

### NEED COST DATA FOR SUCCESS OF MOTOR EXPRESS

**Preliminary Survey On Length of Route and Cost of Hauling Should Be Made.**

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 recently by the Omaha branch of the bureau at 2566 Farnam street.

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.

**Bad Route Selected.**  
"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. 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 country farm agents, farmers who are large shippers, agricultural and cooperative association leaders, shippers of agricultural implements, local bankers, wholesalers, retailers, manufacturers and commercial associations.

**Use a Questionnaire.**  
"It is often impractical to interview all shippers in making a survey of tonnage available. In such cases the use of 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."

### White Truck Already Has Run 300,000 Miles On Grocery Deliveries

Cleveland, Feb. 29.—The White company frequently has said, in its advertising, that the life of White trucks has not yet been determined, and this statement is usually accompanied by the performance of a truck "A" dean of the delivery fleet of the W. P. Southworth company, grocers, of Cleveland, which has entered upon its tenth year of daily service and bids fair to emulate the example of Mr. Tennyson's well-known boot and run on forever.

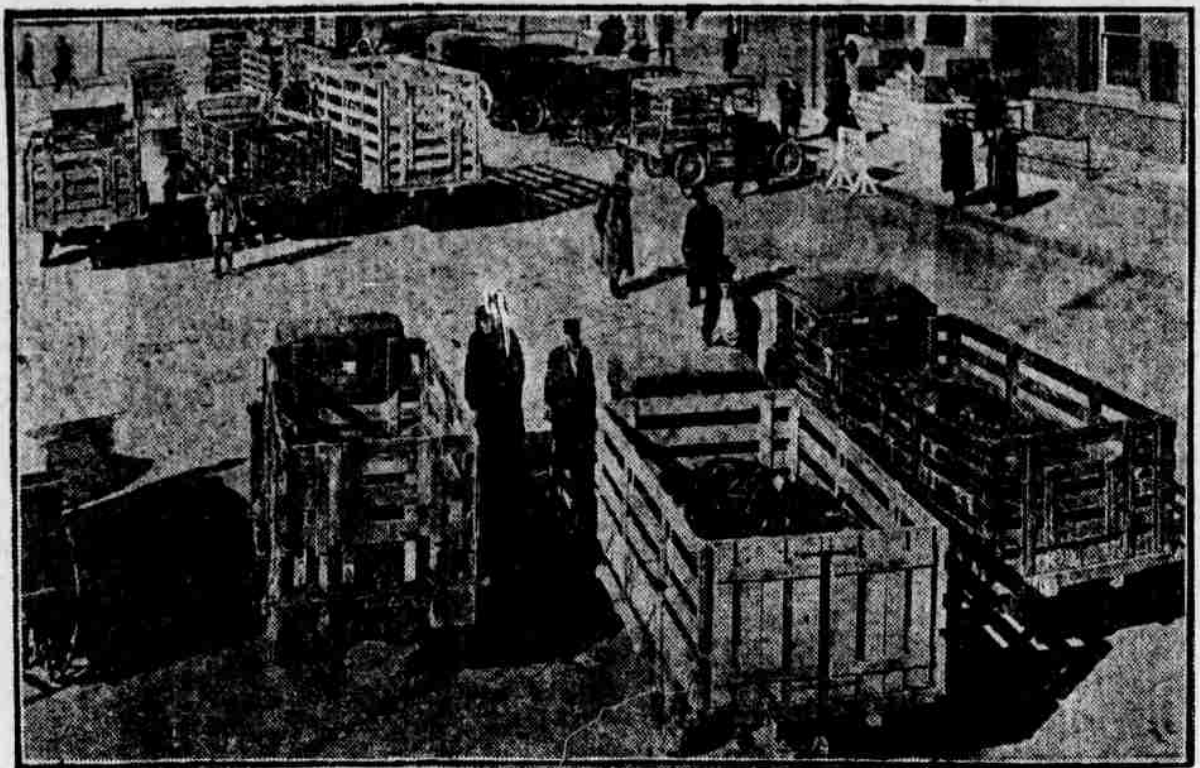
While not the oldest White truck in operation today, a number of trucks antedating it in delivery, Truck "A" is unquestionably the veteran to remain continuously in the service of its original owner.

It was in May, 1910, that this two-ton truck was delivered to the purchaser by the White company, and immediately put into commission with John Jedlicka as driver. John, or "Jerry" as the boys at the store knew him, was a lover of fine machinery, and the truck at once became his pride. So carefully did he care for the truck, and so carefully was it driven, that in a little more than nine years but one slight mishap marred the record of truck and driver, though all of the work was performed in the midst of constantly increasing traffic perils in the growing city of Cleveland—a wonderful record which, unfortunately, was ended by the death of the veteran driver a few weeks ago. James Duffy has succeeded Jedlicka as driver of the truck, and bears for it much of the affection of the driver so long associated with it.

**Detecting Poor Mixture.**  
The color of the flame of combustion indicates the mixture of gasoline and air that is being used. To see this requires an open priming cock and one cylinder while the engine is running, and it can best be seen in the dark or at any rate dusk. An orange colored flame indicates too rich a mixture. A pale yellow indicates too lean a mixture. A pale blue flame at slow speed merging into purple and then almost transparent, shows that the mixture is right.

**Draughts.**  
A narrow apron fastened to the front bow of the top with upholstery tacks, arranged to hang down slightly below the edge of the windshield, will prevent the cold draughts that strike the back of the neck.

### Fleet of Auto Trucks With Live Stock Arriving at the South Omaha Market



Daily scene at the stock yards where trucks come from all near points laden with hogs and cattle.

### Commercial Navigation Of Air Became Reality in United States Last Year

**Five Regular Passenger Routes Established and Many Firms Adopted Planes as Delivery Medium During Last 12 Months Which Noted Remarkable Expansion of Efforts With Lighter Than Air Crafts.**

New York, Feb. 28.—Commercial aerial navigation became a reality in the United States during the last year. The sudden cessation of hostilities at the close of 1918 threw hundreds of airplanes into the market and many of these were purchased by private companies and remodeled for commercial use.

Airplane manufacturers, whose energies had been devoted exclusively to the making of war machines, also turned their attention to the commercial possibilities of aircraft and have perfected several standard commercial possibilities of aircraft that there are more than 2,000 privately owned aircraft in the United States.

Five regular passenger routes were established; the airplane mail service, inaugurated May 15, 1928, between New York and Washington on a definite basis, and scores of private firms purchased aircraft and utilized them for the delivery of merchandise and newspapers and for conducting aerial forest surveys and patrols.

**Europe Leads World.**  
Still greater strides were made in Europe and Australia, where there are few thickly populated centers that do not boast of regular aerial commercial traffic, either by airplane or dirigible, or both. The delay in the development of aeronautics in this country was attributed by the Manufacturers' Aircraft association to "the failure of the United States government to establish landing fields, enact regulatory legislation and adopt a fixed policy."

Inspired by aircraft manufacturers, Chambers of Commerce in at least 50 cities have undertaken to provide municipal landing fields for aircraft, built on specified lines as plotted by city planners and officials of the army air service, which has assumed unofficial supervision over the project, pending the adoption of federal regulatory legislation.

These cities include Buffalo, Boston, Cleveland, Chicago, Philadelphia, New Orleans, Richmond, Va.; Atlanta and Macon, Ga.; St. Louis, Kansas City, Denver, Sacramento, Salt Lake City, Omaha, Pittsburgh, Butte, Mont.; Fresno, Cal.; Scranton, Harrisburg and Altoona, Pa.; Syracuse, Rochester and Albany, N. Y.; Springfield, Ill.; Columbus, O.; Louisville, Ky.; Nashville, Tenn.; Mobile, Ala., and Houston, Tex.

**Regular Passenger Routes.**  
Regular passenger routes already established in this country are between New York and Atlantic City,

and parcel post service between London and Paris and London and Brussels. On one of the trips a grand piano was carried from a London store to its customer in France by airplane. In accordance with British aircraft regulations, adopted last April pilots of these commercial craft are examined, physically and technically, and licensed by the government, starting fields and prominent points along the routes are distinctly marked, standard signals are used and regular airlines are followed.

Two French companies carry passengers on sight-seeing tours over the battle lines and there is a regular service between Paris and Brussels and some of the large French cities. Merchandise carried on the first Paris to Brussels trip included 300 pounds of lobsters. Regular mail service between Paris and Geneva was established last May when a Swiss aviator made the trip of 250 miles in five and one-half hours. It is reported that a forced landing in the fog, London, Manchester, Paris and Berlin newspapers are successfully employing airplanes in the delivery of their publications.

**Zeppels Freely Used.**  
Zeppelins, as well as airplanes, have been used extensively for commercial purposes in Germany. Although little is known of German aviation development during the past few months, it is reported that several long air routes, including one from Berlin to London via Paris or Brussels, and another from Berlin to Constantinople, via Vienna, will be put into operation during the coming year.

Commercial aerial service has been put into operation between Johannesburg and Cape Town, South Africa. Australia already has established a transcontinental route from Sydney to Port Darwin on the north coast, a distance of 2,550 miles. Experimental commercial aerial journeys of more than 1,000 miles also have been made from Calcutta to other points of India and regular routes are now under consideration.

**Plan to Circle World.**  
A British company was organized last June with a capital of many millions of dollars for the establishment of airship lines virtually around the earth. Airships of 3,000,000 cubic feet capacity, nearly twice as large as the British dirigible R-34, the first lighter than air craft to cross the Atlantic, are contemplated. These airships would be able to carry 15 tons of passengers and freight and have a cruising radius of 4,500 miles at a speed of 60 miles an hour.

A route from London to New York will be the first to be put into operation, if the company's plans are carried out. Lord Northcliffe recently predicted that the time was not far distant when London morning newspapers delivered by airplane would be sold in New York on the same evening, allowing for the difference in time.

Buying one without a body may imply some difficulties, but to buy one without a soul strikes us as comparatively easy.—Motor Life.

Mobile and New Orleans-Key West and Havana, San Francisco and Los Angeles, and Los Angeles and San Diego. Lack of adequate terminal facilities is considered one of the principal handicaps to aerial commercial traffic development. If aerial transportation is to become universal, aircraft manufacturers point out that there must be established adequate airbases with definitely marked landing places, convenient to business centers and with facilities for housing the airmen and their machines and providing them with fuel and repairs.

In addition to the regular routes a company at Seattle has started an international air mail, operating between that city and Vancouver, B. C. Several lumber companies in the northwest are using the airplane for forest patrols and surveys. A Newark, N. J. department store delivered merchandise by airplane to customers in Asbury Park last summer while a large Chicago clothing house made a specialty of delivering clothes to college students within a 100-mile radius of that city. A Canadian aviator carried 400 pounds of furs from Toronto to Newark, N. J., stopping at Clayton, N. Y., to pay customs duties on at least two occasions.

Experiments in guiding fishing craft by airplane at Gloucester, while the army conducted a coast airplane patrol between New York and Newport News, Va. One of the strangest uses for which the airplane is being considered is the spreading of the gospel in the Congo states of Africa. A large American manufacturer received a request for prices from the Congo mission of the Church of the Disciples of Christ, which proposed to replace steam launches with flying boats. The plan has not yet been carried into effect. Airplanes and spare parts, valued at \$700,000, were recently sold by American manufacturers to French interests, who are planning airplane commercial routes in the Orient. Delivery of the material has begun.

**Three English Services.**  
In Europe three English companies maintain regular passenger

### PROUD OF RED TRUCK SERVICE ON AFRIC COAST

**Elder Dempster Co. Have 200 Doing Better Work Than Railroad From The Interior.**

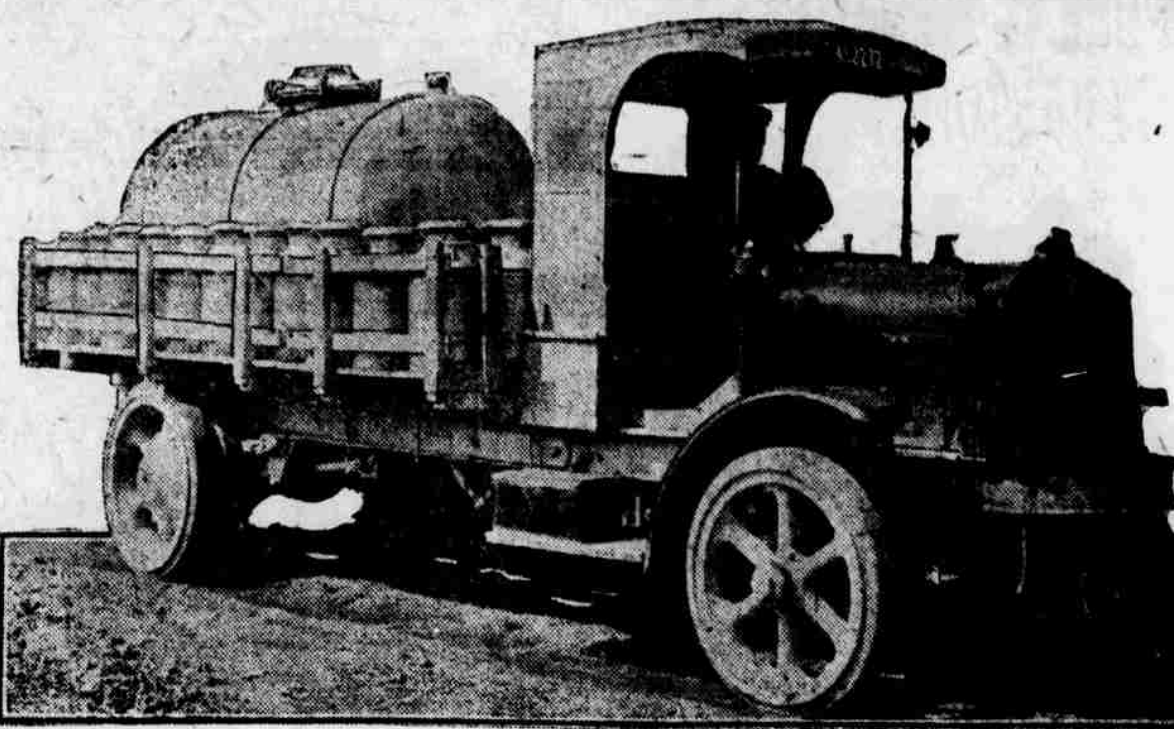
One of the largest fleets of American-made motor trucks is owned by Elder Dempster & Co., Ltd., whose headquarters are in Liverpool, England. They operate on the west coast of equatorial Africa, where the company has 200 trucks in operation between west African ports and their stations in the interior.

These trucks, piloted by west African natives, plough their way over the jungle trails, maintaining regular schedules over routes stretching several hundred miles inland. The natives are attracted pretty much as they were born and drive with the most cheerful abandon. Many of them are full-fledged chauffeurs within three or four weeks from the time they see their first motor vehicle. That the trucks can keep going at all under such conditions is a tribute to their reliability.

Elder Dempster & Co. are large steamship owners having upwards of 100 bottoms plying between west African ports and Europe and America. Their trucks are used as feeders to their steamship lines, taking men and supplies in and bringing cocoa products, palm oil, hides and rubber out. The narrow gauge railroads have proved entirely inadequate and motor truck routes are being extended.

Mr. Kenneth Sharrock, who is now in this country representing Elder Dempster & Co., and is studying "ship by truck problems," is enthusiastic over the showing made by Red trucks in African service.

### Milk Handled in Giant "Thermos" Bottle



The average citizen accepts modern comforts as a matter of course, and without thought of the machinery which makes them possible. Take the cream for the morning cereal, for instance. He knows only that the product is on his doorstep when wanted. He never contemplates how nor why so long as the schedule is maintained without disturbance.

But the collection and distribution of milk for a great city is an intricate problem. Time has a vital bearing on customer satisfaction. An hour's delay invites disaster. Absolute dependability on the part of

the machinery of collection and distribution is essential. The problem is unusually acute in Pittsburgh, due to lack of pasturage in the great industrial valleys adjacent to the city, and in handling it the Reick-McJunkin company, one of the largest milk and ice cream dealers of the country, has risen to new levels of efficiency through the use of White trucks.

This company's milk collections extend over a radius of 150 miles. Local collection of milk and delivery of manufactured product is almost exclusively the province of White trucks, 31 of which are in the fleet of the Reick-McJunkin company.

This great fleet grew from a nucleus of two White trucks installed as an experiment in 1916—a growth due entirely to durable satisfaction in the use of White equipment. Particularly interesting is the milk conveyor used in the vicinity of Lockwood, O., where a great condenser of the company is located. A specially built glass-lined steel tank of 900-gallon capacity on a five-ton chassis hauls milk from the collection station at Windsor, 10 miles distant, to Lockwood. A rack, built around the tank, permits the carrying of additional milk in cans, with a third trip in the busy season. Two round trips are made daily,

### New Guide Signs Erected For Tourists Along Coast

Los Angeles, Cal., Feb. 28.—New signs for the guidance of motorists will be erected this year along three transcontinental highways leading to Los Angeles, according to an-

nounced plans of the Automobile club of southern California. They are the National Old Trails from Kansas City, Mo., the Lincoln Highway from Omaha, Neb., and the Midland Trail from Ely, Nev.

During 1919, almost 9,000 guide signs were erected by the club, which keeps four trucks at this work virtually all the time. Of these 6,219 are in the desert stretches of eastern California and Arizona and mark the location of water holes. Southern California as a whole is placarded with 68,133 enameled metal signs.



# See the NASH TRUCKS at the Show

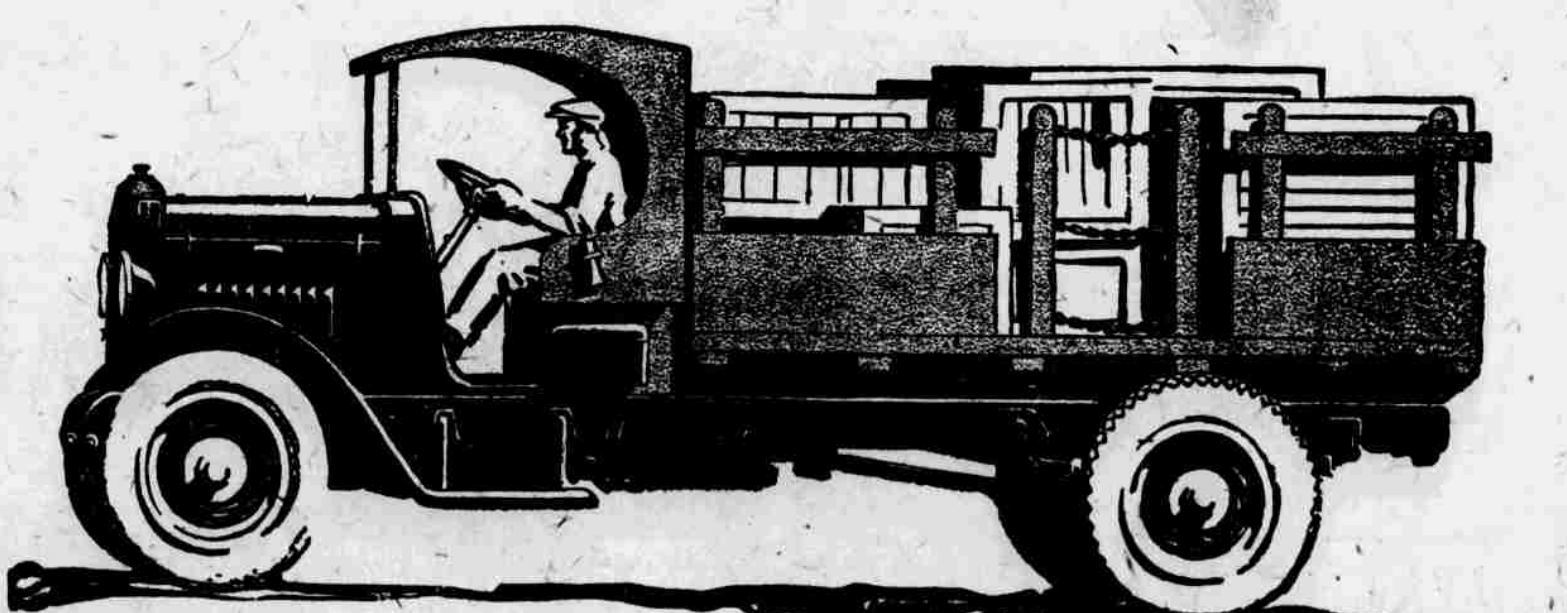
The motor truck has made every highway a possible freight and express route. Motor truck transportation is now an invaluable part of the national distribution system.

The great power and unusual dependability of Nash trucks has played and is playing an important part in this development.

In the service of many lines of business from coast to coast they are daily carrying their loads punctually and at a minimum cost.

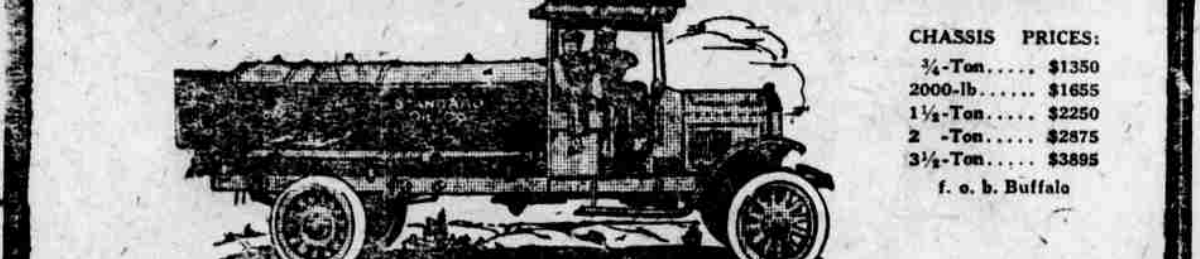
## NASH MOTORS

VALUE CARB AT VOLUME PRICES



One-Ton Chassis, Two-Ton Chassis, Nash Quad Chassis.

# Stewart MOTOR TRUCKS



CHASSIS PRICES:

3/4-Ton.....	\$1350
2000-lb.....	\$1655
1 1/2-Ton.....	\$2250
2-Ton.....	\$2875
3 1/2-Ton.....	\$3895

f. o. b. Buffalo

**Needless Weight Eliminated---Operating Costs Reduced**  
It costs money to move weight. In Stewart Trucks all useless excess weight is done away with by elimination of hundreds of needless parts. This means a stronger truck that uses less gasoline, tires, oil and repair parts.

In over 600 American cities, on hundreds of farms and in 38 foreign countries Stewart trucks will be found giving reliable service in hundreds of lines of business.

QUALITY TRUCKS SINCE 1912  
**LININGER IMPLEMENT CO.**  
DISTRIBUTORS  
Sixth and Pacific Streets, Omaha, Neb. Phone Doug. 109  
DEALERS—Stewart trucks will be exhibited at Omaha's Fifteenth Annual Automobile Show in Space No. 14.

**NASH SALES COMPANY**  
10th and Howard Sts., Omaha  
**HAYWARD-CAMERON-NASH CO.**  
2043-5 Farnam St., Omaha