



## INTRODUCTION

IT gives us great pleasure to present herewith to our patrons and the public the sixteenth annual edition of the "Blue Book" for the season of 1904. We have been liberally supported the present year and return thanks to our lady patrons for their kindly appreciation of it.

We have used the utmost care and discrimination in the compilation and have spared neither time nor money to make the work complete and accurate. The difficulty attending the publication of such a book can be easily appreciated. We trust, therefore, that any errors or omissions will be brought to our notice, that they may be corrected in the future.

Our club list has been carefully revised and materially increased; this is, in itself, a valuable directory. Attention is invited to The San Francisco Street Railway Guide and California Federation of Women's Clubs.

It has been our constant endeavor to deal with the utmost fairness in the selection of the names contained herein, the chief mission being to supply the home of our people with the correct addresses of friends and acquaintances. That the people appreciate the work in the spirit it was promulgated is evidenced by the liberal support we have been accorded in the past. In furtherance we would say that nothing speaks more emphatically for what San Francisco is to-day and will be in the future than the confidence the people themselves have in the city wherein they live and have their own.

---

---

### NOTICE TO BLUE BOOK SUBSCRIBERS

Shopping by mail order or by telephone call is one of the modern conveniences extended to patrons through the announcements in the Blue Book. Additional business information and illustrated catalogues will be sent gratis upon application.

---

---

WE desire to announce that, having exercised the greatest care in publishing the advertisements of responsible and honest concerns only, we will absolutely guarantee our subscribers against loss due to fraudulent misrepresentation in any advertisement appearing in this issue. It is a condition of this guarantee that all claims for losses sustained shall be made within at least sixty days after the appearance of the advertisement complained of; that the reader shall mention in his communications to advertisers that he is acting upon an advertisement appearing in the Blue Book for 1904; and that the honest bankruptcy of an advertiser, occurring after the printing of an advertisement by us, shall not entitle the reader to recover loss from us, but only to our best services in endeavoring to secure the return of the money. We cannot, moreover, hold ourselves responsible for the accuracy of ordinary trade talk," nor for the settling of minor disputes or claims between the advertiser and customer.  
—The Publisher.