

Stresses Importance Of Highway Freight Service

Speaking on the subject: "Motor Transportation — yesterday, today and tomorrow", Mr. Willard J. Russell, vice-president of the Fruehauf Trailer Company of Canada, in a recent address said in part:—

"It is fundamental to point out that our standard of living depends upon the twin elements of production and distribution—and transportation is the hand maiden of both. Transportation is any device to enable people and things to conquer space. We have only to look about the world to discover how completely efficient transportation is the key to the maximum development of agricultural and industrial production as well as the fundamental requirement for widespread and economical distribution. No nation in the world comes close to Canada and the United States in mass production in agriculture and industry. Just as no nation in the world possesses the transportation facilities available to producers and distributors in Canada and the United States. The relationship between these factors is obvious, yet few people are aware of the significance of the changes which have taken place from time to time in methods of transportation in Canada, and how closely these changes are identified with our way of life.

When Canada was first settled the task of communication and transportation devolved upon just two types of transport. One was the coastal and inland waterways, the other Muscle Power of animals and human beings. That was all! If it took three weeks for a message to go from Halifax to Quebec, that had to be accepted because there was no alternative.

The Iron Horse changed all that in the years after 1836. All but the most primitive settlement of our country became primarily the achievement of the railways—and

it was a magnificent achievement. Railroads followed the old trails, and settlements followed the railroads away out to the vast Pacific Coast lands. Westward the course of Canada took its way—and along the railroads.

It seems to me that most people are thoroughly familiar with this great achievement yet fail to recognize clearly what happened in subsequent steps of transportation development. Not many realize that the blind spots in the gridwork of the rail system have since been—and still are being—filled in by a new means of transportation based on the internal combustion engine. It used to be the brawn and muscle of man and beast, but now it is the internal combustion engine.

Almost every manufacturer in Canada could say, as one did in reply to an inquiry as to the use of his trucks—'Motor transport is as essential to our business as the machinery with which we produce our product.' Or report as did a Food Production Company—'The trucking industry is of tremendous importance to us, and of course to just about everybody in the food business. I don't see how we could operate at all without the trucking facilities now available.'

To all of us the growing importance to this country in peace or war of Motor Transport is deeply gratifying. That is why I must mention what is a unique and amazing economic aspect of the growth of motorized transportation, an aspect of which I am not certain that economists, statesmen and the general public are fully aware.

That aspect is that the growth of highway transportation in this country and particularly the growth of the trucking industry has not resulted in the destruction of any other form of transportation but has actually developed business for the competing forms of transport-

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They Keep The Trucks Rolling



Shown above are the members of the Keith MacKinnon Transport with the number of years service. Front row, left to right: Preston Peardon, 10 years, Halifax delivery agent; Stanford Peardon, 14 years, Montague route; Gerald Bowness, 3 years (10 years other delivery); City deliveries; Malcolm Hayter, 13 years, Saint John driver; Robert McGuigan, 8 years, Saint John driver. Back row: Clayton Doiron, 2 years, Summerside driver; E. S. McCarron, 2 years, Halifax driver; F. Peters, 3 years, Souris driver; L. Allen, 8 years, Halifax driver; F. Aylward, 1 year, utility driver. Not shown are John Doyle, Halifax agent and E. Buckley, Saint John agent. Mr. MacKinnon stated that a great part of his success has been due to loyalty, dependability and experience of his drivers. He spoke highly of the great responsibility they accept for their trucks and the extreme care they take of the merchandise entrusted to them.

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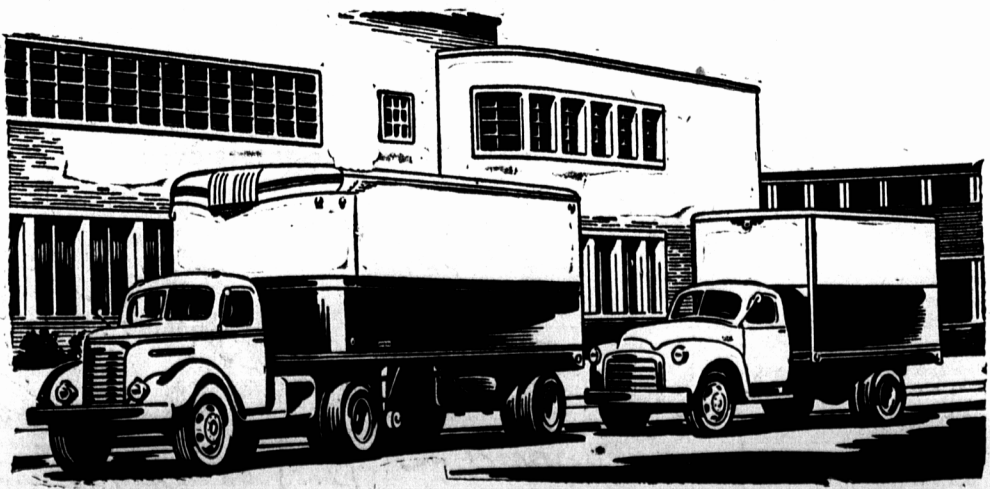
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