

INTRODUCTION

The present volume constitutes the 1924 edition of the Crocker-Langley Directory of San Francisco. The work embodies all available and vital data relating to the civic, commercial, financial, social and industrial interests and activities of the municipality.

The publication has had the benefit and advantage of the complete organization of the publishers solely devoted to this enterprise, and of the skill and experience of their corps of enumerators and compilers, in the production of the volume.

The several features of the Directory which have given such satisfaction to patrons in former issues have been retained, while several have been amplified and improved, as suggested by experience. The standard attained in the previous issues is fully maintained in this one, and the Directory will prove to meet the needs and requirements of patrons as fully as its predecessors and be found to be complete in all its parts.

The several departments of the Directory are arranged in the following order:

THE BUYERS' GUIDE occupies pages 5 to 108; this section of the Directory, printed on tinted paper, includes numerous advertisements of the leading manufacturing, business and professional interests of San Francisco. They have been carefully grouped by departments and are indexed under classified headings and otherwise in various parts of the Directory. A casual perusal of these advertisements will picture many interesting phases of the city's activities. They are not display advertisements, primarily, however, but rather are reference advertising at its best. In a bustling, manufacturing city like San Francisco the need for this kind of information readily at hand is very great, and the general appreciation of this need is evidenced by the liberal patronage the city Directory enjoys in many and varied lines of trade.

THE DEPARTMENT OF MISCELLANEOUS INFORMATION is included in pages 117 to 134, and contains data concerning State, City and County Governments, Federal Government officers in the city, the courts, commercial organizations, art societies, cemeteries, crematories, churches (denominational and miscellaneous), colleges and private schools, exchanges, courts, hospitals, homes and asylums, building exchange and associations, institutes and societies, labor unions, libraries, military and naval organizations, public schools, secret societies, etc.

THE STREET AND AVENUE GUIDE is embraced in pages 135 to 159; in this feature the names of all streets and avenues are arranged alphabetically, giving beginning and ending and line of general direction. In the case of the most important streets and avenues, intersecting streets and avenues are shown with the number at the cross streets or avenues indicated.

THE ALPHABETICAL LIST OF NAMES of citizens, business firms and corporations covers pages 169 to 1501.

THE CLASSIFIED BUSINESS DIRECTORY occupies pages 1503 to 1802, and exhibits the various manufacturing, mercantile and professional names, compiled under headings appropriate to the class of industry or profession followed.