



# THE BLUE BOOK

*During the last year affairs on the Pacific Coast have improved in a measure that has no precedent in our history. The stirring events in military circles and the policy of expansion that has become a prominent feature of our civil polity has given us a season of prosperity, especially in San Francisco, that has awakened a growing interest in commercial circles and social matters.*

*Favorable conditions have given us advantages never enjoyed before in bringing out the present volume of the Blue Book. In 1887, we undertook the delicate and arduous work of compiling the names and addresses of the prominent men and women in San Francisco, and the leading suburban and interior cities of California. Annually since that time we have published a Blue Book and in presenting this, the twelfth volume, we do so with a conscious pride that it is the best issue ever published on the Pacific Coast, and compares favorably with any similar work in the United States or Europe. The large subscription list we have already secured attests the growing popularity of this publication.*

*Each year we have added new features and the present number has been enlarged to meet the additional names and addresses of notable people, taking in an extended scope, among which is a department for our new acquisition, the Hawaiian Islands.*

*We have not only enlarged our work, but made many improvements and substantial utilities. Among these are a high grade and superior quality of paper manufactured especially for our use; the names of the club members are printed in capitals with their business addresses; several prominent clubs added, the leading ladies' clubs of San Francisco and suburban cities; the permanent guests of the leading hotels and summer resorts; official diagrams of the leading theatres; a shopping guide and business reference which shows the leading firms and professional people, classified and alphabetically arranged.*

*We take this opportunity to acknowledge with thanks the many suggestions and invaluable assistance given by our friends in the compilation of the Blue Book, making it an authority and reference for those who have attained the highest social standing in the community or who belong to social clubs as well as to business organizations.*

THE PUBLISHER.

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