

necessity for a two-hour ferry trip to reach the Maryland city.

In determining the line between Philadelphia and Baltimore on the eastern shore of Chesapeake Bay, therefore, the usually accepted practice was followed of allowing fifty land miles for every two hours of water travel. The railroad time schedules between Philadelphia and points on the Eastern Shore are even more favorable to Philadelphia than the land travel factor. In computing the boundary the cost of the ferry ride and delays in meeting schedules are not considered.

### Railroad Travel Factor

As to the influence of railroad facilities, distance was not the only factor considered, but also train schedules, running time and frequency of service. As

an example of this, it is seen that while Harrisburg is twenty miles nearer to Baltimore than to Philadelphia, this city can be reached from Harrisburg in virtually the same running time, and by three

times as many trains daily. Virtually the same situation exists with respect to Williamsport.

### Extent of Area

The Philadelphia Market Area includes twenty-five counties in eastern Pennsylvania, ten in southern New Jersey, the entire state of Delaware, and six counties on the Eastern Shore of Maryland.

Although embracing only seven-tenths of one percent of the total area of the United States, the

	Market Area	United States	
		Total	%
Area (sq. mi.) ..	20,912	2,978,774	0.7
Population .....	6,394,600	121,572,000	5.3
Spendable Income	\$5,160,000,000	\$85,680,000,000	6.0
Industrial			
Establishments ..	12,951	195,000	6.6
Wage Earners ....	661,000	8,325,000	7.9
Wages .....	\$846,500,000	\$10,950,000,000	7.7
Value of Products	\$4,315,000,000	\$62,750,000,000	6.9

Philadelphia Market Area contains five percent of the national population, seven percent of the value of manufactured products, and six percent of the total spendable income.

## Philadelphia Overnight Trucking Area

### Extent of Coverage

The territory covered in this Overnight Trucking Area is approximately 21,475 square miles. The importance of the highly developed distribution

system afforded is apparent when it is shown that within this area, in addition to its tremendous population, there are 52,373 industrial establishments, employing 1,641,495 wage earners who are paid \$2,335,744,000 annually, and who produce each year manufactured goods valued at \$13,969,318,000.

By virtue of definitely established schedules and wide coverage of territory, the manufacturer in Philadelphia may have his goods placed on a truck here late in the afternoon and delivered the following morning to his customer at virtually any point within the area. One large trucking firm in Philadelphia maintains a twice-a-day service within a fifty-mile radius.

Service in the overnight area is naturally best between the principal points. More than thirty regular motor truck companies operate nightly between Philadelphia and New York. Philadelphia-made dress goods are placed on hangers in trucks here in the late afternoon and are on sale in New York department stores the next morning.

The speed and regularity of motor freight service within the Philadelphia trucking area is made possible largely by the great network of modern improved highways which radiate in every direction from the city.

	Trucking Area	United States	
		Total	%
Area (sq. mi.) ..	21,475	2,978,774	0.72
Population .....	16,410,216	121,572,000	13.5
Spendable Income	\$17,818,803,000	\$85,680,000,000	20.8
Industrial			
Establishments ..	52,373	195,000	26.9
Wage Earners ....	1,641,495	8,325,000	19.7
Wages .....	\$2,335,744,000	\$10,950,000,000	21.3
Value of Products	\$13,969,318,000	\$62,750,000,000	22.3

### Motor Freight Service

Scheduled overnight trucking service keeps Philadelphia business houses and industries in daily contact with a vast territory in which live more than

16,000,000 persons who have total annual spendable incomes approximating \$18,000,000,000. Long-haul, direct point-to-point motor freight service is maintained from Philadelphia to cities approximately 150 miles distant, while way-freight motor truck service is maintained on a daily schedule within a radius of one hundred miles of the city.

This overnight motor freight area extends to New York and Baltimore, through all of New Jersey except the extreme northwestern end, all of Delaware and eastern Pennsylvania. The area is bounded by Baltimore, Harrisburg, Sunbury, Scranton, Stroudsburg, New York City, Asbury Park, Atlantic City, Cape May and Lewes, Delaware.

This area is one of the greatest concentration centers of population, wealth and business activity