



# THE HESS TOY TRUCK

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40TH ANNIVERSARY  
1964-2004







# THE HESS TOY TRUCK

40TH ANNIVERSARY

1964-2004

# Dear Friends,

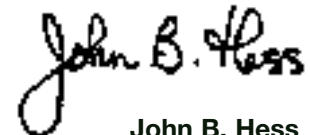
**W**e are very proud to celebrate the 40th anniversary of the Hess Toy Truck.

This book is dedicated to my father, Leon Hess. His creative genius and attention to detail have made the Hess Toy Truck an exciting holiday tradition and a collector's item for boys and girls of all ages.

Created as a way to provide a fun, high quality and affordable toy for families during the holiday season, the first Hess Toy Truck was introduced in 1964. It was a tanker that could be filled with water and emptied through its delivery hose. At a retail price of \$1.29, including batteries, the truck was a great value and became an instant success.

Forty years later the Hess Toy Truck still maintains the original commitment to quality, detail and value. Models have included fire engines, police cars, helicopters, airplanes and even space shuttles. Each year the truck is introduced with our distinctive holiday television commercial "The Hess Truck's back, and it's better than ever!" — and, more recently, with the Hess Toy Truck Float in the Macy's Thanksgiving Day Parade.

We would like to thank you for your support and friendship over these past forty years and for helping make the Hess Toy Truck a lasting family tradition that has extended across generations.

A handwritten signature in black ink that reads "John B. Hess". The signature is written in a cursive, flowing style with a large initial "J".

**John B. Hess**  
Chairman of the Board and  
Chief Executive Officer

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# 1964-65

The first HESS toy truck, the **HESS TANKER TRAILER**, is an authentically styled miniature of the original Hess tanker trailer. It features operating head and tail lights and a fillable cargo tank. Meticulously designed, the tank can be filled with water using the red funnel supplied, then emptied through its attached delivery hose. A button at the rear of the cab controls the lights, and the battery, which is included, is located under the tank. The truck is painted in the Company's old colors of dark green, white and yellow with bright red accents.





# 1966

The **HESS TANKER SHIP** is an exact replica of the “HESS VOYAGER” that was built in 1962. Some of its unique features are working bow and stern lights and red and green port and starboard running lights operated by a switch on the deck of the ship. The ship is free rolling with delicate anchors and propellers and a flag at the stern. The “HESS VOYAGER” has become one of the most popular pieces in the HESS toy collection.



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# 1967

The 1967 **HESS TANKER TRUCK** is an 18-wheeler fuel oil tanker. Painted dark green with white and yellow accents, it reads “Fuel Oils” on one side of the trailer and “Gasoline” on the other. It has working head and tail lights, a removable hose and HESS logo decals on the rear of the trailer as well as on the tractor doors. The bottom of the box is lined in red velvet, for display purposes. This year’s truck is often referred to as the “Red Velvet Box” truck.







# 1968-69

1968 and 1969 brought back the **HESS TANKER TRUCK**. The difference is that the “Red Velvet Box” was replaced with a white bottom box. Another subtle difference is that in 1969 the words “Woodbridge, N.J.” replaced “Perth Amboy” in the back of the box.



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# 1970-71

The 1970-71 **HESS FIRE TRUCK** is a replica of one of the fire engines at our Port Reading Refinery. This brilliant red truck has a rotating lighting dome, a swiveling water cannon, two detachable rubber hoses on one side and a detachable ladder on the other. This finely detailed toy is considered one of our best models.





# 1972 & 1974

In 1972 and 1974, the 1968 HESS TANKER TRUCK made a comeback. The only difference can be found in the detail of the trailer feet, which are square. The 1972 and 1974 trucks have round trailer feet.



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# 1975

1975 brings a newly designed **HESS BOX TRAILER** with three miniature oil barrels. Some of the unique features of this truck are sliding doors on each side of the trailer, rear doors that open and close and working head and tail lights operated by a switch underneath the trailer.







# 1976

This year's truck is the same as the 1975 **HESS BOX TRAILER**, except the three miniature oil barrels bear the HESS logo.



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# 1977

This updated **HESS FUEL OIL TANKER** is painted dark green and white with yellow accents. The tanker has working head and tail lights operated by a switch underneath the tanker. A chrome grill on the cab and bright red wheels enhance this model. A departure from earlier models is the detail on the tires, which are marked “Amerada Hess.”





# 1978

This version of the **HESS FUEL OIL TANKER** is very similar to the 1977 TANKER. The distinguishing feature on the 1978 version is the HESS logo on the back designed with wider and bolder lettering.



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# 1980

The 1980 **HESS TRAINING VAN** is a bold departure from previous designs. It is a replica of the actual HESS training van used to conduct field training seminars at HESS gasoline stations. It has an operating side door, pop-up TV antenna, working head and tail lights and for the first time, lighted HESS side logos. This toy training van has been referred to as a “work of art in miniature” and is one of the most popular models.





# 1982-83

The “**FIRST HESS TRUCK**,” considered one of our finest models, is a replica of the second-hand truck Leon Hess drove delivering fuel oil to customers in 1933. The toy truck has a detailed interior, opening doors, working lights, open front windshield, rearview mirrors and a moveable hose. Today, the fully restored 1933 delivery truck is exhibited in our Woodbridge, New Jersey office building.



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# 1984

The **HESS FUEL OIL TANKER WITH BANK** is the same design as the 1977 TANKER, made into a bank. The main feature added is a coin slot on the rear of the tanker.





# 1985

This year the 1982/1983 issue of the “FIRST HESS TRUCK” was brought back, converted into a bank. The center tank of the truck has a coin slot that can be opened by turning the knob. It became the “FIRST HESS TRUCK BANK.”



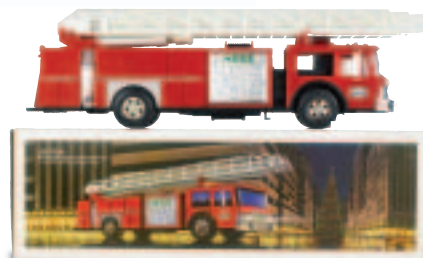
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# 1986

The vivid red **HESS FIRE TRUCK BANK** has many functions including flashing dome lights and head and tail lights operated by a separate switch. It also features an extendable aerial ladder with three sections that completely swivels. The coin slot is under the ladder. The truck has outstanding detail including silver chrome and authentic black rubber tires bearing the HESS name.







# 1987

The **HESS 18 WHEELER BANK** is white and green, very clean looking, with three miniature oil barrels. In addition to the head and tail lights, this truck comes with clearance and full running lights, chrome doorsteps, horns, exhaust stacks and sideview mirrors. The trailer has sliding cargo doors and a coin slot on the top of the trailer for the bank. A red knob opens the rear trailer door to withdraw savings. This year's model started the tradition of the HESS Toy Truck being detailed in white and green.



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# 1988

The **HESS TOY TRUCK AND RACER** features, for the first time, two toys in one — a trailer truck with a friction-powered race car on the rear. This year is also the very first time that the date was added to the license plate, making it easier for customers to identify the truck model by year.





# 1989

The 1989 **HESS FIRE TRUCK BANK** has a new and exciting feature: a unique dual sound siren. It also features emergency flashers and working head and tail lights. This fire truck is distinguished from earlier models by its coloring — white with green trim, and a red extendable aerial ladder.



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# 1990

This newly designed gasoline **HESS TANKER TRUCK** truly glows in the dark. The white and green truck features a total of 36 red, yellow and white lights with numerous lighted HESS logos. It also features a horn and backup alert operated by a three-way switch underneath. Chrome adorns the wheels, bumpers, gas tank and accessories, making this tanker truck a very attractive, popular piece.





# 1991

The **HESS TRUCK AND RACER**, though similar to the 1988 model, features a restyled racer and truck. The friction-powered racer has continuous rolling action. The truck has 27 white, amber and red lights, enhanced by red wheels and chrome details. Both car and trailer have “HESS 1991” on the rear license plates.



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# 1992

The **HESS 18 WHEELER AND RACER** features a tractor trailer truck with loading ramp transporting a friction-powered race car, with several illuminated HESS logos. The race car is cleverly designed, utilizing a watch battery to operate the car lights. An extremely popular toy — some stations reported selling out within hours of going on sale.







# 1993

This year features a car for the first time. The **HESS PATROL CAR** introduces simultaneous flashing lights and blaring sirens. It uses a dual sound chip that produces two different, realistic siren sounds and an advanced lighting system that includes red, blue and yellow emergency flashers, pulsating headlights and eight illuminated HESS logos.



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# 1994

The **HESS RESCUE TRUCK** is a tow truck-styled vehicle that comes with a bright red aerial ladder, emergency flashers, and three types of sounds: emergency siren, horn and back-up alert. The RESCUE TRUCK is white with green trim and bears six illuminated HESS logos.





# 1995

Considered one of our most popular models, the **HESS TOY TRUCK AND HELICOPTER** is finely detailed and features a helicopter with flashing lights, a front-mounted search light, a rotating main rotor blade and a rear spinning rotor. A sliding ramp to off-load the helicopter is neatly installed in the truck's trailer. In this model "HESS 1995" is displayed underneath the helicopter and on the license plate of the truck. A record 600,000 trucks were sold in the first three days of sales.



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# 1996

The **HESS EMERGENCY TRUCK** has horns, pulsating lights, backup alert, emergency siren, a high-beam search light and emergency flashers.





# 1997

This **HESS TOY TRUCK AND RACERS** for the first time offers three toys in one — a lighted box trailer with two operating racers. The box trailer has a locking rear door that swings up and a pull down ramp. The racecars, one white with green highlights and the other green with white highlights, have working lights and push-friction motors.



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# 1998

Remaining true to the Hess tradition of fun and quality is the **HESS RECREATION VAN WITH DUNE BUGGY AND MOTORCYCLE**. Both the dune buggy and motorcycle have friction-powered motors and working lights. Adding to the excitement, the motorcycle, featured for the first time, can actually do “wheelies.” Dune buggy details include a molded interior, chrome-like bumpers and a roll bar. The van doors open to create ramps for the motorcycle and dune buggy.





# 1999

The **HESS TOY TRUCK AND SPACE SHUTTLE WITH SATELLITE** marks the 35th anniversary of the HESS Toy Truck and celebrates the arrival of the 21st century. Joining the ranks of our most popular toys, the tractor trailer, with working headlights and running lights, has a flatbed for transporting the shuttle. The shuttle has working bay doors, lights and sound and an automatic satellite launching arm. The satellite has lights, sound and retractable solar panels. A pushbutton on top of the cockpit opens upper bay doors, automatically releasing the detachable space satellite.



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# 2000

The 2000 **HESS FIRE TRUCK**, the first tractor-drawn aerial ladder truck, features two emergency sirens and a horn synchronized with flashing lights. Firefighting equipment includes removable side ladders, a 3-tiered, heavy-duty telescoping ladder that rotates 360 degrees. Hoses are molded into the top. Other details include chrome bumpers and running boards, truck stabilizer supports, truck access ladders and equipment door handles.



# 2001

The **HESS HELICOPTER WITH MOTORCYCLE AND CRUISER** features a helicopter with two spinning rotors and pivoting search light and a lighted action motorcycle and land cruiser with friction motors. The helicopter has internal and external lights, including emergency flashers. Side and rear compartment doors open with exterior pushbuttons to reveal pull out ramps for the action vehicles. This helicopter is considered a very popular model.



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# 2002

The **HESS TOY TRUCK AND AIRPLANE** is an 18-wheeler flatbed tractor trailer with a motorized airplane. The trailer doubles as a landing pad with a pull out ramp and landing lights. The motorized plane has working lights and a rotor that can be activated by both a control switch on the bottom or a pushbutton on the side of the plane. The rear cockpit is marked with "HESS 2002."





# 2003

This massive, free-rolling 18-wheeler **HESS TOY TRUCK AND RACE CARS** features an internally illuminated box trailer with two sleek racecars in matching green and white. The trailer features a double decker ramp for the racecars, top running lights, two windows on each side with interior lights, vertical double doors on the back and a slide out ramp. The two piloted racecars have working head and tail lights and, for the first time, reverse pull friction motors making it even more fun for kids to race.



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# 2004

The 2004 **HESS SPORT UTILITY VEHICLE WITH MOTORCYCLES** marks the 40th anniversary of the HESS Toy Truck. The truck details include chrome bumpers, grille and running boards, a sunroof, all terrain tires, and rear spoiler. A pushbutton on the rear roof releases the tailgate, which folds down to become a ramp for the sport motorcycles inside. Each motorcycle is well balanced, with realistic action rollability, has working lights activated by a switch on the right handlebar, and friction motors. This year is the first time two motorcycles are included — for dual racing excitement!



# THE HESS TOY TRUCK

40TH ANNIVERSARY

1964-2004







