

## PREFACE.

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In presenting this, the first edition of the OAKLAND DIRECTORY, to the public, the publisher would ask of the people a generous allowance for any and all errors which may have escaped his notice in compiling the work.

To carry to a successful termination a publication of this kind requires a thorough knowledge of the work to be performed. Although our experience as an advertising agent and canvasser extends back a number of years, both in the East as well as on this coast, which has brought us continually in contact with the mercantile and manufacturing community, yet it was with a degree of caution that we began the compilation of the present work. In making our canvass, several impediments were presented to us. Among the most prominent was the difficulty we experienced in getting competent men to canvass for the *names proper*, and the incorrect manner in which the information was given at the dwellings. This will, we trust, in a manner explain away this portion of the errors, as the canvassers claim that the names are spelled as given to them. Another very great embarrassment under which we have labored was the tardiness of our patrons in furnishing the subject matter for their advertisements. This last mentioned circumstance has delayed the issue of the work a number of weeks, besides giving us much additional trouble and expense, and although we have done all that perseverance could accomplish under the circumstances, yet there will probably be some who will without reflection feel disposed to find fault with our apparently inexcusable delay, when at the same time they may have been themselves in part the cause of our hindrance by not furnishing their copy in time, and agreeable to their oft-repeated promises. Therefore, this explanation