

Telephones in Service—474,376 (1954).

Churches—438.

Building and Construction—Value of building permits, \$57,745,732; number, 8,605 (1954).

Industry—Number of units, 2,055 (1954). Total employees 76,000 (March, 1955). Estimated value added by manufacture in 1954, \$720,000,000.

Trade—Territory (retail) includes 3,120,800 people (1954) within the 9-county area covering San Francisco Bay. Metropolitan Area jobbers can serve over 5,500,000 people in northern California. Many firms distribute to the 11 Western states, as San Francisco is Western headquarters for hundreds of companies with regional and national distribution.

Hotels—521, with total of 45,136 guest rooms, third highest in nation.

Transportation—Converging in San Francisco are 4 Class I railroads operating more than 27,000 miles of line. There are numerous trade routes served by the steamships calling at San Francisco. Some 70 shipping lines link San Francisco with at least 300 of the world's ports. There are nearly 100 common-carrier truck lines and several transcontinental bus services. San Francisco is the major air terminal of the Pacific and accommodates a constantly-increasing flow of air traffic to and from all parts of the nation and the world. Daily scheduled services for passengers, mail, express and freight are available. San Francisco Airport reported 2,191,135 passengers off and on during 1954.

Amusements—Approximately 90 theatres. Large auditorium in city seats about 12,000 persons.

Hospitals—20.

Education—127 public schools, including 13 junior high and 7 senior high schools. There also are many parochial and diocesan schools. Number of pupils in daily attendance at public schools, 87,235; in private schools, 27,263 (1955).

Public Libraries—695,346 volumes.

City Statistics—Storage in water supply system, 168,405,258,000 gallons (June 30, 1955). Municipal personnel, 21,925; police department personnel, 1,811; fire department personnel, 1,781; school personnel, certificated and non-certificated, 1,076.

#### CIVILIAN EMPLOYMENT SAN FRANCISCO METROPOLITAN AREA (6 COUNTIES)

Industry Group	April, 1940		April, 1956	
	Number	Percent	Number	Percent
Agriculture, forestry, fishing.....	19,400	3.31	17,800	1.72
Construction .....	33,100	5.65	70,200	6.78
Finance, insurance and real est....	38,000	6.48	66,500	6.42
Government .....	39,300	6.71	87,000	8.40
Manufacturing .....	121,400	20.71	208,200	20.11
Retail .....	104,300	17.80	169,900	16.41
Wholesale .....	25,200	4.30	73,800	7.13
Service .....	131,000	22.35	227,100	21.94
Transportation, public utilities....	63,500	10.83	113,000	10.91
All others .....	10,900	1.86	1,900	0.18
Total .....	586,100	100.00	1,035,400	100.00

#### SITUATION

San Francisco, "City by the Golden Gate," whose City Hall is geographically situated at 37 degrees 47 minutes north latitude and 122 degrees 25 minutes west longitude—on a hilly peninsula with altitudes ranging from sea level to 933.6 feet U. S. Base, is bounded on three sides by water. Of a total of 93.1 square miles, only 44.82 are land. It is among the few world cities with the distinction of having more than half of its entire area washed daily by the ocean's tidal currents.

San Francisco has within its boundaries three islands—Yerba Buena, Treasure and Alcatraz—besides the Farallon Islands group some 32 miles west of San Francisco, which have been included in the City and County of San Francisco since 1872.

#### HISTORY

##### Discovery

San Francisco owes its discovery and much of its

history to the daring and adventure-loving early Portuguese, English and Spanish explorers. The romance of those early days clings to the city and lends charm to its atmosphere even today.

Though San Francisco's heritage is rightly credited to the Spanish, more than two centuries before Portola's arrival, Juan Rodrigues Cabrillo in 1542 discovered the Farallon Islands (now a part of San Francisco); next Sir Francis Drake, famed English explorer, passed by the Golden Gate and in 1579 discovered Drake's Bay, a few miles north of San Francisco, where the first church service in the English language on the Pacific Coast was held.

In 1769, Don Gaspar de Portola and his little band of adventurers were the first to glimpse the bay from the nearby hills on the south. Six years later the ship "San Carlos," in command of Don Juan Manuel Ayala, sailed through the Golden Gate to cast the first anchor in the bay. More than a century before, in 1603, Vizcaino visited what is now the Gulf of the Farallons and mapped it as Bahia de Puerto de San Francisco. This is the first time the name San Francisco appeared on record in connection with the vicinity of San Francisco.

#### Early Beginnings

The beginning of what is now San Francisco was just being founded by the Spaniards when the Liberty Bell pealed the birth of our nation. First Spaniards, then Russians, then Americans came and lived to enjoy life and to rule.

The site for the Presidio of San Francisco was selected on March 28, 1776, by Colonel Juan Bautista de Anza, and on March 29, the site for the mission. Mission San Francisco De Asis (Dolores)—a combination of Mission, Moorish and Corinthian architecture—was founded on June 29, 1776, and dedicated Oct. 3, 1776. While from the beginning the mission was called San Francisco, the settlement at the cove under Telegraph Hill was known as Yerba Buena.

For many centuries, history records, traders sought to reach the Orient through a western route. San Francisco was the westerly outpost in the days of sailing vessels. Growing in stature, the city has become one of the world's great distribution centers.

#### First Elections

Democratic self-government of the bureaucratic sort decreed by the Mexican Republic came to Yerba Buena (later named San Francisco) before the town itself arrived. Citizens of the partido (civil district) of San Francisco, on Governor Jose Figueroa's orders, assembled at the Presidio on Dec. 7, 1834, to choose electors for the Ayuntamiento (district council). On the following Sunday, Don Francisco de Haro was elected to the district council as Alcalde for the projected pueblo of Yerba Buena.

#### Naming of the City

The village of Yerba Buena, which in 1847 was to be rechristened with the name of San Francisco, in 1835 was still an insignificant outpost frequented by roving seafarers and was little more than a waste of sand and chaparral, sloping down to a beach and small lagoon which has long since been filled in and is now covered by massive commercial structures. El Paraje de Yerba Buena (the Little Valley of the Good Herb) derived its name in the beginning because of the aromatic vine found in the underbrush there.

#### The Bay

In 1835, the Bay was declared a port of entry by Governor Pablo Vicente de Sola. He appointed as captain of the Port of San Francisco, William Antonio Richardson, a young master mariner who had deserted the British whaler "Orion" in 1822 and set up the first "house" in Yerba Buena Cove, made up of some redwood poles over which was stretched a ship's sail.

During 1836, the Port of San Francisco became an important trading post. On July 1, 1836, Jacob Primer Leese, Ohio-born, partner in a Monterey mercantile firm, arrived by the barque "Don Quixote" from Monterey and by July 4 had thrown up a frame house 25