of corresponding size. The reason for this is the fact that Fresno suffered its worst depression in the early 1920's, with the collapse of the market for its agricultural products. Further, at that time the county produced almost exclusively grapes for wine, table use, or raisins, and consequently, felt the affect of the Prohibition Amendment. Its recovery from the early '20's up to 1929 was gradual and its subsequent depression was not as acute as has been observed in other places. At the present time repeal of the 18th Amendment, diversification of agricultural crops, and a general rise in the agricultural market, find Fresno almost "booming". It will be seen below that these circumstances developed a cumulative housing need. That the City of Fresno is the principal industrial center of the county is illustrated by the fact that the value of the products in 1933 was approximately 68% of the value of products in the whole county for that year. Statistics of Fresno's industry will be found on Appendix Page No. 1.

Wholesale and Retail Trade

Fresno has a trading area of approximately 75 miles north and south, the only competitive cities between Los Angeles and San Francisco being Bakersfield 107 miles to the south and Stockton 120 miles to the north. According to the Census of Distribution for 1930 (1933 corresponding figures not being available for Fresno) there were 189 wholesale outlets, employing 2,137 persons, paying salaries and wages of $3,600,000 and involving net sales of $55,000,000. The principal major lines of merchandise are led by food products through 50 establishments, employing 568 persons, paying wages amounting to almost $800,000, involving net sales of something over $12,000,000, followed by automotive establishments, lumber and building material establishments, machinery and equipment establishments, and, of course, grocery and food establishments. A detailed tabulation of wholesale establishments will be found under Appendix Page No. 1.

The available figures compiled by the U. S. Government show Fresno stands first among the 200 leading cities of the count, in per capita retail sales. There are two factors contributing to this situation, first, Fresno is at the present time in a much improved