

INTRODUCTION

R. L. POLK & CO., publishers of the San Francisco City Directory, as well as more than 700 other city, county, state and national directories, present to subscribers and the general public, this, the 1940 edition of the San Francisco City 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.

FIVE MAJOR DEPARTMENTS

The several essential departments are arranged in the following order:

THE HONOR ROLL, pages 8A to 8D, is an alphabetical list of the San Francisco commercial, industrial and professional concerns that have demonstrated their confidence in the City Directory as an advertising medium, and thereby insured its regular publication.

THE STREET AND AVENUE GUIDE is embraced in pages 17 to 34; in this feature the names of all streets and avenues are arranged alphabetically, giving beginning and ending, and line of general direction.

THE ALPHABETICAL LIST OF NAMES of residents, business firms and corporations is included in pages 37 to 1446.

THE BUYERS' GUIDE, opposite page 1448, 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 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 CLASSIFIED BUSINESS DIRECTORY is included in pages 1449 to 1612. 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."

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 San Francisco, for business men, everywhere, realize that the city directory represents a community as it really is.

THE SAN FRANCISCO CITY DIRECTORY LIBRARY

Through the courtesy of the publishers of the San Francisco City Directory, a Directory Library is maintained in the offices of the publishers at 604 Mission street, for free reference by the general public. This library is one of the system of more than 450 installed and operated in the chief cities of the U. S. 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.