



INTRODUCTION

IT Gives us great pleasure to present to our patrons and the public the Twentieth annual edition of "The Blue Book" for the season of 1907-8. We have been liberally supported this year and return thanks to our patrons for their appreciation.

We have used the utmost care and discrimination in the compilation 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.

The club lists have 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 homes of our people with the correct addresses of friends and acquaintances. That the people appreciate the work is evidenced by the liberal support we have been accorded in the past. In furtherance we would say nothing that 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 ALL BLUE BOOK SUBSCRIBERS.

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

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THE PUBLISHER.