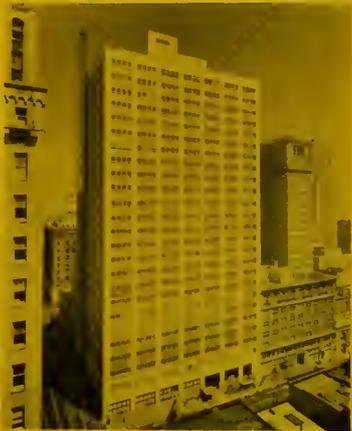


San Francisco—Growing With The West



Equitable Life Assurance Building — Recent
Landmark on San Francisco's Business Horizon

SITUATED on the shore of the broad Pacific and linked by the world's greatest bridges to the East and North, San Francisco is the market and distribution center for the 11 Western States which now number nearly 23 million residents. Vessels of every nation plying the sea lanes through the majestic Golden Gate make San Francisco the center of trade with Hawaii and the Orient.

BUSINESS IS A PLEASURE IN SAN FRANCISCO

San Francisco's ideal location and climate, with the world's most beautiful and romantic recreation areas within easy access, have made it a mecca for visitors who pour in to savor its unique attractions in increasing numbers, year by year. These same factors have contributed to San Francisco's constant growth in stature as a financial, industrial and business center, making it the hub of a nine-county Bay Area whose net buying income of 6.3 billion has risen 33 per cent since 1950.

Business Index

By every index, San Francisco business is steadily increasing. A 27.7 per cent increase in volume of general business activity in five years is testimony to its prominent position on the Pacific coast. Construction permits last year totaled \$61.7 million, electric energy sales hit a new high, and retail sales totaled \$2 billion.

Population and Employment

San Francisco's present population is estimated at 867,000—a gain of 31,643 since 1956. It is 11th in size in the United States but FIRST in growth per square mile of land area during the past 15 years, FIRST in per capita income and purchasing power, and FIRST as a financial market and distribution center.

Estimated civilian employment in the San Francisco metropolitan six-county area in the spring of 1955 was 1,010,600, with 462,900 employed in San Francisco alone.

Industrial Development

Steady growth of manufacturing in the San Francisco metropolitan area has resulted from the excellent transportation facilities, adequate and inexpensive power, and convenient accessibility to raw materials. And San Francisco is the "funnel" through which industrial products of the Bay Region and northern California are channeled to markets of the world.

Value added by manufacture in San Francisco grew to an annual total of \$720 million in 1954—from \$410 million when the last business census was taken in 1947. In the 12-county Bay Region plant expansions and new factory plants totaled more than \$143 million in 1955, with San Francisco expansions alone registering \$14 million.

Domestic Trade

San Francisco's wholesale trade and warehouse resources permit industry to obtain quality goods in quantity in the shortest time and at the best prices. More goods per capita are sold at wholesale here than in any other major California city. Seven major Market Week shows are held, attracting thousands of buyers. The city's 4,000 wholesalers do more than \$5 billion worth of business each year. More than 1600 branch offices of national and regional firms are located here.

Port Facilities and Shipping

San Francisco has a \$120 million investment in its magnificent waterfront facilities and spacious land-locked harbor capable of providing anchorage for the fleets of the world. Traditionally a waterfront city since the days of the Gold Rush of '49, San Francisco has carefully nurtured its seaborne commerce and 85 shipping lines call at San Francisco, 9 of which are headquarters in SF, to carry goods to approximately 300 ports throughout the world.

The Port Authority has expended \$25 million in the past decade on modernization and improvement of facilities.

Total volume of foreign, coastwise, intercoastal and inland shipping over San Francisco piers in 1955 was 5,807,673 revenue tons, with inland waterway traffic accounting for about two million tons.

Business Headquarters

The largest bank in the world has its home office in San Francisco, as does the world's largest gas and electric utility. Here is the home office of the second largest railroad and the third largest oil producer.

Thirty national corporations with headquarters in San Francisco have assets of \$28.6 billion, with banking, insurance, food manufacturing, shipping and the paper industry high on the list.

San Francisco Invites You to Learn How You May Share In Its Growth

Write or Visit the

SAN FRANCISCO CHAMBER OF COMMERCE, 333 Pine Street, San Francisco, 4