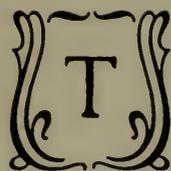


Introductory



THE Publishers in presenting this, the **Twenty-Eighth Annual Edition** of the Oakland, Berkeley and Alameda Directory, have put forth every effort to make their work as accurate as possible. The gathering of and compilation of the data herein contained in a work of this magnitude has demanded a great amount of labor, which has been accomplished with painstaking care by our employes.

A thorough and complete canvass of every house in a radius of approximately seventy-five square miles has been made and we desire to thank all who have assisted us in contributing the information which has made this work possible.

Men well qualified for the work have visited every dwelling in the city, have visited every workroom and office, and persistently and patiently plied their questions; have hunted up citizens in the most remote and obscure locations, ascertained the names of those residents who were temporarily absent from the city, and of all the humbler citizens whom circumstances force to move frequently.

The directory is not merely a list of names with occupations and addresses; it is a general encyclopedia of the City and its environs. The U. S. Government spends \$12,000,000 annually to present statistics, which the directory gives locally, and the directory publisher presents these facts with his statistical matter, and aside from the list of names and the great value of enabling one to find all persons and places in the city at one time, and every line of business and those engaged in any calling the directory presents invaluable statistics to the city each year as to its growth and prosperity.

POPULATION.

Owing to the general depression that has shadowed the locality in the past year we find that from a standpoint of number in population that Oakland, Berkeley and Alameda have held their own, and that each city shows an increase in population, yet not of such rapid growth as has been shown in previous years.

The present volume contains by actual count, after deducting all names of firms, churches, schools, etc., the names of 111,808 persons, of which 79,872 are shown in Oakland, 21,352 in Berkeley and 10,584 in Alameda. Taking these figures as a basis in computing the population and estimating that each name in the directory represents at the rate of $2\frac{3}{4}$ persons, which is considered by all directory publishers as a conservative multiple, we find the population as follows:

Population of Oakland	219,648
Population of Berkeley	64,056
Population of Alameda	27,405
Total	311,109

An increase of 11,287 over 1914.