

50 California

The New Address in San Francisco's Financial Center

And the address for your new offices

Rising 37 stories tall at the eastern gateway to historic California Street, 50 California is located at the heart of a great new business complex. Steps away from city-wide transportation, a main entrance to BART, the Embarcadero freeway and San Francisco Bay.

Designed for maximum efficiency and complete flexibility in office arrangement. Over 18,000 square feet of rentable space per floor. Decorated corridors; recessed, glare-free fluorescent lighting; 17 high-speed passenger elevators; floor-by-floor flexibility in air conditioning control; a beautiful and spacious plaza; sweeping views of San Francisco and the Bay.

Now under construction. Available for occupancy Spring 1972. For full details, write Francis V. Keesling, Chairman of the Board, West Coast Life Insurance Company, 605 Market Street, San Francisco, California 94105.

