

order, followed by the named streets in alphabetical order; the numbers of residences and business concerns are arranged in numerical order under the name of each street, and the names of the householders and concerns are placed opposite the numbers. The names of the intersecting streets appear at their respective crossing points on each street. Special features of this section are the designation of tenant-owned homes and the designation of homes and places of business having telephones. Telephone numbers as supplied to us on canvass are shown opposite the name.

IV. THE NUMERICAL TELEPHONE DIRECTORY for Santa Rosa is the fourth major department, printed on blue paper.

Community Publicity

The Directory reflects the achievements and ambitions of the community, depicting in truthful terms what it has to offer as a place of residence, as a business location, as an industrial site, and as an educational center. To broadcast this information, the publishers have placed copies of this issue of the Directory in Directory Libraries, where they are readily available for free public reference and serve as perpetual and reliable advertisements of Santa Rosa, for business men, everywhere, realize that the City Directory represents a community as it really is.

The Santa Rosa Directory Library

Through the courtesy of the publishers of the Santa Rosa City Directory, a Directory Library is maintained in the offices of the Santa Rosa Chamber of Commerce, for free reference by the general public. This is one of the 700 Directory Libraries installed in the chief cities of the U. S. and Canada by members of the Association of North American Directory Publishers, under whose supervision the system is operated.

The publishers appreciatively acknowledge the recognition by those progressive business and professional men who have demonstrated their confidence in the City Directory as an advertising medium, with assurance that it will bring a commensurate return.

R. L. POLK & CO.,
Publishers.