



I bought the first Li'l Red Express Truck that I ever laid eyes on. The second one as well. This was back in 2003. When the Li'l Reds were born (1978 and 1979) I was living on an island in Alaska and was there for another 10 years. By the time I returned to California they were old news, especially on the west coast, a lot more of them were sold east of the Mississippi. I found pictures and data on the trucks while researching parts sources for a '84 Dodge pickup that I'd bought. I've always had pickups for work, but the idea of "factory custom" truck was new to me. An ad in the Old Auto Trader caught my attention, there was a Li'l Red Express for sale pretty close to home. It turned out to be kind of rough, but I bought it anyway. A few months later another nicer 79 appeared in the next town for less money so I borrowed enough dough to buy that one too. When the thrill of owning two faded, I got rid of the first one. Over the years, a lot of mechanical and some cosmetic work had been done on my baby. Gary Flowers, local Mopar guru had been responsible for most of the mechanical stuff. This truck has been a blast to own. It's a stocker but it's a custom. It's a pickup truck, but also a hot rod. With so few ever built it's something seldom seen, especially here on the west coast. Most people have no clue about its origins. In the 1970's, Dodge turned out a series of pickup models that they called their "adult toys". There were Warlocks,

Macho Power Wagons, True Spirits, Dudes, Top Hands, Big Horns and others sold regionally. Most were offered as pure trim packages, but the Li'l Reds had the distinction of bearing their own VIN designation. All Li'l Red Express's came with the same driveline, a high performance 360 with a thermoquad four barrel carburetor, dual snorkel intake, dual exhaust stacks, 727 automatic transmission and 3:55 rear gears. They were fast. I think I might just be buried in mine. Jay Hendricks, Pleasant Hills, CA

