

An Introduction to 200 Successful Haulage Contractors,



A. E. Horwill

by The Sentinel Waggon Works (1920) Ltd., Shrewsbury THE hauliers who form the subject of this booklet are looked upon as successful men.

Most of them broke into the haulage field with no further equipment than a good determination to get on and—a "Sentinel" Waggon.

To-day many of them possess fleets of vehicles—all of them are growing fast.

The resolution with which they have worked towards the goal of their ambition has been the greatest factor in establishing their progress, but they admit that the service rendered by their "Sentinel" has very largely contributed.

These hauliers have chosen the "Sentinel" because keen observation and years of personal experience have taught them that for heavy hauling and economical running the "Sentinel" has no peer.

They are employing the "Sentinel" on their work, for which it is pre-eminently adapted.

They have selected carefully the tool that exactly fits the enterprise they have undertaken.

This is the measure of their success.

#### What one of the 200 thinks of the "Sentinel."

MR. JOHN R. STREET, a well-known Haulage Contractor, of Ware Road, Hertford, says:—

"Of course, you know that we have two



'Sentinel' Waggons of your make which we are using; so I thought, as we have had excellent work from them-far from what we expected —you would like to know what they have been doing this last month on heavy haulage. We have been drawing for a builder nine tons of cement from Arlesley Cement Works, Herts, to Hertford, and one would hardly credit, if they did not know, the power of these 'Sentinels'-with what ease they take their loads. A four-ton A.E.C.

Petrol from Hertford is drawing cement from the same place. You should see the fuss this Petrol makes of it. I feel if our 'Sentinels' could talk they would laugh at it, because of their strength and speed. On these nine tons of cement we average, on Nixon's Steam Coal, about 4½d. per mile (two loads), against this Petrol at six miles to the gallon at 3/2 per gallon. With grease, this makes its running 7d. per mile for one load of four tons. We take nine tons at 4½d. per mile."

#### FURNITURE WORK.

"Last week, on August 4th, we went with our first Sentinel' Waggon (which runs as well as ever) to

Luton, Beds. We fetched a load of furniture, took same to Southsea, beyond Portsmouth, loaded, and did altogether 130 miles, and home in three days. The men also had a short time at the sea. The waggon was as good as when it started out. The driver says:—'It is a pleasure to go out with it.' After driving an overtype engine for nine years, he says he works with ease, as compared with other waggons.'

"This waggon did this journey, averaging with coal and oil, at 4d. per mile, and came home in one day from Southsea to Hertford comfortably—98 miles. With our overtype waggon we are fortunate to get 45 miles per day; using 'Sentinels' we save on coal and water and men's time, which, as labour is in these days, we have to think out for the best."

"My driver went this week (August 9th) to Colchester from Hertford with a load of furniture. He started on a rough road at 9-30 in the morning, reaching Colchester at 3-30 in the afternoon. He told me the waggon went 18 miles before he picked up water."

"A friend of mine told me this week he has two fourton Petrols. When he meets a 'Sentinel' on the road with his load he 'cannot get near them.' He says he has found out by using petrols that if you want power and speed you must have an up-to-date 'Sentinel' Waggon."



Mr. A. Runcie's "Sentinel."

#### Some points that made them choose the "Sentinel."

IN selecting a waggon a haulier has many careful things to consider. He must be reasonably sure that the investment he is about to make will pay him; and to this end he must choose the vehicle that best measures up to the following specifications:—

Good Road Speed. Low Running Costs. Big Load-carrying Capacity. Small Repair Bills.

He needs a waggon with a good turn of speed, because he must cover the greatest possible distance per day; because the greater the radius he can operate the larger the number of jobs he is likely to find.

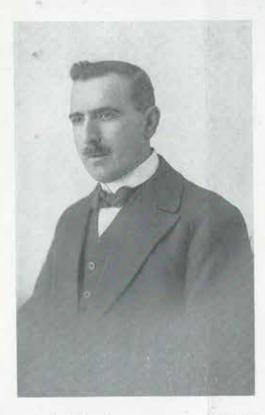
Low running costs are an essential, so that he may keep his haulage rates at a reasonable level, and yet see a fair return for his money.

Big load-carrying capacity means extra earning power. For instance, the "Sentinel" can carry one ton more than the next best waggon, and this extra ton means increased earning capacity of £400 to £500 per annum.

Small repair bills are very essential, as all the time a waggon is off the road—apart from the actual cost of repairs—it is piling up expenses in the matter of standing charges (see our Mileage Calculator), and it is at the same time not earning anything.

It is a consideration of these facts, and the enviable reputation that the "Sentinel" has earned, that led these Haulage Contractors into becoming customers. Their success with the "Sentinel" is, we think, sufficient vindication of their choice of a waggon.

### Some more of the 200 and their views.



M R. A. E. CARSWELL, 187, The Brook, Chatham, writes us:—

"I am exceedingly satisfied with my first waggon I had from you. The reserve power and efficiency which gives one's brain such ease, and not a continual worry as one has with petrol waggons anxiously waiting for their return home; the way in which the waggon can be backed on to the trailer without the usual jerk, as is experi-

enced with other types, even to half-an-inch, and the small compass of turning, as compared with other waggons, is also a splendid feature, and in my estimation the waggon is worth twice its cost."

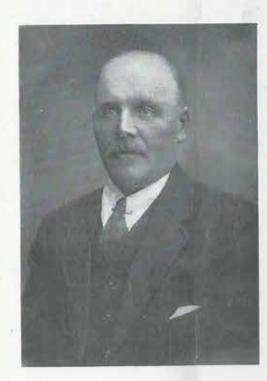
"My waggon gives me not the least anxiety, and I hope ere long to place an order for a second."

Mr. E. D. Gill, of The Standard Haulage Co., Aintree, Liverpool, believes in looking after his waggons personally. He tells us:—

"I drove our No. 2 forty-one times to Birmingham

myself, during the war, mind you, without a break, during about nine months, and afterwards with work from Liverpool (Sunday included), 44 miles a day for three months and can safely say I was never delayedanhour on roads.





You had many competitors on the Birmingham job, but my 'Sentinel' ran them all out; and at the end of the journey we were always looked for within anhour of our expected arrival."

ALEX. RUNCIE, of Inverurie, Scotland, who, besides being a famous Haulage Contractor, is the Champion Ploughman for the North of Scotland for the year 1920.

He says:—'' My 'Sentinel' has been running nearly six years, and during that period I have not had a single mechanical breakdown. I think this constitutes a record. I get all sorts of commercial work to do, long distance removals, and a good deal of pic-nic passenger traffic. I even drive to Church on Sunday with 145 up. Here is a photo of my 'Sentinel' doing this sort of work. For the majority of my business, which consists in handling grain, manure, and coal, I do not think there is a machine on the market at present to beat the 'Sentinel' both for economy in fuel and oil, ease of handling and speed.''

"In a few words—give the 'Sentinel' her simple attention in lubrication, and she will never disappoint in

doing her day's work."



Then, we have the testimony of Mr. Ed. Hine, of Messrs. Hine Brothers, Gillingham, Dorset, two enterprising young Haulage men:—

"We have pleasure in giving you our opinion and experiences with one of your Steam Waggons.

"The waggon was delivered here on the 29th of March last, and it has been in constant use, conveying heavy loads to our entire satisfaction."

"We have had a wide experience with Steam





Messrs, Hines' "Sentinel" assists at a Wedding

Waggons and Tractors, and after trying many makes, we find your Waggon the most reliable and economical for heavy work and long journeys and such work as a haulage contractor deals with. Mr. J. Hine has been driving their waggon since it was delivered. He mentions it is very comfortable to drive and easy to handle in awkward places, and never fears of any other make of Steam Waggon passing him on the road."

"We can thoroughly recommend the 'Sentinel' to

anyone."

And, finally, DAVENPORT & Co., of Sutton Coldfield,

who own four Sentinels, tell us :-

"When war was declared we had 14 horses running our business (founded 14 years previously). As we found the Territorials in horses, and some of their drivers were Terrors too, we lost half our horses and men immediately war started. To help us out we hired an ancient Sentinel waggon with iron tyres, and were surprised to find that for a lot of our work it was getting its owner more profit than we had made with the horses. We, therefore, decided to have a modern rubber-tyred Tip Waggon as soon as possible. After waiting twelve months for a Government permit, our first waggon came along."

"For the first 18 months it worked six days per week, and very often seven, with only half a day off for repairs, to replace a broken front spring, which says a lot for the Sentinel makers and the man who drove it."

"A little later we put three more on your waiting list, and after obtaining the permits, got a turn at last 12 months last May, since when the four waggons have worked continuously, with remarkably little time off for

repairs."

"We still keep eight horses for short local work, and they take a lot of beating up to 1½ miles, after which, we believe, Sentinel Steam Waggons are the most economical means of transport for loads over two tons."



"We have two petrol waggons, but they are always in trouble, and lose more time for repairs in one month than the steam waggons do in a year."

"There is no messing about with Sentinels, they

mean business."

The "Sentinel" Steam Waggon—ideal for Heavy Haulage.



NOTE the length of the loading platform. That means that bulky loads can be carried without overhanging.

Note the beautiful distribution of the weight on the axles. This means that the "Sentinel" can carry one ton more than the next best waggon.

Note the slow speed direct drive engine. No unnecessary friction here to waste money and cause wear.

Finally, note how comfortably the driver is housed. "Sentinel" drivers are proverbially a happy crowd. And a contented, well-cared-for driver means better service.

# What our experience means to you.

THE case of the haulage contractor differs from that of any other user of a power-driven vehicle. He earns his living directly through the agency of his transport; and this means that whatever type of waggon he uses it must be reliable—must be constructed to stay on the road for the longest possible time without calling for extensive repairs.

What are the factors that contribute so largely to "Sentinel' reliability?

They are various, but chief amongst them may be said to rank experience. It is the experience that we have gained during seventeen years of manufacture of "Sentinel" Waggons.

When you buy a "Sentinel" you purchase that experience; inseparable with every waggon that leaves this factory goes all the care of design, all the knowledge, that we have gained in nearly two decades.

Every weak part of the "Sentinel" has been searched out, modified, strengthened, and re-designed, until it has been made fit to stand up to the stresses incurred in the hardest kind of service.

It is this accumulated experience, coupled with honest materials, that puts the "Sentinel" in a class by itself as the waggon that gives the maximum of road service, needs the minimum repairs, and makes it easiest for the haulage contractor to reap substantial profits. Remember, the haulage contractor lives by his waggon; and that waggon does not earn money while it is in the repair shed. You cannot afford to take risks in a case like this, where your livelihood is concerned. You cannot afford to experiment with a less well-tried vehicle than the "Sentinel." It is "safety first," and the "Sentinel" Waggon for the haulier who is looking towards bigger things.



Mr. R. Street's Fleet of "Sentinels."

# The question of Running Costs.

THE other day one of our Representatives called on a Haulage Contractor who was not a "Sentinel" user.

He tried to interest this gentleman in the "Sentinel" Waggon. He pointed out to him that the "Sentinel" was a more economical vehicle to run and to maintain than the type that the haulier was using.

The haulage man stated that he was perfectly satisfied with his present vehicles, that they gave him no trouble whatever; but when our man asked him if he had any idea as to how much his transport was costing, he admitted that he never kept any costs; and when our man got permission to run a competitive test with a "Sentinel" against that haulier's waggons and showed that the "Sentinel" consumed less coal and oil and carried a bigger load, that contractor started to think.

And the upshot of his thinking was that he became one of our customers.

Running costs are very important, because they not only show which type of vehicle is most economical for any given set of conditions, but they also serve to indicate whether the vehicles in use are being worked at their maximum efficiency.

We have been told by many Contractors that they have not got time to keep proper costs; that the keeping of such accounts is involved and demands more care than they can give.

We realise this, and so to give you an idea of the operating costs of your waggons we have got out a little device which will tell you at a glance how much your transport should be costing you per mile as long as you know how many miles each week your waggons are running.

We have named this little apparatus the "Sentinel" Mileage Calculator, and it is yours for the asking. It is handsomely made in celluloid, so that it will last well and not get dirty.

It is extremely simple to use, and at one turn of the disc gives you cost per mile for three different Steam Waggon loads and two sizes of Petrol Waggons.

Just drop us a card, and we shall be pleased to send you a calculator—free.



#### Do you realize?

THAT more "Sentinels" are now made than the total output of the next four largest makers of Steam Waggons.

Because, the "Sentinel" can save you from £500 to £1,000 over Petrol haulage costs.

Because, the "Sentinel" can earn for you over 100% more profit than an ordinary Steam Waggon.

If you want to make a profitable business into an *extremely* profitable one, you certainly should get in touch with us to-day and ask us to give you definite figures.

# The 200—who they are and where you can find them.

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