

SURVEY OF ROUTE SUCCESS CONDITION IN MOTOR SHIPPING

Records Show Failures of
Truck Expressmen Due to
Lax Business Methods.

That they neglected to make a careful preliminary survey before selecting a route, or that they did not properly appreciate the value of keeping accurate cost accounts are reasons those most concerned frequently give for failure in the rural motor express or inter-city hauling business, according to E. Farr, director of the Firestone ship-by-truck bureau at Akron, O.

The results of recent investigations made by the Firestone bureau along these lines and some recommendations for the guidance of prospective operators are enumerated by Mr. Farr in a letter received by the South Bend branch of the bureau directed by W. J. Hill.

"Investigations conducted by our field men disclose that in a number of cases rural and inter-city express lines change hands frequently, and that in some other cases the business has been abandoned altogether," Mr. Farr writes.

"Their reports make it clear that frequent changes of management and the failures are due in part to lack of proper consideration of certain factors basic in any business, but more frequently to disregard of several factors peculiar to the operation of a motor express line.

"They convince us that first of all care must be exercised in the selection of a route. Before selection is made there should be a thorough survey of the business possibilities of several routes.

What to Find Out.
"This preliminary survey should embrace the following important points:

"1. The exact length of the route and the time it will take truck to make the round trip over it.

"2. Character and condition of the roads.

"3. Approximate tonnage it will furnish trucks moving in both directions.

"4. Existing and possible competition.

"5. The extent to which motor transportation is regulated by government agencies, such as public service and railroad commissions.

"In making this survey valuable information can be secured from county farm agents, farmers who are large shippers, agricultural and cooperative association leaders, shippers of agricultural implements, local bankers, wholesalers, retailers, manufacturers and commercial associations.

"It is often impractical to interview all shippers in making a survey of tonnage available. In such cases the use of a carefully worded questionnaire will be found helpful.

"Once embarked in business too much stress cannot be placed on the keeping of complete cost accounts. The number of operators who fail to take into account such items as depreciation, interest, supervision, insurance and taxes, is entirely too great. Many such men are making their rates so low that operating their business is merely a process of eating up their capital. The impractical methods they are employing not only spell their own failure, but also threaten the business of practical operators who find it difficult to compete with them."

Motor Car Prospect Is Simply Amazing

The demand for automobiles is amazing. Though its introduction is so recent it has become one of the common factors in our everyday life and of the building of automobiles there is no end.

An authority in the trade estimates that at present there are 7,500,000 motor cars in operation in the United States and that this year's output will total 1,500,000 more.

Though the United States has only one-sixteenth the population of the world it has 10 times as many automobiles as all the rest of the world combined. Did not these vehicles wear out it is apparent that the point of domestic saturation would be reached shortly.

Two or three states have an average of one car to every six people. This would certainly about equal any possible demand for replacement of the old with new ones, though naturally such sales would constitute a smaller volume of business than a virgin field where the craze for a car is virulent.

But after the domestic demand is met to the point of saturation there remains the world at large, so that the authority referred to believes that there is a market for 40,000,000 cars just as soon as they can be built. With present facilities this would insure manufacturers active business for decades to come. What was once esteemed a toy has demonstrated its utility.

If China had fewer cemeteries it would have more railroads. Because every 10 feet has a dead man under it. China will probably have many motor trucks. Oriental reverence of ancestors—viewing the removal of graves as desecration prevents the extension of present railroad lines. However, thousands of miles of post roads, if improved, will allow the use of trucks for freight and passenger transportation.

If some folks spent less time speculating about how to get to Mars and spent more time trying to learn what are the immediate everyday needs on this old earth, we would all be a lot happier.—W. H. Auburn.

Sir Robert Armstrong Jones, the British expert in mental diseases, says the danger of alcohol is its destruction of the power to say "No," which is really the only distinction between man and the lower animals."

A new French gun is said to have a range of 100 to 120 miles. Evidently not a son of a gun, but the daddy of them all.—Arthur Heid.

With typewriting being taught in Chicago schools to popular music we now have an explanation of the tendency of some typists to rag their typing.—Chicago Journal.

In the Motor World

News of the Manufacturers and Dealers.

The tire industry is rapidly working toward a final standardization of tire sizes, under a plan of action outlined by the rubber association of America.

Before the war the idea of discontinuing the manufacture of tires of odd sizes met with approval from tire manufacturers, and when the government in the midst of the war announced that to conserve rubber the gradual elimination of unusual sizes would begin, there was commendation both from the manufacturers and dealers.

At the conclusion of the war tire manufacturers, rim makers and car builders continued to cooperate with a view to reducing the number of sizes to the smallest possible number compatible with giving adequate service. Under their plans all owners of cars using tires of unusual sizes will be able to get tires for their cars as long as the cars last, but no new cars will be made calling for any except the standard sizes.

Barney Oldfield, the auto race driver "who never looked back" has entered a car in the speed classic to be held at the Indianapolis motor speedway, May 31.

The veteran of 18 years in the racing game will elect another pilot to handle his mount this year as in 1919 when he sent Roscoe Saries to the wire with his entry. Who Oldfield's choice will be this year is a matter of conjecture—he has not yet announced, and whether he has decided is not known.

The car he has entered is an "Oldfield Special" of 182 cubic inches piston displacement, manufactured by Harry Miller of Los Angeles. That is all the information that was contained in the official entry blank turned in to the speedway officials. In last year's race Oldfield's car was eliminated early in the game with a broken camshaft—but Saries kept it well up in front as long as it was in the affair.

More than 7,000 inspections are given to Studebaker cars before they are passed for delivery. These inspections start while the cars are still in the raw material stage and end with the final O. K. Eight hundred inspectors are employed in the various plants to carry on a large part of this work. Figures show that 569 mechanical operations on Studebaker cars call for an accuracy to one-thousandth of an inch, while 175 operations require an accuracy to one-half-thousandth of an inch.

National Ship by Truck—Good Roads week, to be observed May 17-22, inclusive, is being planned throughout the country, according to Washington headquarters of the Ship by Truck bureau.

Tentative plans include motor truck tours lasting through the week and covering virtually every section of the country, according to reports received from 65 cities where branch offices have been established. Good roads organizations and associations interested in motor truck transportation will form the nucleus, it is said, of a temporary organization to promote activities during the week. Virtually every rural section of the country from coast to coast will be traversed by caravans of motor trucks during Ship by Truck—Good Roads week, giving practical demonstrations of the utility of truck transportation and preaching the doctrine of better highways.

Official announcement has just been made by the management of the Cole Motor Car Co., of Indianapolis, Ind., of the appointment of Howard (Howdy) Wilcox, automobile racing expert, as research engineer of the Cole Co.

Mr. Wilcox brings with him to his new position an experience in the automobile industry extending over a long period of years, having secured his first connection in 1904.

Championship points awarded the eighth international 500-mile \$50,000 sweepstakes on the Indianapolis speedway, in the contest for the 1920 driving championship, conducted under the auspices of the American Automobile association, total 2,235 points, of which 1,000 are for first place.

The Indianapolis race is awarded a much heavier point total than any other racing event on the 1920 calendar, the inaugural contest on the Los Angeles speedway, for instance, have been awarded 1,115 points, or less than half the number, with 500-points for first position.

Winning the driver's championship carries with it the award of a cash prize now being made up by racing enthusiasts throughout the United States, the probable amount of which is figured at \$10,000, so that to breeze home in front at Indianapolis has an additional prime incentive.

The Franklin Automobile Co. of Syracuse reports the largest month in its history, 1,542 cars being shipped during March and 1428 assembled. The previous highwater mark was in August, 1917, when 1,133 cars were shipped and 1,093 assembled. All weekly shipping records were also shattered with the week ending March 27. During that week 413 cars were shipped. Sixteen thousand cars will be turned out this year, and according to present plans, 25,000 next year.

By the purchase of practically an entire city square, the Franklin Co.

of Syracuse has consummated the largest realty transaction on record by an industrial concern in that city. The plot of ground is rectangular in shape, covers three acres and is located immediately to the south of the present Franklin plant. The total ground area of the Franklin holdings is now 12 acres.

Maybe a little bolshevism wouldn't be so bad for this country, after all. The Russian bolsheviks are said to be working 12 hours a day.—W. H. Auburn.



OAKLAND OWNERS REPORT RETURNS OF FROM 19 TO 21 MILES PER GALLON OF GASOLINE AND FROM 8,000 TO 12,000 MILES ON TIRES

OAKLAND

SENSIBLE SIX

TOURING CAR \$1235, ROADSTER \$1335, FOUR DOOR SEDAN \$1585, COUPE \$1585. F. O. B. PONTIAC, MICH. ADDITIONAL FOR WIRE WHEEL EQUIPMENT. \$84

THE OAKLAND SEDAN

The Closed Car is one type of automobile which can be used to advantage every day of the week and every week of the year.

It is the demand of those who travel by motor that the automobile be suited to give comfort for every day driving. The Oakland Sedan does this. We will be glad to demonstrate.

The Colfax Company

Open Evenings till 9 o'clock. 100 Lincoln Way E.



Tests That Proved Hudson Also Speak for Essex

Both Hold Performance Records
That Have Never Been Equaled

In all Hudson's unmatched records this important fact is clear: No ability is sacrificed in one direction to gain supremacy in another.

Hudson is the fleetest. Its stock car speed records have never been equaled. On the speedway its racing cars won more points than any other team ever gained.

But its speed means no forfeit of other qualities. For in official tests, the Super-Six has also out-performed all other types, in endurance, hill-climbing and acceleration. In every motor performance it has established leadership by unanswerable proofs.

Hudson Records Prove Its All-Round Mastery

Only a supreme advantage that others cannot use, could account for such all-round dominance. Hudson has it in the Super-Six motor. It minimizes vibration to within 10% of vanishing—nearer the ideal than any type we know.

In the same size motor the exclusive Super-Six principle added 72% to power and 80% to efficiency. Endurance is practically doubled.

How these qualities are valued by motorists is reflected in Hudson's five years of leadership of fine car sales. Today the demand is larger than ever.

Built by the same makers, Hudson's unequalled records also speak for Essex. They foretold performance never expected of a light car.

And Essex Holds the World's 50-Hour Endurance Record

An Essex stock chassis set the world's 50-hour endurance record of 3037 miles. That is officially certified by the American Automobile Association. And Essex holds the world's mark of 1061 road miles in 24 hours. A stock touring car did that.

Local road, speedway and hill-climbing records in every section of the country are held by Essex. Scores of abusive tests have proved the endurance that 30,000 owners find in the daily service of their Essex cars.

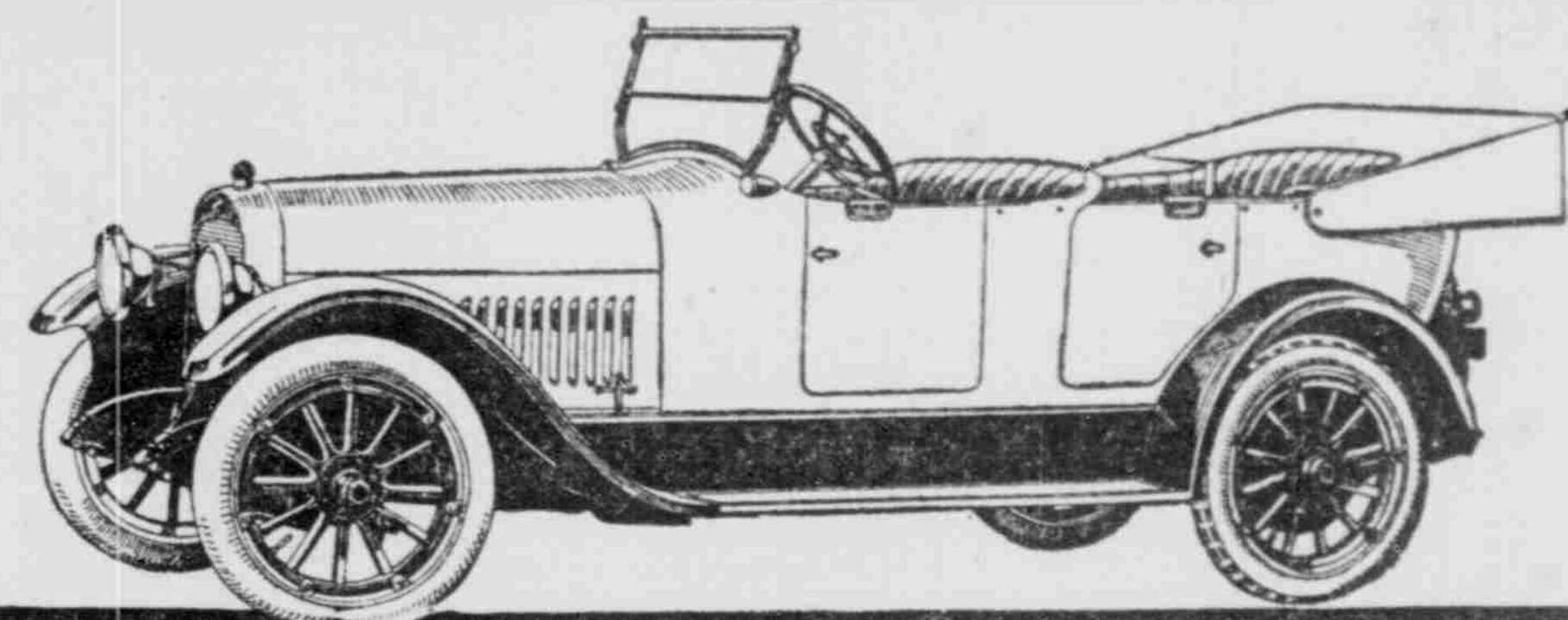
But it is not only in performance that Essex shows the same stamp of quality as Hudson. Its beauty of line, its luxury of appointment are the work of years of leadership in coach design.

See the care and completeness, even in the smallest details. Its riding comfort, its smooth, quiet running ease, with the suggestion of well-contained reserve power, are qualities comparable to the finest of high-priced cars.

Superior Motor Sales Co.

D. A. BOSWELL, Mgr.

213-217 South Main Street. Main 185.



Studebaker

SERIES 20—SPECIAL-SIX

ASK any owner of a SPECIAL-SIX what he thinks of his car, and you will have the reason for Studebaker popularity in South Bend. You will better understand this enthusiasm of Studebaker owners if you take a ride in the SPECIAL-SIX—anywhere and under any conditions you choose.

50-H. P. detachable-head motor; intermediate transmission; 119-in. wheelbase, giving maximum comfort for five passengers.

All Studebaker Cars are equipped with Cord Tires—another Studebaker precedent.

"This is a Studebaker Year"

The Studebaker Corporation of America
Retail Factory Branch:
LAFAYETTE AND SOUTH STREETS



THE MOST BEAUTIFUL CAR IN AMERICA

A Scientific Development

Your eyes alone will tell you that our new "Glenbrook" is one of the handsomest five-passenger cars that has ever been designed. But in order to really appreciate this model, you must take an actual demonstration on the road.

Then—and then only—will you understand what our engineers have accomplished in three years of patient experiment work and testing. Then—and then only—will you realize what giant strides have been made in motor and chassis development.

The "Glenbrook," you must remember, is a strictly modern car. It was developed during a period of world wide mechanical research and represents the last word in automotive science. It is actually and literally a motor car developed by the war.

Just what these new standards of engineering have accomplished will be quite evident in a single demonstration. It will prove a liberal education, we believe, if you will permit our dealer to arrange for an appointment.

PAIGE-DETROIT MOTOR CAR COMPANY, DETROIT
Manufacturers of Motor Cars and Motor Trucks

Ellsasser Sales Co.,

Office and Salesroom, 214-216 S. Main St., Mishawaka.
Phone Mishawaka 112

