

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 values 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 were summarized by Mrs. 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," Mrs. Farr writes.

Her report makes 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 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.

"One should be careful not to put too much stress on the keeping of complete cost account. 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 threaten their own future, 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 1,600,000 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 prove it? 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 were there not a constant demand for replacement of the old with new ones, though natural wear and tear 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 much as there can be built. With present facilities this would insure manufacturers active business for decades to come. What was one 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 more motor trucks. Oriental reverence for ancient virtue—the removal of graves as decoration 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 Reid.

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 the 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 the manufacturers, and when the government in the midst of the war announced that to conserve rubber the gradual elimination of unusual sizes should 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.

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 and 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.

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 car this year as in 1919 when he sent Romeo Sartori 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 cam-shaft—but Sartori 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.

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The Franklin Automobile Co. of Syracuse reports the largest month in its history. 1,542 cars being shipped during March and 1,125 in April. The previous high-water mark was in August, 1917, when 1,133 cars were shipped and 1,095 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.

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 bolsheviki are said to be working 12 hours a day.—W. H. Auburn.

Tentative plans include motor truck tours lasting through the week from the city, usually 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 will be covered 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.

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Championship points awarded the eight 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, 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.

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

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 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.

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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.

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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.

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