

Lumber and wood products. . . . .	#	11,82
Leather and leather products. . . . .		4.29
Miscellaneous. . . . .	6,65	15.44
Other. . . . .	4.47	0.25
Totals	\$417.67	\$1,273.80

#Not reported separately

\*Alameda, Contra Costa, Marin, San Francisco, San Mateo and Solano Counties

Many of the large key industries in the Metropolitan Area, with their plants outside the corporate city limits, have their headquarters in San Francisco, from which they conduct their finances, purchases and sales.

## RETAIL TRADE AND SERVICE ESTABLISHMENTS

### Retail Trade

Retail trade is one of the major activities among the business and industry groups in San Francisco, ranking second in number of employees, and third in payroll. Tangible personal property sold at retail through 21,170 outlets in San Francisco during 1961 amounted to \$1,056,540,000; personal service establishments, \$73,460,000; and manufacturing, wholesaling, contracting and miscellaneous outlets, \$657,803,000. Sales of food for off-premise consumption and gasoline are not included in taxable sales.

A market of 4,000,000 people is concentrated in the nine Bay Area counties surrounding San Francisco Bay. Firms located in San Francisco distribute to all northern California's 7,300,000 people, and to the eleven Western States. Employment in retail trade in the metropolitan area averaged 153,765 in 1961, making it one of the largest occupational groups.

### OUTLETS IN SAN FRANCISCO LICENSED TO SELL TANGIBLE PERSONAL PROPERTY AT RETAIL \*(1)

TYPES OF BUSINESS	Outlets Jan. 1, 1961	1960 Taxable Sales (\$000)
<b>Licensed Retail Outlets</b>	8,929	\$1,016,918
Apparel stores group . . . . .	616	113,372
Women's apparel stores . . . . .	256	54,074
Men's apparel stores . . . . .	169	23,761
Family apparel stores . . . . .	86	19,117
Shoe stores . . . . .	105	16,429
General merchandise group . . . . .	289	194,602
Limited-price variety stores . . . . .	101	19,412
Department and dry goods stores . . . . .	116	168,672
Other general merchandise stores . . . . .	72	6,518
Specialty stores group . . . . .	1,464	122,284
Gift, art goods and novelty shops . . . . .	182	9,627
Sporting goods stores . . . . .	56	5,102
Florists . . . . .	131	5,227
Photographic equipment and supply stores . . . . .	37	9,806
Musical instrument stores . . . . .	69	5,682
Stationery and book stores . . . . .	166	16,968
Jewelry stores . . . . .	134	14,867
Office, store and school supply dealers . . . . .	112	33,969
Other specialty stores . . . . .	577	21,036
Grocery stores . . . . .	556	40,655
Other food stores . . . . .	894	31,980
Package liquor stores . . . . .	334	33,599
Eating and drinking . . . . .	2,627	176,196
Without alcoholic beverages . . . . .	988	48,922
Drug stores . . . . .	270	36,986
Household and home furnishings stores . . . . .	382	51,751
Household appliance dealers . . . . .	143	15,311
Second-hand merchandise stores . . . . .	132	1,362
Farm implement dealers . . . . .	6	2,652
Farm and garden supply stores . . . . .	25	962
Fuel and ice dealers . . . . .	5	922
Building materials yards and stores . . . . .	303	36,256
Lumber and building material dealers . . . . .	58	18,250
Hardware stores . . . . .	122	10,506
Plumbing and electrical supply stores . . . . .	31	2,286
Paint, glass and wallpaper stores . . . . .	92	5,214
New motor vehicle dealers . . . . .	107	121,807
Used motor vehicle dealers . . . . .	86	11,908
Automotive supplies and parts dealers . . . . .	69	7,874
Service stations . . . . .	603	13,783
Trailer, boat, motorcycle and airplane dealers . . . . .	18	2,656

<b>Business and Personal Services</b> . . . . .	3,250	71,819
Hotels, motels and resorts . . . . .	148	23,074
Garages . . . . .	525	17,931
Repair shops and other personal service establishments . . . . .	2,577	30,814
<b>Manufacturing, Wholesaling, Contracting and Miscellaneous Outlets</b> . . . . .	9,508	664,635
Contractors and building materials manufacturing and wholesaling outlets . . . . .	1,103	132,772
All other manufacturing, wholesaling and miscellaneous outlets . . . . .	8,405	531,863
Totals	21,687	\$1,753,372

\*Sales of food for off-premise consumption and gasoline are not included—being tax-exempt sales. 1962 food store sales are estimated at \$270,203,000 and gas station sales at \$61,572,000 by Sales Management. This would indicate total retail trade in excess of \$2,056,000,000 for San Francisco

### SAN FRANCISCO RETAIL SALES (1) TAXABLE TRANSACTIONS (\$000)

1950 . . . . .	\$1,351,651
1951 . . . . .	1,469,069
1952 . . . . .	1,450,789
1953 . . . . .	1,496,841
1954 . . . . .	1,480,307
1955 . . . . .	1,631,823
1956 . . . . .	1,695,939
1957 . . . . .	1,632,308
1958 . . . . .	1,584,530
1959 . . . . .	1,724,949
1960 . . . . .	1,753,272
1961 . . . . .	1,750,207
1962 . . . . .	1,787,803

(1) Source: State of California, Board of Equalization.

### SAN FRANCISCO-OAKLAND METROPOLITAN AREA, RETAIL TRADE, AS PER 1958 U. S. CENSUS OF BUSINESS

Trade Group	Total Establish- ments	Sales (\$ mil- lions)	Payroll (\$ mil- lions)
Lumber, building, hardware	948	\$129.0	15.5
General merchandise	743	425.6	68.1
Food stores	4,167	837.2	64.6
Automotive dealers	1,085	518.9	54.4
Gasoline service stations	2,293	223.4	21.3
Apparel and accessories	1,715	247.6	39.3
Furniture and appliances	1,680	205.7	28.5
Eating and drinking places	5,571	361.2	86.9
Drug and proprietary stores	749	118.2	15.8
Other retail	3,886	271.1	27.2
Non-store retailers	1,048	86.0	11.8
Totals	23,885	\$3,423.9	\$433.5

### Service Establishments

San Francisco insured service units reporting to the California Department of Employment in 1961 had 61,984 employees and an estimated annual payroll of \$299,070,834.

### PRINCIPAL SERVICE GROUPS, (1) SAN FRANCISCO YEAR ENDING JUNE 30, 1959

INDUSTRY	Reporting Units	Annual Payroll (\$000)	Em- ployees
Hotels, rooming houses, and other lodging places	457	\$23,727	7,314
Personal services	1,060	22,912	6,569
Miscellaneous business services	878	57,656	12,536
Automobile repair, automobile services, and garages	377	13,054	2,809
Miscellaneous repair services	229	4,438	899
Motion pictures	102	6,220	1,677
Amusement and recreation services, except motion pictures	208	9,512	2,818
Medical and other health services	1,406	17,596	4,809
Legal services	590	11,065	2,260
Educational services	75	2,088	768
Nonprofit membership organizations	735	27,111	5,648
Miscellaneous services	549	29,808	4,461
Other services	38	138	46
Totals	6,704	\$225,325	52,614

\*Source: State of California, Board of Equalization