

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.



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. | 1401 State St. | Erie, Pa. |
| ATLANTA CITY DIRECTORY Co. | 503 Chamber of Commerce 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 Av. | Cleveland, Ohio |
| DULUTH DIRECTORY Co. | 312 W. Superior St. | Duluth, Minn. |
| FITZGERALD DIRECTORY Co. | 14 N. Warren St. | Trenton, N. J. |
| GATE CITY DIRECTORY Co. | 301 Delmain Bldg. | Kansas City, Mo. |
| GRAND RAPIDS DIRECTORY Co. | 445 Houseman Bldg. | Grand Rapids, Mich. |
| GREENOUGH W. A. Co. | 51 Massachusetts Av. | Boston, Mass. |
| HARTFORD PRINTING Co. | 195 Church St. | Hartford, Conn. |
| HENDERSON DIRECTORIES, LTD. | 279 Garry St. | Winnipeg, Can. |
| HILL DIRECTORY Co., INC. | 8 North 6th St. | Richmond, Va. |
| HUBER DIRECTORY Co. | 321 Dry St. | Alton, Ill. |
| HUDSPETH DIRECTORY Co. INC. | 762 First Nat. Bank Bldg. | El Paso, Texas |
| INTERSTATE DIRECTORY Co. | 431 Howard St. | Detroit, Mich. |
| KIMBALL DIRECTORY Co. | 17 Flower Bldg. | Watertown, N. Y. |
| LOS ANGELES DIRECTORY Co. | 1240 S. Main St. | Los Angeles, Cal. |
| LOVELL, JOHN & SONS, LTD. | 423 St. Nicholas St. | Montreal, Canada |
| MCKINLEY-REYNOLDS Co. | 119 E. Ottawa St. | Lansing, Mich. |
| MANNING, H. A. Co. | 33 Lyman St. | Springfield, Mass. |
| MIGHT DIRECTORIES, LTD. | 74 Church St. | Toronto, Ontario, Can. |
| MINNEAPOLIS DIRECTORY Co. | 901 Northwestern Bldg. | Minneapolis, Minn. |
| MORRISON & FOURMY DIRECTORY Co. | 412 Zindler Bldg. | Houston, Texas |
| PEDMONT DIRECTORY Co. | 431 Howard St. | Detroit, Mich. |
| 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. |
| " " " | 401 N. Broad St. | Philadelphia, Pa. |
| " " " | 1331 5th Av. | Pittsburgh, Pa. |
| " " " | 71 Columbia St. | Seattle, Wash. |
| POLK-GOULD DIRECTORY Co. | 505 N. 7th St. | St. Louis, Mo. |
| PRICE & LEE Co. | 248 Meadow St. | New Haven, Conn. |
| ROBERTS BROS. Co. | 58 Market St. | Lockport, N. Y. |
| ROTHBERGER DIRECTORY Co. | | Chattanooga, Tenn. |
| SACRAMENTO DIRECTORY Co. | 423 Jay St. | Sacramento, Cal. |
| SAMPSON & MURDOCK Co. | 179 Lincoln St. | Boston, Mass. |
| SAN DIEGO DIRECTORY Co., LTD. | 860 Third St. | San Diego, Cal. |
| SOARDS DIRECTORY Co., LTD. | 348 Baronne St. | New Orleans, La. |
| TOLEDO DIRECTORY Co. | 445 Huron St. | Toledo, Ohio |
| TOWER FRED L. COMPANIES | 165 Middle St. | Portland, Me. |
| VERNON DIRECTORIES, LTD. | 434 Lister Block | Hamilton, Ont. |
| WILLIAMS DIRECTORY Co. | Walsh Bldg. | Cincinnati, O. |
| WORLEY, JOHN F. DIRECTORY Co. | 905 E. Main St. | Dallas, Texas |
| WRIGHT DIRECTORY Co. | 1012 N. Third St. | Milwaukee, Wis. |
| WRIGLEY DIRECTORIES, LTD. | 300 Pender St., West | Vancouver, B. C. |



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