



HEADLIGHTS



South Jersey Region AACA

Club Website www.sjraaca.com

February, 2016

THE HESS TOY TRUCK

A Collectible Phenomenon That Began at \$1.39

By Jim Koscs



1967 Hess Tanker

Continued on Page 5

EVENTS & ACTIVITIES

FEBRUARY

- 1 7:00 PM CLUB MEETING**
Woodstown Borough Hall
- 11-13 AACA 80th Annual Meeting**
Sheraton Hotel, Philadelphia
- 18 6:30 PM FRIENDSHIP & FOOD**
Carollos Family Restaurant
2036 Delsea Dr., Franklinville
- 25 7:00 PM 2016 Meet Meeting**
McFarland's home.

MARCH

- 7 7:00 PM CLUB MEETING**
Woodstown Borough Hall
- 10 6:30 PM Friendship & Food**
To be announced
- 19 8:30 AM SWAP MEET SET UP**
Breakfast at Woodstown Diner
- 20 SWAP MEET & CAR CORRAL**
Salem County Fair Grounds

APRIL

- 4 7:00 PM CLUB MEETING**
Woodstown Borough Hall
- 9 9:00 AM—Auction at**
Wamsley's Texaco Garage
- 14 6:30 PM Friendship & Food**
To be announced
- 16 Boardwalk Hall Tour**
Atlantic City—See Page 4
- 20 5-8 PM CRUISE NIGHT**
Bobbitt Auto



SJRAACA OFFICERS

President: Dave Birchmire - 856-371-9304
birchmiresr@hotmail.com
Vice President: Terry Shelton
Secretary: Leon Erdner
Treasurer: Edna Norris
Editor: Linda McFarland - 609-202-3907
sjraaca@gmail.com

CLUB MEMBERSHIP

- **SJRAACA dues are \$10 per year (due by Jan 1st).**
- **Must be a member of AACA National.**
- Meetings are at Woodstown Borough Hall at 7 p.m. the 1st Monday of every month except **September then it is the following Monday.** Call any board member for meeting cancellation notices during weather emergency.
- **CLUB WEBSITE: www.SJRAACA.com**
There is always more to see on our Website.

CLUB JACKETS OR SHIRTS??

Placing a shirt & jackets order soon.
The cost is on the members. See Linda
Golf Shirts: S-XL (Pricing upon request)
Spring Jackets: S-XL \$42; 2X \$44 & 3X \$46
Winter Jackets S-XL (Pricing upon request)



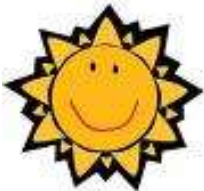
HAPPY BIRTHDAY!!



2-6 Don Symonds
2-7 Jeanine Tindall
2-12 John Tumolo
2-27 Rich Faunce

BIRTHDAYS NEEDED! If you haven't been to a meeting lately and never gave me your birthday, then I don't have it. E-mail or mail your birthday to me so I can make sure it's in the newsletter.

SUNSHINE



Becky Counsellor reported that a fruit basket was taken to Janet Erdner for her recent surgery. Flowers will be taken to Donna Crim since she cannot eat fruit. Jim Christos also has had outpatient surgery.

**YOUR CAR STORY IS NEEDED.
EMAIL OR MAIL YOUR SPECIAL
STORY ABOUT YOUR CAR.**

PRESIDENT'S CORNER

Dave Birchmire



This year at last, I write this column with snow having covered the ground a week or so ago. We are doing better than last year with the temperatures being much warmer. Our Board of Directors meeting was moved back a few days to make sure the roads were safe to travel on. Thanks to Janet and Martin for letting us use their furniture store for our Board Meetings this year.

It won't be long before the 45th Annual Swap Meet & Car Corral will be here. This year's date is March 20th. It's one week earlier because our normal date would fall on Easter. This is our club's only fundraiser for the year so we need everyone's help to make it a success. For more information call Gary or Chuck.

The Boardwalk Hall Tour was postponed because of the weather and rescheduled for April 16th tentatively.

Our 2016 Bobbit Cruise nights are all locked in and Linda will have flyers printed and ready to be handed out at our next meeting. We plan on having two more cruise nights this year at the Kountry Kitchen Restaurant. We are looking at June and September for this. Dates to follow.

Next week will be our AACA National Annual Meeting in Phila. A trade show is the highlight of the event, along with auto related seminars. This year we will have a display booth at the trade show. We will be promoting our Eastern National meet being held this May at the N.J. Motorsports Track in Millville. There will be literature to hand out and our meet shirts will be for sale. Hope to see a lot of you there.

Happy Motoring!

YOUR RECIPES WANTED



The 50th Anniversary Committee is creating a Recipe Book of some of our members' favorite recipes.

This Recipe Book will be given out at our Banquet to be scheduled for sometime in the fall of 2016.

Please send your recipes to Valerie Wynne along with your name and phone number (if she has any questions).

You can email or mail to Valerie Wynne:
popwynne@yahoo.com
or mail to:

741 Heritage Rd., Sewell, NJ 08080

DEADLINE FOR ALL RECIPES IS MARCH 7TH

Meeting Highlights of the South Jersey Region Monday, February 7, 2016

The meeting was called to order by President Dave Birchmire. All stood for the Flag salute. Dave reminded everyone that we all should be wearing our club badges to meetings.

Leon Erdner gave the Secretary's report and Edna Norris gave the Treasurer's report. Both were approved and bills were approved for payment.

Sunshine: Becky Counsellor reported that a fruit basket was brought to Janet Erdner for her recent surgery. Donna Crim will be receiving flowers since she cannot eat fruit. Jim Christos has also had some outpatient surgery and will receive a card.

Correspondence: A thank you note was read from the Crawford family. They are one of the Sunshine families that received gift cards from us.

Old Business: Swap Meet—Gary Green reported that all is going well with the Swap Meet. He will have a sign up sheet next month for everyone to sign so jobs can be assigned.

50th Anniversary Committee—Janet Erdner noted that a meeting will be scheduled shortly and Valerie Wynne said that she needs to receive everyone's recipes by March 7th our next meeting date.

Chuck Gibson reported that the Boardwalk Hall Tour is being tentatively rescheduled for Saturday April 16th. We will be meeting at 8:00 am at the Malaga Diner. Our first stop before Boardwalk Hall will be Lucy the Elephant.

Chuck Gibson also reported on the 2016 National Meet. We will be having a meeting on Thursday, February 25th at 7:00 PM at the McFarland home. Chuck also noted that he and Ron Scott met with the Motorsports people and they are being very accommodating. Friday, May 20th at 6:00 pm is when we will be able to "Drive the Track" with our cars. Fran Shore and Linda McFarland also encouraged everyone to enter their car for the Meet.

AACA Philadelphia Annual Meeting—Fran Shore discussed the many seminars that will be taking place at the AACA Annual Meeting. We will have a booth at the trade show to advertise our Meet in May and sell shirts and give everyone information regarding our meet. Linda also noted that one of the seminars will be "The Appraisers" who have been on TV recently.

New Business

Dave discussed that our Club always donates to the AACA Library & Museum each year at the President's Dinner in Philadelphia. A motion was made and approved to give \$500 to each the Library and Museum this year.

Dave reminded everyone that AACA National Dues and Local Dues are now due. A motion was made and approved to continue to pay National & Local dues for our 2 Veterans and also Gavin Fordyce.

Bobbitt Cruise Nights are set and we will be having a cruise at Kountry Kitchen in June and September.

Friendship & Food Night Out will be on Thursday, February 18th at 6:30 pm at Carollos Family Restaurant, 2036 Delsea Drive, Franklinville, NJ

Meeting was adjourned at 7:50 pm.



FRIENDSHIP & FOOD NIGHT OUT

Thursday, Feb. 18th

6:30 PM

Carollo's Family

Restaurant

2036 Delsea Drive.

Franklinville, NJ 08322



2016 National Meet Meeting

Thursday, Feb. 25th at 7:00 PM

At McFarland's home

224 Hogate Blvd., Salem, NJ



AACA CALENDAR OF EVENTS

Listed below are some upcoming National tours and meets you may be interested in attending:

- **February 11-13, 2016** AACA Annual Meeting, Philadelphia
- **March 17-19, 2016** Winter Meet, Naples/Marco Island Region, Naples, Florida
- **April 7-10, 2016** Southeastern Spring Meet, Hornets Nest Region, Charlotte, North Carolina
- **May 5-7, 2016** Special Spring Meet, Auburn Indiana
- **May 19-21, 2016** Eastern Spring Meet, South Jersey Region, Vineland, New Jersey
- **June 2-4, 2016** Annual Grand National Meet, Susquehannock Region, Williamsport, Penna.
- **June 10-12, 2016** The Elegance at Hershey & Grand Ascent Hillclimb, Hershey, Pennsylvania
- **June 12-17, 2016** Sentimental Tour (1928-1958) Hornets Nest Region, Salisbury, North Carolina
- **July 14-16, 2016** Central Spring Meet, Minnesota Region, Mankato, Minnesota
- **July 17-21, 2016** Founders Tour (Post-'31) Allegheny Mountain Region, Huntingdon, Pennsylvania
- **August 11-13, 2016** Southeastern Fall Meet, Fall Capital Chapter, NC Region, New Bern, North Carolina
- **September 1-3, 2016** Western Fall Meet, High Plains Region, Cheyenne, Wyoming
- **September 11-16, 2016** AAA Revival Glidden Tour (pre-1943) VMCCA hosted, North Conway, N.H.
- **October 5-8, 2016** Eastern Fall Meet, Hershey Region, Hershey, Pennsylvania
- **October 20-22, 2016** Central Fall Meet, Gulf Coast Region, Galveston, Texas



Antique Car & Parts Auction

April 9th 2016

The legendary early Ford car & parts collection of the late Mike Torowus is up for auction!

Date & Location:

Saturday, April 9th 2016 - Sale starts at 9:00 AM, Rain or Shine

**Wamsley's Texaco Garage
52 Harding Hwy (Rt 40)
Upper Pittsgrove, NJ 08318**

For more information go to:
<http://www.auctionzip.com/cgi-bin/auctionlist.cgi?vuid=8047>

SATURDAY, APRIL 16th Boardwalk Hall Tour



**8:00 am Malaga Diner for Breakfast
3433 Harding Hwy (Rt. 40)
Franklinville, NJ**

Traveling to Atlantic City with a stop to see Lucy the Elephant.

* * * * *



REGISTER AT AACA.ORG

If you have never shown a car at a AACA National Meet, now is your chance. Don't miss out on a great day.

Friday, May 20th at 6:00 PM is your chance to "Drive the Track" with your vehicle.

Everything will take place at the New Jersey Motorsports Park, Millville, NJ

Registration Deadline is April 19, 2016



BOBBITT CRUISE NIGHTS

3rd Wednesdays 5:00-8:00 pm

Bobbitt Auto

595 Salem Quinton Road, Salem, NJ

April 20th

July 20th

May 18th

August 17th

June 15th

Sept. 21st

Saturday, October 15—3:00-6:00 pm

Toys for Tots Cruise

Music by our own DJ Ed Counsellor

**Come on out and enjoy the music
& see old friends.**

THE HESS TOY TRUCK, A COLLECTIBLE PHENOMENON THAT BEGAN AT \$1.39

By: Jim Koscs

If you were a kid on the East Coast in the 1960s and there was a Christmas tree in your house, you might remember seeing a Hess Toy Truck under it. And if instead of playing with the truck to its destruction you displayed it on a shelf for 50 years and kept the box in pristine condition, too, you could be sitting on a collectible worth about \$2,300 – 1,600 times the original price of \$1.39.

A handful of the Hess Toy Trucks issued in the past half century are worth considerably more than that to collectors – if in mint condition in the original box and with all the inserts that came with it. Many other models fetch hundreds of dollars, and finding one is just an Internet search away.

You're likely to stumble upon Ray Patterson's website, RaysHessToyTrucks.com, which also provides considerable background on the toys of all years, including little-known special editions. Patterson, who once owned a 1970 Chevelle SS 454 and some 1970s Firebirds, totally gets the importance of how condition, nuance and detail can affect collectability. He's been buying, trading and selling the Hess Toy Trucks for the past 25 years, having turned his hobby into a full-time job.

"If you're looking for the rare Hess Toy Trucks, I'm your guy," said Patterson. "We get hundreds of emails every month from people offering to sell us their collections. They're often from a father or grandfather who passed away. So our stock supply is nearly endless."

A Thanksgiving Tradition

The Hess Toy Truck debuted on Thanksgiving Day 1964, four years after the East Coast-based oil refiner and marketer opened its first gas stations. Until they were offered via the Internet in 2012, Hess Toy Trucks were mainly an East Coast phenomenon, sold only from Hess stations.

At company founder Leon Hess's direction, Hess issued the first Toy Truck as a combination promotional item and customer appreciation gesture. The first was a tanker trailer pulled by a Mack B series tractor and manufactured for Hess by Marx. Even with exclusive availability from Hess stations, the production run of 150,000 sold out quickly. Hess repeated the same truck for 1965, though there were color scheme variations in both years, Patterson says. The 1966 toy was an ocean-going Hess tanker ship.

The toys issued every year since have ranged from reproductions of Hess corporate vehicles to whimsical machines bridging land, water, air and even outer space. Driving to a Hess station before the toys sold out would remain a Thanksgiving Day tradition until 1995. That year, the company moved the on-sale date up two weeks to prevent the local traffic jams the holiday introductions had been causing. Online sales started in 2012, and the on-sale date moved to Nov. 1.

In 2014, Hess sold its gas stations to Marathon Oil, which rebranded them as Speedway. Hess is continuing its holiday tradition, however. In addition to the online sales, it will offer its 2015 toy truck in some New Jersey, New York and Pennsylvania shopping malls. This year's model is a radical-looking fire truck with a companion ladder rescue vehicle, complete with LED searchlights and sound effects.

Child's Toy or Collectible? Both.

The early Hess toy tanker trucks included rubber hoses for realism, and the tanks on the 1964-65 models could be filled with water and emptied through the hoses. Working headlights and taillights on early models were supplemented by running lights, emergency flashers and sound effects on later toys. And all have come with batteries included.

The tanker design was updated for 1967, and that year's toy became known as the "red velvet" model for the velvet-trimmed display base included in the box. Today, these can be even more valuable than the first-year truck, with prices for top-condition models exceeding \$2,500. Patterson has a waiting list for good ones.

The same truck returned for 1968-1969 minus the velvet-trimmed display stand, and with minor cosmetic details distinguishing each year.



1983 & 1985 Hess
'31 Chevy Tanker

Top-condition examples can approach \$1,000 today. Production had increased to 250,000.

From \$1.69 to \$3,500

Instead of a tanker truck, a fire truck like the one used at the company's New Jersey refinery was issued in 1970 and 1971. As it does in the car world, a fluke decades ago can affect value today. Patterson explained that in 1971, the company ran out of the printed boxes about halfway through the production run. Plain white boxes were substituted, and at each Hess station, the manager would wrap the box with "Seasons Greetings" tape that the company provided. A '71 model with the box in pristine condition could be worth \$3,500 (it was \$1.69 new).

The late 60s tanker design returned in the early 1970s. By this time, annual production had reached 400,000. Such was the public's affection for the Hess Toy Truck that the company easily sold out of the little tankers even as its customers had to wait on long gas lines during the oil embargo that began in October 1973.

Box-type tractor-trailers alternated with tankers until 1980, when the toy was the GMC Motorhome that Hess had been using to conduct training sessions at its gas stations. (The GMC Motorhome itself had been out of production for two years at that point yet was well on its way to achieving cult status.) The GMC featured a sliding side door and illuminating Hess logos, yet it remained surprisingly inexpensive at \$3.29. (That's only \$10 today, adjusted for inflation; a mint condition example could bring \$400.) The first TV commercials announcing the Hess Toy Truck debuted that season, sparking higher demand, and Hess sold 600,000.

For the 1982-1983 toy, Hess turned to its history for a 1931 Chevrolet tanker that Leon Hess used to deliver heating oil during The

Great Depression. One million were sold, and mint condition examples are worth about \$150. Among the fire trucks, tankers and box trailers that followed, Hess snuck in a surprise for 1988 – a racecar transporter with a separate racecar, for two toys in one. This was a harbinger of things to



1980 Hess GMC

come, as it did not mimic an actual Hess vehicle, and Hess would continue issuing toys within toys. The 1995 model was a flatbed truck with a helicopter; the 1999 toy was a flatbed tractor-trailer hauling a space shuttle, which itself opened to reveal a satellite.

According to Justin Mayer, General Manager for Hess Toy Truck, each toy takes from two to six years to go from an idea through design to market. "One of the most exciting parts of Hess Toy Truck tradition every year, for many of our fans, is the big secret surrounding the truck's design," he said.

Even as it was announcing the end of its retail gas station business last year, Hess was celebrating the 50th anniversary of the Toy Truck with a traveling museum. It also issued a special edition toy: a big tanker with a small version of the original Hess tanker truck inside of it, the whole rig illuminated by 92 lights, including 27 LEDs. And yes, batteries were included. It sold for \$45.99 and, one year later, you might pay \$250.



1964 Hess Tanker Trailer



2015 Hess Fire Truck &
Ladder Rescue

Thank you to Hagerty for allowing us to print their article.
<https://www.hagerty.com/articles-videos/Articles/2015/11/23/Hess-Toys>

SJRAACA CLASSIFIEDS



FOR SALE 1976 Alfa Romeo Spider \$3,800 OBO

- 78,000 Original miles **NEW PRICE**
 - 5 speed, fuel injected
 - New water pump, new radiator
 - New fan shroud, new shocks
 - New convertible top with separate hard top
 - Runs well - Extremely fun to drive
- Contact: Ray McFarland 609-202-3906

**No Photo
Available**

FOR SALE 1939 Ford Sedan - Price Negotiable

- Unassembled
 - Engine almost Finished
 - Owner was creating a rod
 - Color blue with grey interior
 - Has all or most parts needed to complete
- For more information call 856-468-6315

350 AUTO TRANSMISSION

- For Sale OR Trade - 350 Auto Transmission with Pontiac bolt up.
- Call Dave at 856-542-0569

**LET US HELP YOU SELL YOUR CAR
AND/OR PARTS.**

**Contact Linda McFarland with your
items for sale.
sjraaca@gmail.com**

SJRAACA CLASSIFIEDS



FOR SALE 1957 Chevy Bel Air Convertible \$90,000

- * Red w/white top
 - * Continental kit
 - * Garage kept
 - * Calif made car/rust free
 - * Fender skirts
 - * Wide white wall tires
 - * Undercarriage detailed
 - * Spinner wheel caps
 - * 83,500 miles (Condition 2)
 - * 283 V8-4 barrel
 - * Power Steering & Brakes
 - * Power Glide transmission—dual exhaust
 - * Interior Red & Silver
 - * Original AM Radio
- Contact: Dave 1-717-464-9394

**No Photo
Available**

FOR SALE 1979 El Camino "Conquista" \$9,800

- 305 V8 4-Barrel Carb. 42,000 original miles
- Auto Trans, Power Brakes, Power Steering
- 4 new tires, FM Radio w/cassette player
- New heavy duty battery, new starter
- Oil change & filter, new spark plugs
- Heated & Air Condition since new (2nd owner)
- Remote mirrors, Tilt wheel

For more information contact Jeff Williams 856-589-6165

4 COOPER TRENDSETTER SE TIRES FOR SALE.

P205 70R 15
Brand New—No miles.
\$75 EACH or Best Offer
Contact Ed 856-362-0001



When Automobiles First Roamed The Earth – 106 Year Old Pipe

While we admit that it may have been 30-years or so after the first vehicle in the world commenced to travel on a thoroughfare – this 1909 Pipe depicted (below) and the party that accompanied it look like they and the automobile had just landed here from another planet.

Our contributor and colleague Ariejan Bos of the Netherlands recently acquired a document dated December of 1909 with this pair of images we share with you today. The automobile is a 1909 Pipe built by the Belgian automaker that produced their first vehicle in 1900.



1909 Pipe equipped with Heilmann's Compound Spring Suspension on a journey to Paris, France.



The chassis with a temporary body was on the way from Brussels to Paris. Ariejan believes it was headed to Maison Rothschild and fils in the French city to have the body constructed for the Pipe limousine or bus shown in the lead image courtesy of the French National Museum.

The vehicle is equipped with Jean-Jacques Heilmann's Compound Spring Suspension that afforded for a very smooth ride. Early pneumatic tires were subject to frequent punctures and blowouts; this design used large diameter double solid rubber tires that eliminated the problem. The last photo in the post is a closeup view of this suspension system.

You can look back to an earlier article covering [Heilmann's Compound Spring Suspension](#) patents, and vehicles to learn more. In a previous article by Ariejan Bos, you can learn more about the [elastic or resilient wheel](#), early tire problems and why this amazing automobile used hard rubber tires.



Thanks to THEOLDMOTOR.COM for giving us permission to print their article.



45th Annual Swap Meet & Car Corral

Sunday, March 20, 2016 Rain or Shine

SALEM COUNTY FAIR GROUNDS

735 Route 40, Woodstown, NJ 08098

(5 miles west of Woodstown & 1/4 mile west of Cowtown)

Contributor:



**Tailgaters Welcome!
Plenty of parking**

**Police directing traffic from parking lot
Over 350 vendors last year**

Automotive Related Items Only

Covered Spaces are 10' x 12', Tailgate Spaces are 12' x 35'

Show Time: 8 AM to 3 PM

Vendor Set up Time: 6 AM to 8 AM

Food Vendors by invitation only.

Food Vendors and Campers using electric will be charged \$25 extra.

Food Vendors must have all applicable certificates and permits.

Vendors are responsible for the removal of merchandise & trash.

**We will attempt to give you your same space as previous year, if
your money is received by March 10, 2016**

For more information contact:

**Chuck Gibson - 609.221.5435
e-mail: gibsonorgntnr@aol.com**

**Gary Green - 856.575.5547
e-mail: 19chevy57@comcast.net**

Day of Show Phone: 609.221.5435

No Soliciting or Cars for Sale in Parking Lot or Vendor Area - CAR CORRAL ONLY

South Jersey Region A.A.C.A. recommends that vendors obtain a New Jersey Sales Tax ID Number



Please Print Clearly

If you want confirmation, send self-addressed stamped envelope

Company Name _____

Name _____ Phone _____

Address _____ City _____ State _____ Zip _____

E-mail address _____

Swap Meet Space - \$35.00
Number of covered spaces: _____ Number of tailgate spaces: _____ Number of indoor spaces: _____ Amt. Enc. \$ _____

Car Corral Space - \$20.00
Number of Spaces: _____ Amt. Enc. \$ _____ Food Vendor Spaces - \$50.00 Amt. Enc. \$ _____

**Mail this form with check
or money order to:**

S.J.R.A.A.C.A.

Gary M. Green

**572 Quinton Marlboro Road
Bridgeton, NJ 08302**

**ON DAY OF SWAP MEET
ALL SPACES ARE \$50.00**

**Online registration and all
major credit cards accepted
via PayPal on our website
at www.sjraaca.com**