

Therefore Philadelphia has the position unique among all of these seaboard cities, of being contiguous to all of the great markets. It is the great central area among the great areas. That is its insuperable advantage as a distribution point.

The area lying between the Mississippi and the Rockies is not of great importance as a consuming area, considered relatively to the rest of the country. As to the West Coast market area, Philadelphia's great tidewater port places it in position equivalent to that of Denver, Colo., in respect to freight rates to the west coast. That is to say, the twenty-nine sailings per month from the Port of Philadelphia to west coast points give water freight rates lower than the rail rates from Denver, Colo., to the west coast.

Putting it in another way, Philadelphia is nearer to the southern and western markets than New York, and nearer to the northern (including New England) market than Baltimore. The three trunk-line railroads and their connections serving Philadelphia provide more trains to the west than any eastern seaboard city has except New York, whose trains are equalled in number and surpassed as to time. It should be recalled that the country's largest railroad strikes west from Philadelphia. Possessing these distribution facilities, it has the further inestimable advantage of lacking the congestion which prevails in the New York area, the only Atlantic Coast center whose domestic distribution facilities are equal.

### **Production In the Area**

It may have been noted that in the title of this booklet the distribution from the Philadelphia Area has been mentioned before the production, which is perhaps a departure from the usual order. That was done because this is primarily a study of distribution. Consideration of distribution, however, is not complete unless it be accompanied by consideration of production. Each acts as a complement to the other. That is, any area which has exceptional distribution facilities should have exceptional production. Conversely, if an area have small production, it is likely to be lacking in distribution facilities.

The production of the Philadelphia Area is as impressive in its field as distribution in its, as will be seen by reference to the data given later. Study of these data has disclosed several interesting facts.

For instance, the territory which can be reached overnight from Philadelphia by motor truck lines operating scheduled routes, which is called the Overnight Trucking Area in these studies, embraces a population which has a spendable income equal to the total spendable income of sixteen states, namely, Maryland, North Carolina, South Carolina, Virginia, Georgia, Florida, Alabama, Mississippi, Tennessee, Kentucky, West Virginia, Ohio, Indiana, Louisiana, Arkansas and Oklahoma. It is another interesting fact that the building permits issued annually within the Overnight Trucking Area almost exactly equal in value the aggregate of those issued in the above states.

### **Method of Study**

In making its studies of distribution from the Philadelphia center, the Research Department of the Philadelphia Business Progress Association based its inquiries on the various means of transportation and the territory reachable by each within certain time limits.

The first step was determination of the Philadelphia Metropolitan Area. Facilities of distribution within a metropolitan district are so well understood that there is no necessity of reviewing them here.

Supplementary to the Metropolitan Area is the territory which is not a homogeneous city for everyday purposes but which comprises the section in which Philadelphia is more readily accessible by railroad or highway travel than any other metropolitan center. This is the territory which depends on Philadelphia for the bulk of its important buying and is given the name of Market Area.

Next in range is the territory which may be reached from Philadelphia by motor truck over scheduled routes between the close of every business day and the opening of the next. This is identified as the Overnight Trucking Area.

Extending beyond this territory are the zones which are reached by railroad freight, defined on the basis of Second, Third and Fourth Day Freight Areas. Finally comes the Steamship Freight Area, which carries the distribution system of Philadelphia to all corners of the earth.