

# INTRODUCTION

R. L. Polk & Co. (publishers of more than 700 other city, county, state and national directories) presents to its subscribers and to the general public this 1937 edition of the Oakland Directory (which also includes Alameda, Berkeley, Emeryville and Piedmont).

Confidence in the growth of Oakland and its wealth, industry and population, as well as in the advancement of its municipal and social activities, will be created as sections of this directory are consulted, for truly the directory is a mirror reflecting Oakland to the world.

The enviable place occupied by Polk's directories in offices, stores, libraries and homes throughout our country causes the publishers to forecast the belief that the Oakland directory will fulfill its mission as a source of authentic information of any and every kind pertaining to our city. With an unrivaled organization having the courteous and hearty cooperation of the business and professional residents, the publishers feel that the results of their labor will meet with the approval of every resident of the city.

## POPULATION

The estimated population of the East Bay is 560,085, based on the number of individual names in the alphabetical section of the Directory, with due allowance for women and children, whose names are not included. Territory immediately adjacent, which is part of the city, as far as business and social life are concerned, is included in the Directory.

## FOUR MAJOR DEPARTMENTS

The several essential departments are arranged in the following order:

The Street and Avenue Guide of Oakland, Alameda and Berkeley covers pages 19 to 42. In this section the names of the streets and avenues are arranged in alphabetical order.

The Alphabetical List of Names of residents, business firms and corporations is included in pages 45 to 940.

The Buyers' Guide, pages 1201 to 1236, printed on tinted paper, contains the advertisements of the leading manufacturing, business and professional interests of Oakland, Alameda and Berkeley. These pages will be found particularly interesting and instructive to the substantial elements of the city. The advertisements have been carefully grouped by departments and are indexed under headings descriptive of the business represented. This is reference advertising at its best, and as such, merits a survey by all buyers keen to prime themselves on source of supply. The city's activities, in many interesting phases, are interestingly pictured to reveal what it has in its show window. In an ambitious and progressive community like Oakland the need of this kind of information readily at hand is very great and frequently pressing. General appreciation of this fact is evidenced by the liberal patronage the City Directory enjoys in the many fields which it serves.

The Classified Business Directory is included in pages 1237 to 1312. 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 450 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 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