

# INTRODUCTION AND GENERAL INDEX

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R. L. POLK & CO., publishers of more than 1,400 other city, county, state and national Directories, present to subscribers and the general public, this, the 1968 edition of the Santa Rosa City Directory.

Confidence in the growth of Santa Rosa's wealth, industry and population, and in the advancement of municipal and social activities, will be created as sections of this Directory are consulted, for the Directory is a mirror truly reflecting Santa Rosa and vicinity to the world.

The enviable place occupied by R. L. POLK & CO.'S Directories in offices, stores, libraries and homes throughout the country has been established by rendering the best in Directory service. With an unrivaled organization, and having the courteous and hearty cooperation of the business and professional men and residents, the publishers feel that the result of their labors will meet with the approval of every user, and that the Santa Rosa Directory will fulfill its mission as a source of authentic information pertaining to the community.

## Four Major Departments

The four major departments are arranged in the following order: —

I. THE BUYERS' GUIDE constitutes the first major department of the Directory, printed on yellow paper. In the first section of this department, grouped under appropriate headings, are included the advertisements and business cards of firms and individuals desiring to make a complete presentation of their products or services. Following this is the Classified Business section which embraces a list of the names and addresses of all business and professional concerns of the city, arranged in alphabetical order under appropriate headings—a catalog of all the activities of the city. The Buyers' Guide represents reference advertising at its best, and merits the attention of all buyers and sellers seeking sources of supply or markets for goods. In a busy and diversified community like Santa Rosa, the necessity of having this kind of information up-to-date and always immediately available, is obvious. The Directory is the common intermediary between buyer and seller, and plays an important role in the daily activities of the commercial, industrial and professional world.

II. THE ALPHABETICAL LIST OF NAMES of residents, business firms and corporations for Santa Rosa is the second major department, printed on white paper. This is the only record in existence that aims to show the name, marital status, occupation and address of each adult resident of Santa Rosa and the name, official personnel, nature and address of each firm and corporation in the city.

III. THE DIRECTORY OF HOUSEHOLDERS, INCLUDING STREET AND AVENUE GUIDE is the third major department, printed on green paper. In this section the numbered streets are arranged in numerical order, followed by the named streets in alphabetical order; the numbers of the 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 owner occupied homes, the listing of telephone numbers and Zip Code numbers.

IV. THE NUMERICAL TELEPHONE DIRECTORY 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