



MOTOR TRANSPORT MUSEUM NEWS

Volume XII No. 2 31949 Highway 94, Campo, CA, 91906 - Ph. (619) 478-2492 Summer 2010

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The Motor Transport Museum held its annual open house at its main facility at 31949 Highway 94 in Campo, CA on Saturday April 24. An account of the festivities and pictures of the event are included in this newsletter.

This quarter we have a reprint of a feature article from the Commercial Car Journal Vol. XXIX No. 3 of May 1930. It is written by L. B. Bevier, Fleet Manager, Western Dairy Products Inc. Los Angeles, CA and describes the rationale for replacing horses with trucks on the milk delivery routes of the early twentieth century. We thank the Commercial Car Journal (now called the Commercial Carrier Journal) for permission to reprint this article.

Dairy Horses Must Give Way

By L. B. Bevier

The picture of Old Dobbin plodding through the residential districts in the early hours of the morning, his hoofs clattering noisily on the pavement, wearily obeying the commands of the milkman as he makes his deliveries, is fading into obscurity. The horse-drawn vehicle is passe' in the dairy industry for house-to-house delivery as well as for long-haul transportation, and two short years more will see the accomplishment of the complete change-over.



L. B. Bevier

Four years ago we began to retire our horse-drawn equipment and substituted motor trucks. With 1200 vehicles in use, it requires time to complete the change, but within two years more the last of the horse and wagon combinations is expected to be discarded.

Since 1926, already about 250 trucks have supplanted horses in the transportation division of our organization.

It was not in the nature of an experiment that prompted the substitution, but a definite program that was based on facts from the records of the company and the endeavor to keep abreast of the times. Besides the move to keep pace with progress, the other reasons based on efficiency may be summarized briefly as follows: economy of upkeep and operation; efficiency in traffic; extended and larger routes; elimination of distribution centers; saving in time; larger cargoes, and customer satisfaction.

To those who believed that the horse was part and parcel of dairy delivery service, the matter of economy in origi-

nal cost and upkeep, or as it may be figured, cost per route or unit cost of operation, of the motor truck appeared as an unreasonable supposition. However, figures speak for themselves. According to our company's records, the average cost of the trucks used in house-to-house delivery was \$1,000. The horse-drawn wagon cost \$650. Figuring the cost of three horses, which each truck supplanted, there would be an additional \$450, each horse averaging \$150. In this cost was figured the services of a horse buyer who was regularly employed in traveling throughout the Rocky Mountain region buying new stock, the shipping costs and incidentals to putting the horse into service. Then, too, another \$60 was figured for the harness, making in all a total of \$1,160.

So much for original outlay. The maintenance costs of the horse, which might appear to be in his favor, were found to be larger than it might be supposed. Prices of feed, extra men required for the stables, having horses shod, keeping them in good condition, all this increases the upkeep figures. Feed is especially high in southern California, and



A house-to house milk delivery truck used by Western Dairy Products Inc. It is a Divco built by Detroit Industrial Vehicle Company and is equipped with a canopy express body.

this makes the cost per day of maintaining a horse even more than the government figures show, which is \$1.50 a day.

This does not include depreciation. The average usefulness of the horse in milk delivery service is only two years, and when he is worn out, he must be replaced. Some trucks, on the other hand, have been in continuous service of the company since 1917. True, trucks require constant attention and servicing, but we maintain a mechanical service garage

that we consider second to none in its class, where everything from the adjusting of a brake to the complete overhauling of a motor can be done by expert workmen. This, of course, cuts down the maintenance costs.

Traffic conditions in the city are such that the horse finds no place on the streets. Not only does he add to the congestion, but from the standpoint of the driver the horse-drawn vehicle is not an efficient means of getting hither and yon. It is slow, cumbersome, and even dangerous, traveling. Modern traffic problems, public expediency and transportation efficiency of the company all require the elimination of Old Dobbin from city streets. Go-and-stop signals were not intended for him.

It is evident that the truck can cover larger routes, frequently taking the runs of several horses. In one instance a single truck replaced a route that required six horses and, in order of time and service, enabled the driver to increase his route and yet perform the work satisfactorily. It had previously been the theory of dairy managers that a truck, in sparsely settled and new districts, would operate to advantage, but as soon as the neighborhood was built up and customers were closer together, horses should be put on. This has been found to be a fallacy. In a recent example, where a complete cargo was delivered to a large apartment house located about two miles from the distributing station, it was proven conclusively that even there a truck operated more cheaply and efficiently than the horse.

Under the old methods, distributing centers were required to serve the several communities in each district. Now, due to the truck fleet, these are being eliminated, five having been cut out during the past year. The saving here is considerable, for each distributing station likewise had to have stables and extra help to care for the horses. Some distributing branches will still have to be maintained, but not for the same reasons that they existed before nor in such large numbers.

When it comes to considering the time element and making comparisons, the truck is found to be superior in many ways. In a recent test made in a hilly section of the city where it was thought that a horse was indispensable, the driver wore a pedometer and took his route as usual. There were many times that, rather than tire the animal, he would climb a hill himself or walk out of his way a block because it was difficult for the horse to negotiate the hillsides and make the turns. A truck was then used, and it was found that not only was the delivery made in shorter time, but that the driver had actually saved five miles in walking. The time saved in going and coming to and from a run is taken for granted, but it has been likewise shown that when on delivery the truck could make the rounds in shorter time.

Some still think that there is a distinct advantage for the milkman being able to call his horse, which follows him along the street while he cuts across lawns and works parallel, thus saving many steps. Although there are deliverymen who still regard this as an advantage, the vast majority prefer the trucks. With the change in conditions, the following-along method is meeting with more and more difficulties. In most

cities there are ordinances forbidding a horse in the street unless it is hitched in some manner. This would automatically prevent him from obeying the beck and call of the driver. A device is generally used which pulls back on the reins when the animal starts ahead, supplanting the old method of rope and deadweight. But, even if the horse is given freedom to follow along, there is much danger that he will hook a wheel of the wagon onto the fender of a parked automobile, block the traffic, get into the way of an approaching car, nibble the shrubbery along the curbing, and a dozen other possibilities that eventually will bring damage costs and incur the wrath of customers.

An interesting angle was brought to light recently on the customer's attitude toward the horse. Time was when our grandfathers heard the clattering of a horse's hoofs in the early morning and thought nothing about it, because he was used to it and took such matters for granted. Today the light sleeper is not awakened by the starting of an automobile or the passing of a truck because he, too, is used to such things. But the clatter of hoofs is almost certain to awaken him from sleep. Many of our customers vastly prefer the sound of a motor to the pounding of shod hoofs.

The upshot of all this is that the horse, as a power in the delivery service of the industry, is proven to have lost his standing. It is nothing against the horse, but rather a change that modern conditions have brought about. I am a lover of horses myself, and my family were horsemen, but the times have changed and reduced the usefulness of horses in industry. Such being the case, trucks are rapidly being substituted. In line with this there is the important element of keeping pace with the general progress, which means that the service still employing horses is looked upon by the public as a back number.

During the past eight years that I have been interested in this work, I have seen the trend that called for the use of the truck in the milk industry for house-to-house delivery. However, the requirements of our business are so distinctly different from most forms of delivery service that I have come to the conclusion that it requires an especially-built job and that the conventional types we now use will not continue to be used. The reason for this is plain. The average route requires from 200 to 400 stops and starts, not counting the traffic stops en route, and the delivery man is also a salesman, being stopped many times by the housewives for extra orders. This means that he is required to drive slowly in order to give them a chance to hail him. Now, his sales in all instances will range from 10 to 50 cents—and stops cost money.

The commercial jobs now used are too fast for this type of delivery and incidentally too expensive. We must have a motor with low gear ratio to make the motor efficient and hence a low rpm. It would not be practical for us to cut down our equipment to conform to these needs and so we

welcome the new types now appearing on the market that are built especially for the kind of delivery such as ours.

In spite of the lack of special equipment, we decided to displace the horse, which in two years more will not be found in our service. Five years ago we retired horses from our wholesale department. There is not the slightest possibility that they will ever be reinstated in either branch. A number of the dairies that were taken into this organization had been using trucks extensively for house-to-house delivery, one of them having motorized 100 per cent. We studied the figures and proceeded to motorize the whole system 100 per cent.

At present the equipment of Western Dairy Products, Inc., is of three classifications: the 1-ton variety, used for house-to-house delivery, because it must be this large in order to get any kind of universal joint and rear axle to be practical; the six-cylinder fast type for longer trips and country runs, and the heavier large trucks for hauling loads to distributing branches. Even in our delivery routes there are occasional calls in the hilly districts for power, where the lighter four-cylinder jobs used on the level ground are not found practical.

When it comes to the question of standardization, there are many things to take into consideration. We would be glad to standardize our entire equipment, but because of the size of the fleet it requires a long time to do so. A complete changeover would be impossible because the costs would be prohibitive. On the other hand, we might standardize on certain types when suddenly new superior models are placed on the market, a certain make might no longer be manufactured, and so on. All this would, in the nature of things, keep us from complete standardization. Again, a truck which might have but little resale value will have great service value and, equipped as we are, it is an economical matter to replace worn parts. Where the organization is small, complete changeover at one time is possible and advisable. Nevertheless, we are approaching complete standardization as nearly as we can.

Horse drawn milk delivery wagons in Los Angeles have always been of the open, topless variety. This was because climatic conditions did not require closed jobs. Even rainy weather does not interfere with delivery of dairy products, and the open job was much better for loading and unloading and entering and leaving the wagon than a closed cab would have been. When trucks were introduced, the express bodies were used, because it was just as economical to have a top as not to have one.

There has been a distinct departure from the open or even express types recently. Closed jobs are now being employed because of the increasing demand for quality merchandise, which extends even to the delivery end, and Western Dairy Products, Inc., is keeping in step with the developments. There are advantages to the closed job, too, for the freshness of the goods can be better retained when covered than when transported in open vehicles.

The merchandising angle has, therefore, injected itself into the picture to the extent of changing from the open to the closed models, which are being acquired for the future and are gradually replacing the old varieties.

Economical transportation is extremely important in the dairy business. We operate on a very close margin, and the delivery cost is a substantial part of the total cost of operation. Besides this, we have to keep the customer in mind constantly, for the public is in closer touch with our delivery than perhaps any other kind. The laundry most nearly approaches it, and still the housewife can get along for a day or so should the driver fail to pick up the bundle, whereas she would become mighty upset about it if she saw the milkman go whizzing past because he did not hear her calling him, due to the noise of the motor, or else he goes so fast that she hasn't time to attract his attention.

With the improved, specially built models coming in, these objections will be eliminated, because with a lower rpm there will be less noise to the motor, and with a lower gear ratio the traveling speed will be cut down to the required pace. Whatever the future developments, I am certain that the dairy industry will never again return to the horse, even for house-to-house delivery.

A Railroad Phone Booth

By Carl Calvert

The Museum recently acquired two Railroad Telephone Booths from Salvage Company in Yuma, Arizona. They were on the Southern Pacific Railroad in the township of Wellton, AZ a small town of 1800 population about 25 miles East of Yuma.

They were originally placed along the rail line for access by the conductors and trackmen to communicate with the stations for orders pertinent to the rail operations. Each booth contained a small table and a crank-up phone and a bracket to hang a lantern on. The booths were built of a pre-cast concrete and individually numbered.

The need for a communication system by the railroads was important from the day the rail was installed. The phones were first hung on telephone poles but soon railroads began building small wooden buildings to house the phones. By 1919 the railroads began building the booths of concrete as it was reported people liked to shoot at them for target practice. Apparently some rail personnel were injured by this action. By the 1960's and the use of Motorola radios the phones became obsolete and were gradually removed.

These concrete booths were mainly built by the Southern Pacific Railroad but were also installed along the SD & AE line in San Diego. About four still remain standing along the rail line. We have given one of the two booths we acquired (number 151) to The Pacific Southwest Railroad Museum in Campo which is now researching the numbers inscribed on the booths. The remaining one at the Motor Transport Museum is Number 377.

The booths were equipped with a Western Electric phone and headset receiver to allow the conductor to have his hands free to write train orders. Around 1950 automatic electric phones were installed since the Western Electric phones were no longer available. By 1970 regular dial phones began to appear. The last booths were built in 1950 and by 1960 the molds were destroyed. By the 1970's most booths were abandoned or removed and dumped as riprap along the railroad tracks. Others were used for tool and grease storage along the right-of-way. A few have survived.



Phone booth Number 377

The old cement phone booths are a treasure trove of railroad history. Written in pencil on the walls were phone numbers, names of conductors, the numbers of old steam locomotives, political comment and poetry such as; "uphill slow, downhill fast, tonnage first, safety last."

We at MTM plan on setting our phone booth on the reinstalled rail spur at the rear of the museum. If we could now find a phone to install, you could go inside and call dispatch on when the next train is expected to arrive!

MTM Open House

The MTM held its annual open house on Saturday April 24, a beautiful Southern California day with plenty of sunshine and a light breeze. Life member Bill Jellyman with the assistance of Josie Ball and Sara Thomas cooked a lunch of hamburgers, hot dogs and potato salad for the 150 guests.

After lunch Carl Calvert and a group of assistants cranked up the hand-operated ice cream maker and made dessert for everyone.



John Thomas (left) and Bill Jellyman flip burgers.

The 1922 Mack bus driven by Museum members and carrying truck enthusiasts circled the Mill and Carl Calvert operated the 1898 Fairbanks-Morse winch engine. Frank Ball ran the engine of the 1924 Cadillac stage inside the Mill.



Frank and Josie Ball admire the 1898 Fairbanks-Morse single cylinder engine and winch.

Carl Calvert and member Sherman George have spent several years restoring an 8-million candle power search light from the World War II era. It was finally ready for its debut and was operated briefly by Sherman. Even in the daylight the power of this searchlight was impressive. Frank Ball ran the 1924 Cadillac stage engine.

After lunch Bryan Butler tuned up his fiddle and played a variety of music from Gershwin to the Beatles, and Carl Calvert raffled off a number of books and MTM memorabilia. MTM would like to thank all of the members and guests who made the 2010 open house a success. Check out open house photos on our web site

New Members

Sherman Taylor of San Diego and **Richard Blaisdell** of Pine Valley, CA have enrolled as new general members of the Museum since publication of the spring newsletter. Also the **Sacred Rocks Reserve** of Boulevard, CA has enrolled as a new Corporate member. We welcome this new member to our museum.

Attention All Members

You can donate money towards MTM's cause without spending a dime by simply receiving these quarterly issues of the Motor Transport Museum News by e-mail. This way MTM can save mailing costs and use the savings towards operating expenses. Not only will you get instantaneous delivery of your copy, you will get the photographs in glorious living color, a feat that we have not yet accomplished with the printed copy. Please Email us at motortransport@att.net and subscribe.

Also – MTM needs people like you to greet and educate our visitors. Being a docent is fun and rewarding.

Anyone interested in helping on any of the Saturdays during 2010 please call John Thomas at (619) 479-4318 or MTM at (619) 478-2492 to volunteer.

MTM Visiting Photographers

By Bryan Butler

Among the increasing number of visitors to our museum each year are a large amount of photographers. Drawn to the unique rustic and colorfully visual qualities found through out our museum, photographers find it to be a paradise of photo opt.'s. Private photo shoots have taken place here as well as group visits by various photo classes. To MTM this is an opportunity to reach others in sharing the history of trucks and the trucking industry. It also allows for great advertisement to the outside world as to our existence.

As such, MTM offers a photo contest and free web gallery to all of it's visiting photographers. Each month a photographer wins an opportunity for their submitted photo to be used for the same month in MTM's annual calendar. Along with the winning, they get a cover spread on the "Photographers Gallery" page of our web site. We've received many excellent photos of our museum and trucks for both the contests and the galleries. Below are a couple of the winning photos:



The 1962 Ford truck with man-lift donated by David Huhn

- A single cylinder Fairbanks-Morse 4 HP vertical engine by Larry Downs of Rock Springs, WY.

MTM thanks these donors for their generosity in helping the Museum attain its goals.

Upcoming Events

On Sunday August 1st National City, CA will hold its **19th Annual Automobile Heritage Day**. The event will kick off at 8:45 AM with a parade that will start at 22nd and Cleveland Ave. and will end at Kimball Park behind City Hall at National City Blvd and Civic Center Drive. The show will be held from 10:00 AM until 4:00 PM at Kimball Park and will feature over 200 antique and classic cars, trucks and motorcycles.

The **MTM Board of Directors'** meetings for the summer quarter of 2010 will be held at the Horseless Carriage Foundation library at 8186 Center St. La Mesa, CA at 6:30 PM on the following Thursdays: **July 15, August 19, and September 16**. All members are invited to attend.

Hours of Operation

The Museum facility at 31949 Highway 94 in Campo, CA is open to the public every Saturday from 10 AM to 5 PM. Admission is free, donations are accepted.

Remember

An idealist is one who, on noticing that a rose smells better than a cabbage, concludes that it will also make better soup.

H. L. Mencken

MTM Officers and Directors

The officers and directors of the Motor Transport Museum are as follows:

Officers: Greg Long, President

John W. Thomas, Secretary

Carl E. Calvert, Chief Financial Officer

Directors: Ed Dilginis, Jim Jensen., Bill Jellyman, John Thomas, Jim Hamilton and Carl Calvert.

**CHECK OUT OUR UPDATED WEB SITE AT:
WWW.MOTORTRANSPORTMUSEUM.ORG**

Contest Winner
Charles Fry



Contest Winner
Bob Grover



Contest Winner
Charles Fry



To view more great photos visit our web site at www.motortransportmuseum.org and surf to the Photographers Gallery page.

Recent Donations

The following items were donated to the Museum in the last three months:

- A 1962 Ford truck with a man-lift body by David Huhn of La Mesa, CA.



Motor Transport Museum

APPLICATION FOR MEMBERSHIP

New Renewal

Name _____ Spouse _____
Street Address _____ City _____
State _____ Zip _____
Phone _____ E-Mail _____

General Membership	1Yr \$20 _____	2Yr \$40 _____	3Yr \$60 _____
General - International Membership (Non USA Mailing Address)			1Yr \$25 _____
Corporate Membership			1Yr \$75 _____
Life Membership			\$250 _____
Endowing Life Membership			\$1000 _____
Associate Membership - Non Profit organization			1Yr \$35 _____
Junior Membership - Children under 18 (non-voting)			1Yr \$1 _____
Student Membership - Full time students, 18 - 25			1Yr \$6 _____

I agree to comply strictly with the By Laws of the Motor Transport Museum; to conduct myself at all times in a manner which will support and promote the best interest of the Motor Transport Museum

Signature of Applicant _____ Date _____

PLACE
STAMP
HERE

MOTOR TRANSPORT MUSEUM
31949 HIGHWAY 94
CAMPO, CA 91906