

The Alphabetical List of Names of residents, business firms and corporations is included in pages 189 to 1459.

The Street and Avenue Guide of Oakland, Alameda and Berkeley covers pages 63 to 96. In this section the names of the streets and avenues are arranged in alphabetical order.

The Classified Business Directory is included in pages 1461 to 1606. This department lists the various manufacturing, mercantile and professional interests in alphabetical order under appropriate headings. This feature constitutes an invaluable and indispensable epitome of the business interests of the community. "The Directory is the common intermediary between Buyer and Seller." As such it plays no small part in the daily doings of the business world. "More goods are bought and sold through the Classified Business Directory Section than through any other medium."

Municipal Publicity

The Directory reflects the achievements and ambitions of the city, 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 give emphasis to their desire to broadcast this information over the country, the publishers have placed copies of this issue of the Directory in Directory Libraries, which are maintained in all the larger cities of the country, where they are readily available for free public reference and serve as perpetual advertisements of Oakland, Alameda and Berkeley, for business men the country over realize that the City Directory represents the community as it really is.

The R. L. Polk & Company Directory Library

There are over 400 of these Directory Libraries in the chain. One of them is maintained at the Oakland Chamber of Commerce. The publishers invite use of it by the public whenever in the need of information on other cities.

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

R. L. POLK & COMPANY