

INTRODUCTION

R. L. POLK & CO., publishers of the San Francisco Directory, as well as more than 700 other city, county, state and national directories, present to subscribers and the general public, this, the 1929 edition of the San Francisco Directory.

Confidence in the growth of San Francisco's wealth, industry and population, and in the advancement of its municipal and social activities, will be created as sections of this directory are consulted, for the directory is a mirror truly reflecting San Francisco to the world.

The enviable place occupied by R. L. POLK & CO.'S directories in offices, stores, libraries and homes throughout the country, has been established by rendering the best in directory service. With an unrivaled organization, having the courteous and hearty cooperation of the business and professional men and residents, the publishers feel that the result of their labors will meet with the approval of every user, and that the San Francisco Directory will fulfill its mission as a source of authentic information pertaining to the city.

POPULATION

The estimated population of San Francisco is 756,188, based on the number of individuals' names in the alphabetical section of the directory, with due allowance for children and for women whose names are not listed separately from those of their husbands.

FOUR MAJOR DEPARTMENTS

The several essential departments are arranged in the following order:

THE BUYERS' GUIDE, pages 45 to 164, printed on tinted paper, contains the advertisements of leading manufacturing, business and professional interests of San Francisco. These pages will be found particularly interesting and instructive to substantial purchasing factors. The advertisements have been carefully grouped by departments and are indexed under headings descriptive of the business represented. This is reference advertising at its best and, as such, merits a survey by all buyers anxious to familiarize themselves with sources of supply. The city's activities, in many interesting phases, are authentically pictured. In an ambitious and progressive community like San Francisco, the necessity of having this kind of information immediately available, is very great and, frequently, pressing. General appreciation of this fact is evidenced by the liberal support the city directory enjoys in the many fields which it serves.

THE ALPHABETICAL LIST OF NAMES of residents, business firms and corporations is included in pages 217 to 1600.