

# Meet San Francisco Today!



## A Progressive, Growing "Crossroads of the World"

*YOU KNOW SAN FRANCISCO as a city of fascination . . . of zestful living . . . of gay activity. You think of San Francisco as a place known and loved around the world for her charms — and you're right! . . . BUT DO YOU KNOW that your City by the Golden Gate is also fast becoming fixed in people's minds throughout the world as a crossroads of commerce . . . a modern giant of industry and progress? No? . . . Well, meet San Francisco today.*

### BUSINESS IS BOOMING

San Francisco's business activity last year reached the highest level ever recorded. The volume of general business activity during past 5 years has increased 26%. Retail store sales at \$1.8 billion in 1953 broke all previous records.

Rank: Among the 20 largest cities in the nation, San Francisco last year ranked—**FIRST** in the amount of money individuals had available to spend; **SIXTH** in merchant wholesaler sales; **ELEVENTH** in retail store sales.

### DOMESTIC TRADE

Concentrated in San Francisco are tremendous regional supply bases: The City sells more than twice the amount of goods at wholesale per capita than any other major city in California.

Over \$4 billion in goods are sold annually by San Francisco's 4,000 wholesalers.

1,600 branch offices of national and regional firms make this city the largest branch center in the entire West.

### POPULATION—EMPLOYMENT

San Francisco's population is now 801,000—a gain of 25,600 since 1950. This gain alone is more than the size of the average American city!

Estimated civilian employment in the San Francisco metropolitan area in 1953 attained a new all-time high annual average of 1,027,600 persons.

### INDUSTRIAL DEVELOPMENT

San Francisco is the pulse of a great industrial body (the 12-county Bay Region) which fashions products for the world—products that find passage through The City as through a giant funnel. And San Francisco sets the pace with an effective industrial machine of its own:

Manufacturing has grown to an annual value added by manufacture estimated at about \$719 million in 1953 from \$410,326,000.

New industry and expansion of existing industry last year hit an all-time high in the Bay Region with over \$259 million committed.

In San Francisco alone, \$17,180,150 was invested in 63 projects.

## First on the Pacific Coast!

San Francisco, gateway to the Pacific and key to the Western States, is outstanding on the Pacific Coast, ranking . . .

**FIRST** in waterborne commerce.

**FIRST** as a financial center and security market.

**FIRST** as a market and distribution center.

**FIRST** in economy of distribution costs to the western market.

**FIRST** as a branch office center for national and regional firms.

**FIRST** as a communication center.

**FIRST** in per capita income and buying power.

**FIRST** in the amount of wholesale sales per capita.

### AN ACTIVE PORT

An average of one ship an hour passes under the Golden Gate Bridge—day in and out, month in and out.

San Francisco Bay is foremost in tonnage (44 million tons) of waterborne commerce among Pacific Coast ports.

Seventy shipping lines regularly use this port, contacting at least 300 of the world's ports.

Millions of dollars are currently being spent on San Francisco's port improvement program!

### THE "HEADQUARTERS CITY"

San Francisco is the home office for the world's largest bank, the world's largest gas and electric utility, the second largest railroad in the world and the third largest oil producer in the nation.

The 30 largest businesses with national headquarters in San Francisco have assets of nearly \$26 billion.

San Francisco is the home office for some of the largest food, insurance, shipping, paper, banking and railroad firms in the nation.

*San Francisco is on the March! Meet San Francisco Today, through the*  
**SAN FRANCISCO CHAMBER OF COMMERCE, 333 Pine St.**