

and avenues are arranged in alphabetical order; the residences and business houses are arranged numerically under the name of each street and avenue, and the names of householders and business concerns are placed opposite the numbers.

THE CLASSIFIED BUSINESS DIRECTORY is included in pages 431 to 510. This department lists the various manufacturing, mercantile and professional interests in alphabetical order under appropriate headings. This feature constitutes an invaluable and indispensable epitome of the business interests of the community. "The Directory is the common intermediary between Buyer and Seller." As such it plays no small part in the daily doings of the business world. "More goods are bought and sold through the Classified Business Directory than through any other medium."

THE RURAL ROUTES are included in pages 249 to 272.

THE NUMERICAL TELEPHONE GUIDE will be found on pages 531 to 552.

MUNICIPAL PUBLICITY

The directory reflects the achievements and ambitions of the city, depicting in truthful terms what it has to offer as a place of residence, as a business location, as an industrial site and as an educational center. To broadcast this information, the publishers have placed copies of this issue of the directory in Directory Libraries, where they are readily available for free public reference and serve as perpetual and reliable advertisements of Santa Cruz, for business men, everywhere, realize that the city directory represents a community as it really is.

THE SANTA CRUZ DIRECTORY LIBRARY

Through the courtesy of the publishers of the Santa Cruz Directory, a Directory Library is maintained in the offices of the Santa Cruz Chamber of Commerce, for free reference by the general public. This library is one of the system of more than 400, installed and operated in the chief cities of the United States and Canada, under the supervision of the Association of North American Directory Publishers, of which R. L. Polk & Co. is a member.

The publishers appreciatively acknowledge the recognition by those progressive business and professional men who have demonstrated their confidence in the city directory as an advertising medium, with assurance that it will bring a commensurate return.

R. L. POLK & CO., Publishers.