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## INTRODUCTION

The publishers present the 1923 edition of the Oakland, Berkeley and Alameda Directory to its patrons and users with confidence as to the complete and correct information contained therein.

The general arrangement is the same as in the past; the letter "A" following a name signifies Alameda; "B," Berkeley and "Pied," Piedmont. The Classified Section is arranged in the same manner.

The "BUYERS GUIDE" occupies pages 7 to 124. This section includes advertisements of the leading manufacturers, business and professional men of the East Bay District, arranged by departments and indexed under classified headings. A careful perusal of this section of the directory will be found interesting.

The Miscellaneous Section, giving information as to Churches, Fraternal and Secret Societies, Lodges, Civic and Miscellaneous Organizations, Parks, Etc., will be found on pages 139 to 150.

The Street and Avenue Guide commences at page 151. The Classified Section in the back of the book is complete and lists every business and profession under correct headings.

Names coming in too late to appear in the regular Alphabetical Section will be found on page 137.

From information gathered in our canvass we estimate the **POPULATION** of the East Bay community to be 400,000.

### Directory Library

A library of City and County Directories is maintained by the publishers at 470 13th Street for the free use of their patrons. As the latest Directories are issued they will be added to the Library, thereby keeping it up to date from year to year. We extend a cordial invitation to each and every one of our subscribers to make frequent use of this Library and to consult the directories on file here as often as wished.

### Advertising Oakland

The Oakland, Berkeley and Alameda Directory is placed in the Directory Libraries throughout the United States and in many of the larger hotels in New York, Chicago and other large cities, where it serves the public as a valuable book of reference and the city it represents as a splendid standing advertisement, for no other publication can convey such an idea of the city, its business interests and all the various institutions and organizations.

We are indebted to the Oakland Chamber of Commerce, Mr. Orton E. Lucas, Publicity Director, and to the Berkeley Chamber of Commerce, Mr. Charles Keelor, Managing Director, and the Alameda Times-Star, for the following interesting data: