg. Hamilton, Ont.
" " " 905 E. Main St. Cincinnati, O.
" " " 1012 N. Third St. Dallas, Texas
" " " 300 Pender St., West Milwaukee, Wis.
" " " 503 Chamber of Commerce Bldg.
" " " 195 Church St.
" " " 431 Howard St.
" " " 762 First Nat. Bank Bldg.
" " " 423 St. Nicholas St.
" " " 431 Howard St.
" " " 431 Howard St.
" " " 431 Howard St.
" " " 431 Howard St.
" " " 431 Howard St.
" " " 431 Howard St.
" " " 431 Howard St.
" " " 431 Howard St.
" " " 431 Howard St.

Please mention this Directory when dealing with Advertisers.
INGMIRE & THOMPSON CO.

Phone Stone 111
CHESTNUT AT COURT

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 $500,000,000

Rochester Trust and Safe Deposit Company

Main Street West and Exchange

CAPITAL and SURPLUS $4,250,000
Resources $45,000,000
Forty-five Years Experience