

More than 550 common and preferred stocks of companies of national, regional and local significance, including Hawaii, are listed by the Exchange—80 of them exclusively.

The most important advantage in trading on the Pacific Coast Stock Exchange is the time differential between the Atlantic and Pacific seaboard. Pacific is the only major national securities exchange open from 12:30 P.M. to 2:30 P.M. (PST). This time differential makes Pacific Coast the nation's security market after 12:30 P.M. (PST) each market day. National and international events of major importance affecting trading often result in a flow of orders to the Pacific Coast Stock Exchange from all over the nation.

Another specific advantage of Pacific is the tax-saving benefit. Customers who executed and sold orders through Pacific in 1958 at the same price as the primary market, saved over \$520,000 in not having to pay a transfer tax to the State of New York.

### Savings and Loan Associations

There were 16 savings and loan associations in San Francisco in December, 1964.

From any standpoint, geographically, by total assets, or loans recorded, the recent growth of savings and loan associations in California, the Bay Area, and San Francisco, has been amazing.

A study of total assets by Bay Area associations and of loans recorded by savings and loan associations in San Francisco shows the following significant increases:

- (1) At the beginning of 1964, total assets of 55 state and federally-chartered associations in the Bay Area grew to over \$2,770,899,000, ten times greater than the total a decade earlier.
- (2) 16 associations headquartered in San Francisco have grown in 1964 to \$1,620,117,213 in assets, and will celebrate a savings and loan centennial in 1965.
- (3) In the city of San Francisco, loans recorded in 1963 by savings and loan associations grew to \$273,124,867. The number of loans totaled 10,018.

### Insurance

San Francisco is the insurance center of the West, and the home office location for 27 stock and mutual companies authorized to transact business in California. Represented are agents and brokers offering all classes of business, including the major lines, such as life, auto, disability, liability, health, fire, marine, workmen's compensation, title, fidelity, security, burglary and theft and extended coverage. In 1965 the industry employed in San Francisco approximately 23,000 persons, with annual payrolls of \$134 million. In addition, San Francisco is the headquarters of some 19 insurance associations, including such prominent names as Board of Fire Underwriters of the Pacific, Pacific Fire Rating Bureau, and Insurance Brokers Exchange of California.

Direct premiums written by all insurance groups in California amounted to \$4,942,706,000 in 1965; or 8.0% above the previous year. Life insurance in force totaled \$90 billion in California in 1965.

### PARKS AND RECREATION

Generously provided and well distributed are 127 public recreation and park units covering 4,043 acres. The areas in the city account for about one-eighth of the available land area.

About 80 playgrounds and recreation centers are individually supervised. Included in these facilities are outdoor and indoor swimming pools, tennis courts, regulation baseball and softball diamonds, golf courses, putting greens, bowling greens, yacht harbor, and a family mountain camp (200 acres, approximately 180 miles from San Francisco at elevation 4,500 feet).

Golden Gate Park, notably one of the finest parks in the world, comprising 1,017 acres with many thousands of different kinds of trees, shrubs and plants, contains an aquarium, a museum, the Morrison Planetarium, the California Academy of Sciences, the Japanese Tea Garden, and many unusual attractions. The Fleishhacker Playfield, fronting on the Pacific Ocean, contains one of the largest outdoor swimming pools in the world, and the San Francisco Zoological Gardens are close by.

### SOCIAL FEATURES

San Francisco, because of its various ethnic groups, is a cosmopolitan city, which it was at a very young age in its history. Today its flavor has remained universal; its neighborhoods, variety of restaurants, foreign-language newspapers, street names, arts and craft shops, book stores, and even its schools, are clues to the Old World—both East and West—and the traditions of great cultures of the past.

Chinatown, of course, is famed as the largest Chinese settlement existing outside of Asia itself. The North Beach section is populated by Italian-Americans of all classifications; the Mission District by Irish intermixed with Spanish, Mexican and Anglo-Saxons. Many other nationality groups, including Russians, Germans, French, Greeks, Armenians, Syrians, Turks, and Canadians, among them, came to settle in San Francisco. The Japanese, primary link to the destiny of the Pacific Coast in its ties with the Far East, are centered around Post and Buchanan streets.

The city long has been a center for the performing and designing arts. Nearly 100 art galleries and over ten "Little Theatre" groups are located here.

Art Galleries—Three major public art galleries and several semi-public galleries offer exhibits and collections of national and international fame.

Museums and Art Galleries:

California Palace of the Legion of Honor  
De Young Memorial Museum  
San Francisco Museum of Art  
Pioneer Hall  
Josephine Randall Junior Museum  
San Francisco Maritime Museum  
History Room of the Wells-Fargo Bank  
California State Division of Mines—Geology Museum  
Morrison Planetarium  
Mid-summer Music Festival  
San Francisco Symphony and Pop Concerts  
Band Concerts—Golden Gate Park  
Civic Light Opera Association Series  
San Francisco Opera, and Spring Opera

Library—The main public library is located in the Civic Center. There are 26 branches (one for business), and one bookmobile. This system has over 840,000 volumes. In addition to the public libraries, there are nearly 100 private and special libraries, including technical and institutional. There are also numerous circulating libraries.

### Annual Events—

Grand National Livestock Exposition, Horse Show and Rodeo  
San Francisco International Film Festival  
Chinese New Year's Celebration  
Chinese "Double Ten" Parade and Celebration  
Columbus Day Celebration  
Shrine East-West Football Game  
Hearst Regatta—Sailing  
Far Western Swimming and Diving Championships  
National Collegiate Athletic Association Regional Basketball Tourney  
Golden Gloves Boxing Tourney  
Ice Follies  
San Francisco Flower Show  
San Francisco Home Show  
Golden West Antique Show  
Golden Gate Kennel Club Dog Show  
Golden West Cat Show  
Bay Area Science Fair  
Fisherman's Fiesta  
North Beach Street Fair and Art Show  
Maiden Lane Festival  
Union Square Fashion Show  
London Week

### Participant Sports—

Tennis  
Golf  
Swimming  
Fishing, Deep-sea  
Sailing  
Skating, Ice and Roller  
Hiking

### Spectator Sports—

Baseball: San Francisco Giants, Oakland Athletics  
Football: San Francisco '49ers, Oakland Raiders, and colleges  
Hockey: Oakland Seals  
Basketball: San Francisco Warriors, Oakland Oaks, University of San Francisco, San Francisco State College, University of California, Stanford University.  
Horse Racing (San Bruno, San Mateo, and El Cerrito)  
Soccer—Oakland Clippers  
Polo  
Yacht Races  
Roller Derby