

Charter services, flight training and facilities for private planes are available at many smaller airports in the vicinity of San Francisco.

EMPLOYMENT

In April, 1964, employment in the city of San Francisco was about 476,600, and for the San Francisco-Oakland Metropolitan Area, an average 1,217,200 were employed as follows:

	July 1966 San Francisco only	1966 annum average Metropolitan area
Construction	20,700	74,200
Manufacturing	62,600	209,000
Communication, transportation and utilities	55,600	116,400
Wholesale trade	44,300	82,800
Retail trade	62,900	190,000
Finance, insurance and real estate	58,400	87,800
Services	113,100	252,500
Government	86,500	240,100
Totals including others	505,000	1,267,500

The City employs over 23,000 people, of whom 4,000 are certified teachers. Another 3,500 work for the fire and police departments, and 1,950 with the street railways.

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 Health 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 1965 semester, public and parochial full-time enrollments in the five county San Francisco-Oakland metropolitan area totaled 638,976 from kindergarten through grade 14 (public junior colleges are maintained in California by individual school districts). Of this total, 74,162 were enrolled in the parochial schools, about 11.6% 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—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 eight senior high schools. There also are many parochial and diocesan schools. Number of pupils in daily attendance at public schools, 98,883; in parochial schools, 28,486; and several thousand others in private and technical schools in the city. Institutions of higher education in San Francisco, with full-time enrollments (fall, 1965), include the following: City College of San Francisco 6,479; San Francisco State College 11,212; San Francisco College for Women 528; University of San Francisco 3,616; 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 25,863 were enrolled full-time (fall, 1966), and on all campuses of the University, 82,585. 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 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. The present population estimate is 740,200 for San Francisco and 4,408,300 for the Bay Area.

FINANCE

Financial Capital

San Francisco, the financial and insurance capital of the West, is headquarters of the world's largest bank and is one of the nation's most important financial centers. Five of the nation's 50 largest commercial banks are located in San Francisco. The 19 San Francisco banks reported total resources of over \$25,000,000,000 at the end of 1964.

The Federal Reserve Bank of San Francisco is the headquarters of the Twelfth Federal Reserve District.

There are 97 corporations with assets exceeding \$10,000,000,000 that have their headquarters in San Francisco, and over 700 corporations with a net worth of a million dollars or more each are located in the nine-county San Francisco Bay Area.

Stock Exchange

The Pacific Coast Stock Exchange—the "Exchange of Destiny"—is second only to New York as a regional security market. It accounts for about 30% of the national regional stock exchange volume.

The San Francisco division, founded in 1882, and the Los Angeles division, founded in 1899, have played important individual roles in pumping the life blood of finance into the dynamic Pacific Coast area to build industrial growth, to develop business and to expand agriculture.

Consolidation of the two exchanges, amalgamating the West's two chief security markets, was effected in 1957, after years of planning and study. The creation of a broader market—providing many new opportunities for investors, corporations, security dealers and banks and financial institutions—was the result.

Buying and selling orders are executed immediately, not only in the city of placement, but also on the division floors, even though 400 miles apart, via a special telephone circuit.

The Exchange comprises 122 member organizations, including 29 member corporations serving public investors, through more than 800 offices in eleven Western States, the Midwest, the East and Broad. There are also 2,000 registered representatives associated with the member firms in West Coast offices and 360 non-member dealers and banks across the nation that function through these firms.

More than 550 common and preferred stocks of companies of national, regional and local significance, including Hawaii, are listed by the Exchange—80 of them exclusively.

The most important advantage in trading on the Pacific Coast Stock Exchange is the time differential between the Atlantic and Pacific seaboard. Pacific is the only major national securities exchange open from 12:30 P.M. to 2:30 P.M. (PST). This time differential makes Pacific Coast the nation's security market after 12:30 P.M. (PST) each market day. National and international events of major importance affecting trading often result in a flow of orders to the Pacific Coast Stock Exchange from all over the nation.