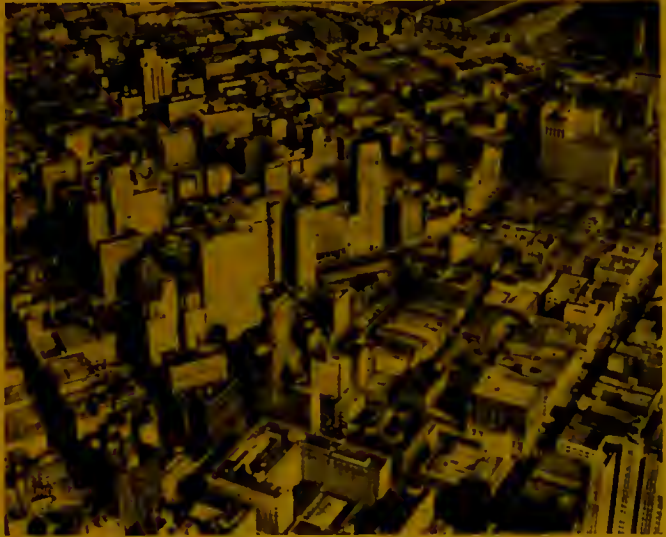


SAN FRANCISCO . . .

Headquarters City of the West

Attesting to San Francisco's growth as the nation's western capital, more than \$300 million has been authorized or announced in the city's central business district since 1955 for construction or modernization. With 30 large corporations having national headquarters in San Francisco with combined assets of \$34 billion, an increase of \$12 billion since 1950, 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 414.3 per cent increase in retail trade, a 437.5 per cent increase in bank deposits, a 373.0 per cent increase in wholesale trade, and a manufacturing payroll increase of 435.7 per cent.

Population

On January 1, 1959, San Francisco had a population of 821,000. 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 10,433 new residents since 1950. The population now totals about 4,361,800 and by 1970 is expected to reach 6,000,000.

Industrial Growth

New and expanded factory plants totaled 1,003 in the Bay Region during 1958 and represented investments of \$340,195,341, bringing the 1948-58 total to \$2,038,306,173. Manufacturing payrolls in 1958 amounted to \$1,243,621,000 in the 9-county area, about \$513,640,000 above the 1950 level.

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 complete home goods wholesale market center on the Pacific Coast 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 it 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. An additional \$50 million program is under way. Total volume of foreign, coastwise, intercoastal and inland shipping in 1958 was 5,672,866 revenue tons. San Francisco Customs District exports in 1958 totalled \$546,272,703 and imports totalled \$444,761,648. More than 250 air and marine lines maintain offices or agencies in the city.

San Francisco International Airport

More than \$72 million has been invested in this excellent facility. An additional \$25 million program is planned.

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

San Francisco 4