

(2) The character of the tonnage. Low priced, light or bulky staples (such as hay) will not usually bear the motor truck rate. In general, loads which have a high value per unit of weight or size offer the most profitable return.

(3) The possibility of obtaining return loads.

(4) The roads. In connection with roads it is necessary to know what territories they serve and where they connect; whether paved, the kind of pavement, and its condition in wet and dry weather; the grades; the traffic conditions at different hours on different days of the week and at different seasons of the year. (Much freight is moved over the Toronto-Hamilton highway at night to avoid congestion of traffic during the day.)

(5) The existing transportation facilities. The prospective operator should pay special attention to the schedules, collection and delivery arrangements, and rates, of existing carriers, and determine whether the motor can make marketing more direct, can move perishable products more speedily, or can offer a more complete pick-up and delivery service at competitive rates.

Since rural motor express is developing rapidly, failures should be avoided by acquiring an accurate knowledge of conditions and using good judgment in forecasting business prospects.

It has often been maintained that the average farm is already over capitalized with machinery. The purchase of trucks by individual general farmers would accentuate this condition, as the truck like other machinery would be used but a small portion of the year. The co-operative ownership of a truck, by which the trucking of a number of farms may be combined, would therefore be more advantageous, and might prove to be the means of overcoming the transportation difficulties of the district.