



In the march of the highest civilization, westerly, through most advantageous conditions, the Pacific Coast in its development has become the Mecca for the people of every nation. Our commerce through the Golden Gate has quadrupled during the last year, and the notable gatherings of societies and select excursions to the

Metropolis of California has been increasing annually for the last decade. The manifold comforts of our equable climate has attracted people of thrift and ample fortune, and we say without vanity or boastfulness that the resident population of California is a representative class of an enlightened, select and prosperous community.

In selecting the names of 25,000 families from what is known as people of social standing and the highest respectability, we have found it a growing and difficult task to keep a reliable record of the noted families who have within the last year chosen this favored land for their future home.

It is most satisfactory to feel that our efforts have been appreciated by the Society people of California during the fifteen years of our publication, the Society Blue Book having become one of the leading features of our State.

Each year we have added some new feature that has made the work an attractive, reliable and most useful reference among select families, merchants, visitors and professional men.

We have by diligence endeavored to make addresses of each family or individual correct to the date of publishing, and in presenting this 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.


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.

Printing, Binding, Presswork and Art Work Executed by  
The Myself-Rollins Co., 22 Clay St.  
Art Color Printing Designed by J. T. Short

Shopping by Mail and by Telephone is a convenience extended to Blue Book subscribers. Introducing a selected list of the very best places to trade, of the various business houses who cater to the wants of the wealthy and fashionable people of California.

 Please mention the Blue Book when shopping.