

# INTRODUCTION and GENERAL INDEX

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R. L. POLK & CO., publishers of more than 750 city, county, state and national Directories, present to subscribers and the general public, this, the 1955-56 edition of the 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.

## Four Major Departments

The four major departments are arranged in the following order:—

I. THE ALPHABETICAL LIST OF NAMES of residents and business and professional concerns is the first major department, printed 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.

II. THE DIRECTORY OF HOUSEHOLDERS, INCLUDING STREET AND AVENUE GUIDE, on pink paper, is the second major department. In this section the numbered streets are arranged in numerical order, followed by the named streets in alphabetical order; the numbers of the residences and business concerns are arranged in numerical order under the name of each street, and the names of the householders and concerns are placed opposite the numbers. The names of the intersecting streets appear at their respective crossing points on each street. Special features of this section are the designation of tenant-owned homes and the listing of telephone numbers.

III. THE BUYERS' GUIDE, the third major department, printed 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.

IV. THE CLASSIFIED BUSINESS DIRECTORY is the fourth major department, printed 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 at the San Francisco Chamber of Commerce, for free reference by the general public. This is one of more than 700 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.