

Prefatory



IN issuing from year to year lists of society people in the prominent cities of the Pacific Coast, we feel that we are doing good and beneficial work. In the constant interminglings arising from business, health, or pleasure seeking, it is well to know and convenient to have at hand the names of those who are most conspicuous in the several centers of population by virtue of their social standing, which is to some extent a guarantee of respectability and merit. Society has its forces, equal or superior to the powers of mind or money. Success in life as often depends on social standing as on money or intellectual ability.

Then there is the quality of culture to be considered; social intercourse is the great and fundamental civilizer, without which there could be no advancement, nor any of those refining influences which elevate and purify mind and morals, and lie, indeed, at the foundation of all progressional phenomena.

It is the aim of the Publishers to make this book as correct and useful as possible, to insert the names of all persons entitled to a place in the work, and to exclude all those not having a right to a place therein. A canvass is made and the work re-written anew every year. New features are constantly being added, and the publication is kept abreast of the times in every particular.



Suggestions from Patrons are always thankfully received.

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