

THE OCCASIONAL

MAY/JUNE 2022

A PUBLICATION OF THE MODEL T FORD CLUB OF
GREATER ST. LOUIS, INC.

WINNER, MODEL T FORD CLUB OF AMERICA 2016 NEWSLETTER AWARD - FIRST PLACE; 2014 NEWSLETTER AWARD - THIRD PLACE; THE 2014 - 2017, 2019 AND 2020 OLD CARS WEEKLY GOLDEN QUILL AWARD



Our Rapid Assembly Teams performed twice at the Concours d'Elegance Easter Sunday in Forest Park. Pictured here are, left to right: Sam Atkinson; Ron McLean; Don Spaeth; Paul Diebold; Steven Thum; and Mike Thum. They have just completed assembly of the Model T shown.

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MESSAGE FROM THE PRESIDENT

Dear Friends,

Well folks, we have another Swap Meet under our belts! We will know soon enough how successful we were this year. Because of the change of location, a huge amount of preliminary work has gone into this swap meet.

Special thanks to Michael Flaherty for his work in providing satellite images of the area, and laying out the vendor's spaces. Several of us over the months made trips to the ballpark to get the "lay of the land" as it were, trying to figure out the best way to do this. We know mistakes have been made, and these will be rectified for next year.

Most of us will have worked hard to make this meet a success, as we've adjusted to a new locale, new arrangements, new problems.

Meanwhile, now that the hard work is over, its time to have some fun! Be aware of the upcoming Spring Tour and the Overnight Tour. These are always grand adventures with a guaranteed good time. So be sure your T is ready to go! The lockdown is over, its time to get out and drive!

While I'm still waiting for tires and flaps ordered a year ago, I'm going to make some adjustments on my 1912 Runabout so we can drive this summer. I'm really looking forward to it. I'm also looking forward to getting the rear axle in my 1911 touring repaired. And while I'm at it, I'm thinking about installing a Ruxtell. I've read that they are more dependable and better all around than the Warford. But I guess that is like anything else - there will be differences of opinion.

And while I'm dealing with my back problem, it appears that weeks of therapy and injections will preclude the need for surgery. Therapy has gotten me to the point where I can do a lot, as long as I don't stand for very long, or walk very far. I'm out in the shop doing what I can, because *I want to get back out on the road!* See you there!

- Steven

EDITOR'S NOTES

Dear Fellow T Enthusiasts -

I received my copy of *The Vintage Ford* the other day, and to my surprise we are mentioned on page 5! The article is titled "MTFCA & Regional Chapter Win Old Cars 2019 & 2020 Golden Quill Award." The article tells how the *Vintage Ford* won the award in the national publications category. But the editor was kind enough to mention that *The Occasional* won in the Full-Size, Regional Chapter Category. We appear to be the only local Model T club to win the Golden Quill Award.

I am hoping we have a very successful swap meet this year. If we do, I'll approach the Board about resuming color for the print edition of *The Occasional*. The online edition seems to be very well received, but I still have to mail out several hard copies, especially to the judges for the Golden Quill Award and the MTFCA chapter publications awards.

As an aside, at the recent Annual Meeting of the Model T Ford Club of America during the awards presentation, it was announced that *The Occasional* won first place in club publications! But that was quickly corrected - it was a mistake. The award went to another club. Heck, to be honest, I was hoping for Second Place this year. Oh well... we will keep plugging right on along!

Steven G. Williams (email - steven1912@charter.net; cell 636-575-1469)



CALENDAR OF EVENTS

2022

Considering the uncertainties caused by the Coronavirus, verify any national or regional events before going.

- May 1 - Annual SWAP MEET.
 11 - Board of Director's Meeting, 7 PM, Freedom Masonic Lodge.
 13 - Membership Meeting, 8 PM, Freedom Masonic Lodge, 4557 Lemay Ferry Rd., St. Louis.
 15 - Annual Spring Tour, see page 3.
- June 2-4 - Model T Homecoming and Tours, Richmond, IN. See *Vintage Ford* for details.
 9-11 - Mountain Grove, MO - 21st Annual Show Me Model T Tour. See *Vintage Ford* for details.
 10 - Membership Meeting, 8 PM, Freedom Masonic Lodge, 4557 Lemay Ferry Rd., St. Louis
 19-24 - Fond du lac, Wisconsin, MTCA 2022 National Tour. See *Vintage Ford* for details.
 25-26 - Overnight tour.
- July 2 - America's Birthday Parade, 10 AM, downtown St. Louis. Details later.
 8 - Membership Meeting, 8 PM, Freedom Masonic Lodge, 4557 Lemay Ferry Rd., St. Louis
- August 7 - Annual picnic.
 21 - DARE Car Show, Edwardsville

SWAP MEET CHANGES

By Steven Williams

As you may have heard, this is the last Swap Meet Sam Atkinson will serve as the Registration Chairman. We desperately need someone to step up and volunteer for this position, and work with Sam this year in preparation for taking over next year. Sam and also Joe Trehwella (who had the job before Sam) will work with the new person at future Swap Meets.

The duties of the Registration Chairman include receiving registration forms, assigning Swap Meet spaces, answering questions from vendors prior to the meet, and checking vendors in when they arrive, as well as collecting money and assigning spots to those who did not pre-register.

This position is so crucial to the success of our Club that I told the Board at their February meeting that if we cannot find someone to do this job, I would take it on, and resign my position as Editor of *The Occasional*. If no one steps up for the Registration Chairman job and I take it over, my last issue of *The Occasional* would then be the November/December 2022 issue. I cannot and will not do both jobs.

ANNUAL SPRING TOUR

By Steven Thum

Our Annual Spring Tour departs Northwest Plaza, by the Jack In The Box, on the St. Charles Rock Road side, Sunday morning, May 15, 9 AM. We are going to tour Lock and Dam 26. We have a special tour just for us at the Lock and Dam. Lunch restaurant to be determined. See you there, we're going to have a great time!

I need to know if you are going because I have to give a count to the Lock and Dam tour rep. Call me (314-374-7005) by May 1st to reserve your spot!

Model T Ford Club of American Annual Meeting, St. Louis

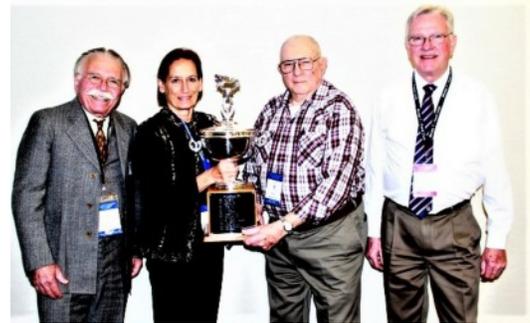
Our Club hosted the Model T Ford Club of America's annual meeting at the Westport Sheraton March 25 and 26. Sam Atkinson chaired the organizing committee, which consisted of Cindy Atkinson, Steve and Mary Ellen Stevenson, Dave and Kathy Groerich, and Steven and Sherry Williams. Kudos to Sam for leading this successful endeavor!



Steven Williams giving the blessing for the meal.



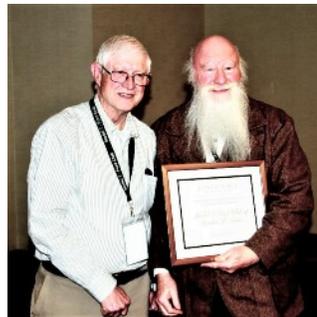
Past Rosenthal Award winner Ed Archer presenting the Rosenthal Award to Kathy Tagert.



Previous Rosenthal Award winners. Our Sam Atkinson is on the right.



Michael Flaherty receiving the First Place Award for Best Web Site.



Club President Steven Williams receiving a certificate of appreciation to the St. Louis Club for hosting the national annual meeting of the MTFCA.



Members visiting with out of town guests. Facing the camera: Cindy Atkinson on the left, Kathy Groerich in blue, Dick Lodge on the right.



Sam Atkinson and Don Spaeth, with an unknown lady in the background.



A pretzel that folks were reluctant to tear into.

MTFCA Annual Meeting, continued



Michael Flaherty (left), presenting several early maps of Indiana to Micaela Knox, Education & Museum Coordinator for the Model T Museum in Richmond. Sam Atkinson is on the left.



Before dinner conversation. Second from left, Ed Archer, Steven & Sherry Williams.



Dinner is served!



Left, the Barber Shop Quartet performing prior to the meal.

From *The Edison & Ford Quote Book*, c. 2004, Edison & Ford Winter Estates. Henry Ford:

“Higher wages are not an additional cost under proper management. Better-paid workmen are more willing and more efficient. Better material is not necessarily more expensive. On the contrary, it is always more economical.”

“A market is never saturated with a good product, but it is very quickly saturated with a bad one.”

“Competition is the great teacher.”

MODEL T POSTCARD HUMOR



WE MADE 70 MILES AN HOUR WITH OUR FORD,
10 MILES STRAIGHT AHEAD AND 60 MILES UP AND DOWN

REST IN PEACE

Funeral service for Marty Luepker is as follows: Visitation will be Monday, April 25th, from 4-8pm at Hoffmeister Colonial Mortuary, 6464 Chippewa Street, Saint Louis 63109. A Catholic Mass will be celebrated on Tuesday, April 26th at 11am at the Shrine of St. Joseph, 1220 N 11th St., St. Louis. Marty will be laid to rest at Resurrection Cemetery.

In 1993 Marty and Sue took over the historic Dutchtown-based Anheuser-Busch Inn known as The Feasting Fox. Adolphus Busch built the Bavarian-style building in the early 1900's as a family restaurant. Sue and Marty agreed to fix up the building and operate the Feasting Fox restaurant for five years. But that turned into 25 years. While they had planned to retire, when the pandemic hit it appears the situation forced their hand and the business was closed by October, 2020.

Marty was very active in several car clubs in the St. Louis area, and in our early days he was one of the "back-bones" of our club, a very creative and enthusiastic member. For years Marty and Sue hosted our Club meetings in their banquet hall rent free, we simply paid for the desserts we consumed. While circumstances beyond our control forced us to relocate our meeting some years back, our best wishes were always with Marty and Sue, and remain so for Sue and her family.

WE DID IT AGAIN! - THE GOLDEN QUILL AWARD



The Golden Quill Award is presented by *Old Cars Weekly* as recognition for the publishing efforts of national, regional and local car clubs, registries, associations, museums and related organizations. Researcher and OCW columnist Dr. Gerald Perschbacher serves as chief judge. He and the OCW staff inspected and evaluated publications throughout the year.

Notice was just posted that *The Occasional* has once more been honored in our category - 2021 Regional Chapters, Sub-Compact Chapter publications. It is extremely gratifying to produce a publication worthy of such national recognition. I could not do it without the efforts of my wife Sherry, my ardent proofreader. But more important are the contributions club members make with photos and articles. Plus the unwavering support of the Board of Directors who funds the publication. And don't forget! Suggestions are always welcome!



Ed. Note: As I keep honeybees, I thought this was a nice photo.



Seems like its been a rather wet and cool spring.

EASTER SUNDAY CONCOURS

By Steven Williams

The annual Concours d'Elegance was held Easter Sunday, April 17th, as usual on the upper Munny parking lot in Forest Park. We had a real good turnout of people and cars. Our Rapid Assembly team once more performed twice, to great appreciation. The first performance team consisted of Paul Diebold; Jerry Ellerbeck, Jr.; Stephen Heatherly; Ron McLean; and Don Spaeth. This team was smoking! Time of assembly was 6:30, give or take a second or two. The second team, which assembled at 1 pm, is pictured below, consisting of Sam Atkinson; Paul Diebold; Ron McLean; Don Spaeth; and Mike Thum. Their time was 8:30. Steven Thum announced for both performances.



Laren & Joyce Langguth and his 1923 TT Fire Truck.



Jerry Ellerbeck Jr. & Gayle with a 1923 touring car.



Jerry Ellerbeck Sr. & Marilyn LaRose with Jerry's 1923 Huckster.



The second assembly team preparing to work their magic.



Continued next page.

EASTER SUNDAY CONCOURS, CONTINUED



Left, getting the hood on, then starting her up!



Jerry Ellerbeck Sr. driving off in his huckster.



Laren Langguth showing off his '23 TT fire truck.



Don Spaeth with his '14 roadster.



Groerich's Famous Model T

Norwood Hills Country Club in north St. Louis County recently celebrated their 100th Anniversary. They specifically wanted a Model T to display in their ballroom for their Centennial Celebration. One of the club members knew our Dave Groerich had a Model T, contacted Dave, and the rest is history!



MINUTES OF THE MODEL T FORD CLUB OF GREATER ST. LOUIS OF FRIDAY, MARCH 11, 2022

The meeting was called to order at 8:00 p.m. by President Steven Williams.

Minutes were read from the February 11, 2022 meeting. Bill Tabor made the motion to approve the minutes; the motion was seconded by Mike Flaherty and carried unanimously.

Treasurer Bonnie Dattoli gave the treasurer's report. She stated that 35% of the budget has been used so far. Jerry Ellerbeck, Jr. made the motion to approve the Treasurer's Report. The motion was seconded by Dave Kuenzel and carried unanimously.

Mike Flaherty stated that he had brought the Swap Meet maps in this evening. He also stated that he had posted the new Occasional on the website and put Sam Atkinson's name and contact information on the website for the Swap Meet instead of Kent Gilbane.

Bonnie Dattoli reminded all of the new post office box.

The comment was made that the wrong admission information for the Club's Swap Meet is on the St. Louis Swap Meet website.

Don Spaeth stated that there is a new book in the library, and invited all to check the books available.

Steven Williams stated that the deadline for the next Occasional will be April 15. He asked that members send him information and pictures anytime they display their Model T.

Kent Gilbane stated that the Club has a seven-year contract with Grizzly for the Swap Meets. He said there are sign-up sheets available for everyone to volunteer to assist in May. He said the location is at exit 15 off I-255. It was suggested that workers wear Club shirts.

Mike Flaherty will have information available to recruit new members. Also, please let Mike know if you plan to sell anything at the Swap Meet at the membership booth which will be by the front entrance. Paperwork and an envelope for sellers is available at the meeting this evening.

Sam Atkinson stated that the National meeting is in St. Louis at the Sheraton Tower in Westport (by the Lake). He said this is a chance to showcase our chapter and it is a chance to broaden horizons with the hobby. He said the Friday night Meet and Greet begins at 6:00 p.m. and the Banquet on Saturday night begins at 6:00 p.m.

Sam Atkinson stated that there are three cars signed up for the St. Patrick's Day parade, and they will represent the Club well.

Steven Williams said that registration deadline for the Easter Show is April 1. He began compiling a list of participants and the Model T's they plan to show.

Dave Kuenzel brought up the next Christmas Banquet and asked where it is planned to be and the budget. Cindy Atkinson is going to check out the Surf and Sirloin location and Steven Williams stated that the budget will depend on the Swap Meet and then will be determined by the Board.

Steven Williams stated that Bill Rhoads' 1925 coupe is for sale for \$16,000 or best offer. It was announced that there will be a 1924 coupe in the Houston auction.

The 50/50 drawing was \$41.00 each for Keith Sanders and Steve Stevenson.

There being no further business, at 8:50 p.m., the meeting was adjourned.

Respectfully submitted, Ruth E. Baker, Secretary

From *The Edison and Ford Quote Book*, Edison and Ford Winter Estates, 2004. Henry Ford quotations:

"The greatest thing we can produce is character. Everything else can be taken away from us."

"A business that makes nothing but money is a poor kind of business."

"There is one rule for industrialists and this is: Make the best quality of goods possible at the lowest cost possible, paying the highest wages possible."

"Chop your own wood, and it will warm you twice."

MINUTES OF THE MODEL T FORD CLUB OF GREATER ST. LOUIS OF FRIDAY, FEBRUARY 11, 2022

The meeting was called to order at 8:00 p.m. by President Steven Williams.

Steven Williams announced that Jerry Ellerbeck, Sr. had been in the hospital with Covid, but he is at home now. He stated that Flo Reichardt is still in the nursing home. Also, he has spoken with Diann Rhoads, and she had suggested that the Club make the \$100.00 contribution to Alley Cats Allies in Bill's name.

Minutes were read from the January 14, 2022 meeting. Paul Diebold made the motion to approve the minutes; the motion was seconded by Kent Gilbane and carried unanimously.

Treasurer Bonnie Dattoli gave the treasurer's report: She stated that 33.07% of the budget has been used so far. Steven Thum made the motion to approve the Treasurer's Report. The motion was seconded by Kent Gilbane and carried unanimously.

Mike Flaherty reported that no updates have been made to the website since January, but he would be performing some updates soon.

Dave O'Malley stated that all videos are available. He added that the last time anyone checked out a video was in June, 2021.

Don Spaeth reported that the library is available.

Steven Williams announced that the Occasional will be out this week.

Steven Williams stated that at the most recent Board meeting, it was decided that admission for the upcoming Swap Meet will be \$5.00 each person, with individuals 15 and under to be free. Buyers will have free parking in the lot and then go to the admission gate to pay. If they need to go to their car and plan to return, their hand will be stamped. Kent Gilbane added that the contract has been delivered to Grizzly. He said the final layout is being worked on now, and then flyers will be sent out. Although there will be an admission fee for each individual buyer over 15 years of age, the amount for the vendors will remain the same as before. He said that, as before, Wednesday will be the planned day to do the layout, with the possibility of Thursday or Friday if necessary. He said there will be no separate parking for workers as they will be parking in the main lot with the vendors and buyers. He said the ballpark is accessible by taking exit 15 off I-255.

Sam Atkinson stated that the March 25 and March 26 National Meeting of the Model T Ford Club of America banquet price remains \$50.00, but the "Meet and Greet" is going to be \$28.00 instead of \$15.00, because of changes in the charges by the hotel. He said there will be lanyards for local members attending, and there will be a sign-up sheet to volunteer to assist with the workload at the meeting. He said that National will bear the audio-visual expenses.

Sam Atkinson stated that the St. Patrick's Day Parade will be March 12, and a sign-up sheet is available.

Steven Williams announced that if local dues are not paid by the end of March, those individuals will be removed from the Club's membership list.

Bonnie Dattoli informed the members that the Club now has a new post office box.

Steven Williams announced that Diann Rhoads has the 1925 Model T coupe for sale for \$16,000.00, or best offer. Also, Dorothy Steingrubey's 1926 coupe is no longer for sale, as a family member wants it.

An announcement was made about the Wings and Wheels "Fly In and Cruise In" in St. Charles County is April 23.

The 50/50 drawing was \$31.50 each for Joe Trehwella and Keith Sanders.

There being no further business, at 8:45 p.m., Kent Gilbane made the motion to adjourn. The motion was seconded by Paul Diebold and carried unanimously. The meeting was adjourned at 8:45 p.m.

Respectfully submitted,

Ruth E. Baker, Secretary

OFFICERS

President - Steven G. Williams
(2022-2023) 636-575-1469

Vice President - Kent Gilbane
(2021-2022) 573-424-2599

Treasurer - Bonnie Dattoli (2021-2022)
314-849-0906

Secretary - Ruth Baker (2022-2023)
636-282-1810

BOARD OF DIRECTORS

2021-2022:

Sam Atkinson, 636-346-7910

Paul Diebold, 314-210-7778

Dave Groerich, 314-607-7071

Don Spaeth, 636-285-0851

2022-2023:

Gerald Ellerbeck, Sr., 314-255-6973

Daniel Mullis, 314-416-4954

Keith Sanders, 314-722-0042

Steven Thum, 314-374-7005

From *The Auto Guest Book of Mobile Maxims*, pub. 1906:

“A steep hill and a broken axle will bring thee nearer to Heaven than an unbroken word and a life of good deeds”

“Keep thy lamps lit and so avoid litigations.”

JULY/AUGUST OCCASIONAL DEADLINE

The deadline for news and items for the July/August issue of **THE OCCASIONAL** is June 16th. Please submit any information to Steven Williams, steven1912@charter.net or call 636-575-1469.

Pictures and articles are wanted, but we need names with photos please. Thanks!

TEAM LEADERS

Annual Meeting - Jenny Sanders (314-401-9047) and Dave Kuenzel (636-230-5887)

Calling Chain - Buffy Baker (636-577-3220) and Gayle Ellerbeck (636-337-5584).

Flowers and Cards - Sherry Williams (636-548-8256)

Membership - Keith Sanders, (314-722-0042)

Parades - Sam Atkinson, (636-346-7910)

Picnics and chili cookoff - Flo Reichardt (314-939-6619) & Daniel Mullis (314-416-4954)

Promotional Appearances - Steven Thum (314-374-7005)

Rapid Assembly Teams - Sam Atkinson (636-346-7910)

Refreshments - Daniel Mullis (314-416-4954)

Swap Meet - Director - Kent Gilbane (573-424-2599)

Registration - Sam Atkinson (636-346-7910)

The Occasional - Editor - Steven Williams (636-575-1469)

Proof-reader - Sherry Williams (636-548-8256)

Photographer - Cindy Atkinson (636-386-2088)

Tours - Spring - Steven Thum (314-374-7005)

Overnight - Sam Atkinson (636-346-7910)

Fall - Steve Stevenson (314-640-0048)

Tour de Frost - Sam Atkinson (636-346-7910)

Webmaster - Mike Flaherty (314-968-8574)

BASIC INFORMATION ABOUT THE MODEL T FORD CLUB OF GREATER ST. LOUIS

Meetings are held the second Friday of each month, 8 PM, at the Freedom Masonic Temple, 4557 Lemay Ferry Road, south St. Louis County. Membership: Keith Sanders is the membership chairman, and you may contact him regarding membership in both the Model T Club of Greater St. Louis, and our parent organization, the Model T Ford Club of America. Contact information: Telephone: 314-722-0042. Email: jenkeith4@att.net. Annual dues (due January 15th each year) are \$25, \$20 for members of the MTFCA. Dues help pay the rent, cost of *The Occasional*, and refreshments, among other expenses.

We also strongly encourage national membership. Dues are only \$40 to the Model T Ford Club of America (P.O. Box 996; Richmond, IN 47375-0996).

The advantage of belonging to the national organization is a bi-monthly award-winning publication - *The Vintage Ford*. It is a great publication, full of valuable information for Model T owners. Also, check out the national club's website at www.mtfca.com and especially the forum which is full of great information.

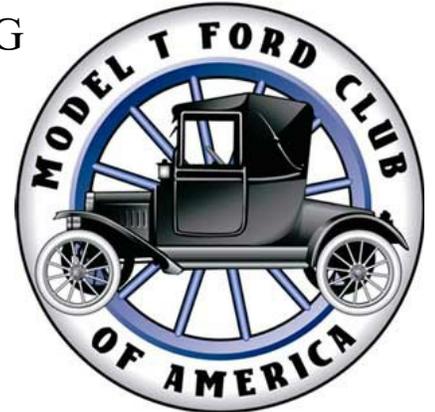
Our website is www.stlmodeltclub.org.



WWW.STLMODELTCLUB.ORG

MODEL T FORD CLUB
OF GREATER ST. LOUIS, INC.

P.O. BOX 2251
FLORISSANT, MO 63032



A friend of Dave Groerich preceded our cars in the St. Patrick's Parade and took this photo. Weather deterred a lot of folks. Left, Steven & Diana Thum with granddaughter Sophia Bosler in their '26 Fordor. On the right is Dave Becherer in his '26 touring.

The Model T Ford Club of America (P.O. Box 996; Richmond, IN 47375-0996) was formed to encourage and promote active interest in the Model T Ford and its history by membership unrestricted as to location. It is non-profit and non-discriminatory, and is dedicated to widening the base of the hobby by providing information, assistance, and direction to interested parties. Sample copies of their magnificent magazine, *The Vintage Ford*, are available free upon request at the above address. Active touring chapters are encouraged, in order to spread interest and participation events. Regional and national activities are provided by the chapters. Members of the MTFCA may be members of the Model T Ford Club of Greater St. Louis with discounted local dues. For further information on joining, see inside the back cover. Also check out our website: www.stlmodeltclub.org.

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