Retail establishments gave employment to 39,020 people, which was 11.7% of all the workers in San Francisco who were gainfully employed in 1930.

3. Wholesale Trade.

The U. S. Census for 1935 reports 2942 wholesale firms in San Francisco with 29,363 employees, or 8.8% of all the workers gainfully occupied in 1930. Net sales for 1935 amounted to $1,149,864,000 which was $200,000,000 more than that of any other Pacific Coast city, and was only exceeded by four cities in the United States—New York, Chicago, Boston, and Philadelphia. The city is strategically located to serve the entire western market, consisting of the Pacific Coast and Rocky Mountain states. Its wholesale firms also supply a number of foreign markets.

Comparative figures for the years 1929, 1933, and 1936 are given in the following table:

<table>
<thead>
<tr>
<th>Year</th>
<th>Establishments</th>
<th>Employees</th>
<th>Payroll</th>
<th>Net Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1929</td>
<td>3,154</td>
<td>37,654</td>
<td>77,635,500</td>
<td>$1,784,176,000</td>
</tr>
<tr>
<td>1933</td>
<td>2,696</td>
<td>25,385</td>
<td>44,780,000</td>
<td>911,747,000</td>
</tr>
<tr>
<td>1936</td>
<td>2,942</td>
<td>29,363</td>
<td>53,367,000</td>
<td>1,149,864,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>Percent of 1929</th>
</tr>
</thead>
<tbody>
<tr>
<td>1929</td>
<td>100.0</td>
</tr>
<tr>
<td>1933</td>
<td>85.6</td>
</tr>
<tr>
<td>1935</td>
<td>78.2</td>
</tr>
</tbody>
</table>

Source: U. S. Census of Wholesale Distribution.

U. S. Wholesale Price Index -
U. S. Department of Labor -
Based on 784 Commodities

<table>
<thead>
<tr>
<th>Year</th>
<th>1929</th>
<th>1931</th>
<th>1933</th>
<th>1935</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>95.3</td>
<td>73.0</td>
<td>68.9</td>
<td>80.0</td>
</tr>
<tr>
<td>1930</td>
<td>85.4</td>
<td>64.9</td>
<td>75.0</td>
<td>80.8</td>
</tr>
</tbody>
</table>

* 1926 Average = 100 Index.

The Chamber of Commerce estimates the wholesale trade of San Francisco for 1935 at $1,325,000,000, or an increase of over 15% over 1936 sales.

The following ten classes of products, listed in the order of their importance, accounted for more than 75% of the total sales for 1936:

1. Food and Kindred Products
2. Tobacco Products
3. Drugs and Medicines
4. Chemicals
5. Petroleum Products
6. Paints, Varnishes, and allied Products
7. Metal and Non-metallic Minerals
8. Machinery
9. Electrical Machinery
10. Transportation Equipment

The Chamber of Commerce estimates the wholesale trade of San Francisco for 1936 at $1,325,000,000, or an increase of over 15% over 1935 sales.

The following ten classes of products, listed in the order of their importance, accounted for more than 75% of the total sales for 1936:

1. Food and Kindred Products
2. Tobacco Products
3. Drugs and Medicines
4. Chemicals
5. Petroleum Products
6. Paints, Varnishes, and allied Products
7. Metal and Non-metallic Minerals
8. Machinery
9. Electrical Machinery
10. Transportation Equipment