

INFORMATION

in the mass seems like a dull proposition but when we have a need of some person or thing nothing interests us more than getting information about that person or thing.

This directory looks like a big book to be walked around or fallen over or put out of the way, until you need some information that it contains—then it becomes the handiest thing around the place.

Has it ever occurred to you how much information you could get from this book, if you really knew how to use it?

There is a great mass of information here, arranged in a logical way that experience has shown most easily referred to. It does take a little study to know how to make full use of it however, like anything else worth while.

A little study that opens up a new way to save time or increase accuracy is an asset to anyone. It may be you will find a lot of information you did not know was here before, that you would have spent a lot of time and trouble to find in other ways, and you will have increased your efficiency just that much.

In buying, in selling, in shipping, correspondence, granting credit, sending bills, collecting money—

CONSULT YOUR DIRECTORY

Accurate Information is worth all its costs.

Sampson & Murdock Co., Inc.

179 LINCOLN STREET - BOSTON, MASS.

A Public Service Publication

Few lines of Business have such a varied clientele as has the City Directory. It serves high and low, rich and poor, with impartiality and with profit to all.

It answers the questions What? and Who? which arise in daily business life and fills a position occupied by no other publication under the sun. It is often used from its issue until it falls to pieces and seldom will you find one entirely discarded while its leaves cling together. A publication which is used so universally and whose life is so long, must appeal to every shrewd business man as a most desirable advertising medium.

WHAT OUR DIRECTORIES CONTAIN

A Map of the City	Societies and Institutions
A Street Directory	Hotels
Halls, Blocks and Buildings	Courts, Officers, etc.
Public Parks and Squares	Alphabetical List of Names
Railroads	Business Directory
City, County and State Dept.	Publicity or Advertising
United States Dept.	Section
Churches and Ministers	Etc., Etc.

WE PUBLISH REFERENCE BOOKS OF THE FOLLOWING CITIES AND TOWNS

AMESBURY	MASS.	TAUNTON	MASS.	CENTRAL FALLS	R. I.
ATTLEBORO	"	WALTHAM	"	CHARLESTOWN	"
BERKLEY	"	WORCESTER	"	CRANSTON	"
BOSTON	"	MANCHESTER	N. H.	EAST PROVIDENCE	"
FALL RIVER	"	ALBANY	N. Y.	HOPKINTON	"
FREETOWN	"	AUBURN	"	JAMESTOWN	"
GLOUCESTER	"	COHOES	"	NEWPORT	"
LAKEVILLE	"	GREEN ISLAND	"	NEW SHOREHAM	"
LAWRENCE	"	OSWEGO	"	PAWTUCKET	"
LOWELL	"	RENSELAER	"	WESTELY	"
LYNN	"	ROCHESTER	"	WOONSOCKET	"
MALDEN	"	SOLVAY	"	BROOKLYN	CONN.
NEWBURYPORT	"	SYRACUSE	"	DANIELSON	"
NEWTON	"	TROY	"	MYSTIC	"
NO. ATTLEBORO	"	WATERFORD	"	NOANK	"
PLAINVILLE	"	WATERVLIET	"	PAWCATUCK	"
ROCKPORT	"	PROVIDENCE	R. I.	STONINGTON	"

Directory of Massachusetts Manufacturers

MAPS OF THE ABOVE CITIES FOR SALE

SAMPSON & MURDOCK COMPANY, Inc.

179 Lincoln St. .. Boston, Mass.

There are two kinds of Advertising

That which the Buyer seeks, and that which is thrust upon him.

Both are good

Display advertising *suggests* wants and *creates* desire. Of its tremendous power many present day successes bear witness.

Reference Advertising steps in when the desire has been created. It shows where the goods can be purchased and gives information that the buyer wants *when he wants to buy*.

A Connecting Link

The weakness of display advertising is that often a need is not realized until the ad that suggested it is misplaced or thrown away.

A shrewd buyer usually looks the field over before buying and where is so logical a place to look as *in this book*.

A Help to You

In your buying, use the lists in this book. If you see a name in *heavy type* it is because that concern thought enough of your possible business to make it easy for you to find them. If it says "See page — —", you will find there information that will really help you.

Are You Covered?

Have you made it easy for buyers to find you, by putting a bold type listing under every heading where they might look for you or a competitor? Have you put information in the "Selling Section" that will really help a buyer, and point to *you* as the one who can serve him best?

If not, make a note to do it in the next edition, and let us tell you *now* how little it costs to be *protected*.

SAMPSON & MURDOCK CO., Inc.

179 LINCOLN STREET

BOSTON, MASS.



NEW YORK STATE CAPITOL
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

354-360 Fourth Ave.

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
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.	79 Cambridge St.	Boston, Mass.
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.	738 E. Elm St.	Springfield, Mo.
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.	600 McKee Bldg.	Minneapolis, Minn.
MORRISON & FOURMY DIRECTORY Co.	412 Zindler Bldg.	Houston, Texas
PIEDMONT 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.
" " "	354 4th Av.	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.
" " "	505 N. 7th St.	St. Louis, Mo.
POLK-GOULD DIRECTORY Co.	1023 Alakea St.	Honolulu, T. H.
POLK-HUSTED DIRECTORY Co.	248 Meadow St.	New Haven, Conn.
PRICE & LEE Co.	58 Market St.	Lockport, N. Y.
ROBERTS BROS. Co.		Chatanooga, Tenn.
ROTHBERGER DIRECTORY Co.	423 Jay St.	Sacramento, Cal.
SACRAMENTO DIRECTORY Co.	179 Lincoln St.	Boston, Mass.
SAMPSON & MURDOCK Co.	860 Third St.	San Diego, Cal.
SAN DIEGO DIRECTORY Co., LTD.	348 Baronne St.	New Orleans, La.
SOARDS DIRECTORY Co., LTD.	125 Pender West	Vancouver, B. C.
SUN DIRECTORIES, LTD.	445 Huron St.	Toledo, Ohio
TOLEDO DIRECTORY Co.	165 Middle St.	Portland, Me.
TOWER FRED L. COMPANIES	29 Rebecca St.	Hamilton, Ont.
VERNON DIRECTORIES, LTD.	Walsh Bldg.	Cincinnati, O.
WILLIAMS DIRECTORY Co.	905 E. Main St.	Dallas, Texas
WORLEY, JOHN F. DIRECTORY Co.	1012 N. Third St.	Milwaukee, Wis.
WRIGHT DIRECTORY Co.		



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E. S. BOHACHEK INC.

Fire and Auto Insurance

*Our Companies Have Been Paying From 15% to
25% Dividends For Over 25 Years*

PHONES MAIN 87-88

ROCHESTER THEATRE BUILDING

S. CLINTON AVENUE AT COURT

UNION TRUST COMPANY

ROCHESTER, NEW YORK

**Nine Convenient Offices
Throughout the City**

Also in Sodus, Webster and Avon

Member of Marine Midland Group

ROCHESTER TRUST and Safe Deposit COMPANY

Main Street West and Exchange

CAPITAL and SURPLUS

\$4,000,000

Forty-seven Years Experience