

roads. Port facilities represent an investment of \$150,000,000 in modern piers and equipment to handle every type of commodity.

The Port of Philadelphia is located at the head of a thirty-five foot channel at mean low water. This channel extends from the Port Richmond piers, Allegheny Avenue, to the sea. It is splendidly charted and marked with every possible aid to navigation. There are 1,100 acres available for the anchorage of vessels. There is a total berthing space of 241,000 lineal feet.

There are excellent coal and oil bunkering facilities, modern coal dumpers, modern grain elevators with storage facilities in excess of 4,750,000 bushels, and with loading capacity of 150,000 bushels an hour; two of the largest and most rapid ore handling piers on the Atlantic Seaboard, with total unloading capacity of 350 tons an hour. The piers and warehouses of the Philadelphia Tidewater Terminal are among the largest on the Atlantic Seaboard devoted exclusively to ocean commerce, with 1,000,000 square feet of covered storage space and docking facilities for fifteen ocean-going vessels simultaneously.

### **Pacific Coast Distribution**

Sailings to Pacific coast ports offer shippers and receivers of freight a schedule not surpassed by any other Atlantic port. There are engaged in this coast-

to-coast service seven steamship lines offering approximately eight sailings every week. There are ten lines engaged in the coastwise trade, operating to every important point on the Atlantic Seaboard and Gulf.

In this port the ocean carrier and the rail carrier meet at the wharf. Here lighterage is unnecessary and the transfer of cargo from ship to rail and reverse is completed in one operation.

The Port of Philadelphia has sixty-eight warehouses conveniently located and contiguous to the waterfront terminals and piers. These dry storage warehouses contain 7,653,000 square feet of floor space for general commodities. They are fireproof and equipped with modern sprinkler systems, reducing fire hazard to a minimum. In addition there are more than 15,000,000 cubic feet of cold storage space. In piers and terminals directly along the riverfront there are 16,300,000 additional feet of storage space. Storage and insurance rates are low in Philadelphia.

These many factors combine to offer distribution facilities of water-borne commerce of unusual completeness, rates that are as low or lower than other ports, prompt, direct interchange of cargoes, a quick turn-around in a non-congested, no-lighterage harbor, and supplies of food and fuel direct from their fields of production.

## **Summary**

### **Advantages and Reasons**

Summing up the principal points developed by the study of distribution and production in the Philadelphia area, we find this section's advantages founded on its favorable geographic location. That is composed of two elements, namely, situation on a navigable stream adjacent to the Atlantic Ocean, and a central location with respect to the greatest consuming areas in the country.

These natural advantages, of course, constitute only the indispensable foundation required for a successful structure. The other element of the structure is the transportation and handling system which has been built up in the area. It is sufficient here to note that every form of land, water and air transportation is represented in the system, and all modern handling facilities.

The trend of development in American industrial history has been along lines of production. It is probably true that this development has been brought to the point where today there is little room

for improvement. But the development of distribution has not kept pace and that is where the greatest opportunity for improvement lies today.

As applied to such improvement, studies of distribution facilities like the present one are valuable. To show a manufacturer that if he locates a plant in the Philadelphia area he can reach by overnight scheduled motor freight delivery, for instance, any point in an area populated by more than 16,000,000 persons who have a total annual spendable income approximating \$18,000,000,000, is to give him a fact of primary importance in his economic set-up. Similarly with the other distribution zones which have been considered in this report, some of which would be the needed standards for some industries and some for others.

Consideration of the facts developed by this study leads definitely to the conclusion already stated in the opening paragraphs that from Philadelphia you can reach more people with less effort than from any other great distribution center in the country.