

THE  
GLOBE  
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AUGUST  
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The End of  
the Globe Train  
September 1930

## Motor Bus, Coach and Truck Department

### Motor Trucks Used for Newspaper Delivery.

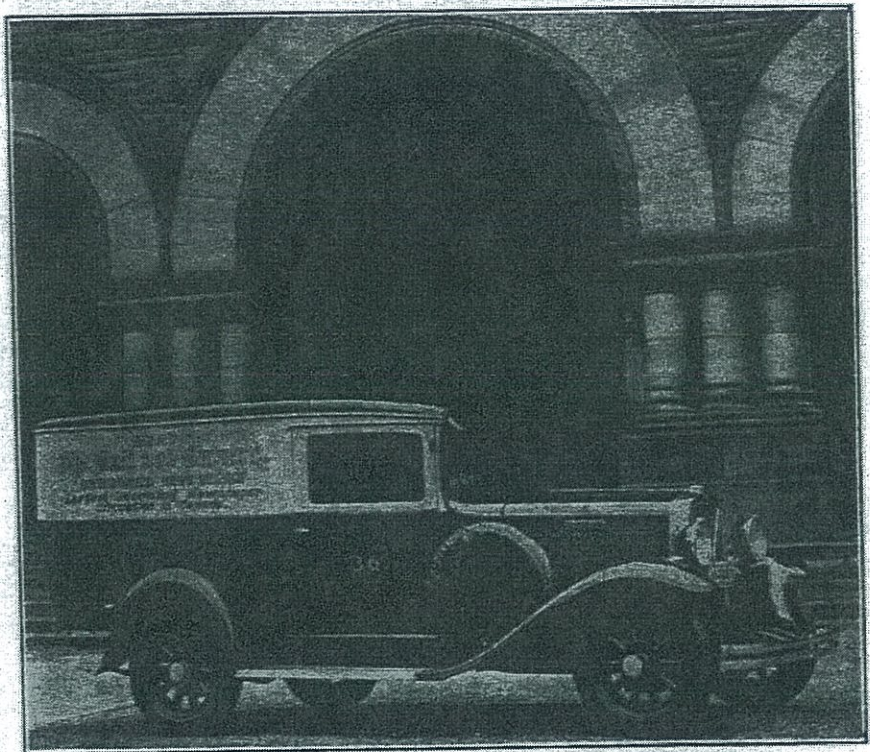
John R. Blaber, Circulation Manager, Toronto Mail and Empire, read a paper before the International Circulation Managers' Association at Toronto, recently, on "Difficulties brought about by the discontinuance of railway trains and change of schedules for out-of-town distribution, and how the difficulties have and are being met," the principal parts of which were as follows:—From Toronto to Ottawa, our farthest point northeast, is 285 miles; Cornwall, our farthest point east, is 267 miles from Toronto, or within 70 miles of the Ontario-Quebec boundary; Windsor, right at the back door of the State of Michigan, is 240 miles westerly; the most northerly point on the routes is Huntsville, 140 miles from Toronto; the most southerly point, Niagara Falls, is 100 miles; Owen Sound, in the northwest, is 115 miles, and Goderich, in the west, 143 miles. The Province of Ontario, of which Toronto is the hub, is 1,285 miles from east to west and 750 miles from north to south, the area comprised being 407,000 sq. miles. The urban population is 1,707,370, and the rural population 1,226,232, a total of 2,933,602. One-third of the total population, including that of Toronto, is concentrated in, and within a few miles of, that city. There are only three cities in the province supporting morning papers. Toronto has two morning and two evening papers, all separate publications. Ottawa has two papers, each printing a morning and an evening edition, and London has two papers issuing both morning and evening editions. In addition there are 33 local dailies and 271 weekly papers published in the province.

So far as the two morning papers in Toronto are concerned, in some instances they were not forced by the railways to undertake trucking, but started it themselves. For instance, some six years ago the Mail and Empire and the Globe, the two Toronto morning publications, considered it advisable to truck from Toronto to Cobourg, a town some 70 miles east of Toronto. On this route there are several towns and villages, and also the City of Oshawa; the latter could not be reached by train until 8.30 a.m., a late hour for such a large industrial center, less than 35 miles from Toronto. By using trucks, the papers arrive at 4.20 a.m., which enables the giving of a home delivery service, and street sale, with naturally beneficial result upon circulation. Encouraged by the results obtained at Oshawa, and also at Port Hope and Cobourg, it was decided to extend the route 43 miles east, to Belleville, and to put on a relay truck at Port Hope to serve Peterborough, a city 30 miles north of Port Hope. In the course of a few months a relay truck was added for Kingston, making the run direct east 160 miles. The cities mentioned are all large distributing points, at which the newspapers have been able to connect by bus and other services, enabling them to cover a territory hundreds of square miles in extent and containing important cities and towns, such as Brockville, Cornwall, Ottawa and Lindsay.

The facts that the eastern trucking

proved successful, and that during the winter the trucks had difficulty in getting through on only three or four occasions, decided the managements on the bolder step of trucking to the western part of the province, starting a truck through to Kitchener, and feeding such centres as Guelph, Galt, Kitchener and Stratford. For many years the Globe and the Mail and Empire used, jointly, a specially chartered train, the Flying Post, between Toronto and London. Late in the summer of 1930, the newspaper managements concluded that the price charged for the train, \$36,000 a year, was too high, under the business

in the service operate 520 miles a day, a total of 3,230 vehicle miles daily. In this extensive trucking development, which had its inception in 1930, a great deal of thought had to be given to purchasing of trucks, to determine the makes and types which would provide the most efficient service, etc. Then there was the choice of the personnel, with the object of securing drivers and helpers who could be relied upon. After two years' experience, the management can safely say that it has been successful in the choice of its men. Some accidents have been experienced, but, when the snow and ice conditions prevailing during



Truck used in distributing Toronto Mail and Empire, east of Toronto.

conditions prevailing, and an effort was made to have the cost reduced. The railway management could not see its way clear to reduce the cost, and as a result the two Toronto morning papers began, in Sept., 1930, trucking separately from Toronto to London and the Niagara Peninsula.

The curtailment of railway service following the summer of 1930 would have had a demoralizing effect on out-of-town newspaper circulation had it not been for the transportation efficiency developed by the motor vehicle. The Mail and Empire has been required to plan more routes, buy trucks, enlarge its garage capacity and increase its delivery service staff, with the result that trucks owned and controlled by it now operate 1,500 truck miles a day, in addition to which trucks carrying the paper under contract make 1,210 miles a day, while buses and other subsidiary vehicles

the winter are considered, the management feels that it has been very fortunate; the cost has been watched very closely. Where the papers are handled by trucks belonging to others, under contract, the cost to the paper runs 5c a truck mile; where they are handled by common carrier trucks, it runs 3/4c per lb., and where they are handled by buses it averages 1c per lb.

**Use of Trucks by Other Papers.**—Mr. Blaber sent questionnaires to the circulation managers of other important Canadian newspapers, to learn what they were doing in utilizing truck transportation. Some of the replies received are given as follows:—

Ottawa papers do not employ trucks outside the city, but take advantage of interurban bus services in the same way as the Mail and Empire. In some cases where trains do not carry mail they ship papers by express and pay a man to



transfer the papers from the railway station to the post office, and also pay the postage rates to have the papers distributed. A similar service is used in conjunction with some of the buses. In a few cases the bus service is linked up with the train service; the papers are sent by train to a town from which they are transferred by bus to another town, arrangements having been made with the bus company to have the bus call at the railway station for the papers.

**Montreal Star.**—The discontinuance of certain trains, and changes in schedule, have not affected this paper very materially, except in a few small towns in the Eastern Townships. Very little bus service is made use of, except to a few towns not far from Montreal, where better service than afforded by train is secured.

**Montreal Gazette.**—The difficulty caused by discontinuance of certain trains and changes in schedules of others has been overcome to a large extent, due to the fact that with the "Bulldog" edition the paper is able to get to the larger centers very early on the morning of publication. With the regular edition, however, it has been found increasingly difficult to get the papers on sale until late in the day, and sometimes until the day after publication, particularly in the Eastern Townships. However, it has been possible to overcome these restrictions by having the papers forwarded by bus, and in one or two other directions by freight trains which have an express car attached.

**London Free Press.**—Where principal trains have been cancelled, the management has been compelled to operate its own trucks, and in other cases it employs transport trucks, buses and milk wagons to enable the transportation service to be carried on. One bus is used at a cost of \$14 a month, in other cases the usual bus charge is 50c a day. One transport truck is used at a cost of \$20 a week, while the paper's own trucks cost from \$45 to \$65 a week. Connections were maintained throughout last winter and the management hopes that this reliability of service will continue.

**London Advertiser,** in common with other morning papers, has had to meet a difficult distribution situation for some months. It is now dispatching by motor truck to centers which were formerly served by railway. It trucks to Sarnia, Simcoe and Kitchener. It has also overcome certain difficulties by the use of buses, and the management's opinion is that very little actual distribution has been lost. It has found that the Post Office Department has been very willing to co-operate by allowing dispatch of mail sacks "outside mail", which has helped a great deal with post office matter.

**Toronto Daily Star** is delivering by its own trucks from Cobourg on the east to Owen Sound and Southampton on the northwest, Huntsville on the north and Stratford on the west. From Stratford to Goderich it employs Arrow Coach Lines, Ltd., buses, the papers being transferred from bus to truck at Stratford. It also has a truck stationed at Guelph which picks up its load there, and covers the district between Guelph and Palmerston, Walkerton, Durham, Hanover and Mount Forest. The management also operates a truck to Midland and Penetanguishene each week day. About 40,000 papers a day are be-

ing sent out by the publication's own trucks. The Star is in a position to operate trucks at lower cost than most newspapers, as the same trucks as deliver the Daily Star carry the "Bulldog" section of the Star Weekly. The management estimates that by carrying the two papers the trucks are operated at a cost of about 7c a mile. In addition to its own trucks, it uses the various bus routes radiating from Toronto.

**Toronto Evening Telegram** management stated that train service cancellations had not affected its distribution.

**Editors Note.**—Mr. Blaber has advised us that since he read his paper the daily mileage of trucks and other vehicles used in the distribution of the Mail and Empire has increased 250 miles a day, the total daily vehicle mileage, as on July 15, having been 3,480. There was an increase of 50 truck miles a day in trucks owned and controlled by the newspaper, making their mileage 1,550 a day. There was also an increase of 200 miles a day in mileage made by trucks carrying the paper under contract, making their mileage 1,410 a day. He also advises that there were only three instances during last winter in which the newspapers were not delivered on time, the three delays being due to climatic conditions, and not to mechanical failure. This freedom from delay due to mechanical trouble speaks highly for the condition in which the trucks used are maintained. The Mail and Empire's own trucks are overhauled thoroughly each year, and are maintained very carefully between overhauls. The paper has several trucks which have made over 80,000 miles to date, and which continue to give trouble-free and dependable service.

The Toronto Globe's Circulation Manager, A. R. Poyntz, has informed Canadian Railway and Marine that that paper was a pioneer in the use of motor trucks for newspaper distribution outside the city of publication, that it has a very complete truck distribution system, and has what is said to be the longest exclusive newspaper distribution route in the world employing trucks, viz., from Toronto to North Bay, the rail distance between those places being 227.9 miles and the road mileage not being materially different. Two trucks are employed. One leaves Toronto each week day morning, drivers being changed at Gravenhurst, 112.2 miles from Toronto. The second driver takes the truck through to North Bay and returns to Gravenhurst on the same day, distributing papers at intermediate points between Gravenhurst and North Bay and to dealers in North Bay. Between Toronto and Belleville, two trucks are operated; one runs from Toronto to Port Hope, north from there to Peterborough, west from Peterborough to Lindsay, and south from Lindsay to Whitby, the other continuing on to Belleville. At Belleville papers are transferred to a truck operating to Kingston, where papers are turned over to Colonial Coach Lines, Ltd., for forwarding to Cornwall and Ottawa and intermediate points. Another route is from Toronto via the east side of Lake Simcoe and thence northwesterly via Port McNicoll to Midland and Penetanguishene. Another route is from Toronto to Owen Sound, where papers are delivered to a smaller truck for forwarding to Wasaga Beach and intermediate points between there and Owen Sound. Another truck operates westerly out of

Owen Sound, via Southampton and Port Elgin to Kincardine. Two trucks are operated between Toronto and Brantford. One performs local delivery service in Hamilton and between there and Brantford, the run terminating at Brantford. The other continues on to London, from which place two additional trucks are operated, one running to Sarnia and the other to Windsor. Another truck is operated between Toronto and Burlington, running west out of Toronto along the Lake Shore highway, then north from Burlington, returning to Toronto via Dundas Highway, performing local distribution service over the whole route. Another truck operates from Toronto to Niagara Falls, connecting at St. Catharines with a smaller truck and with a motorcycle with sidecar, which perform distribution service in the district around St. Catharines. A truck operates from Toronto via Brampton, Kitchener and Galt, and connects with another truck at Kitchener for distribution to Stratford and Goderich. The Globe does not confine its motorized delivery service to its own trucks, its distribution system including the employment of public carrier motor trucks, bread delivery trucks and milk delivery trucks, as well as motor buses. As an example of the use of auxiliary vehicles the route from Toronto to North Bay, described above, may be again referred to. If the truck performing the Toronto-North Bay service had to deliver to numerous points off the main highway, its running time would be increased unduly. It therefore drops off papers only at points on the main highway, where they are picked up by the subsidiary vehicles and distributed to dealers at points along intersecting roads.

### Ontario Motor Bus and Truck Operations.

**Toronto Transportation Commission** informed York Tp. Council recently, in response to an enquiry, that there would be no saving for the township, for which the Commission operates electric railway lines under an agreement, in having electric car operation on Sundays replaced by bus operation, as the electric cars are each operated by one man and the overhead charges on buses are greater than those on electric cars, on account of the longer life of the latter. The situation is not the same as that on certain electric railway lines in Toronto, operated by 2-man cars, on which it is possible to effect a saving by substituting buses on Sundays.

**Windsor and Leamington Service.**—Canadian Greyhound Coach Lines, Ltd., began, Sept. 15, operation of motor coach service between Windsor and Leamington, on a route closely paralleling the Windsor, Essex and Lake Shore Ry. electric railway line, service on which was discontinued Sept. 15, as dealt with in the Electric Railway Department in this issue.

**Motor Vehicles Registration and Fees.**—The Dominion Bureau of Statistics has issued a report on motor vehicle registrations, revenues from motor vehicle licenses and gasoline taxation, etc., for 1931, following a preliminary report issued earlier in the year, which was summarized in Canadian Railway and Marine World for May, pg. 281, where the principal figures as to registrations and revenues for the country as a whole, and for individual provinces, were given.



## TRUCKS USED FOR NEWSPAPER

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