

Service Establishments

The insured service units reporting to the California Department of Employment in 1957 had 50,188 employees and third-quarter payroll of \$52,223,488.

SUMMARY OF PRINCIPAL SERVICE GROUPS—1957 INSURED

SAN FRANCISCO SERVICE GROUPS	Reporting Units	Payroll Third Quarter	Employment September
TOTALS	6,555	\$52,223,482	50,188
Hotels, Other Lodgings	459	3,720,360	7,393
Business Services, N.E.C.	1,063	16,221,597	13,261
Employment Agencies, Commercial Schools	66	450,483	585
Auto Repair Services, Garages	357	2,684,072	2,430
Miscellaneous Repair Services, Hand Trades	247	1,201,221	970
Motion Pictures	96	1,499,057	1,703
Amusement and Recreation, N.E.C.	202	1,904,476	2,518
Medical, Health Services	1,324	3,649,511	3,998
Law Offices, Related Services	564	2,332,268	2,058
Educational Institutions, Agencies	53	218,257	370
Other Professional, Social Service Agencies	331	4,908,463	3,163
Nonprofit Membership Organizations	685	5,912,660	5,195
Other Service Industries	1,108	5,521,037	6,544

PRINCIPAL SERVICE GROUPS IN SAN FRANCISCO, U. S. CENSUS, 1954

KIND OF BUSINESS IN SAN FRANCISCO	No. of Establishments	Sales and Receipts (000)	Payroll Annual (000)
Service Group, Total	7,273	\$345,581	\$93,541
Personal Services	3,461	57,101	—
Automobile Repair Services and Garages	609	26,176	—
All Other Selected Services	3,203	262,304	—

BAY REGION MARKET DEVELOPMENTS Population

The Bay Region (13-county area), on Jan. 1, 1958, had about 4,240,300 residents, an increase of 973,916 since April 1, 1950. The growth between 1940 and 1950 exceeded the growth of all but four states—California, New York, Texas and Michigan—and the 1950 total population exceeded that of 32 states. The nine-county Bay Area had about 3,444,300 residents on Jan. 1, 1958. The growth in this area between 1940 and 1950 exceeded the growth of all but five states—California, New York, Texas, Michigan and Ohio.

Employment

Estimated civilian employment in the San Francisco Metropolitan Area (6 counties), in December, 1958, totaled 1,113,500 persons. The manufacturing group employed 208,700, or 18.8% of the total; the service group, 251,400, or 22.6%; wholesale group, 80,000, or 7.2%; transportation and public utilities, 117,400, or 10.5%; finance, 69,300, or 6.2%; construction 70,100, or 6.3% government, 104,000, or 9.3%; agriculture, forestry and fishing, 16,900, or 1.5%; the balance, unclassified.

Industrial Development

During 1958 in the Bay Region, 1,005 industrial projects with outlays of \$340,245,341 were reported. Of the total in 1958, 741 were expansions with outlays of \$320,326,541, and 264 were new plants with outlays of \$19,918,800.

Finance

1958 Bay Region (7 cities) bank debits of \$78,487,460,000 represented an increase of \$2,265,881,000 over 1957.

Trade

Tangible personal property sold at retail through 22,066 outlets in San Francisco during 1957 attained a total of \$1,627,386,000 in taxable sales. Sales of food for off-premise consumption and gasoline sales are not included in taxable sales, but if added, San Francisco's 1957 trade would amount to about \$1,900,000,000.

Sales of the 9,989 licensed retail outlets during 1957 amounted to \$992,598,000, sales of 3,028 personal service establishments amounted to \$54,986,000, and sales of 9,049 manufacturing, wholesaling, contracting and miscellaneous outlets amounted to \$579,802,000.

The 1958 first half taxable retail sales in San Francisco amounted to \$732,710,000. The retail outlet sales amounted to \$438,232,000. Personal services accounted for \$26,778,000, and manufacturing, wholesaling, etc., for \$267,700,000.

Construction

Total construction authorized in San Francisco set an all-time record in 1958. Permits totaled 11,595 and amounted to \$83,226,675—an increase of 21.9% in value and 0.9% in number over 1957.

New residential construction amounted to \$32,991,234 and provided for 2,280 dwelling units. New non-residential authorized amounted to \$28,168,146. Additions, alterations and repairs totaled \$22,067,295.

Bay Area construction authorized totaled \$746,737,000—an increase of \$119,606,000 in 1958. Dwelling units provided for in the area totaled 41,214—an increase of 10,085 over 1957.

Real Estate

Real estate transactions in 1958 rose 1.5% above the preceding year, with 17,250 deeds recorded. There were 14,494 mortgages and deeds of trust recorded, amounting to \$227,082,669—an increase of 31.9% in amount although 2.2% less in number.

Intercity and Interstate Traffic

Bay Bridge vehicle crossings, 35,961,085, set a new record in 1958. Golden Gate Bridge vehicle crossings also set a new record, with 16,847,827, an increase of 5.4%.

Visitors and Commuters

People with regular occupations in the city, but living elsewhere in the Bay Area, and the large number who come here for business and pleasure brought the average daily two-way passenger trips to and from San Francisco through the Peninsula, East Bay, and North Bay gateways to about 310,600 in 1956, compared to 273,900 in 1954 (revised) and 275,175 in 1952 and 220,000 in 1945 and 105,800 in 1940. About 86.3% of the passengers travelled by automobile and 13.7% by interurban transit. About 53% of the passengers move through Peninsula gateways, 31% through East Bay and 16% through North Bay. About one-half the total passengers are workers or people in business.

Out-of-state autos entering through northern California gateways in 1958 totaled 888,284 cars and 2,290,533 passengers, an increase of 3.5% and 0.9% respectively. Prospective visitors and newcomers' written inquiries to the San Francisco Chamber of Commerce during 1958 topped all records, with a gain of 11.2% over 1957.

San Francisco Business Activity For 1958

Business activity in San Francisco set a new annual record during 1958, closing out the year 1.4% above the preceding twelve months, according to the Research Department of the Chamber of Commerce.

The Chamber business index for December rose 26.8% above November to an all-time high of 198.6, raising the annual average to 157.3 (1947-49 monthly average equals 100 index).

The business trend last year began below the 1957 level and was 2.6% behind at the end of the first quarter. At the end of the first half, it was off 1.4%. By the end of the third quarter, the gap was reduced to 0.3%. At the end of ten months, it pushed ahead by 0.4% and closed out the year with a gain of 1.4%.