

How Many Leaves Did You Turn To Find a Name on this Page?

*Your Advertisement at frequent openings will be seen
every time the book is used*

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.

Common Sense *About City Directory Circulation*

THE TRUE VALUE of advertising circulation is circulation consulted.

TO BE EXACT by actual survey in twenty-four average American cities by actual count each city directory averaged three and one-half consultations for each business day.

TO BE CONSERVATIVE we will eliminate the sixty Sundays and Holidays when no tests were made.

FOR EVERY THOUSAND DIRECTORIES sold there will be an average of three and one-half daily consultations for each book for THREE HUNDRED and FIVE days, therefore—

$$1000 \times 3\frac{1}{2} \times 305 = 1,067,500$$

**CONSULTATIONS OR CIRCULATIONS
CONSULTED**



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 pledge 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 organizations 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.	41 Pryor St., N. E.	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.	114 W. 10th St.	Kansas City, Mo.
GRAND RAPIDS DIRECTORY CO.	452 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.	120 E. 8th 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.
" " "	545 6th Av.	Pittsburgh, Pa.
" " "	71 Columbia St.	Seattle, Wash.
" " "	411 N. 10th St.	St. Louis, Mo.
" " "	1023 Alakea St.	Honolulu, T. H.
POLK-GOULD DIRECTORY CO.	248 Meadow St.	New Haven, Conn.
POLK-HUSTED DIRECTORY CO.	58 Market St.	Lockport, N. Y.
PRICE & LEE CO.	Times Bldg.	Chattanooga, Tenn.
ROBERTS BROS. CO.	423 Jay St.	Sacramento, Cal.
ROTHBERGER DIRECTORY CO.	179 Lincoln St.	Boston, Mass.
SACRAMENTO DIRECTORY CO.	860 Third St.	San Diego, Cal.
SAMPSON & MURDOCK CO.	348 Baronne St.	New Orleans, La.
SAN DIEGO DIRECTORY CO., LTD.	125 Pender West	Vancouver, B. C.
SOARDS DIRECTORY CO., LTD.	445 Huron Bldg.	Toledo, Ohio
SUN DIRECTORIES, LTD.	165 Middle St.	Portland, Me.
TOLEDO DIRECTORY CO.	29 Rebecca St.	Hamilton, Ont.
TOWER FRED L. COMPANIES	Walsh Bldg.	Cincinnati, O.
VERNON DIRECTORIES, LTD.	905 E. Main St.	Dallas, Texas
WILLIAMS DIRECTORY CO.	1012 N. Third St.	Milwaukee, Wis.
WORLEY, JOHN F. DIRECTORY CO.		
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-eight Years Experience