

# EXPRESS Newsletter

May/June 1995

Volume 15 Number 3

## President's Message

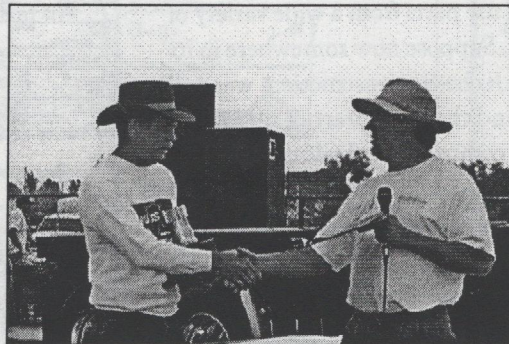


Well hello again!

The Truck Show is over. I hope everyone who came had a good time and too bad for the ones who didn't come.

It all started Saturday night when we got on the field about 4:00 P.M.. We circled the wagons. It was a bit chilly...so Larry Laughlin fired up the barbecues! He threw on eight tri-tip roasts while the rest of us figured out the game plan. And by that time, the tri-tip was ready. Around 28 of us sat down for a tasty, mouth watering dinner. Thank you Larry. There were salads, there were cakes... there was home made ice cream. We were all sitting around letting the food digest and it got dark. So we turned on the stadium lights. About that time, Daniel Sanchez, from Tijuana, Mexico, in his '84 KW, lit up like the fourth of July, arrived at the stadium. And on the back was his '48 KW drag truck. It looked like Moses parting the seas—it was a spectacle to be seen! And this was just the beginning!

The Wantland Tribe brought out the trophies they worked so hard to create while we all stood around the back of Jim Jr.'s, "Jimmy" and wondered which plaque should go with which trophy. Well, after careful deliberation, we got them all on to the very last one. Thanks again, gang, ... the work was excellent!



*President Mark Christensen presenting the "Best of Show" trophy to Press Kale, Whittier 95*



*Press Kale and his "Best of Show" winning 1934 Terraplane Pickup.*

*"President's Choice" winner Jack Barton's 1944 Mack*



Don and Teri McCann left us some beautifully painted signs, the best ever. They took care of an important detail necessary to the success of the show. Thanks Don...Thanks Teri.

Thanks to Ray Delpino, we had free use of fence posts to outline the truck show area and the stairs for the stage. Thanks Ray.

Thanks to Leigh Knudson for the use of his Crofton Bug. It was real handy to shuttle truck show paraphernalia all over the place. Thanks again Leigh.

Thanks to the guys at Bruno Ranch, we had covers for all the sprinklers.

Special thanks to all those who donated some item for the raffle.

I'd like to thank the guy for the use of his flat bed for the stage. That really worked out well.

I'd like to thank everyone who helped, you all did a commendable job. I think the day of the show went smooth and easy and everyone had a great time.

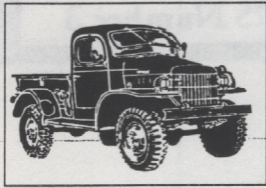
We can all appreciate what a great deal of work goes into putting on an event like this.

**Mark**



# To be...or not to be...

stock that is.



There is, as always in vehicle clubs, some disagreement on whether or not to allow altered or custom vehicles in with stock vehicles. I feel with older trucks this problem becomes more complicated than with cars. Trucks are different than cars for a number of reasons. Cars were sold pretty much as is when new. You could have some

choices with options such as color, wheels and accessories and that was it. Trucks were and still are available in a wide variety of options and stages of completion. You could get just a chassis, cowl and chassis, cab and chassis or whole truck. You could get just an engine from a company and build the rest from scratch. Small companies would buy one of the above chassis combinations and build a short run of trucks with their own name on it.

Individual trucks in these runs would vary slightly from one to the other. Trucks had a much longer life expectancy than cars. At a hundred thousand miles most people consider their car worn out. It's not uncommon for trucks to have over a million miles or more during their life. They will be continually rebuilt, remotored and/or rebodied. Trucks can be reconfigured mid-life to meet new requirements. What was once a short haul semitractor might become a dump truck or tow truck. These possibilities make for some interesting decisions when restoring an old truck,

First thing you have to do in restoring an old truck is decide at what point it is stock. I have yet to see someone restore a cowl and chassis, yet that would be how it left the factory. Suppose the truck is an armored truck for delivering money to banks. A small coach builder was commissioned to build the body. The coach builder probably would use parts from a wide variety of vehicles, not just the maker of the drivetrain. Suppose now somewhere in its life the chassis wore out and the body, due to its heavy construction, was still serviceable and was placed on a newer cowl and chassis (a practice that is still used by many companies such as armored car companies and selfserve moving companies like U-Haul). Later in its life the motor blew up and was replaced along with the transmission by another make engine and transmission because of availability. Now the owner of this truck must decide at what point in his truck's life does he want to restore it. He could restore a cowl and chassis of the first incarnation and leave the body off as a display or at any point thereafter,

Is it going to be stock? That seems to be subjective. Are changes that occur during its working life still acceptable? I think the question should be, "does it matter?" Isn't that for the owner to decide and for us, as fellow members, to support and appreciate? Yes! However, if a fellow member wants to restore, fix up or customize his or her truck, we should accept it even though we may disagree with it. After all, the point of our club is to get old trucks back on the road. Not all of them will be museum quality restorations because that route is very difficult and expensive. I would rather go to a show that has 200 trucks of all types and levels of restoration than a show of ten trucks that are worthy of concourse' de elegance. As a last word I would like to close with an old saying we were taught as children that should be our motto when talking about someone elses truck., *"If you don't have anything nice to say, don't say anything at all."* Ron Berg

SOUTHERN CALIFORNIA CHAPTER - ATHS

## GENERAL CHAPTER MEETING

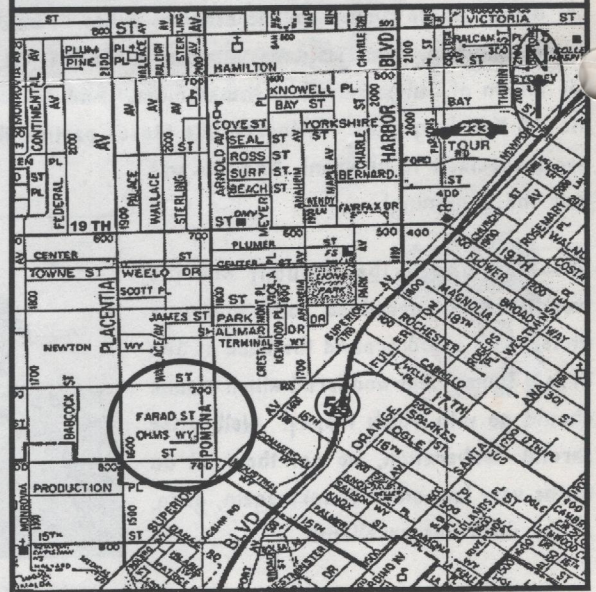
JUNE 14, 1995  
7:30 P.M.

LEIGH KNUDSON'S SHOP

719 OHMS WY.  
COSTA MESA, CA  
(714) 645-3036

CALIF. THOMAS BROS. PAGE 199 A-3

FOR THOSE WHO ARE INTERESTED, WE PLAN TO MEET AT 6:30 AT "TACO MESA" (NEXT TO MCDONALD'S AND ACROSS FROM DMV) ON 19TH STREET BETWEEN HARBOR AND POMONA. THEN WE'LL DRIVE A FEW BLOCKS TO LEIGH'S.



### Free Parts!! 1935 Ford Sedan Delivery

Rear door, restorable; rear apron, usable for pattern; front doors, restorable; misc. parts. Wheels for 1935 Ford (rare) \$5 each. Wheels for 1949 Ford Pickup \$5 each. Call Larry Rhoades, (805) 945-3255

### Wanted: Mid 50s to mid 60s Double Cab

Chevy or Ford pickup truck, 3 or 4 doors. Preferably with short bed,. Call Ron (909) 880-1807



## SCC Chapter Book Store Close Out Discounts

Collectible & Classic Trucks	\$12.95	<b>Sale Price</b>	\$10.00
John Deere Farm Tractors	\$29.95	<b>Sale Price</b>	\$24.00
150 Years of International Harvester	\$29.95	<b>Sale Price</b>	\$24.00
Pickup & Van Spotter's Guide	\$16.95	<b>Sale Price</b>	\$13.00
American Light Duty Trucks 86-96	\$29.95	<b>Sale Price</b>	\$24.00
American Fire Engine	\$29.95	<b>Sale Price</b>	\$23.00
Collectible Car Digest	\$24.95	<b>Sale Price</b>	\$20.00
Commercial Trucks (450 Photos)	\$19.95	<b>Sale Price</b>	\$15.00

Now Available Locally

### First Collector's Special Issue ATHS "Show Time"

Buffalo, NY National Convention 1994, Over 600 Photos. \$20.00

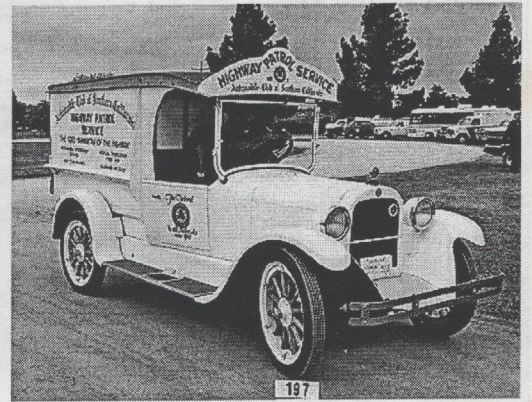
Tim Benson

(714) 267-4753 or (800) 555-0999

## American Truck Historical Society Southern California Chapter 1995 Officers and Board Members

President	Mark Christensen	(909) 883-1955
Vice President	Ron Berg	(909) 880-1807
Secretary/Treasurer	Ken Lund	(909) 794-2616
Historian	Bob Kennison	(714) 997-5767
Editor	Dan Gosnell	(909) 883-1091
Board Member	Tom Bell	(310) 867-6711
Board Member	Tim Benson	(714) 289-8350
Board Member	Dan Cyr	(310) 531-7386
Board Member	Doug Graft	(714) 639-5319
Board Member	Leigh Knudson	(714) 645-5938
Board Member	Larry Laughlin	(909) 794-5394

The "EXPRESS NEWSLETTER" is published six times per year by the Southern California Chapter of the American Truck Historical Society.



## Interstate Commerce Commission Regulations

Effective July 1, 1957

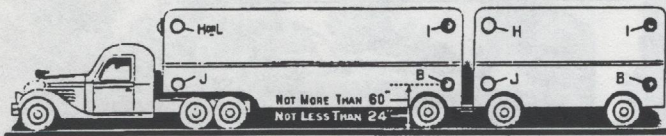
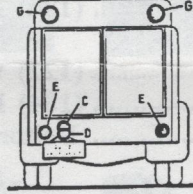
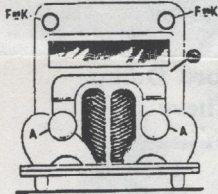
### TRUCK LIGHTING CHART

Prepared and Copyrighted by

**The K-D LAMP Company**  
Cincinnati, Ohio.

Manufacturers of

APPROVED AUTOMOBILE LIGHTING EQUIPMENT



Vehicle Description	Light Location	Lights	Reflectors	Color	Mrk.	
BUSES OR TRUCKS	Front, each side	Headlight		Crystal, Amber or Yellow	A	
	Each side, near rear		*	Red	B	
	Rear	Stop Light		Red, Yellow or Amber	C	
	Rear	Tail Light		Red	D	
	Rear, each side		*	Red	E	
	80 inches or wider shorter than 30 feet	Front, each side	Clearance Lamp		Amber	F
		Rear, each side	Clearance Lamp		Red	G
		Front, each side	Clearance Lamp		Amber	F
		Each side, near front	Marker Lamp		Amber	H
		Each side, near rear	Marker Lamp		Red	I
30 feet or longer	Each side, near front		*	Amber	J	
	Rear, each side	Clearance Lamp		Red	G	
TRACTOR	Front, each side	Headlight		Crystal, Amber or Yellow	A	
	Rear	Tail Light		Red	D	
	Front, each side	Clearance Lamp		Amber	K	
	Each side, near front of cab	Marker Lamp		Amber	L	
	Front, each side	Clearance Lamp		Amber	F	
	Each side, near front	Marker Lamp		Amber	H	
	Each side, near rear	Marker Lamp		Red	I	
	Each side, near front		*	Amber	J	
	Each side, near rear		*	Red	B	
	Each side, near rear		*	Red	G	
TRAILERS	Each side, near rear	Clearance Lamp		Red	I	
	Each side, near front	Marker Lamp		Red	G	
	Each side, near rear		*	Amber	J	
	Each side, near front		*	Red	B	
	Each side, near rear		*	Red	G	
	Each side, near rear	Clearance Lamp		Red	E	
	Each side, near front		*	Amber	J	
	Each side, near rear		*	Red	B	
	Each side, near rear	Clearance Lamp		Red	G	
	Each side, near front		*	Red	E	
Irrespective of weight	Rear	Stop Light		Red, Yellow or Amber	C	
	Rear	Tail Light		Red	D	

\*Approved, S. A. E. Recommended, or superior.  
Stop Light and Tail Light may be combined in one housing. One rear reflector may be in combination with tail lamp.  
Side marker lamps and adjacent clearance lamps may be combined.  
When motor vehicles are operated in combination, lamps (except tail lamps) obscured by virtue of the vehicles being in combination need not be lighted.

Sold by: Leigh Knudson, 2378 Norse Ave. Costa Mesa, CA 92627

## International Truck Show

JUNE 21, 22, AND 23, 1995  
LAS VEGAS, NV

SANDS CONVENTION CENTER  
ADMISSION FREE

(20 ANTIQUE TRUCKS FROM 3 CHAPTERS  
HAVE SIGNED UP.)

FOR MORE INFORMATION CALL  
TIM BENSON

(714) 267-4753 OR (800) 555-0999

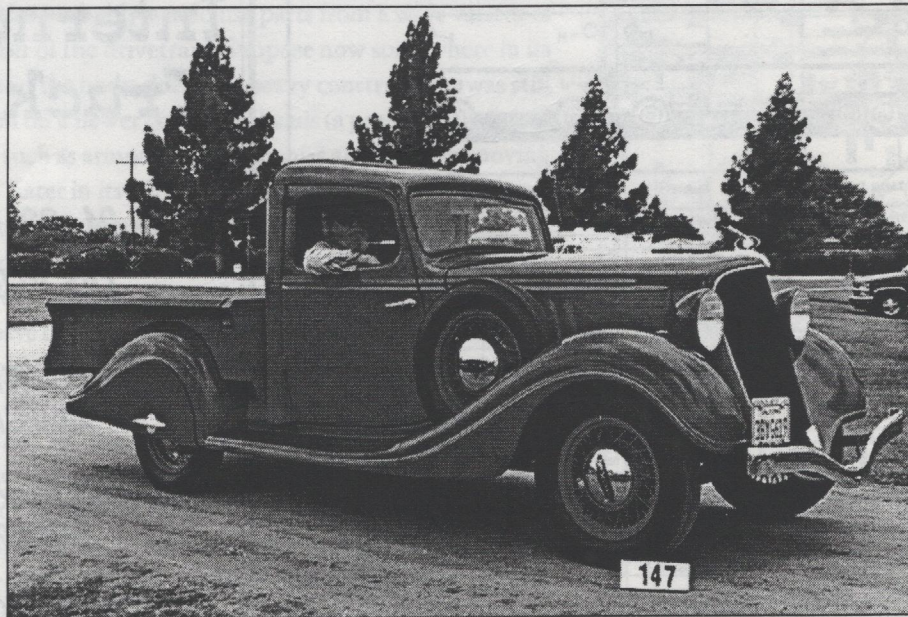


# 1995 ATHS - Southern California Chapter

Eleventh Annual Truck Show  
California High School, Whittier, CA

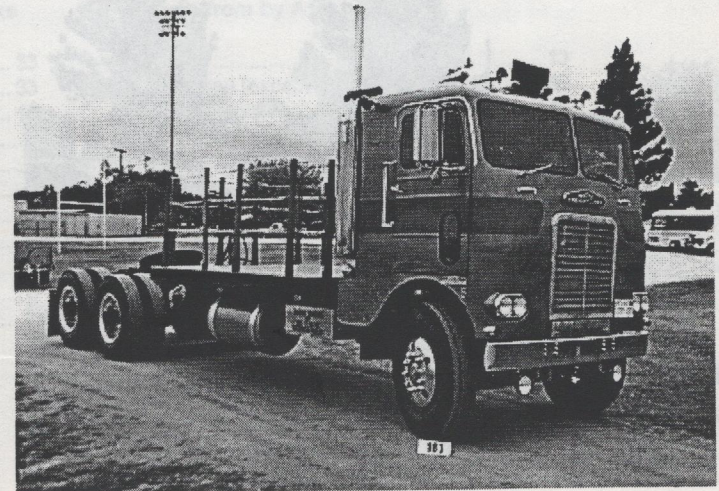
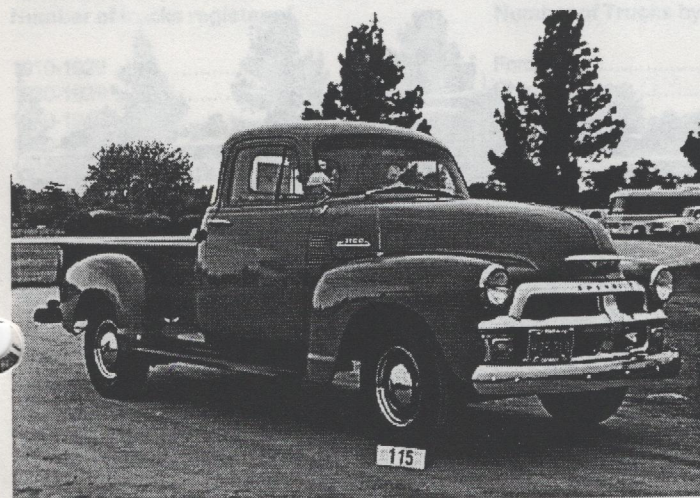
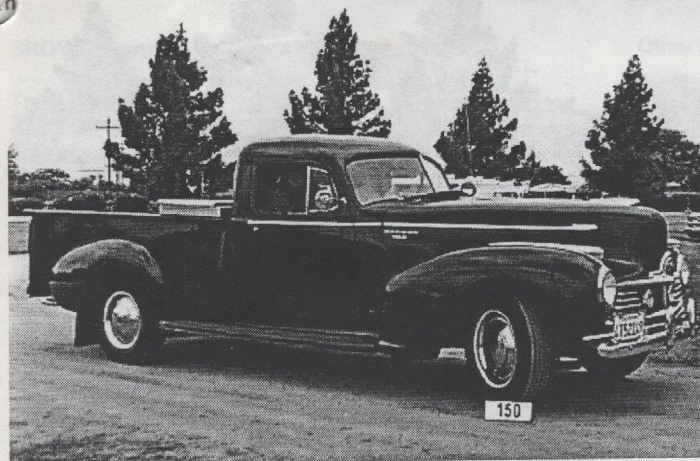
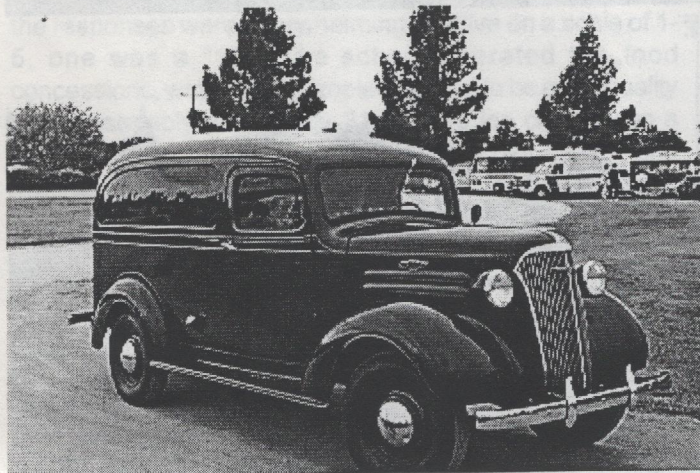
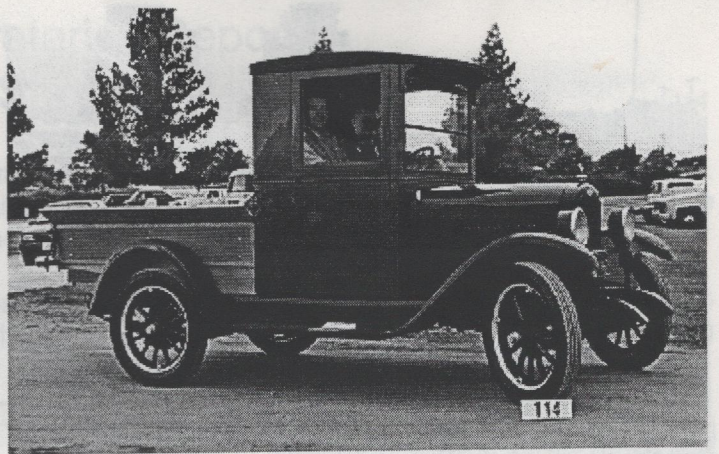
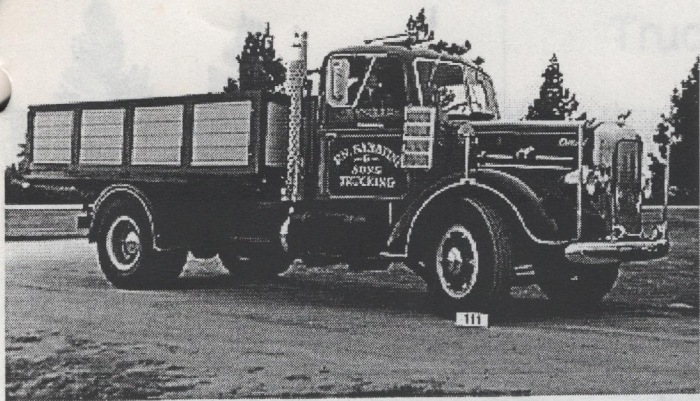


Best of Show .....	(147) Press Kale .....	1934 Terraplane PU
President's Choice .....	(111) Jack Barton .....	44 Mack
Up to 1927 Stock Truck .....	(114) Larry Kemp .....	1927 Chev
1928 to 1940 Stock Truck .....	(123) Paul Batista .....	1937 Panel
1941 to 1953 Stock Truck .....	(179) Terry Klenske .....	1953 Kenworth
1941 to 1953 Stock Truck Under 1 Ton .....	(150) Howard Rogers .....	1944 Hudson PU
1954 to 1961 Stock Truck 1 Ton and Up .....	(154) Ron Hairrell .....	1956 Chevy
1954 to 1961 Stock Truck Under 1 Ton .....	(115) Richard Pope .....	1954 Chevy
1962 to 1970 Stock Truck .....	(183) Terry Klenske .....	1962 White Freightliner
Up to 1940 Modified Truck .....	(168) Karl Kirkland .....	1933 Ford
1941 to 1953 Modified Truck .....	(133) Ed Bonestroo .....	1946 Autocar
1954 to 1961 Modified Truck .....	(161) Bill Watson .....	1959 Peterbuilt
1962 to 1970 Modified Truck .....	(158) Rocky Dugard .....	1963 Peterbuilt
Best Preservation Truck Unrestored .....	(143) Ron Riley .....	25 Federal
Best Fire Truck or Emergency Vehicle .....	(169) Dan Gosnell .....	1947 Ford
Best Military Vehicle .....	(134) Bill Leuer .....	1916 Touring
Best Cargo Transported by an Antique Commercial Vehicle .....	(122) Walter Nollac .....	1932 Ford Dump
Longest Distance Traveled .....	(154) Ron Harrell .....	1956 Chevy
Best Fleet .....	Dalton Trucking (photo not available of complete fleet at print time)	

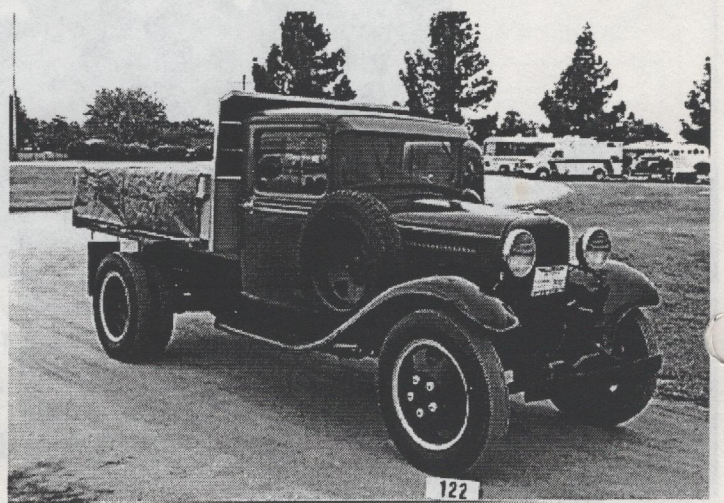
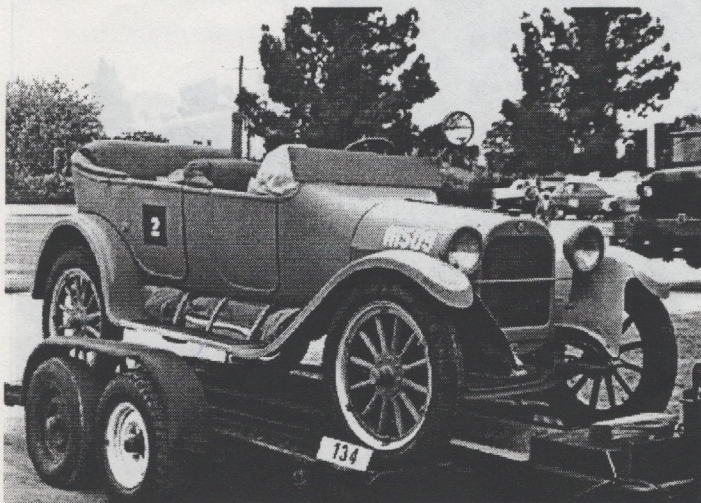
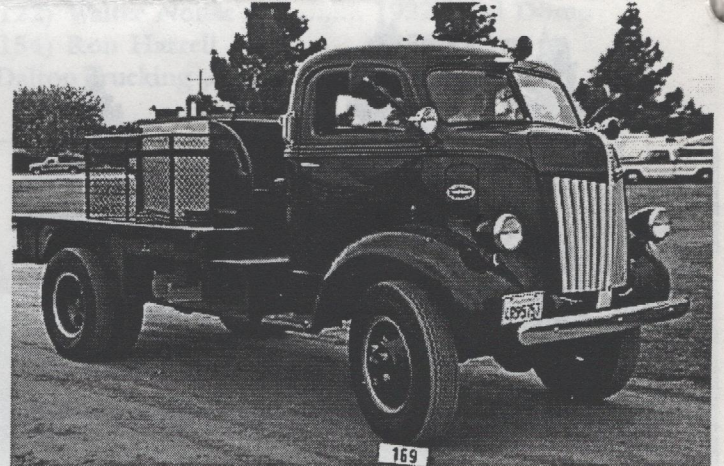
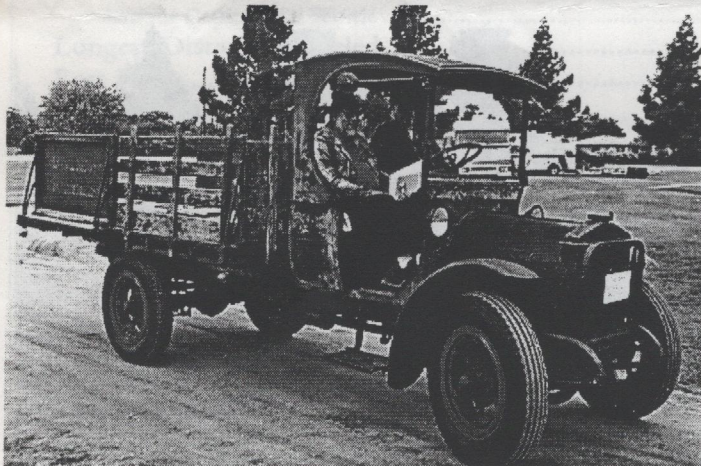
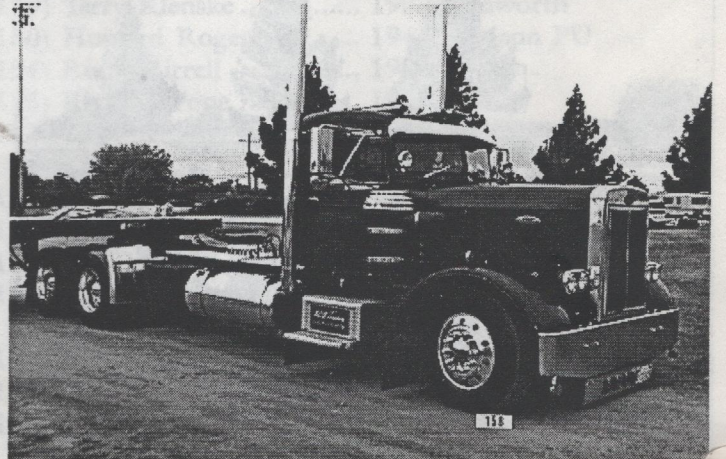
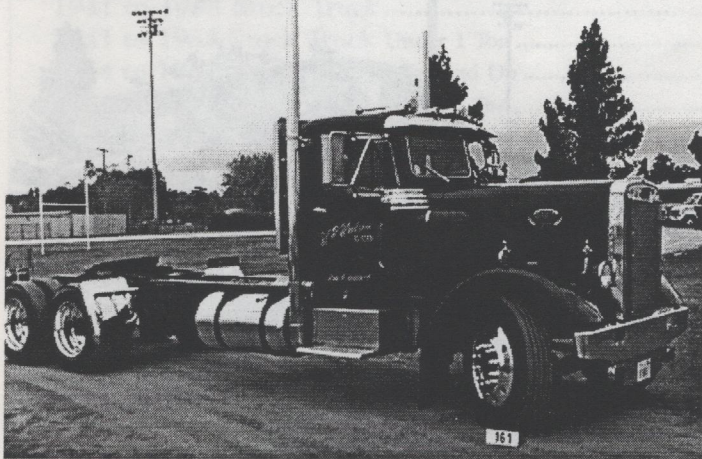
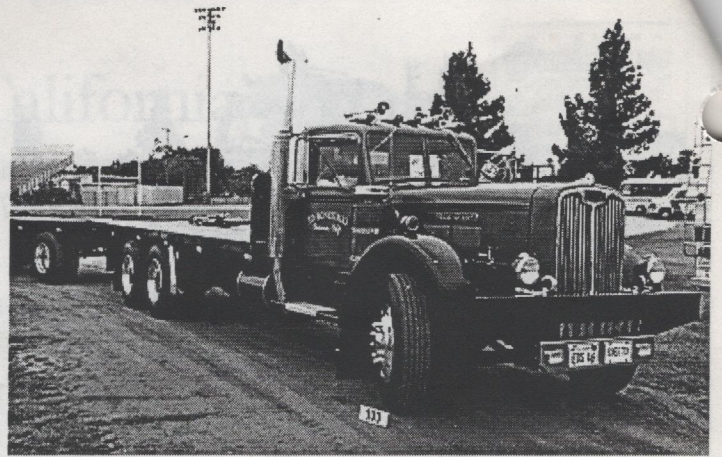
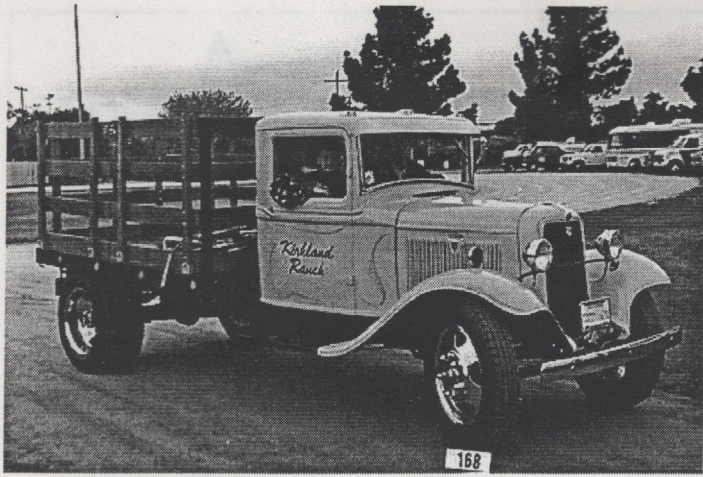


Southern California Chapter ATHS Eleventh Annual Truck Show  
**1995 Best of Show**  
Press Kale's 1934 Terraplane Pickup



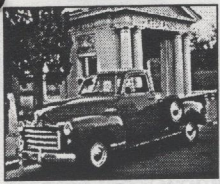








# May 1995 Secretaries Report Truck Show



Well another successful truck show is behind us. To all who helped on the "financial side" (registration, admission gate, and chapter booth), many thanks for all the hard work. We had a great team, and all were important and integral to the success. None of us could have done it alone. All are to be commended.

This month's column will have a lot of statistics. While statistical data is usually about as interesting as watching paint dry, I'll try to make the report as interesting as possible. Look for the "stats" on a following page.

On a final note, a survey was conducted to poll participants and spectators about the show. With very few exceptions the responses were overwhelming positive on a scale of 1-5, one was a "12." The school operated the food concessions, which most people reported to be good quality and reasonably priced (the 31 Flavors ice cream was a special touch). The T-shirts were a 5-color design and "pressed" on site, offering a selection never offered before. The few negatives were mostly site related (rest rooms, gate size, etc.). (See results in another section of the newsletter.)



A "non-trucker" and nonmember, our "roving" photographer was extremely impressed with the organization and "family reunion picnic" atmosphere, where total strangers can feel at home and welcome. This is the REAL measure of our success, and on a scale of 1-5 it was also a "12."

## 1995 TRUCK SHOW STATISTICS

### SHOW Revenue:

Truck Registration	\$1,246.00
Admission Gate *	\$2,585.00
Total Booth Sales	\$ 518.00
<b>TOTAL</b>	<b>\$4,349.00</b>
Expenses ****	\$2,831.22

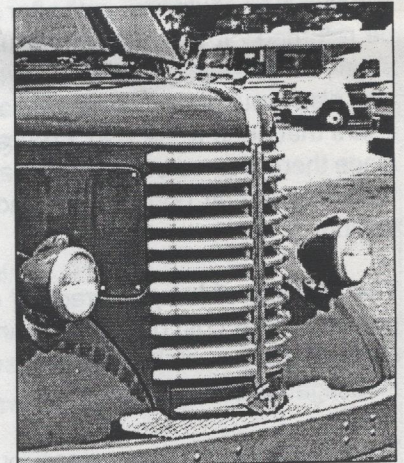
### Other Revenue:

Memberships	\$75.00 **
Book Sales	\$338.00 ***

**Net Revenue** **\$1,517.78**

#### Notes:

- \* No tally of number of spectators - Estimate at \$2.00 "average" (about 1200)
- \*\* Odd amount due to one "year-and-a-half" member
- \*\*\* Not counted with "Show" - partially offset 1994 expense
- \*\*\*\* (Printing, Dash Plaques, Trophies, Promotion, Film and processing, etc.)



### Number of trucks registered

1910-1929 .....	19
1930-1939 .....	26
1940-1949 .....	26
1950-1959 .....	38
1960-1970 .....	18
1971 and up .....	7
<b>Total .....</b>	<b>134</b>

### Number of Trucks by Make

Ford .....	33
Chevy .....	33
GMC .....	10
Mack .....	6
White .....	2
"Pete" .....	8
"KW" .....	5
Autocar .....	2
Dodge .....	8
Diamond T .....	3
Crown .....	4
IH .....	5
Studebaker .....	3

### Where from by Area

Whittier .....	13
LA/Orange (except Whittier) .....	68
"Inland Empire" .....	43
San Diego County .....	4
Other CA (Fresno Bakersfield) .....	2
Outside CA (AZ, Mexico, etc.) .....	4
<b>Totals .....</b>	<b>134</b>

1 each... Moreland, Hudson, Terraplane, Willys, REO, Federal, Yellowstone, Kaiser, Citroen, Army, Military, and Indiana (registered but not there).

Some of the "Unusual" Trucks (See "Winner's" page for all trophy categories)  
 -1955 Ford "Coupe Utell-Australian Ford "Ranchero"-Right-hand drive!  
 -1947 Kenworth - "Dragster"- Twin turbo, V-8 Diesel

-1934 Terraplane Pickup  
 -1947 International Armored Car



## Secretary/Treasurer's Report

### Bank Balance (as of 5/16/95): \$5,352.00

Minutes of May 17, 1995 Board Meeting

The meeting was called to order at 7:30 PM at Ron "Stretch" Berg's house in San Bernardino. In attendance were Mark Christensen, "Stretch", Ken Lund, Steve Sackett, Dan Gosnell, Jim Wade, Rich Yost, Leigh Knudson, Don McCann, and Tom Bell.

We discussed the show statistics, questionnaires, and had an overall "critique". With few exceptions the show went smooth. Everybody knew their job and did it. We are compiling a Truck Show Manual with notes and suggestions so it can be done

consistently and easily year after year. The show will be an on-going committee, regardless of officers or board of directors, again for consistency. Suggestions for next year's show include: school food vendors setup the night before, set times for "relief" for the various stations, raise vendor fees, additional advertising sources, winner's circle (display trophy vehicles in a separate area before awards), cut off judging earlier, gather raffle gifts and trophy parts throughout the year, have T-shirts and printed material earlier (August?) for advertising at other events, etc. We will be meeting with the school on Wednesday, May 31 for their critique and to award their donation (we voted to give them \$750 this year). Other show topics voted on: Same place-yes; date-May 5 (1 st Sunday); include farm tractors and engines-yes; raise entry fee-no (but cut off preregistration to two weeks prior to show date).

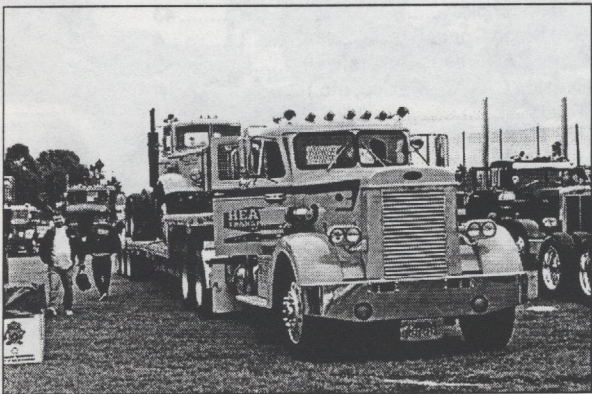


A bill for \$1370 was presented by Tim Benson for hats and Show Time books to be sold at the International Trucking Show in July. I called ATHS-Birmingham to find out how soon they need payment, and I was told that they could wait until after August and any unsold inventory could be returned. It was further discussed by the board that the profit is so small, that shipping of unsold inventory would likely negate the profit. It was also brought up that we still have numerous hats and books from prior years that need to be sold. Therefore, it was decided unanimously, that since there was no board approval for this purchase, the club will not pay for the hats and books. Tim and ATHS-Birmingham will be notified in writing.



The problem of keeping track of club equipment and its storage was brought up. It was discussed that we look into the possibility and cost of acquiring an enclosed "club trailer". The benefit would be a centralized storage of all awnings, tables, signs, and other club and show supplies. It would also serve as a "rolling billboard" at other events. No action other than investigation of feasibility.

The Annual Family Picnic was brought up. It seems quite definite that it won't be at the Long Beach Naval Shipyard as in years past. Other possible sites discussed were: 1) El Dorado Park off of the 605 freeway; and 2) Gillman Ranch in Banning/Oak Glen. No action was taken. If any one has suggestions and/or would be willing to help with the plans, please let us know as soon as possible.



The next club event is the San Sylmar Tour June 3 at 1:00 PM. The tour is free, but limited to 50 people. We only have 11 signed up so far. Please let me (Ken Lund 909-794-2616) know as soon as possible so I can save a spot for you. It will be on a first come basis, but I will take backups. If you reserve and 'cannot' show up, please let me know in case someone is on the waiting list. Unofficially, some will be meeting at Denny's about "noon." See details and map in newsletter.

The meeting was adjourned at 9:45 PM. The next meeting is June 14 at Leigh Knudson's Shop in Costa Mesa. Look for address and map in the newsletter.





# American Truck Historical Society Southern California Chapter



## Calendar of Events

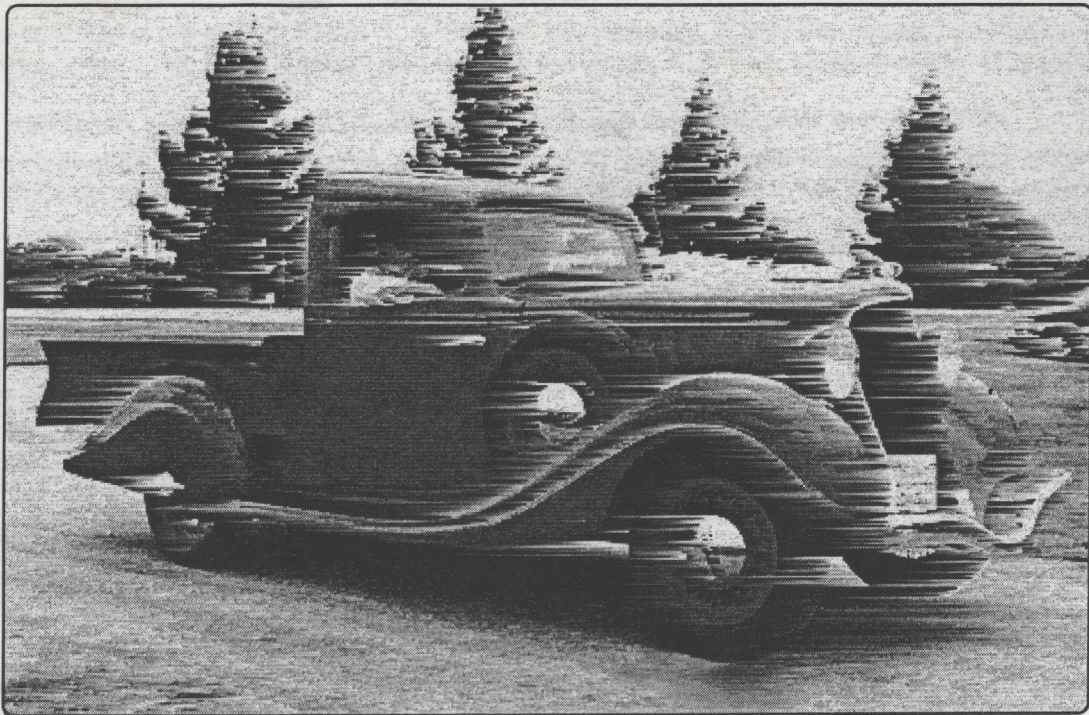
- July 8 SNV - ATHS Truck Show, Alamo Truck Plaza, Sparks, NV, Sierra Nevada Chapter, Allen Young, (702)677-4678.
- June 11 CCC - ATHS Pot Luck at Bar 46 Ranch, Central California Chapter, Gilroy, CA, (408) 848-6510.
- June 17-18 Vista Antique Tractor/ Engine Show and Swap Meet, Vista, CA.
- June 25-25 Vista Antique Tractor/ Engine Show and Swap Meet, Vista, CA
- June 21,22,& 23 International Truck Show, Sands Convention Center, Las Vegas, NV, For ATHS participation contact Tim Benson, (714) 267-4753 or (800) 555-0999.
- June 24 San Bernardino City Firefighter's Muster and Chili Cook Off, San Bernardino City Fire, Downtown, Court and "E" Street, San Bernardino, CA, (909) 384-5505
- July 16 Pomona Antique Auto, Corvette...Swap Meet, Fairplex, Pomona, CA.
- July 22 Redlands City Fire Fighters Muster, University of Redlands Campus, Redlands City Fire
- July 21-23 CCC - ATHS Central Coast Cooler, Arroyo Grande, CA, Central Coast Chapter, (805) 473-0846.
- August 3-6 Hot August Nights in Reno, Reno, NV. (702) 829-1955
- August 12 RC - ATHS Pot Luck at Western Railway Museum, Rio Vista, CA, Redwood Chapter, (707) 824-0745.
- August 26-27 OTC - ATHS Pacific Northwest Truck Museum, Brooks, OR, Oregon Trail Chapter, (503) 636-4467.
- August 27 Pomona Antique Auto, Corvette...Swap Meet, Fairplex, Pomona, CA.
- September 9-10 CCC - ATHS Prune Festival Truck Exhibit, Yuba City, CA, Central California Chapter, (916) 678-2426.
- September 14-17 Route 66 Redezvous Car Show/Cruise/Swap Meet, San Bernardino, CA
- Sept. 30 - Oct. 1 WSJVC - ATHS Tomato Fest Truck Show, Los Banos, CA, Westside San Joaquin Valley Chapter, (209) 826-9088.
- October 7 SCC - ATHS October Turnaround, Location to be determined.
- October 14-15 Truck Show & Barbecue at Fortier Truck Terminal, Fresno, CA, Westside San Joaquin Valley Chapter, (209) 275-0444.
- October 15 Pomona Antique Auto, Corvette...Swap Meet, Fairplex, Pomona, CA.
- November 19 Pomona Antique Auto, Corvette...Swap Meet, Fairplex, Pomona, CA.
- May 5, 1996 1996 Southern California Chapter, ATHS Twelfth Annual Truck Show, Mark Christensen, (909) 883-1955.
- May 23-26, 1996 1996 ATHS National Convention and Antique Truck Show, Sheraton Inn, Westgate, Toledo, OH.

Please send information about important events to: Dan Gosnell, Editor, SCC - ATHS, 5505 N. Mayfield Ave. San Bernardino, CA 92407 (909) 883-1091





IF YOU HAVE ANY PROSPECTIVE MEMBERS OR A GROUP THAT YOU WOULD LIKE A NEWSLETTER SENT, PLEASE CONTACT THE EDITOR.



*A Blast From The Past - 1995 ATHS - Southern California Chapter  
Eleventh Annual Truck Show, Whittier, California*



**Southern California Chapter  
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