

**CLUB OFFICERS**

**PRESIDENT:**

Lee McDurmont

**VICE PRESIDENT:**

Russell Roark

**TREASURER:**

Theresa Williams

**RECORDING SECRETARY:**

Gayle Roark

**CORRESPONDING**

**SECRETARY:**

Howard Crawford

**NEWSLETTER EDITOR:**

Don Rogers

**BOARD MEMBERS:**

Bonnie Abler 2022-2024

Peggy Crawford

2022-2024

Bruce Williams

2021-2023

Mike Huber 2021-2023

Charlie Walters

2020-2022



**EARLY FORD V-8  
CLUB**

**ON THE ROAD**

**ST. LOUIS R.G. #124**

**September 2022 Volume 37 No. 9**

**INSIDE THIS ISSUE**

|               |                                 |
|---------------|---------------------------------|
| Page 2:       | President's Message             |
| Page 3:       | Editor's Page                   |
| Page 4        | August Meeting                  |
| Page 5:       | September Meeting               |
| Page 6:       | 46 Merc Progress Bruce Williams |
| Page 7: & 8:: | History of Ford St. Louis       |
| Page 9:       | Old Spotlight Ad                |
| Page 10:      | Birthdays and Anniversaries     |



**No Computer Chip Problems on These New Models**

# President's Message

## By Lee McDermont



Greetings from the Early Ford V8 museum in Auburn Indiana.

I've attached 3 pictures of the outside, including the new education building and one of just a couple of the memorial bricks out front. Looking forward to the full swap meet later this week.

We had a great turnout at the Manchester Uncle Bill's. I gave an update to the group and showed my examples from the painting class in June. Everyone had a great time.

Jerry and his wife are hosting the September meeting in Kirkwood. More information later in this newsletter. I hope we have great weather.

I purposely didn't include pictures from inside the museum. You need to go to appreciate what they have done. It is really good for those needing to understand what and how the various parts connect. Every time I go there is more to see.

I'll see you in September!

Lee



**We are still looking for volunteers to host future 2022 meetings!**

**A special Thanks to Lee and Laura for hosting our August meeting at Uncle Bills. We had a great turnout..**

**Looking forward to Septembers meeting at the Porthoffs. I hope to see you all there.**

**Only one month till Hershey...the biggest antique car flea market in the world!!!**

**Our condolences to Peggy Crawford on the recent loss of her sister Lois. We will be thinking about you Peggy.**

**Did a little  
mechanics work  
today.**

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



460 SEARS 3PCBKM

**Auto Strap for  
front-seat tots**

**\$1<sup>88</sup>**

Guards your child as you're busy driving through traffic. Lets him sit, stand, kneel or sleep without disturbing driver. Prevents spills from sudden stops. Heavy web harness attaches to safety strap that snaps to car seat frame. Removes easily. Also use as walking harness. For 1 to 10-year olds. Fits any car. Shpg. wt. 9 oz.

49 G 7945.....\$1.88



# August Meeting Minutes ! By Gayle Roark

Minutes August 21, 2022

Lee started our meeting before our food arrived. Our next meeting will be hosted by new members Jerry and Judy Pothoff. The Auburn swap meet at the V8 Foundation is Sept 1-3 (setup Aug 30-31). Russell and Gayle are going, as well as Lee and friends. The Foundation museum is raffling off a 1957 Thunderbird, drawing Sept 9. Tickets are \$10 each, 6 for \$50, 15 for \$100. See the foundation website for details ([fordv8foundation.org](http://fordv8foundation.org)).

The V8 club is having a Wisconsin driving tour starting Aug 23-28 and a Colorado / New Mexico driving tour starting Sept 16-23. See V8 website for details ([earlyfordv8.org](http://earlyfordv8.org)).

Next year the National Club will be hosting The Diamond jubilee meet to be held in Dearborn MI June 11-17 2023.

There will be the Horseless Carriage swap meet on Sept 18 at the Sears Store in Chesterfield Mall. See their website for more details ([hccmo.com/2022-swap-meet-and-car-show](http://hccmo.com/2022-swap-meet-and-car-show)).

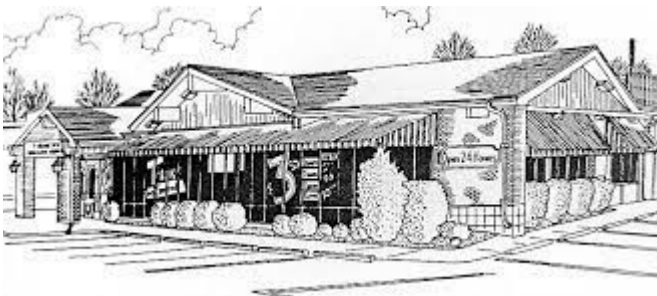
Don Taylor said Renner Farms in IL is hosting the 100 Years of Horsepower, displaying horse drawn and tractor farm demonstrations. This will be Aug 25-27. See website for more details ([100yearsofhorsepower.com](http://100yearsofhorsepower.com)).

Lee mapped out members homes to show us how we are spread out in the area. He passed the map around. He also showed us the metal plates he painted during the paint and body class he took in Kansas City.

We adjourned when our food came.

## Attendees:

Lee & Laura McDermont, George Ball and Maxine Caroll, Bruce and Theresa Williams, Don and Rosie Taylor, Peggy and Howard Crawford, Charlie Walters, Don Rogers, Diane and Mike Huber, Bonnie Abler, John and Debbie Schmid, Gayle and Russell Roark





# September Meeting Details

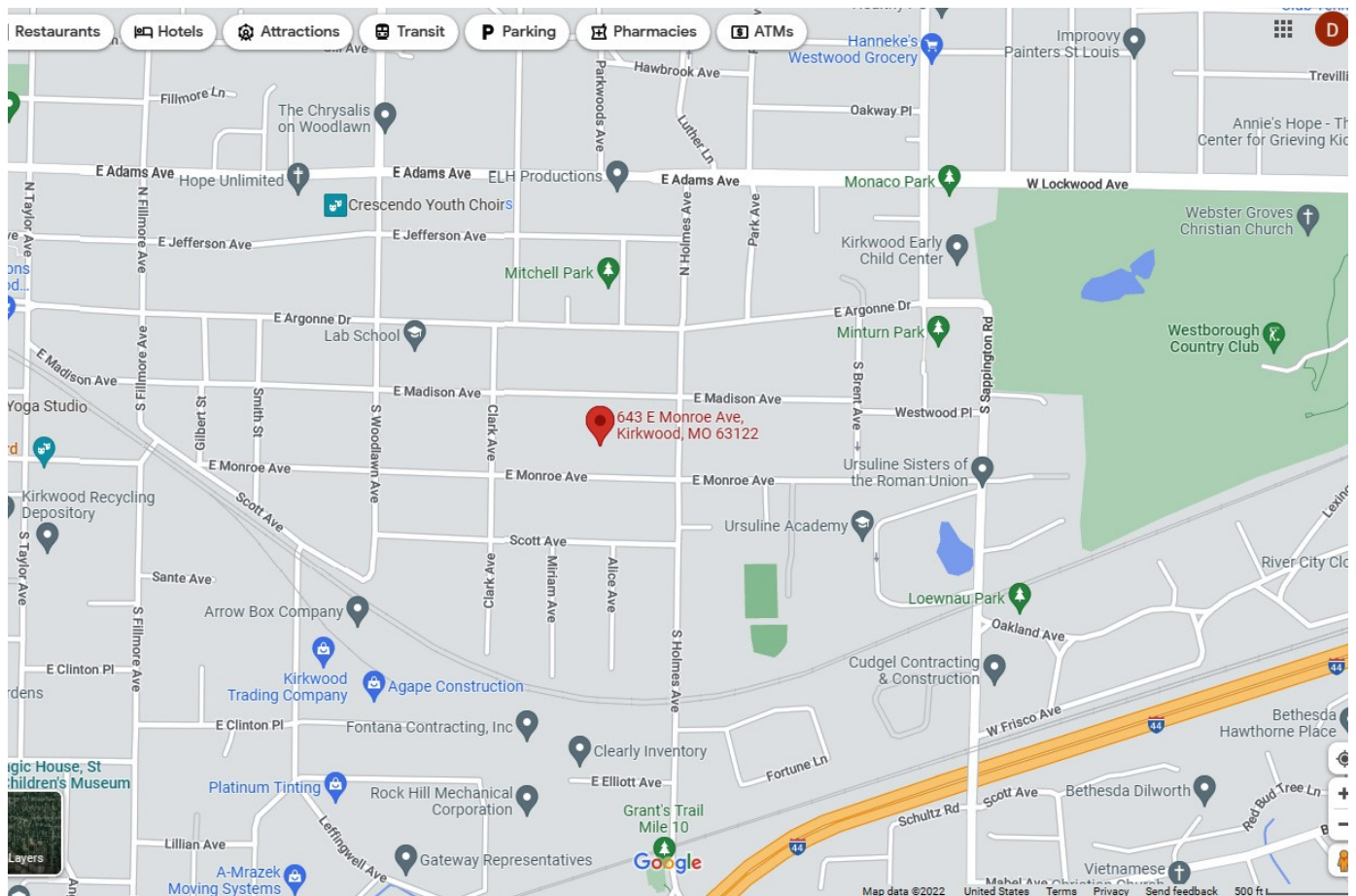
When: Sunday Sept 18. 1:00 pm

Where: home of Jerry and Judith Potthoff

643 East Monroe, Kirkwood. 63122

**Special instructions:** The Potthoff's are new members, so please drive your old Ford or bring a picture of it to share. And please wear your nametag. Drinks & dessert will be provided

RSVP to [potthoff@charter.net](mailto:potthoff@charter.net) by Friday Sept 16



# *Progress on the Mercury*

(or I'm loving retirement!)

By Bruce Williams

As many of you know, I've had my '46 Mercury for a long, long time. I bought it in 1984 and drove it a lot until it was pushed to the back of the garage to make room for other Fords. I had planned to get going on it as a retirement project, and as of May 1<sup>st</sup>, I'm now living a life of leisure. So the Merc is getting a lot of my attention. Attached are a few photos. The first one shows it being moved into a prime spot in the garage to begin work... a nice, complete and relatively rust-free car



The next shots show the motor being pulled, the body being removed, and the frame being prepped for the sandblaster. I hope to have the motor back from the rebuilder in 2-3 weeks, and maybe by January, the chassis will be pretty far along. It's really fun to have lots of time to retirees (or working work on the car, and if any other folks too) want to stop by and talk over a beer or two, you'll know where to find me.



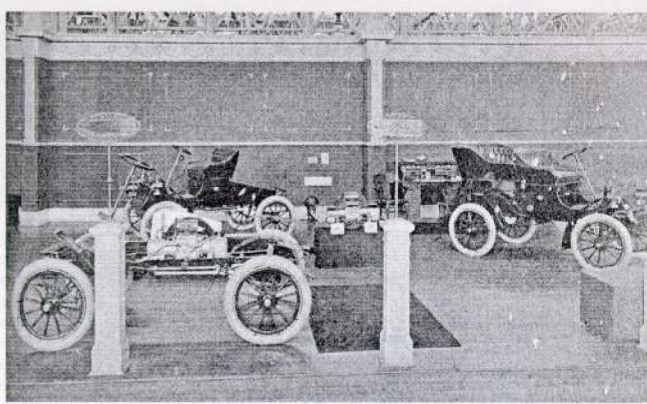


## The History of Ford in St. Louis 1905 thru 1945

### Part I

(Summarized by Don Rogers)

The Ford name first attracted attention in St. Louis when Henry Ford spent much of the summer of 1904 -visiting his exhibit in the manufacturers' hall at the Louisiana Purchase Exposition. Less than a year prior to that time, he had organized his company to commence the manufacture of automobiles. Before the end of the summer many thousands of the 20,000,000-odd visitors to the exposition saw for the first time the car bearing his name.



**Ford Motor Company's Worlds Fair Display**

In the fall of 1905, Henry Ford opened a Sales Branch in St. Louis. When the doors of the new branch first opened, there were not more than twelve Ford cars in the entire sales territory assigned to it. Telephone Company archives indicate that there was no telephone for the St. Louis Branch until late in 1907.

During the early years there were no Ford dealerships, and Ford cars were delivered direct from the Branch to the purchasers throughout the territory, which at that time included approximately the eastern half of Missouri, Southern Illinois, Western Kentucky, Western Tennessee, the northern half of Mississippi, all of Arkansas, and a strip of country adjacent to Fort Smith, then known as the Indian Territory.

Sales apparently improved to the point where on Nov 25, 1907 Ford signed a lease on a building and property at 3667/69 Olive St. This location had a telephone and served as a Sales Branch and Service Stock Department.

All of the original Ford dealerships in the St. Louis Branch territory were owned and operated by men who were formerly direct branch salesman. The oldest dealership in the territory served by the St. Louis Branch was owned by Davis Brothers, Marion, Illinois. They have been selling Ford products since 1911. The oldest dealers in the Metropolitan St. Louis District are Sunset Auto Company and Riefling Auto Company, both in business since 1916.



**Ford St. Louis Branch 3667 Olive St.**  
(Shown in 1941)

The Ford Motor Company moved in August (April), 1914, from the Olive Street address to 4100 Forest Park Boulevard, which boasted a new 150' x 150' building, composed of five stories and a basement. A short time later the *assembly* of Model "T" cars was begun. About a year after the move to the new location, a 150'

x 150' addition was made to the buildings doubling their production space.



**4100 Forest Park Boulevard**

At the time these buildings were erected, conveyors were unknown. Production started with a few cars a day, and gradually increased until a peak output of 325 Model "T" cars per day was reached in 1924. This was made possible by using conveyor systems throughout the building, both for automobiles and parts. A tractor assembly line was in operation during 1922 and 1923, and a total of 125 tractors daily was assembled at that time.

Production at the St. Louis Branch was interrupted from May, 1917 until March, 1919. During this period the United States Government used the building as a warehouse for storing war supplies. Production of automobiles was resumed in 1919 and continued steadily from that time until discontinued during 1933 and 1934. Even though the assembly of automobiles was discontinued, the facility operated as a Sales and Service Branch.

Production was resumed in January, 1935 and, when operating at capacity, the average employment was in excess of 800 men. The Branch was able to handle the Ford business in the eastern half of Missouri and southern Illinois, serving approximately 230 Ford dealerships in the area. Since the assembly of Ford cars and trucks first began at the St. Louis Branch until its closing for World War II, in excess of 750,000 units rolled off the final assembly line, not including

the tractors assembled during 1922 and 1923.

The Branch Facility closed on June 29, 1942. It was purchased by the Government and operated by McQuay Norris for the duration of World War II. During the War Ford's St. Louis operations moved to offices in the Continental Oil Building at 3615 Olive, just down the street from their original Branch Office location. The St. Louis Dealer Sales organizations were supervised from this new location while Parts and Service was handled out of the Chicago Branch.

As far back as the middle 1930's, Ford realized that they would eventually need more production capacity in St. Louis. In 1937 the company purchased a plot of ground in St. Louis County, comprising 345 acres, for the purpose of erecting a new plant. The Hillcrest site was ideally situated at the confluence of the Mississippi and the Meramac rivers, and could be served advantageously by both water and rail. It was located approximately 20 miles from the Forest Park Blvd. Plant.

After further consideration and searching, (In a publicity release dated June 21, 1945) the Ford Motor Company announced the purchase of an additional 100-acre tract of land in St. Louis, Mo. and its plans to construct an assembly plant with a daily capacity of 500 automobiles on that site. The land was on Route 66 (now Lindbergh Blvd) near the Municipal Airport (Lambert Field).

## **End of Part I**



# HOW TO INSTALL FORD SPOTLIGHT

## Quickly, Easily, Without Possibility of Error

Some dealers, who have never installed a FORD SPOTLIGHT, have the impression that the installation is difficult. This is absolutely wrong. As a matter of fact, this SPOTLIGHT installation is easier than changing a tire. Any mechanic, following the simple

directions and using the template that comes with each FORD SPOTLIGHT, can make the installation without possibility of error. There is a minimum of drilling and a screwdriver is the only other tool needed. Follow through the four steps illustrated below!



1 Position template enclosed with each FORD SPOTLIGHT in the manner shown above.

### FITS ANY CAR, BUS OR TRUCK

Remember, the FORD SPOTLIGHT can be just as easily and satisfactorily installed on one car, bus or truck as on another—regardless of make, model, or body type. There are templates and brackets to meet every requirement, and in *no* case does the installation weaken corner posts or body structure. All installations have the complete approval of factory engineers.



3 Put drill bushing in outside bracket and drill hole with 3/8-inch drill. The angle is pre-determined by bracket and drill bushing. Hold drill level.



2 Position the bracket where you have marked location for the drill holes as indicated on the template.



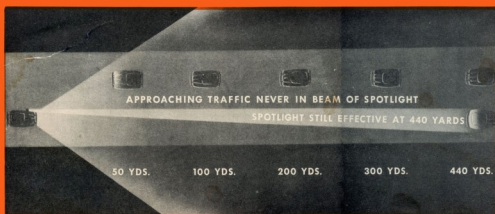
### Be Sure to Use the Proper Bracket

Part No. 48-18573 . . . All 1936-35 Closed and Convertible Models.  
Part No. 48-18574 . . . All 1936-35 Ford Open Cars.  
Other brackets for all cars and models.

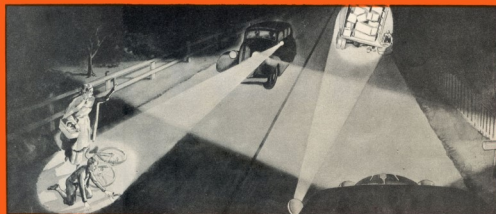


4 Press light through drilled hole, attach inside bracket, adjust frictions and the stop. Attach wire to ammeter. *That's all there is to it!*

## *This Light Makes Night Driving Easy*



The Ford Spotlight is the most powerful driving light in the world. It throws a clear, white-light beam as far as a quarter of a mile ahead—penetrates opposing glare and enables the driver to proceed confidently and safely when passing oncoming cars . . .



## AN APPROVED FORD ACCESSORY

## Future Events:

**SATURDAY, SEPTEMBER 3rd**– Breakfast

**Cancelled This Month**

636-398-5089 or raroark@att.net



## Upcoming Events:

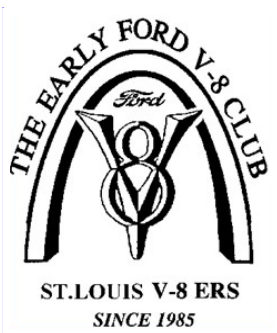
The September 18<sup>th</sup> Club meeting will be held at 1pm at Jerry and Judith Potthoff's house at 643 East Monroe, Kirkwood, MO.

2023 Grand National Meet will be held in Dearborn, MI June 11th thru 17th

## September

### Birthdays & Anniversaries

- 3 Stephen Brauer
- 4 Barbara Decker
- 8 Larry Shepard
- 10 Christy Schulte (Brown)
- 19 Conrad Anniversary (2007)
- 24 Tom Drennan
- 26 Aumann Anniversary (1964)
- 27 Dick Davis



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

1ST CLASS

MAIL

St. Louis R.G. Web Site

<https://stlv8club.org/>