

INTRODUCTION

R. L. POLK & CO., publishers of more than 750 city, county, state and national Directories, present to subscribers and the general public, this, the 1951 edition of the Crocker-Langley San Francisco City Directory.

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

The enviable position occupied by R. L. POLK & CO.'S Directories in the estimation of the public throughout the country, has been established by rendering the best in Directory service. With an unrivaled organization, and having had 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 five major departments are arranged in the following order:—

THE POSTAL ZONE GUIDE, on white paper, appears in pages 17 to 19. This section is reproduced verbatim from copy supplied by the postal authorities.

THE STREET AND AVENUE GUIDE, on white paper, is embraced in pages 21 to 38.

THE ALPHABETICAL LIST OF NAMES of residents and business and professional concerns is included in pages 45 to 1435, on white paper. This is the only record in existence that aims to show the name, marital status, occupation and address of each adult resident of San Francisco, and the name, official personnel, nature and address of each firm and corporation in the city. A special feature of this section is the designation of tenant-owned homes.

THE BUYERS' GUIDE, preceding the Classified and separately paged from 1 to 124, on goldenrod paper, contains the advertisements of leading manufacturing, commercial and professional interests of San Francisco. The advertisements are indexed under headings descriptive of the business represented. This is reference advertising at its best, and merits a survey by all buyers eager to familiarize themselves with sources of supply. In a great metropolis and port city like San Francisco, the necessity of having this kind of information immediately available, is obvious. General appreciation of this fact is evidenced by the many reference users of this City Directory service.

THE CLASSIFIED BUSINESS DIRECTORY is included in pages 1561 to 1704, on yellow paper. This department lists the names of all business and professional concerns in alphabetical order under appropriate headings. This feature constitutes an invaluable and indispensable catalog of the numerous interests of the community. The Directory is the common intermediary between buyer and seller. As such it plays an important part in the daily activities of the commercial and professional world. More buyers and sellers meet through the Classified Business Directory than through any other medium.

Municipal Publicity

The Directory reflects the achievements and ambitions of the city, depicting in unbiased terms what it has to offer as a place of residence, as a business location, as a port, as a manufacturing 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.

The San Francisco Directory Library

Through the courtesy of the publishers of the San Francisco City Directory, a Directory Library is maintained in their offices at 604 Mission St., for free reference by the general public. This is one of more than 600 Directory Libraries installed in the chief cities of the U. S. and Canada by members of the Association of North American Directory Publishers, under whose supervision the system is operated.

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.