



The Alphabetical Section---

A guide to the population, its activities and addresses.

The Buyers' Guide---

To the commercial, professional and industrial interests.

The Classified Section---

A guide to the many business interests, arranged under typical headings.

The Householders' Guide---

A guide to the streets and avenues and the residents and tenants thereon.

The Guide Post to the City

*Is Never Further Removed From You
Than the Nearest City Directory*

Anything and Everything you might wish to learn as regards the civic, social, commercial or industrial life and phases of the community is therein, at your finger tips, in a concise, correct, non-partisan, and detailed manner. The information is completely standardized in order that it may be just as easy for you to find what you wish to determine in any City Directory, as in the Directory of your own city.

For free access to the books of other cities visit the nearest City Directory Library. A list of the City Directory Libraries, together with a privilege card will be sent you upon request to

SAMPSON & MURDOCK CO.

(INCORPORATED)

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BOSTON, MASS.

SIBLEY, LINDSAY & CURR CO.— *Rochester's Largest Retail Institution* —

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It saves time. The ads are classified. Your customers find you instantly. It's the logical place for them to go because its an index to the city

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a hundred years from now**

It seems a long time in this era of change but it is a fact that the influence of our forefathers is often carried on for generations.

Especially in business and financial affairs is the record of the past liable to be of vast importance to the present.

The silent testimony of old directories is often accepted by courts as valuable evidence and too much care cannot be taken by business men to insure that all such records are accurate and complete.

Unlike most other mediums for advertising, the Directory is kept on file in many law and public libraries for years after its immediate usefulness as an address book has disappeared and it becomes a permanent record of the firms and individuals listed therein.

A very small sum insures adequate representation from year to year and such record may prove of great service at some future date.

For particulars consult

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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 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

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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:

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| <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> | |

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