

Train Talks

Informal discussions by the Pennsylvania Railroad with its patrons on matters of mutual interest and concern.

DECEMBER, 1936

Art of Railroading Makes Another Great Advance

**Door-to-Door Service Now Perfects
Merchandise Freight Handling**

Convenience — Speed — Low Cost! . . .
These are features of the new service by which the railroad now hauls your freight not merely from station to station but from door to door.

For you, it is simpler than mailing a letter.

You lift your telephone. You speak a word to the nearest Pennsylvania Railroad freight agent. A competent local trucker, acting for the railroad, calls at your store, factory, mill or home. He takes your shipment and turns it over to the railroad. A swift train speeds it to destination. Another trucker at once delivers the shipment to the door of your consignee.

For this great convenience you pay no extra charge!

You pay merely the regular station-to-station rate. You get complete transportation service and with no effort



You lift the telephone and call the nearest P.R.R. freight agent.

← This is all you have to do! Simpler than mailing a letter!

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Now the railroad assumes complete responsibility →



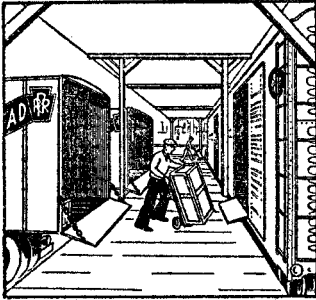
A competent local trucker takes the shipment from your door.

required on your part but to order it performed. You can ship in this way a single package, or a large or small quantity of almost anything, in less-than-carload lots, subject to a minimum rate.

This latest refinement in railroad service is freight transportation in a perfected form. Its inauguration is one of the many constant efforts of the railroads to improve their service and adapt it to the new needs and demands of patrons.

On the Pennsylvania and other eastern railroads the service has just been brought to this stage of greatly increased utility, convenience and attractiveness, following a recent decision of the Interstate Commerce Commission. Previously, the service had been subject to additional charges for truck pick-up or delivery, where the rail haul exceeded 260 miles.

The Pennsylvania and other eastern lines had for some time been desirous of eliminating these additional charges in order to afford the public complete door-to-door service

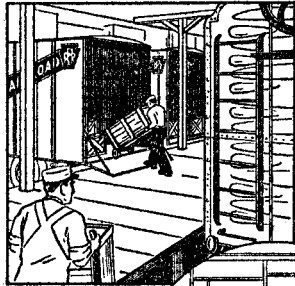


He delivers it to the freight station and a swift train speeds it to destination.

for less-than-carload freight at regular station-to-station rates. Shippers everywhere endorsed this step and the railroads themselves desired to extend the service to rail hauls of any distance, available to all parts of the country, and provided on terms meeting general public approval. With this in view tariffs were filed with the Interstate Commerce Commission and, as approved by the Commission, these have

The goods are immediately delivered to the door of your consignee. →

Prompt and convenient service of this character is now available on a national scope. It is provided not only between Pennsylvania Railroad points but also generally throughout the United States.

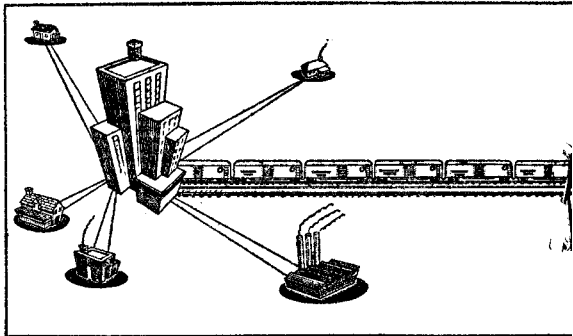


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On arrival another trucker at once picks up the shipment.



now gone into effect.

As similar service is also provided on the railroads of the South, the West and the South west, and as they freely interchange traffic with one another



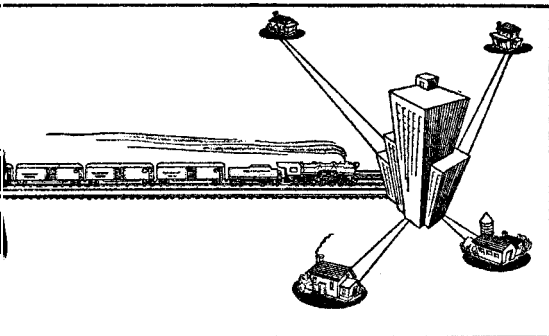
Under the new pick-up and delivery plan you pay merely one rate and obtain complete through door-to-door transportation to and from your place of business, pay but one agency, pay but one rate and make all arrangements for convenience and the greater speed and

and with the eastern lines, it is now possible to utilize this form of service between practically all points in the United States. On the Pennsylvania Railroad System alone it is furnished at about 2,000 communities.

Patrons who prefer to perform their own drayage between their place of business and the railroad station get an allowance of five cents per 100 pounds for so doing.

Another attractive feature, which is becoming more and more widely appreciated, is a C. O. D. service. Under this arrangement the railroad, through its representative at destination, collects from the receiver of the freight the invoice price of the goods and remits the amount to the shipper. A small fee is charged and the railroad assumes entire responsibility for the collection and remittance of the money. Among other advantages this permits a merchant to ship goods without risk to purchasers with whom he has no credit arrangements, and saves both parties the time and effort required in handling collections in the ordinary way.

In all cases the railroad is completely responsible for every feature of the service from the time the goods leave the



ely the freight rate between railroad stations, but you from all points in adjacent terminal areas. You deal with s in a single transaction. You enjoy full railroad responsibility of rail service between cities.

shipper's door until they are delivered to the door of the consignee. While only truckmen of the best standing are employed, nevertheless, the patron has the as-

assurance that the railroad, with all its resources, stands back of the entire transaction.

In this form of transportation the truck, operating on the public highway, makes possible the much desired feature of pick-up and delivery at the door. The railroad is used for the intercity haul, for which purpose it provides superior speed, greatly reduced risk of damage, greater dependability and the capacity to operate practically regardless of weather conditions.

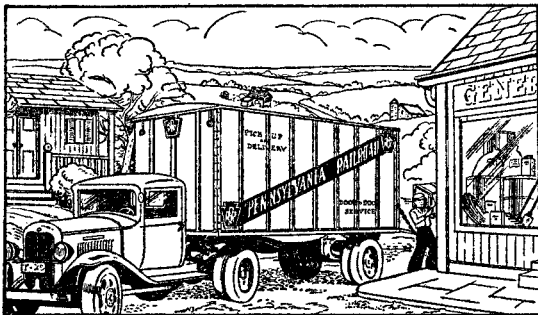
With the placing of freight trains upon definite schedules, and the much higher speeds at which they now operate, patrons on the Pennsylvania Railroad may obtain by this means overnight door-to-door deliveries between practically all points 400 miles apart, and in many instances still further. Time is also saved by the fact that it is not necessary to notify the receiver, by mail or otherwise, of the arrival of a shipment. It is simply taken at once to his door.

While the improved form of service presents many advantages to the patron, the railroad also expects to benefit. It is anticipated that the attractiveness of the service will

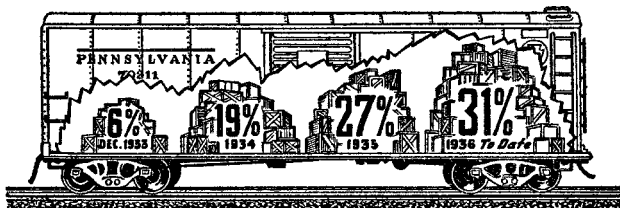
result in materially increased revenues, both gross and net. Moreover, the methods by which package or other less-than-carload freight is handled in pick-up and delivery permit the railroad to effect many economies in operation, including greater concentration of freight station facilities, simpler operations at stations and transfers, lower switching expenses, heavier loading per car and less loss and damage. It is estimated that these economies, together with the increased traffic from the improved service, will much more than offset the trucking costs.

While the restricted form of pick-up and delivery was in effect on the Pennsylvania Railroad, during the last three years, the average loading per box car was raised to a high level of more than six tons, and it is estimated that under the improved plan this will be increased to eight tons; also that the increase in business will amount to 25% for the first year and more subsequently. Revenue gains, it is believed, will be greater proportionately than the increase in traffic, as pick-up and delivery attracts the highest class of business, paying the highest rates.

Smaller communities will benefit because, through the proposed establishment and development of key or zone pick-up



Country merchants, other business men, farmers and house-holders in many of the smaller localities will find the new plan of pick-up and delivery a great convenience as it will place these smaller towns substantially an a service equality with large centers.



This shows the growth of pick-up and delivery service on the Pennsylvania Railroad since its establishment December 1, 1933. The percentage indicates the proportion of the railroad's total less-than-carload traffic handled by pick-up and delivery during the four periods named.

and delivery stations on the railroad, such communities will be provided with a quality of service heretofore available only in the larger cities.

The attractiveness of the improved service will be further enhanced on the Pennsylvania Railroad by the fact that additional improvements in freight handling and operating methods are being worked out for adoption in the relatively near future. They will result in still prompter movement of shipments and will increase the convenience and utility to the public of freight pick-up and delivery.

Up to the present time railroad freight service has been utilized principally for strictly commercial or industrial purposes. The new plan opens the service freely to the householder or non-commercial shipper, as goods of almost any kind can be moved from place to place at very low cost and with the minimum of effort required on the part of those who send and those who receive, as well as with complete assurance of responsible and satisfactory handling.

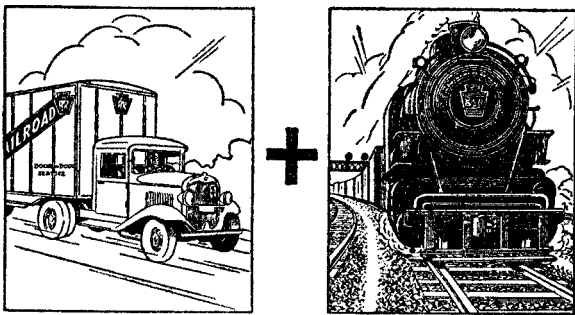
The Pennsylvania was a pioneer among the large railroads in developing the possibilities of pick-up and delivery service. It placed the service in effect on a system-wide basis December 1, 1933, after exhaustive studies and actual trials in selected test areas. In its original and experimental form it contained a number of restrictive features. As experience

was gained, it was found possible to broaden the scope of the service, eliminate these restrictions, and in many other ways make it progressively more useful and attractive to the shipping public.

In the first month of operation, December 1933, pick-up and delivery business on the Pennsylvania accounted for 6% of the railroad's total less-than-carload traffic. In the first calendar year, 1934, it handled 2,643,510 shipments or 19% of the less-than-carload business. In 1935 the number of shipments rose to 4,036,828, and the proportion to over 27%.

So far this year pick-up and delivery shipments have been handled at the rate of approximately 4,600,000 annually and now account for about one-third of the railroad's entire less-than-carload traffic.

Less-than-carload business on the Pennsylvania Railroad is now substantially increasing, reversing a former downward trend of many years' duration. The management attributes this very largely to the attractiveness and convenience of door-to-door service.



Rail and Road—The Best of Both