

You are consulting this Directory!

**So are other Business Men in
all parts of the World.**

How do you stand with regard to them?
Is your representation adequate?
Do your listings cover all your interests?

*Advertisements in this Directory cost
little, reach every corner of the
country through Directory Libraries
and Business Houses. This Directory
is consulted daily. It will pay you to
get in touch with the publishers.*

SAMPSON & MURDOCK CO.

INCORPORATED

179 LINCOLN STREET

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BOSTON, MASS.

BRIGHTON PLACE DAIRY**45 FULTON ST. — GLENWOOD 144 — ROCHESTER**

YOU LIKE to Patronize those
Concerns Who are in Business
to Stay.

It's human to expect that such business establishments always stand back of the wares they sell.

The advertising in this Directory is suggestive of the stability and permanency of the advertisers.

Frauds, fakes, get-rich-quick and other schemers have little use for directory advertising. It lives too long.

The modern city directory is a business institution. It occupies a place peculiarly its own. It is as necessary to the progress and development of a city generally as anything naturally would be which deals with such a fundamental as the citizens themselves.

IF YOU ARE NOT ADVERTISING YOUR BUSINESS IN THE DIRECTORY, MAY WE EXPLAIN HOW AND WHY IT WILL PAY YOU.

SAMPSON & MURDOCK CO., Inc.

Directory Publishers for 90 years

179 LINCOLN STREET

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BOSTON, MASS.

Sampson & Murdock Company's
Directories have been made
and sold for over
Eighty Years

*People who use them understand
why they are more popular to-day
as an advertising medium than ever*

Sampson & Murdock Co., Inc.

179 LINCOLN STREET

BOSTON, MASS.

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.
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.
LANSING DIRECTORY PUBLISHERS INC.	119 E. Ottawa St.	Lansing, Mich.
LOS ANGELES DIRECTORY Co.	120 E. 8th St.	Los Angeles, Cal.
LOVELL, JOHN & SONS, LTD.	423 St. Nicholas St.	Montreal, Canada
MCCOY DIRECTORY Co.	212 Rockford News Tower	Rockford, Ill.
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.
" " "	Arcade Bldg.	Utica, N. Y.
POLK-GOULD DIRECTORY Co.	411 N. 10th St.	St. Louis, Mo.
POLK-HUSTED DIRECTORY Co.	1023 Alakea St.	Honolulu, T. H.
PRICE & LEE Co.	248 Meadow St.	New Haven, Conn.
ROBERTS BROS. Co.	58 Market St.	Lockport, N. Y.
ROTHBERGER DIRECTORY Co.	Times Bldg.	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.
SUN DIRECTORIES, LTD.	125 Pender West	Vancouver, B. C.
TOLEDO DIRECTORY Co.	445 Huron Bldg.	Toledo, Ohio
TOWER FRED L. COMPANIES	165 Middle St.	Portland, Me.
VERNON DIRECTORIES, LTD.	29 Rebecca St.	Hamilton, Ont., Can.
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.

WARNING!

“He Was a Stranger and He Took Me In”

Unknown solicitors representing various questionable publications take at least \$100,000.00 from Rochester business and professional men annually.

These publications include many one time directories and business indexes which are unauthorized by organizations which the solicitor claims to represent. They are of no value to anyone except the promoter.

Included in a list of over one hundred on file in this office, are the following classifications:

<i>Travel and Hotel Directories</i>	<i>Trade Indexes</i>
<i>Railroad Employees' Journals</i>	<i>Business Guides</i>
<i>Buyers Commercial Register</i>	<i>National Reference Guides</i>
<i>Sellers Reference Guides</i>	<i>N. Y. State Business Directories</i>
<i>Buyers Classified Guides</i>	<i>Industrial Directory</i>
<i>Sheriffs' & Police Officers' Directories</i>	

Before paying for advertising in out-of-town directories represented by strangers, verify your signature and check the source of the order. BEFORE YOU SIGN, Phone this office for a report on the publication. Our information costs you nothing and may save you much—if you

INVESTIGATE—BEFORE YOU INVEST

BETTER BUSINESS BUREAU OF ROCHESTER, INC.

1423 LINCOLN-ALLIANCE BANK BUILDING

Phone Stone 330



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

OF ROCHESTER

ROCHESTER, NEW YORK

Nine Convenient Offices

Throughout the City

Also in Sedus, Webster, Avon and Palmyra

Member of Marine Midland Group

Member Federal Deposit Insurance Corp.

ROCHESTER TRUST

and Safe Deposit

COMPANY

Main Street West and Exchange

CAPITAL and SURPLUS

\$4,000,000

Forty-nine Years Experience

Member Federal Deposit Insurance Corp.