

corporate city limits, have their headquarters in San Francisco, from which they conduct their finances, purchases, and sales.

Manufacturing—Value Added by Manufacture— 1947 U. S. Census

Industry Group	San Francisco	San Francisco Bay (Six-County Area)
Total	\$410,326,000	\$1,049,490,000
Food and kindred products	122,446,000	244,184,000
Tobacco manufactures	(a)	(a)
Textile-mill products	2,477,000	13,033,000
Apparel and related products	35,815,000	38,021,000
Lumber and wood products	4,126,000	13,760,000
Furniture and fixtures	14,547,000	21,247,000
Paper and allied products	10,189,000	29,005,000
Printing and publishing	71,380,000	97,102,000
Chemicals and allied products	28,764,000	118,601,000
Petroleum and coal products	(a)	58,381,000
Rubber products	(a)	4,257,000
Leather and leather products	3,065,000	7,584,000
Stone, clay and glass products	1,998,000	30,621,000
Primary metal industries	5,612,000	60,820,000
Fabricated metal products	35,508,000	87,181,000
Machinery, except electrical	23,728,000	75,353,000
Electrical machinery	8,320,000	28,220,000
Transportation equipment	(a)	98,062,000
Instruments and related products	1,198,000	(a)
Miscellaneous manufactures	7,962,000	11,790,000
(a) Not reported		

Manufacturers—1947 U. S. Census

	Six-County Area	San Francisco
Number of establishments	3,671	1,990
Wage-earners	131,161	47,791
Wages	\$393,346,000	\$143,618,000
Value added	\$1,049,490,000	\$410,326,000
Plant equipment expenditures	\$110,699,000	\$28,306,000

RETAIL TRADE AND SERVICE ESTABLISHMENTS

Retail Trade—Retail trade is one of the major activities among the business groups in San Francisco, ranking importantly in number of employees and amount of payroll. Sales in 1953 were estimated to be in excess of \$1,800,000.

San Francisco Retail Sales

1939 (a)	\$ 383,554,000	1951 (b)	\$1,469,069,000
1948 (a)	1,033,188,000	1952 (b)	1,450,789,000
1949 (b)	1,274,357,000	1953 (b)	1,496,841,000
1950 (b)	1,351,651,000		

(a) U. S. Census; (b) Taxable Sales, Board of Equalization.

San Francisco Retail Groups—1948 U. S. Census

Retail Trade Groups	No. of Stores	Sales and Receipts (thousands)	Payroll Annual (thousands)
Totals	10,225	\$1,033,188	\$164,377
Food group	2,386	215,970	15,043
Eating and drinking places	2,641	143,423	37,145
General stores	11	183	19
General merchandise group, general stores	220	146,095	25,365
Apparel group	991	120,679	20,255
Furniture, furnishings, appliance ... group	588	76,604	13,920
Automotive group	221	133,733	14,142
Gasoline service stations	552	32,259	3,995
Lumber, building, hardware group ..	256	30,194	3,870
Drug and proprietary stores	343	31,569	4,470
Liquor stores	328	21,618	1,073
Second-hand stores	180	5,880	1,282
Other retail stores	1,508	74,981	12,147

Service Establishments

The service industries in San Francisco include a basic group of activities which in July, 1953, gave employment to about 89,800 persons, leading all of the

major industry groups. The insured payroll in the third quarter of 1953 amounted to \$39,944,438, or at an annual rate of about \$159,777,752.

Summary of Principal Service Groups in San Francisco, with Insured Employment, in 1953

Groups	Employment, September	Payroll, Third Quarter
Totals	46,422	\$39,944,438
Hotels, other lodgings	8,505	5,431,444
Personal services	6,731	4,976,821
Business services, N. E. C.	11,296	11,791,909
Employment agencies, commercial schools...	424	280,109
Auto repair services, garages	2,068	2,231,130
Miscellaneous repair services, hand trades...	998	1,003,128
Motion pictures	1,685	1,331,568
Amusement and recreation, N. E. C.	2,507	1,601,230
Medical, health services	3,435	2,568,431
Law offices, related services	1,917	1,781,756
Educational institutions, agencies	398	289,900
Other professional, social service agencies...	1,757	2,209,836
Non-profit membership organizations	4,701	4,447,178

Summary of Principal Service Groups in San Francisco— 1948 U. S. Census

Groups	Number of Establishments	Sales and Receipts (thousands)	Payroll Annual (thousands)
Service group, total	5,187	\$116,423	\$45,201
Personal services	3,393	48,606	17,988
Business services	582	37,690	18,559
Automobile repair services and garages	562	20,513	6,179
Miscellaneous repair services	650	9,614	2,475

BAY REGION MARKET DEVELOPMENTS

Population

The Bay Region (13-county) population, on Jan. 1, 1954, was estimated at 3,696,800, an increase of 430,416 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 Bay Area (nine-county) population on Jan. 1, 1954, was estimated at 3,015,000. 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 April, 1954, totaled 996,300 persons. The manufacturing group employed 203,000, or 20.4% of the total; the service group, 210,300, or 21.1%; retail group, 169,100, or 17%; wholesale group, 71,000, or 7.1%; transportation and public utilities, 109,500, or 11%; finance, 65,200, or 6.5%; construction, 60,400, or 6.1%; government, 86,000, or 8.6%; agriculture, forestry and fishing, 19,800, or 2%; the balance, unclassified.

Industrial Development

During 1953 in the Bay Region (13 counties), 436 industrial projects with outlays of \$259,035,184 were reported, compared to 495 projects with outlays of \$184,649,002 in 1952. Of the total in 1953, 324 were expansions with outlays of \$131,491,284, and 112 were new plants with outlays of \$127,543,900.

Finance

1953 Bay Area (5 cities) bank debits of \$47,300,000, or 20.4% over 1950 and 291.8% over 1940.

Trade

Tangible personal property sold at retail through 23,193 outlets in San Francisco during 1953 attained a new high of \$1,496,841,000 in taxable sales. The increase over the preceding year amounted to \$46,052,000, or 3.17%. Sales of food for off-premise consumption and gasoline sales are not included in taxable sales, but if added, San Francisco's 1953 trade would amount to about \$1.8 billion.