

THE SAN FRANCISCO CHAMBER OF COMMERCE

The San Francisco Chamber of Commerce stands today, not as a new organization, not as the successor of old ones, not founded upon wreckage, not the result of spasmodic and intermittent organization, but as a consistent and potential civic factor, dating back to its founding. It has kept pace with the times; it is an old and honorable body, and has pride in its heritage, as well as in its vision of future possibilities. It is essentially democratic—as any civic and commercial organization must be. It has wisely and constantly widened its horizon, and has been helpful in every phase and factor in city life. It has cultivated every outlying nook and corner of the municipal corporation, that it might be known of all citizens that the Chamber of Commerce existed for the general good. It has maintained that hospitality and courtesy, in an organized and distinct fashion, that are community assets. It has developed service. The function of the Chamber of Commerce is this: To promote the Welfare of San Francisco. It inclines to the theory that people who are brought to sober thought, and who are wisely led, and whose public conscience is quickened, will make a better citizenship. The Chamber of Commerce is a public forum. It is a clearing-house. It is a business organization, a civic body, and a social club. It seeks to put into men the very last thought and zeal and motive, that the outcome may represent the sum total of achievement. It seeks to be a leader only in that it masses the groups of individual leaders, and may perhaps make cumulative the value and strength of their leadership.

DIRECTORY LIBRARY

Copies of the latest editions of directories of other cities throughout the United States and Canada are on file in the office of the publishers. Rooms 702-705, at 604 Mission Street, where they are accessible for reference. A cordial invitation is extended to all subscribers to make frequent use of this library.

MUNICIPAL PUBLICITY

ADVERTISING SAN FRANCISCO

An important function of the Directory is to set forth the characteristics and advantages of the city as a place of residence, as a business location, as an industrial site, and as an educational center. The Directory acts as a mirror, reflecting all that is noteworthy in the city in the above respects. In order to spread this information regarding the city broadcast over the country, the publishers place copies of this issue of the Directory in directory libraries, which are maintained in all the larger cities of the country, where they are readily available for reference use by the public. There they serve as perpetual advertisements of San Francisco, for business men the country over realize that the City Directory represents the community as it really is.

The publishers take this opportunity of thanking the citizens for valuable assistance rendered in the way of furnishing information concerning themselves, their friends and their business interests for this Directory, and also the public-spirited and progressive business and professional men for support given in the way of patronage.

R. L. POLK & CO. OF CALIFORNIA,
Compilers and Publishers.