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**EARLY FORD V-8
CLUB**

ON THE ROAD

ST. LOUIS R.G. #124

MAR. 2021 Volume 36 No. 3

INSIDE THIS ISSUE

Page 2: Editor's Page (Phil Ierardi)

Page 3: Lightning Strikes Twice

Page 4: Good Old Days

Page 5: 1941 Flash Back

Page 6: 47 Mercury by Jim Gosnell

Page 7: Thank You Letter

Page 8: Birthdays & Anniversaries



The First St. Louis Self Parking Lot

Please continue praying for Mary Rogers.



PHILIP IERARDI
1938- 2021

We mournfully announce the passing of Philip Ierardi, 82, of St. Louis. Phil passed away on February 5th, 2021, in Charleston, SC. Phil was born to Vincent & Mary Ierardi in Boston, Massachusetts. He attended Boston Latin High School and went on to earn a degree in Engineering at Northeastern University. He was devoted to raising his son, restoring and driving his antique cars, and playing his clarinet and Lowrey organ. He is survived by his three brothers, Dominic of Holbrook, Anthony (wife Shirley) of Holbrook, and Joseph (wife Mary) of West Palm Beach; his son James (wife Nicole) of Charleston; and two Grandchildren.

Phil joined our St. Louis RG #124 Club from 2002 to 2011.

He had quite a collection of antique vehicles. He was quite active in attending our meetings, hosted a meeting, and enjoyed gathering with club friends at the weekly luncheons.



I need articles!!!!

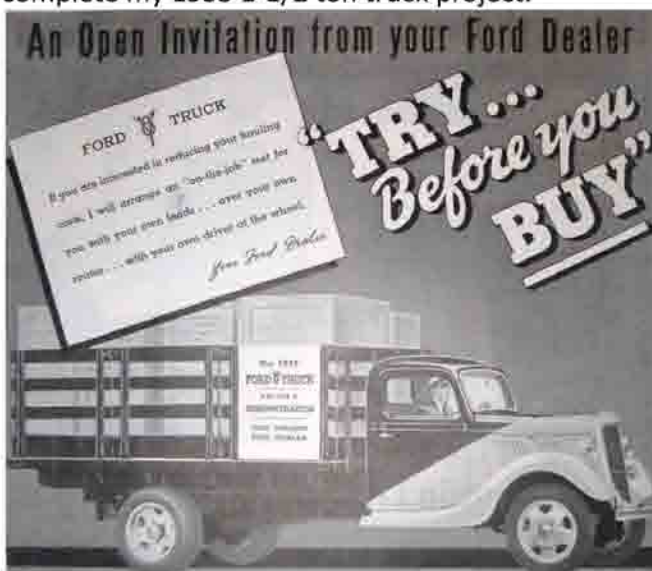
**I'm running out of material for the Newsletter
Since there is little to no club news, I may have to
publish the Newsletter every other month.**

LIGHTNING STRIKES TWICE

By Dave Gunnarson

In 1935, Ford created custom painted lettered trucks so that Ford dealers could use trucks as Demonstrators. Potential customers were allowed to borrow the Demonstrators to test them under their own loads, routes and conditions. Each dealer was encouraged to purchase a Demonstrator truck from Ford for this purpose. The paint scheme was a Vermillion Red accented with Takoma Cream diagonally on the lower half of the cab and all wheels. The advertising panels were placed immediately behind the cab on the right and left sides and were lettered with the phrase, "The 1935 Double Duty Ford V8 Truck, Ask for a Demonstration." This was followed by the dealer's name, location, and phone number. Once the 1936 models were out, these trucks were obsolete and presumably the advertising panel was painted over.

In 2012, I acquired an original Ford Dealer demonstrator truck advertising panel on eBay from a man in Illinois (see the November/December 2012 V8 Times, page 3). This was the first original I'd ever seen and the truck came from a Ford dealership located in the small farming town of Lovington, IL. Past EFV8 President, Don Rogers, was kind enough to pick it up for me on his way to the October AACA meet in Hershey, PA and deliver it there because the owner was unwilling to ship it from Illinois and I live in Virginia. For the past three years, it has been proudly hanging in my garage as an inspiration to complete my 1935 1-1/2 ton truck project.



Valve Clatter November 2015

Amazingly, three years later, another 1935 demonstrator truck panel came on the market from a different seller on eBay located in a different area of Illinois. I quickly began negotiations to secure it as well. The reason for my interest was that it was from the same truck! There was only one truck made and the probability of finding one surviving panel was really small, never mind the odds of finding the matching panel from the other side of the same truck.



Dave Gunnarson with Don Rogers at Hershey- United again!

Once again the owner was unwilling to ship the panel so I called Don again and we agreed to meet in Hershey the October for the exchange. I decided to bring the first panel with me to Hershey for the historic reunion. Neither seller could provide any history of their respective panel, so the whereabouts of these panels over the years is a bit of a mystery. The amazing thing is that they are back together and hopefully will not be parted again. I'm amazed at the odds that these two unique parts from a single truck are now reunited.



Cool dudes out west with the demonstrator

The Good Old Days !!



1941 FLASHBACK

Oh for the good old days. Checking the oil, putting air in the tires, I'm sure they pumped the gas and cleaned the windshield too. Now that's what I call service. Hey! Check out those crazy indicators coming off of the front bumper and how about those wheel covers?



JANUARY 2021

THE GREYHOUND EXPRESS

THE ARGYLE SWEATER • By Scott Hilburn



**Did a little
mechanics work
today.**

**Put a rear end
in a recliner.**



47 Mercury

by Jim Gosnell

Quite a few years ago, I was in Lawrenceville, Illinois visiting my mother I started to leave and come back to Kirkwood and noticed a man driving a black Mercury on to his front lawn. I told Pat, I bet he is going to put a for sale sign on it. We turned around and went back and sure enough it was for sale.

He told me the car ran good but the brakes were grabbing and sticking. After looking it over we agreed on his price and I told him I would give him a deposit and come back the next weekend with my trailer.

We went in to his kitchen and looked over the title which was an Illinois lost duplicate title. I offered to give him my check for \$500. as a deposit but he didn't want a personal check. I noticed his wife had some antique china displayed and I asked if he knew Delores Hooks? He said yes she is the authority on china and has written a number of books on the subject. I told him she is my aunt, call her up I think she will vouch for me. He said if she is your aunt that's good enough for me I'll take your check.

The following Saturday I went back on a rainy day and loaded up the Merc and headed back home. When I got back to Kirkwood a fellow followed me home and wanted to trade a 55 Ford for the Merc, I was not interested in his trade but he came back every day wanting the Mercury. About this time I lost the two spaces I had rented in a garage in Kirkwood and my garage was full. The Mercury was still on the trailer in my back yard. The same guy come back and says he has cash and wants the Mercury, I didn't want to sell it but I did put a price on it and he bought it. I made a couple thousand dollars on the deal but regretted selling the car.

As I have grown older there are a couple cars I wish I had never sold one was the 47 Mercury and the other was a 49 Cadillac. The Cadillac I bought from Dave Freese in Kirkwood. Jack Shea at Mad Hatter Mufflers told me about the car and I told him I didn't want a Cadillac. Every time I saw Jack, he would tell me I need to go look at it and I always told him I didn't want it. One day I gave in and said ok lets go look. When the garage door went up I knew I was not going to leave without that Gorgeous 49 Cadillac! The car was a great driver and did everything flawlessly. My friend Lou Bopp of Bopp Chapel wanted the car. I made the mistake of putting a price on the car and Lou bought it. He ended up selling the car to a man from California who sold it at auction to a man from the country of Columbia. The Columbian drove the car in the History Channel's Great Race. The Great Race spent an overnight in Kirkwood. We were looking at the race cars when one of my friends came and told me a man from the race was looking for me over on Argonne st. I went there and saw the 49 Cadillac. I asked him how he knew I was an owner of the car and he said he found my insurance card in the glove box.

So you see we are just caretakers of things we cherish while on this earth, so friends think twice before putting a price on something you like. If you are not careful someone else will be taking care of it.

Suzette McPhail

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Surprise, AZ 85374

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January 27, 2021

*The Early Ford V-8 Club
St. Louis Regional Group #124
C/O Howard Crawford
2165 Wide Oak Ct.
Chesterfield, MO 63017-7226*

Dear Howard and Members,

What a wonderful surprise to receive your letter of October 18, 2020 announcing the brick purchased in Ralph A. Bauer's honor. What a perfect memorial to Ralph. As many of you know, we went to both the spring and fall auctions in Auburn each year. Thank you!

Your original letter to our old address was dated just 5 days after his passing. Of course, it was returned to you as we had moved from there over a year before. Your second attempt to reach me was postmarked November 12, 2020 and went to our Chesterfield address. Unfortunately, it was not sent to me until a few days ago. I received it late yesterday afternoon, thus the reason for lack of acknowledgement until now.

I have moved permanently to our Surprise, AZ home. The daughter, Jean moved into the home in Chesterfield.

I can't begin to tell you how much I appreciate this remembrance. Although he never seemed to attend any meetings of the club. The STL Early Ford V-8 Club was the only club he ever talked about.

On behalf of his family and myself. Thank you again!

Sincerely,



Suzette McPhail (50)



Future Events:

FIRST SATURDAY OF THE MONTH– Breakfast at 8 AM at Village Café, 6127 Ronald Reagan Dr., Lake St. Louis, MO 63367. Just off Hwy 64 at Hwy N across the street from Walmart.

636-561-0235 **ON HOLD !!**

EVERY WEDNESDAY – The ROMEOs meet at Culvers 4351 State Hwy K, O’Fallon, MO 63368 at 11:00 AM **ON HOLD !!**

EVERY THURSDAY – The ROFers meet at Lion’s Choice 17294 Chesterfield Airport Rd., Chesterfield, MO 63005 at 11:00 AM **ON HOLD !!**

March

Birthdays & Anniversaries

12 Williams Anniversary (**1988**)

15 Rogers Anniversary (**1969**)

17 Dave Decker

18 Debbie Schmid

27 Schmid Anniversary (**1976**)



Don Rogers, Editor
The Early Ford V-8 Club of America
St. Louis Regional Group #124
422 Gunnison Gorge Dr
Wildwood, MO 63011-1738

FIRST CLASS MAIL

St. Louis R.G. Web Site

<https://stlv8club.org/>