



IT GIVES us great pleasure to herewith present to our patrons and the public the thirtieth annual edition of the "BLUE BOOK" for the season of 1918. We have been liberally supported the present year in our efforts to make the work accurate and complete, and re-

turn thanks to our patrons for their kindly appreciation of it.

The "BLUE BOOK" contains the names and addresses of fifty thousand selected householders, taken from over one million inhabitants of this city and State for easy reference by the wives and daughters at home, and the commercial and professional community in their offices and counting-rooms.

We particularly desire to call attention to a complete list of officers and the individual members of the leading clubs of California. These lists have been furnished by the officials of their respective clubs, and are thoroughly reliable up to date of going to press.

The procuring and printing of these names have added much to the cost of the work; we, however, feel assured that our efforts to make it complete in every detail will be fully appreciated by our many patrons.

We owe our advertisers a hearty expression of our grateful appreciation of the good will they have shown, and have tried to pay our indebtedness to them by the general excellence of our publication.

If we have been guilty of any unintentional errors or omissions, we will be greatly obliged to our patrons if they will inform us of them, so that they may be avoided in future editions.

Respectfully,

THE PUBLISHER.

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.

Subscription price, one copy of book 6.00

Mail Orders Direct to Office,

Chas. C. Hoag, 340 Sansome Street, San Francisco

Telephone Douglas 1229