INTRODUCTION
AND
GENERAL INDEX

R. L. POLK & CO., publishers of more than 1,400 city, county, state and national Directories, present to subscribers and the general public, this, the 1969 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 BUYERS' GUIDE constitutes the first major department of the Directory, printed on yellow paper. In the first section of this department, grouped under appropriate headings, are included the advertisements and business cards of firms and individuals desiring to make a complete presentation of their products or services. Following this is the Classified Busiess section which embraces a list of the names and addresses of all business and professional concerns of the city, arranged in alphabetical order under appropriate headings—a catalog of all the activities of the city. The Buyers' Guide represents reference advertising at its best, and merits the attention of all buyers and sellers seeking sources of supply or markets for goods. In a great commercial, industrial and shipping metropolis like San Francisco, the necessity of having this kind of information up-to-date and always immediately available, is obvious. The Directory is the common intermediary between buyer and seller, and plays an important role in the daily activities of the commercial and professional world.

II. THE ALPHABETICAL LIST OF NAMES of residents and business and professional concerns is the second 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.

III. THE DIRECTORY OF HOUSEHOLDERS, INCLUDING STREET AND AVENUE GUIDE, on green paper, is the third 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 owner-occupied homes, the listing of telephone numbers and Zip Code numbers.

IV. THE NUMERICAL TELEPHONE DIRECTORY is the fourth major department, printed on blue paper.

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 as the Public Library, for free reference by the general public. This is one of more than 800 Directory Libraries installed in cities and towns throughout the United States, Canada and Puerto Rico through the courtesy of your Publisher.

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.