

Vol. 28, No. 4

# Ragtops & Rumbleseats

Apr 2021



• **Special Truck Issue**







**CAB-FORWARD COMPACTNESS PAYS!**  
*More load space in less road space*

YOU carry more goods in a given wheel-base length—you turn and back up and park in less time—you maneuver easily in closer quarters—you use less fuel in doing it—with Studebaker Cab-Forward design.

It's the modern way, pioneered by Studebaker far in advance of the whole industry in the low-price truck field!

Cab-Forward compactness pays! That's



Studebaker Standard Models, pictured here, as well as Cab-Forward Models, are available with bodies mounted, either at Studebaker factory or by the body builder, in the most complete range of body styles in Studebaker history.

why it is capturing the urban truck market, just as Studebaker predicted it would. That's why so many others in the truck industry are following Studebaker's leadership.

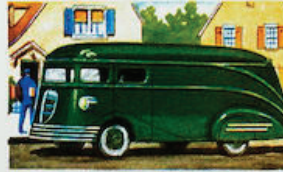
But Studebaker, out ahead by a long, long lead, now provides Cab-Forward efficiency in its topmost development, in four great chassis models. In addition to these, there are four brilliantly engineered and new, smartly styled Standard model Studebakers—plus the sensational new Studebaker Coupe-Express described below!

Already Studebaker trucks are serving more than half the nation's foremost fleets. High value, enduring economy and efficiency are positively demanded in such service. If these are important considerations in your business, see your Studebaker dealer before you negotiate any future truck deals.

**THE STUDEBAKER CORPORATION**  
Truck Division  
South Bend, Indiana



Studebaker Cab-Forward efficiency is most evident in cramped quarters, where the saving of upward of 40 inches in overall length saves hundreds of minutes and gallons of fuel in daily maneuvering.



Almost a third more loading space than usual is plainly evident in this streamlined Studebaker body, available as shown in Cab-Forward models. The Studebaker body program covers all normal hauling needs.

**STUDEBAKER**  
TRUCKS AND BUSES



Coupe-Express! Passenger-car style, comfort, speed, combined with true truck load-capacity! A brand-new kind of vehicle—sold and serviced by all Studebaker dealers. See it, ride in it, drive it—you'll agree that it's without a match in the industry.

**Vintage Advertising**

Very few can argue that Studebaker wasn't at the forefront of styling when it came to their line of 1937 trucks. Their Coupe Express pickup was essentially a Dictator auto's front with a full size truck bed. Their larger commercial offerings included stylish traditional looks with long hoods, as well as streamlined cab-forward models with beaver tail rears and skirted sides.

It's no coincidence, considering that Raymond Loewy, the "Father of Streamlining" and the "Father of Industrial Design" was retained at Studebaker a year earlier. Loewy's vast portfolio includes the Shell logo, Coke vending machines, the Lucky Strike package, streamlined locomotives and the Studebaker Avanti.

**In This Issue**

The best places to find old trucks.

Collecting trucks in smaller scales.

A truck that once called the SIRAACA Garage home.

Spotting trucks in the SIRAACA Time Machine.

Did you know? Studebaker was founded in 1852 as H&C Studebaker in South Bend, IN and incorporated in 1868 as Studebaker Brothers Manufacturing Co., but Peter Studebaker was making wagons in Hagerstown, MD as early as 1740.

*Trivia Question: What famous truck company originated out of Fallesen & Berry carriage builders in Brooklyn, NY?*

*Answer: Mack Truck, started by Jack and Gus Mack, who bought the carriage company in 1893. Their first motor vehicle was a 20-passenger bus built in 1900 that toured Prospect Park.*

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# Minutes of the 544th Meeting

March 2, 2021

1. The 544th meeting of The Staten Island Region AACA was called to order at 7:30 at Pro Sho Sound. There were no previous monthly minutes to read.
2. The Spring Dust-Off remains uncertain due to unclear Covid restrictions related to outdoor events. It was agreed that a best case scenario would see the show held on May 16 instead of April 25. Further out, we could instead host an event in sync with Collector Car Appreciation Day in July.
3. The club will agree to provide judging and guidance at a car show fund raiser in Point Pleasant on May 1. The club will be paid \$500 in return. As many as 18 members have indicated they will attend and help out. Final details forthcoming.
4. Our relationship with Richmond Town will require revisiting after our long pause due to Covid. Everything from monthly meetings, cruise nights, raffle car appearances, volunteer opportunities and their Model T has to be discussed.
5. Raffle tickets for the Camaro are printed and ready to sell. Please ask Paul Arena if you need books.
6. Our fall show dates are September 12, with a rain date of September 19. Hopefully we are all clear to host a normal show by then.
7. The meeting was adjourned at 8:30. The 50/50 collected \$30. Frank Provenzano Sr. won \$15.

Respectfully submitted,

Tony DiAngelo, Secretary





## Antique Trucks and Where to Find Them

Occasionally a neat old truck makes it way to a local car show, but for truck fanatics that want to see the heavy duty workhorses that helped power this country through the decades, they're better off trying the following venues. AACA national meets, especially the fall meet in Hershey, draw plenty of trucks both big and small. Those include an ultra-rare 1917 Pullman light delivery car shown in 2006, or a 1930 Mack flat-bed shown in 2010. Another spot of truck heaven is the Antique Truck Club of America's Annual National Meet each June in Macungie, PA. This year's event is scheduled for June 18-19, and once again they expect 300+ trucks of all types. Expect pick-ups, tow trucks, cement mixers, fire engines, tractor trailers and more. There is also a national club known as the American Truck Historical Society, with a Metro Jersey Chapter serving our "area". They usually host an annual show at Skylands Stadium in Augusta, NJ, up along Route 15 past Sparta. For more Macks, consider a trip to the Mack Historical Museum in Allentown, PA (once they reopen).



TOP: Pullman autos were built in York, PA from 1905-1917, but delivery models like this only were sold in their final year. BOTTOM LEFT: This late 1970's Mack was dubbed the Cruise-Liner. BELOW: This fully restored 1930 Mack Model AB was one of many large pre-war trucks seen at Hershey through the years.



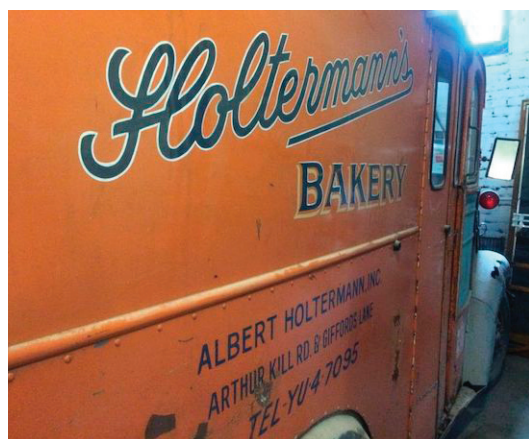
Of course, you might simply run into something unique hiding among the back streets and buildings of Staten Island, like this circa 1979 Mack cabover sleeper tractor spotted in Travis. We're told that the owner has several more antique trucks dating back to the 1930's tucked away in a few other garages on his property. We pass by every week, hoping to bump into him for a private tour, and if we do, we'll certainly share photos in a future issue.

(photos by Paul Jr.)



## From the President

I like unique things, which is probably why I am drawn to look at the truck classes at Hershey before I look at Chevilles or GTOs. It's not often you get up close to a 1920's Packard moving van, a Brockway tractor, or a Divco delivery truck. In the case of the Divco, I still feel like there was a missed opportunity to allow many of us to get an up close look. Some time in 2014, the Advance reported on the family history of Holtermann's Bakery, and discovered that they still had a 1949 Divco delivery truck in their garage. It was painted orange with blue lettering, just like our ferry, and was an immediate link to a simpler time on Staten Island, where you had fresh bread and cakes delivered to your doorstep. I had hoped we could make contact with the Holtermann family and arrange to save this truck, and share it with the Island again. Unfortunately, once the word was out, the truck was quickly sold and headed out of state. I believe it went to a museum, perhaps in Connecticut. This is why I am so in favor of working with the Advance to preserve their Model T truck. Hopefully, we can reconnect with them and get that underway. - Paul Jr.

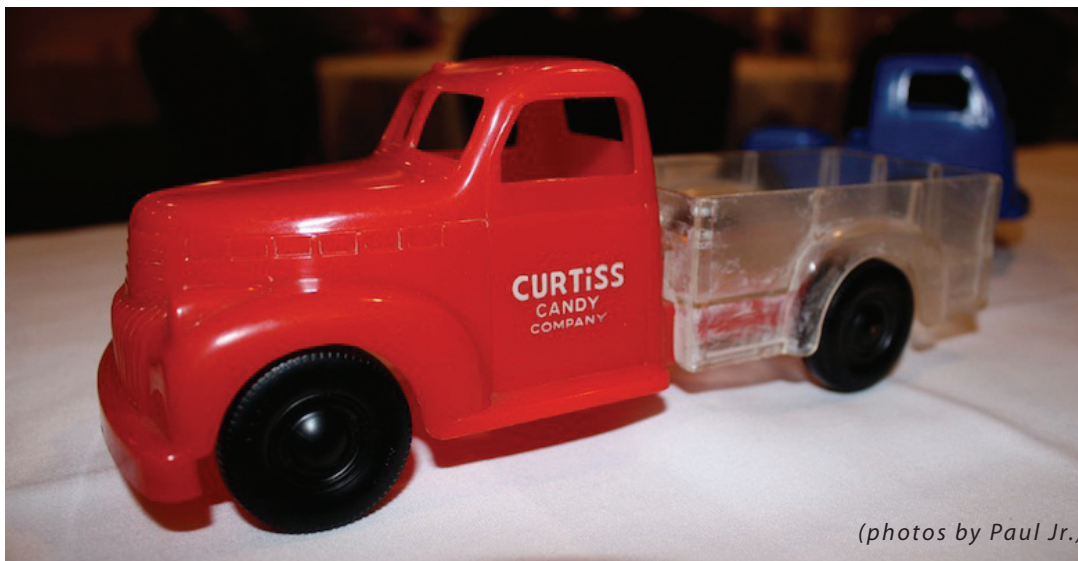


## - NEXT MEETING - April 6

Our April meeting is scheduled for Tuesday, April 6 at 6:30 PM, to be held at Pro Sho Sound's warehouse at 4401 Arthur Kill Road. Thank you to Frank Provenzano and son Frank Jr. for providing the space. Food will be served.

## Toy Trucks Save Room

If you love antique trucks but know it's impossible to collect them in full scale, try collecting toy trucks instead. There are countless directions to take, ranging from antique cast iron, pressed steel and tinsplate toys, to more modern plastics and die-cast models. For example, here is a plastic pick-up made by Louis Marx & Co. in the 1950's on behalf of Curtiss Candy. When new, the bed would have been filled with rolls of Curtiss Fruit Drops, similar to Life Savers. It once made a nice Easter gift, and now sits in Tony DiAngelo's home.



(photos by Paul Jr.)

If hunting for antique toys is tough or expensive, modern die-cast trucks, like this 1/34 scale 1957 International with Staten Island graphics, are easy to find and inexpensive to collect.





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## Inside the SIRAACA Garage

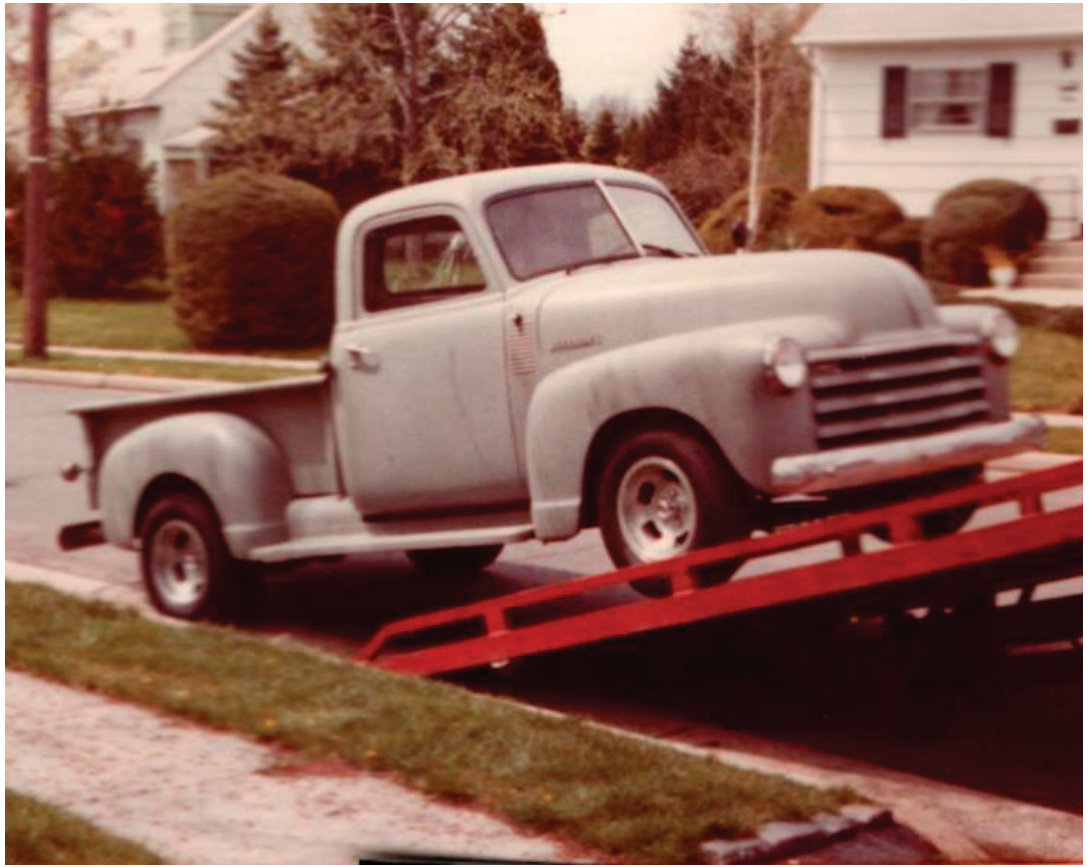
Deep within the back corners of the SIRAACA Garage lurk the ghosts of vehicles that once called it home. This one is the 1949 Chevrolet pickup that was once owned by Tony DiAngelo.

Tony bought this truck in 1983 from a co-worker in New Jersey for \$1,200. It sported a coat of grey primer, a 350 cu. in. V-8 under the hood, and an automatic transmission with floor mounted shifter. After four or so years, he flipped it for a few hundred dollars more and it went back to New Jersey.

Note that Tony's truck had a three-window cab. Chevy also offered a five-window Deluxe cab, marketed with "Nu-View Rear-Corner Windows". This design eliminated the blind spots in the rear corners of the cab. 1949 also marked the removal of the "Thriftmaster" badging on the hood. In its place were numbers like 3100 or 3600, which indicated the model (1/2 ton, 3/4 ton).

Factory price for the 3100 was listed as \$1,253, not much more than what Tony paid 34 years later.

The SIRAACA Garage is home to all of our members' cars, past and present. Has your car been featured yet? Make sure you get the details to Paul Jr. if you want to share your car with us all.



*Tony's 1949 Chevrolet 3100 is unloaded off of the flatbed that brought it home, courtesy of Pat's Towing. Patty DiAngelo (no relation) was also a member of our club. (photos by Tony DiAngelo)*

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## Upcoming Events

Load up your truck in case these events happen as planned.



- 39th Annual Spring Englishtown, Raceway Park, NJ - April 16-18
- Spring Carlisle, Carlisle, PA - April 21-25
- 2021 AACA Annual Convention, Williamsburg, VA - June 3-5
- Carlisle Ford Nationals, Carlisle, PA - June 4-6
- 7th Annual New Dorp HS Football Car Show, Staten Island, NY - June 14
- AACA Eastern Spring Meet, Saratoga, NY - June 17-19





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# The SIRAACA Time Machine

Truck spotting as we zip through time across Staten Island led us to these neat discoveries.



ABOVE: Model T pickup taken in 1917 outside DiBlasi Fish Market at 1081 Castleton Avenue. BELOW: Circa 1938 Chevrolet delivering Staten Island's own R&H Beer along Victory Boulevard. RIGHT: A repair crew for Staten Island's "trackless trolleys" atop a White truck, taken in Silver Lake in 1922. The crew operated under the city's Department of Plants and Structures.



(top left photo courtesy of Joseph Yaccarino by way of Classic Staten Island. Other photos courtesy of NYC Dept. of Records)



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