

TRADE

Trade at retail in San Francisco, amounting to \$298,532,000, was reported by the U. S. Census Bureau in the 1935 census. The report shows 10,247 retail stores with full-time employment of 39,023 men and women. The per capita sales at retail amount to \$420.

Trade at wholesale in San Francisco, amounting to \$911,747,000, was reported in the 1933 census. This volume led all other Pacific Coast cities by more than 37 per cent. The reports show 2696 establishments engaged in trade at wholesale.

FINANCE

San Francisco has become the financial center of the West, principally because of the operating advantages available to those institutions which have centered their activities here. Thirteen hundred firms of national reputation have established their Western headquarters in San Francisco.

The Federal Reserve Bank of San Francisco is the headquarters of the Twelfth Federal Reserve District, which ranked third in volume of business during 1936, measured by bank debits.

One of the major regional Stock Exchanges in the United States is maintained in San Francisco. There are also the San Francisco Curb Exchange and the San Francisco Mining Exchange.

The fourth largest bank in the United States has its headquarters here, and six of the 22 banks in San Francisco are among the first 50 banks of the nation. Four banks are branch systems operating a total of 560 branches throughout the State. Of the 22 banks in San Francisco, 17 are under State supervision. Of the 17 banks, 8 operate entirely in the commercial field; 2 are domestic institutions; and 6 are branches of foreign banks. Of the remaining 9 State institutions, 3 are commercial, savings and trust; 1 commercial and savings; 1 strictly savings; 1 strictly commercial; 1 savings and trust; and 2 title insurance companies operating trust departments; there are 5 national banks, all of which operate trust departments. The trust departments are under State supervision.

San Francisco is the insurance center of the West. More than 12 billion dollars of insurance is in force in California. Seven hundred authorized companies were doing business in California at the close of 1936. The premiums and assessments of all groups amounted to \$335,833,070 in 1935.

Federal Reserve District Debits—1936

New York.....	\$224,200,047,000
Chicago	61,505,449,000
San Francisco	33,496,331,000
Cleveland	27,921,092,000
Boston	25,379,375,000
Philadelphia	21,503,604,000

S. F. Bank Clearings S. F. Bank Debits

1931.....	\$7,142,113,000	\$11,178,630,000
1932.....	5,053,854,000	7,743,014,000
1933.....	4,684,591,000	7,431,020,000
1934.....	5,475,193,000	8,180,813,000
1935.....	6,468,835,000	9,567,839,000
1936.....	7,230,152,000	10,637,827,000

Debits to Individual Accounts—1936

New York City.....	\$208,935,746,000
Chicago	36,612,146,000
Boston	16,941,873,000
Philadelphia	15,974,350,000
San Francisco	10,637,827,000
Los Angeles.....	10,216,206,000

Bank Clearings—1936

New York City.....	\$193,549,000,000
Philadelphia	18,745,000,000
Chicago	15,728,000,000
Boston	11,863,000,000
San Francisco.....	7,230,000,000
Pittsburgh	6,664,000,000

San Francisco Exchange Transactions

	Stock	Curb
1931.....	\$160,870,689	\$29,084,867
1932.....	77,379,642	16,052,547
1933.....	114,809,719	16,503,658
1934.....	67,796,052	12,894,718
1935.....	118,423,735	24,138,949
1936.....	171,538,186	32,586,604

Building and Loan Association Assets

There were ten companies with their head offices in San Francisco in December, 1936.

Dec., 1932	\$108,593,392
Dec., 1933	103,669,348
Dec., 1934	85,847,277
Dec., 1935	71,405,597
Dec., 1936	65,624,752

Postal Receipts

1931.....	\$8,434,320	1934.....	\$8,407,264
1932.....	7,961,451	1935.....	8,690,861
1933.....	7,913,183	1936.....	9,345,838

Number of Individual Income Tax Returns

1930.....	62,367	1933.....	69,086
1931.....	55,173	1934.....	69,358
1932.....	66,050	1935.....	83,346

PUBLIC BUILDINGS

First comes the group in the Civic Center, declared by the Duke of Connaught to be the finest thing of its kind in the world. The group consists: (1) City Hall, of classic design, surmounted by an immense dome, higher than the dome of the Capitol at Washington. Cost, \$4,000,000. (2) Exposition Auditorium, seating capacity of 12,000 in the main auditorium, with numerous small halls; cost, \$2,000,000. (3) San Francisco Public Library; cost, \$1,500,000. (4) State Building; cost, \$1,000,000. (5) War Memorial group of buildings, as a part of Civic Center, cost, \$4,000,000, consisting of civic opera house, American Legion halls, etc. A Federal Building, cost, \$3,000,000.

California Palace of the Legion of Honor, in Lincoln Park, overlooking the Golden Gate, is a replica if the Palace of the Legion of Honor in Paris. It was presented to the city. The structure cost \$2,000,000. United States Mint, located at Market street and Duboce avenue, built in 1937; Post Office Building, corner of Seventh and Mission streets; Ferry Building, at the foot of Market street on the waterfront, built by the State in 1896 at a cost of \$1,000,000. It is 659 feet long and 156 feet wide, and in addition to serving as a ferryboat terminal, contains many State offices. The Customs House and United States Appraiser's Building represent an expenditure of more than \$1,000,000. In Golden Gate Park are located the De Young Memorial Museum, Academy of Sciences, Steinhart Aquarium, Museum of Anthropology. At Kearny and Washington streets is the Hall of Justice, erected in 1910 at a cost of \$1,000,000, containing police courts and the criminal department of the superior court. The Golden Gate Bridge cost \$35,000,000, was completed early in 1937 and opened to traffic in May, 1937, and the San Francisco-Oakland Bay Bridge, at a cost of \$78,000,000, was opened to vehicular traffic November 12, 1936.

PARKS

San Francisco is noted for its beautiful and extensive parks. There are 45 parks and 80 recreational units, with a total acreage of 3268; others are under development. In addition to the municipal parks, the several government reservations, the largest of which is the Presidio, comprising 1542 acres, all go toward augmenting the aggregate area of the city parks. The area given does not include the numerous golf courses in and about the city. More than \$15,000,000 has been expended on municipal parks since 1870. All of San

Deposits and Resources—San Francisco Banks

	Time Deposits	Demand Deposits	Total Deposits	Resources
12/31/31	\$1,149,966,823	\$ 688,976,467	\$1,838,943,290	\$2,203,409,663
12/31/32	813,737,992	931,520,347	1,745,258,339	2,084,063,004
12/31/33	1,166,939,647	620,349,553	1,787,289,200	2,103,114,513
12/31/34	1,277,069,921	777,981,190	2,055,051,873	2,375,700,359
12/31/35	1,410,138,552	926,635,190	2,336,773,742	2,599,364,528
12/31/36	1,401,261,546	1,175,048,500	2,576,310,046	2,848,811,490