

# INTRODUCTION

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The present volume constitutes the 1927 edition of the Crocker-Langley Directory of San Francisco. The work embodies a complete epitome of the civic, commercial, social and industrial interests and activities of the municipality. It is a modern Directory in all its parts and includes all of the essential features which have been proven so satisfactory to our patrons in previous issues; these have been retained and amplified, and improvements have been added as suggested by experience in order to add to the value and usefulness of the Directory, thus fully meeting the requirements of patrons; the approbation and continued patronage accorded the work are constant incentives to better service.

The publication has had the benefit and advantage of the complete organization and resources of the publishers, and of the skill and experience of their corps of enumerators and compilers added to the courteous co-operation of citizens, in the production of the volume.

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

THE DEPARTMENT OF MISCELLANEOUS INFORMATION is included in pages 11 to 33, and contains data concerning State, City and County Governments, Federal Government officers in the city, the courts, commercial organizations, art societies, churches (denominational and miscellaneous), exchanges, courts, 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 34 to 57; 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 BUYERS' GUIDE occupies pages 65 to 216; 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 ALPHABETICAL LIST OF NAMES of citizens, business firms and corporations covers pages 217 to 2304.

THE CLASSIFIED BUSINESS DIRECTORY occupies pages 2305 to 2585, and exhibits the various manufacturing, mercantile and professional names, compiled under headings appropriate to the class of industry or profession followed.