

Association of North American Directory Publishers

Members of Directory and Reference Media Department of Associated Advertising Clubs of the World

OFFICERS:

- J. Martin Gardner, Pres.**
76 Church Street,
Toronto, Canada.
- R. L. Polk, Jr., 1st V-Pres.**
431 Howard Street,
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- H. A. Manning, 2nd V-Pres.**
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524 Broadway, cor. Spring
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W. H. Lee, New Haven.
D. W. Bowman, Akron.
G. D'W. Marcy, Boston.

General Offices: 524-528 Broadway, cor Spring St., New York City

The Association of North American Directory Publishers is composed of reputable City Directory Publishers, organized for the general advancement of the Directory business. Any person, corporation or firm engaged in business as owner and publisher of a City Directory in the United States or Canada, who shall qualify as competent to gather information and compile a City Directory and furnish satisfactory references, is eligible to membership.

The objects of the Association are:

First. The advancement of the Directory business and the improvement of Directories by the interchange of ideas and the exchange of experienced employes.

Second. To provide protection to the public against fraudulent advertising schemes which operate under the name of Directories, and to drive unprincipled promoters of the same out of business.

Third. To provide permanent and profitable employment to competent, industrious and honest Directory canvassers and compilers.

Fourth. For the mutual protection and advancement of the established and prospective interests of all who may become members, by personal advice and assistance of members as may be mutually satisfactory, desirable or advisable, and by such other means as may, from time to time, be shown to be wise, proper and lawful.

All members of this association have subscribed to the following

STANDARDS OF PRACTICE

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 such headings as best describe it, and to treat additional listings as advertising, to be charged for at regular rates.
4. To increase public knowledge of what directories and reference media contain; to study public needs and make directories and reference media to supply them; to revise and standardize methods and classifications so that what is wanted may be most easily found, and the directory and reference media be made to serve their fullest use as business and social reference books and directories of buyer to seller and seller to his market.
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 publication.
7. To avoid misrepresentation by statement or inference regarding circulation, placing the test of reference publicity upon its accessibility to seekers as well as on the number of copies circulated.
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 and reference media in public service and then to strive in every legitimate way to promote that function.

\$100.00 REWARD will be paid by the Association for the arrest and conviction of any person or persons engaged in publishing, collecting or canvassing for any fraudulent or "fake" Directory.