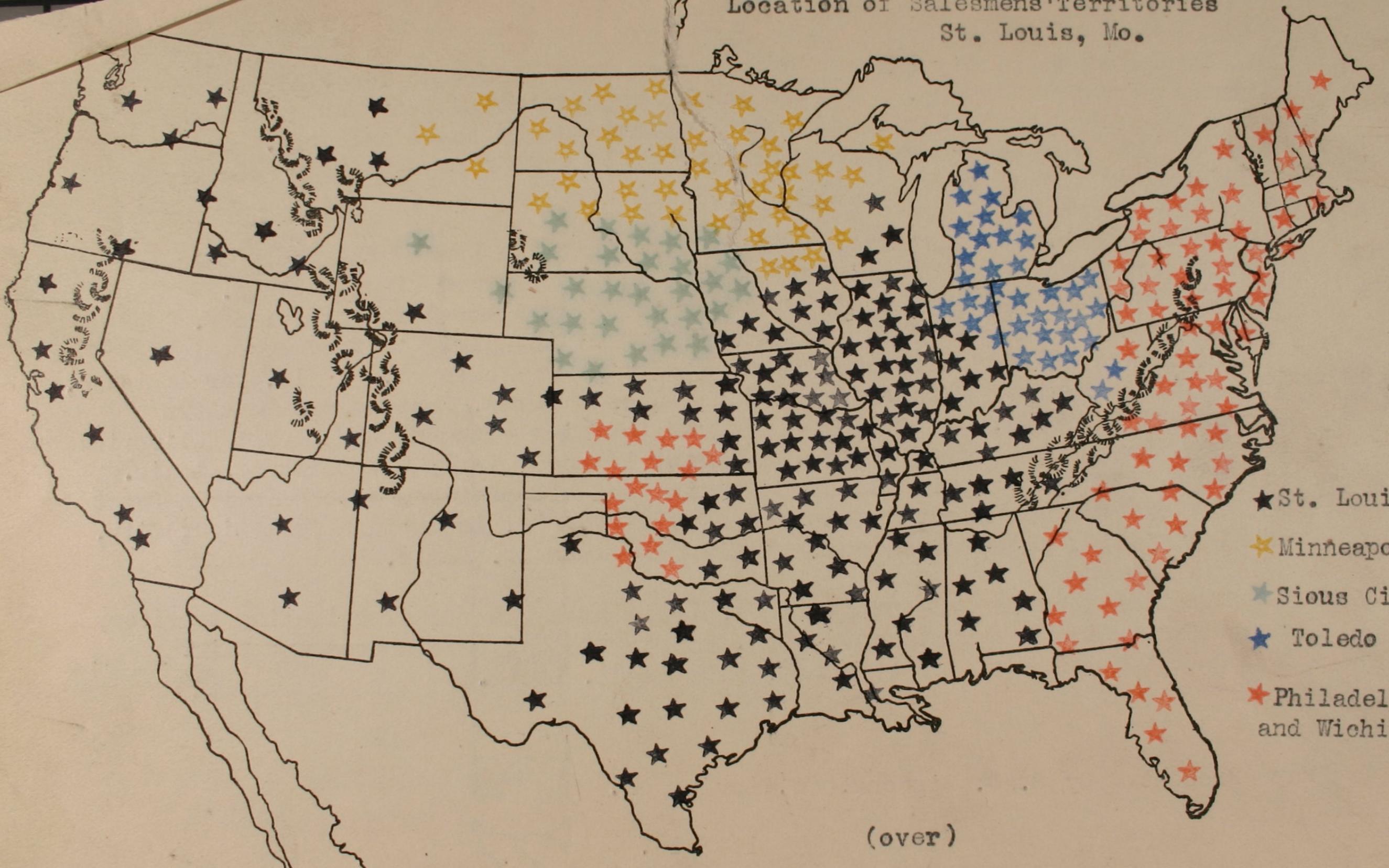


Location of Salesmens' Territories
St. Louis, Mo.



- ★ St. Louis
- ★ Minneapolis
- ★ Sious City
- ★ Toledo
- ★ Philadelphia and Wichita

(over)

Map shows territory covered by salesmen from different local houses of Simmons Hardware Company. Name on the map against the different colored stars show the particular local house represented by these salesmen. Each of the stars represents a salesman. In some states it was necessary to omit some of the stars.

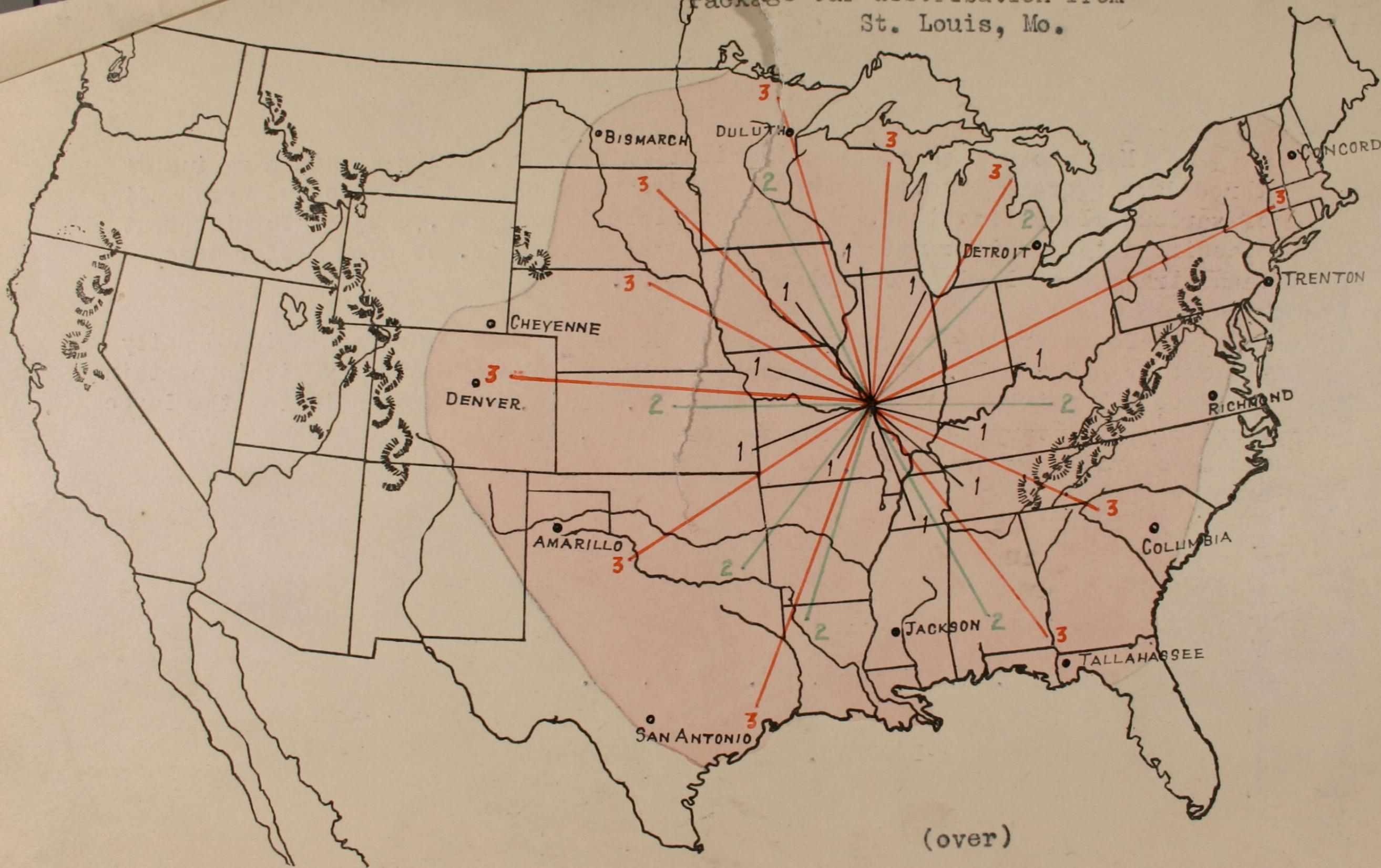
In the case, for instance, of red stars (Wichita House) the goods sold to territories covered by Wichita salesmen are shipped from Wichita house. It will be noted that St. Louis salesmen cover much the larger territory. The basis as to choice of the point of shipment is solely that of convenience and advantage of the customer to whom the goods are shipped. If, for instance, customers in Eastern Oklahoma, the Panhandle of Texas, Eastern and Northern Kansas and Colorado, are better served as to quick shipment and prompt deliveries from St. Louis than from Wichita, shipment is accordingly made from St. Louis. Likewise, if customers in Southern Wyoming and all sections of the Pacific Coast and the extreme Southwest are better served from St. Louis than from Sioux City, or Minneapolis, shipment is accordingly made from St. Louis.

Map indicates the advantage of St. Louis as a natural distributing territory as compared, in many instances, with distribution centers nearer the point to which the goods are distributed, than is St. Louis.

Map Presented by E. C. Simmons, St. Louis, Mo.

1/22/14.

Package Car distribution from
St. Louis, Mo.



(over)

Map shows package car distribution from St. Louis within a radius of three days average time. These package cars consist of assorted merchandise of various classifications, shipped complete in one car, subject to different classification freight rates, but making same time as, or even better time than straight carloads of one class of goods.

There are seven hundred points to which these cars are shipped daily without breaking bulk. Figures show average date of delivery within certain zones to all points of the compass from St. Louis. Map indicates the large territory tributary to St. Louis commercially, in which this package system can be operated successfully.

Map presented by E. C. Simmons, St. Louis, Mo.

1/22/14.

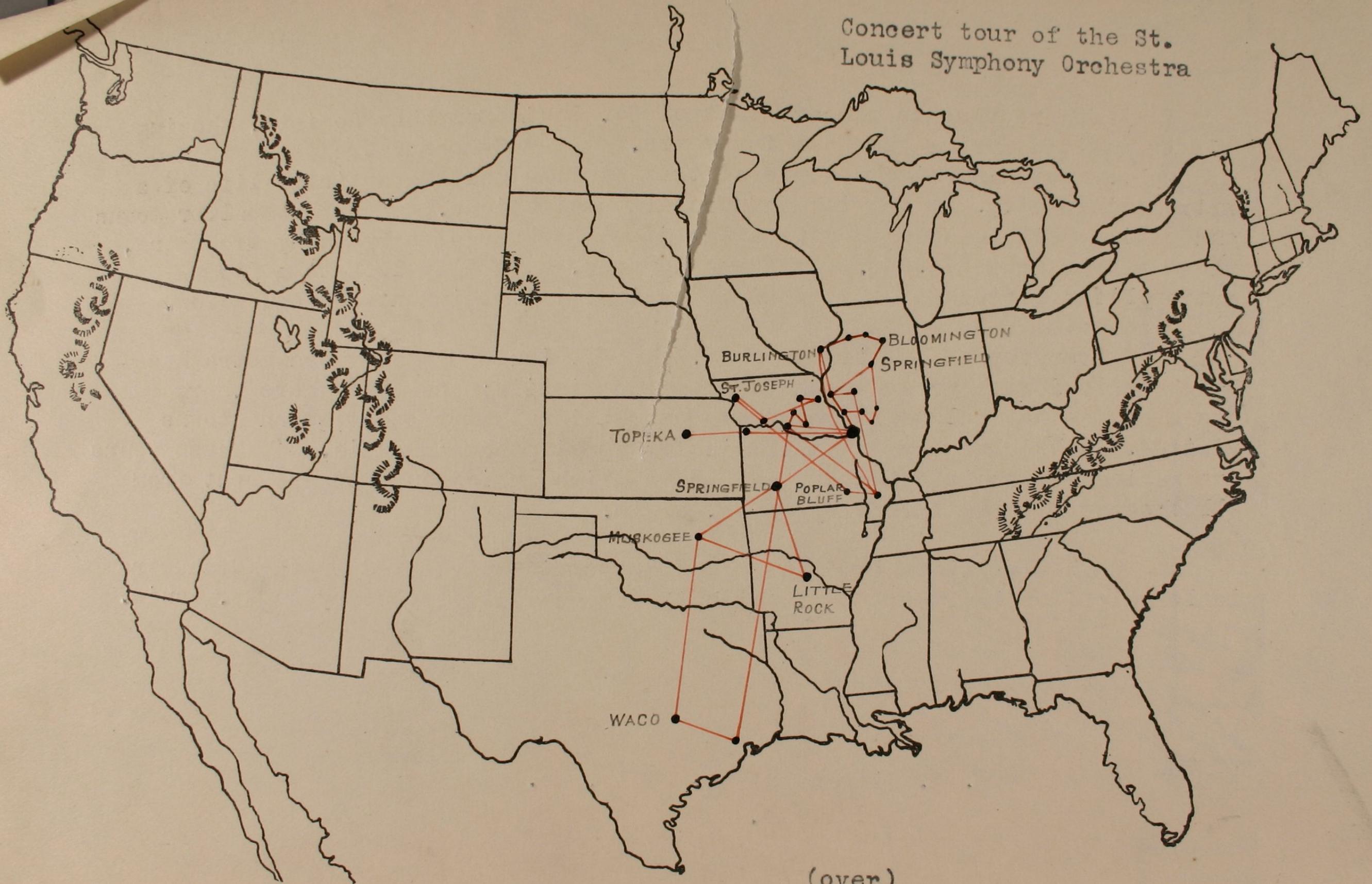
Map shows circulation of four St. Louis Newspapers -
Globe Democrat and the Republic (morning papers) in all their editions;
The Times and the Post Dispatch (afternoon papers) likewise in all their
editions.

My personal observations while traveling all over the United States
are that the circulation of newspapers from any City is largely identical with
the territory commercially tributary to that City, being dependent in both cases
upon the railroad facilities as to transportation, whether of mail or of freight,
and likewise as to the general community of interest and of sympathetic
understanding between the people of the City and of the territory in question.

Map presented by E. C. Simmons, St. Louis, Mo.

1/22/14

Concert tour of the St.
Louis Symphony Orchestra



(over)

Map represents concert tour of St. Louis Symphony Society, showing places visited during the past few years. A Symphony Orchestra is now as much a distinguishing feature of the intellectual and artistic life of a metropolitan city, as are its commercial institutions. The smaller towns and cities being unable to afford the great expense of a Symphony Orchestra, which ranges from \$75,000. per annum upwards, naturally look to a few metropolitan cities for this form of musical entertainment and education.

Everywhere that it has gone, the St. Louis Symphony Orchestra has been received with great enthusiasm and cordiality; and everywhere there has been the natural and spontaneous expression that the cities and towns visited, looked largely to St. Louis for inspiration in music. These tours are making St. Louis a musical center to which music students are sent from all the territories tributary to St. Louis.

The red lines indicate that the territory visited by the Orchestra is largely identical with that which is commercially tributary to St. Louis.

Map presented by E. C. Simmons of St. Louis, Mo.

1/22/14.