

# F. P. VAN HOESEN CO., INC.

*Paints — Wall Paper — Window Shades — Venetian Blinds*

41-45 ST. PAUL STREET

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PHONE STONE 473

## 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 it costs.

**R. L. POLK & CO., Inc.**

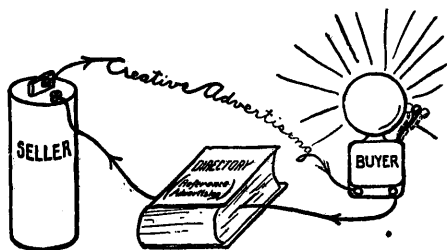
729 Powers Building

Rochester, N. Y.



More goods are bought and sold through the Classified Business Lists of the Directory than any other medium on earth.

## *The Return Circuit in Advertising*



*The circuit must be completed before the bell will ring  
The Buyer must find the Seller before a Sale is made*

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**Creative Advertising**—in newspapers, magazines, billboards etc., tends to suggest wants and to create desire.

Before a sale results the initiative must pass from Seller to Buyer.

When this happens the Buyer begins actively to seek where he can best supply his wants.

**This Directory** is a logical place to look (at least our subscribers tell us they use it for this purpose) and the Reference Advertising herein has assisted many sales.

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**Have you made it easy for Buyers to find *You?***

# 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.	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.
HUDSPETH DIRECTORY Co., INC.	762 First Nat. Bank Bldg.	El Paso, Texas
INTERSTATE DIRECTORY Co.	211 S. Central St.	Parsons, Kan.
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.	905 E. Main St.	Dallas, 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.
" " "	179 Lincoln St.	Boston, Mass.
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.	Lorkport, N. Y.
ROTHBERGER DIRECTORY Co.	Times Bldg.	Chatanooga, Tenn
SACRAMENTO DIRECTORY Co.	423 Jay St	Sacramento, Cal.
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 St.	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.

# ORGANIZED TO PREVENT LOSS

**T**HE BUREAU was founded fourteen years ago by the Ad Club of Rochester and receives its support through voluntary membership subscriptions. The firms and individuals who believe that "Honesty is the Best Policy," and know that correct advertising will place business on a more substantial and permanent foundation, subscribe in proportion to their business interests.

The fact that a business firm is not a member of the Better Business Bureau and does not subscribe to its work is not necessary proof that that organization does not believe in "Truth in Advertising and Integrity in Business," but when you know that the firm you deal with is a member of the Bureau, you know that the members of that firm are interested in your welfare to a degree that they are willing to financially support an organization which considers your protection one of its main objects.

The Bureau is incorporated and governed by a Board of Directors consisting of 21 well-known business men, each representing a responsible business firm.

The Bureau is a non-profit organization affiliated with more than 50 other Bureaus throughout the United States and Canada; it is an independent organization for your benefit and protection and its services are free to the consuming public. It protects your interests, helps to maintain confidence in representative business institutions of Rochester and makes this city a safe place in which to buy.

## THE BUREAU HAS NOTHING TO SELL

The voluntary membership of the Bureau includes all Newspapers, Broadcasting Stations, Banks, Financial Institutions, and other business firms including Manufacturers, Retailers, Insurance, Professional and Service groups.

Business interests and the public depend upon the Bureau for FACTS.

The Bureau is NOT affiliated with ANY LOCAL ORGANIZATION OR PUBLIC OFFICE.

## BETTER BUSINESS BUREAU of ROCHESTER INCORPORATED

1423 LINCOLN-ALLIANCE BANK BUILDING

Phone: STONE 330-331

**This organization is supported by reputable business institutions, and operates, without profit, to promote fair dealing and integrity in the printed and spoken word. Our service is offered without charge—we have nothing to sell.**



3 9077 04695 3702

**CONTRACTORS  
MOTORS**

**MANUFACTURERS  
REPAIRS**

**T. H.  
GREEN  
ELECTRIC  
CO.  
INC.**

**MAIN 555  
31 N. WATER ST.**

**MAIN 550  
ROCHESTER, N. Y.**

**UNION TRUST COMPANY  
OF ROCHESTER**

**ROCHESTER, NEW YORK**

**Nine Convenient City Offices**

**Also in Sodus,  
Webster, Avon, Palmyra and East Rochester**

***A Marine Midland Bank***

**Member Federal Deposit Insurance Corp.**

**ROCHESTER TRUST  
*and Safe Deposit*  
COMPANY**

***Main Street West and Exchange***

**CAPITAL and SURPLUS  
\$4,000,000**

**Over Fifty Years Experience**

***Member Federal Deposit Insurance Corp.***