



MOTOR TRANSPORT MUSEUM NEWS

Volume XIII No. 1

31949 Highway 94, Campo, CA, 91906 - Ph. (619) 478-2492

Spring 2011

Web Site: www.motortransportmuseum.org ♦ E-mail: motortransportmuseum@gmail.com

The Motor Transport Museum volunteers spent the fall working on the 1924 Cadillac stage restoration which is nearing completion. The progress is explained in more detail on page 2.

The MTM's annual membership meeting and open house will be held on Saturday April 16th at the Mill. See enclosed flyer for details.

Our feature article is a reprint from the Commercial Car Journal of August 1929 showing how one company loaded and unloaded its beverage delivery trucks by lifting off the body filled with cases of empty bottles and replacing it with one filled in its factory. This type of operation was replaced in later years by pallets and fork-lifts. We would like to thank the Commercial Carrier Journal (successor to the Commercial Car Journal) for permission to reprint this article.

Making a Body a Plant Unit

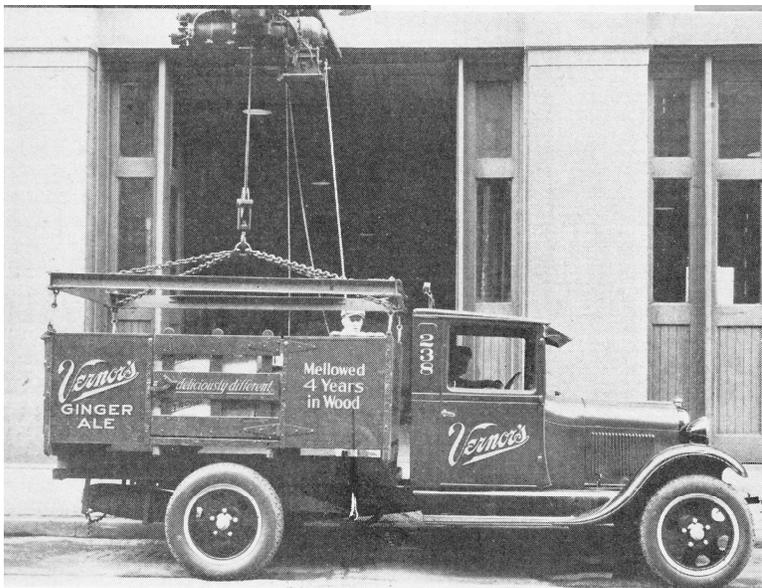
Bottler, by Applying Demountable Bodies to Light Trucks Coordinates Delivery With Production

By applying the demountable body idea to light trucks the James Vernor Co., Detroit, Mich., producer of ginger ale, has coordinated delivery with plant production, eliminated loading platforms and greatly reduced time and labor involved in loading and unloading trucks.

Although far-reaching in its effect upon plant operation

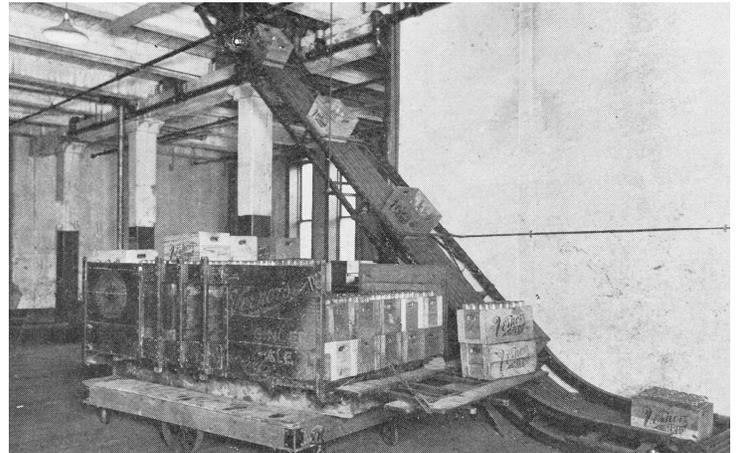
business.

Less than three minutes is required to remove a body filled with empties and replace it with another body containing cases



The body is removed and replaced using an electric hoist. The body is lifted onto a low dolly upon which it can be pushed to the unloading station, then to the loading station and then returned to the truck.

and upon delivery cost, the plan is free from complication and seemingly is susceptible of application to other lines of



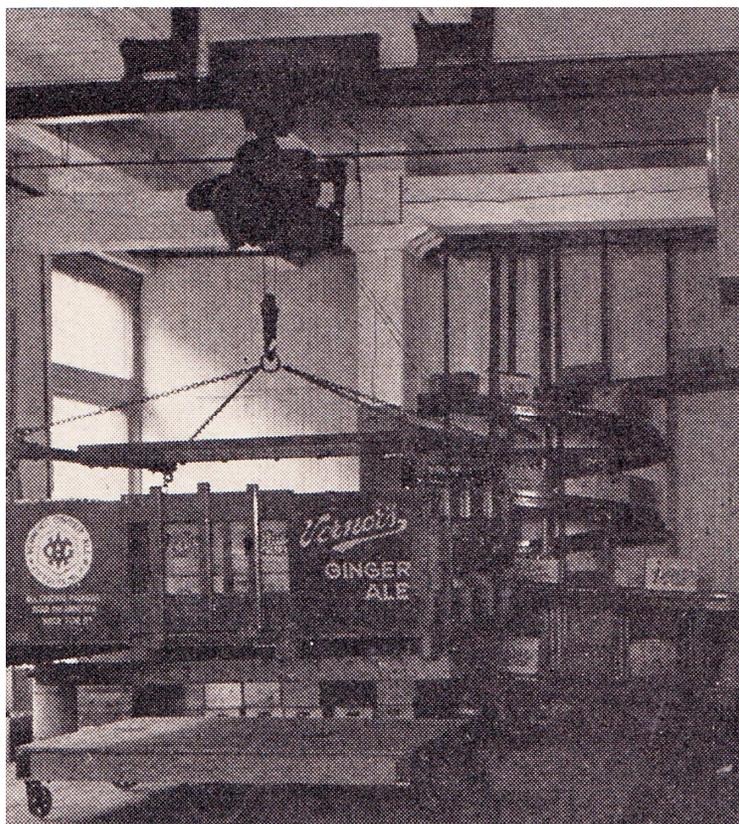
Cases of empty bottles are unloaded from the body and placed on an escalator to the second floor of the factory where the cases are filled with full bottles.

of bottled ginger ale assorted and placed in position for delivery on a particular route. During busy seasons the schedule often calls for dispatching a load every 2 1/2 minutes and this is accomplished at one loading space at the curb. In fact the entire fleet of 75 trucks used for wholesale and retail delivery is loaded and unloaded at this one curb space.

Bodies are removed from and loaded on trucks by means of an electric power hoist extending from a monorail inside the building across the sidewalk to the curb line. Inside the building the bodies are placed upon factory type floor trucks or dollies and unloaded by hand into an escalator extending to the upper floors of the plant. Body and dolly are then pushed to a gravity roller conveyer on the opposite side of the room and

loaded with cases of filled bottles. Dollies and bottles move around a circle, a sort of merry-go-round, the operations around the circle in order being: checking returned empties, loading cases on escalator, filling the body with a route order of full bottles, placing the body in position under the electric hoist.

Little change is made in either body or truck to adapt



The empty body is loaded from a gravity roller type of conveyor

them to the loading plan. The bodies are of platform type with fixed end panels and side gates. In outward appearance they are no different from ordinary bodies. Closer inspection will reveal iron straps at the ends with four eyes, one at each corner, for lifting. Attached to the hoist hook is a ring with four chains extending to the four corners of a rectangular channel iron frame. Hooks are fastened to four corners of the frame and these are attached to four eyes on the body for raising or lowering.

The body rests upon an angle iron frame on the truck above the truck frame. As the body is lowered it is "steered" into position by four prongs extending upward from the side rails of the extra frame. There are no fastening devices at all and bodies are held in place solely by gravity. It was thought that the bodies might be displaced when going over bad bumps empty but experience has shown that no such movement takes place.

Extra loading frames on all of the trucks used for retail delivery are alike, as are all of the bodies. Bodies therefore are interchangeable and are mounted, as desired, on any truck irrespective of make.

Light trucks are used by Vernor company for retail delivery because there is less handling of cases in a smaller load, delivery can be made with one man, without a helper, and the vehicle is easier to stop and start. Retail delivery trucks are 1¹/₂-ton capacity and average load is about 2750 lb.

Larger trucks without demountable bodies are used for deliveries to suburban points and to branches of the company in other cities. A high speed truck and trailer outfit also is employed for delivery to branches in Cleveland, Cincinnati, Columbus, Dayton, Toledo, Buffalo, Niagara Falls, Pontiac and Flint, MI.

The 1924 Cadillac Stage

The Museum is nearing the completion of the 1924 Cadillac Julian Stage. We are in the final phases of the paint and upholstery. It will be painted two-tone dark blue with black fenders to duplicate the original paint scheme. The seats are



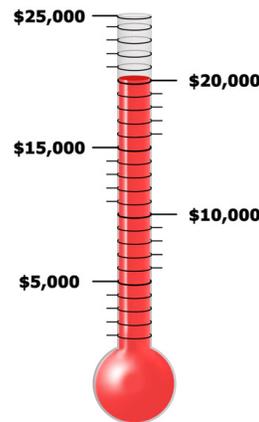
Frank Ball looks on as the stage body is trailered off to the paint shop

upholstered in dark blue leather with a black headliner. El Cajon Trim is assisting us with the upholstery and Jack White of Lake Morena is assisting with the paint. When it is completed we plan to take it to a few shows and events after which it will be taken to Julian for future use and display

Museum Acquires more Land

Through the 21 years that the Museum has been here at Campo we have acquired a large collection. We presently have over 240 vehicles plus industrial engines, well drilling rigs, road graders etc. Our present 2.5 acre site has become too small for storage of such a large number of items and late last year we identified a 2.5 acre piece of property adjacent to the western boundary of the present Mill yard that would as additional storage space.

In November 2010 we started a fundraising campaign to raise \$25,000



for the purchase, fencing, and landscaping of this addition. We have raised \$20,640 of donations from friends, members and



Additional land purchased for the expansion of MTM's collection. The view shows the addition looking south from State Route 94 with the Mill west boundary on the left

family so far.

On March 15 we closed escrow on this additional land and are now developing it to meet our needs. We plan to extend the fundraising campaign until April in hopes of reaching our \$25,000 goal.

If you have not yet participated in this project please consider a donation in the near future. All donations are tax deductible and will greatly enhance the viability of the Museum.

Other Ambitious Projects

We have obtained approval to reinstall the rail spur at the back of the Museum. It was originally installed in 1919 to serve the mill operations and removed about 1950 when it was no longer in use. We are interested in reinstalling the spur because it is part of the historic site and because it may possibly be used in the future for tours with the Pacific Southwest Railroad Museum. We are in the process of updating the drawings for its reinstallation.

We have applied for and received a grant to replace the 10,000 gallon water tank on the 50-ft tower at the entrance to the Museum. It will be used for water storage to be used in an emergency.

We have completed the repairs to two floors of the Museum building this winter. This has given us more storage for tools and equipment.

We are also looking forward to doing more cataloging and reorganization of our library materials this year. If you have any interest in these projects, stop by for a look.

Recent Donations

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

- A 1946 Dodge tractor, a 1953 Chevrolet model 2500 truck, a 1951 White tractor, a 1951 International tractor and a 1943 Burma Jeep donated by Bill Jellyman of San Diego.
- A 1963 Mack water tank truck donated by Merilee Howe of San Marcos, CA
- A 1964 White multifuel truck donated by Darren Apedaile



1953 Chevrolet tank truck donated by Bill Jellyman

of Fallbrook, CA.

- A 1912 Mack Senior frame and wheels donated by Borndt



1963 Mack tank truck donated by Merilee Howe

& Sons farms of Holtville, CA.

- A 1969 Ford C-800 Vacuum Roofing truck donated by Huey Spratley of Jamul, CA.

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

New Members

Don Steinman of Wilcox Arizona has enrolled as a new Life member and **Doug Delano** of Brooks, Oregon and **Larry Timmons** of Bellevue, Washington have enrolled as new

General members of the Museum since publication of the Winter newsletter. We welcome these members to our museum.

Dues Reminder Number II

Last newsletter we told you how to assure that your membership is up to date and then we forgot to put your membership expiration date on the address label. We have corrected this error and your membership status is now printed in the upper right side of the label as planned. The label should read "2011" or "LIFE" or "COMP". The only time you have to worry is if the label reads any year before 2011. Please use the membership renewal application printed on the back of this newsletter to update your membership or give it to a prospective new member.

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 motortransportmuseum@gmail.com and subscribe.

Roger Challberg, 1930-2011

It is with great sadness that we must report the passing of Roger Challberg. Roger was far and away the most colorful resident of Campo with his handlebar mustache, cowboy hat and an SUV loaded with radios tuned to the local emergency frequencies. A retired educator, he was thoroughly involved in community affairs, sometimes called the "Mayor" of Campo. He was President/Executive Director of the Mountain Empire Historical Society, a tireless worker at the Stone Store Museum and a conductor on the excursion trains operated by the Pacific Southwest Railroad Museum as well as having served a stint as a Director of the Motor Transport Museum. He will be greatly missed by his family and friends as well as all the residents of the Campo area.

Volunteer Help Needed

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.

Upcoming Events

The American Truck Historical Association will hold its annual **National Convention and Antique Truck Show** in South Bend, Indiana on May 26 thru 28. Please visit www.aths.org for more information.

The **American Truck Historical Society** in conjunction with the Orange Empire Railway Museum will host an Antique

Truck Show & Swap Meet at the railway museum's facility in Perris, CA. The show will be held on May 1 from 9:00 AM until 3:00 PM. Admission is \$7.00 for adults and \$5.00 for children 5 to 11 years of age. For more information visit www.orem.org.

The **MTM Board of Directors'** meetings for the Spring 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: **April 21st, May 19th, and June 16.** All members are invited to attend.

MTM's Visiting Photographers Photo Contest

The final winners of this years monthly and quarterly "Photo Contest" have been selected and are available for viewing on our MTM Web Site. This past year brought a large number of photographers to our museum and a great amount of wonderful photos were shared with us. Special thanks to all of those who participated. We look forward to seeing the outcome of our Photo Contests this upcoming year of 2011.

Free Downloadable MTM 2011 Event Calendar

As a part of our appreciation to our Museum Patrons' we have created an interactive computer Event Calendar which can be utilized either as a screensaver or a stand alone desktop event calendar.

This handy calendar will keep you informed of the upcoming years events which MTM will involved with. It also gives you a slide show of all the monthly and quarterly Photo Contest winners' Photos.

Download your Free copy from our website at: motortransportmuseum@gmail.com and keep yourself updated on all of the exciting events of 2011. This program is upgradable from year to year.

Hours of Operation

The Museum facility at 31949 Highway 94 in Campo, CA is open to the public every **Saturday** from 9 AM to 5 PM. Admission is free, donations are accepted.

Remember

The ultimate result of shielding men from the effects of folly is to fill the world with fools.

Herbert Spencer

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

MOTOR TRANSPORT MUSEUM

2011 OPEN HOUSE
Welcome
FOR MEMBERS, FAMILY AND FRIENDS

SATURDAY APRIL 16TH, 2011

10 AM TO 4 PM

Lunch at noon!

Hamburgers, hot dogs, and soft drinks provided by the
Motor Transport Museum
A \$3 Lunch Donation

Come and see the restoration progress on the 1924 Cadillac Julian Stage,
pictures of MTM activities throughout the year. We also have some surplus
vehicles and equipment that will be for sale.

Come out to the Museum at:
31949 Highway 94,
Campo, California
(619) 478-2492

Directions: Campo is approximately 50 miles East of San Diego on State
Route 94. From San Diego, go east on Interstate 8 to Buckman Springs
Road. Go South on Buckman Springs 9 miles to the junction of Highway
94. Turn left at the "T" intersection. Go about 1 mile East on Highway 94.
The Motor Transport Museum is a nine story tall mill building and 2 ½
acres of transportation history and **250 old Trucks**.

While in Campo stop you may also see the Stone Store Museum and
exhibits from the former Camp Locket of WW II fame. Campo is also the
home of the San Diego Railroad Museum that operates excursion trains at
11:00 AM and 2:30 PM

For more information call (619) 478-2492, or (619) 993-1220.



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 _____
Jounior 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