

# SAN FRANCISCO . . .

## Headquarters City of the West

Gateway to the tremendous Pacific Basin, with one of the world's finest harbors, San Francisco is business, financial, marketing and distribution center of the eleven western states which now have a population of nearly 24,000,000, or 14.29 per cent of the nation's total, with an effective buying income of nearly \$42 billion, or \$5,507 per family. The economic impact of these vast potentials resounds firmly upon San Francisco, "headquarters city of the West."



The million-dollar San Francisco Flower Market — largest in the country — recent addition to the city's constantly growing services and facilities.

## It's a Pleasure to Live, Work and Do Business in San Francisco

San Francisco's location on one of the world's most beautiful bays creates an ideal year-round "air-conditioned" climate unequalled by any other large city in the world — the daily mean maximum temperature is 62.6 degrees, the daily mean minimum 50.4 degrees. A mecca for visitors, who last year exceeded one and a half million, the area is unique in recreational facilities.

### Business Activity

Since 1940, the nine-county San Francisco Bay Area of which San Francisco is the core city has enjoyed a 372 per cent increase in retail trade, a 340.7 per cent increase in bank debits, and a 332.4 per cent increase in wholesale trade. The trend continues; the first six months of 1956 was the best half year in the area's history, with business activity up 8.5 per cent and financial transactions up 12 per cent compared to the same period of 1955.

### Population

On January 1, 1956, San Francisco had a population of 807,000. About 290,000 additional persons commute to and from the city daily, creating a San Francisco market of more than a million persons. The thirteen-county San Francisco Bay Region has had a monthly increase of 10,434 new residents each month since 1950 and the population now totals nearly four million.

### Industrial Growth

New and expanded factory plants totalled 514 in the Bay Region during 1955 and represented \$143,508,536. An additional \$200,000,000 was committed during the first six months of 1956. Some 5,630 diversified manufacturing units and 66,600 additional business and professional establishments are located throughout the Bay Region. The insured wages in manufacturing industries in San Francisco during 1955 amounted to about \$345,000,000, or about \$85,000,000 above the 1950 level. Total manufacturing employment in April, 1956, amounted to 208,200.

### Domestic Trade

Firms selling in the San Francisco Bay Region are strategically located in the center of the Western Market. More than twice the goods per capita are sold at wholesale here than in any other major California city. Seven major Market Week showings are held, attracting many thousands of buyers. Nearly 2,000 branch offices of national and regional firms make San Francisco the largest branch office center having the largest dollar volume of sales in the entire West.

### Port Facilities and World Trade

San Francisco has a \$120 million investment in its magnificent waterfront facilities, and the Port Authority has expended \$25 million in the past decade on modernization. Total volume of foreign, coastwise, intercoastal and inland shipping in 1955 was 5,807,673 revenue tons, with inland waterway traffic accounting for about two million tons. Exports in 1955 totalled \$415,134,080 and imports totalled \$355,015,168. More than 250 air and marine lines maintain offices or agencies in the city.

**A strong Chamber of Commerce is the key to business progress**

*For information, literature or aid, write or visit the*

**SAN FRANCISCO CHAMBER OF COMMERCE**

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