

| | | | |
|---|-----|-----------|-------|
| Machinery (except Electrical) | 141 | 4,641,071 | 3,444 |
| Electrical Machinery, Equipment, and Supplies | 41 | 1,952,831 | 1,556 |
| Transportation Equipment | 34 | 5,607,878 | 3,497 |
| Motor vehicles and motor- vehicle equipment | 18 | 592,693 | 428 |
| Ship and boat building and repairing | 16 | 5,015,183 | 3,069 |
| Professional and Scientific Instru- ments and Products | 27 | 564,162 | 493 |
| Miscellaneous Manufacturing Industries | 141 | 1,564,906 | 1,507 |
| Other Manufacturing Industries | 10 | 220,255 | 160 |

| | | |
|---|--------------|----------------|
| Garages | 544 | 9,149 |
| Photographers | 259 | 2,469 |
| Repair shops and other personal service establishments | 2,382 | 15,642 |
| Manufacturing, Wholesaling, Contracting and Miscellaneous Outlets | 8,908 | 577,089 |
| Contractors and building materials manufac- turing and wholesaling outlets | 1,105 | 112,563 |
| All other manufacturing, wholesaling and miscellaneous outlets | 7,803 | 464,526 |
| Totals | 22,675 | \$1,631,823 |

*Sales of goods for off-premise consumption and gasoline are not included—being tax-exempt sales. Total food store sales for 1955 are estimated at \$262,358,000 by Sales Management.

**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 some 22,675 outlets in San Francisco during 1955 amounted to \$1,631,823,000 of taxable sales. Licensed retail outlets sales amounted to \$1,010,648,000, personal service establishments, \$44,086,000 and manufacturing wholesaling, contracting and miscellaneous outlets, \$577,089,000. Sales of food for off-premise consumption and gasoline were not included in taxable sales but if included, the total retail trade would probably reach two billion in 1955.

SAN FRANCISCO RETAIL SALES—ESTIMATE

| | | | |
|--------------|----------------|--------------|-----------------|
| 1940(a)..... | \$ 398,896,000 | 1950(c)..... | \$1,351,651,000 |
| 1945(a)..... | 850,770,000 | 1952(c)..... | 1,450,789,000 |
| 1947(a)..... | 1,204,655,000 | 1953(c)..... | 1,436,841,000 |
| 1948(b)..... | 1,033,188,000 | 1954(c)..... | 1,480,307,000 |
| 1949(c)..... | 1,274,357,000 | 1955(c)..... | 1,631,823,000 |

(a) California State Chamber of Commerce.

(b) U. S. Census.

(c) Taxable Sales—Bd. of Equalization.

**SAN FRANCISCO RETAIL GROUPS—
1954 U. S. CENSUS (P)**

| RETAIL TRADE GROUPS | No. of Stores | Sales and Receipts (000) |
|--|------------------|--------------------------------|
| TOTALS | 10,041 | \$1,162,539 |
| Food group | 2,323 | 257,052 |
| Eating and drinking places | 2,601 | 159,260 |
| General merchandise group | 230 | 167,762 |
| Apparel group | 787 | 112,437 |
| Furniture—furnishings, appliance group | 545 | 75,014 |
| Automotive group | 225 | 165,399 |
| Gasoline service stations | 540 | 45,682 |
| Lumber—building—hardware group | 250 | 24,638 |
| Drug and proprietary stores | 299 | 32,922 |
| Other retail stores | 1,784 | 104,172 |
| Non store retailers | 457 | 18,201 |

(P) preliminary.

Service Establishments

In addition to the retail outlets in San Francisco, the service outlets employed 96,300 persons in March, 1955. The insured service units reporting to the California Department of Employment in 1955 had 47,563 employees and third-quarter payroll of \$44,055,140.

**SUMMARY OF PRINCIPAL SERVICE GROUPS—1955
INSURED**

| SAN FRANCISCO SERVICE GROUPS | Reporting Units | Payroll Third Quarter (\$1,000) | Employment September |
|--|--------------------|--|-------------------------|
| TOTALS | 6,842 | \$44,055,140 | 47,563 |
| Hotels, Other Lodgings | 498 | 5,247,094 | 7,747 |
| Personal Services | 1,225 | 5,133,326 | 6,542 |
| Business Services, N.E.C. | 1,054 | 13,294,764 | 11,973 |
| Employment Agencies, Commercial | | | |
| Schools | 67 | 411,816 | 579 |
| Auto Repair Services, Garages .. | 366 | 2,458,444 | 2,252 |
| Miscellaneous Repair Services, | | | |
| Hand Trades | 292 | 1,201,550 | 1,059 |
| Motion Pictures | 100 | 1,555,571 | 1,867 |
| Amusement and Recreation, N.E.C. | 254 | 1,834,743 | 2,650 |
| Medical, Health Services | 1,331 | 3,082,782 | 3,648 |
| Law Offices Related Services | 583 | 1,975,755 | 1,967 |
| Educational Institutions, Agencies . | 70 | 243,647 | 430 |
| Other Professional, Social Service Agencies | 307 | 2,650,386 | 2,038 |
| Nonprofit Membership Organiza- tions | 695 | 4,965,262 | 4,811 |

**PRINCIPAL SERVICE GROUPS IN SAN FRANCISCO
U. S. CENSUS, 1954 (P)**

| KINDS OF BUSINESS IN SAN FRANCISCO | No. of Estab- lishments | Sales and Receipts (000) | Payroll Annual (000) |
|---|-------------------------------|--------------------------------|----------------------------|
| Service Group, Total | 7,273 | \$345,581 | \$93,541 |
| Proprietors (unincorporated only) .. | 7,613 | — | — |
| Personal Services | 3,461 | 57,101 | — |
| Automobile Repair Services and Garages | 609 | 26,176 | — |
| All Other Selected Services | 3,203 | 262,304 | — |

BAY REGION MARKET DEVELOPMENTS

Population

The Bay Region (13-county) population, on Jan. 1, 1956, was estimated at 3,986,300, an increase of 719,916

**OUTLET IN SAN FRANCISCO LICENSED TO
SELL TANGIBLE PERSONAL PROPERTY
AT RETAIL**

Reported By California State Board of Equalization

| TYPES OF BUSINESS | Number of Outlets on Dec. 31, 1955 | 1955 Taxable Sales (\$) (000) |
|---|---|-------------------------------------|
| Licensed Retail Outlets | 10,448 | \$1,010,648 |
| Apparel store group | 769 | 99,410 |
| Women's apparel stores | 346 | 48,989 |
| Men's apparel stores | 211 | 21,506 |
| Family apparel stores | 103 | 15,528 |
| Shoe stores | 109 | 13,387 |
| General merchandise group | 321 | 189,462 |
| Limited-price variety stores | 130 | 16,228 |
| Department and dry goods stores .. | 126 | 168,819 |
| Other general merchandise stores | 65 | 4,415 |
| Specialty stores group | 1,303 | 90,268 |
| Gift, art goods and novelty shops | 187 | 5,954 |
| Sporting goods stores | 60 | 2,015 |
| Florists | 146 | 4,772 |
| Photographic equipment and supply stores | 34 | 5,384 |
| Musical instrument stores | 73 | 5,119 |
| Stationery and book stores | 181 | 24,918 |
| Jewelry stores | 165 | 12,827 |
| Office, store and school supply dealers... | 94 | 20,754 |
| Other specialty stores | 363 | 8,525 |
| Grocery stores | 1,422 | 51,135 |
| Food stores other than grocery stores | 225 | 2,643 |
| Package liquor stores | 338 | 26,732 |
| Eating and drinking places | 2,764 | 145,760 |
| Candy and Tobacco stores | 353 | 9,626 |
| Drug stores | 298 | 31,654 |
| Household and home furnishings stores | 438 | 57,588 |
| Household appliance dealers | 181 | 16,271 |
| Second-hand merchandise stores | 138 | 2,055 |
| Farm implement dealers | 7 | 5,658 |
| Farm and garden supply stores | 37 | 1,246 |
| Fuel and ice dealers | 17 | 1,260 |
| Building material yards and stores | 214 | 26,096 |
| Lumber and building materials dealers ... | 68 | 17,660 |
| Heating, plumbing and electrical supply stores | 46 | 2,987 |
| Paint, glass and wallpaper stores | 100 | 5,449 |
| Hardware stores | 132 | 8,657 |
| New motor vehicle dealers | 122 | 180,937 |
| Used motor vehicle dealers | 94 | 12,215 |
| Automotive supplies and parts dealers | 72 | 7,211 |
| Service stations | 632 | 32,764 |
| Trailer, boat, motorcycle and airplane dealers | 17 | 2,360 |
| Itinerant and mail-order vendors | 554 | 9,640 |
| Personal Service Establishments | 3,319 | 44,086 |
| Hotels, motels and resorts | 134 | 16,826 |