

# 'Ol' Blue'® – Then and Now

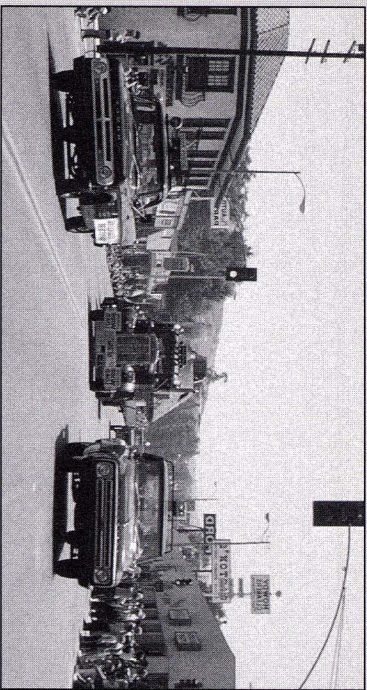
## Then...

Imagine this: You're with your local chamber of commerce and you have planned and sold advance tickets to an air show featuring the Apollo 14, valued at \$25 million, as the main exhibit. Then, just days before the event, workers at the company planning to haul the Apollo 14 go on strike. What do you do?

If you're RJ Taylor, who sat on the street and safety committee of the Van Nuys, California, Chamber of Commerce in 1973, first you turn around and look over your shoulder when all eyes in the room shift towards you – only to discover they are looking at you. And then you become the first commercial carrier to touch the Apollo, the trucker in charge of delivering America's Apollo 14 to its last appearance. (Well, it was supposed to be the last – the Apollo sat in California for 24 years, but it recently was moved to the Smithsonian.)

Throughout the move, Taylor, owner of Van Nuys-based T&S Truck Lines and 'Ol' Blue, his 1951 Kenworth, had escorts that included the Los Angeles Police Department and California Highway Patrol. While the Apollo was on display, he had to fire up the truck every two hours, keeping it ready to roll in the event of emergency, and barricades were set up because people wanted souvenirs.

While it was the most exciting and patriotic haul Taylor and 'Ol' Blue' have undertaken, it had little publicity. It was more than a decade later when photos of 'Ol' Blue' hauling the Apollo 14 finally appeared in *Wheels of Time* and *Holland*



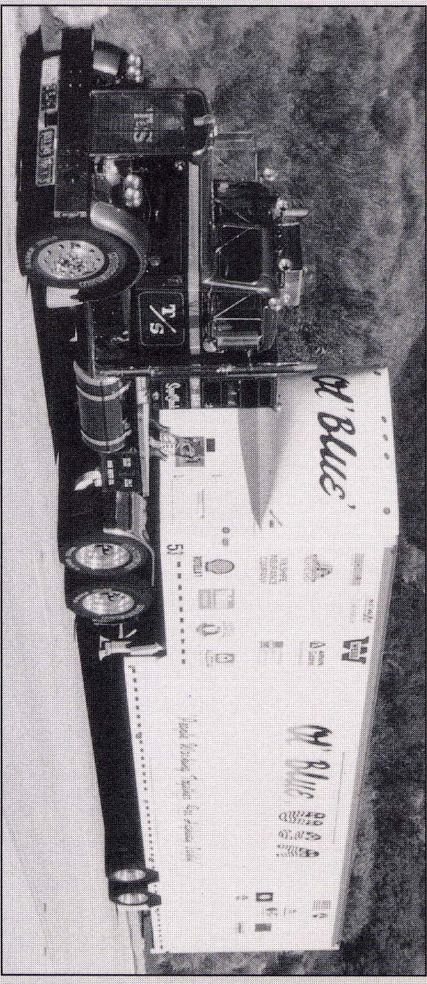
and *French trucking* publications. Taylor didn't alert any media to the historic event, and he took few photos of his own. As he reminisces, he chalks this up to getting "so wrapped up in it all." Wouldn't you?

## Now...

'Ol' Blue' is still no stranger to hauling oversized loads and is a working truck when not on tour with Ol' Blue, USA (United Safety Alliance, Inc.). 'Ol' Blue' is the centerpiece of Ol' Blue, USA, which travels cross-country promoting safety around large vehicles and improving relations between law enforcement and truck drivers.

As she travels between schools, truck stops, trade shows, and other events, 'Ol' Blue' hauls a 53-foot rolling billboard that promotes "People Working Together for Highway Safety" to millions of motorists. Corporate sponsorship and that of the Mid-America and International trucking shows make it possible for the safety organization to make appearances at the two largest truck shows in America. Ol' Blue, USA is endorsed by the California and Nevada Highway Patrols, Kentucky Vehicle Enforcement, and U.S. DOT.

Road safety is vital not only to truckers, but to the lives of all motorists. The number of lives positively touched by Ol' Blue, USA is immeasurable. This 1998 commemorative poster celebrates the safety organization's 12th anniversary.



## Come Visit!

Visit our Web site at [www.olblueusa.org](http://www.olblueusa.org) or write P.O. Box 2401, Van Nuys, CA 91404-2401.

## Poster Made Possible By

*rpm* Magazine & *rpm* eXtra, Brian Foster (design/artwork), Pam Hagen, Stan Holtzman, and Roxane Campbell.

Poster is complimentary – not for sale. 'Ol' Blue' is a registered trademark since 1977. Copyright of this poster ©1998 by Ol' Blue, USA (United Safety Alliance, Inc.), a non-profit 501 (c)(3) organization.