

THE SPARK PLUG

News to spark your interest

March/April, 2023

Spirit of St. Louis Region Classic Car Club of America



There is nothing like having a beautiful Model J Duesenberg to our front during our membership meeting.

WHAT'S INSIDE

Director's Message	P2	HCCM Easter Show Application.....	P11
Across the Editor's Desk	P4	March Spirit Night.....	P12
Membership Musings	P6	Three Region Grand Classic.....	P13
Jaguar Club Rallye to Fulton.....	P7	Classic Book Shelf.....	P15
SSR Membership Kick-Off Meeting.....	P8-10	Calendar of Events.....	P16

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SPARK PLUG NEWSLETTER

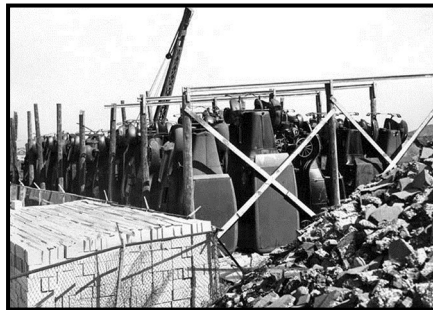
EDITOR

Jim Schild
jschild@htc.net

Director's Message

Ever wonder how the car collecting hobby got started, or its humble beginnings, or who the people were that fostered the preservation of the cars we love?

Perhaps you've read a story or two about the legacy of our hobby and the founding fathers of car collecting and preservation, but if not, it's an interesting one. Names such as George Waterman, Kirkland Gibson, D. Cameron Peck, Bill Harrah, A.K. Miller, Smith Hempstone Oliver and many other storied collectors are well known, and collectively they saved many significant cars that otherwise would have met their fate in the scrap drives of World War II. We owe them a debt of gratitude, and thankfully these cars live on, many in fine museums, others in private collections. Maybe yours is one of them.



A fascinating story of one of the more colorful early car collectors was that of Barney Pollard of Detroit, Michigan, who started collecting vintage cars in 1938, just prior to World War II. Pollard owned a construction company, and kept his growing collection on his property. In need of salvage material for the war effort, the government found out about the cars and insisted he turn them over to a scrap yard. What the Feds didn't know was that Pollard had found tons of scrap steel and aluminum that the government was unaware of, and delivered that, instead of the cars, to the scrap heap, thus saving hundreds of

Classic Cars. To further dissuade anyone else from finding out about his cars, Pollard stacked many of them vertically on end and wire roped them from the rafters in one of his buildings.

Former St. Louis native Carl Burst, III, whose Grandfather was the last President of the Moon Motor Car Company of St. Louis, related a story to me years ago about salvaging a rare early Moon from the Pollard collection. Burst befriended Pollard, and described the daunting ordeal of finding this car as he climbed over the radiators of many of the cars until finally discovering the Moon.

This is just a very small snippet of the story of the early car collectors who nurtured this great hobby of ours to what it is today. What's the story of your interest in old cars? Mine starts at age 10 with a 1935 Ford Coupe. Tell us your story.....I know it would be of great interest to our members in future *Spark Plug* and *Spirit Magazine* publications. Upcoming.....Spirit Nights start again in March!

John



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Across the Editor's Desk

In Memoriam



Gregory R. Rhomberg Obituary

It is with deep sorrow that we announce the death of Gregory R. Rhomberg (Kirkwood, Missouri), who passed away on January 18, 2023, at the age of 57, leaving to mourn family and friends. Leave a sympathy message to the family in the guestbook on this memorial page of Gregory R. Rhomberg to show support.

Hello all,

I am very saddened to inform you that longtime SSR member and friend, Greg Rhomberg, passed away yesterday, January 18, 2023. We send our deepest condolences to his wife, Ann, four daughters and two grandchildren, and hold them in our thoughts and prayers. Greg will be missed immeasurably.

Those who knew Greg and called him a friend will remember him as a kindhearted and very interesting individual whose historical knowledge, particularly of old St. Louis, was without peer. A visit to his incomparable private collection of memorabilia, *The Antique Warehouse*, was a step back in time in the history of St. Louis for it included vintage cars, fire engines, popcorn wagons, neon signage, an old time fountain, and so much more from a bygone era. He was very generous with his time and hosted many car club events at his warehouse.

John Lowell



Monday thru Friday 8 a.m. to 7 p.m.
Saturday 8 a.m. to 5 p.m.
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Membership Musings

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

**For more information con-
tact: 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 20th 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.



Welcome returning member: Jack Barton of Gallatin, Missouri. Jack's out in God's country, a bit east of St. Joseph.

Let's get this year going. Thanks to Jim Hendrix and Phil Taxman for the invitation to participate in the Jaguar Rallye to Fulton, MO, on March 12. Students of history should be all over this trip. This is where Harry Truman convinced Winston Churchill to accept an honorary degree from Westminster College in 1946. Churchill observed that an "iron curtain" was descending over Europe.

On Saturday and Sunday, April 22-23, we are planning a visit to Nancy and Allen Strong's collection in Urbana, Illinois. Allen brought his 1915 Packard Indy Pace Car to our 2018 annual dinner at the St. Louis Moto Museum. He's got cars and she has period wear. Lots of Packards, Cadillacs, and other very special Classics thrown in. He authored a story in the 2019 Spirit magazine about his acquisition of a Pierce Arrow that had been stored in a California, garage for 60 years. Urbana is about three hours from St. Louis. The plan is to arrive and start with the Strong's

collection, have dinner at the Silver Creek, an Allen and Nancy owned restaurant, stay overnight at a local hotel, and visit another nearby Packard collection Sunday before departure. This sounds like an excellent opportunity to get to know a group of Classics that we have rarely, if ever, seen and spend some time with fascinating hobbyists. This could be done as a day-trip, if you want to cut corners, but I think the uniqueness of this visit warrants coming for the two days so that you don't miss anything. Please contact me if you are interested in attending. I'll have more details as they are arranged.

SSR is working with The RROC and CLC on a Weekend trip to Kansas City, October 13-15. The consensus after last year's Fall Foliage Tour was that everyone enjoyed it and the clubs represented. We've enlisted the help of club members in Kansas City who have been a big help in getting the proposed activities. It's going to be hard to pack it all in a 3-day trip for those of us coming from St. Louis. We've identified three car collections and several other sites. We are looking to work out of the Plaza area downtown. Members from KC and Oil Belt Regions would meet and tour with us. I'm looking for a show of interest in this event so we can plan for the right number of participants. Drop me a note if this trip would be of interest to you. Don't forget to renew your membership to keep up with members and activities in the coming year. National Life members, remember that you need to renew our local membership each year. It's too early to name names, but so far four-fifths of our members have renewed for the upcoming year.

JAGUAR CLUB of Greater St. Louis

Invites You to join us to visit one of the Worlds Greatest Leaders

“America’s Churchill Museum, Fulton, Missouri”



8:30 a.m. Sunday March 12th

get registered have coffee and a bagel, first car off at 9:15 a.m.

**New Location: Meet at St. Louis Bread Company
17132 Chesterfield Airport Road**

Hosted by: Jim and Lisa Hendrix and Phil and Lupe Taxman

R.S.V.P. Required, so we can arrange food etc.

email: jhendrix@curtispack.com or ssjagman@aol.com

Jim: 314-406-2481

Phil: 314-761-5913

What better than British Cars visiting the Greatest of all British Leaders. Fulton is where he delivered his famous “Iron Curtain” speech. You will also visit the Church of St. Mary the Virgin, Aldermanbury. This Church once stood in the center of London, where Nazi bombs gutted it during the Blitz of World War II. It’s the only building in the USA designed by Sir Christopher Wren.

We have planned out a route on some wonderful driving roads. Lunch arrangements at The _____. **\$20**

_____. ***Bring cash as Jim Hendrix will collect for lunch at Bread Co. Total travel is about 97 miles each direction. We will provide instructions coming and going, with a quick highway return to St. Louis. Home by 4pm.***

The 2023 Spirit of St. Louis Region Classic Car Club of America Membership Kick-Off Meeting.

Pictures by Larry Hassel and Jim Schild.

The Spirit of St. Louis Region CCCA Annual Membership Kick-Off Meeting at Hyman, LTD was a resounding success. Member attendance was strong and as always, was enhanced by the invitation sent out to members of the St. Louis Region Cadillac & La Salle Club, Jaguar Club, and Mississippi Valley Packard Club.

SSR Director John Lowell got things off to a great start and was followed by reports from our membership and activities Chairman Todd Tobiasz and Project Chairman Bob Radel. A great presentation was given by Shawn Dougan from Hyman, LTD on the condition of the market and sales at the 2023 Arizona Auctions. Thanks to Mark Hyman and Shawn Dougan for their continued sponsorship and support of our region.

Below and right: As usual the Spirit of St. Louis Region CCCA Board of Managers met in an office at Hyman, LTD. The picture below shows the Board and your editor (Back row, left). Region Director John Lowell is shown at the far right. Photos by CCCA National Board Member Larry Hassel (Front row, left)





A classic view of a beautiful Model J Duesenberg was the backdrop for our 2023 Membership Kick-off Meeting at Hyman's.



A very rare Marmon Sixteen is a treat at any event.





Shawn Dougan gave a fine presentation of the Arizona auctions and the state of Classic Car values and sales.



Membership and Activities Chairman Todd Tobiasz filled us in on membership and events planned for 2023.



Board member and Projects Chairman Bob Radel provided information on the state of our project sales and future plans.



The famous 1929 Duesenberg Weymann St. Cloud Sedan, owned in St. Louis for more than 50 years, will be on display at the Ritz at the 2023 Amelia Island Concours d'Elegance. It was a treat for members at our meeting.



Even the most worldly enthusiasts will not often see such a fabulous collection of 500K and 540K Mercedes anywhere but the 2023 Spirit of St. Louis Region CCA Membership Kick-Off Meeting



THE HORSELESS CARRIAGE CLUB OF MISSOURI, Inc.
EASTER SUNDAY – April 9th, 2023
60th "Concours d'Elegance"
FOREST PARK – ST. LOUIS, MISSOURI
All Cars Must be 25 years old or older (1998 or Earlier)



We recommend you pre-register for the show early and arrive **BEFORE 11 AM.** Day of show registration for display only are first come, first served, parking is limited. This show salutes the historic aspects of motoring, vehicles are to be authentic according to factory specifications.
NO STREET RODS, CUSTOMS OR MODIFIEDS.

FIELD RULES FOR DAY OF SHOW

1. Pre-registration for display & judged cars must be postmarked by **3/29/23. VEHICLES MUST BE DRIVEN TO THEIR ASSIGNED SPACE BY 11 AM UNDER THEIR OWN POWER. NO TRAILER PARKING ON THE SHOW FIELD.**
2. All pre-registered vehicles will receive a gate pass by mail prior to the show with information on entering the show Field. **PLEASE BRING THIS WITH YOU.** Gates will open at 8 AM, show hours are 8 AM to 4 PM.
3. Owner or a representative must be with the vehicle at the time of judging and must be present for awards. Award presentation will be at 3:30 PM or earlier, awards will not be held or mailed.
4. Hoods must be opened for judging. Tops and windows must be up, boots and side curtains must be displayed.
5. **We reserve the right to disqualify cars that do not meet minimum HCCM criteria as original or restored to original.**
6. Fire extinguishers required in each vehicle.
7. No penalty for safety or anti-theft devices.
8. This show is held rain or shine, sorry no refunds.
9. NO unauthorized vendors.
10. NO "For Sale" signs, business names, or advertising.
11. NO Portable shelters or tents.

JUDGING CLASSES

We reserve the right to combine classes

- | | | |
|-------------------------------------|---------------------------------|----------------------------------|
| 1. Up to 1923 Historic Auto | 2. 1924 to 1942 Historic Auto | 3. 1943 to 1954 Historic Auto |
| 4. 1955 to 1964 Historic Auto | 5. 1965 to 1974 Historic Auto | 6. 1975 to 1984 Historic Auto |
| 7. 1985 to 1995 Historic Auto | 8. Foreign Sports Car to 1995 | 9. Mustangs up to 1995 |
| 10. Corvettes up to 1995 | 11. Camaro/Firebird up to 1995 | 12. Trucks/Commercial up to 1995 |
| 13. Original Unrestored* up to 1995 | 14. Special Interest up to 1995 | 15. New Classics 1996 to 1998 |

* Class 13 vehicles will be certified for authenticity, condition and originality and will not be subjected to the same judging criteria used for restored vehicles. For applications visit our website: [Horseless Carriage Club – St. Louis Rigs That Run \(hccmo.com\)](http://Horseless Carriage Club – St. Louis Rigs That Run (hccmo.com))
 If you have questions regarding the entry form, please contact 314-413-1830.

-----Detach here-----

**Print and Mail Completed form with a check to: HCCM Concours d'Elegance,
 C/O Michael Ebert, 563 Lind Rd. Saint Louis, MO 63125
 MUST BE POSTMARKED BY MARCH 29, 2023. You MUST bring the car you enter, no refunds.**

Owner _____ Address _____ City _____ State _____
 Zip _____ Phone (H) _____ Phone (C) _____ Email' _____
 Year _____ Make _____ Model _____ Body Style _____ Color _____

For Judging (\$25.00 per vehicle): \$ _____ : **Select Judging Class Number (REQUIRED)** _____

For Display (\$20.00 per vehicle): \$ _____ : Are you willing to help in Judging: yes ___ no ___

No entry fee for any 1925 or earlier vehicle, pre-registered for display only. To be considered for a trophy any pre 1925 vehicles must be registered in Class 1 or 2.

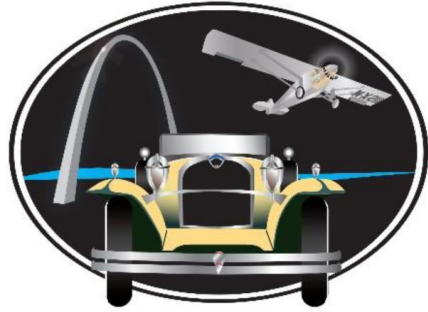
*****Day of show display spaces will be available starting at 8 AM for \$30.00 CASH ONLY while they last*****

****DO NOT USE THIS FORM TO DISPLAY AS A CAR CLUB PARTICIPANT, CONTACT YOUR CLUB'S COORDINATOR****

To be included in the Concours program, your pre-registration must be post marked by **3/29/23.** Dash plaques provided to the first 350 registered cars. I will hold blameless HCCM and its members for any bodily injury to persons or damage to my vehicle incurred to, during and from the Concours d'Elegance. I accept and will abide by the Field Rules.

Signature _____ Date _____

*****Please read additional information on the back of this form and save for reference on show day****



Spirit of St. Louis Region
Classic Car Club of America

Let's Welcome Spirit Nights Back in 2023!!



Where: Pietro's
3801 Watson Road
St. Louis, MO 63109

When: Thursday, March 16, 2023, 6:00 PM

Who's Invited: You are of course!

Hosted by: John Lowell

RSVP Please: jlowell@lowellmfg.com



Announcing a Three Region Grand Classic
Hosted by the Indiana Region in 2023

July 21-23 | Columbus Indiana | Mill Race Park

The Indiana, Michigan and Ohio Regions are coming together in Columbus, Indiana. This relatively small city is a unique blend of historic but also modern architecture as well as public art. The high number of notable public buildings and public art in the Columbus area, designed by such individuals as Eero Saarinen, I.M. Pei, Robert Venturi, Cesar Pelli, and Richard Meier, led to Columbus earning the nickname “Athens on the Prairie.”

Host Hotel Hotel Indigo, 400 Brown St.
 Columbus, IN 47201
 Ph: 812-375-9100
 Rate: \$139.99+ 12% tax

Activity Registration Deadline: June 20, 2023
 Registration is \$65 per person with meals optional

Register and pay online at <https://inrccca.org/events/three-region-grand-classic/>

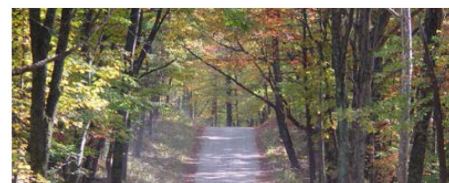
Special Events

Friday Afternoon – Downtown shops, museums, architecture tours and Zaharakos restored Victorian ice cream parlor

Friday night – garden cocktail party/ heavy hors d’ oeuvres at Irwin Gardens

Saturday – Cars are displayed around the Round Lake in Mill Race Park

Sunday – Scenic drive through Brown County to rustic Story Inn for brunch



Good evening everyone,

I hope you all had a fantastic holiday! Just a bit ago I received a phone call from an event director at the St. Louis Public Library who is looking to secure a few classics (2-4) to display at their upcoming 1940s – 1970s Prom Themed event on March 31, 2023. Those who wish to display their classics will receive FREE event entry while event security and patriicians will be protecting their vehicles on display outside of the building. Of course, you are welcome to sit with your vehicle to chat with anyone that may have questions about its history.

Sarah Boothby

Photographer/Marketing Manager, St. Louis Car Museum & Sales

314-993-1330 | sboothby@stlouiscarmuseum.com | Visit Our Website

EVENT: PROM @ SLPL (Adults only)

DATE: March 31, 2023

TIME: 7:30 – 9:30 (car display only expected (7:30-8:30))


LOCATION: Central Library, 1301 Olive Street St. Louis, MO 63103

BENEFITS: Those who display their cars receive free event entry. Magazine press will be present and club participation plugs for publication is an opportunity

EVENT FLYER: Attached

The night will include complimentary appetizers and drinks, along with, 40s – 70s-themed music and décor. I thought this would be a unique opportunity for a great night out for anyone interested while supporting local events! Tickets are \$60 a person with all proceeds going toward the St. Louis Public Library but again if you showcase your classic entry is free. (Vehicles are only expected to be on display for one hour from 7:30 to 8:30 while guests are entering but feel free to hang out and display your ride for as long as you would like!)

If interested, please contact Joe Schwartz with the STL Public Library at (314)539-0347 or by emailing jschwartz@slpl.org to learn more.



PROM @ SLPL

PROM @ SLPL celebrates the unique cultural relationship St. Louis has to the special four-year shared experience we all call "high school." PROM @ SLPL consists of two components - a prom event and a four month - long exhibit at Central Library in 2023.

EVENT DETAILS

Date: Friday, March 31, 2023
Time: 7:30-9:30 P.M.
Location: Central Library, 1301 Olive Street St. Louis, MO 63103
Cost: \$60 individual / \$40 Friends of SLPL

EXHIBIT DETAILS

"PROM Magazine: Where did you go to high school?"

Location: Central Library, 1301 Olive Street, St. Louis, MO 63103


"PROM Magazine: Where did you go to high school?" highlights St. Louis Public Library's extensive collection of PROM Magazine. Published from 1947-1973, PROM Magazine was produced "exclusively for the youth of Greater St. Louis" and represented all the high schools - public and private - of the area.

PROCEEDS SUPPORT

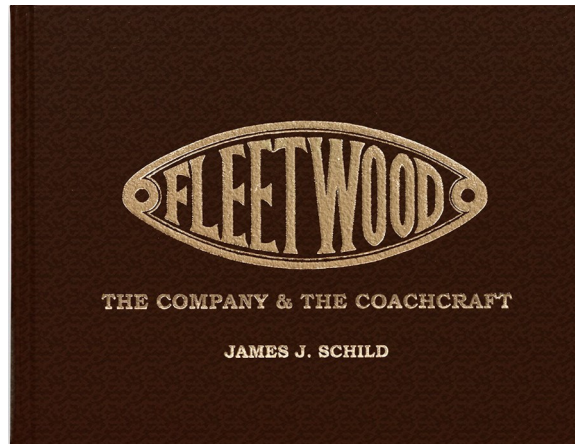
Proceeds from PROM @ SLPL support St. Louis Public Library's exhibits and accompanying cultural programming.

Exhibits allow St. Louis Public Library (SLPL) customers to interact with their library in a new way, bringing to life history, art and culture.

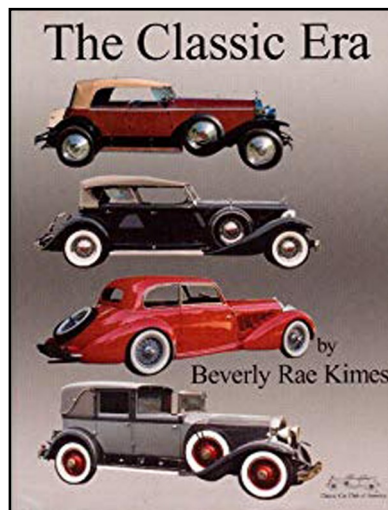
SLPL exhibits introduce first-time visitors to library materials and services. They draw visitors through the door and open up a world of enriching and transformative resources.



THE CLASSIC BOOKSHELF



The SSR Region proudly announces a re-issue of the book *Fleetwood, The Company and The Coachcraft*, by Region member James J. Schild. Long out of print, and a must for all Classic Car enthusiasts, the book is printed on high quality paper, and is the authoritative work on Fleetwood coachwork supplied to the finest American and European car manufacturers. Awarded the prestigious **Maurice Hendry Award** for excellence in journalistic contributions by the Cadillac & La Salle Club in 2012, and the **Thomas McKean Memorial Cup** by the Antique Automobile Club of America in 2013. Brown leatherette cover with gold foil stamping, 464 pages, 1100 b/w illustrations. \$99.50 postpaid. International buyers, please contact us for a shipping quote. Order your copy today from the SSR Region via email at ssr.cca@yahoo.com, or via our webstore at www.spiritcca.com.



The SSR has a limited supply of the award winning book, *The Classic Era*, by the late Beverly Rae Kimes, available for sale. Hardcover, 8-1/2 x 11, 720 Pages. The top and bottom cover Classics are owned by SSR members. These books are brand new and a must for the Classic Car enthusiast. \$50.00. To reserve a copy, contact Bob Radel at 314-991-3590.

Jim Schild
 5 Rowan Oak Lane
 Columbia, IL 62236



Although not SSR members, Wayne and Melba Nolan of the HCCM displayed their Classic 1935 Chrysler C2 Airflow at the 2023 St. Louis Auto Show Downtown. Larry Hassel Photo.

CALENDAR OF EVENTS

March 2023

Amelia Island Concours d'Elegance, Amelia Island, Florida	2-5 March, 2023
St. Patrick's Day Parade, 12:00, Downtown, St. Louis	11 March, 2023
>>Spirit Night, Pietro's, South St. Louis, John Lowell Host (See inside)	16 March, 2023
Chickasha Pre-War Swap Meet, Chickasha, Oklahoma	17-18 March, 2023
>>CCCA Annual Meeting, Delaware Valley Region, Philadelphia, PA	29 March-2 April, 2023

April 2023

>>Spirit Night, Jim Gormley Host, TBD	TBD
HCCM Easter Concours d'Elegance, Upper Muny Lot, Forest Park, St. Louis (See inside)	9 April, 2023
Cadillac & La Salle Club Show, Elco Cadillac, Ballwin, MO	15 April, 2023
>>Allen Strong, Royce Baier Collections, Urbana, Illinois	22-23 April, 2023

May 2023

Model T Club Swap Meet, GCS Credit Union Ball Park, Sauget, Illinois	7 May, 2023
>>Spirit Night, Larry Hassel Host, TBD	TBD