

## Service Establishments

The insured service units reporting to the California Department of Employment in 1956 had 49,314 employees and third-quarter payroll of \$48,844,557.

SUMMARY OF PRINCIPAL SERVICE GROUPS—1956  
INSURED

SAN FRANCISCO SERVICE GROUPS	Reporting Units	Payroll Third Quarter	Employment September
TOTALS	6,807	\$48,844,557	49,314
Hotels, Other Lodgings	484	5,535,305	7,749
Business Services, N.E.C.	1,081	15,902,936	12,636
Employment Agencies, Commercial			
Schools	63	423,680	532
Auto Repair Services, Commercial	378	2,644,764	2,464
Miscellaneous Repair Services,			
Hand Trades	278	1,123,916	1,037
Motion Pictures	98	1,705,459	1,828
Amusement and Recreation N.E.C.	234	1,777,886	2,407
Medical, Health Services	1,823	3,308,531	3,751
Law Offices, Related Services	157	2,124,025	1,978
Educational Institutions, Agencies	60	248,210	405
Other Professional Social Service			
Agencies	333	3,937,445	2,720
Nonprofit Membership Organiza-			
tions	701	5,400,186	5,136
Other Service Industry	1,197	5,314,210	6,671

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

KIND OF BUSINESS IN SAN FRANCISCO	No. of Establish- ments	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, 1957, had about 4,126,800 residents, an increase of 860,416 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 nine-county Bay Area had about 3,359,700 residents on Jan. 1, 1957. 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, 1957, totaled 1,080,300 persons. The manufacturing group employed 216,900, or 20.1% of the total; the service group, 239,200, or 22.1%; retail group, 173,100, or 16%; wholesale group, 79,400, or 7.4%; transportation and public utilities, 121,100, or 11.2%; finance, 68,600, or 6.4%; construction, 70,300, or 6.5%; government, 91,100, or 8.4%; agriculture, forestry and fishing, 18,000, or 1.7%; the balance, unclassified.

## Industrial Development

During 1956 in the Bay Region, 680 industrial projects with outlays of \$405,282,277 were reported, compared to 514 projects with outlays of \$143,508,536 in 1955. Of the total in 1956, 523 were expansions with outlays of \$247,262,282, and 157 were new plants with outlays of \$158,020,495.

## Finance

1956 Bay Region (7 cities) bank debits of \$71,454,359,000 represented an increase of \$8,271,818,000, or 13%, over 1955.

## Trade

Tangible personal property sold at retail through 22,421 outlets in San Francisco during 1956 attained a total of

\$1,696,439,000 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 1956 trade would amount to about \$2,000,000,000.

Sales of the 10,149 licensed retail outlets during 1956 amounted to \$1,008,757,000; sales of 3,293 personal service establishments amounted to \$51,109,000, and sales of 8,979 manufacturing, wholesaling, contracting and miscellaneous outlets amounted to \$636,573,000.

The 1957 first quarter taxable retail sales in San Francisco amounted to \$380,263,000. The retail outlet sales amounted to \$232,680,000. Personal services accounted for \$133,363,000, and manufacturing, wholesaling, etc., for \$134,220,000.

## Construction

San Francisco experienced its second best building year in 1956 despite a 24% shrinkage in value of residential construction. Permits authorized totaled 10,634 and amounted to 66,065,470—an increase of 15.9% and 2.1% respectively over 1955. Value of new residential construction amounted to \$16,594,622, or 25.1% of the total building authorized and provided for 1,248 dwelling units; new non-residential amounted to \$29,847,888, or 45.2% of the total authorized, and gained 17.9%; additions, alterations and repairs amounted to \$19,622,960, or 29.7% of the total, and were up 11.6%.

Larger private construction projects (\$100,000 or over) totaled \$21,895,500 and benefited many segments of the economy. Office building accounted for \$5,470,000; stores, for \$1,449,000; industrial and warehouses, \$3,141,000; hospitals, \$1,477,000; lodge headquarters, \$4,600,000; labor headquarters, \$825,000; churches, \$1,719,000; motels, \$1,331,500; apartments, \$997,000; garages, \$660,000; and private schools, \$226,000.

Public building projects undertaken by the City in the city during 1956 amounted to \$10,871,636, segregated as follows: Schools, \$3,473,828; exhibit hall, \$3,711,315; parks and recreational facilities, \$845,178; hospital improvement, \$656,000; fire houses, \$646,663; water storage, \$64,652; public welfare, \$1,474,000. The extensive freeway projects under construction in the city by the State amounted to several million dollars.

## Real Estate

Transactions in the real estate field slowed down some in 1956 compared to the previous year. Deeds recorded in San Francisco totaled 18,017, a drop of 4.3%. Mortgages and deeds of trust totaled 16,726 and amounted to \$191,604,777, a drop of 6.6% in number and 12.8% in amount.

## Intercity and Interstate Traffic

Bridge traffic set new records in 1956. Bay Bridge vehicle crossings exceeded previous highs by 3.9% and totaled 33,581,157, and Golden Gate Bridge crossings rose 10.3% to 15,403,850.

## 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.