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.

Please mention this Directory when dealing with Advertisers
This Publication
Is The Product of a Member of

ASSOCIATION OF NORTH AMERICAN DIRECTORY PUBLISHERS

—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

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

ATKINSON-ERIE DIRECTORY CO. 1401 State St.
ATLANTA CITY DIRECTORY CO. 41 Pryor St., N. E.
BOYD, W. H. CO., INC. 508 Court St.
BURCH DIRECTORY CO. 47-55 W. Exchange St.
CAKIN-KELLY DIRECTORY CO. 50 Prospect Av.
CARON DIRECTORY CO. 127 S. Third St.
CLEVELAND DIRECTORY CO. 1900 Euclid Av.
FITZGERALD DIRECTORY CO. 14 N. Warren St.
GATE CITY DIRECTORY CO. 114 W. 10th St.
GRAND RAPIDS DIRECTORY CO. 452 Houseman Bldg.
GREENOUGH, W. A. CO. 79 Cambridge St.
HENDERSON DIRECTORIES, LTD. 279 Garry St.
HILL DIRECTORY CO., INC. 8 North 6th St.
HUBER DIRECTORY CO. 321 Dry St.
HUDSPETH DIRECTORY CO., INC. 762 First Nat. Bank Bldg.
INTERSTATE DIRECTORY CO. 738 E. Elm St.
KIMBALL DIRECTORY CO. 17 Flower Bldg.
LOS ANGELES DIRECTORY CO 120 E. 8th St.
LOVELL, JOHN & SONS, LTD. 423 St. Nicholas St.
MCKINLEY-REYNOLDS CO. 119 E. Ottawa St.
MANNING, H. A. CO. 33 Lyman St.
MIGHT DIRECTORIES, LTD. 74 Church St.
MINNEAPOLIS DIRECTORY CO. 600 McKee Bldg.
MORRISON & FOURMY DIRECTORY CO. 412 Zindler Bldg.
PIONEER DIRECTORY CO., INC. 431 Howard St.
POLK-CLEMENT DIRECTORY CO., INC. 70 W. Chippewa St.
POLK, R. L. & CO. 431 Howard St.
" " " 354 4th Av.
" " " 367 W. Adams St.
" " " 416 Endicott Bldg.
" " " 604 Mission St.
" " " 401 N. Broad St.
" " " 545 6th Av.
" " " 71 Columbia St.
" " " 411 N. 10th St.
" " " 1023 Alakea St.
" " " 245 Meadow St.
" " " 58 Market St.
" " " Times Bldg.
" " " 423 Jay St.
" " " 179 Lincoln St.
" " " 860 Third St.
" " " 348 Baronne St.
" " " 125 Pender West
" " " 445 Huron Bldg.
" " " 165 Middle St.
" " " 29 Rebecca St.
" " " Walsh Bldg.
" " " 905 E. Main St.
" " " 1012 N. Third St.

Please mention this Directory when dealing with Advertisers
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

CAPITAL and SURPLUS
$4,000,000
Forty-eight Years Experience