

# THE SPARK PLUG

News to spark your interest

September October 2017

Spirit of St. Louis Region Classic Car Club of America



Bob and Sonia Abbott and their 1917 Packard Twin Six and John and Rose Gibson and their 1931 Pierce-Arrow

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## SPIRIT REGION OFFICERS

REGIONAL DIRECTOR  
John Lowell  
[jlowell@lowellmfg.com](mailto:jlowell@lowellmfg.com)

ASSISTANT DIRECTOR  
Thomas Quick  
[teq56@yahoo.com](mailto:teq56@yahoo.com)

TREASURER  
Kevin Williams  
[stlwcl@yahoo.com](mailto:stlwcl@yahoo.com)

SECRETARY  
Jim Heslop  
[jimheslop@hotmail.com](mailto:jimheslop@hotmail.com)

## BOARD OF MANAGERS SSR REGION

Ron Olson (2017)  
Dave Groerich (2017)  
Tom Roberson (2017)  
Linda Hill (2018)  
Doug Kirberg (2018)  
Chad Thomas (2018)  
John Groll (2019)  
Todd Tobiasz (2019)

## COMMITTEES

ACTIVITIES  
Chad Thomas  
[wentwithit@yahoo.com](mailto:wentwithit@yahoo.com)

MEMBERSHIP  
Tom Roberson  
[34packard@sbcglobal.net](mailto:34packard@sbcglobal.net)

SPARK PLUG  
NEWSLETTER  
EDITOR  
Jim Schild  
[jschild@htc.net](mailto:jschild@htc.net)

# Director's Message

As the old car season transitions from the Summer months into Fall, there's still plenty of events to enjoy with our Classics. I get a number of requests from individuals and organizations through the contact form on our website requesting our cars to participate in shows, special events and even some Fall weddings. A number of these are listed in the Upcoming Events section of our website. These events present an excellent opportunity to share our cars with the community, and are fertile ground to attract potential new members.

As seasons transition, so too does the profile of your Board of Managers. Terms expire, and quality people who have served your Club with distinction elect to step down to let others get involved. I will have three Board vacancies that need to be filled this year, and I will also be looking for interested individuals to succeed our outgoing Membership and Participation Chairperson. The time commitment is not overwhelming, and Board meetings are short and on point. Beyond that, the goal is to have fun, and be good ambassadors for our Club.

I will be appointing a Nominating Committee soon to prepare a slate of nomi-

nees to be voted on by the membership. If you are contacted to serve on the Board or a Committee, I hope you will consider working with me to make our Region the best that it can be.



Spirit of St. Louis Region  
*Classic Car Club of America*



The October Spirit Night will be held on **Tuesday October 3 at 6:30 p.m.** and hosted by Ron and Shannon Olson and will be held at Hendel's Market Café in Historic old town Florissant, across from Sacred Heart church.

### Hendel's Market Café

559 St. Denis Street  
Florissant, MO 63031  
314-837-2304

[www.hendelsrestaurant.com](http://www.hendelsrestaurant.com)

Opened in 1873 as a grocery and general store, stepping into Hendel's Market Cafe is like visiting another time. From New York Strip, to specialty pastas and fresh from the garden salads, Hendel's does everything perfectly to order befitting this much loved Florissant landmark



## Across the Editor's Desk

Now that I almost finished my last work for a publisher I have had time to get back to an enjoyable and educational past time of studying all of the automobile books I have collected over the years. The first thing I always realize is that the best of these automobile enthusiast books were all written and published more than 40 years ago. It seems that it was before that time that automobiles were appreciated more for their historic and mechanical values rather than their sale or auction values and the writers of the time truly felt the excitement that many of felt when we first realized that the automobile was an object of great interest and pleasure.

Those writers are still heroes to those of us who try to convey to others what an automobile means to us. Ken W. Purdy, Beverly Rae Kimes, Henry Austin Clark, Jr., Robert Gotlieb, Michael Lamm, Roy A. Schneider, Fred Roe and others are what helped make us want to know more about the Classic Cars we appreciate today. How else would we have known about Duesenberg, Cadillac, Hispano-Suiza, Packard and Cord when many of them and their glory were long lost to history in our lifetime?

Even the titles of some of these books told us that these machines were something very special and we knew that we were special because we knew something about them that most others in everyday life did not. How could one not want to read *Kings of the Road*, *Motorcars of the Golden Past*, *Automobiles and Automobiling. Rolling Sculpture* and more recently, *Early Speed and Opulent Luxury?*

It seems likely that few in the generations that follow us will ever understand our fascination with things mechanical and automobiles but we should not dwell on that thought. It could be best for us just to continually be glad that were fortunate enough to be born and raised in a time when the accomplishments of those who went before us made our lives more interesting than what a smart phone does or what someone tells us on Facebook.

**Don't forget...the deadline for material to submit to the Spark Plug next time the 20<sup>th</sup> of October.**

**Jim Schild—Editor**

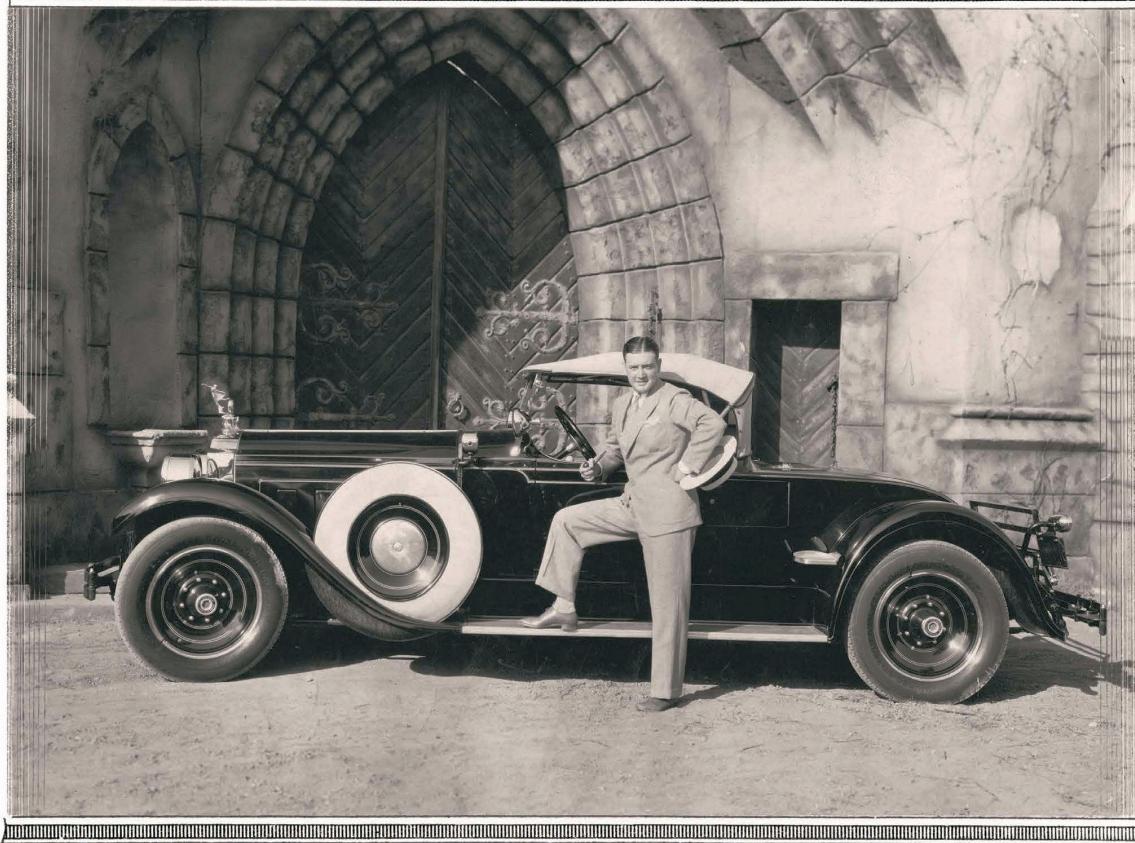


Classic Auburn used as Bar & Grill Billboard



One of our friends and sometime TV personality Steve Magnante recently sent a note about an interesting Bar and Grill he saw while driving around Indianapolis. The Mousetrap Bar & Grill at North Keystone and 59<sup>th</sup> Street has used this half of a Classic 1935 Auburn Boat tail Speedster body as a roof billboard decoration since they opened in 1957. This is reported to be a genuine steel body and not a fiberglass replica. One could only guess why, what was then a Classic Car would be sacrificed to use for a sign.

# They don't always sell themselves.



**When it comes to selling a special car, there's only one call you need to make.**

If you're curious about the best place to sell your car - we'll tell you. We help collectors determine market value and prepare their cars for sale. Our international reach and expertise, simply put, gets cars sold. We're the nation's largest, full-service classic car facility.

**Before you consign, sell or buy your next car, call us.**

**25** YEARS **HYMAN LTD.**  
YOUR PASSION, OUR PROFESSION.

To find out what your car is worth or see our inventory, go to [www.hymanltd.com](http://www.hymanltd.com) | 314-524-6000

2015 Copyright Hyman Ltd • St. Louis, Missouri

## ADVERTISEMENTS

You can now place an ad in the Spark Plug! Buy the full year.

### **Full Page Ad 7x10"**

**\$40.00 per issue or  
\$210 for a full year**

### **Half Page Ad 7x5"**

**\$30.00 per issue or  
\$150 for a full year**

### **Business Card Ad 3.5x2"**

**\$20.00 per issue or  
\$90.00 for a full year**

We ask that advertisers submit ads reflecting services or businesses consistent with our members' interests. Digital graphics are not required but will result in a higher quality advertisement. If submitting a hard copy of graphics please make sure there are no fold lines, tears in the paper or information that is not accurate.

### **Make checks payable to:**

**Spirit of St. Louis Region  
CCCA**

**Send payment and  
graphics to:  
Jim Schild,**

**5 Rowan Oak Lane  
Columbia, IL 62236-4148**

**[jschild@htc.net](mailto:jschild@htc.net)**

**For more information contact: 618-281-3311**

Payment in full must be received before ads are published. Ads must be received prior to each deadline. If purchasing full year package the same graphics and or wording will be used each time unless otherwise notified before the next deadline. Deadlines are the 20<sup>th</sup> of every other month. Spirit of St. Louis Region CCCA reserves the right to refuse advertisement space. The Spirit of St. Louis region CCCA does not assume liability, either implied or expressed as to accuracy of any ad. The Spirit of St. Louis Region CCCA does not insure or endorse any product or services advertised.

## Membership Musings



1.

Greg Rhomberg  
4190 Hoffmeister Ave.  
St. Louis, MO 6312  
314-544-1214 off  
314-346-4600 cell  
[grr@antiquewhs.com](mailto:grr@antiquewhs.com)

2.

Francis. J. Buchholz  
2525 Greenberg Dr.  
Florissant, MO 63033  
314-921-3737 home  
314-607-3757 cell  
[fbuchholz1939@sbcglobal.net](mailto:fbuchholz1939@sbcglobal.net)

Dear members

If your summer has been like mine it has been packed with activities, vacations and staying healthy.

The membership has continued to grow and we are now up to 110 members and associate members. There have been some updates and address changes so get out the directory and pencil in the new information.

I am sure you all have gotten Don Hoelscher's new address information but I want to make sure so:

Don Hoelscher  
11 Brentmoor Lane  
St. Peters, MO 63376  
Phone: 636-794-1356 home  
636-544-0278 cell

Member Bill Albertin has a new E-mail address;

[Albertinwilliam@gmail.com](mailto:Albertinwilliam@gmail.com)  
Add the following names into your directory:

The end of the clubs year is approaching. November will be our Annual meeting and that is the indicator for the end of the 2017 car season. Several things are important this time of year. First, look for your membership information from the national office. Being prompt in paying your dues really helps me to keep the records up to date and provide timely information such as mail labels to other members or directors. So look for the dues notice and please pay promptly. Secondly, the end of the year means we have leadership opportunities opening up. We will have several board positions opening up, and I know for sure that Membership Director and Participations Director will be looking for leadership. Please consider a way you can help in the club and notify our Director John Lowell.

My Contact information:

Dr. Tom Roberson  
314-973-0731  
[34packard@sbcglobal.net](mailto:34packard@sbcglobal.net)

## Geneva Concours d 'Elegance 2017

Text and photos By Wendell Smith

The fifteenth annual Concours in Geneva Illinois was held on Saturday August 27th. Seven Spirit of St Louis Region Members participated in the event. Allen and Nancy Strong brought their recently restored 1934 V-12 Packard rumble seat coupe, Bob and Sonia Abbott entered their 1917 Twin Six Packard touring, and John and Rose Gibson participated with their 1931 dual-cowl Pierce Arrow Phaeton. I was retained as transporter/handler for the Gibson party.

The Gibson's, Abbott's and I have discovered there is a lot of fun in participating in the annual meets of the various marks. Last month the Spark Plug contained an article on the annual Rolls Royce meet that was held in French Lick Indiana. Ralph Curzon, Bill Davis, Jim and Myrna Schild , along with the Gibson's and I attended this meet. The previous month the Spark Plug carried an article on the annual Pierce Arrow Meet which was held in St Louis. Approximately a dozen of our members took in this event.

Concours d 'Elegance and Grand Classic events also represent a great opportunity to take in shows and interact with fellow enthusiasts. Concours d'Elegance events represent all makes and ages of original vehicles. Grand Classics, on the other hand, are restricted to Full Classics.



*Heading to the pre-event picnic held at an airport featuring vintage airplanes. Bob and Sonia are in the front seat of the Packard Twin-Six while Wendell, riding in the back, checks on speed and looks for police radar.*

The Geneva show is a fundraiser for a women's cancer support organization. Long time CCCA member Bob Joynt is in charge of the two day event. The first day typically features country driving excursions, visits to collections, and a banquet. This year participants toured approximately thirty miles for a picnic with vintage airplane enthusiasts. There were approximately 200 cars entered in the event. Approximately one fourth of the cars were full Classics.

The show is held around the county courthouse square at the county just west of downtown Chicago.

If you are not already doing so you should take in some of the great out of town events that feature Classics and original automobiles. If you don't enter just attend or better yet, go as a handler/helper of a fellow member that is showing a car. This way you can also enjoy all of the special activities that typically transpire a day before the show event.



*The pre-event function for the Concours was held at the Aurora Airport, 25 miles from the Geneva show grounds. Vintage airplanes and Classic vehicles make for a great picnic setting.*



John all set up and waiting for the crowds.



Bob and Sonia arrive at the awards presentation .



The awards waiting presentation at the Concours.



Spirit of St. Louis Region member Allen and Nancy Strong were participant and trophy winners at the Geneva Concours with their 1934 Packard V-12 coupe. The restoration on this car was finished about a year ago and it has already been driven on a 1,000 mile CARavan last fall back east. The Packard was formerly owned by national member Wally Rank who owned and restored the car many years ago.

One of the additional benefits of attending a national meet or major Concours is the opportunity to learn more about the history of your cars and even meet prior owners.

## National Board Update

### By Thomas Quick

I would like to on occasion keep the St Louis Region updated on my experience of serving my region on the National Board of Directors.

I just attended a board meeting in late August and I'd like to keep you informed of some of the issues our club faces on a national level.

The largest issue we currently face is over the last few years we have been running a deficit. Part of that issue is due to the space the club just recently sold and the lawsuit that was involved. Thankfully that issue is finally behind us. While the sale of this property helps our financial picture we still have issues to face. We have, like all old car clubs, been losing members. What we have not done is to decrease our service while we have had declining revenue. We have several possible solutions to resolve our financial hurdles. I will briefly touch on the major solutions.

First. We are coming up with some plans to slow the loss of members but more importantly to increase the awareness of our cars and therefore our club to the young car enthusiast with the hope we can create a pipeline of future old car owners, some of which will qualify for our club. I am personally involved in this project and will be presenting several ideas at the next meeting where we will be setting aside one whole day just for financial ideas.

Second. We are also looking at every possible place to cut expenses. Over the last few years the Board has cut considerable expenses but there are always ways to improve. Our two largest expenses are printing/mailing and salary. We are looking at the possibility of having an all-digital membership that will dramatically decrease our printing and mailing expense. Look to see more about this in the future. On the salary front, the general consensus we will only do this as a last resort. Our national employees do the work of this club and without them we would not have a club in my opinion. Having a professional staff is one of the ways we keep our club heads above others. All of the board and I'm sure all of our members that have had any dealings with our national employees knows how valuable they are to the club. Some employees have said they would voluntarily take a pay cut in order to help the club. That will be a last resort in my mind.

Lastly. We have a club of members that are extremely valuable for a segment of luxury advertising. This is where I think we can make the largest impact in our shortfall. We are considering several ideas in order to leverage our printed media to gain more advertising dollars. It is my belief that if

this is done properly it will cover our shortfall. If the idea of a little more advertising is something you don't like I'd like you to consider the benefits to the club with the idea keeping our printed media to a very high professional level and how advertising dollars will help keep that level at the status quo.

My final thoughts are that if any of my regional members have other ideas that we have not thought of please email me and let me know. Our next meeting is Dec 2<sup>nd</sup>. I can be reached at teq56@yahoo.com

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Hello all,

I received a recent call from Spirit Region member Shawn Dougan of Hyman Ltd. who described an interesting and unique opportunity to show our Classics at an upcoming event on Saturday, September 30, 2017 at Aero Charter hangar at the Spirit of St. Louis Airport. The event is organized by a gentleman named Paul Hansen who runs a 501 (c) (3) called the *Flying Vikings*. The program is designed to immerse children ages 6 to 18 years old with a chronic illness or physical disability into a high flying adventure. Children will be given the opportunity to take the controls of the plane and navigate the sky for 20-30 minutes as they become the pilots. The real pilots are all volunteers who have a passion to fly and help make a difference in someone's life. They are all in compliance with FAA regulations.

This is a cause that is very near and dear to Shawn and his family as they have had first-hand experience with the illness of a child. How can the Spirit of St. Louis Region show support of not only this event, but for Shawn himself who along with Hyman Ltd. has done so much for our Club? Here's how..... Shawn has asked for 7 – 10 cars to be on hand at Spirit of St. Louis Airport to give a 5-10 minute ride to the children after they fly. There will be a parking area for cars at the Aero Charter hangar. Cars should arrive by 10:00am.

The Aero Charter hangar is located at 501 Turbine Avenue, Chesterfield, MO 63005, PH: 636-537-0005. If you are interested in participating in this worthwhile cause which will surely bring a smile to a sick child's face, please feel free to contact me. I know Shawn would appreciate our support!

Thanks,

John Lowell

<http://www.flyingvikings.org/>

# ANNUAL SSR CCCA PICNIC



*Scene from last year's picnic at the Quicks*

**WHEN: SUNDAY OCTOBER 22, 2017**

**1:00PM**

**WHERE: THOMAS & KRISTY QUICK'S  
#4 ACORN DRIVE  
ST. LOUIS, MO 63128**

Bring your lawn chairs, and a side dish or dessert to share.

You may also bring your own alcoholic beverages.

All cars are welcome. Classics are encouraged. Meat and soft drinks provided.

We hope to see you all there!



Spirit of St. Louis Region  
Classic Car Club of America

# Annual Meeting

Sunday, November 5, 2017 • 12:00pm

Moonrise Hotel

6177 Delmar In The Loop • Saint Louis, MO 63112



Opened in April 2009 by Joe Edwards as part of his vision for adding vibrancy to the Delmar Loop neighborhood, the eight-story Moonrise Hotel blends cool modern design and quirky sophistication to create a truly unique experience. We will dine in the Twilight Room, an all-season indoor/outdoor space perched on the 8th floor rooftop, affording year-round dazzling views of downtown St. Louis and Forest Park.

Our featured guest speaker will be Mike Eberhardt, an expert on the Chrysler Turbine car, and the curator of the only operational Chrysler Turbine Car on public exhibit which resides at the Museum of Transportation. This promises to be a very interesting and informative presentation.



**NOTE:** Seating is limited to 80 guests.

This will be a catered meal with passed appetizers and a cash bar.

**RSVP BY OCTOBER  
20, 2017**

Visit [www.spiritccca.com](http://www.spiritccca.com) and  
CLICK ON "STORE" to register.

OR

Tear and mail in the section below, with payment, to:  
SSR CCCA 6257 Rhodes Ave., St. Louis, MO 63109.  
Make checks payable to Spirit of St. Louis CCCA

**MENU**

### Chicken Saltimbocca

Boneless chicken breast stuffed with prosciutto, provolone, and basil, topped with white wine beurre blanc

### Sliced Beef Tenderloin with Bordelaise

Sliced tenderloin in a red wine bordelaise sauce with shallots and herbs

### Roasted Vegetable Fettuccini

Fettuccini pasta with roasted vegetables, roasted red pepper sauce and fresh herbs

Name: \_\_\_\_\_

Menu Selection:  Chicken  Beef  Vegetarian

Phone: \_\_\_\_\_

No. of Guests \_\_\_\_\_

No. in Party: \_\_\_\_\_ x \$50.00 = \_\_\_\_\_ Amount

Guest Name: \_\_\_\_\_

Menu Selection:  Chicken  Beef  Vegetarian

Guest Name: \_\_\_\_\_

Menu Selection:  Chicken  Beef  Vegetarian

Any special dietary requests? (Be specific please):  
\_\_\_\_\_  
\_\_\_\_\_

Questions? Call John Lowell at 314.724.1493 or email [jlowell@lowellmfg.com](mailto:jlowell@lowellmfg.com)

Spirit of St. Louis Region  
Classic Car Club of  
America

Jim Schild, Editor  
5 Rowan Oak Lane



## CALENDAR OF EVENTS

### September 2017

Flying Vikings Event at Aero Charter Hanger, Spirit of St. Louis Airport	September 30
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### October—November 2017

>>SSR Spirit Night, Ron and Shannon Olson—Handel's Market, Florissant, MO	October 3
Spark Plug submission Deadline	October 20
>> SSR Fall Color Tour, Chad Thomas	October 29
>>Spirit of St. Louis Region Annual Meeting, Moonrise Hotel, Delmar Loop	November 5