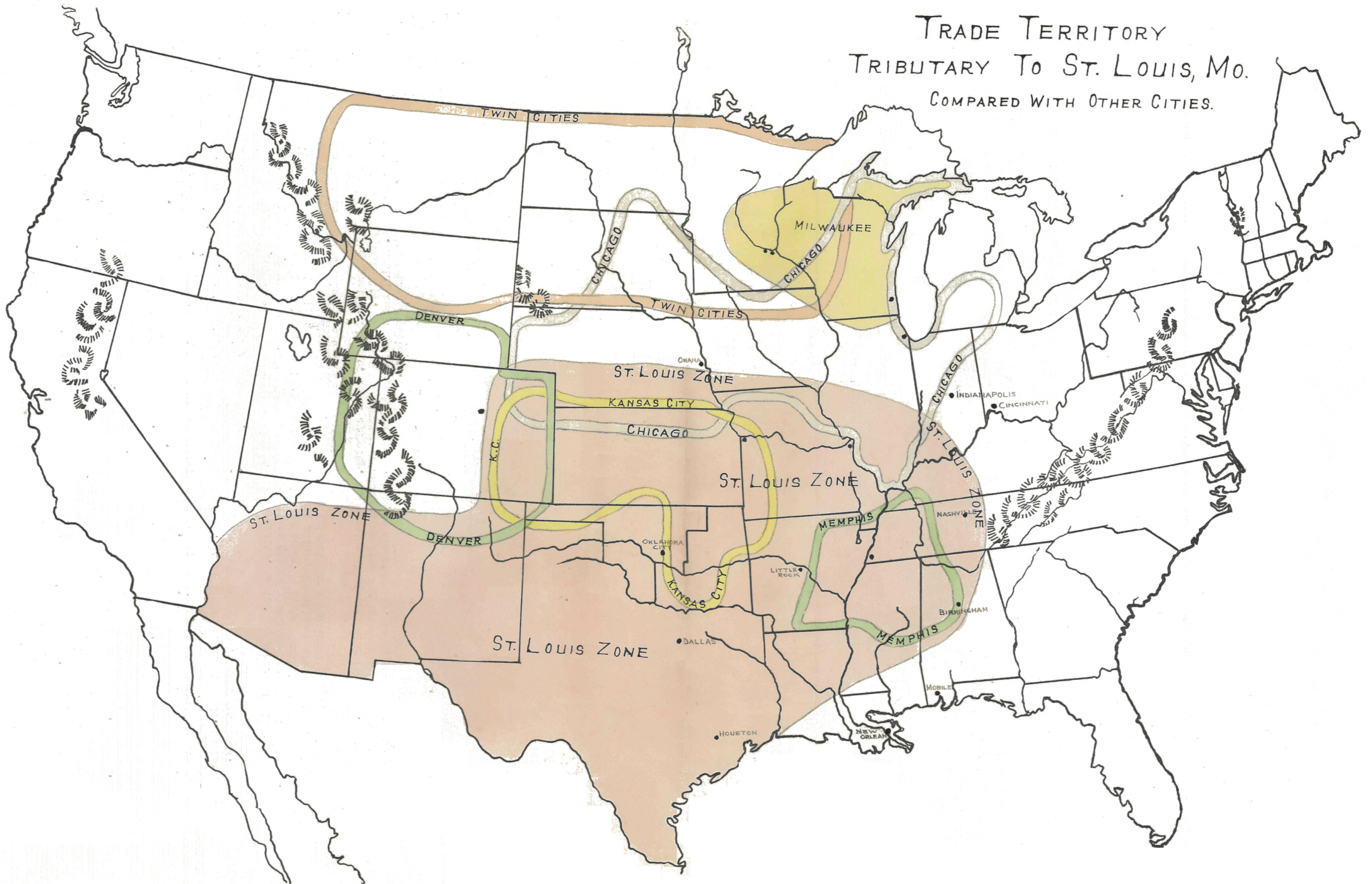


TRADE TERRITORY  
TRIBUTARY TO ST. LOUIS, MO.  
COMPARED WITH OTHER CITIES.



Map shows the territory naturally tributary to different cities. This territory is determined by transportation facilities, both by water and rail; the geographical situation of the distributing center; and the business and social relation of the distributing centers to the people whom it endeavors to serve. It shows that some cities, as Chicago and St. Louis, comprehend, in a general way, the entire territory tributary to other cities, so that in such subdivided territories there are cross currents of distribution. Chicago, for instance, in its distribution covers all of Milwaukee territory and a portion of the Twin Cities and gets down into a small part of Kansas City and St. Louis territory. This largely because of the railroad service from Chicago in the way of prompt deliveries to such sections.

The territory tributary to St. Louis not only takes in Memphis, Kansas City, a part of Denver, and a portion of Chicago territories, but likewise extends beyond all of these in competition with such local centers of distribution as Dallas, Houston, Oklahoma City, New Orleans, Mobile and others. The general trend of all distribution in the United States is normally westward and southward, rather than eastward and northward. The railroads from St. Louis westward and southward are largely St. Louis railroads and primarily are interested in the development of St. Louis; so that purely as a matter of business they give St. Louis excellent rates and passenger service, so far as their financial limitations permit.

St. Louis is a composite western and southern city, unlike any other city in the Mississippi Valley, since its principal competitors are either entirely southern or entirely western. The fact has a very significant bearing upon the question of trade. It is almost impossible for a distinctly southern city to sell goods successfully, and to maintain continuous trade relations with the people of the western states; and it is still more difficult for a distinctly western city to continue to successfully serve a distinctly southern people.

The question of race, local sympathy, and sectional understanding are of the greatest importance in this matter, and this is one of the principal reasons why the territory naturally tributary to St. Louis, and in which it sells and buys goods successfully, is so much larger than that of any of its trade competitors.

ST Louis

Map presented by E. C. Simmons  
St. Louis 1/22/14