

Manufacturing—Value Added by Manufacture— 1947 U. S. Census

Industry Group	San Francisco Bay (Six-County Area)	
	San Francisco	San Francisco Bay
Total	\$410,326,000	\$1,049,490,000
Food and kindred products	122,446,000	244,184,000
Tobacco manufactures	(a)	(a)
Textile-mill products	2,477,000	13,033,000
Apparel and related products	35,815,000	38,021,000
Lumber and wood products	4,126,000	13,760,000
Furniture and fixtures	14,547,000	21,247,000
Paper and allied products	10,189,000	29,005,000
Printing and publishing	71,380,000	97,102,000
Chemicals and allied products	28,764,000	118,601,000
Petroleum and coal products	(a)	58,381,000
Rubber products	(a)	4,257,000
Leather and leather products	3,065,000	7,584,000
Stone, clay and glass products	1,998,000	30,621,000
Primary metal industries	5,612,000	60,820,000
Fabricated metal products	35,508,000	87,181,000
Machinery, except electrical	23,728,000	75,353,000
Electrical machinery	8,320,000	28,220,000
Transportation equipment	(a)	98,062,000
Instruments and related products	1,198,000	(a)
Miscellaneous manufactures	7,962,000	11,790,000
(a) Not reported		

Manufacturers—1947 U. S. Census

	Six-County Area		San Francisco
	Number of establishments	Payroll	
Number of establishments	3,671	1,990	47,781
Wage-earners	131,161	143,618,000	
Wages	\$393,346,000	\$143,618,000	
Value added	\$1,049,490,000	\$410,326,000	
Plant equipment expenditures	\$110,699,000	\$28,306,000	

RETAIL TRADE AND SERVICE ESTABLISHMENTS

Retail Trade—Retail trade is one of the major activities among the business groups in San Francisco, ranking importantly in number of employees and amount of payroll. Sales in 1952 were estimated to be in excess of \$1,200,000,000.

San Francisco Retail Sales

1939 (a)	\$ 383,554,000	1950 (b)	\$1,146,523,000
1948 (a)	1,033,188,000	1951 (b)	1,199,622,000
1949 (b)	1,089,241,000		

(a) U. S. Census; (b) revised estimate of California State Chamber of Commerce.

San Francisco Retail Groups—1948 U. S. Census

Retail Trade Groups	No. of Stores	Sales and Receipts (thousands)	Payroll Annual (thousands)
Totals	10,225	\$1,033,188	\$164,377
Food group	2,386	215,970	15,043
Eating and drinking places	2,641	143,423	37,145
General stores	11	183	19
General merchandise group, general stores	220	146,095	25,365
Apparel group	991	120,879	20,255
Furniture, furnishings, appliance group	588	76,604	13,920
Automotive group	221	133,733	14,142
Gasoline service stations	552	32,259	3,995
Lumber, building, hardware group	256	30,194	3,870
Drug and proprietary stores	343	31,569	4,470
Liquor stores	328	21,618	1,073
Second-hand stores	180	5,880	1,282
Other retail stores	1,508	74,981	12,147

Service Establishments

The service industries in San Francisco include a basic group of activities which in March, 1953, gave employment to about 89,000 persons, leading all of the major industry groups. The insured payroll in the third quarter of 1952 amounted to \$38,228,488, or at an annual rate of about \$153,000,000.

Summary of Principal Service Groups in San Francisco, with Insured Employment, in 1952

Groups	Employment, September	Payroll	
		Third Quarter	Annual
Totals	46,535	\$38,228,488	
Hotels, other lodgings	7,988	5,247,212	
Personal services	7,044	4,902,344	
Business services, N. E. C.	11,158	10,837,958	
Employment agencies, commercial schools	906	502,155	
Auto repair services, garages	2,129	2,185,312	
Miscellaneous repair services, hand trades	306	873,745	
Motion pictures	1,697	1,252,843	
Amusement and recreation, N. E. C.	2,831	1,810,144	
Medical, health services	3,339	2,324,024	
Law offices, related services	1,804	1,644,515	
Educational institutions, agencies	610	542,337	
Other professional, social service agencies	1,696	2,018,613	
Non-profit membership organizations	4,427	4,082,666	
All other	187	119,275	

Summary of Principal Service Groups in San Francisco— 1948 U. S. Census

Groups	Number of Establishments	Sales and Receipts (thousands)	Payroll Annual (thousands)
Service group, total	5,187	\$116,423	\$45,201
Personal services	3,393	48,606	17,988
Business services	582	37,690	18,559
Automobile repair services and garages	562	20,513	6,179
Miscellaneous repair services	650	9,614	2,475

BAY REGION MARKET DEVELOPMENTS Population

Bay Region (twelve-county) population increase, between the 1940 and 1950 U. S. Censuses, of 1,133,577 persons, brought the total to 3,199,852, or a gain of 54.9% in ten years. This growth exceeded the growth of all but four states—California, New York, Texas and Michigan—and the total population exceeded that of 32 states. The Bay Area (nine-county) population amounted to 2,681,322, or 947,014 above 1940, or 54.6%. The growth in this area exceeded the growth of all but five states—California, New York, Texas, Michigan and Ohio.

Employment

Estimated civilian employment in the San Francisco Metropolitan Area (6 counties) attained a new all-time high of 1,045,300 persons in December, 1952, compared to 1,044,600, the previous high (September, 1952), and 1,027,400 in December, 1951. As the year ended, the retail and wholesale trade groups were employing 259,200 persons or 24.8% of all employment in the area and 5,200 above 1951; the manufacturing group, 212,000 or 20.3% of the area total and 2,400 over 1951; the service group, 206,400 or 19.7% of the total and an increase of 5,400 persons; transportation, communications and public utilities group, 118,000 or 11.1% of the total and 400 persons more; government, exclusive of employees classified with other industry groups, was employing 98,400 or 9.4% of the total and 1,700 persons over 1951; contract construction with 70,000 accounted for 6.7% of the total, a gain of 600 persons; finance, insurance and real estate, 64,300 persons or 6.2% of the total and a gain of 1,900 persons over 1951; and the agriculture group, at 16,300, employed 1.5% of the area total, and was down 700 persons from 1951. The balance were unclassified.

Industrial Development

During 1952 in the Bay Region (twelve counties), 495 industrial projects with outlays of \$184,649,002 were reported, compared to 480 projects with outlays of \$131,914,287 in 1951. Of the total in 1952, 356 were expansions with outlays of \$127,214,872, and 139 were new plants with outlays of \$57,434,130. Northern California accounted for 563 projects with outlays of \$204,941,002.

Finance

1952 Bay Area (five cities) bank debits of \$48.3 billion gained 4.6% over 1951 and accounted for 30.2% of the Twelfth District transactions.