SAN FRANCISCO

Looking west from above San Francisco bay across the premier port of the Pacific.

Here 45 major piers and numerous smaller docks and wharves line the waterfront.

For the purpose of analyzing the San Francisco market, the 19 district breakdown of the Curtis Publishing Company will be followed. A relief map of the city helps to picture the reasons for many peculiarities in areas, rentals and population distribution.

Three airviews with district boundaries indicated give a close-up of the major portion of the city. Numbers correspond to district numbers used on maps of this presentation. This study of the market deals first with the physical facts, second with the personal factors.