

Results of the 1958 U. S. Census of Business shows that San Francisco had 7,869 service establishments, only 3,217 of which had a payroll. Sales and receipts for all establishments for 1958 totaled \$429,475,000, and payroll, \$123,434,000 for 35,078 employees.

Hotels

The 1958 U. S. Census of Business showed that San Francisco had a total of 502 hotels, of which 358 were big enough to have a payroll. Fifty-eight motels were counted within San Francisco, of which only 44 had a payroll. Gross receipts from all hotels and motels in 1958 amounted to \$62.2 million.

Since then three new major hotels have opened, and two other large projects are under way; these five are the first new major hotels in San Francisco in many years. One of these projects now under way will provide San Francisco with a new 1,200-room hotel by 1964.

MEDICAL CENTER

There are 30 hospitals in San Francisco—mostly general, some special—and they provide 8,265 beds, not only for patients from around the Bay Area, but from all over the Western U. S. and even the Orient. In 1960, 12,884 employees in this industry earned over \$60,000,000. As many as one-third of the 187,881 patients in 1960 came from outside the city.

PUBLIC HEALTH

San Francisco public health facilities include a bacteriological laboratory, a chemical laboratory, consolidated inspection services, the San Francisco Hospital, the Laguna Honda Home for aged indigents, the Hassler Farm for convalescent tuberculosis cases, six emergency hospitals, child welfare centers, well-baby clinics, and other health-control facilities scattered throughout the city.

EDUCATION AND RESEARCH

Superior educational and research facilities are available in the Bay Area, including such world-renowned universities as Stanford (which now has several campuses in Europe and Japan) and the University of California, largest in the world, with (in 1963) a 26,759 student campus at Berkeley and 2,600 students in five colleges in San Francisco.

Four of the 15 colleges of the State College system are in the Bay Area—at San Francisco, San Jose, Hayward, and Cotati. Several other schools—Catholic, private, women's, men's, and junior colleges—are in San Francisco and its surrounding area.

A recent directory entitled "Scientific Resources of the San Francisco Bay Area" lists over 500 different research organizations in industry, government agencies, schools, and private institutions, in 1961.

In the fall 1961 semester, public and parochial full-time enrollments in the nine Bay Area counties totaled 906,624, from kindergarten through grade 14 (public junior colleges are maintained in California by individual school districts). Of this total, 90,628 were enrolled in the parochial schools, about 10% of the total.

San Francisco public and parochial school enrollments climbed 30% between 1950 and 1960, despite a total population decrease of 4.5%. Based on San Francisco Health Department resident birth records, children under five years of age showed a decline of 20% from 1950. Those in the age bracket of 16 through 19 —not accounted for in public or parochial schools but included under other colleges or private schools and those gainfully employed—increased 9.57%.

There are 131 public schools, including 15 junior high and seven senior high schools. There also are many parochial and diocesan schools. Number of pupils in daily attendance at public schools, 104,519; in parochial schools, 29,102, and several thousands in private and technical schools in the city. Institutions of higher education in San Francisco, with full-time enrollments (fall 1963), include the following: City College of San Francisco (7,600); San Francisco State College (15,840); San Francisco College for Women (601); University of San Francisco (1,600); and Golden Gate College. The University of California maintains several branches in San Francisco, including the colleges of Medicine, Dentistry, Pharmacy, Hastings College of the Law, and the California School of Fine Arts, with enrollments totaling over 2,500 in the city.

At Berkeley, 26,759 were enrolled full-time (fall 1963), and on all campuses of the University, 64,468. Stanford and the University of California at Berkeley are both within convenient commuting distances of San Francisco. Other colleges within the Bay Area offering standard curricula include the new Alameda County State College, San Jose State, University of Santa Clara, Armstrong College of Business Administration (Berkeley), Dominican (San Rafael), Mills (Oakland), Holy Name (Oakland), Notre Dame (Belmont), and St. Mary's (Moraga).

Educational facilities available in San Francisco and the Bay Area cover all fields and are outstanding in the West and in their rank among national institutions. Few cities in the world offer finer or more diversified educational opportunities.

Enrollment in institutions of higher education in northern California is above the national average in relation to the population.

Higher education facilities include the public universities system, state colleges, public junior colleges, private four-year colleges and private junior colleges.

Extensive research activities are carried out by the larger universities of California and Stanford and numerous other northern California organizations with research facilities.

BAY AREA MARKET DEVELOPMENTS

Population

The Bay Area, on April 1, 1960, had 3,638,939 residents, an increase of 35.7% since April 1, 1950. The nine-county Bay Area population is now greater than that of 34 of the 50 states. The growth in this area between 1940 and 1950 exceeded the growth of all but five states—California, New York, Texas, Michigan and Ohio.

Industrial Development

During 1960 in the Bay Region (nine Bay Area counties plus Sacramento, San Joaquin, Yolo and Santa Cruz), 862 industrial projects with outlays of \$198,689,280 were reported. Of this number 665 were expansions with outlays of \$187,727,780, and 197 were new plants with outlays of \$10,961,500.

Trade

Taxable retail sales in the nine-county Bay Area reached a total of \$6,319,287,000 in 1962—a gain of 4.1% over 1961, and representing 24.3% of the total for the state.

Construction

In the Bay Area, 1962 was a record year for construction, with value of all permits issued up 15% from 1961, the previous record year.

	Value of all	Residential Only	
	Construction	Value	Dwelling Units
1957	\$650,053,000	\$325,195,000	31,442
1958	747,093,000	432,707,000	41,248
1959	873,384,000	546,513,000	49,304
1960	857,959,000	509,987,000	46,094
1961	972,661,000	552,847,000	49,160
1962	\$1,117,074,000	688,927,000	59,264

Intercity and Interstate Traffic

Vehicle crossings over all six toll bridges of San Francisco Bay set new records in 1962:

Toll Bridges	1959	1960	1961	1962
San Francisco-Oakland				
Bay	37,967,243	39,026,394	40,286,427	40,968,233
Golden Gate	18,193,672	19,325,954	20,702,013	21,968,064
Carquinez	11,963,442	12,892,791	13,833,083	14,063,274
San Mateo				
Hayward	3,463,901	3,688,017	3,825,114	4,123,563
Richmond				
San Rafael	3,104,955	3,338,427	3,606,482	3,869,162
Dumbarton	1,936,247	2,265,566	2,683,442	3,208,206

Out-of-state autos entering through northern California gateways in 1961 totaled 1,243,907 cars and 3,182,342 passengers, an increase of 15.6% and 14.5% respectively.

GENERAL BUSINESS ACTIVITY

The Chamber's index of general business activity for 1962 was 124.0 based on a 1957-59 average of 100.

Business activity in the first half of 1963 showed an increase of 7.4% over the same period in 1962.

The index is based on four components, car loadings, department store sales, electric energy sales, and bank debits.

Bank debits, continuing to be the most significant factor, increased 11.2% over the same period the previous year. The total debits for the first six months of 1963 were \$39,780,152,000 — up more than \$4,000,000,000 from the first half of 1962.

Electric energy sales rose 5.1%. Department store sales slipped 0.3%. Freight car loadings increased 0.6%. (The figures represent comparisons between the first half of 1963 and the first six months of 1962).