

Nonmajor services and charges—

Hotel	731	73,34	1,04
Miscellaneous services	618	1,314	7,490
Other services	40	22	64
Totals	1,389	241,004	65,277

(1) Source: State of California, Dept. of Employment

HOTELS

The 1953 U. S. Census of Business showed that San Francisco had a total of 502 hotels, of which 450 were big enough to have a payroll. Fifty-eight hotels 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 is the San Francisco Hilton, completed in 1964, providing 1,200 rooms.

MEDICAL CENTER

There are 30 hospitals in San Francisco—mostly general, some special—and they provide 9,091 beds, not only for patients from around the Bay Area, but from all over the Western U. S. and even the Orient. In 1962, 13,834 employees in this industry earned over \$71,000,000. As many as one-third of the 183,027 patients in 1962 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 Hotel 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 26,750 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 1963 semester, public and parochial full-time enrollments in the nine Bay Area counties totaled 1,011,151 from kindergarten through grade 14 (public junior colleges are maintained in California by individual school districts). Of this total, 95,012 were enrolled in the parochial schools, about 10.6% 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—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 eight senior high schools. There also are many parochial and diocesan schools. Number of pupils in daily attendance at public schools, 109,203; in parochial schools, 29,418; 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 distance 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 own group of national institutions. For a full list of the usual offer of more diversified educational opportunities.

Enrollment in institutions of higher education in California is about 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 3,633,939 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. The present population estimate is 749,900 for San Francisco and 4,078,800 for the Bay Area.

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 \$198,689,289 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 \$6,708,364 in 1963—a gain of 6.2% over 1962, and representing 24.1% of the total for the state.

Construction

In the Bay Area, 1963 was a record year for construction, with value of all permits issued up 14.8% from 1962, the previous record year.

	Value of all Construction	Value Residential Only	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	857,939,000	509,987,000	46,094
1961	972,661,000	552,847,000	49,160
1962	1,117,074,000	688,927,000	59,264
1963	1,300,000,000	814,000,000	67,307

Inter-city and Interstate Traffic

Vehicle crossings over all six toll bridges of San Francisco Bay set new records in 1963:

Toll Bridges	1960	1961	1962	1963
San Francisco-Oakland Bay	39,026,394	40,286,427	40,968,233	43,619,629
Golden Gate	19,325,954	20,702,913	21,968,644	23,238,163
Carquinez	12,892,791	13,833,083	14,063,274	13,607,107
San Mateo	3,688,017	3,825,114	4,123,563	4,468,898
Hayward	3,338,427	3,606,482	3,869,162	4,143,049
Richmond	2,265,566	2,683,442	3,208,206	3,459,742
San Rafael				
Dumbarton				
Benicia				
Martinez			524,092	2,334,061

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 1963 was 137.4, based on a 1957-59 average of 100, a gain of 10.8% over 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 17.3% 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).