

TABLE 39.—Comparison of business enterprises and volume of business: Arvin and Dinuba

	Arvin	Dinuba
Number of retail business enterprises.....	62	141
Volume of retail trade.....	\$2,535,000	\$4,383,000
Volume of trade per \$100 agricultural production.....	\$103	\$171
Volume of trade per person.....	\$407	\$592

Source: Board of Equalization data. †

The retail sales were reported by classes, and these have been brought together under nine headings in table 40. This summary was made in part to obscure data which might reveal the nature of any single enterprise and in part to simplify the materials. In each of these classes, with a single exception, the volume of retail trade is greater in Dinuba than in Arvin. The volume of trade per person is greater in 7 of the 9 categories (figs. 17 and 18).

Examination of table 40 shows that expenditure for food, for drugs and sundries, for liquor, and for gasoline and automotive supplies is not very different between the two communities. The last of them is the largest single item of expenditure, and on a per capita basis is greater in Arvin than in Dinuba. Those items with much higher retail volume in Dinuba are restaurant-bought food, clothing, and luxury goods, house furnishings and building supplies, and agricultural supplies. The single item in which Arvin has the greater volume of trade is public utilities, professional supplies, and industrial equipment. This category in Arvin is made up almost entirely of the last of these, and a large proportion is expenditures for agricultural equipment and cement pipe. Since the data refer to a period of intensive increase in irrigated area, the volume of business is undoubtedly inflated. On the other hand, the great divergence in the sale of fertilizers and farm supplies indicates the local Arvin practice of purchasing in carload lots directly from the distributor. While it demonstrates the difference in local trade, it is not as revealing as some of the other items.

TABLE 40.—Number of businesses and volume of business by major category: Arvin and Dinuba, 1943

Category of business	Arvin			Dinuba		
	Enter-prises	Volume	Amount per person	Enter-prises	Volume	Amount per person
	Number	One thousand dollars	Dollars	Number	One thousand dollars	Dollars
Food retailers.....	11	592	95	17	712	96
Eating places.....	4	41	7	8	117	16
Clothing and luxury goods.....	3	110	18	12	493	67
Home furnishing and household construction.....	3	239	38	25	662	89
Gasoline, autos, and auto supplies.....	19	915	147	34	982	132
Drug stores and sundries.....	5	113	18	8	139	19
Liquor license establishments.....	9	232	37	9	287	39
Agricultural supplies.....	2	7	1	19	887	120
Miscellaneous ¹	6	286	46	9	104	14
Total.....	62	2,535	407	141	4,383	592

¹ Includes public utilities, professional supplies, and industrial equipment.

Source: Board of Equalization data.