



An unprecedented season of prosperity on the Pacific Coast, with a steady and substantial growth in population of people of leisure and wealth, who have and are building homes where climatic conditions are so favorable to happiness and health, and where the husbandman and fruit-grower has ample assurance and substantial reward for his labor and investments, has given us unusual advantages in publishing a work especially adapted to the highest civilization.

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 fourteenth 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, and in this connection we have the highest endorsement by the most prominent business houses by their patronage in advertisements.

Each year we have added new features and the present number has been enlarged to meet the additional names and addresses of notable people, as also a location of names on the several streets numerically on the odd and even numbers.

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 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.

THE PUBLISHER.

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