

Community Comment

Tuesday, July 19

Erin Dunn, Fortuna Chamber of Commerce

This is Erin Dunn of the Fortuna Chamber of Commerce with a Community Comment.

What a week it's going to be. It's the start of the Republican National Convention. Don't worry—I'm not going there with this comment.

It's AutoXpo week—little Fortuna seems to double in size each 4th Weekend of July.

And, it's my birthday. Today. If you are thinking "Happy Birthday," then I'm thinking "thank you."

I'm on the search for something that no longer exists. And it fits in a little with the second two items I just mentioned—AutoXpo and my birthday.

I'm trying to find a simple, new, regular-old pick-up truck. Not a diesel 4-wheel-drive \$100K truck; not a long-bed; not a king cab—just a simple, two-door, pick-up truck. Like the Ford Ranger once was.

The Ford Ranger was made from 1983 to 2012. Then it became a Dinosaur—not big enough, not fancy enough, just not...enough. The Ford Ranger has its own Wikipedia page, but it reads a little like an obituary.

So there is no Ford Ranger. Or any other new small pick-up truck—even the Toyota Tacoma is souped up now.

Why am I looking for a truck? Because the 1993, go to the garbage dump, small little pick-up my partner Ross had is no more. It simply died. And that's ok by me. Its front license plate was a little askew because it was held on by some kind of rusted wire; someone did a hit and run and smashed the back while it was parked; and to add insult to injury--it had manual steering.

I drive the new car he bought—a Honda Fit—so I figure I should buy a car for him to drive. But it's not that easy.

When I was in high school my parents let me drive their I-don't-know '67 Chevy pick-up – orange with a white top and 3-on-the-column—during my senior year. Where is that simple kind of truck?

I was on the road a lot last year and would guess at least one third of the vehicles on the road nowadays are trucks. Big trucks. Trucks that drive like cars but give you a second story view.

The huge, muddy trucks I automatically think belong to pot growers—well, don't they? Are they to blame for the phasing out of small trucks? I blame a lot of stuff on the pots growers—like using up all the water—but I'm not going to blame them for this.

I was hopeful when I read this on a truck-maker's website:

“Many believe that there is about to be a rising demand for small trucks again soon. With the baby boomer generation sending their kids off to college and looking to downsize, the expectation is that many full-size truck owners will be looking to downsize but without losing the convenience and image of owning a truck.”

Oh, if only! It can't happen too soon. Maybe before my next birthday?

This has been Erin Dunn with a Community Comment.