

# SAN FRANCISCO . . .

## Headquarters City of the West

Attesting to San Francisco's growth as the nation's western capital, more than \$250 million has been authorized in the city's central business district since 1955 for construction or modernization. With 30 large corporations having national headquarters in San Francisco having a reported combined asset of \$32.5 billion in 1956, the continuous development of the city as a managerial center is assured.



## 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 406 per cent increase in retail trade, a 597.3 per cent increase in bank deposits, and a 363.7 per cent increase in wholesale trade. The trend continues; the first 10 months of 1957 was the best half year in the area's history, with business activity up 3.0 per cent and financial transactions up 4.9 per cent compared to the same period of 1956.

### Population

On January 1, 1958, San Francisco had a population of 812,000. About 310,000 additional persons enter and leave 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 10,622 new residents each month since 1950 and the population now totals about 4,200,000.

### Industrial Growth

New and expanded factory plants totalled 680 in the Bay Region during 1956 and represented \$405,282,277. An additional \$175,000,000 was committed during the first seven months of 1957. Some 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 1956 amounted to about \$366,000,000, or about \$106,000,000 above the 1950 level. Total manufacturing employment in July, 1956, amounted to 78,200.

### Domestic Trade

Seven Major market week showings held semi-annually attracts tens of thousands of buyers as does the annual World Trade Fair. The Western Merchandise Mart, largest building of its type west of Chicago with over 3,100 lines of merchandise represented, draws more than 100,000 buyer-registrations annually. San Francisco sells almost twice the amount of goods at wholesale per capita than any other major city in California—and more than any other large city in the West. 1,600 branch offices of national and regional firms make this city one of the largest branch office centers in the 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 1956 was 5,569,643 revenue tons, with inland waterway traffic accounting for about two million tons. San Francisco Customs District exports in 1956 totalled \$410,425,524 and imports totalled \$490,491,663. 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**

333 Pine Street

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