economic condition and, second, that it is geographically strategically located for local retail trade. Its nearest competitor, from the point of shopping, is San Francisco. The Census of Distribution for 1930 shows for the City of Fresno 1,462 retail stores, doing an annual business of $53,000,000 with a payroll of $6,300,000 and giving full time employment to almost 4,000 men and women. A detailed tabulation of various kinds of stores will be found on Appendix Page No. __i.

Census figures report that the City of Fresno had about $27,900,000 in retail sales during 1933. Mr. M. G. Lohse, Industrial and Agricultural Secretary of the Fresno County Chamber of Commerce, in conjunction with the "Fresno Bee", the local daily newspaper, made monthly surveys of retail volume in Fresno. On the basis of taking monthly averages of gross dollar turn-over of 80 representative local retail outlets, Mr. Lohse finds an increase of 78% over the retail turn-over of 1933. He substantiates this estimate on the ground that the state showed an increase from 1933 to 1935 of 37%, and as the two largest trade areas, Los Angeles and San Francisco, have shown only 16% and 25% increases, respectively, (on the basis of confidential figures from preliminary work on the census) so that the small towns, of which Fresno is easily one of the leaders, must have shown a far greater increase than the state average.

Transportation

Fresno has transportation facilities which allow for easy function of its wholesale and retail trade. The Southern Pacific and Santa Fe Railways, together, operate 23 passenger trains in and out of Fresno daily, and these two railroads have 352 miles of track in the county. Their freight service to the city is equally as good as their passenger. During the past year there was a 13½% increase in car loadings going out of Fresno over the previous year. Good highways running through Fresno have allowed for development of truck freighting to a point where approximately 1200 tons per day are moved by common and contract carriers, according to a survey made by the local Chamber of Commerce. Added to these transportation facilities, Fresno is served by air lines from its 154 acre municipal air port. From here there is regular daily air mail and passenger service planes.