

# 1963 MANUFACTURING PAYROLLS, SAN FRANCISCO BAY AREA

Annual Insured Wages, by Industry (in \$ millions)

Industry	City and County of San Francisco	
	San Francisco	Area*
Food and kindred products . . . . .	\$109.30	\$267.74
Printing and publishing . . . . .	85.83	139.78
Fabricated metal products . . . . .		
(except ordnance, machinery, and transportation equipment) . . . . .	45.47	145.88
Petroleum, refining and related industries . . . . .	34.93	99.69
Transportation equipment . . . . .	20.56	111.01
Machinery, except electrical . . . . .	22.80	98.14
Furniture and fixtures . . . . .	13.66	30.27
Paper and Allied products . . . . .	13.71	57.16
Apparel and other fabric products . . . . .	28.57	32.22
Chemicals and allied products . . . . .	13.26	85.16
Stone, clay and glass products . . . . .	12.39	58.50
Primary metal industries . . . . .	11.24	92.39
Electrical machinery, equipment . . . . .	8.17	111.32
Professional, scientific and controlling equipment . . . . .	2.11	17.92
Textile mills products . . . . .		4.43
Lumber and wood products . . . . .	#	13.08
Leather and leather products . . . . .	#	4.17
Miscellaneous . . . . .	6.59	15.77
Other . . . . .	5.96	0.41
Totals	434.60	\$1,395.93

#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 1963 amounted to \$1,787,800,000; personal service establishments, \$73,469,000; and manufacturing, wholesaling, contracting and miscellaneous outlets, \$646,241,000. 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 187,000 in 1964, making it one of the largest occupational groups.

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

TYPES OF BUSINESS	1962	
	July 1, 1962	Taxable Sales (000)
<b>Licensed Retail Outlets</b>	8,608	\$1,056,540
Apparel stores group . . . . .	579	117,309
Women's apparel stores . . . . .	250	55,708
Men's apparel stores . . . . .	149	25,220
Family apparel stores . . . . .	79	19,745
Shoe stores . . . . .	101	16,627
General merchandise group . . . . .	256	205,139
Limited-price variety stores . . . . .	92	19,007
Department and dry goods stores	108	179,457
Other general merchandise stores . . . . .	56	6,675
Specialty stores group . . . . .	1,408	135,250
Gift, art goods and novelty shops . . . . .	197	11,003
Sporting goods stores . . . . .	61	6,371
Florists . . . . .	112	5,572
Photographic equipment and supply stores . . . . .	40	10,389
Musical instrument stores . . . . .	68	6,633
Stationery and book stores . . . . .	149	16,530
Jewelry stores . . . . .	122	16,160

Office, store and school supply dealers . . . . .	114	37,581
Other specialty stores . . . . .	545	25,011
Grocery stores . . . . .	581	45,847
Other food stores . . . . .	848	39,851
Package liquor stores . . . . .	308	35,894
Eating and drinking . . . . .	2,571	186,448
Without alcoholic beverages . . . . .	963	49,091
Drug stores . . . . .	262	25,917
Household and home furnishings stores . . . . .	402	55,890
Household appliance dealers . . . . .	122	16,413
Second-hand merchandise stores . . . . .	127	1,511
Farm implement dealers . . . . .	4	2,878
Farm and garden supply stores . . . . .	23	785
Fuel and ice dealers . . . . .	5	801
Building materials yards and stores	277	36,694
Lumber and building material dealers . . . . .	49	18,977
Hardware stores . . . . .	112	8,996
Plumbing and electrical supply stores . . . . .	31	3,272
Paint, glass and wallpaper stores	85	5,440
New motor vehicle dealers . . . . .	86	123,339
Used motor vehicle dealers . . . . .	74	6,940
Automotive supplies and parts dealers . . . . .	68	7,624
Service stations . . . . .	590	15,719
Trailer, boat, motorcycle and airplane dealers . . . . .	17	2,411
<b>Business and Personal Services</b>	3,159	73,460
Hotels, motels and resorts . . . . .	146	28,110
Garages . . . . .	519	14,351
Repair shops and other personal service establishments . . . . .	2,494	30,999
<b>Manufacturing, Wholesaling, Contracting and Miscellaneous Outlets</b>	9,138	646,241
Contractors and building materials manufacturing and wholesaling outlets . . . . .	1,072	128,887
All other manufacturing, wholesaling and miscellaneous outlets . . . . .	8,066	517,354
Totals	21,170	\$1,787,803

\*Sales of food for off-premise consumption and gasoline are not included—being tax-exempt sales. 1963 food store sales were estimated at \$282,152,000 and gas station sales at \$63,720,000 by Sales Management, This would indicate total retail trade in excess of \$2,133,675,000 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 . . . . .	1,631,623
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
1963 . . . . .	1,817,056

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

### PRINCIPAL SERVICE GROUPS, (1) SAN FRANCISCO YEAR ENDING JUNE 30, 1963

	Reporting Units	Annual Payroll (\$000)	Employees
Hotels, rooming houses, and other lodging places	418	\$30,248	7,921
Personal services	1,043	26,851	6,245
Miscellaneous business services	979	83,502	14,899
Automobile repair, automobile services, and garages	368	19,188	3,153
Miscellaneous repair services	234	6,140	988
Motion pictures	107	8,257	1,862
Amusement and recreation services, except motion pictures	197	12,783	2,895
Medical and other health services	1,486	56,125	12,213
Legal services	615	17,284	2,783
Educational services	73	2,726	790