An Important Center of Distribution
THE STORY OF THE WHOLESALE AND
JOBBLING BUSINESS IN TERRE HAUTE

A glance at the map of the Wabash Valley Empire and contiguous territory reveals the fact that few cities have more advantages than has Terre Haute as a center of distribution. This is due to several factors, of which, the railways which enter the city are the most important. Seven railways, belonging to four great systems, spread out in every direction. One furnishes service to Danville and Chicago, Illinois on the north, and Sullivan, Vincennes, and Evansville, together with connections all over the Southern States, to the south. Another offers traffic facilities to and from the coal fields to the southeast, and through Illinois to Chicago to the north, with unexcelled connections to the far northwest as an early possibility. Two great trunk lines from New York City to St. Louis and far western points pass through Terre Haute, one giving service to Brazil, Indiana, and Marshall, Martinsville, and Casey, Illinois, the other to Paris, Charleston, and Mattoon, Illinois, and both serving Indianapolis and Greencastle, Indiana. One of these trunk lines operates two branches, one to South Bend, Indiana, via the northeast portion of the Empire, the other to Peoria, Illinois, via the northwest counties of the Terre Haute hinterland. The other trunk line operates a branch to Evansville, Indiana, through the southern portion of the Empire and opening one of the richest coal and oil districts in the country to Terre Haute trade. All of the territory served is rich beyond imagination in actual and potential agricultural wealth. In addition to the steam lines, four electric railways connect Terre Haute with over ten of the important cities in the Empire, and via Indianapolis, with the central Indiana traction territory. Although some portions of the Wabash Valley cannot be reached by rail directly from Terre Haute, yet through the medium of three other great trunk lines besides those mentioned and a large number of branches and subsidiary roads all of which can be reached at junction points from Terre Haute, practically every township in the empire and every city, town and hamlet can be reached conveniently from Terre Haute.

Another factor in the traffic situation in Terre Haute are roads which radiate from the city in every direction and which connect with other highways leading into the most remote corners of the empire. Two state highways meet at right angles in Terre Haute, one east to west, one north to south. The National Old Trail is now in process of being converted into a hard surfaced highway completely across the territory and beyond, while the Dixie Bee Line will be so improved with the next few years.
TERRE HAUTE
Is an Important Distributing Point —
BECAUSE—

It is a railway center with three trunk line systems and eight other steam and electric lines extending in every direction!

It is the center of a network of paved and graveled highways!

It is conveniently located as regards the larger centers of distribution!

It is the "capital" of the Wabash Valley Empire, one of the richest agricultural districts in America!

It is the center of a wealthy coal territory!

It is the home of important manufacturing concerns!

It is within forty miles of the center of population of the United States of America!

Four hard surfaced county unit roads extending to the four corners of Vigo County and there connecting with important highways in adjoining counties have been contracted for and will be built within the next few months. A period of from five to ten years from the present time, should see no small portion of the distribution of goods from Terre Haute being carried throughout the Wabash Valley Empire in giant trucks at a considerable saving to both jobber and retailer.

The last factor in the building-up of a distributing point lies in the extent of distance from which the goods to be distributed must be carried into the central point. In this respect, Terre Haute is unusually fortunate. In addition to being in the very heart of a magnificent fuel territory and one of the largest shipping points for coal in the country, the manufacturers of Terre Haute, themselves brought to Terre Haute by the proximity of cheap and abundant fuel, are able to provide a large portion of the goods to be distributed either directly from the factories or through the medium of the local jobbers. The farms of Vigo County and of the Wabash Valley Empire are also a prolific source for large supplies of produce which are gathered in Terre Haute and distributed therefrom. And finally, Terre Haute is most fortunate as regards its central location relative to other large national centers of distribution. Chicago lies but 178 miles to the north; Danville, Illinois, but 55 miles; Evansville, 109 miles to the south; Indianapolis, 72 miles to the east; St. Louis, 189 miles westward; and South Bend, Indiana, 182 miles to the north-east. These distances, with the unexcelled quality of the rail service from these cities to Terre Haute, reduce the necessary time in transit to a minimum, and enables the Terre Haute jobber and retailer to furnish economical and efficient service to their customers.

OVER FIFTY CONCERNS

After a study of the map of the territory surrounding Terre Haute and of the considerations advanced above, the student of economics would expect to find a large and varied number of jobbing and wholesale houses located in Terre Haute, and a careful survey of actual conditions has revealed that he would not be disappointed. Over fifty concerns engaged in the jobbing trade are to be found in the city. These range in size from houses whose annual business runs into seven and more figures and who have customers in every state in the Union, to small distributors serving the city and its immediate adjoining territory only. Many of the local jobbers combine more or less manufacturing to their purely commercial enterprise, and many have retail stores located in Terre Haute or nearby cities. One or two of the largest distributors are agents for large manufacturing concerns doing a national business and there is every reason to believe that even more such houses will soon come to appreciate the value of branches in Terre Haute.

WHOLESALE GROCERIES

Groceries probably rank first in importance in any discussion of the jobbing business in Terre Haute. Seven important firms are engaged in this line of business in the city. The total volume of business done by these firms