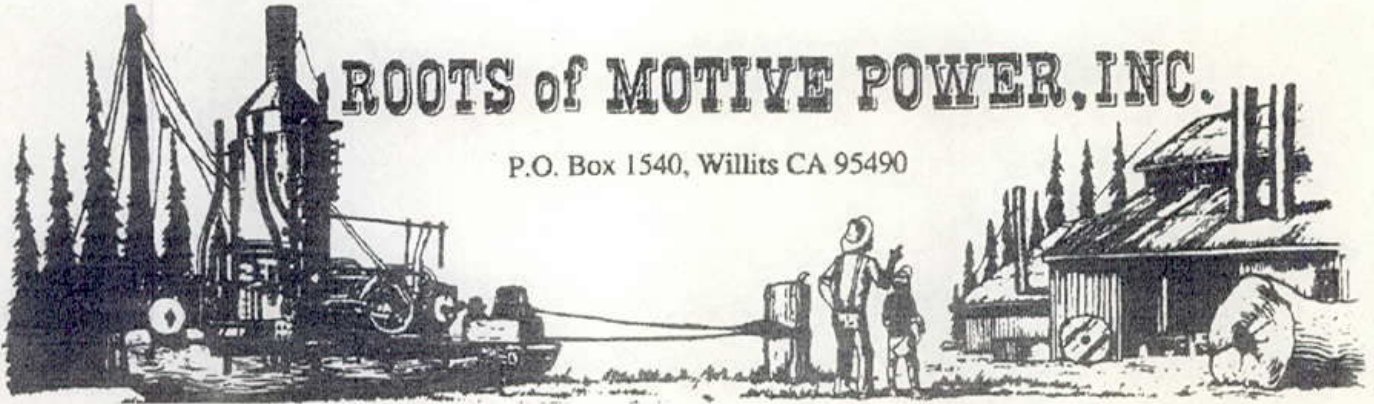


ROOTS of MOTIVE POWER, INC.

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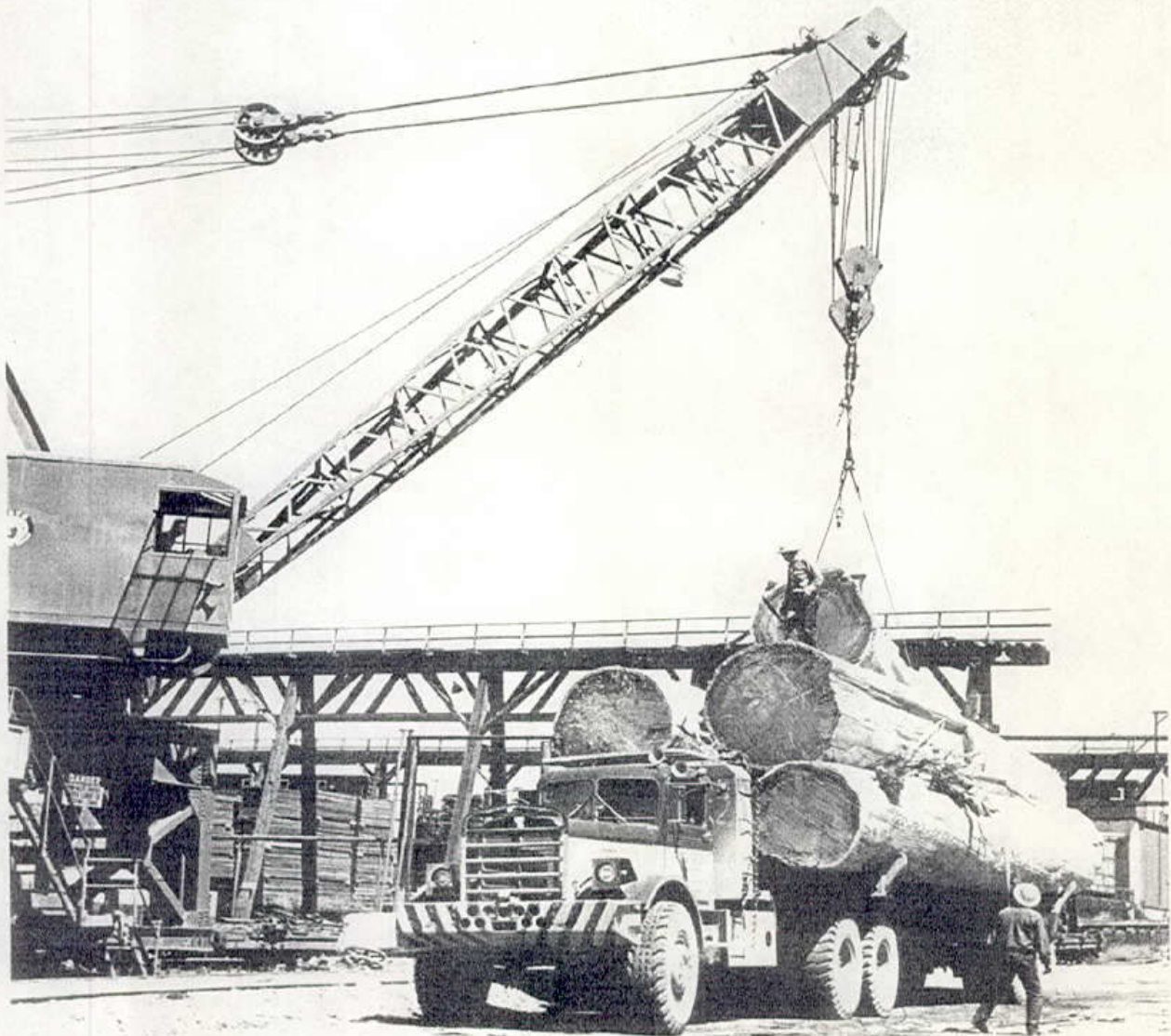


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JOE J. ROSSI & COMPANY, Inc.

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JOE J. ROSSI & COMPANY, INC.

By Theron Brown and Chris Baldo

Joseph J. Rossi arrived in the United States from northern Italy in 1926 at the age of 17, joining his father who had started working on a dairy ranch in Santa Maria, California. In Regoledo de Cosio, Province of Sondrio, Italy, he left behind his mother and five younger brothers and sisters. Joe soon learned the difficult life of dairy ranching, arising at 3:30 AM to round up the cows and milk them by hand. The herd was milked twice a day, with the tasks of cleaning, washing and feeding filling all available hours. Soon after Joe started working at the ranch, his father decided to return to be with his family in Italy. After working two years in Santa Maria, Joe took a job on another dairy ranch in Yerington, Nevada, where he worked for five years.

Joe's career in the timber industry started when he took a job falling timber in the Susanville area of California. Timber falling was primarily a seasonal job, and Joe began making cedar fence posts during the winter months. By the end of winter, Joe had amassed 6000 fence posts, which he sold for 19 cents each. When it came time to deliver the posts to market, Joe found the local trucking rates astounding, concluding that it would be cheaper to buy a truck and enter the trucking business. When the post hauling project was completed, Joe strived to find work for the truck, including cutting and hauling Christmas trees. Eventually, Rossi converted the flatbed truck to a water truck, and hired out to logging companies to water their roads.

Fifty-six tons of pine logs, more than two legal highway loads, the largest load of logs reported to have been delivered by truck to Susanville to Fruit Growers Supply. The load was hauled by Joe Rossi, hauling for Susanville Logging Company in 1940. Pictured L-R; Joe Rossi, T.K. Oliver, manager of the Fruit Growers Supply Company, and Sam Dotson, President of the Susanville Logging Company.

Photo courtesy of Rossi Building Materials



In 1938, Joe brought his first logging truck in Portola, and began contract work hauling for the Susanville Logging Company, delivering pine logs to Fruit Growers Supply's sawmill and box plant. It was during this period that Joe Rossi became acquainted with another future redwood trucking Hall-of-Famer, Chris Nicolos. Rossi and Nicolos went into business together, purchasing a second log truck, and continued to haul logs in the Susanville-Portola area.



"Eagle Lake, 14 miles." Joe Rossi pauses at the Eagle Lake junction in the pine country of the Sierras.

Photo courtesy of Rossi Building Materials.

Early in the war years, word somehow reached Portola that Union Lumber Company (ULCO) in Fort Bragg, California was desperate for log trucks. ULCO wanted to use trucks to feed the railroad reload at its logging operations near Northspur. Rossi and Nicolos' trucks were the first diesel trucks to arrive in Fort Bragg, where log trucking was still in its infancy in 1941. An assemblage of Roy Stoddard's gas GMCs and ULCO's fleet of gas Internationals primarily worked to feed Union Lumber Company's railroad reloads

drainage. Rossi and Nicolos established their shop in Fort Bragg in a vacant pea packing shed and cannery which stood on Union Lumber Company property just north of the California Western roundhouse. Railroad construction at Union Lumber Company, Rockport Redwood Company and Caspar Lumber Company had reached its limits, and the demand for trucks to both feed railroad reloads and feed the mill directly continued to grow. Lumber produced at the sawmills also needed transportation, and especially for California markets, trucks became the predominant means of transportation, rather than the railroad. Rossi and Nicolos moved quickly to fill the demand for trucks, although the two would soon divide the business into separate



The logging crew for Susanville Logging Company pose with one of Joe Rossi's two log trucks near Susanville around 1940.

Photo courtesy Rossi Building Materials



A very early Rossi low-mount Peterbilt, with a proud crew on the headloader platform, poses with a "show" load of redwood at the Union Lumber Company mill in Fort Bragg.

Photo courtesy of Rossi Building Materials



Joe Rossi's old shop on Pine Street, next to the California Western Depot in Fort Bragg, with seven of his early log trucks. Rossi and Chris Nicolos were partners in the trucking business during this period, and Nicolos remained at the shop after the partnership dissolved, until it burned down in 1953.

Photo courtesy of Rossi Building Materials

companies. Joe Rossi incorporated as Joe J. Rossi & Company, Inc. in 1948 and began construction of a new shop facility in 1949 north of the Union Lumber Company sawmill. Nicolos continued to occupy the old pea cannery building until it burned down in 1953. Chris Nicolos, who's complete story will appear in a subsequent Roots Newsletter, focused more on the needs of Rockport Redwood Company and Caspar Lumber Company, although he was no stranger to the Union Lumber Company woods. His Hall-Scott butane powered trucks became a legend on the redwood coast, out powering the diesel engines available at the time. When Rockport Redwood closed in 1957, Nicolos moved his trucking operation to Humboldt County. His fleet of Redwood Construction trucks, which at its peak numbered over 300, eventually dwarfed the trucking operations of Joe Rossi.

R Two Rossi Peterbilts, #11 and #12, waiting to unload at the Ten Mile Railroad reload.

Arnie Thompson photo

Joe Rossi had hired two brothers, Aldo and Victor "Vic" Beccaria, Italian immigrants like Rossi. One night, Vic, the shop mechanic, invited Joe over for dinner to meet his sister, Anna Rita Beccaria, who was also born in Italy. Joe and Anna were married in 1944. To them were born a daughter, Doris,



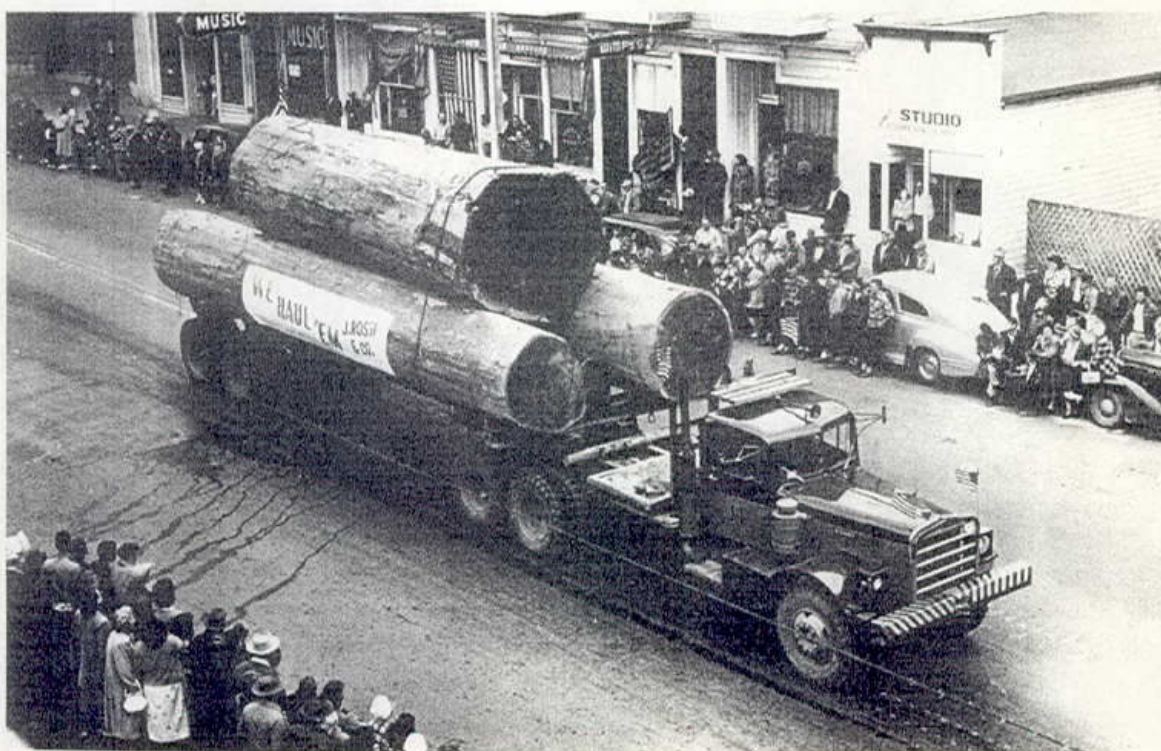
in 1945, a son, Robert, in 1947, and another daughter, Marisa, in 1956. The families of all three children later became actively involved in the management of Joe Rossi's enterprises.

The successful trucking programs of Joe Rossi, Roy Stoddard and Chris Nicolos convinced Union Lumber Company that trucks had the ability to move large volumes of logs, with the of advantages



Rossi truck #22, a highway low-mount Peterbilt, unloads into the mill pond at Union Lumber Company's mill in Fort Bragg.

Photo courtesy of Rossi Building Materials



A nearly new Rossi truck #14, one of the ten-foot bunk Kenworths, hauls a parade load down Main St. in Fort Bragg at the Paul Bunyan Days festivities in 1948. The truck was driven by Vic Beccaria.

Aldo Beccaria photo



A Rossi 12 foot bunk off-highway truck crosses the Pudding Creek bridge before entering the Union Lumber Company mill yard in Fort Bragg. The bridge was once a railroad trestle for ULCO's Ten Mile Branch railroad.

Photo courtesy of Rossi Building Materials



Rossi truck #18, one of the 12-foot bunk off-highway trucks with hydrotarder tank behind the cab.

greater flexibility, accessibility to tougher terrain, and reduced fixed costs. Over the July 4th woods shut-down in 1949, Union Lumber Company pulled up their Ten Mile logging railroad and replaced it with an off-highway truck road. To mesh smoothly with this changeover, Union pre-arranged with both Joe Rossi and Roy Stoddard to purchase a fleet of 12-foot bunk, off-highway logging trucks. Rossi purchased five trucks, which became numbers 17,18,19,20, and 21 in his fleet. When the off-highway road was completed on July 18, 1949, the off-highway fleet went to work, Rossi in the North Fork of Ten Mile and Mel Luebberke's operation in Branscomb, and Stoddard in the Clark Fork of Ten Mile. The changeover from rail to truck also entailed many other changes at the sawmill in Fort Bragg; the installation of the Whirley Crane, log decking systems, truck unloading systems, as well as a new debarker and log infeed to the sawmill.

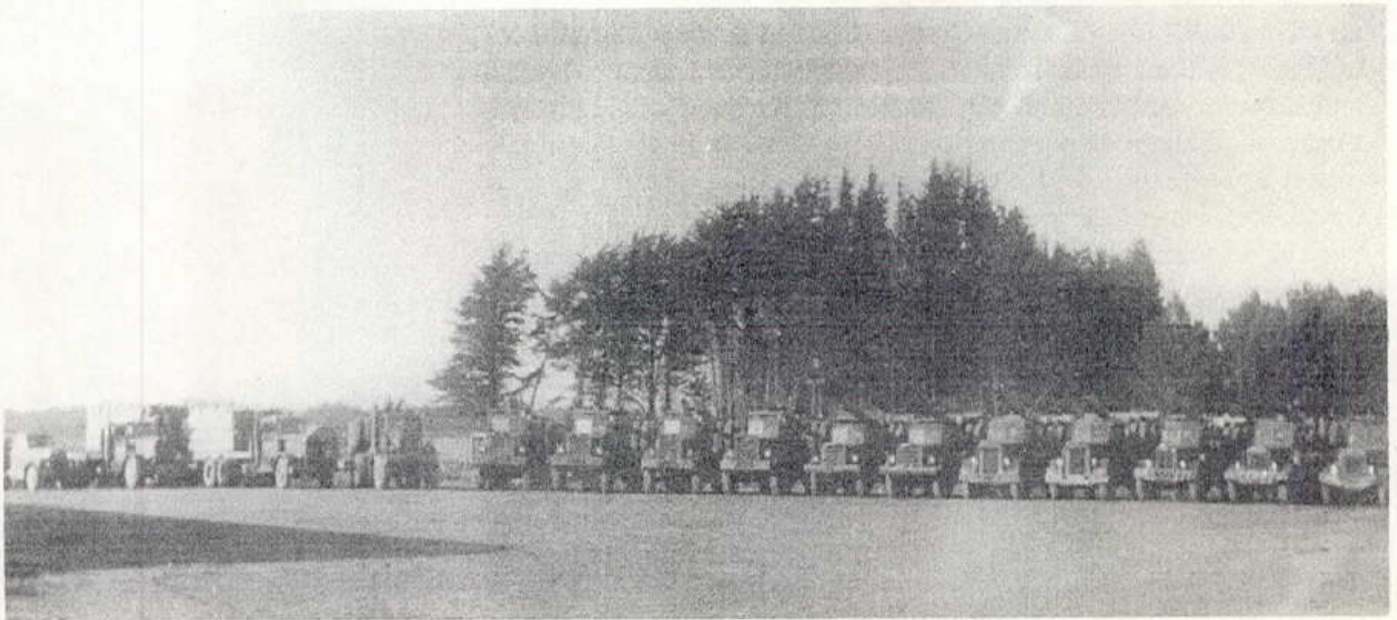


One of Joe Rossi's new 12-foot bunk off-highway trucks soon after purchase loading under ULCO's TL-21 Trakloader. Rossi has yet to install the large hydrotarder tank behind the cab that was later characteristic of all Rossi and ULCO off-highway trucks.

City of Fort Bragg photo

Rossi's shop at the north end of Fort Bragg was located on a seven acre parcel which he purchased from Union Lumber Company. For a period in the 1950s, the rapid expansion of the shop and truck fleet brought in a business partner, Mark Gray, a relative of Union Lumber Company's Logging Superintendent, John Gray. This Rossi/Gray partnership lasted 7-8 years, before Rossi was back in complete financial control of the company. The maintenance program on the trucks at the Rossi shop was legendary in the trucking and diesel power industries. Not only was record keeping detailed for truck miles, component miles, fuel consumption, tire consumption, etc., but Rossi's shop mechanics and machinists produced a series of design innovations that were used widely in the industry.

(continued page 21)



Joe Rossi's growing fleet of trucks in Fort Bragg at the new shop about 1951.

Photo courtesy of Theron Brown



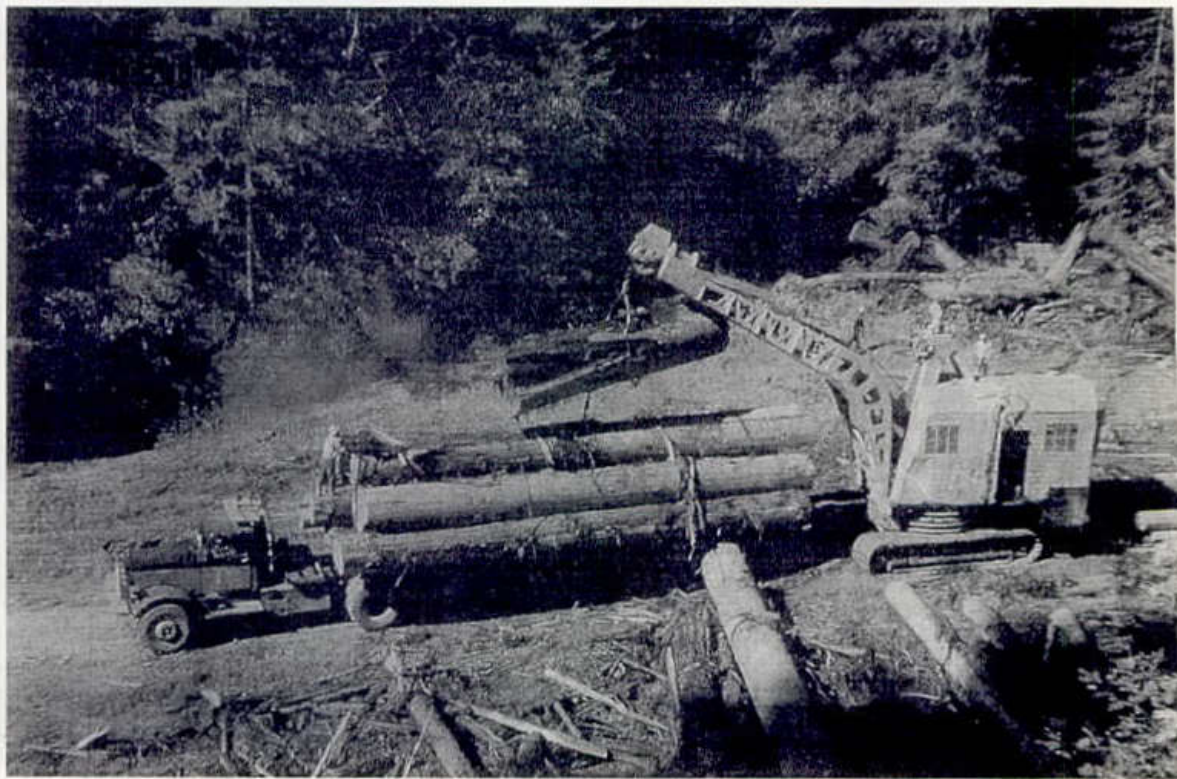
Joe J. Rossi at the Watson & Meehan showroom in 1954. Watson & Meehan, the leading Cummins dealer in the Bay Area, had great admiration for Joe Rossi and his maintenance program.

Photo courtesy of Rossi Building Materials

Rossi used diesel power and insisted on top grade maintenance to keep his equipment in condition for the rugged work it must perform in rough country. His shop operations were second to none. His new shop was built in 1949. In 1953, he expanded the shop and added an office nearby. Records were kept meticulously and careful engine maintenance helped Joe Rossi build an efficient diesel fleet. The new Rossi shop was located next to the Union Lumber Company off-highway truck road, which allowed Rossi easy access to the company yard and woods.

Rossi and H.H. Campbell, his office manager, developed a simple but accurate and comprehensive system for keeping track of the use of all equipment. Campbell, whose background is as interesting as that of Rossi, was a musician and member of a famous "name" band until he decided to take up bookkeeping and accounting. He then went to Fort Bragg where he took a job out in the woods, working for Rossi. When Rossi discovered that Campbell had accounting experience, the one-time musician became office manager and the two began the "process of evolution" from which has become one of trucking's finest methods of record-keeping.

A system was established when maintenance was carried out on all of his equipment. A number was assigned to each tire, cylinder head, super-charger, fuel pump, transmission and axle that came into us. In addition, a detailed record was kept of every trip made and of each overhaul. This record included an itemized listing of parts which were used and the amount of labor involved in the overhaul. The shop also kept a record of the mileage on each tire. Tires were recapped before the tread began to fade. Each truck in service got a full inspection every night from a night crew consisting of a foreman, eight mechanics and two lubrication men. Each truck received lubrication every other night. Rossi's system extended to the batteries which were checked once each week. Engine valves were adjusted after every 2000 miles and engines were given a major overhaul after 16,000 gallons of fuel.



A recently purchased Rossi 12-foot bunk off-highway loads with tongs under ULCO's Washington TL-21 Trakloader. Note the absence of the hydrotarder tank, and the position of the head-loader on the load directing the loading process. *Jack Sweeley photo*

Each driver was required to make out a daily report. This included the driver's name, the truck number, the date, the location of the truck (as Rossi was hauling from 5 different sites), and the number of trips made. Also entered was the time spent at the landing, the dump and the scaler's shack. Using these daily reports, the truck dispatcher (between 5 a.m. and 8 a.m. each morning) prepared a daily time sheet which was on Campbell's desk when the office manager arrived at work. From this time sheet, Campbell made up his records of the daily use of each truck and this record was entered in the proper truck folder where it became a permanent part of the record.



Rossi Peterbilt truck #12 rounds a turn with a load of logs with Mario Morandi at the wheel.

City of Fort Bragg photo

In addition to the meticulous records and maintenance routines, the shop also invented and/or improved upon a number of items used in the trucking business. Rossi's shop built their own trailers. They obtained their structural steel, cut to size for framing, from Reliance. They purchased the parts and did their own assembly work. Castings were designed to beef up the weak points. The mechanics saved a lot of money by devising equipment which couldn't be purchased. A case in point is a rubber bushing which was developed by Roy Drake, a mechanic in Rossi's shop, to support the outside end of the trunion shafts and spring saddles on the log trailers which they designed and built in the shop. They also took the same design and used it on the truck.

Rossi trucks also used a fifth wheel which was designed and built by Drake, using a "built in" grease seal which forced grease up and out over the face of the fifth wheel. Instead of a bunk pin in the center which takes up the thrust, Drake designed one with a tapered cup and cone in the casting. The cup and cone take the thrust and the bunk pin floats inside the cup and cone. There was no shearing off of the bunk pin, due to stress. The shearing action was absorbed by the cup and cone. There was also the design of the air trip chocks which has been referred to as Rossi Chocks.



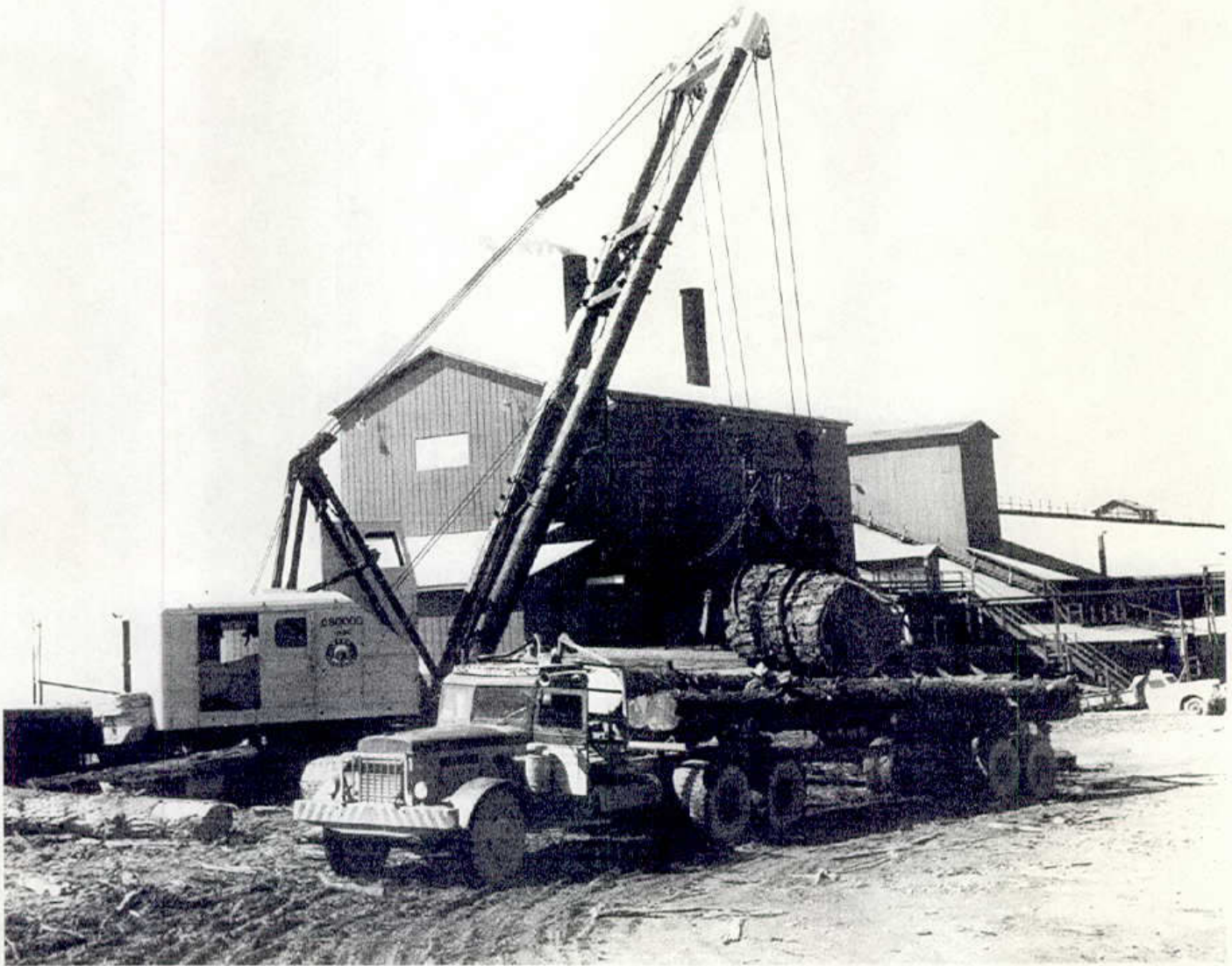
An ex-Rossi Kenworth off-highway truck, now in Union Lumber Company colors, receives the last log of a tremendous redwood load under ULCO's Washington Iron Works TL-21, loading with trip tongs. *City of Fort Bragg photo*

The hydrotarder braking system used on the trucks required water to make it work. It worked by forcing water through a wheel in the hydrotarder which created friction and in turn, slowed the truck. The normal setup was a small tank located behind the cab from which the water was plumbed through the hydrotarder, through the truck engine cooling system, and then back into the storage tank. The main problem with it was that the cooling system could not cool the water fast enough. Therefore, the water would boil and the hydrotarder would become ineffective. There were also many problems associated with the plumbing. Rossi figured that by making a large tank and eliminating the necessity of the engine having to cool the water, there would no longer be a problem. They built the large hydrotarder tank for use and it became the mark of the Rossi trucks and also the Union Lumber trucks later.

The generators on the old Cummins engine were chain driven and they mounted down on the right front side of the engine block, unless the engine was equipped with a Roots supercharger, when they were mounted behind the supercharger on the right hand side of the engine block. Rossi's shop personnel invented a bracket which allowed the generator to be mounted more forward on the engine and enabled it to be driven with a belt which saved a lot of maintenance time. This invention proved to be so popular that a similar type bracket was soon available from Cummins Engine Company.

In 1958, when Union Lumber Company built their own truck shop, they copied the Rossi layout and design. Some of the things that were copied from the Rossi shop were: overhead traveling bridge cranes, a well lighted grease pit with a trailer loader inside the shop, so that trailers could be loaded right in the shop after they were serviced. They also used the steam heat in the floors to heat the shop.

Just as Joe had originally entered the trucking business to more efficiently move his cedar fence posts to market, he seized on opportunities to create efficiencies within his operation that would prove to be profitable. One of the opportunities was truck tire maintenance. At the time, all truck tires needing recapping were sent to a facility in the Bay Area. In 1953, Rossi decided to enter into a partnership with Les Anderson, a well known, experienced tire dealer in Fort Bragg, and build a tire recapping facility in Fort Bragg to both service his truck fleet and to provide a service to others in the community. The business was located on a corner of his seven acre lot, which became Coast Tire



A Joe Rossi Peterbilt unloading "in the hole" at Union Lumber Company under the Os-good crane. The new hydraulic debarker building is directly behind the truck.

City of Fort Bragg photo

located on a corner of his seven acre lot, which became Coast Tire.

Another business opportunity that proved successful involved Rossi's lumber trucking business. His trucks generally hauled lumber to the Bay Area and other destinations in California, returning to Fort Bragg with their truck trailers empty. In 1956, Rossi decided to establish a building supply business in Fort Bragg, supplying the store with building materials hauled on the "free" return trips of his trucks. Fort Bragg Builder's Warehouse was established on a corner of his seven acre lot, adjacent to his Coast Tire facility. The store later became Rossi's Building Materials and is still operated by members of the Rossi family, supplying much of the building materials to the Mendocino coast.

Rossi's connections in the lumber and building supply business led to his investment in two wood product manufacturing operations. The first was the establishment of Rossi Wholesale Lumber in Ukiah, California. Working with Marion Ward, Rossi Wholesale Lumber manufactured pre-cut homes, and delivered them on his trucks to the customer. When the Wholesale Lumber division was open, Rossi based many of his trucks at the Ukiah facility while maintaining his Fort Bragg truck shop. The second involved the Gualala Lumber and Veneer Company in Gualala. The sawmill facility was originally built by a consortium

consisting of Roy Stoddard, A.J. Gray, R.M. Haskins and S.J. Hall in 1956. When the group needed additional capital to complete the veneer portion of the plant, Joe Rossi became a partner. His financial interest in the company edged out the interests of his trucking competitor, Roy Stoddard, in the partnership, and Rossi Trucks were soon hauling lumber and veneer on the South coast.



Twenty six trucks and twenty six Cummins diesels. The Rossi fleet is lined up in 1954 at the Rossi shop in Fort Bragg in this publicity shot for Watson & Meehan, the Bay Area Cummins Diesel Dealer.

Photo courtesy of Rossi Building Materials

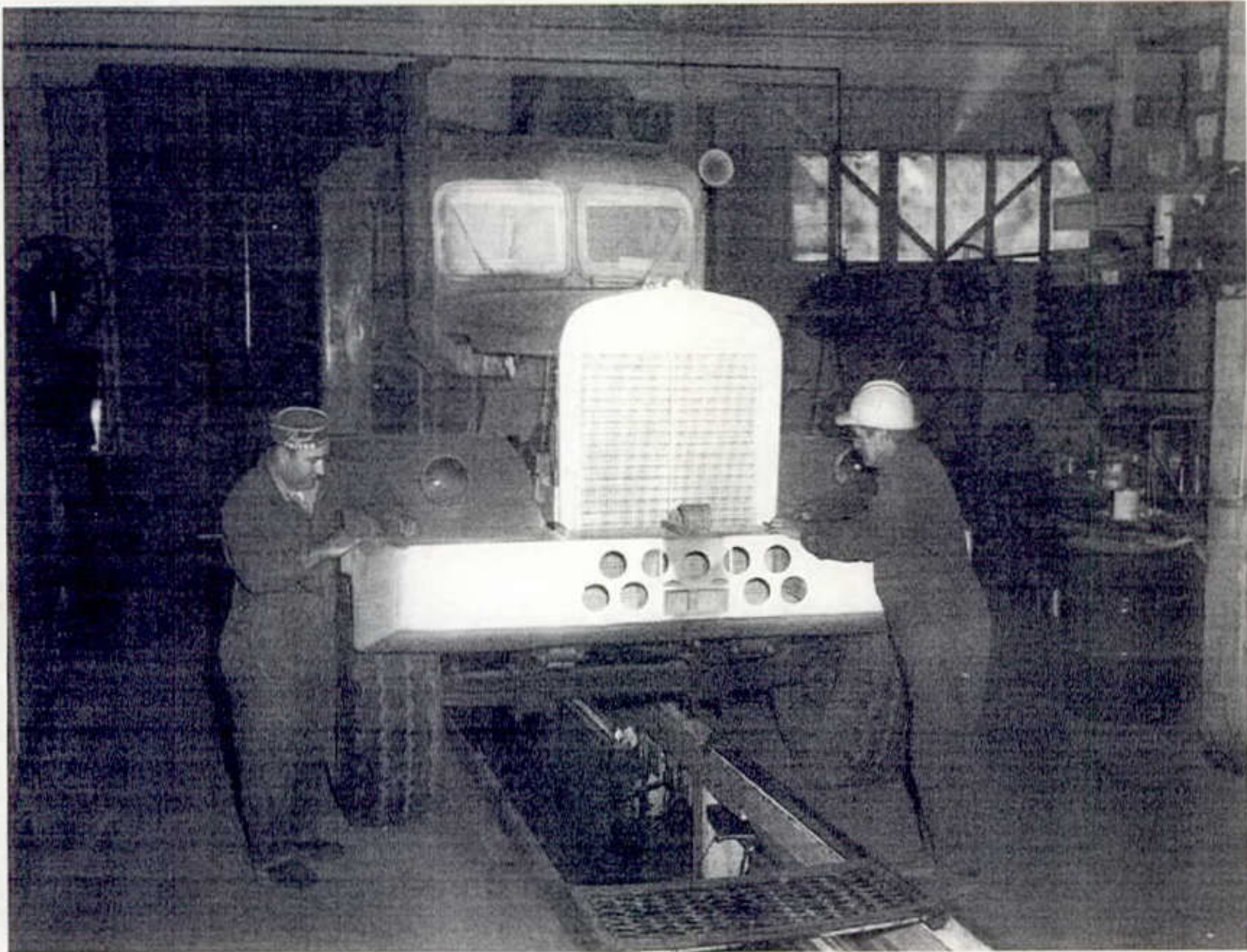


Rossi was responsible for road maintenance on the ULCO off-highway truck road. He purchased this Adams 660 grader to accompany two Caterpillar #12 Motor Patrols. ULCO later purchased the grader from Rossi when it purchased the five 12-foot bunk off-highway trucks and began its own truck program.

City of Fort Bragg photo

In 1955, Rossi's truck fleet consisted of 26 trucks. This included five Model 524 Kenworth 12-foot bunk off-highway logging trucks, two Kenworth 10-foot bunk off-highway logging trucks, two Peterbilt 10-foot bunk logging trucks, two Peterbilt highway logging trucks, five Autocar highway logging trucks, six Kenworth highway lumber trucks, two water trucks, a fuel truck and a tow truck. Rossi utilized the water trucks as

(continued page 30)



An ex-Rossi off-highway truck receives its coat of green and yellow paint in the ULCO truck shop.
L-R Elmer Scarmella, John Dias.

City of Fort Bragg photo



ULCO's off-highway truck #2, once Rossi truck #18, with a typical large load of redwood and fir logs in 1958 with Albert Ponts at the wheel.

Jarrod Brown photo



Ex-Rossi truck #20, now ULCO truck #4, arrives at a ULCO log reload in 1959. ULCO established a series of log reloads to better utilize its truck fleet during the winter months when the woods were inaccessible.

City of Fort Bragg photo

An ex-Rossi 12-foot off-highway truck crosses the Pudding Creek trestle with a load of logs and will shortly enter the gate of the Union Lumber Company sawmill in Fort Bragg.

City of Fort Bragg photo



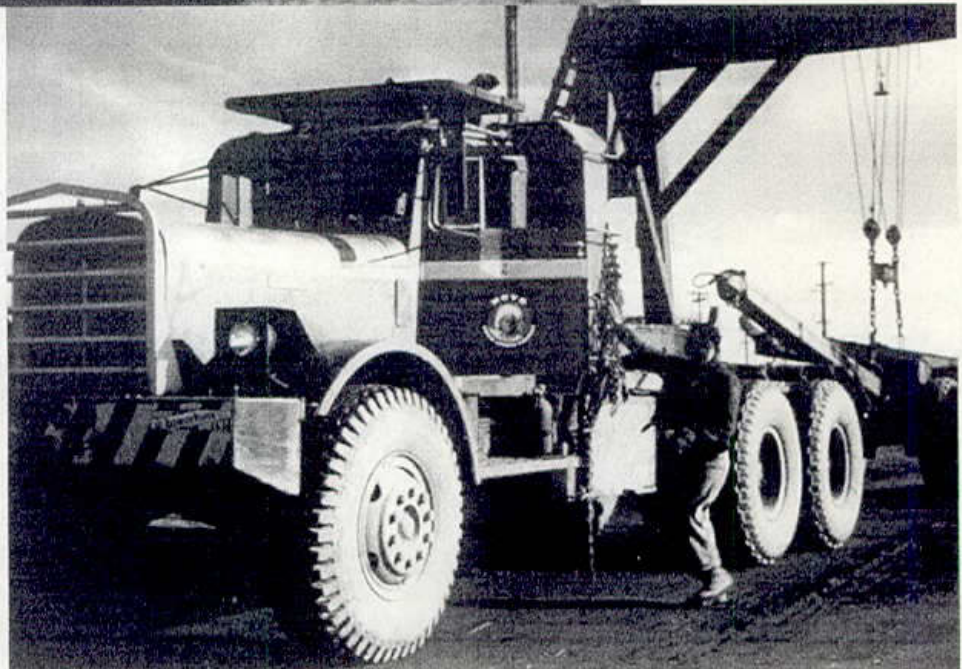


ULCO off-highway truck #4, once Rossi #20, loads under a TL-15 Washington Trak-loader with an International TD-24 on the landing.

Jarrod Brown photo

Albert Ponts preparing to load the trailer on ULCO off-highway truck #2, ex-Rossi truck #18. Note the two straps on the trailer to load, and the truck bunk is turned parallel to the truck for loading.

Jarrod Brown photo





ULCO's Truck #1, ex-Rossi truck #17, loads under a TL-15 Washington Trakloader.
City of Fort Bragg photo



An ex-Rossi Kenworth in Union Lumber Company colors loads under ULCO's truck mounted P & H Model 555A loading machine, while an International TD-24 arrives at the landing with a turn of logs.
City of Fort Bragg photo



Union Lumber truck #1, ex-Rossi #17, prepares for the Paul Bunyan Days parade duty, with its “miniature” highway counterpart, ULCO truck #24, alongside. ULCO acquired truck #34 along with the rest of the Pacific Coast fleet when it purchased the Mendocino County interests of the Pacific Coast Company in 1960. *City of Fort Bragg photo*

part of his road maintenance contract with Union Lumber Company along with two Caterpillar Model 12 motor patrols and an Adams 660 motor grader. Over the years, Rossi hauled a variety of materials in the area other than logs and lumber: milk from the dairies on the south coast, fuel, and peeler cores from the Pacific Coast’s veneer plant at Leggett to the Aborigine stud mill in Fort Bragg.

In 1956, Union Lumber Company decided to establish their own off-highway truck program. Their first step was to purchase the five 12-foot bunk Kenworth trucks from Joe Rossi, followed in subsequent years with the purchase of seven new Model 849 Kenworths, four of the original 1949 Peterbilt trucks from the Roy Stoddard fleet, two new Peterbilt trucks, and finally an International. When Union Lumber purchased the 12-foot bunk trucks from Rossi in 1956, drivers Ernie Hontou, Roman Engels, Joe “Bud” Wesel and Elmer Scarmella went with the trucks. Arnie Thompson, who was one of the senior Rossi log truck drivers, was also a grader operator for Rossi and when Union Lumber Company purchased Rossi’s grader, Arnie went with the grader.

After he sold the 12-foot bunk trucks to Union Lumber Company in 1956, Rossi continued to haul logs with highway trucks and the 10-foot bunk trucks into the 1960s. He eventually stopped hauling logs altogether by 1966, and his focus changed to hauling lumber. In 1972, with the closing of the Rossi Wholesale Lumber plant in Ukiah, Rossi held an auction in Ukiah and liquidated the last of his truck fleet, excepting those trucks needed to supply the Rossi Building Materials business in Fort Bragg.

The 10-foot bunk off-highway trucks were in themselves an interesting program. The two Kenworths, Trucks #13 and #14, were purchased first, followed several years later by the two Peterbilts, trucks #34 and #35. Rossi had a special permit which allowed him to haul on Fort Bragg city streets (Oak Street) and the Sherwood County Road, which allowed the company to access the timber in the upper Noyo river drainage and the southeastern Ten Mile drainage. Legend had it that you could always tell when a 12-foot bunk truck had been “accidentally” dispatched in the Noyo drainage, as a trip down Oak Street would

reveal downed telephone and electric wires. Rossi continued to haul with the 10-foot bunk log trucks into the '60s. The two Kenworth 10-foot bunk trucks were purchased by Paul Hals and used in the Garcia River drainage to supply the Hollow Tree Lumber Company's Mill "D". In 2003, the authors surveyed the remains of one of the Rossi KWs in a "creek bank stabilization" mode near the Mill D site. The only surviving Rossi truck is truck #34, one of the 10-foot bunk Peterbilt trucks, converted to a water truck and now owned by Gregg Simpson Trucking of Ukiah, California.



A load of beautiful fir logs on Rossi truck #34, one of the newer 10-foot bunk Peterbilt trucks. Truck #34 was generally driven by Harry Fowler or Archie Carmichael. The truck is the only surviving Rossi truck, now a water truck for Gregg Simpson Trucking of Ukiah, California.

Photo courtesy of Rossi Building Materials

Rossi truck #13, one of Rossi's 10-foot bunk Kenworths, driven by Arnie Thompson, headed from Hayworth Creek in the Noyo drainage to Fort Bragg via Sherwood Rd. and Oak Street.

Photo courtesy of Arnie Thompson





A Rossi 10-foot bunk truck, #32, loads under a Washington Trakloader. Note the license plate, which was required when the 10-foot bunk trucks were allowed on city streets and county roads under special permits.

Bill Stockley photo

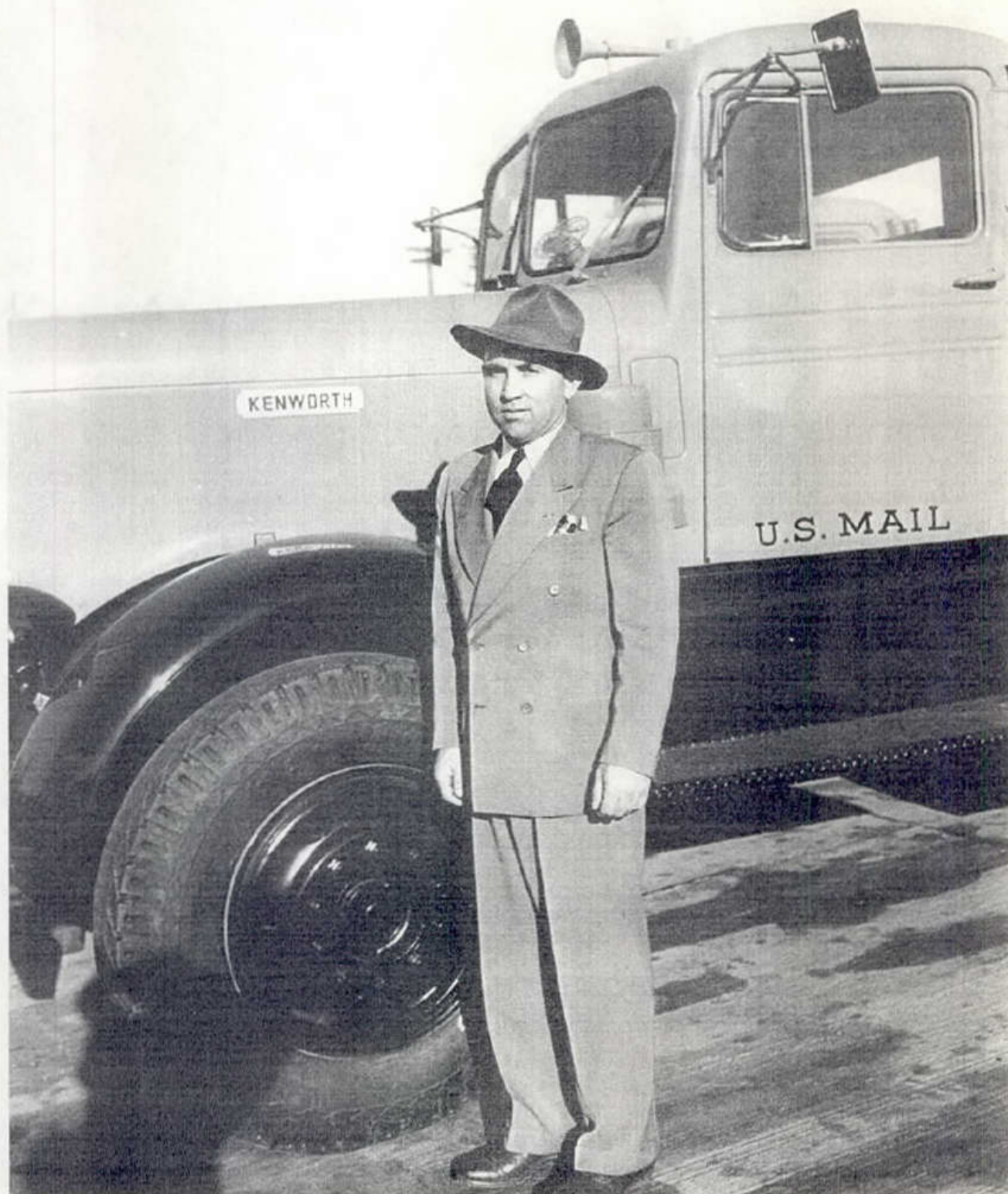
Rossi driver John Mitchell recalls a story of hauling in the early 1950s. John was driving Rossi's truck #22, which was an old Peterbilt powered by a 150 hp Cummins engine. They were hauling from Dunlap Pass to Caspar, for the Caspar Lumber Company. Happy Cook was the Caspar logger. The road was graveled, and when you started up out of Whiskey Springs, if you were loaded a little lop-sided, the truck would spin out at the "S" turns. You would get a chain ready, hook it to your front bumper, and wait for another truck to come by and help you up the hill. He said that Gale Hayter, who was driving a Rossi lumber truck, hauling bob-tail from Kelly McGuire's mill at Camp 19 to Fort Bragg, had to help one or two of the loggers to the top each time he came up the hill.

Out in the Noyo drainage, there is still a place on the maps that is named Banfill Turn. The legend is that Bill Banfill, one of Rossi's drivers, stopped on the turn to tighten his wrappers. When a loaded truck takes off, the front of the truck usually lifts slightly from the engine torque. This time, when he got back in the truck and let the clutch out, he said the truck was loaded so high and heavy, that the front reared up and just tipped over in its tracks.

Very early on, Joe Rossi referred to a diesel engine powered truck as a "smoker." Joe would ask prospective young drivers applying for a job, "Do you know how to drive a smoker?"

Joe Rossi concentrated his efforts on the building materials store and the tire operation until he started making plans for retirement in 1978. He sold the building materials business to the families of his three children, and sold the Coast Tire business. He enjoyed retirement traveling with Anne, gardening,

hunting and fishing. Anne passed away in 1991, Joe in 1993. The boy that arrived from Italy at age 17 to milk cows lived the American dream. And made his mark on the life and times of the redwood timber industry of the Mendocino coast.



A dapper Joe Rossi poses with a new Kenworth truck. It is unknown what, if any, connection Rossi had with the US Mail Haul.

Photo courtesy of Rossi Building Materials

Some of the Rossi shop crew included: Paul Drake (mechanic), William "Bill" Patton (tire man), Don Sullivan (tire man and service man), John "Jay" Whitman (mechanic), Mario Morandi (mechanic), Eldred Johnson (truck mechanic), Vic Beccaria (mechanic and truck boss), Aldo Beccaria (washed and serviced trucks), Eino Freeman, Sr. (welder), Everett Gabbert (welder and tire man), and Archie Carmichael.

Some of the Rossi drivers were: John Mitchell, Bill Nolan; Elbert "Bert" Banfill, Bill Banfill, Fred Carmichael, Archie Carmichael, Arnie Thompson, Kenny Peterson, Bob Henderson, Frank Fiddleston, Ernie Hontou, Harry Fowler, Elmer Scarmella, Roman Engels, Lawrence Filosi, Gale Hayter, Joe "Bud" Wessel, Joseph Van Dine, Louie Andreis, Harvey Walters, Gene Colgate, M.B. Carr, Spedo Williams, Pop Marshall, Tommy Haws, Bruce Swallenback, Butch Dooley, Pepe Smallwood, Percy Phillips, Bill Canaar, Sam Shafsky, Leon Reynolds, Ray Reader, Harold Bainbridge, Donald Bainbridge, Bill Simpson, and Bud Jenkins.

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The Gualala Lumber and Veneer plant in Gualala, California in 1956. Rossi became a partner in the business, and his trucks hauled the veneer to market.

Western Ways-Pomeroy Collection photo