



MOTOR TRANSPORT MUSEUM NEWS

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During the past month we lost Ed Dilginis, a dear friend and one of the most active members of the Motor Transport Museum. Read his obituary on page three of this newsletter.

The Motor Transport Museum volunteers spent the fall finishing the tune-up of the 1924 Seagrave fire truck. We also prepared the Museum for winter weather by draining radiators and covering the trucks in the yard with tarps. Although Campo is in sunny southern California freezing temperatures are not unknown and the wind is often present.

In the early years of the twentieth century, motor trucks were competing with horse drawn wagons for the local delivery business. The competition could get intense. Our feature article for this quarter is a reprint from the January, 1913 issue of *The Motor Truck Magazine* touting the replacement of horses by trucks and giving statistics to show the truck's superiority. These articles were a regular feature of early truck magazines as the industry struggled to generate a market for its products.

Solving the Suburban Delivery Problem

By G. D. Crain Jr.

Furniture House in Louisville, Ky., Finds Its Answer in Mais Truck—No Comparison Possible in Matter of Efficiency—Figures Show Undoubted Economy

Economy is the argument to which chief attention is paid in presenting the merits of the motor truck for the consideration of the prospective user. In a measure, this is the result of a desire on part of the business man to learn whether he can save money by installing power driven vehicles instead of continuing to use his horse drawn equipment. And stress likewise is laid on the ability of mechanical transport to accomplish a certain amount of work which cannot be done with the older type of delivery.

There are instances, however, in which the introduction of the modern method of haulage has not been due to a consideration of either economy or efficiency, but to the fact it is capable of providing service which was utterly out of the question under the old system. Inasmuch as such use of the truck is largely dependent upon initiating work that was never attempted before, this feature of prime importance.

It should be remembered that inertia is a decided factor in the prevention of sales, and that where a merchant or

manufacturer has a complete equipment of horse-drawn apparatus from which he is obtaining fair satisfaction even though it can be shown that it is more expensive than the mechanical transport would be, he hesitates to make the investment necessitated by the change. But when it becomes possible to show him that the truck offers him something he can get in no other manner, the effort is much easier.

For the purpose of illustration, the furniture business



Mais 3000-pound truck in furniture delivery service with the Denhard Company

may be selected. In this line, especially in some of the cities outside of the larger metropolitan centers, the business done with the people of the outlying sections and in the important farming communities immediately adjacent thereto is sufficient in the aggregate to become an item worthy of decided consideration

The delivery problem has been one of the chief troubles of the furniture dealer.

Getting the purchase from the store to the distant customer is a proposition that, under the usual system of horse drawn equipment, involves crating the goods at the store, hauling them to the depot, shipping by rail to the station nearest the purchaser, and then arranging for the completion of the haul to his home.

To begin with this system is slow and expensive. In addition, it is unsatisfactory to the customer because of the inconvenience of having to make the final delivery, and

because the furniture frequently is damaged in transit. There seemed to be no way out of the difficulty, however, until the motor truck was given a trial, and it fully met expectations.

To cite a specific instance, reference may be had to the Denhard Company of Louisville, Ky., one of the largest retail furniture concerns in the Ohio valley and one of the most successful operators of the mechanical transport in making long distance deliveries of the nature indicated. The experience of this concern has been such as to demonstrate that not only is it possible to solve this problem in an efficient and economical manner, but to attract and retain custom that could be obtained in no other way.

Louisville is in the heart of a rich agricultural district, and the business of the Denhard Company extends over a radius of 30 miles in all directions. It had developed this market until it had reached proportions almost as important as the purely local business with the residents of the city itself, when it became evident that this suburban trade, while satisfactory in all other respects, was far from being so in connection with the delivery of goods. Customers were irritated by the long delays involved when the furniture was handled by the railroads, and this feeling was intensified when the merchandise arrived, as it did sometimes, in bad condition.

To meet this situation and to make a direct-to-you proposition, the company finally decided to install a motor truck. In this action it adopted an entirely new policy, since it not only intended to use the vehicle for the work which its horses and wagons had been doing, but to substitute it for railway transportation. Although entering upon a situation possessed of all the uncertainties which attend any pioneer undertaking, the officials of the company had the courage of their convictions; and happily have found every expectation in that direction fully realized.

The vehicle purchased was a 3000-pound Mais, made by, the Mais Motor Truck Company, Indianapolis, Ind. and fitted with a 24 horsepower, four-cylinder engine, at a cost of \$3200. This has been used in both local and country deliveries, and in the latter connection frequently has hauled furniture as far away from the store as 40 miles. Officers of the company are extremely enthusiastic as to the results which have been obtained.

"It has replaced three teams and wagons, to put it at a very low estimate," states one of the officials. "That is, we had five double teams and wagons, and the truck has displaced three of them. And this is taking no account of the increase in our business in the meantime, or of the fact that this truck has been hauling our freight for us, a work which formerly was done by an outside concern under contract. That, by the way, is an item worth noting. We formerly paid this freight hauling firm anywhere from \$60 to \$150 a month. Now this truck handles the work without any trouble and takes care of its regular deliveries at the same time. In point of efficiency and economy there is simply no comparison between the wagons and teams and the truck.

"Then there is its advertising value, which also is worth considering. It is pretty nice to be able to tell people that we can deliver to them at towns 30 and 40 miles away and lay the furniture right down in their homes instead of having to crate it, haul it to the station, prepay freight, take the risk of breakage en route, and then tell the customer to go to the station when the goods finally arrive and haul them home himself. I am not saying it is an actual saving in point of money laid out, because I hardly think it is, but there is no comparison in the value of the service rendered, and of course that means more business.

"The people out in the little towns and in the country like to have the truck come to the house, too. It gives them a sense of importance, the gratification of which is an appreciable factor in bringing them to our store for their furniture. And this feeling isn't confined to the country, either. I have had people right here in town give us an order for a bill of goods on the express condition that we send the stuff out on the motor truck.

"For emergency service, as where the customer wants a large order, the truck again is in a class by itself. It will carry twice as much as a two-horse team can pull, and do it more easily. We can load it up as soon as the order is given, unless it happens to be out on a long trip, and have

DENHARD COMPANY'S COMPARATIVE FIGURES.

Monthly Cost of Two-Horse Team.	
Feed	\$30.00
Shoeing	4.00
Repairs	3.00
Driver	65.00
Helper	40.00
Total for one team	\$142.00
Total for three teams	\$426.00

Monthly Cost of Mais Truck.	
Gasoline	\$16.90
Oil	4.00
Grease	1.50
Tires and overhaul	20.00
Driver	78.00
Helper	40.00
Total for truck	<u>\$160.40</u>
Balance in favor of truck	\$265.60

the stuff on its way almost before the customer can get home. And he appreciates that sort of service, of course."

The actual figures justify the company's enthusiasm concerning the mechanical transport—not this particular vehicle, necessarily, as the officer in question is careful to explain, but of any motor truck as compared with teams and wagons. A tabulated comparison of the cost of this 3000-pound Mais and the horse equipment it has replaced is presented above and shows a monthly saving of \$265.60 in the delivery work alone, leaving out of the accounting the sum formerly paid for freight haulage—\$60 to \$150 a month. These figures need some explanation.

Gasoline is purchased under contract and costs about 13 cents a gallon. A gallon will run the machine nine miles, and its daily mileage, limited by a governor to a speed of 15 miles an hour, is about 40-45. Light oil, purchased by the barrel, costs approximately 40 cents a gallon, and about

10 gallons a month are required. Grease and heavy oil cost about \$1.50 a month. The man who drives the machine gets \$18 a week, as against \$15 for the horse driver.

The set of tires with which the machine was originally equipped is guaranteed for 10,000 miles, and an entire new set costs \$250. Based on the mileage above stated, the tire cost is figured at about \$10 a month. This depends upon whether or not the original set will outlive its guarantee period, and present indications are that, as a matter of fact, they probably will far exceed that mileage.

The company allows an estimated depreciation of \$10 a month, but this does not represent its estimate of the difference between the price of a new truck and that at which this machine would sell after being in use. If this figure be interpreted as in the nature of an allowance for repairs or an annual overhaul, it may be permitted to stand as such, but it must be assumed that the life of no truck can be adequately represented by an annual depreciation of 4 per cent. Most concerns place their estimate at 20 per cent, or over, figuring the life of the truck as five years, for instance, and considering anything beyond that as clear gain.

It will be conceded that the items for depreciation and interest are somewhat arbitrary in character, and this applies alike to the horse and motor equipment. Hardly any two concerns will agree as to the proper percentage to use with the former, and it is possible to find almost as much difference of opinion with reference to interest. If it be desired to eliminate these entirely from the discussion, let it be assumed that the three teams and the truck represent about the same investment, on which the same interest and depreciation may

ESTIMATE BASED ON DENHARD FIGURES.

Annual Cost of Three Teams.	
Feed	\$1095.00
Shoeing	144.00
Repairs	108.00
Drivers	2340.00
Helpers	1560.00
Depreciation	600.00
Interest	150.00
Total with horses	\$5997.00

Annual Cost of Mais Truck.	
Gasoline	\$202.80
Oil	48.00
Grease	18.00
Tires and overhaul	240.00
Driver	936.00
Helper	520.00
Depreciation	640.00
Interest	160.00

Total with truck..... \$2764.80
 Balance in favor of truck.. \$3232.20

be figured, and that these items will balance. Certainly this will hold true if the freight charge be added to the horse figures, and it will be noted that the tables contain no reference to the cost of crating furniture to be shipped by railroad, which also has been eliminated by the use of the truck.

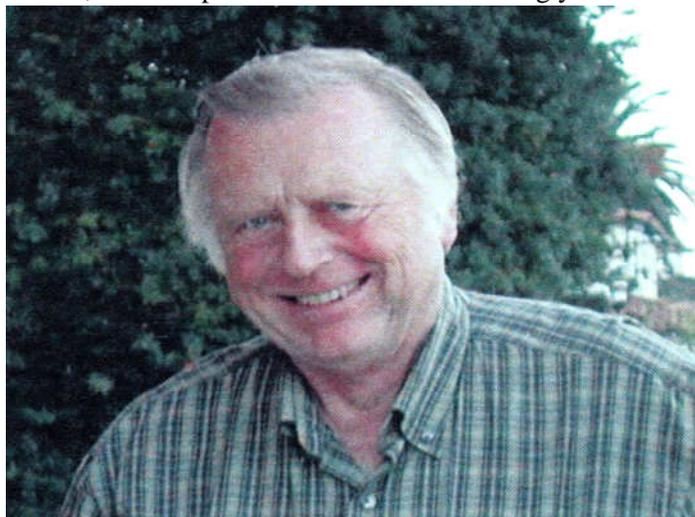
The two tables above merely set forth the situation from two slightly differing viewpoints. One contains the figures as submitted by the Denhard Company with the substitution of the word "overhaul" for "depreciation," and the other, that giving the annual cost, is based on these figures with an estimate of 20 per cent, for depreciation on both truck and horses and an interest charge of 5 per cent, on the estimated investment.

The Denhard figures show a monthly saving of \$265.60, without including the freight haulage and crating. This would give an annual balance of \$3187.20 -almost enough to purchase a new truck. The other table gives a slightly different result, the double teams with their wagons and harnesses being estimated at \$1000 each, so as to bring their total value approximately that of the truck. If it be assumed that horses and wagons can be purchased for less money, the showing cannot be such as to affect the economy represented by the motor vehicle in any marked degree

So well pleased is the Denhard company that within a short time it expects to replace the other two teams with a lighter truck, which will divide some of the work now being done by this vehicle and will make it easier for both. The plan is to allow the larger machine to do the long hauling and keep the lighter one for the city deliveries. "We cannot afford to use teams on the showing made by this truck," is the manner in which the company sums up the situation.

**In Memoriam,
Edward William Dilginis**

We are all saddened by the untimely loss of Ed Dilginis, one of our key members. He was a founding member of this museum, our first president and in the following years an



ambitious director of our operations. He passed away at the age of 68 on November 5th, 2011 after being admitted to the hospital for a pulmonary embolism shortly after a hip replacement. He will be greatly missed.

Ed was born August 28th, 1943 in Hazelton, PA and grew up in Stroudsburg in northeastern Pennsylvania. He was the son of William J. Dilginis manager for the A & P Market Stores and Ann Rusackas Dilginis. Ed attended Pennsylvania

State University and East Stroudsburg University where obtained a degree in Geography. While attending college he worked for Roadway Trucking and got a taste of trucking first hand. He later moved to Canton, Ohio after a promotion with Roadway. He had interrupted his college years to join the Army where he attained the rank of SPF. During his tour of duty in Korea he worked in the motor pool and was also working on and driving all of the military vehicles.

While in Ohio, he met and married his first wife, Myra, and attended the University of Akron where he obtained a Masters Degree in Planning. He then worked as a planner in Stark County Ohio. Not enjoying the Ohio climate, he did research to locate the ideal place to live and work and decided on San Diego which he grew to love. His first planning job in California involved work on a high-speed rail system among other projects, before deciding to go out on his own. It was here he started a planning and permit business called New Horizons Planning Consultants, Inc. He primarily worked for the sand mining industries, a very specialized line of work. During this time he divorced Myra and married Joan Harvey.

In addition to his wife Joan Harvey Dilginis, and step sons Todd and Greg Harvey of Menifee, CA. he is survived by his sister, Patricia (Pat) Reinert and her husband, Daniel, of Stroudsburg, PA, a niece Dr. Kristy Reinert, MD, of Philadelphia, PA, a nephew Captain Chad Reinert, USAF, and his wife Jamie of Shreveport LA,

Ed was a generous and well-liked friend to all. What people seemed to like and enjoy most about Ed was his interest in helping people. He was totally dedicated to the museum's mission of preservation, and operation of our vehicle collection. He researched and worked on many of the vehicles and regularly volunteered on Saturdays, working with our docent and other members greeting and introducing the public to our museum. Well studied in the history of trucks, he was instrumental in the creation of narrative signs for the museum's collection.

A well-prepared man, who led by example, Ed was always looking for the next task to be accomplished, vehicles to be moved, improvements to our site and organization of our plan. He was instrumental in identifying and designating our core vehicle collection and could often be found scraping the grease off a vehicle to find its hidden serial number.

Additionally, Ed was instrumental in spearheading our engineering site plans, land acquisition, topographic and, facility layouts and most recently our landscape plans for the future. He possessed a great foresight and problem solving ability and a great skill in representing the museum and interacting with governmental agencies.

He possessed a special interest for the history and collection of Diamond T, Federal and International trucks and acquired many in his large 70-plus truck collection. It was these trucks he cut his teeth on in early years working as a truck driver while in college and in the service during in Korea.

His interest and collection of these trucks was sought-after by many who knew him through his affiliation with the national

Antique Truck Historical Society. This also inspired him to publish 40 issues of *The Transport Pioneer*, a magazine issued through the Motor Transport Museum with the visual and documented histories of various truck manufactures. He was frequently called upon to act as a judge at truck shows and events.

Ed's spirit will be a lasting presence around the museum and among the volunteers that knew and worked with him for as long as there is a Motor Transport Museum. He was the best.

By Carl Calvert

Seagrave Fire Truck

Tune-up of the Seagrave Fire Truck owned by Dave Hubert of Coto de Caza, CA has been completed. In celebration, Frank



Frank and the visitors on the way back to the Mill from

Ball loaded it up with adventuresome visitors and drove it to lunch at the Campo Community Center. All went well until the return trip when the truck ran out of gas about one mile into the two-mile trip between the Community Center and the Mill. Fortunately someone on the truck had a cell phone so their plight was quickly known throughout Campo and the surrounding country and arrangements were made to solve the problem.

The truck runs fine now if you disregard the fuel mileage. Dave came and picked it up in early November.

Upcoming Events

The **Big 3 Auto Swap Meet** will be held at the Qualcomm Stadium parking lot in San Diego on the weekend of February 24th, 25th and 26th of 2012. This event is held annually and is the largest old car event held in the San Diego area. There is no charge to the public to attend this event but the stadium charges a parking fee. Shoppers' hours are noon to 4 PM on Friday, 8 AM to 4 PM on Saturday and 8 AM until noon on Sunday. For more information visit www.big3partsexchange.com.

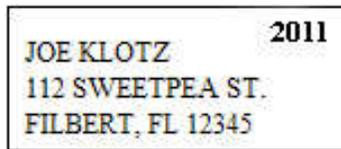
The **MTM Board of Directors'** meetings for the Winter quarter of 2011-2012 will be held at the Horseless Carriage Foundation Library at 8186 Center Street in La Mesa, CA at 6:30 PM on the following Thursdays:

Jan 19th Feb 16th Mar 15th

Everyone is encouraged to attend

Time to Renew

January is the time to renew your membership. You can determine your membership status by the year printed on your address label just above and to the right of your last name. The label should read "LFE" or "COMP" or "2012". If it reads less than 2012 it is time to renew your General membership. 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.



Recent Donations

The following items have been donated to the Museum since



The 1941 Ford one-ton panel truck donated by Scott Breck

publication of the last newsletter.

- A 1941 Ford panel truck donated by Scott Breck of Renton, WA.
- A donation of \$1500 by Dave Hubert of Coto de Caza, CA.
- A 75 horsepower three-cylinder Atlas Imperial engine and operation manuals by Beverly Helm of Pamona, CA (see article below).



The Atlas Imperial engine with the moving crew. From left to right: Joe Schofield, Jose Carrillo, Ernest Groce, Randy Bohse, Beverley Helm, Bill Baldwin and Alan Gobel. (Photo by Carl Calvert)

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

Atlas Imperial Engine

By Carl Calvert

The Museum has acquired a 3-Cylinder Atlas Imperial diesel engine from the Bob Helm family of Pamona, CA. This engine is thought to have been built in 1927 in Oakland, CA. where it powered a tugboat around San Francisco Bay. In later years it ended up at B & B Trucking in Bloomington, CA. Bob Helm rescued the engine in the late 1990's and, with Ernest Groce and Randy Bohse, spent considerable time making parts, building a new sub-frame, and restoring the engine.

Jose Carrillo and Joe Schofield of Western Machinery Movers using the Western Machinery forklift loaded the engine on Alan Gobel's truck. The trip from Pamona to Campo was uneventful and Carl Calvert and Andy Andrews unloaded the engine using the MTM forklift.

The Atlas Engine Company is noted for building the first commercially successful mechanical injection marine diesel engine in America. It is 75 horsepower and uses 3.5 gallons of diesel per hour. It cost the owner about 14 cents per hour to run. This engine is direct reversing, designed to start and run in either direction so it can be coupled to a boat propeller without a reversing gear. The Atlas Company built 2, 3, 4, & 6-cylinder engines. The largest engine, the 6-cylinder, was 450 horsepower and weighed 70,000 Lbs. This is about the same weight as the 6-cylinder Fairbanks Engine now at the museum.

We are indebted to Beverly Helm who was instrumental in seeing the engine moved to the museum for public display. We will soon be up and running the engine for all to see.

Get Your Newsletter by eMail

You can donate 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. You will get an instantaneous PDF copy of the newsletter without the Museum spending money on printing and postage. Email us at motortransportmuseum@gmail.com and subscribe.

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 trouble with most folks is not their ignorance as knowing so many things that ain't so.

Josh Billings

MTM Officers and Directors

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

Officers: Greg Long, President
John Thomas, Secretary
Carl E. Calvert, Chief Financial Officer

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



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
CAMPPO, CA 91906