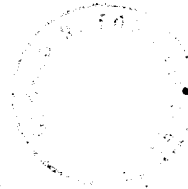


The original documents are located in Box 38, folder “Primaries - California (2)” of the Ron Nessen Papers at the Gerald R. Ford Presidential Library.

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The last published poll in California was in late February 1976. the results were Reagan 52% - Ford 37%.



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NIXON? 'ASK THE MAN WHO PARDONED HIM'

Reagan Finally Discovers Watergate

3.16.74
LAT

BY GEORGE F. WILL

WASHINGTON In one of his celebrated

thoughts about him. But during the 22-month
Watergate crime wave, Reagan, the ~~trump~~
of law and order, was strangely mute.

San Gabriel Valley TRIBUNE

Forum

SECTION B, PAGE 3

FRIDAY, MARCH 5, 1976



HARRIS SURVEY

Reagan's Slipping as Carter Slides Upward

By Louis Harris

Los Angeles Times

HARRISON GRAY OTIS, 1882-1917
HARRY CHANDLER, 1917-1944
NORMAN CHANDLER, 1944-1960



OTIS CHANDLER, Publisher

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6

—Part II:

WEDNESDAY MORNING, MARCH 17, 1976

Too High, Too Soon

DLP 4/23

Let's Untangle the 'Maze of Primaries'

Top Democrat Favors National or Regional Votes in Presidential Races

BY CHARLES T. MANATT

inations from going to candidates who merely gain small national pluralities; it would be ne- advantages of the current process, while ~~is~~ ~~ing~~ ~~many~~ ~~of~~ ~~its~~ ~~inequities~~ ~~and~~ ~~absur~~

Part II

TUESDAY MORNING, MARCH 16, 1976

47
Why Be a Hero? Because

Ford Scores Political Points on ³⁻¹⁶⁻⁷⁶ Issues

BY DON IRWIN
Times Staff Writer

the Democratic-run Congress might
be delaying his 11-month-old request

further grain sales to the Soviet
Union in a talk in the White House

Shadow of Nixon Over Ford Campaign

BY EUDY ABRAMSON
Times Staff Writer

LAT 3/10/74

Ford answered by saying that he would leave the assessment of Nixon as President to history.

Friday morning, Ford took his campaign to the country

CAMPAIGN BRIEFS

Voting Bill Defeated

LAT
From Times Wire Services

3-17-76

The Senate rejected by one vote a Republican move to

Ford, Carter Claim

Victories in Illinois

1 A.T.
3-17-76

Wallace Running
Distant Second in
'Comeback Effort'

BY BILL BOYARSKY
Times Political Writer

CARTER LEAD

Continued from First Page

Carter, not Wallace, had captured the bulk of these voters.
And Carter won many others. The survey said he was

Friends, Foes Abroad Wary of U.S. Policies

L.A. 3-17-76

Vietnam, Watergate,
CIA Disclosures Stain
Reputation Overseas

BY FRANCIS B. KENT

Times Staff Writer

"For the first time, the United States has refrained from countering a Soviet political challenge by making a powerful demonstration of its own. As a result, U.S. prestige and world power have declined, and there is growing doubt among friends and allies about America's will to prevent the Soviets from obtaining unilateral advantages."

A British intellectual monthly, Encounter, commented in a similar vein, referring to the "confusion and dismay" evident in the world today, and adding:

"The reason is not hard to find. It lies in the inability or unwillingness of the United States to discharge the responsibilities she has hitherto assumed as the leader of the Free World and in the knowledge that

Sunday Times

Assessment of Governor Brown as expressed in Editorial of L. A. Times
March 17, 1976

- Governor Brown is very popular in the state; Californians like his life style and his frugal management of their tax dollars. He has received the highest approval rating in the history of polling in the state but his popularity rests more on image than on achievement.

- His record over the first 14 months of his term suggests that Brown has been too ready to impose unnecessary limits on himself - too willing to lower even reasonable and attainable expectations by his insistence that government, like most citizens must accept an era of limits "a lowering of expectations".

- Some issues which he must face in California are:

- 1) the California unemployment rate remains much higher than the national average.
- 2) there has been no resolution of the medical malpractice crisis
- 3) there has been no discernible progress toward reform and equalization of school taxes
- 4) there has been no sign of forceful support by the Governor of the Coast Preservation Plan, now facing strong opposition in the Legislature
- 5) The University of California may have to curtail enrollment for lack of adequate funding in the fall
- 6) The Governor has been in no hurry to fill scores of vacant positions, despite his insistence that they must have more consumer representatives
- 7) there has been no attention paid to the increasing financial plight of local governments, which are bound and by state law - to a restrictive tax base

To the Governor's credit, there has been no general tax increase in his first two budgets, but only because of the \$800 million surplus that was left him by Governor Reagan. Although he was able to secure agreement on a farm labor collective-bargaining statute - the first in the nation, the agreement is inoperative because of a deadlock over emergency funding in the Legislature.

Brown as a presidential candidate can point to no significant record of achievement that is likely to capture national attention, although his rhetoric and personality certainly will. He is attractive, articulate and intelligent but he must present a surer demonstration of leadership to be considered.



Gov. Brown Joins Democratic Race As Favorite Son

SACRAMENTO (AP) — Gov. Edmund Brown Jr. said last night he will run as a favorite son candidate in the California primary June 8.

The 37-year-old Democratic governor ended months of speculation and almost daily queries from reporters by saying in an interview here:

"I will name a steering committee Monday. I will take whatever steps are necessary to put my name on the ballot. Yes, I'm a candidate

Brown Enters Calif. Race

Brown's Move Aids Humphrey

WUS 3-15-

RACE JUST GETS MURKIER

By James R. Dickenson
Washington Star Staff Writer

8

Part II

WEDNESDAY MORNING, MARCH 17, 1976

Too High, Too Soon



Brown Names 7 to Medical Board

Acupuncturist, Two
Women Among Picks

LAT 3-17-76
From a Times Staff Writer

MEDICAL BOARD

11/11/11/10

Head Brown

Campaign

LA 3-17-75

Governor Insists He Is 'Serious' Candidate in Nationwide Effort

BY TOM GOFF

Times Sacramento Bureau Chief

articulate my ideas and thoughts on where the country ought to be going. If it meets with a favorable response and if that grows, then the undertaking will not only be serious, but successful."

Brown said he did not propose to "string out a laundry list or a set of boxes and packages of things that have been done."

What he has to offer, he said, is "a process, an energy and a commitment to a particular style of government and an approach, and that's all, and the people can make their choice."

Brown has prided himself on his "new approach" to politics, his openness and his commitment to bring

some long pending state business of the way before McCarthy showed up to take a seat alongside the governor.

In rapid-fire order, Brown:

—Announced the appointment of seven members to the new state Medical Quality Board.

—Filled a vacancy on the state Agricultural Labor Relations Board that could help break a legislative tieup over allocating needed funds to the board.

—Reappointed two members to

Brown's Bombshells: Skip the Ira-ia

Traditional 'Spontaneity' Abandoned for Unorthodox Style

BY BILL STALL
Times Staff Writer

2:17 3-17-76

SACRAMENTO

Virtually nothing in politics is... Mouths opened in disbelief. Not just those of the

EXPECTED AN ENDORSEMENT

Brown Gets Ultimatum, Lecture From McCarthy

BY WILLIAM ENDICOTT
Times Staff Writer

3-18-76 LAT

SACRAMENTO—Gov. Brown ex- He also lectured Brown on his per

Ston

LAH 3-17-76
Bill to Save Coast Farmland Proposed

Measure Is Third Element in Shoreline Protection Package

BY BILL STALL
Times Staff Writer

Funds for the program, \$25 million, would come from a proposed \$290 million while the farmers would retain ownership and continue to produce

سلسلہ وار

LAT 3-17-76

مجلس

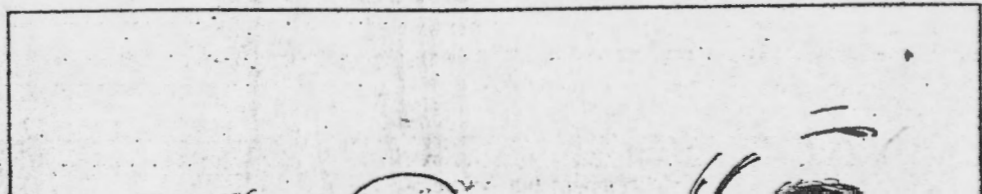
Bell to Pour More of His Funds Into Senate Race

BY WILLIAM ENDICOTT

Times Staff Writer



LAT 318-76



L.A.T. 3-18-76



Popcorn Mentality

LAI 3-19-76



WHAT INCUMBENCY DOES FOR FORD CAMPAIGN

Leaving Small Town, Entering Big City

BY KENNETH REICH

have arranged to address an official Bicentennial celebration in a government park as part

the Winston-Salem Journal devoted pages of their Sunday morning editions to Ford's visit

AAI 3-19-76

LAT 3-19-76

The Presidency: What Makes Jerry Run?

Gov. Brown Pushes 'New Ideas,' but His Action Harks Back to Old Politics

BY ERNEST CONINE

Furthermore, as a result of reforms in the


interviewers that his chances of getting the nomination are slim. So why is he running?

B



CALIFORNIA ORGANIZING COMMITTEE
PRESIDENT FORD COMMITTEE

Earl Adams	John H. Holoman
Clifford R. Anderson	Norman Houston
Assemblyman Dixon Arnett	David James
Mrs. Nita Ashcraft	Louis Johnson
Charles Bakaly	Robert C. Kirkwood
Dr. William S. Banowsky	C. Douglas Kranwinkle
Robert S. Barnes	Assemblyman Jerry Lewis
Robert F. Beaver	Putnam Livermore
Dr. Arnold Beckman	Mrs. Katie Martinez
Mrs. Marcia Bents	Robert Mayer
Mrs. Margaret Brock	Peter McAndrews
Mrs. Elsie Buchenau	Arch Monson, Jr.
Asa Call	Assemblyman Frank Murphy
Roy Crocker	David Packard
Stuart Davis	Leon Parma
John V. Diepenbrock	Charles Reed
Kim Fletcher	Henry Salvatori
John P. Guerin, Jr.	Taft Schreiber
Paul Haerle	Waller Taylor
James Halley	Charles Thomas
Bruce Hazard	Congressman Bob Wilson
David B. Holland	Attorney General Evelle Younger



NORTHERN CALIFORNIA
COUNTY CHAIRMEN/STEERING COMMITTEE

ALAMEDA COUNTY

Thomas McLaren
Dagmar Fulton

BUTTE COUNTY

Maynard C. Craig

CALAVARAS

Mrs. Richard S. (Alice) Chapman

COLUSA COUNTY

Ralph Nissen

CONTRA COSTA COUNTY

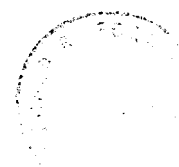
Daniel Van Voorhis
Betty Boggess
Joseph Duffel
Harlan Gelderman
Penn Keller

EL DORADO COUNTY

Bud Hamilton (Lloyd B.)

FRESNO COUNTY

Austin B. (Ben) Ewell, Jr.
Mrs. Richard (Shirley) Brinker
Michael Cardenas
Lawrence C. Wayte



Northern California (continued)

GLENN COUNTY

Daniel Paul
Jack Brush
Walt Dreschler
Laura Carlson

HUMBOLDT COUNTY

Mrs. Joan Norberry

MADERA COUNTY

Jerry Barden ("JJ")
Elsie Buchenau

MARIN COUNTY

Melville Owen
Senator Peter Behr
Sally Rakow (Mrs. John)
Kirk Alan Pessner
Jack Fiorito

MENDOCINO COUNTY

Mrs. Dennis (Pat) Denny
George Hammond
Francis A. Nichols
Bill Pauli

MERCED

Tony Diavatis

MONTEREY COUNTY

June C. Duran
Sebastian Bordonaro
Karl von Christierson
Jack Westland



Northern California (continued)

NEVADA COUNTY

Albert Troost

PLACER COUNTY

James H. Grubbs

SACRAMENTO COUNTY

John V. Diepenbrock
Mrs. Rita Marra
William Collard
Robert Brosemer
Mrs. Lola Brekke

SAN FRANCISCO COUNTY

Putnam Livermore
Miss Joan L. Irwin
Robert E. Mayer
Arch Monson

SAN MATEO COUNTY

Bruce Mitchell
Aylett Cotton
Judge Frank B. Blum
Thomas Ford
Peg Marsh
Robert Wood

SANTA CLARA

Frank Verlot
Halsey Burke
Mrs. Imogene Hilbers
Wesley "Bud" Hubbard

Northern California (continued)

SANTA CRUZ

Carl Conelly
Harry Lucas
John L. Ritchey, III
Paddy (Geneveve) Smith
Jeanne Wileman
Malio Stagnaro
Warren W. Littlefield

SHASTA COUNTY

Gary Arel

SIERRA COUNTY

Thomas Vilas

SOLANO COUNTY

J. Clinton Peterson
Drucella Campos
Loretta C. Ceasar
Robert H. Power
Charles B. Wood

SONOMA COUNTY

Thomas P. Kelly, Jr.
Mrs. Donald H. Helgren
Lee Evans
James Groom
Ralph K. B. Clay

Northern California (continued)

TEHAMA COUNTY

John Swetka
Rev. J. A. Barber
Larry Lalaguna
Mrs. Pauline Marinoff
Philip Wray

YOLO COUNTY

Stan Walton

SOUTHERN CALIFORNIA
COUNTY CHAIRMEN/STEERING COMMITTEE

IMPERIAL COUNTY

Yvonne Smith
J. Ward Casey
Mrs. Gene Woodland (Juanita)

KERN COUNTY

Sid Chapin
Eugene Winer
Burton H. Armstrong
R. Mack Phillips
Reta Wettenbarger
Dr. Charles McCall

KINGS COUNTY

Terry Harper

ORANGE COUNTY

Marcia Bents
Gus Owen
Sandy Berwick
Harriett Wieder
Ray Quigley
John Segmore
Russell Knott
Bill McGarvey
Sam (Robert S.) Barnes
Do tie (Dorothy B.) Stillwell
C. Thomas (Tom) Wilch
William P. Ficker

Southern California (continued)

RIVERSIDE COUNTY

Ed McCoubrey
Mrs. Harrison (Ethel) Silver
Dallas Holmes
Barbara Foster

SAN BERNARDINO COUNTY

Robert V. Fullerton
William E. Jackson
Albert L. Johnson
John J. Butler
Steve Edwards
Nan DeMent
Bill Leonard

SAN DIEGO COUNTY

Al Anderson

SAN LUIS OBISPO

Dave Rowe

SANTA BARBARA COUNTY

Theodore (Ted) Roche
Christopher Nicholas
Mrs. Gertrude Calden
Maurice F. Richards
Eugene L. Huseman
Mrs. Ada S. Wing
Gerald Thede

Southern California (continued)

TULARE COUNTY

Mrs. Florence Doe
Bert Dennis
William Rodgers
Mrs. Betty Goettle
N. B. (Tad) Martin

VENTURA COUNTY

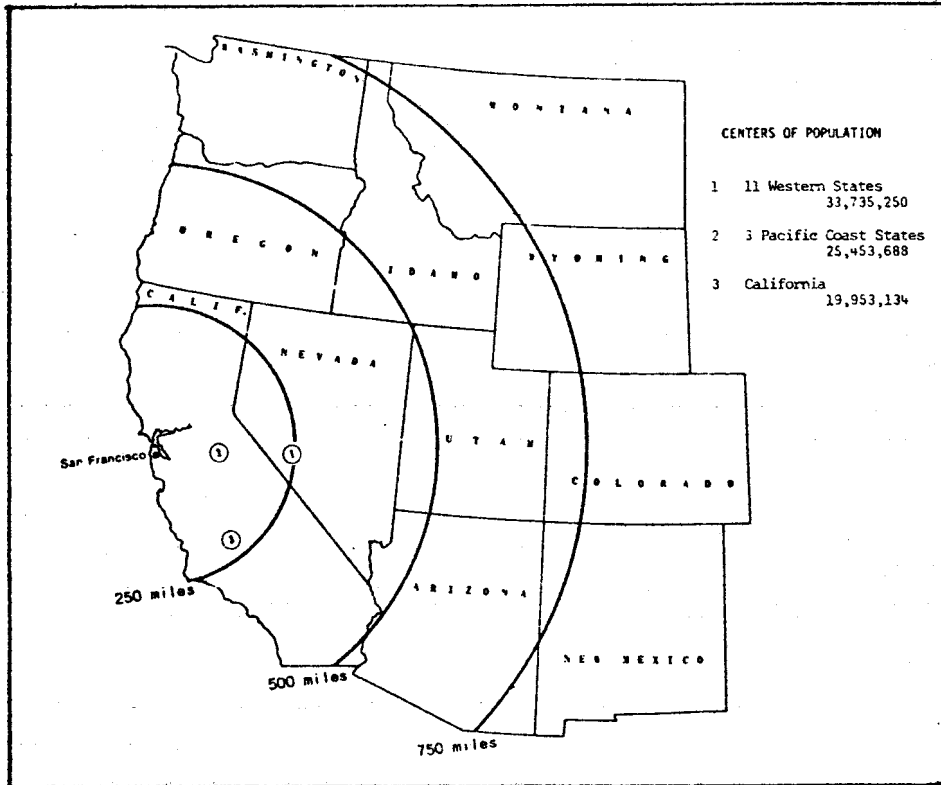
Ralph Cormany
Carl Lowthrop
Mike Wallace
Mrs. Lyman (Joan) Brown

c

D

COMMUNITY ECONOMIC PROFILE

for the City and County of San Francisco, California



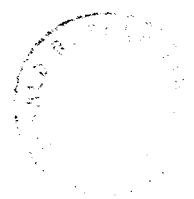
1. GENERAL

San Francisco was incorporated April 15, 1850. It has a consolidated City-County Government with Mayor-Council structure. San Francisco is the West's financial capital, and the administrative center for many of the nation's leading corporations. The city is also the West Coast operation's headquarters for a majority of the Federal agencies. Its economy is diverse and balanced. Service industries, government - federal state/city, etc., finance, insurance and real estate, play an important role in the city's economy.

2. ECONOMIC GROWTH AND TRENDS

	1950	1960	1970	1972	1973	1974
Population	775,357	740,316	715,674	689,600	681,200	675,600
School Enrollment	70,728	69,355	86,672	78,829	77,320	71,298
Total Taxable Retail Sales (million)	1,352mm	1,753mm	2,281mm	2,412mm	1,193mm	2,647mm

SOURCES: U.S. Census Bureau, San Francisco Board of Education and California State Board of Equalization.



3. CLIMATE

Period	Average Temperature			Rain (Inches)	1 AM	Humidity	
	Min.	Mean	Max.			1 PM	7 PM
January	45.7	50.9	56.0	4.51	79	66	67
April	49.3	55.3	61.2	1.63	82	59	71
July	53.2	58.5	63.8	.01	92	72	81
October	54.6	61.4	68.2	1.06	79	60	66
Year	50.9	56.7	62.4	20.66	85	65	72

OTHER REMARKS

Elevation: 52 feet
Prevailing winds/mean hourly speed: w/8.7

Source: National Weather Service

4. TRANSPORTATION

Rail: Southern Pacific, Western Pacific, Union Pacific, Santa Fe.

Truck: 18,600 truck lines in California, 355 carriers domiciled in San Francisco. Overnight delivery to: North to Portland, Oregon, South to Los Angeles, East to Reno, Nevada and all major points in between.

Air: 14 miles to San Francisco International Airport. All major passenger and freight lines.

Commute Service: San Francisco Municipal Railway (intra-city); AC Transit and Bay Area Rapid Transit (BART) to the East Bay Cities; Greyhound Bus and Southern Pacific Railroad to Peninsula areas; Golden Gate Bridge District Bus and Ferry service to Marin County.

Water: Port of San Francisco. Services available: LASH, BULK, general cargo, containerization and barge service.

Highways: U.S. 1, 280, 101, 480; Interstates: 80, 580, 680.

5. INDUSTRIAL SITES

San Francisco has one industrial park site of 73 acres with a total of 2767 acres zoned industrial. Typical sales prices in 1974 were from \$3.00 to \$7.00 per square foot, depending upon location.

The industrial terrain is flat; drainage satisfactory. The subsoil in certain undeveloped parts of the southeastern portion of the city requires piling unless the soil is excavated and replaced with acceptable fill. Sizes of sewer lines range from 8 to 54 inches.

6. WATER SUPPLY

Name of Supplier: San Francisco Water Department, City and County of San Francisco, 425 Mason Street, San Francisco, CA. 94102

Water is delivered to reservoirs from 3 watershed areas: San Mateo County, Santa Clara County, Alameda County, Yosemite Park.

Average Consumption: 1973 - 1974: 98.7 millions of gallons daily.

Charges for water based on the following plus service charge:

32,402 cents per 100 cu. ft. for first 3,3000 cu. ft.
29,622 cents per 100 cu. ft. for next 30,3000 cu. ft.
22,952 cents per 100 cu. ft. for next 300,000 cu. ft.
17,281 cents per 100 cu. ft. for next 7,66,700 cu. ft.

Water Connection Charges:

5/8 to 1 inch service	\$380
1 1/2 inch service	490
2 inch service	560
over 2 inch service	Actual cost.

7. SEWER SERVICE

Name of Supplier: San Francisco Department of Public Works, Division of Sanitary Engineering, City and County of San Francisco, 770 Golden Gate Ave., San Francisco, 94102. Telephone: (415) 558-2131

Capacity of sewer plant: 340 million gal/day

Peak flow: Max. rate dry weather 192 million gal/day.

Max. rate wet weather 288 million gal/day.

Sewer service charge: meter and use charge is 85¢/month per dwelling unit, \$1.70 every two months. Base meter charge according to size of meter plus 40% of water charge. Those accounts used solely for irrigation purposes can be totally exempted from all sewer service charges. All users who consume 200 cubic feet or less of water per month are exempt from sewer service charges. Industrial waste charge: Based on concentration of grease, suspended matter and chemical oxygen demand.

8. STORM DRAINS AND FLOOD CONTROL

San Francisco's master plan for wastewater management was adopted in 1973.

Charge assessed: Private properties assessed for 12" sewers; over 12" financed from ad valorem tax.

Contact: San Francisco Department of Public Works, Division of Sanitary Engineering, City and County of San Francisco, 770 Golden Gate Ave., San Francisco 94102. Telephone: 558-2131

9. STREET IMPROVEMENTS

Dedication requirements: Dedicated by acts of the Board of Supervisors. Land owned in fee or by irrevocable easement.

Improvement requirements: Must meet city standards.

Contact: City Engineer, Street Improvement and Assessment Section, City Hall, Room 362A, San Francisco, 94102 Telephone: 558-3223.

10. NATURAL GAS AND ELECTRIC POWER

Name of Supplier: Pacific Gas and Electric Company.

For rates applicable to the City and County of San Francisco, contact PG & E Customer Services Department located at 245 Market Street, San Francisco 94105
Telephone: 981-3232

11. TELEPHONE

Name of Supplier: Pacific Telephone and Telegraph.

For rates and types of service applicable to the City and County of San Francisco, contact the Main Offices located at 140 New Montgomery Street, San Francisco 94105
Telephone: 542-9000

12. TAX RATES (Fiscal Year 1972/1973)

- A. Property Tax: \$12.75 per \$100 assessed value (assessed value is 25% of full cash value as determined by assessor).
 - B. Personal Property & Inventory Tax: (unsecured property) \$12.75 per \$100. The basis is last year's property tax rate. California has a provision which reduces the assessed value of inventories by 45% (Section 219, Revenue and Tax Code).
 - *C. 1% Flat Rate Payroll Tax: Levied against all firms. Firms can allocate employee time based upon work performed in San Francisco versus work performed outside the city.
 - *D. Business License Gross Receipts Tax: 80¢ per \$1000 for wholesalers and manufacturers; \$1.00 for retailers per \$1000; \$2.00 per \$1000 for professionals and others.
 - E. 5% Utility Users Tax: This tax has a number of exemptions based on interstate commerce and other federal requirements.
 - F. 10% Commercial Off-Street Parking Tax:
 - G. Retail Sales Tax: State 4 3/4%, City/County 1 1/4%, Bay Area Rapid Transit District 1/2%; Total: 6 1/2%.
- * The firm pays only the higher one of these two taxes.

13. SAN FRANCISCO CITY AND COUNTY LABOR MARKET AREA— JULY 1974**

19,900	Construction	37,800	Wholesale Trade
50,000	Manufacturing	110,300	Services
52,500	Transportation/Communication	88,200	Government
	Utilities	55,100	Retail Trade
69,400	Finance/Real Estate/Insurance		

**Based on a total wage and salary employment figure of 483,600. Wage rates, extent of unionization, fringe benefits, and related information for specific industries and job classifications may be obtained from the Employment Development Department, Attention: Northern California Employment Data and Research, P.O. Box 7774, San Francisco 94120 Telephone: 557-3052

14. MANUFACTURING EMPLOYMENT

There are many manufacturing plants in the City and County of San Francisco as well as in the nearby East Bay and Peninsula communities. The firms listed below are some of those headquartered in San Francisco. Employment figures reflect the company's total employees in the United States.

<u>Name of Company</u>	<u>Production</u>	<u>Employees</u>
Boothe Computer Corporation	Computer Equipment	504
Crown Zellerbach Corporation	Paper Products	31,850
Foremost-McKesson, Inc.	Chemicals, Pharmaceuti- cals, Dairy Products	17,000
Levi Strauss & Company	Apparel	28,000
Pacific Lumber Company	Lumber, Plywood, Millwork	2,200
Potlatch Forests, Inc.	Forest Products	11,000
Schlage Lock Company	Builders-Hardware	1,615
Standard Oil Co. of California	Petroleum Products	32,000

15. NON-MANUFACTURING EMPLOYMENT

<u>Name of Company</u>	<u>Type of Business</u>	<u>Employees</u>
American President Lines, Ltd.	Ocean Shipping	725
BankAmerica Corporation	Holding Company	50,951
Bechtel Corporation	Engineering & Heavy Constr.	20,000
Consolidated Freightways, Inc.	Trucking	13,000
Del Monte Corporation	Food Producer & Distributor	24,500
Di Giorgio Corporation	Consumer Products & Land Resources	5,000
Fireman's Fund America Insurance Company	Property & Casualty Insur.	12,000
Marcona Corporation	Resource Development; Ship- ping, Mining	265
Natomas Company	Holding Company	104
Pacific Far East Line	Ocean Shipping	250
Pacific Gas & Electric Company	Power Company	26,333
Pacific Telephone & Telegraph	Telephone Company	97,114
Southern Pacific Transportation	Railroad	44,271
Transamerica Corporation	Diversified Services	25,000
Wells Fargo and Company	Holding Company	11,827

16. COMMUNITY AND CIVIC FACILITIES

- a. Police Department: Personnel consists of 1958 uniformed officers, 523 civilian employees (clerical etc.). There are 339 automobiles, 11 patrol wagons, 12 trucks, 239 cycles, 8 station wagons and 2 helicopters.
- b. Fire Department: Personnel consists of 1257 employees - 1781 uniformed, 56 non-uniformed. There are 44 engine companies - 20 truck companies, 2 rescue companies, 1 salvage company, 1 fireboat, and 3 airport units (2 crash rescue, 1 structural).
- c. Insurance Services Office: Source of rating - Pacific Fire Rating Bureau (San Francisco is rated District 1, Classification 2).
- d. Health: San Francisco has 21 general hospitals with over 6,516 total bed capacity and 5 specialty hospitals with over 1,935 total bed capacity. It also has 3,033 physicians/surgeons, 772 dentists, 118 optometrists, and 240 chiropractors.

- e. Education: 103 elementary schools, 11 junior high schools, 18 high schools, 1 community college, 4 colleges or universities. Total public school enrollment: elementary: 35,439; junior high school 17,263; senior high school: 18,596
- f. Cultural: Opera, Symphony, Ballet, Chinese Cultural Center, Japanese Cultural Center, International Film Festival, 540 Churches, 7 libraries, 120 newspapers, 45 radio stations, 7 TV channels received directly, 1 TV cable system, 136 theatres and professional teams in all major sports.
- g. Other Public Recreational Facilities: 120 parks and many miniparks, 78 playgrounds, 6 golf courses, numerous tennis courts, 10 swimming pools, 5 1/2 miles of ocean beach, 1 lake, 1 fishing pier, Marina small craft harbor, and a zoo.
- h. Financial: 40 banks with 157 branches and 25 savings and loans with 39 branches.

17. HOUSING AVAILABILITY: PRICES AND RENTALS

Rentals for one and two bedroom apartments and duplexes range from an average of \$150 to \$425 per month; rentals for two and three bedroom houses range from \$250 to \$550 per month.

The majority of sale prices of existing homes were from \$45,000 to \$65,000 during 1974. Many suburban residential areas within 10 miles of San Francisco offered homes with a price range of 35,000 to \$65,000.

There are 124 motels and hotels in the city, encompassing over 20,000 rooms; all of which are suitable for business visitors and conventions.

18. FOR FURTHER INFORMATION CONTACT:

The Greater San Francisco Chamber of Commerce
465 California Street
San Francisco, California 94104
(415) 392-4511

REVIEWED FOR STATEWIDE STANDARDIZATION BY:

The California Chamber of Commerce
Department of Economic Development and Research
455 Capitol Mall
Sacramento, California 95814

History

When California became a part of the United States in 1848, San Francisco was a community of 820 people, 200 houses, one school and one newspaper. San Francisco became an incorporated city April 15, 1850, following closely the establishment of San Francisco County, February 18, 1850. In 1856, the City and County boundaries of San Francisco were adjusted to make them co-extensive.

Juan Rodriguez Cabrillo discovered the Farallon Islands (now a part of San Francisco) in 1542. Sir Francis Drake, famed English explorer, discovered Drake's Bay, a few miles north of San Francisco, in 1579.

In 1769 Don Gaspar de Portola and his little band of adventurers were the first to glimpse San Francisco Bay from the nearby hills on the south. Six years later the ship *San Carlos*, under the command of Don Juan Manuel Ayala, sailed through the Golden Gate to enter San Francisco Bay.

Location

San Francisco occupies the upper part of the rugged San Francisco Peninsula stretching over the rising slopes of numerous hills and extending into the waters of the Bay. Elevations vary from below sea level to 933.6 feet, U. S. Base. The city boundaries include 46.38 square miles of land and a large, submerged area, making a total of 93.2 square miles. Bounded on three sides by water, San Francisco is joined with the Marin Peninsula section on the north by the Golden Gate Bridge, which contains the second longest single span in the world — 4,200 feet. San Francisco is joined with the East Bay section by the San Francisco-Oakland Bay Bridge — a series of structures 23,000 feet in length.

Climate

San Francisco is air-conditioned by nature, relatively warm in winter and cool in summer. The annual average of sunshine in San Francisco is 65 of every 100 possible hours. Few prominent cities in the nation experience more sunshine. The climate varies in the different sections of the city. Some sections are almost free of summer fog — in others, fog is a frequent visitor during July and August. September and October are generally considered the warmest and most pleasant months of the year. Snow is non-existent. Most other Bay Region cities have more typical summer weather than San Francisco's — warmer, drier, less fog.

The daily mean maximum temperature in San Francisco is 62.6°. The daily minimum temperature is 50.4°. The average daily temperature range is 12.2°. Because San Francisco's climate varies little from month to month, a seasonal wardrobe is unnecessary for a resident or visitor. The most common attire for women and the most comfortable in this climate is moderate weight clothing. Light weight coats can be worn over a suit or street dress. Men usually wear medium-light weight suits any month of the year.

	Temperature	Precipitation	Relative Humidity	
	Average Monthly	Total	8:00 a.m.	Noon Local
January.....	51.0	3.37	81	65
February.....	55.0	0.19	61	44
March.....	53.2	2.12	71	59
April.....	53.8	0.01	69	59
May.....	53.4	0.22	76	69
June.....	57.8	0.57	80	72
July.....	58.9	Trace	83	74
August.....	60.0	0.01	84	72
September.....	62.4	Trace	72	58
October.....	63.1	1.90	75	57
November.....	55.3	3.99	76	61
December.....	53.7	5.35	79	70

Government

The City and County of San Francisco has identical boundaries and a consolidated government. Legislative powers are vested in a board of supervisors of 11 members, five and six being elected every two years for four-year terms. The mayor, assessor, city attorney, public defender, district attorney and sheriff are elected by the people for terms of four years. Superior and municipal court judges are elected for six years. The chief administrative officer and controller are appointed by the mayor and have permanent tenure.

The mayor appoints members of commissions, boards, authorities and agencies pertaining to art, recreation, parks, parking, permit appeals, police, public utilities, redevelopment, retirement (in part), and welfare, and may remove his appointees except for those in civil service, public utilities, park and recreation, members of the school board and welfare commissioners. The mayor has power of veto over legislation. Under a charter amendment approved by the voters in 1971, San Francisco switched from an appointed school board to an elected board in 1972. San Francisco has operated under five charters, granted in 1850, 1856, 1861, 1898 and 1932. The 1932 charter was recodified without substantive change in 1971.

Population

The 1973 estimated population of the five-county San Francisco-Oakland Standard Metropolitan Statistical Area (Alameda, Contra Costa, Marin, San Francisco and San Mateo counties) is 3,140,000. The total nine-county Bay Area population (the Metro area plus Napa, Santa Clara, Solano and Sonoma counties) is 4,802,800. The 1973 estimated population of San Francisco is 681,200.

The official 1970 census figure for San Francisco is 715,674. Of this total 57.2% are white, 14.2% are Spanish-American, 13.4% are black, 13.3% Oriental and other minority groups compose the remaining 1.9%. The 1970 count showed 43,003 people under the age of 5; 153,088 between 5 and 20 years old; 248,678 between 21 and 44; 233,614 between 45 and 74; and 37,291 over 74.



Welcome to Greater San Francisco

This brochure has been compiled to briefly answer questions most frequently asked of the Greater San Francisco Chamber of Commerce by some 90,000 prospective residents, visitors, students and other interested persons annually.

The Greater San Francisco Chamber of Commerce is one of more than 3,000 chambers of commerce in the United States actively at work making communities better places in which to live and work, seeking new industry, working for better transportation, promoting more domestic and world trade and, in general, dedicating themselves to maintain and improve the free enterprise system which makes America mighty in the world scene.

Voluntary membership from 6000 local businessmen in San Francisco has made it possible for us to provide this booklet plus many other services for our local citizenry, visitors and those who we hope in the future will be able to visit everybody's favorite city — San Francisco.

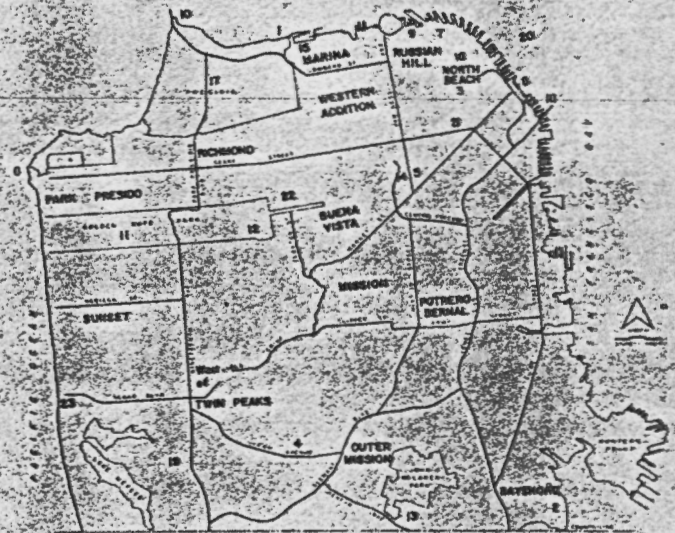
William E. Lane
Executive Vice President

We regret that we are unable to answer requests for the following: autographs, biographies, books, charts, color or black and white pictures, decals, diagrams or graphs, flags, lists of people, magazine articles, pictorial or product maps, post cards, posters, product samples, road maps, specimens of rock, minerals, soil, flowers, water, etc., stamps and coins, further state information.

California Information

Some highlights about California are as follows:
Land Area: 100,353,920 acres or 156,803 square miles
Population: 1970 Census, 20,098,863; 1960, 15,717,204;
1950, 10,586,223; 1940, 6,907,387

State Flag Bear Flag
State Motto "Eureka" (I have found it)
State Flower Golden Poppy
State Bird Valley Quail
State Tree California Redwood
Highest Elevation: Mt. Whitney, 14,496 feet
Lowest Elevation: Death Valley, 282 feet below sea level



1. Alcatraz Island 1 1/2 miles north
2. Candlestick Park
3. Chinatown
4. City College of San Francisco
5. Civic Center
6. Cliff House
7. Coit Memorial Tower
8. Ferry Building
9. Fisherman's Wharf
10. Golden Gate Bridge
11. Golden Gate Park
12. Kezar Stadium
13. Livestock Pavilion (Cow Palace)
14. Opera House
15. Palace of Fine Arts
16. Portsmouth Square
17. Presidio of San Francisco
18. San Francisco-Oakland Bay Bridge
19. San Francisco State College
20. Treasure Island
21. Union Square
22. University of San Francisco
23. Zoo

San Francisco

Prominent among distinguished communities of the nation and the world, rich in history and character, fortunate in location, citadel of western business, industry and education — San Francisco is intensely real and genuine. Key to the rich and diversified resources of northern California and strategically centered in Pacific Coast commerce, finance, industry and agriculture, San Francisco has active people engaged in a broad range of occupations and industry. The day time population exceeds a million.

Planning a Change?

Helpful guides when planning a change include the classified sections of the local newspapers, particularly in reference to specific job opportunities and available housing, and classified sections of city telephone directories—usually available in the larger city library and telephone company business offices. The latter may supply a key to specific business activities.

Housing

San Francisco is an apartment-oriented city, where two out of three of the housing structures are multi-unit. About 65% of all housing in the city is renter occupied.

There are twelve major residential areas within the city, each with well-developed shopping, educational and recreational facilities and easy access to the downtown district. Detached houses predominate in the western section of the city; high-rise and large apartment complexes mixed with expensive single and semi-detached houses are spread in the northeastern section; and semi-detached, row houses and low-rise apartment buildings are to be found in practically all areas.

Monthly rents generally range from an average of \$150 to \$350 for one and two-bedroom apartments and duplexes to \$235 to \$600 for two or three-bedroom houses.

Homes for sale range in price from \$30,000 to \$250,000 or more. In the city's prime residential areas the average price is \$84,000 and very few are available. Although a few single-family residences are still being built in San Francisco, most of the new subdivisions are to the south of the city in San Mateo County, across the Golden Gate Bridge in Marin County, and to the east of the Bay in Contra Costa and Alameda Counties.



Utilities

San Francisco is the headquarters of the country's second largest operating utility, Pacific Gas and Electric Company, which serves 48 counties in Northern California. Their Vallecitos Plant near Livermore was the world's first privately financed nuclear power plant, and they have built the country's first geothermal plant in nearby Sonoma County.

Water comes from the Sierra Nevada mountains and Hetch Hetchy Reservoir through a 167-mile pipeline system and is stored in several reservoirs in Alameda and San Mateo counties. San Francisco has one of the world's highest percentages of telephone usage.

Education

Few cities in the world offer finer or more diversified educational opportunities. Under the jurisdiction of the Board of Education of San Francisco, there are 136 public schools with a total average daily attendance of approximately 75,540. 22,996 are additionally enrolled in parochial schools.

Higher education institutions in San Francisco include: San Francisco State University, City College of San Francisco, San Francisco College for Women, University of San Francisco, and Golden Gate College. The University of California maintains several branches in San Francisco, including the Colleges of Medicine, Dentistry, Pharmacy, Hastings College of Law, and San Francisco Art Institute. Stanford and the University of California at Berkeley are both within convenient commuting distances of San Francisco.

(Note: For more detailed information about San Francisco's public school system, write to the Board of Education, 135 Van Ness Ave., San Francisco 94102.)

Medical Facilities

San Francisco's public health facilities include bacteriological and chemical laboratories, consolidated inspection services, San Francisco General Hospital and six emergency hospitals, Laguna Honda Home for Aged Indigents, and many health control facilities scattered throughout the city.

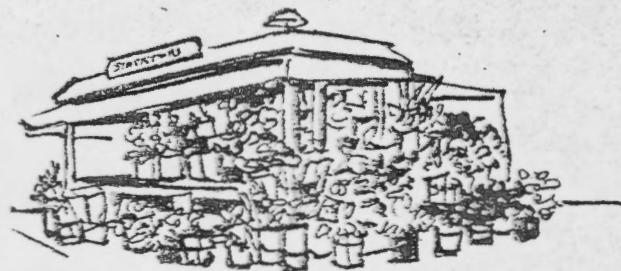
Federal hospitals in San Francisco include Letterman General, Veterans' and Public Health Service Hospitals.

The University of California Medical Center in San Francisco includes two hospitals, several research institutes, and Schools of Medicine, Dentistry, Pharmacy and Nursing. In addition to these, the city has over twenty private general and specialized hospitals, numerous clinics, rest and convalescent homes, and hundreds of physicians, surgeons and specialists in all branches of medicine and dentistry.

New residents in need of the services of a physician or dentist may wish to take advantage of the Referral Services offered by the

San Francisco Medical Society
250 Masonic Avenue
San Francisco 94118

San Francisco Dental Society
450 Sutter Street
San Francisco 94108



Breakdown of the San Francisco working population:

	July 1973
Mineral extraction.....	400
Construction.....	19,000
Manufacturing.....	50,900
Transportation, Communications, Utilities.....	54,300
Trade, Wholesale and Retail.....	92,300
Finance, Insurance, Real Estate.....	68,000
Services.....	107,800
Government.....	87,000
Total.....	479,700

December 1973

Total employment S.F.-Oakland SMSA.....	1,284,700
Total unemployment S.F.-Oakland SMSA.....	105,600
Per cent of labor force unemployed.....	8.1%

Most Government positions are with Civil Service. The agencies serving this field include:

San Francisco Civil Service Commission
151 City Hall, San Francisco

State of California Personnel Board
515 Van Ness Avenue, San Francisco

U. S. Civil Service Commission
Regional Office

450 Golden Gate Avenue

P.O. Box 36010, San Francisco

Salaries and Wages

Average monthly earnings for selected occupations in October, 1973, based on a survey of the San Francisco Bay Area (Alameda, Contra Costa, Marin, San Francisco, San Mateo, and Santa Clara counties) by the Bay Area Salary Survey Committee are as follows:

Accounting Clerk.....	\$647.00
Tabulating Machine Operator.....	672.00
Computer Operator.....	835.00
Engineering Draftsman.....	840.00
Junior Clerical Level.....	560.00
Secretary-Stenographer-Clerk.....	772.00
Registered Nurse.....	950.00

Monthly wages in October, 1973 for certain plant occupations for men are:

Carpenter.....	\$1062.00
Electrician.....	1046.00
Machinist.....	1039.00
Plumber-Pipefitter.....	999.00
Watchman.....	685.00
Janitor.....	680.00
Laborer.....	\$ 726.00
Helper (maintenance).....	842.00
Garage Attendant.....	860.00
Stock Clerk.....	712.00
Truck Driver (light).....	1038.00
Truck Driver (heavy).....	1085.00

(Note: More detailed information about your specific occupation — job availability, salary, etc. — write to the San Francisco office of the California Employment Development Department, 745 Franklin St.)

Taxes (1973/74 fiscal year)

1) **PROPERTY TAX:** \$12.25 per \$100 assessed value (assessed value is 25% of full cash value as determined by the Assessor). The net secured assessed taxable roll in the City and County of San Francisco for 1973/74 is \$2,183,825,992.

PERSONAL PROPERTY AND INVENTORY TAX (Unsecured property): \$12.59 per \$100. The rate is always the previous year's property tax rate. The net unsecured assessed taxable roll for 1973/74 is \$274,757,354.

The allocation of property tax collected for the 1973/74 tax years is as follows:

City and County Purposes.....	\$ 6.95
San Francisco Unified School District.....	4.02
Bay Area Rapid Transit District.....	.61
San Francisco Community College District.....	.65
Bay Area Air Pollution Control District.....	.02
TOTAL TAX RATE.....	\$12.25

2) **RETAIL SALES TAX (Sales and Use Tax):** 4% rate is collected for the state, 1% for the county and 1/2% for the Bay Area Rapid Transit District, totaling 5 1/2%. The state share of the sales tax is scheduled to increase to 5% on April 1, 1974, making a total sales tax for San Francisco of 6 1/2%. Groceries, gasoline, prescribed medicine, newspapers, periodicals, and public utilities are not subject to the sales tax.

3) **PERSONAL INCOME TAX:** 1% to 11% on net income on a graduated scale.
STATE DISABILITY INSURANCE: 1% on net income up to a maximum of \$74 per year for State disability insurance benefits.

4) **PAYROLL TAX:** 1% Flat Rate tax levied against all firms. Firms can allocate employee time based upon work performed in San Francisco versus work performed outside the city.

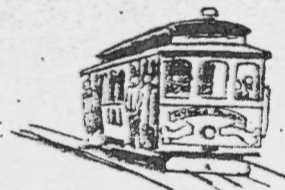
BUSINESS LICENSE GROSS RECEIPTS TAX: \$.80 per \$1,000 wholesalers and manufacturers (with a minimum tax of \$16.00 per year); \$1.00 per \$1,000 for retailers (minimum of \$15.00 per year); and \$2.00 per \$1000 for professionals and others (\$24.00 minimum).

The firm pays only the higher of the above two taxes.

5) **UTILITY USERS TAX:** 5%.

6) **COMMERCIAL OFF-STREET PARKING TAX:** 10%.

7) **HOTEL ROOM TAX:** 5%.

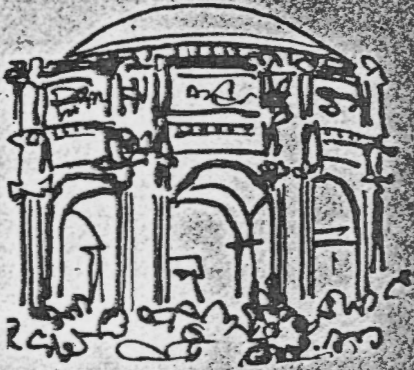


Licenses

When a person takes a job in California he is automatically considered a resident and must obtain a California driver's license immediately. However, he may operate his passenger car without registering it in California until his previous home state registration expires, but it is advisable to check with the local branch of the California Department of Motor Vehicles within 30 days as to the valid period of registration.

For detailed information concerning driver's licenses and registration of automobiles, motorcycles, mini-bike, motor scooters, passenger car trailers, trailer coaches, mobile homes and motorboats, get in touch with the

California State Department of Motor Vehicle
1377 Fell Street
San Francisco 94117



Voting

To vote in California a person must be 18 years of age and registered. A new resident of San Francisco may register immediately. Phone the Registrar of Voters at the City Hall, 558-6161, for detailed information.

Cost of Living

One answer to how much it costs to live in San Francisco as compared with other cities is the U. S. Department of Labor publication "Autumn 1972 Urban Family Budgets and Comparative Indexes for Selected Urban Areas" (released June 15, 1973). The U. S. averages for a family of four range from \$7,386 a year at the lower level to \$16,558 at the intermediate level, and \$16,558 at the highest. In San Francisco, these budgets were \$8,201, \$12,737, and \$17,897 respectively. Comparisons with other urban centers are covered in the report available from the U. S. Department of Labor, 450 Golden Gate Avenue, Room 36107, San Francisco 94102.

The Consumer Price Index (CPI) below is useful in showing how prices in one location have changed over time as well as in others. The base reference period used for 1967 and thus an index of 130.0 means there has been a 30% increase in prices since the base period. One must keep in mind that this is not to be used to measure whether living costs are higher or lower in one area than in another.

Consumer Price Index — 1973

CONSUMER PRICE INDEX — 1973

Base Year 1967 = 100

	U. S.	Boston	Chicago	Houston	Long Beach	L.A.	New L.A.	Phila.	S. F.
All Items.....	136.6	139.7	135.7	136.2	132.3	143.1	139.4	134.5	144.9
Food.....	148.4	147.9	151.1	151.8	141.9	152.1	149.5	144.9	144.9
Housing.....	138.1	143.6	131.2	136.9	135.4	146.8	142.2	139.8	139.8
Apparel and Upkeep.....	129.6	131.9	127.6	135.9	125.0	129.8	127.7	128.8	128.8
Transportation.....	125.0	123.5	129.6	117.7	124.1	136.4	128.3	123.7	123.7
Health and Recreation.....	132.1	132.4	133.2	134.2	126.8	137.7	136.6	126.6	126.6

(Note: All figures are for October, 1973 except for San Francisco-Oakland which is September 1973.)

Transportation

San Francisco's street railway system, municipally owned and operated, is outstanding in efficiency and service. It consists of a combination of street-cars, trolley coaches, buses and cable cars, and a single fare of 25¢ with transfer privileges blankets the entire city. Correct fare is required as operators are not equipped to make change. The three cable car lines have been made a national monument. Call the San Francisco Municipal Railway, 949 Franklin, phone 558-4111, for information in regard to routes and schedules. In addition to the municipal transportation system a large number of taxicab and rental car companies offer their services in the area.

Local trams and buses provide frequent service to other communities in the Bay Area during rush hours, and less often at other times. There is both helicopter and ferry service between San Francisco and various Bay Area communities. BART, the Bay Area Rapid Transit System, considered to be the most advanced mass transit system available is now in operation.

Interstate passenger service is furnished by numerous bus lines, Amtrak, and many commercial airlines. Many membership companies and international airlines offer passenger service to other countries. San Francisco International Airport, 12 miles south of San Francisco on the Sausalito Freeway, ranks as one of the world's leading air traffic centers. The city is a port of call for over 40 steamship lines and headquarters for most U. S. steamship lines serving the West Coast.



San Francisco historically has been a communications "gateway" city. All trans-Pacific traffic and communications with the Pacific Coast countries of Latin America are channeled through the Bay Area. Headquartered in San Francisco is Pacific Telephone as well as regional offices of AT&T, ITT, RCA and Western Union Telegraph Company.

The broadcast industry in the Bay Area includes over 60 radio stations with more than 20 of these located in San Francisco. The city's television stations number 7 including three network stations and one non-commercial educational station.

San Francisco Newspapers

San Francisco Chronicle (morning)
860 Howard, San Francisco 94103

San Francisco Examiner (evening)
860 Howard, San Francisco 94103

San Francisco Chronicle-Examiner (Sunday)

Wall Street Journal (morning, Monday-Friday)
220 Battery Street, San Francisco 94111

Daily Commercial News (morning, Monday-Friday)
125 12th Street, San Francisco 94103

Finance

San Francisco is a world center of finance, and financial capital of the Western United States. The city is headquarters of the 12th Federal Reserve District, the Pacific Coast Stock Exchange and four of the nation's largest banks. Over 650 insurance carriers, agents and brokers offer insurance of all kinds. The 40 commercial, industrial and savings banks and 25 savings and loan associations in San Francisco have many branches conveniently located throughout the area.

For purposes of credit transfer, address of Credit Bureau Metro, Inc., is 583 Market Street, San Francisco 94103, phone 362-7100. Or, ask your present banker to recommend a correspondent bank and to assist you with the transfer of your funds and establishment of credit in the San Francisco area.

Manufacturing

San Francisco is the pulse of a vast industrial body that produces products for the world — manufactured goods, food, timber and mineral products, all find passage through the city as through a giant funnel. The manufacturing industry in San Francisco comprises 10% of its total employment force. Food products, printing and publishing, and apparel products are the major manufacturing activities in the city.



Retail Trade

Employment in retail trade in San Francisco, totaling about 54,600 persons in 1973, is among the larger occupational groups. During the first three quarters of 1973 taxable retail sales through the City's 8268 outlets totaled \$1,193,749,000.

Domestic and World Trade

Concentrated in San Francisco are tremendous regional supply bases, forming a veritable production and buying center strategically equipped for exchange of goods and services. Over \$6 billion in goods are sold by San Francisco's 3,000 wholesalers each year. San Francisco is the leading world trade center of the Western United States, and the Nation's "Gateway to the Pacific." Exports and imports passing through customs total approximately \$3.6 billion.

Water Commerce

One of the world's great seaport cities, San Francisco is the port of call for 45 steamship lines sailing to more than 300 ports around the world. San Francisco is the home for most U. S. steamship lines serving the West Coast including some of the nation's largest passenger liners.

Mining Capital

San Francisco is the center from which mining enterprises not only in California but all over the world are directed. Here are located the home offices of mining companies operating elsewhere in North America, in Central and South America, Europe, New Guinea and the Philippines. Here also are located internationally known mining machinery and equipment manufacturers and distributors and world-renowned mining engineers.

Agriculture

San Francisco is on the median line of the Pacific Coast agricultural output and the hub of the northern California area which contains 70% of the farms, 72% of the California farm acreage and comprises five of the richest agricultural valleys in California. Some 40 state and federal agencies, sales and financial institutions, headquarters of other related industries, research laboratories and export offices — all necessary to the wide distribution of the agricultural products — are found in San Francisco.

Recreation

Generously provided and well distributed are over 150 public recreation and park units covering 5,000 acres. Golden Gate Park is described below. Storyland and the Fleishhacker Pool and Playfield, fronting on the Pacific Ocean, and the San Francisco Zoological Garden are close by Golden Gate Park. About 80 playgrounds and recreational centers are individually supervised. Included in these facilities are outdoor and indoor swimming pools, tennis courts, regulation baseball and softball diamonds, putting greens, golf courses, bowling greens and a yacht harbor.



Golden Gate Park

This 1017.40 acre park, largest man-made park in the world, was a sandy wasteland until reclaimed by John McLaren beginning in 1887. There are 15 miles of drives, 10 miles of bridle paths, 5 miles of bicycle paths and 27 miles of trails. In addition to the Japanese Tea Garden, it is the Home of the California Academy of Sciences, the de Young Museum, Steinhart Aquarium, Strybing Arboretum, Morrison Planetarium, Hall of Flowers, a Conservatory, Kezar Stadium, Golden Gate Park Stadium, several lakes, a golf course and buffalo pens.

National and State Parks

Located in California are four national parks, with a total area of 2,666 square miles. In order of their size, they are: Yosemite, Kings Canyon, Sequoia and Lassen Volcanic National Parks. Yosemite, 183 miles east of San Francisco, draws the largest crowds of those listed above, with over a million visitors annually. There are also eight national monuments covering about 3,713 square miles in California. In order of their size, they are: Death Valley, Joshua Tree, Lava Beds, Channel Islands, Pinnacles, Devils Postpile, Muir Woods, and Cabrillo. Closest of these to San Francisco is Muir Woods, a magnificent stand of Redwood trees located about 16 miles north in Marin County.

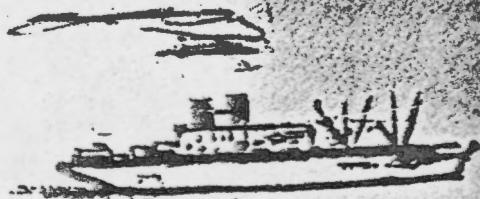
California's State Park System now has over 160 parks, beaches and campgrounds, with a total of over 1,100 square miles. Most famous of these is Squaw Valley, site of the VIII Winter Olympic Games in 1960.

Bridges

San Francisco Bay, with its 450 square miles of landlocked harbor, has eight major highway bridges including four of the world's greatest steel bridges and two railroad bridges.

The Golden Gate Bridge, completed in 1937, has a span of 4,200 feet between towers which support the cables which in turn support the floor of the bridge. At midspan it is 220 feet above the water.

The San Francisco-Oakland Bay Bridge, built in two sectors and bisected by Yerba Buena Island, is the longest steel bridge in the world - 23,000 feet long. This bridge was opened in 1936, and today has an average traffic load of nearly 178,000 vehicles daily compared to about 86,000 daily over the Golden Gate. It is a combination suspension and cantilever span.



Professional Sports

The San Francisco area has always been a sports-minded haven. For information about professional sports in the San Francisco area, please write directly to the following addresses:

Bay Bombers
International Roller Derby League
10343 Edes Ave., Oakland

Oakland Athletics
American Baseball League
Oakland Coliseum, Oakland

Oakland Raiders
American Football League
7811 Oakport, Oakland

California Golden Seals
National Hockey League
303 Hegenberger Road, Oakland

San Francisco 49'ers
National Football League
1255 Post Street, San Francisco

San Francisco Giants
National Baseball League
Candlestick Park, San Francisco

Golden State Warriors
National Basketball League
556 Golden Gate Ave., San Francisco

Culture

The cosmopolitan character of San Francisco is portrayed by many diversified events which take place daily. The citizen or visitor may find educational opportunities of interest such as lectures, concerts, readings, recitals, special exhibits of drawings, painting, sculpture, and other worlds of art. Three public art galleries and several semi-public galleries offer exhibits and collections of national and international fame. The M. H. de Young Memorial Museum, the San Francisco Museum of Art and the California Palace of the Legion of Honor, attract hundreds of thousands of visitors annually.

The San Francisco Public Library in the Civic Center has 27 branch libraries and two bookmobiles. In addition to the usual books and periodicals, the library offers records, films and paintings for loan, and has facilities for the blind and children's programs. Hours at the main library are from 9 a.m. to 9 p.m. Monday through Friday, and from 9 a.m. to 6 p.m. on Saturday. Phone 558-3191 for information.

In addition to the public library the city has nearly a hundred private and special libraries.

The Civic Auditorium has a seating capacity of 8,416 and a ward for conventions and a variety of events. The War Memorial Opera House and the War Memorial Building provide a home for opera, the symphony orchestra, and a permanent war relics museum. The Civic Opera House has a seating capacity of 3,285.



FACTS FOR THE NEWCOMER

Chinatown

San Francisco is home for the largest Chinese Community outside Asia. Most of the city's 58,696 Chinese live near Chinatown's center along Grant Avenue, between Bush and Broadway Streets. Chinatown is the commercial center for Chinese-Americans all over North America. Located here are large numbers of shopkeepers, salesmen, art dealers, and food stores which import substantial quantities of goods from Hong Kong and other Asian countries. Here, too, are hundreds of Chinese restaurants. (Note: For further information, write to the Chinese Chamber of Commerce, 730 Sacramento St., San Francisco 94108.)

Japanese Cultural and Trade Center

The Japanese Cultural and Trade Center provides a focal point for the Bay Area's 51,228 Japanese-Americans. Of these 11,705 live in San Francisco. The Center's shopping arcade spreads out over three blocks and is filled with authentic Japanese shops. The \$15 million complex also houses the 15-story Miyako Hotel and a Japanese Kabuki Theater-Restaurant and Hot Springs.

(Note: For further information, write to the Japanese Chamber of Commerce, World Trade Center, Room 137, San Francisco 94111, or the Japanese Cultural and Trade Center, 1732 Post St., San Francisco 94115.)

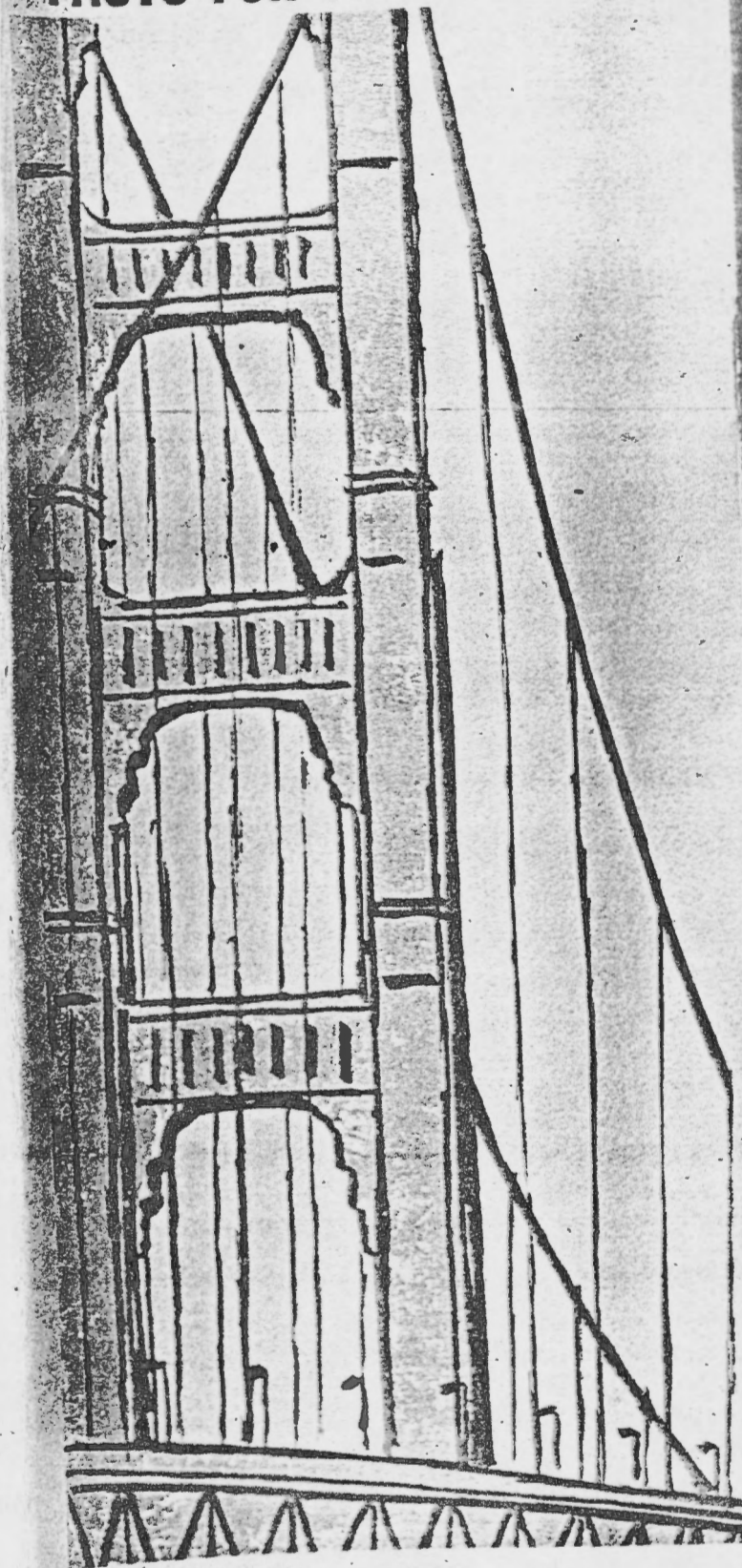
Religion and Social

San Francisco has approximately 550 churches representing many denominations. The congregations of the churches include people of many nationalities—English, German, Italian, Scandinavian, French, Spanish, Russian, Chinese, etc. Contact the following organizations for further information:

- San Francisco Council of Churches
942 Market St., S. F. 94102
- Catholic Information Center
121 Golden Gate Ave., S. F. 94102
- Jewish Community Relations Council
583 Market St., S. F. 94103

We wish to express our appreciation to United Van Lines for permitting the use of sections of their publication "Bette Malone Presents FACTS about San Francisco, California."

Prepared by the
Research and Public Information Departments
of the Greater San Francisco Chamber of Commerce,
145 California St., S. F. 94104.



SAN FRANCISCO BAY AREA STATISTICS

1

The Climate of the San Francisco Bay Area

County	City or Reporting Station	Temperature			Relative Humidity		Prec
		Mean	Mean Maximum	Mean Minimum	Pacific Standard Time 10:00 A.M. 5:00 P.M.	Mea	
Alameda	Oakland	57.5F	66.0F	48.0F	72%	66%	17.9
Contra Costa	Martinez	59.2	71.3	47.5	N.R.	N.R.	17.4
Marin	San Rafael	59.0	70.6	47.4	N.R.	N.R.	37.0
Napa	Napa	58.3	70.6	45.0	N.R.	N.R.	22.4
San Francisco	San Francisco	56.8	62.6	50.5	68%	61%	20.7
San Mateo	Redwood City	58.7	70.7	46.6	N.R.	N.R.	19.2
Santa Clara	San Jose	59.4	70.1	47.1	N.R.	N.R.	13.1
Solano	Fairfield	60.3	74.1	46.4	N.R.	N.R.	20.6
Sonoma	Santa Rosa	57.6	71.5	42.4	N.R.	N.R.	29.2

N.R. — Not reported. Note: Airport data except for San Francisco. Humidity data for period of record 1964. Mean temperature and precipitation are based on standard 30-year 1931 to 1960.

2

Historical Population Trends, 1920-1972

(San Francisco Bay Area Compared with Other Geographical Regions of California)

County	Census January 1, 1920	Census April 1, 1930	Census April 1, 1940	Census April 1, 1950	Census April 1, 1960	Census* April 1, 1970
Alameda	344,177	474,883	513,011	740,315	908,209	1,073,184
Contra Costa	53,889	78,608	100,450	298,984	409,030	558,389
Marin	27,342	41,648	52,907	85,619	146,820	206,038
Napa	20,678	22,897	28,503	46,603	65,890	79,140
San Francisco	506,676	634,394	634,536	775,357	740,316	715,674
San Mateo	36,781	77,405	111,782	235,659	444,387	556,234
Santa Clara	100,676	145,118	174,949	290,547	642,315	1,064,714
Solano	40,602	40,834	49,118	104,833	134,597	169,941
Sonoma	52,090	62,222	69,052	103,405	147,375	204,885
San Francisco Bay 9-County Area	1,182,911	1,578,009	1,734,308	2,681,322	3,638,939	4,628,199
San Francisco-Oakland SMSA	968,865	1,306,938	1,412,686	2,135,934	2,135,934	3,109,519
Vallejo-Napa SMSA	61,280	63,731	77,621	151,436	200,487	249,081
Northern Coastal 16-County Area	1,315,845	1,756,101	1,950,279	3,022,378	4,124,413	5,205,207
Southern California 10-County Area	1,375,974	2,968,963	3,713,234	5,715,324	9,118,422	11,789,968
Central Valley 17-County Area	636,191	828,481	1,075,921	1,656,974	2,243,880	2,674,709
Mountain 15-County Area	98,849	120,706	167,953	191,547	230,489	283,250
California Total	3,426,859	5,674,251	6,907,387	10,586,223	15,717,204	19,953,134

*Final 1970 Census data.

Parts of Lake and Sonoma annexed to Mendocino and parts of Mendocino annexed to Lake and Sonoma

3

Employment in the San Francisco Bay Area, 1960-1970

Industry	1960	1965	1969	1970P	Numerical Change Percent		
					1960-70	1969-70	1960-70
Agriculture, Forestry, Fisheries and Mining	57,500	46,500	41,000	36,900	-20,600	-4,100	-35.8
Contract Construction	94,200	103,300	102,300	100,000	+5,800	-2,300	+6.2
Manufacturing	292,100	311,800	366,400	347,800	+55,700	-18,600	+19.1
Transportation, Communications and Utilities	121,600	131,000	164,000	163,200	+41,600	-800	+34.2
Wholesale and Retail Trade	305,600	346,900	404,800	414,700	+109,100	+9,900	+35.7
Finance, Insurance and Real Estate	87,100	105,700	124,200	127,100	+40,000	+2,900	+45.9
Services	260,800	339,300	413,000	425,200	+164,400	+12,200	+63.0
Government	233,500	291,200	365,900	370,500	+137,000	+4,600	+58.7
Total All Industries	1,452,400	1,675,700	1,981,600	1,985,400	+533,000	+3,800	+36.7



PLEASE NOTE: For further information on the San Francisco market, area facilities, real estate and office space availability, or for business relocation, development, expansion or any other information, contact the Economic Development Department of the Greater San Francisco Chamber of Commerce, 400 Montgomery Street, San Francisco, California 94104 Telephone: (415) 392-4511



4

Personal Income by County and Source, Northern Coastal California, 1971 (In Thousands of Dollars)

County	Wages and Salaries	Other Labor Income	Proprietors' Income	Property Income	Transfer Payments	Total	Increase, 1970-71	
							Amount	Percent
Alameda	\$ 3,678,727	\$ 212,814	\$ 334,342	\$ 757,546	\$ 662,072	\$ 5,645,501	\$ 357,165	6.3
Contra Costa	1,557,885	94,057	192,469	317,950	255,033	2,417,394	181,836	8.1
Del Norte	33,698	1,954	5,283	5,128	9,503	55,566	5,575	11.2
Humboldt	239,795	14,686	31,093	49,951	56,779	392,304	39,955	11.3
Lake	25,051	1,225	9,524	16,814	20,067	72,681	13,699	23.2
Marin	648,559	34,746	120,532	199,394	95,240	1,098,471	81,652	8.0
Mendocino	104,514	5,731	21,650	24,306	32,155	188,356	9,866	5.5
Monterey	690,750	30,932	139,355	167,341	123,841	1,152,219	89,986	8.5
Napa	175,070	8,790	28,816	47,646	47,367	307,689	23,846	8.4
San Benito	36,182	1,821	12,950	15,345	9,098	75,396	6,954	10.2
San Francisco	2,811,439	173,568	322,547	1,037,496	641,618	4,986,668	247,821	5.2
San Mateo	2,240,081	155,686	257,185	490,419	255,818	3,399,189	160,516	5.0
Santa Clara	3,427,497	230,435	299,659	629,830	527,915	5,115,336	345,906	7.3
Santa Cruz	245,455	13,842	65,113	113,407	87,833	525,650	46,218	9.6
Solano	508,044	13,178	43,935	64,425	89,603	719,185	38,172	5.6
Sonoma	405,235	22,647	79,510	161,116	135,140	803,648	86,073	12.0
16-County Area	\$16,827,982	\$1,016,112	\$1,963,963	\$ 4,098,114	\$ 3,049,082	\$26,955,253	\$1,735,240	6.9
San Francisco Bay								
9-County Area	15,452,537	945,921	1,678,995	3,705,822	2,709,806	24,493,081	1,522,987	6.6
San Francisco								
Oakland SMSA*	10,936,691	670,871	1,227,075	2,802,805	1,909,781	17,547,223	1,028,990	6.2
California Total	\$58,971,000	\$3,541,000	\$7,034,000	\$12,964,000	\$11,608,000	\$94,118,000	\$5,255,000	5.9

*Alameda, Contra Costa, Marin, San Francisco and San Mateo counties.

5

Annual and Fourth Quarter Taxable Retail Sales, Northern Coastal California, 1970 and 1971 (In Thousands of Dollars)

County	Annual Totals				Fourth Quarter Totals			
	1970	1971	1970-1971 Increase		1970	1971	1970-1971 Increase	
			Amount	Percent			Amount	Percent
Alameda	\$ 1,493,421	\$ 1,622,266	\$ 128,845	8.6	\$ 401,153	\$ 449,339	48,186	12.0
Contra Costa	722,612	822,621	100,009	13.8	205,364	242,961	37,597	18.3
Del Norte	18,165	21,880	3,715	20.5	4,533	5,469	936	20.6
Humboldt	132,658	151,414	18,756	14.1	33,595	41,569	7,974	23.7
Lake	23,523	26,749	3,226	13.7	5,645	6,845	1,200	21.3
Marin	282,021	312,104	30,083	10.7	77,720	88,101	10,381	13.4
Mendocino	68,989	81,046	12,057	17.5	17,778	21,040	3,262	18.3
Monterey	318,158	359,884	41,726	13.1	84,800	100,146	15,346	18.1
Napa	97,054	111,103	14,049	14.5	25,422	30,387	4,965	19.5
San Benito	17,830	19,611	1,781	10.0	4,717	5,497	780	16.5
San Francisco	1,382,457	1,422,409	39,952	2.9	359,678	385,732	26,054	7.2
San Mateo	769,764	864,646	94,882	12.3	213,135	253,587	40,452	19.0
Santa Clara	1,529,752	1,741,021	211,269	13.8	418,220	492,985	74,765	17.9
Santa Cruz	173,249	205,105	31,856	18.4	45,998	58,738	12,740	27.7
Solano	205,847	229,851	24,004	11.7	56,280	64,272	7,992	14.2
Sonoma	285,482	335,682	50,200	17.6	76,826	94,608	17,782	23.1
Northern Coastal								
16-County Area	\$ 7,520,982	\$ 8,327,392	\$ 806,410	10.7	\$2,030,864	\$2,341,276	\$ 310,412	15.3
San Francisco Bay								
9-County Area	6,768,410	7,461,703	693,293	10.2	1,833,798	2,101,972	268,174	14.6
San Francisco-Oakland SMSA*	4,650,275	5,044,046	393,771	8.5	1,257,050	1,419,720	162,670	12.9
California Total	\$28,698,722	\$31,496,134	\$2,797,412	9.7	\$7,841,075	\$8,936,079	\$1,095,004	14.0

*Alameda, Contra Costa, Marin, San Francisco and San Mateo counties.

6

1972 Taxable Retail Sales, Northern Coastal Counties (In Thousands of Dollars)

County	Taxable Retail Sales		% Increase 1971 - 1972	
	Total	Excluding Service Stations	Total	Excluding Service Stations
Alameda	\$1,851,717	\$1,756,582	14.1	10.1
Contra Costa	945,819	839,531	15.0	8.5
Del Norte	26,012	22,865	22.8	16.1
Humboldt	182,026	164,142	20.2	13.8
Lake	31,092	27,874	16.2	9.4
Marin	366,278	346,609	17.4	12.9
Mendocino	98,794	89,570	21.9	15.2
Monterey	435,299	395,434	21.0	13.1
Napa	128,698	120,429	15.8	10.7
San Benito	23,919	21,211	22.0	13.3
San Francisco	1,528,302	1,478,941	7.4	5.1
San Mateo	1,021,449	959,374	18.1	13.4
Santa Clara	2,058,337	1,948,361	18.2	13.8
Santa Cruz	248,009	233,925	20.9	16.4
Solano	265,368	243,773	15.5	2.8
Sonoma	408,019	380,744	21.5	16.1
Northern Coastal				
16-County Area	\$9,619,138	\$8,929,425	15.5	9.7



Cost Estimates for Urban Family of Four*, Autumn 1972, Higher Budget

	Total Budget	Total Consumption	Food	Housing†	Trans‡	Clothing	Personal	Medical Care	Other Family Consumption	Other Items#	Social Security and Disability Payments	Personal Income Taxes
Atlanta	\$14,908	\$11,460	\$3,264	\$3,439	\$1,225	\$1,381	\$375	\$619	\$1,157	\$ 917	\$468	\$2,063
Chicago	17,161	13,064	3,422	4,471	1,424	1,459	386	687	1,215	997	468	2,632
Denver	15,876	12,003	3,258	3,889	1,188	1,525	362	633	1,138	944	468	2,451
Houston	14,695	11,551	3,281	3,446	1,233	1,354	375	703	1,159	922	468	1,754
Los Angeles	17,107	12,934	3,348	4,494	1,325	1,421	374	803	1,133	991	548	2,634
New York	20,165	14,667	3,940	5,475	1,396	1,450	379	719	1,308	1,077	488	3,933
San Diego	16,318	12,391	3,221	4,319	1,217	1,384	353	764	1,133	964	548	2,415
San Francisco	17,897	13,458	3,480	4,747	1,360	1,499	421	752	1,199	1,017	548	2,874
Seattle	16,118	12,613	3,488	4,237	1,205	1,425	374	705	1,178	975	468	2,062

Cost Estimates for Urban Family of Four*, Autumn 1972, Intermediate Budget

	Total Budget	Total Consumption	Food	Housing†	Trans‡	Clothing	Personal	Medical Care	Other Family Consumption	Other Items#	Social Security and Disability Payments	Personal Income Taxes
Atlanta	\$10,430	\$8,346	\$2,139	\$2,302	\$ 972	\$ 929	\$267	\$595	\$722	\$553	\$468	\$1,063
Chicago	11,964	9,480	2,679	3,093	1,202	996	280	663	742	593	468	1,423
Denver	10,996	8,702	2,507	2,605	969	1,085	253	608	675	566	468	1,260
Houston	10,270	8,298	2,086	2,224	974	908	267	674	697	551	468	953
Los Angeles	11,534	9,149	2,576	2,862	1,047	995	253	769	675	581	548	1,256
New York	13,179	10,283	3,085	3,543	1,104	975	263	689	793	621	488	1,787
San Diego	11,395	9,033	2,677	2,709	1,010	977	255	729	676	577	548	1,237
San Francisco	12,324	9,761	2,681	3,236	1,059	1,055	294	718	718	603	548	1,412
Seattle	11,405	9,222	2,744	2,813	998	1,008	269	680	710	584	548	1,131

Cost Estimates for Urban Family of Four*, Autumn 1972, Lower Budget

	Total Budget	Total Consumption	Food	Housing†	Trans‡	Clothing	Personal	Medical Care	Other Family Consumption	Other Items#	Social Security and Disability Payments	Personal Income Taxes
Atlanta	\$6,923	\$5,760	\$1,955	\$1,461	\$675	\$641	\$203	\$590	\$404	\$356	\$359	\$448
Chicago	7,685	6,281	2,116	1,630	868	688	214	662	409	371	400	633
Denver	7,084	5,841	1,988	1,395	698	785	188	603	361	358	369	516
Houston	6,830	5,707	1,957	1,357	674	625	203	671	380	354	354	415
Los Angeles	7,829	6,403	2,043	1,729	775	725	199	767	369	375	484	567
New York	7,841	6,353	2,298	1,598	791	674	196	687	428	374	427	687
San Diego	7,829	6,403	2,043	1,729	743	707	194	723	362	368	465	518
San Francisco	8,201	6,679	2,109	1,912	821	761	216	714	392	383	506	633
Seattle	7,676	6,359	2,163	1,664	745	733	201	656	386	374	400	543

Note: Detail may not add to total due to rounding.

*The family consists of an employed husband, age 38, a wife not employed outside the home, an 8 year old girl, and a 13 year old boy.

†Housing includes shelter, household operations, house furnishings, and lodging out of home city.

‡All families were assumed to be automobile owners.

#Includes allowances for gifts and contributions, life insurance, and occupational expenses.



SAN FRANCISCO BAY AREA STATISTICS

8

Total Valuation of 1970 Residential Construction in the San Francisco Bay Area (In Thousands of Dollars)

County	Singles	Multiples	Total New Residential	Alterations and Additions	Total Residential
Alameda	\$ 88,687	\$ 72,874	\$161,561	\$ 17,281	\$178,842
Contra Costa	48,831	49,961	98,792	9,142	107,934
Marin	25,691	6,262	31,953	4,508	36,461
Napa	10,191	3,823	14,014	1,396	15,410
San Francisco	4,657	28,612	33,269	16,978	50,247
San Mateo	32,815	46,241	79,056	10,067	89,123
Santa Clara	135,981	127,252	263,233	11,995	275,228
Solano	13,606	8,897	22,503	1,376	23,879
Sonoma	34,871	10,846	45,717	3,264	48,981
San Francisco Bay 9-County Area	\$395,330	\$354,768	\$750,098	\$ 76,007	\$826,105
San Francisco-Oakland SMSA	200,681	203,950	404,631	57,976	462,607
Vallejo-Napa SMSA	23,797	12,720	36,517	2,772	39,289
Northern Coastal 16-County Area	\$440,778	\$375,230	\$816,008	\$ 83,697	\$899,705

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Residential Valuation by County, December, 1972 (Valuation in Thousands of Dollars)

County	Singles	Multiples	Total New Residential	Alterations and Additions	Total Residential
Alameda	\$105,960	\$104,038	\$209,998	\$21,159	\$231,157
Contra Costa	143,822	48,257	192,079	9,254	201,333
Marin	38,411	33,209	71,620	5,615	77,235
Napa	13,101	1,132	14,233	764	14,997
San Francisco	6,358	84,030	90,388	15,281	105,669
San Mateo	87,301	75,734	162,035	11,382	174,417
Santa Clara	211,697	63,951	275,648	12,596	288,244
Solano	43,386	10,255	53,641	2,023	55,664
Sonoma	70,562	24,263	94,825	4,825	99,093
San Francisco Bay 9-County Area	\$720,598	\$444,869	\$1,165,467	\$82,342	\$1,247,809

10

Number of Deeds* Recorded in the San Francisco Bay Area

County	1966	1967	1968	1969	1970	1972
Alameda	30,826	29,897	33,000	31,999	29,421	38,681
Contra Costa	20,414	21,138	22,839	21,740	19,787	27,638
Marin	7,838	8,969	7,510	8,827	7,965	12,296
Napa	3,653	2,783	3,216	3,732	3,306	4,637
San Francisco	12,774	11,558	17,498	11,397	10,526	14,974
San Mateo	18,059	17,829	19,088	17,138	15,610	23,374
Santa Clara	34,743	37,581	41,870	39,206	36,488	50,282
Solano	5,156	3,305	3,407	5,320	5,444	7,522
Sonoma	10,990	9,575	10,334	11,649	11,670	16,561
San Francisco Bay 9-County Area	144,453	142,635	158,762	151,008	140,217	195,965

*The figures shown are intended to provide a measurement of the number of real estate sales in the various counties. Where possible, deeds which do not relate to property transfers are excluded.

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Dollar Volume of Real Estate Loans Recorded† in the San Francisco Bay Area (In Thousands of Dollars)

County	1966	1967	1968	1969*	1970*	1972
Alameda	\$676,032	\$645,577	\$625,086	\$676,326	\$754,478	\$1,160,843
Contra Costa	394,877	515,511	439,925	412,292	438,875	987,165
Marin	167,244	200,367	185,509	186,308	193,178	407,726
Napa	61,514	48,381	56,746	39,832	55,085	105,106
San Francisco	372,566	420,393	484,108	358,860	418,341	834,738
San Mateo	400,578	441,180	463,859	438,287	489,631	1,115,161
Santa Clara	709,641	842,509	872,249	996,627	733,308	1,364,252
Solano	75,243	113,212	82,121	77,163	91,096	171,712
Sonoma	127,703	108,404	122,685	163,052	177,021	368,184

†Includes both new and renewal loans; both trust deeds and mortgages.

*Estimate by the Economic Research Division, Security Pacific National Bank.



**International Trade in the
San Francisco Customs District
by Leading Countries**
(In Millions of Dollars)

1969 Rank	Country of Origin	Imports*			% of 1969
		1967	1968	1969	
1	Japan	\$225.8	\$ 348.5	\$ 409.8	33.0
2	West Germany	66.0	93.7	111.8	9.0
3	Hong Kong	49.3	61.6	78.6	6.3
4	Philippines	47.7	60.1	55.2	4.4
5	Canada	44.9	44.1	54.6	4.4
6	United Kingdom	42.6	46.2	49.9	4.0
7	Brazil	33.9	43.8	41.4	3.3
8	Australia	19.7	23.5	31.2	2.5
9	Italy	15.3	21.9	26.9	2.2
10	Peru	13.3	13.8	24.6	2.0
11	Taiwan	8.9	16.3	24.5	2.0
12	Indonesia	25.5	19.9	24.4	2.0
13	France	13.8	14.5	18.7	1.5
14	Republic of Korea	4.4	11.7	18.0	1.4
15	Colombia	21.6	16.5	17.3	1.4
16	New Zealand and Western Samoa	10.0	12.5	16.2	1.3
17	Malaysia	8.8	10.1	14.6	1.2
18	Bolivia	12.7	16.3	14.4	1.2
19	Sweden	12.2	13.2	13.2	1.1
20	Venezuela	16.3	9.3	12.2	1.0
21	Belgium and Luxembourg	5.6	7.6	11.7	0.9
22	Mexico	8.2	10.4	9.5	0.8
23	Denmark	5.4	5.9	9.0	0.7
24	Netherlands	3.7	10.4	8.8	0.7
25	India	5.4	7.9	8.5	0.7
	Total, 25 Countries	\$721.0	\$ 939.7	\$1,105.1	89.0
	Total, All Countries	\$849.5	\$1,063.3	\$1,241.5	100.0

1969 Rank	Country of Destination	Exports*			% of 1969
		1967	1968	1969	
1	Japan	\$ 416.7	\$ 444.4	\$ 681.2	36.7
2	Australia	108.7	115.0	161.2	8.7
3	Republic of Korea	64.9	97.9	132.1	7.1
4	Philippines	79.3	85.9	105.2	5.7
5	Hong Kong	67.2	65.8	98.6	5.3
6	United Kingdom	40.4	35.4	73.6	4.0
7	West Germany	37.7	39.5	51.1	2.8
8	South Vietnam	60.8	37.9	49.5	2.7
9	Singapore	18.1	24.0	40.7	2.2
10	Taiwan	23.5	34.3	38.1	2.1
11	Thailand	44.1	41.6	37.0	2.0
12	India	42.3	21.6	35.0	1.9
13	Netherlands	16.6	22.0	29.1	1.6
14	Nansei and Nanpo Islands	24.6	25.6	23.8	1.3
15	New Zealand and Western Samoa	12.4	13.8	20.8	1.1
16	Belgium and Luxembourg	13.4	11.5	19.7	1.1
17	Italy	17.4	19.0	19.5	1.0
18	France	13.0	9.6	17.5	0.9
19	Sweden	11.5	11.0	16.3	0.9
20	Switzerland	9.7	6.9	13.4	0.7
21	Canada	6.3	8.4	12.4	0.7
22	Chile	7.3	8.5	11.9	0.6
23	Venezuela	10.0	9.8	10.7	0.6
24	Indonesia	3.9	7.3	10.4	0.6
25	Peru	7.9	6.7	9.7	0.5
	Total, 25 Countries	\$1,157.7	\$1,203.4	\$1,718.5	92.5
	Total, All Countries	\$1,268.5	\$1,320.0	\$1,857.7	100.0

*By all methods of transportation.
Detail may not add to total due to rounding.



Imports from the San Francisco (Region 28), 1972

Japan	\$578,436,673	Peru	\$14,975,378
Germany	181,111,104	Iran	14,726,851
Hong Kong	103,412,008	Bahamas	14,557,553
Taiwan	90,947,540	Belgium-Luxemburg	14,326,177
Singapore	73,166,903	Malaysia	13,665,984
Phillipines	67,434,935	Switzerland	11,742,301
Great Britain	65,234,558	India	11,106,748
Korea	60,922,228	Holland	10,616,882
Canada	54,255,498	Spain	9,124,136
Australia	40,703,360	Denmark	9,054,799
France	38,035,190	Mexico	8,885,193
Brazil	37,338,600	Portugal	8,822,616
Italy	35,941,949	Guatemala	5,754,105
Columbia	23,861,507	El Salvador	5,692,146
Sweden	20,543,165	Costa Rica	4,623,617
New Zealand	17,107,057	Nicaragua	1,930,346

NOTE: Puerto Rico and U.S. possessions are not shown.

Exports from the San Francisco (Region 28), 1972

Japan	\$645,999,731	Malaysia	\$12,220,455
Australia	144,977,253	Venezuela	10,967,321
North Korea	120,381,040	India	10,391,829
Singapore	109,185,249	Switzerland	9,870,419
Taiwan	98,720,580	French Pacific Island	8,720,494
Hong Kong	91,924,804	Nansei Islands	8,049,074
Germany	64,702,905	Republic of South Africa	7,787,578
Phillipines	61,082,929	Spain	6,738,287
Great Britain	45,726,953	Brazil	5,578,550
South Vietnam	44,615,349	Denmark (except Greenland)	5,457,478
Canada	29,584,426	Argentina	5,229,347
Thailand	25,509,831	Peru	5,110,143
Netherland-Holland	21,821,785	Cambodia	5,010,865
France	21,189,655	Norway	4,659,142
Belgium-Luxemburg	19,722,359	Panama	4,237,520
New Zealand	17,357,701	Finland	4,034,583
Indonesia	16,334,731	New Guinea	3,963,213
Italy	15,246,351	Chile	3,491,401
Sweden	14,955,816	Columbia	3,291,154
Trust Territory of the Pacific Island (except Guam)	14,635,292	Pakistan	3,046,070
		Laos	2,100,498

REGION 28: San Francisco, California: Eureka: Monterey: Stockton: Oakland: Richmond: Alameda: Crockett: Sacramento: Martinez: Redwood City: Selby: San Joaquin River (Including Antioch, Mayberry Slough, Pittsburg; excluding Stockton): San Pablo Bay (Including San Pablo, Mare Island Strait, Oleum, Vallejo): Carquinez Strait (Including Benicia, Port Costa; excluding Crockett, Martinez, Selby) and Suisun Bay (Including Avon, Suisun Slough, Sacramento Point).

Comparative Tax and Assessment Data in the San Francisco Bay Area, 1972-1973 Fiscal Year

County	Ratio of Assessed Value to Market Value	Taxable Property Value (000)		July, 1972 Population	Per Capita Valuation	Tax Rate Range
		ASSESSED	TOTAL			
Alameda	25.5%	\$ 3,097,583	\$12,147,384	1,095,800	\$11,085	\$ 8.96-15.56
Contra Costa	24.4	1,877,361	7,694,102	583,400	13,188	7.68- 15.44
Marin	23.6	730,480	3,095,254	208,500	14,845	8.32- 14.96
Napa	23.5	233,347	992,966	84,400	11,765	5.88- 16.12
San Francisco	23.0	2,344,260	10,192,434	685,600	14,866	12.59
San Mateo	23.9	2,068,928	8,656,603	560,400	15,447	7.92- 13.72
Santa Clara	24.7	3,400,551	13,767,412	1,140,800	12,068	8.16- 14.24
Solano	23.8	413,115	1,735,777	182,400	9,516	6.96- 13.72
Sonoma	22.8	588,839	2,582,627	219,800	11,750	3.84- 15.80
San Francisco Bay 9-County Area		\$14,754,464	\$60,864,559	4,761,100	\$12,726	



Directory of
Official Representatives
of Other Nations
in the San Francisco Bay Area



San Francisco Area World Trade Association
 The International Department of the
Greater San Francisco Chamber of Commerce
465 California Street, San Francisco, Ca. 94104
Telephone 415-392-4511

1975-1976



Official Representatives

ABBREVIATIONS

C.G. - Consul General
C. - Consul
V.C. - Vice Consul
T.C. - Trade Commissioner
Tr. C. - Travel Commissioner
Ch. - Chancellor
Coun. - Counselor

Comm. A. - Commercial Attache
Comm. - Commercial
Hon. - Honorary
Dir. - Director
Info. - Information
Dep. - Deputy
Cons. A. - Consular Attache



ARAB REPUBLIC OF EGYPT

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Abdelhamid Onsy, C.
Miss Nevine Simaika, V.C.
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Bruce G. Hunt, V.C.
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Robert Gee, C. (Comm)
Robert W. Hincksman, C. (Info)
Allan E. Rice, C. (Immigration)
Joseph Rodigari, V.C. (Immigration)
Adrian Giuffre, V.C. (Immigration)
Miss Noelle Campbell, V.C. (Immigration)
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F. Sharp, C. (Manpower & Immigration)
Christian Sarrazin, V.C. & Asst. T.C.
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C. Fontaine, V.C. (Asst. T.C.)
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Grace Toro, Ch.
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Hung Tu, C.
Paul Mao, C.
Peter S.J. Chang, C.
Chi-Chang Liang, C.
Thomas S.C. Chao, V.C.
K. H. Tam, V.C.
Chi-Cheng Sung, V.C.
R. T. Ching, Ch.
Yu-Fang Sheng, Ch.
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Ana Maria Bennet, Hon. C.
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EL SALVADOR

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Norbert Pahl, V.C.
Reinhard Paellmann, Cons. A.
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GREAT BRITAIN

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Louis Sherbourne, Dep. C.G.
Douglas Brookfield, C.
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Peter James Marshall, V.C. (Comm)
Thomas Noel Guina, V.C. (Comm)
Alan John Mollet, V.C.
Kevin McNamara, V.C. (Comm)
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Mrs. Joyce Ballinger, Pro-Consul
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David Carcelen, Ch.
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Mrs. Mohini H. Singh, C. (Culture)
R.N. Parjan, C. (Comm)
S. Sadasivam, C. (Education)
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Suhada Kartawidjaja, V.C. (Comm)
Anwar Bani, V.C.
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Assadollah Karim-Nejad, C.
Ayoub Chamami, C.
Ali Pahlavanha, V.C.
Mostafa Mahnoudi, Dep. C.
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Emiliano Squadrilli, Dep. C.G.
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IVORY COAST

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JAPAN

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Takashi Fujita, C.
Kiyohiko Kikuchi, C.
Takashi Komata, C.
Takashi Kuroki, C.
Takashi Takemoto, C.
Takashi Ueda, C.
Takashi Matsumoto, V.C.
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Heungsoo Kim, C.
Jung Kyung Sung, V.C.
Heung Jae Shin, V.C.
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Leocadio Beytia Vega, C.
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S.F. 94104 392-2198

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NETHERLANDS

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Nicolaas Van Den Pol, C.
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Pascal Nnochiri, C.G.
B.K. Alabi, V.C.
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**SINGAPORE TOURIST
PROMOTION BOARD**

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Lars Malmstrom, C. (Info)
Magnus Eriksson, V.C.
Miss Winni Fejne, V.C.
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**UNION OF SOVIET
SOCIALIST REPUBLICS**

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Vladimir N. Porshakov, C.
Vladimir A. Kuleshov, Dep. C.G.
Vladimir P. Pronin, C.
Alexander P. Yermakov, C.
Yuri V. Chemokhud, C.
Stanislav N. Nosov, Comm. C.
Vladimir K. Alexandrov, V.C. (Comm)
Vladislav A. Kuvshinov, V.C. (Comm)
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URUGUAY

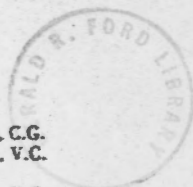
Guillermo E. Stewart, C.
Juan Perdomo, Ch.
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S.F. 94133 928-7474

VENEZUELA

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OF THE GREATER SAN FRANCISCO CHAMBER OF COMMERCE



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Greater San Francisco Chamber of Commerce

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Karen Irvin President
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Dean

Emmanuel de Casteja
Counsel General of France

Secretary-Treasurer

John Senduk
Consul General of Indonesia

Vice Dean

Francisco Barona-Anda
Consul General of Ecuador

Chief of Protocol for the
City of San Francisco

Mr. Cyril Magnin
59 Harrison Street, S.F. 94104

* The official roster of the San Francisco Consular Corps may be obtained from: The Secretary-Treasurer of the San Francisco Consular Corps, c/o Consul General of Indonesia, 351 California Street, San Francisco 94104



The San Francisco Bay Area and Vicinity

PROPERTY OF THE SECURITY PACIFIC NATIONAL BANK



California-A National Leader

Industrial Classifications in which California Ranks First in the Nation

Based on value added by manufacture as reported in the 1972 Census.

Classification	Value Added by Manufacture (in Millions \$)		
	California	United States	% of U.S.
Aircraft Equipment NEC	835.3	2048.9	41
Canned and Cured Seafood	67.8	199.1	34
Food Preparations NEC	241.6	1805.3	13
Bread and Related Products	385.0	3530.0	11
Blended and Prepared Flour	73.1	306.8	24
Canned Fruits and Vegetables	521.8	1625.1	32
Dehydrated Fruits, Vegetables, & Soups	90.9	235.7	39
Frozen Fruits and Vegetables	113.0	697.8	16
Cement, Hydraulic	130.4	1157.7	11
Electronic Computing Equipment	888.2	3410.7	26
Engineering and Scientific Instruments	106.2	680.9	16
Optical Instruments and Lenses	92.4	379.8	24
Ready-Mixed Concrete	171.8	1756.7	10
Phono Records, Recording Tape	81.0	375.6	22
Wines, Brandy, and Brandy Spirits	297.6	407.9	73
Bottled and Canned Soft Drinks	211.6	2352.1	9

NEC Indicates Not Elsewhere Classified

Basic Source: U.S. Census of Manufactures, 1972.

Value of Mineral Production in California, 1970-1973

(in Thousands \$)

1970	1971	1972	1973
\$1,901,096	1,922,129	1,851,633	2,048,130

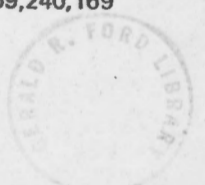
Source: Division of Mines and Geology, California State Department of Conservation, in cooperation with the U.S. Bureau of Mines; and the Research Department, Security Pacific Bank.

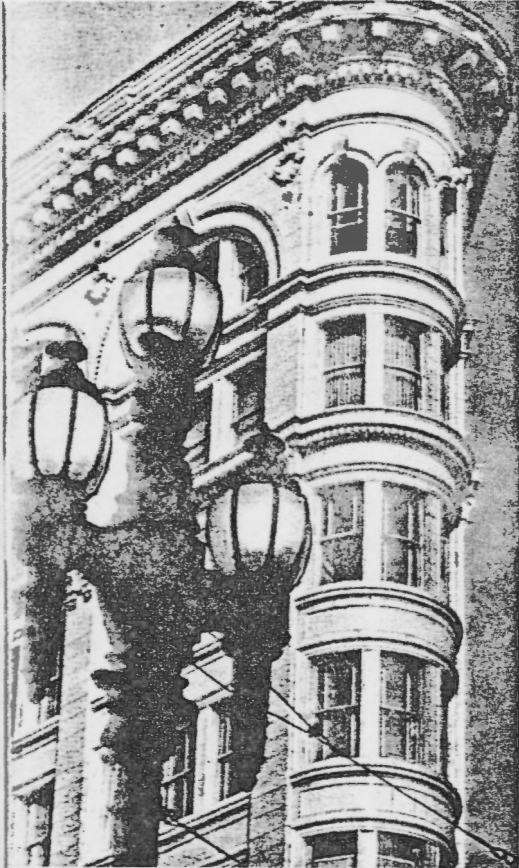
Total Retail Trade Top Three States vs. The United States

(in thousands \$)

	1954	1958	1963	1967	1972
California	\$ 15,643,974	\$19,947,936	\$ 26,888,554	\$33,498,184	\$48,893,815
New York	18,116,095	20,793,319	23,977,310	29,091,471	39,173,270
Illinois	11,018,913	12,790,317	15,190,141	19,252,390	25,922,919
United States	\$170,568,377	\$200,364,678	\$244,201,777	\$310,214,393	\$459,240,169

Source: Census of Retail Trade for 1954, 1958, 1963, 1967, and 1972, Bureau of the Census, U.S. Department of Commerce, and the Research Department, Security Pacific Bank.





Around this crossroads are the headquarters of 27 banks with international services, 18 foreign and 9 domestic; there is no global banking service that is not available within a few blocks. There are 120 investment houses, 72 of them headquartered in the Financial District. Most of San Francisco's trading houses serving clients around the nation are nearby, as are 65 shipping lines and 24 shipping agencies. In the Financial District or near its periphery are 59 foreign delegations—more than in any other U.S. city.

As a banking center, San Francisco is second only to New York in per capita bank debits. The top ten banks

in the city have combined resources of more than \$89 billion, up 16.5 percent from \$77 billion in 1973. With the growth of foreign trade, the city has expanded as a center for import/export financing. The Bay Area's importance as a financial center can best be illustrated by its share of total bank deposits—more than \$26 billion in deposits for 1974.

San Francisco is the western regional center for Federal government services; Western states headquarters for the Federal Reserve Bank and the Federal Home Loan and Savings Associations are located in the Financial District.

Top Ten Banks

Banks and Bank Holding Companies

Resource Rank		Name	Headquarters	Business	Resources	
1974	1973				(\$000)	Employees
1	1	BankAmerica Corporation	San Francisco	Holding Company	\$60,376,458	62,377
2	2	Wells Fargo & Company	San Francisco	Holding Company	12,675,123	12,186
3	3	Crocker National Corporation	San Francisco	Holding Company	10,290,179	10,420
4	4	BanCal Tri-State Corporation	San Francisco	Holding Company	3,046,642	4,134
5	5	Bank of Tokyo	San Francisco	Bank	1,047,812	840
6	6	The Sumitomo Bank of California	San Francisco	Bank	797,889	643
7	7	Central Banking System, Inc.	Oakland	Holding Company	499,523	1,210
8	8	The Hibernia Bank	San Francisco	Bank	353,628	523
9	9	Barclays Bank of California	San Francisco	Bank	352,459	644
10	10	First National Bank of San Jose	San Jose	Bank	310,529	833

Savings and Loan and Savings and Loan Holding Companies

Asset Rank		Name	Headquarters	Business	Assets	
1974	1973				(\$000)	Employees
1	5	Imperial Savings and Loan Association	San Francisco	Savings and Loan	\$ 1,549,138	692
2	1	Citizens Savings and Loan	San Francisco	Savings and Loan	1,505,637	415
3	2	Golden West Financial Corporation	Oakland	Holding Company	869,750	372
4	3	Fidelity Financial Corporation	San Francisco	Holding Company	751,338	361
5	6	California Financial Corporation	San Francisco	Holding Company	723,849	469
6	4	Northern California Savings and Loan	Palo Alto	Savings and Loan	707,775	370
7	7	Bay View Savings and Loan	San Francisco	Savings and Loan	505,367	223
8	5	San Francisco Federal Savings and Loan	San Francisco	Savings and Loan	504,265	270
9	9	Eureka Federal Savings and Loan	San Francisco	Savings and Loan	419,252	205
10	10	California Savings and Loan Company	San Francisco	Savings and Loan	179,822	96

Source: Top Ten Banks and Savings and Loan Companies Headquartered in the San Francisco Bay Area

Source: San Francisco Business Magazine's The Big Fifty—Ratings of the Largest Corporations in the Bay Area and the Research Department, Security Pacific Bank

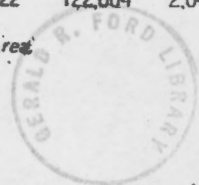
The Big Fifty

LEADING COMPANIES IN THE SAN FRANCISCO BAY AREA

Sales Rank		Industrial Companies			Sales	Net Worth	Employees
1974	1973	Name	Headquarters	Business	- \$000 -		
1	1	Standard Oil Company of California	San Francisco	Petroleum Products	\$18,775,207	\$6,450,186	39,540
2	2	Safeway Stores, Inc.	Oakland	Retail Grocer	8,185,190	693,007	121,355
3	3	Lucky Stores, Inc.	Dublin	Retail Grocer	2,701,771	202,554	40,000
4	4	Transamerica Corporation	San Francisco	Diversified Services	2,202,161	838,036	25,300
5	5	Foremost-McKesson, Inc.	San Francisco	Drugs, Food, Chemicals, Land Development	2,146,996	236,689	17,100
6	7	Crown Zellerbach Corporation	San Francisco	Paper Manufacturer	1,766,000	744,811	31,000
7	8	Kaiser Aluminum & Chemical Corporation	Oakland	Aluminum Products	1,735,501	750,031	26,910
8	6	Southern Pacific Company	San Francisco	Transportation	1,712,797	1,791,902	45,000
9	—	Fireman's Fund American Insurance Companies	San Francisco	Insurance	1,341,601	486,386	12,878
10	27	Kaiser Industries Corporation	Oakland	Diversified Holdings and Operations	1,097,000	526,735	23,000
11	9	Del Monte Corporation	San Francisco	Food Producer and Distributor	1,042,608	273,437	32,000
12	12	Levi Strauss and Company	San Francisco	Apparel Manufacturer and Wholesaler	897,696	206,005	30,141
13	11	Hewlett-Packard Company	Palo Alto	Electronics Equipment and Supplies	884,053	457,679	29,000
14	10	Consolidated Freightways, Inc.	San Francisco	Trucking	798,579	147,210	17,442
15	20	California and Hawaiian Sugar Company	San Francisco	Sugar Refining	744,000	60,000	1,700
16	16	Clorox Company	Oakland	Household Products, Food Service	537,601	125,620	6,400
17	14	Di Giorgio Corporation	San Francisco	Consumer Products, Land Resources	507,986	74,235	5,127
18	21	Utah International, Inc.	San Francisco	Mining, Ocean Shipping, Land Development	501,227	448,256	4,500
19	15	Pottlatch Corporation	San Francisco	Forest Products	487,868	264,480	10,229
20	17	United Grocers, Ltd.	Richmond	Wholesale Grocery Co-op	443,946	7,680	1,307
21	18	Guy F. Atkinson Company	So. San Fran.	Heavy Construction	406,810	46,293	9,000
22	26	Wilbur-Ellis Company	San Francisco	Commodity Trader	400,000	25,300	1,600
23	19	Fairchild Camera and Instrument Corporation	Mountain View	Electronics Equipment Manufacturer	384,933	159,390	18,092
24	22	Longs Drug Stores, Inc.	Walnut Creek	Retailer	339,567	60,741	3,500
25	24	Marcona Corporation	San Francisco	Shipping, Mining	323,063	176,498	4,150
26	30	Saga Corporation	Menlo Park	Institutional Food Management Service	294,794	33,232	30,000
27	23	Fibreboard Corporation	San Francisco	Paperboard and Building Materials	293,826	95,490	6,300
28	29	Varian Associates	Palo Alto	Electronics Equipment Manufacturer	293,005	127,673	10,392
29	25	Ampex Corporation	Redwood City	Electronics Equipment Manufacturer	272,455	51,830	15,000
30	49	Natomas Company	San Francisco	Holding Company	269,132	213,369	600
31	—	Industrial Indemnity Company	San Francisco	Insurance	266,000	N.A.	21,000
32	—	State Compensation Insurance Fund	San Francisco	Insurance	255,400	48,500	1,695
33	33	Envirotech Corporation	Menlo Park	Pollution Control and Process Equipment	238,437	75,762	N.A.
34	31	Arcata National Corporation	Menlo Park	Printed Products, Forest Management, Lumber	234,411	88,020	8,600
35	36	American President Lines Ltd.	San Francisco	Ocean Shipping	222,966	113,301	850
36	28	Hyatt Corporation	Burlingame	Hotels	217,907	61,582	15,000
37	32	Memorex Corporation	Santa Clara	Computer Equipment and Products	217,627	(23,667)	4,800
38	37	Syntex Corporation	Palo Alto	Pharmaceutical Products	217,530	255,307	6,200
39	44	PVO International, Inc.	San Francisco	Diversified Food, Chemical and Agricultural Co.	210,816	21,333	1,185
40	35	Kaiser Cement & Gypsum Corp.	Oakland	Cement, Gypsum, Construction Material	193,000	104,000	3,200
41	34	Pay Less Drug Stores	Oakland	Retailer	191,545	25,367	3,273
42	39	California Cannery & Growers	San Francisco	Canned Food and Drinks	162,182	23,718	1,200
43	40	Hughes Airwest	San Francisco	Air Carrier	159,914	93,032	3,800
44	41	Dymo Industries, Inc.	San Francisco	Visual Communication Products and Systems	156,897	46,690	6,100
45	46	Itel Corporation	San Francisco	Data Processing and Equipment Leasing	143,000	62,000	1,400
46	38	Dean Witter Organization	San Francisco	Investment Securities	141,097	66,233	4,400
47	48	Pacific Lumber Company	San Francisco	Lumber and Plywood Manufacturer	129,111	95,180	2,699
48	45	American Building Maintenance Industries	San Francisco	Holding Company, and Janitorial Service	128,804	26,032	16,000
49	42	Koracorp Industries, Inc.	San Francisco	Sportswear Manufacturer	128,611	8,291	5,000
50	47	Homestake Mining Company	San Francisco	Mining and Exploration	125,722	122,664	2,042

Not Available

Source: San Francisco Business Magazine's The Big Fifty-Ratings of the Largest Corporations in the Bay Area and the Research Department, Security Pacific Bank.



In the Financial District, which continues to expand to the east and south, are the executive headquarters of worldwide leaders in business and industry: 28 of the Fortune "500" are in San Francisco, in addition to the home offices of 300 firms with assets exceeding \$1 million. But the financial impact of these firms is perhaps best explained in financial terms. San Francisco Business reported in July 1975 that 11 Bay Area corporations turned in sales of more than \$1 billion each the previous year, and that the combined sales of the Big Fifty exceeded \$55 billion, up more than 45 percent from the 1973 level.

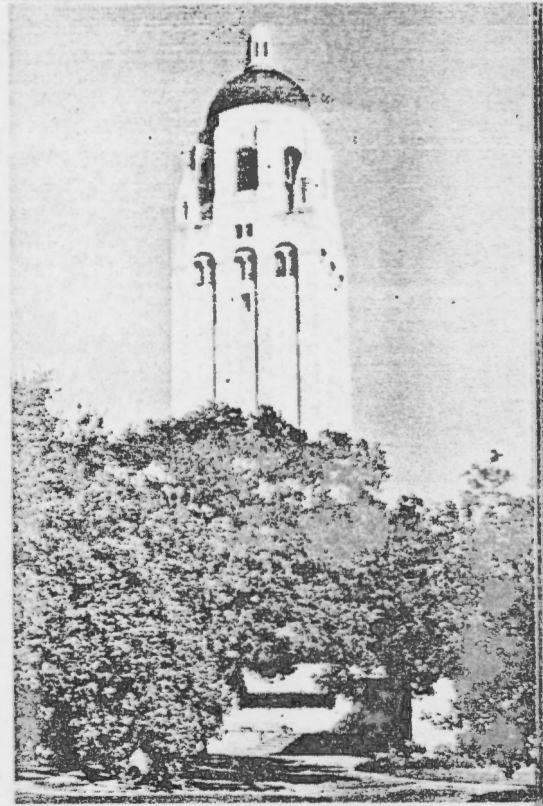
And, of course, the giants of business and finance are only part of the story. They help create an economic climate that is favorable to smaller institutions and fosters the growth of

the many services needed by business. The service industries are the fastest-growing sector of San Francisco's economy. Business services accounted for more than 23 percent of city service employment in 1972. The service industries tend to cluster around the Financial District, providing big business with legal, advertising, design, accounting, public relations, printing and computer services.

The educational level and cultural diversity of San Francisco's population enhance the opportunities for commercial expansion and for innovative products and services. Per capita income in the Bay Area has traditionally been among the highest in the country, some ten percent higher than the state average in 1970. Measured by total personal income, the Bay Area is the richest market in a rich state, with 26.1 percent of the state's wealth. This means that the Bay Area resident has more money to spend—and he spends it.

San Francisco's population provides both an inexhaustible pool of well-educated, highly skilled white collar workers and a sophisticated consumer market for goods and services. Almost two-thirds of San Francisco's residents are high school graduates, with approximately 32 percent having attended college from one to four years. White collar administrative employment is expected to be a major growth sector in the coming years, with San Francisco a primary beneficiary of this growth.

Business and industry are well-served in the Bay Area by various centers of research and development. In addition to Stanford University and the University of California at Berkeley, there are more than 40 colleges and universities in the region, as well as some 265 private research organizations. There is a good chance that tomorrow's most innovative and profitable products are being developed in the Bay Area today.



Nine County Average Incomes

Per Household Average Income

Year	County	Average Income
1973	Alameda	\$13,528
1972	Alameda	\$12,667
1973	Contra Costa	\$15,754
1972	Contra Costa	\$14,974
1973	Marin	\$17,604
1972	Marin	\$16,430
1973	Napa	\$12,410
1972	Napa	\$11,641
1973	San Francisco	\$13,110
1972	San Francisco	\$12,095
1973	San Mateo	\$16,876
1972	San Mateo	\$15,780
1973	Santa Clara	\$15,948
1972	Santa Clara	\$14,518
1973	Solano	\$12,731
1972	Solano	\$11,858
1973	Sonoma	\$11,781
1972	Sonoma	\$10,928
1973	Average	\$14,415
1972	Average	\$13,629

Source: San Jose Mercury-News

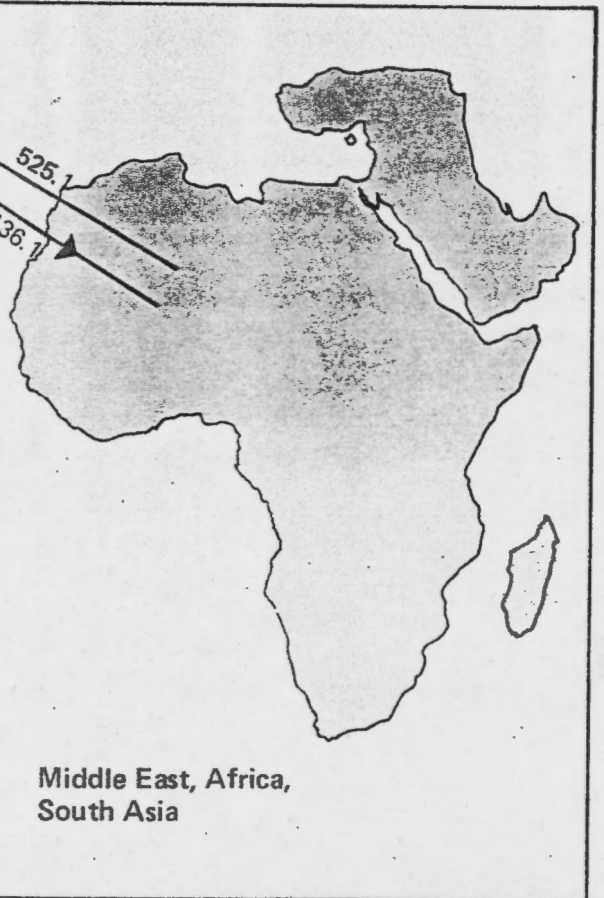




**San Francisco's
Leading Customers**

(Millions of Dollars)

1. Japan \$1,300.0
2. Australia 421.2
3. Singapore 311.9
4. Korea 222.7
5. Taiwan 178.3
6. Hong Kong 174.7
7. Philippines 169.8
8. Malaysia 152.2
9. West Germany 112.5
10. United Kingdom 93.3
11. South Viet Nam 89.0
12. Indonesia 71.6
13. Canada 67.8
14. Thailand 52.6
15. Netherlands 52.4
16. New Zealand 51.0
17. France 47.2
18. Brazil 30.6
19. Belgium & Luxembourg ... 29.6
20. Italy 29.6



**San Francisco's
Leading Suppliers**

(Millions of Dollars)

1. Japan \$ 781.0
2. West Germany 263.5
3. Indonesia 259.2
4. Saudia Arabia 221.2
5. Hong Kong 203.5
6. Philippines 180.7
7. Korea 177.2
8. Iran 157.4
9. Singapore 148.5
10. Malaysia 146.5
11. Taiwan 141.8
12. Canada 105.5
13. Venezuela 86.8
14. United Kingdom 81.6
15. France 76.8
16. Italy 62.2
17. Brazil 61.1
18. Colombia 48.2
19. Australia 46.4
20. United Arab Emirates 41.5

Source:
San Francisco Customs District, 1974



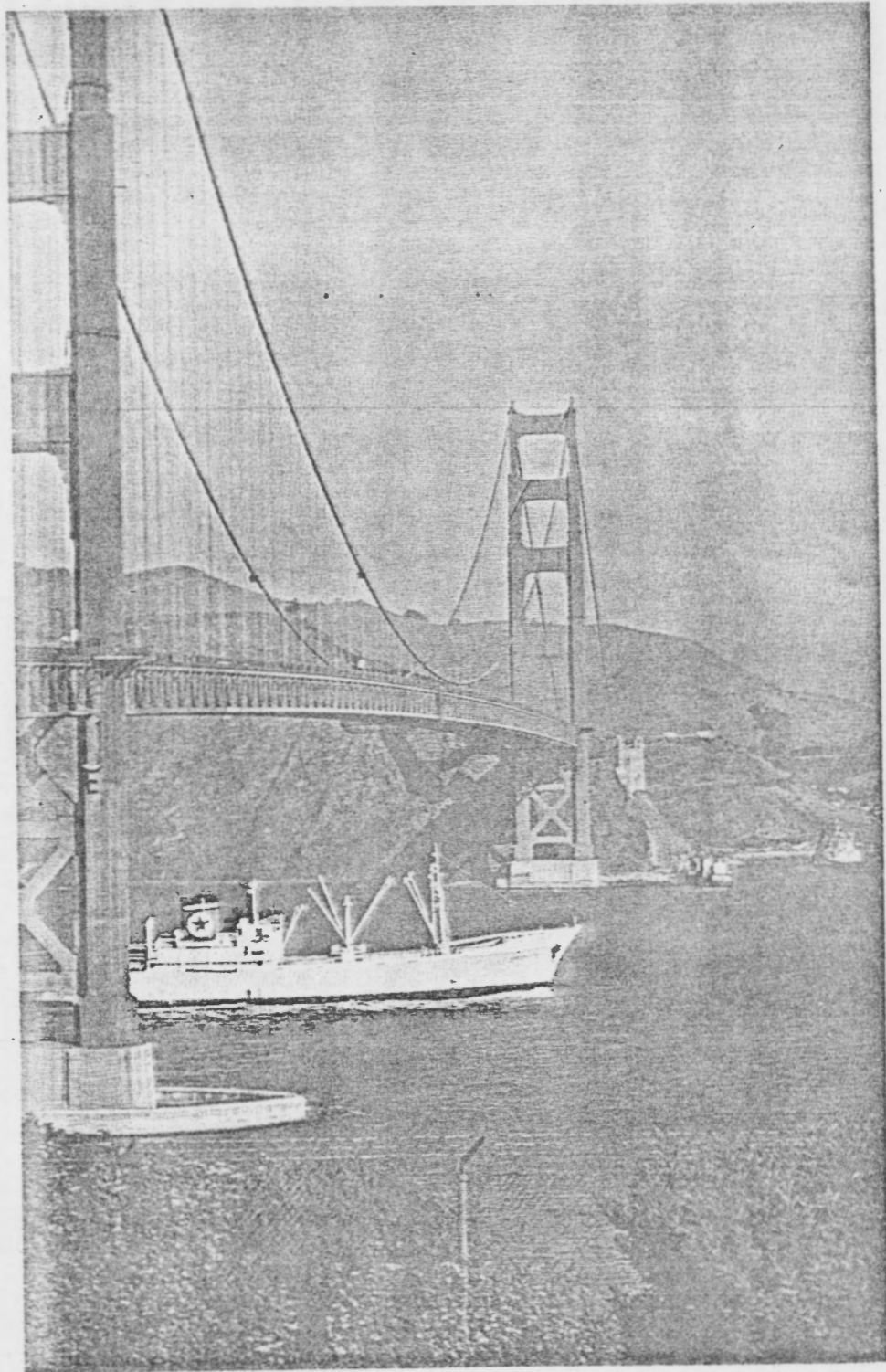
International Gateway City

As an international trade center, San Francisco offers unlimited opportunities for expansion to businessmen with an eye to the future. The rapidly growing economies of the world's developing nations, particularly those of the Pacific Basin, have created new markets for international trade and new products to be imported to the United States. Trade flow around the Pacific exceeds \$100 billion annually and seems certain to double several times before the end of the century.

San Francisco plays an important role in this interchange. Headquarters City offers the financial resources to support foreign trade, transportation facilities for delivering goods anywhere in the world, and the cultural understanding that facilitates international business transactions.

Import/export trade through the San Francisco Customs District has increased dramatically in recent years. From 1970 to 1974, imports rose 196 percent to \$4 billion. In the same period, exports jumped 127 percent to \$4.2 billion. Total import/export trade during 1974 climbed to more than \$8 billion, an impressive growth of more than 150 percent since 1970. In 1974 San Francisco accounted for 36 percent of California's total import/export trade.

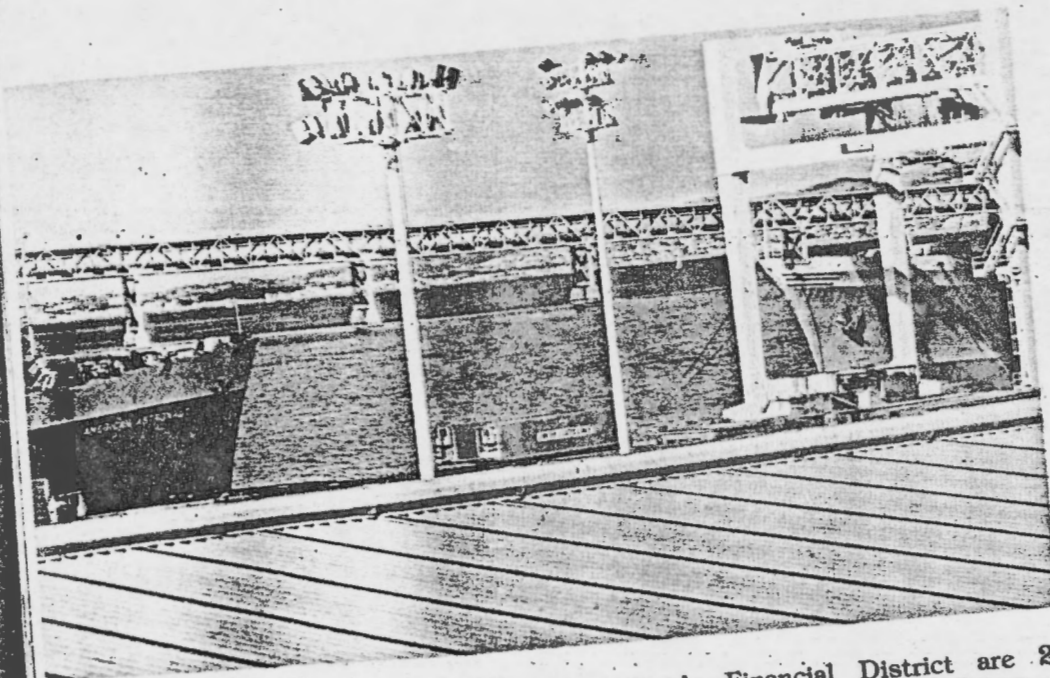
San Francisco's primary trading partners are the nations of the Pacific Basin and more specifically, those of the Asian Region. This region accounted for 69 percent of international trade through the San Francisco Customs District in 1974, amounting to more than \$5 billion. Japan alone generated more than \$1 billion in import/export trade through the Bay Area.



As the economies of such countries as Japan, South Korea, the Philippines, Taiwan, and Hong Kong expand, San Francisco strengthens its position as an international trade center. Australia and New Zealand have been recognized as potentially lucrative markets for American products, as well as important sources of raw materials. In addition, San Francisco figures prominently in

opening up the vast trade potential of China to the West.

San Francisco's status as an international trade center is not solely figured on the basis of the city's substantial Pacific trade. In 1974 trade with Europe accounted for more than \$1 billion. Trade with the countries of Latin America reached \$460 million, while trade with the Middle East and Africa totalled over \$600



special expertise in different facets of international trade.

The true impact of international financing, according to the president of the Sumitomo Bank of California, can be seen in "the Japanese eating SunKist oranges on the Ginza. Or Americans driving Toyotas. And the British eating Kentucky Fried Chicken in the Kensington Garden section of London."

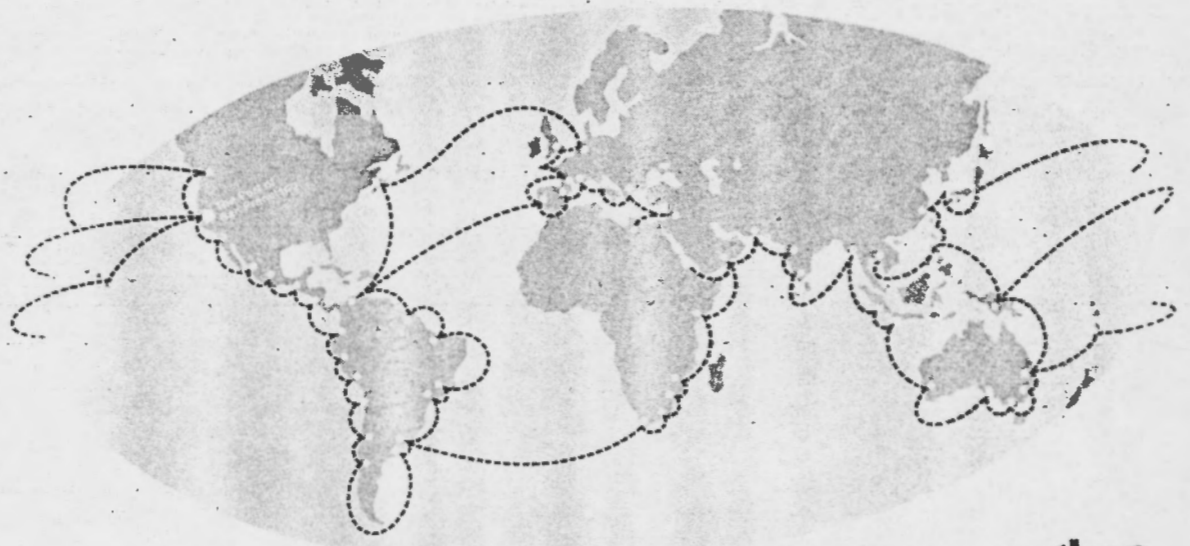
San Francisco offers all the services needed to put the creative businessman in touch with the world marketplace. Transactions are conducted more smoothly due to San Francisco's heritage as a meeting place of many cultures. The melting pot metaphor is best applied to other less cosmopolitan cities. San Francisco, with its sizeable Asian and Spanish-speaking populations, is a melting pot, but a place of genuine cultural interchange among people of different races, religions, values, an interchange that is at the foundation and the result of expanding business and trade ties

million.

San Francisco has long been called Gateway to the Orient—perhaps a better designation would be Gateway to the World.

Commercial banks are, of course, the principal source of financing for international trade. Within San Fran-

cisco's Financial District are 27 banks with international services. These banks are indispensable to the foreign trader, offering services that range from providing currency exchange information to arranging and financing international trade transactions, in addition to furnishing



We've got a lot more coming and going for you than we can squeeze onto this map.

Schedule your cargo for fast dependable delivery to and from over 50 countries via...



The Port of San Francisco



San Francisco, the Livable City-

Commuting and Housing

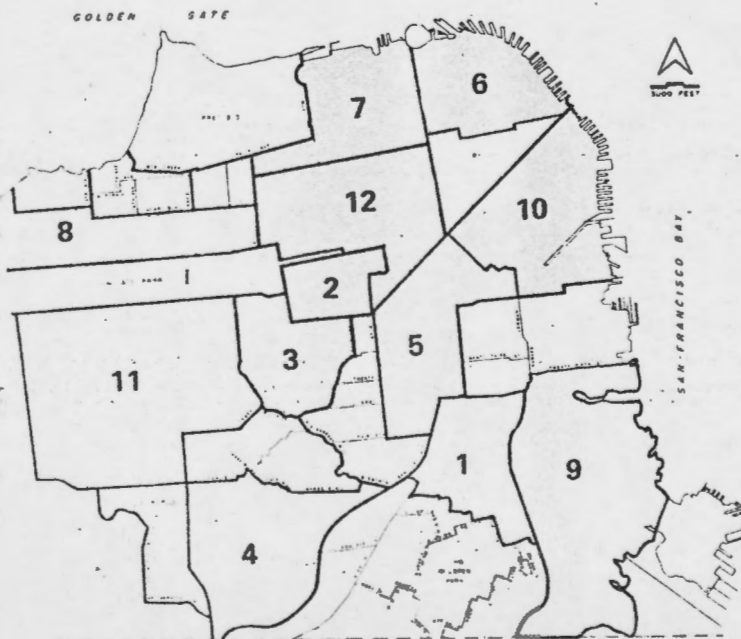
When the work day is over, the offices closed, when the wheels of commerce have stopped turning for another day, a successful city must be more than a place to work. It must be ultimately livable, a place you can call home. And quality of life is excellent in San Francisco. In fact, it was recently named one of the ten most livable cities in the United States in a government sponsored study based on such factors as economy, environment, political structure, social life, and health and education. So when people say that San Francisco is a good place to live, this is more than opinion.



San Francisco Housing

AVERAGE HOME PRICES IN SAN FRANCISCO
(compiled by the Bank of America, December 1974)

	New Housing	Resale Housing	Rental Homes	Condo-minium
1. Bernal Heights District	\$ 35,000- \$ 60,000	\$ 15,000- \$ 65,000	\$ 100- \$ 350	N/A
2. Buena Vista District	N/A	\$ 20,000- \$125,000	\$ 125- \$ 800	\$ 50,0 \$ 70,0
3. Twin Peaks	\$ 45,000- \$150,000	\$ 25,000- \$175,000	\$ 150- \$1,100	\$ 40,0 \$ 90,0
4. Ingleside District	\$ 35,000- \$ 50,000	\$ 18,000- \$125,000	\$ 125- \$ 800	\$ 45,0 \$100,0
5. Mission District	\$ 45,000- \$ 70,000	\$ 15,000- \$100,000	\$ 100- \$ 800	N/A
6. Northeast District	N/A	\$ 30,000- \$250,000	\$ 200- \$1,500	\$ 50,0 \$275,0
7. Pacific Heights & The Marina	N/A	\$ 60,000- \$300,000	\$ 250- \$ 800	\$ 30,0 \$300,0
8. Richmond District	N/A	\$ 35,000- \$275,000	\$ 200- \$1,800	N/A
9. South Bayshore District	\$ 35,000- \$ 60,000	\$ 12,500- \$ 60,000	\$ 75- \$ 350	N/A
10. South of Market District	N/A	\$ 12,000- \$ 80,000	\$ 100- \$ 400	N/A
11. Sunset District	\$ 50,000- \$150,000	\$ 30,000 \$250,000	\$ 200- \$1,200	N/A
12. Western Addition	N/A	\$ 15,000- \$150,000	\$ 100- \$ 900	\$ 35, \$ 40,



Bay Area Commuting

SONOMA COUNTY

SANTA ROSA

NAPA COUNTY

SONOMA

NAPA

SOLANO COUNTY

PETALUMA

MARIN COUNTY

NOVATO

SAN RAFAEL

SAN ANSELMO

CONCORD

60

50

40

30

MILL VALLEY

SAUSALITO

BERKELEY

WALNUT CREEK

LAFAYETTE

CONTRA COSTA COUNTY

SAN FRANCISCO

OAKLAND

ALAMEDA

SAN LEANDRO

DALY CITY

SO. SAN FRANCISCO

HAYWARD

SAN BRUNO

BURLINGAME

SAN MATEO

FREMONT

ALAMEDA COUNTY

HALF MOON BAY

SAN CARLOS

REDWOOD CITY

SAN MATEO COUNTY

SUNNYVALE

SAN JOSE

BAY

MENLO PARK

PALO ALTO

MTN. VIEW

LOS GATOS

SANTA CLARA COUNTY

Area	Approx. Miles	Peak Hour Commute (min)	Gas Cost (10y) (1995, 15 mi/gal)	Bridges/Toll	Monthly Total Cost	Train Time (hrs/mon) \$7 or \$14	Train Cost (monthly)	Bus Time (hrs/mon)	Bus Cost (monthly)	GR
Peninsula	14	36	1.12	—	22.40	24	27.00	39	30.62	GR
San Bruno	16	40	1.28	—	25.60	32	27.00	45	30.62	GR
San Francisco	19	42	1.52	—	39.40	33	31.50	48	33.94	GR
San Francisco	17	45	1.36	—	27.20	—	—	—	—	—
San Francisco	22	47	1.76	—	35.20	32	31.50	55	35.62	GR
San Francisco	23	45	1.84	—	36.80	—	—	—	—	—
San Francisco	25	52	2.00	—	40.00	45	36.00	1:13	38.94	GR
San Francisco	27	55	2.16	—	43.20	49	36.00	1:20	38.94	GR
San Francisco	28	43	2.24	—	44.80	54	40.50	1:15	38.94	GR
San Francisco	31	57	2.48	—	49.60	54	40.50	1:20	42.28	GR
San Francisco	32	60	2.56	—	51.20	1:01	40.50	1:10	42.28	GR
San Francisco	33	60	2.64	—	52.80	1:04	40.50	1:05	45.62	GR
San Francisco	34	65	2.72	—	54.40	—	—	—	—	—
San Francisco	36	68	3.04	—	60.80	—	—	—	—	—
San Francisco	39	72	3.12	—	62.40	1:03	45.00	1:25	50.74	GR
San Francisco	41	78	3.28	—	65.60	1:10	45.00	1:35	54.18	GR
San Francisco	38	75	3.04	—	60.80	—	—	—	—	—
San Francisco	48	95	3.84	—	76.80	1:17	48.50	2:05	60.86	GR
San Francisco	14	30	1.12	.50	32.40	21	26.00	41	24.00	AC
San Francisco	13	30	1.04	.50	30.80	7	22.00	29	24.00	AC
San Francisco	22	50	1.76	.50	45.20	28	36.00	43	48.44	AC
San Francisco	22	50	1.76	.50	45.20	21	34.00	43	28.00	AC
San Francisco	26	55	2.08	.50	51.60	33	44.00	57	49.68	GR
San Francisco	27	55	2.16	.50	53.20	28	40.00	43	30.00	AC
San Francisco	30	65	2.40	.50	58.00	40	43.00	57	56.20	GR
San Francisco	32	65	2.56	.50	61.20	40	43.00	57	56.20	GR
San Francisco	40	70	3.20	.50	74.00	40	50.00	—	—	—
San Francisco	12	25	.96	.75	34.20	—	—	31	30.00	GG
San Francisco	14	35	1.12	.75	37.40	—	—	40	30.00	GG
San Francisco	15	35	1.20	.75	39.00	—	—	44	40.00	GG
San Francisco	16	40	1.28	.75	40.60	—	—	35	40.00	GG
San Francisco	18	40	1.44	.75	43.80	—	—	40	40.00	GG
San Francisco	16	40	1.28	.75	40.60	—	—	51	30.00	GG
San Francisco	18	45	1.44	.75	43.80	—	—	50	40.00	GG
San Francisco	20	45	1.60	.75	47.00	—	—	44	40.00	GG
San Francisco	29	65	2.40	.75	61.40	—	—	78	40.00	GG
San Francisco	38	85	3.04	.75	75.80	—	—	68	50.00	GG
San Francisco	55	130	4.40	.75	103.00	—	—	99	50.00	GG

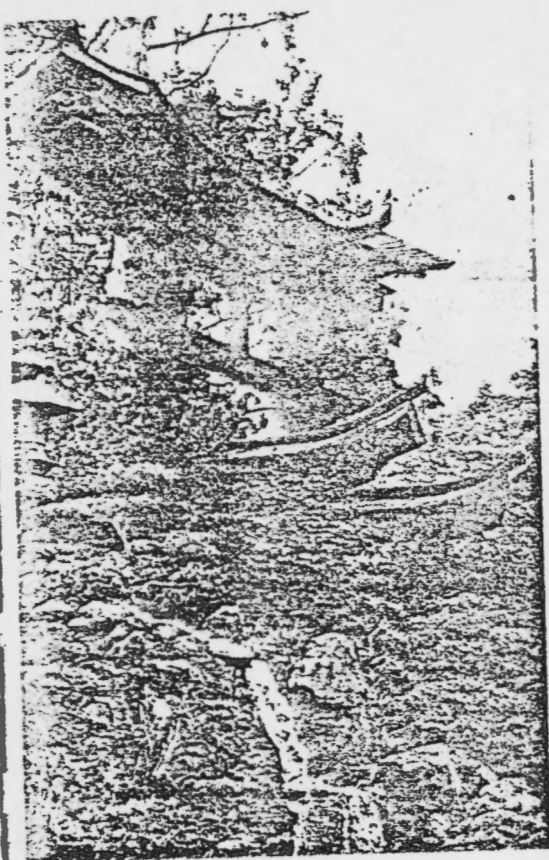
Monthly commute costs based on 20 working days/month
 GR Greyhound AC AC Transit GG Golden Gate Transit

Estimated commuting times are from the identified freeway entrances when noted.

The map is a representation of approximate times to give the prospective resident a general view of relative commuting times from various areas of the Bay Area. Within the inner circle driving times are 30 minutes or less, the second ring encompasses 40-minute-plus driving time, and so on.

In addition to freeway commuting, the Bay Area Rapid Transit System (BART) now connects the East Bay and San Francisco; Southern Pacific has commuter runs down the Peninsula; and AC Transit, Greyhound Bus Lines, and Golden Gate Transit all provide bus service from various sections of the nine-county area into San Francisco.

Estimated commute times are that... estimates. Using data from various sources, SFB represented the average driving during commuting and non-commuting hours from various locations in the Bay Area to downtown San Francisco. Distances are approximated from city hall to city hall while esti-



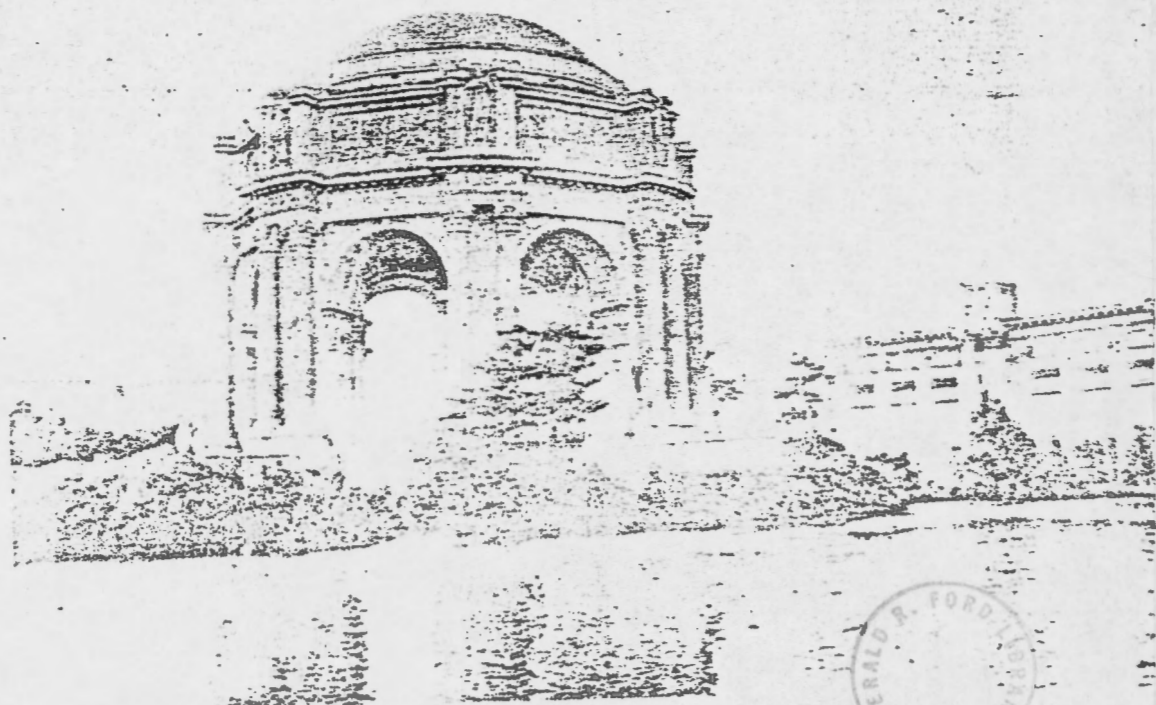
Arts and Leisure— Something for Everyone

San Francisco is a sophisticated center for the arts, drawing upon its wealth of talent and diversity to offer residents a wide variety of cultural experiences. There's much to choose from — for everyone — in the cosmopolitan city.

The San Francisco Opera, oldest major company in the West, regularly showcases international stars during its season at the War Memorial Opera House, which also houses the San Francisco Ballet and the Symphony, under the spectacular direction of

Seiji Ozawa. In the off-season Opera House hosts such exciting visiting companies as the American Ballet Theatre, the Joffrey Ballet and the Bolshoi.

Professional theatre activity centers around Geary Street, home to the critically acclaimed American Conservatory Theatre and the larger Civic Light Opera. Theatregoers can also enjoy the best of Broadway or London when these plays often with their original casts, perform at the Curran, the Geary



the Marines Memorial Theatre.

In addition, there are numerous smaller theatre companies, both professional and amateur, scattered throughout the city. The Magic Theatre and the Julian Theatre have pioneered in experimental and avant-garde presentations. At any time of the year in San Francisco it's possible to choose between Shakespearean tragedy, contemporary drama, or musical comedy.

Art lovers can spend hours, even

days, in San Francisco's museums. The San Francisco Museum of Art, located in the Civic Center, houses the city's major collection of modern art and presents special showings of contemporary artists who are not yet well-known. The California Palace of the Legion of Honor, overlooking the Golden Gate from Lincoln Park, has impressive collections of 18th and 19th century French paintings and decorative arts, as well as a widely-praised graphic arts collec-

tion.

In Golden Gate Park the M. Young Memorial Museum has artifacts from all ages, including Avery Brundage jade collection. A special wing of the de Young only museum in the U.S. devoted entirely to Asian art, with more than 8,000 paintings, sculptures, and other examples of the decorative arts of Asia. The Exploratorium Palace of Fine Arts offers experimental scientific exhibits and is a favorite with children of all ages.

Each year San Francisco hosts an international film festival, attended by film buffs and celebrities from over the world. The San Francisco festival takes place early in the season, treating residents to a preview of the films that may be this year's acclaimed. The city has well over a dozen movie theatres, including several which feature only foreign film. American films of the 1930s-1

In September the San Francisco Arts festival turns the Civic Center into a fairgrounds of painting, sculpture, crafts, music, and dance.

Several small clubs around the city feature top name jazz entertainment. And for the young, or young at heart, the rock concerts never to end.

The city has both a Chinese and Japanese cultural center, to pay tribute to the importance of its Oriental population. Both co-sponsor numerous festivals throughout the year, often featuring traditional theatre, food, dances, and arts demonstrations.

The list could go on and on. San Franciscans are appreciative of the city's cultural offerings. So much in fact, that there are a number of small dance companies, art galleries, theatre groups, and other cultural institutions which draw their support from the city's residents. It's impossible to be bored in San Francisco — there's always something to see, to do, or to learn.



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