



MMOCC Newsletter –

OCTOBER 2021

*Mid Mo Old Car Club
PO Box 1594,
Jefferson City, MO 65102*

SOME CAR HISTORY ABOUT LYLE'S RELATIVE

George Freese, of Wentzville, Missouri, was Lyle's maternal Great Uncle. George Freese is still legendary in the Wentzville area.

#tbt The Hupmobile dealership operated for three years until the first Ford automobile dealership was established by George H. Freese about 1918. (Photo courtesy Wentzville Historical Society).

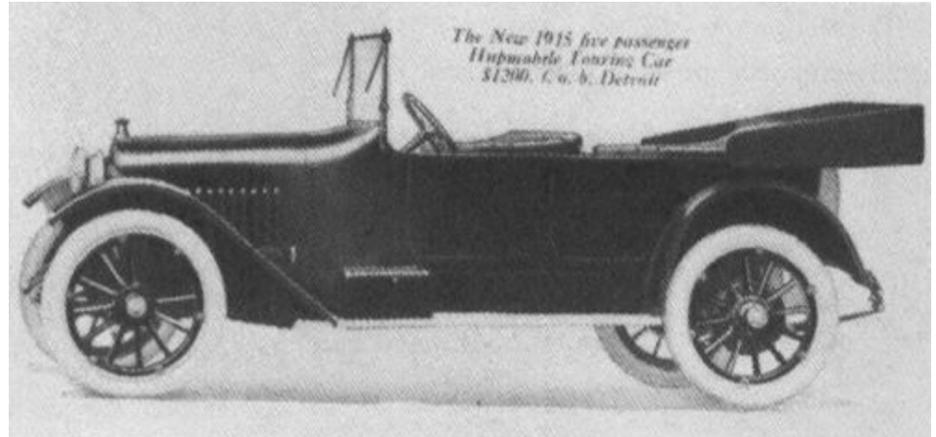


THE HUPMOBILE

Hupmobile was built from 1909 through 1939 by the Hupp Motor Car Company of Detroit. The prototype was developed in 1908.

Robert Hupp, a former employee of Oldsmobile and Ford, and his brother Louis Hupp founded the Hupp Motor Car Co. in Detroit, Michigan. They introduced the Hupmobile Model 20, a two-passenger runabout with a four-cylinder engine and a two-speed transmission, at the 1908 Detroit Auto Show. It was very well received and their first-year sales topped 1,600.

The Hupmobile did very well into the 1920s and established a solid reputation which allowed them to attract good engineers. The Hupmobile moved from a four-cylinder to a straight eight and produced a variety of models. By 1926, the Hupmobile Six was added and Hupp's earnings skyrocketed.



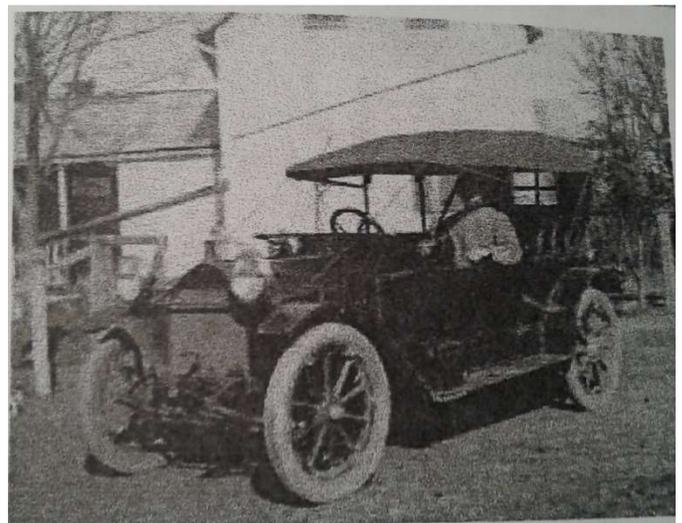
It was the success of the stylish 1928 model that helped the Hupp brothers afford to increase plant capacity by buying the Chandler-Cleveland Corp. of Cleveland. 65,862 Hupmobiles had been produced by the end of that year.

Encouraged by the previous year's strong sales, Hupp made the mistake of increasing the Hupmobile power plant to a 70-horsepower Six and a 100-horsepower Eight in the 1930 models after the stock market crash. With sales dipping 23 percent and

depression looming, Hupp forged ahead with a 133-horsepower Eight in an economy that couldn't afford additional gas consumption.



George Freese in his Hupmobile taken outside Lyle's mom's house near Wentzville, MO. Lyle grew up in that house.



FIRST FORD DEALER IN WENTZVILLE



The above picture was taken around the year 1919 and looks north from Allen Street. The building burned down in the early 1970's. The Freese house in the background still stands adjacent to the Wentzville State Bank (in 1977). Freese is the gentleman standing on the far left.

A Look Back at Wentzville's Own George Freese

George Freese came to Wentzville in 1914 a young man hoping to make his fortune. He promptly set out to do just that by opening a Ford dealership and garage somewhere between the years 1915 to 1918. Today it wouldn't be possible, but Freese started out selling his cars between \$400 and \$600. It's not known what he charged for repairs. Freese didn't just concern himself with his business. He has the distinction of generating the first electricity for Wentzville, using a portable gasoline engine and generator. To do so, he had to run a line to the Heady Hotel, and later the South Side Hotel on West Main Street. Freese also supplied the electricity for many of the church picnics. It wasn't until the 1920's that the electric company came in. Freese, having considerable community spirit, also supported the Boone Home located between New Melle and Defiance by loaning it many historic items. Even later on in life, Freese was active with his support of the Wentzville Historical Society when it was formed in 1975.

Source: Wentzville Union, February 16, 1977

Freese-Schemmer.

A marriage that was solemnized January 2, '18 at Jackson Cape Girardeau county, Mo., was kept a secret by the contracting parties just a year. Both of the young people are well and favorably known in this part of the county and are Mr. George H. Freese and Miss Ida Schemmer. The news was indeed a surprise to their many relatives and friends when they disclosed the fact on New Year's Day.

Mr. Freese is a successful automobile dealer, handling the Hupmobile, with St. Charles and Warren counties available.

For the past year he has been with his parents, Mr. and Mrs. August Giesmann, south-west of Wentzville, but for several years previous has been in the automobile business in St. Louis. The bride is a daughter of Mr. and Mrs. George Schemmer of near Foristell. She is accomplished and very popular in the neighborhood in which she lives.

The plans for keeping the marriage a secret were well formed. Miss Schemmer going to St. Louis to visit relatives, was met there by her fiancée. They then proceeded to Jackson Mo., where they were quietly married by the pastor of the Evangelical Church at that place.

Funeral Services For George H. Freese

Funeral services for George H. Freese of Wentzville were Monday at St. John's United Church of Christ in Cappelin. Burial was in the church cemetery.

Mr. Freese, 94, died Saturday at St. Joseph Hospital in St. Charles. He was an antique dealer.

Surviving are a son, Samuel, of St.

Louis, and a sister, Lydia, of Foristell. He was preceded in death by his wife, Ida Schemme Freese, and a daughter, Hazel Willerding.

Funeral arrangements were by T.E. Pitman Funeral Home, Wentzville.

Memorials may be made to St. John's United Church of Christ, Cappelin.

SHIRTS:

We have T-shirts in gray and white, collared polo-type shirts, and a humorous T-shirt addition. If your shirt looks dingy, time to upgrade! Shirts available at future meetings and events. \$20 for collared shirts. \$15 for t-shirts. \$10 for hats. Contact JIM MARTIN at 573-864-4048.



Did You Know?

The Moon Motor Co was located in St.Louis from 1905-1930.

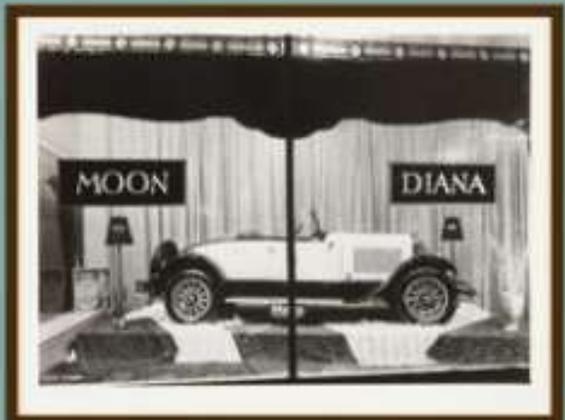
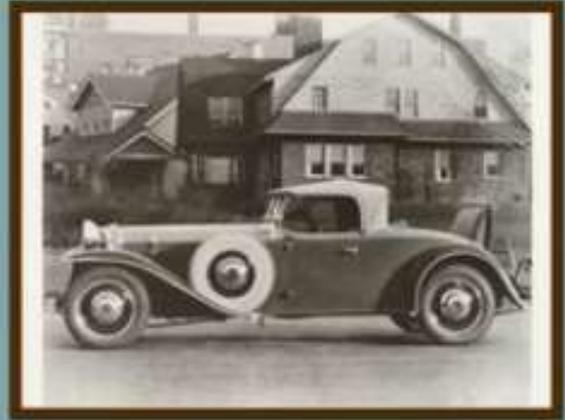
They specialized in affordable, mid-level cars made with high-quality parts. Sadly, the company went out of business when the Great Depression hit.

The building that once housed their dealership is still standing at 3115 Locust Street.

Walt Disney sold his Moon Roadster to finance his film Steamboat Willie in 1928.

Six Flags in Eureka, MO has a ride that allows you to sit in a replica Moon car.

© Elizabeth L. Olwig @brickcity.dossier



Actress, Clara Bow
c. 1919

Upcoming Events that MMOCC Plans to Attend...

A. Xtreme Body and Paint Customer Appreciation Event.

- Friday, October 22nd starting at 11am. BBQ while it lasts.
- 1007 Lomo Drive (Route D south of Hwy 50).

B. Jim Logan's "Real Men Wear Pink" Breast Cancer Fundraiser.

- Sunday, October 24 from 1-4.
- Cruise In to the "The Warehouse" at 120 West Tanner Way (by Central UCC Church).
- Contributions/Donations to the Cancer Society requested.

C. October MMOCC Meeting.

- Thursday, October 28 at 6pm,
- HyVee-JC Community Room (upstairs).
- Room is reserved at 5pm, so get your food and come on up and dine together.
- Topic: Review of Car Show.

D. Folk Fall Colors Tour.

- Saturday, October 30 gathering at the church parking lot in Folk (Osage County), leaving at 11am.
- Lunch at The Morelands on the Gasconade River, south of Vienna.
- About two more hours after lunch, ending around Loose Creek.
- Organized by Dennis and Laura Even. Questions? Contact Dennis at 573-455-2948.

E. USS Aries Road Trip.

- Saturday, November 6 at 10am. Caravan leaves Gerbes near Eastland at 9am.
- Tour of the USS Aries at 1495 Corp Road / Gasconade, Missouri (confluence of the Gasconade and Missouri Rivers).
- Restored Hydrofoil Guided Missile Gunboat.
- Pack your own lunch and beverages. Porta-potty will be delivered to the site.
- Gasconade is 60 miles from JC, so old cars not required.
- <https://www.ussaries.org/>

F. ETET (Eddie Tremain Ethanol Tour).

- Thursday, November 11, 2021 (Veterans Day). Sorry, they do not do weekend tours.
- Tour of POET Bioprocessing (Ethanol Plant) at 809 North Pine in Laddonia, Missouri. <https://poet.com/>
- Depart North Jefferson City Commuter Lot at 8:15am, arriving in Ladonia at 10ish for a 90 minute tour.
- Lunch at Hobo Bar and Grill at 106 Chestnut in Laddonia.

G. NO November or December Meetings.

- Attend the Holiday Party and New Year's Day Garage Tour, instead.

H. MMOCC Holiday Party 2021.

- Tuesday, December 7, 2021 at 6pm.
- American Legion / Tanner Bridge / JCMO.
- Bring a gift for your gender for the "Rob Your Neighbor" Gift Exchange.

I. 2022 New Year's Day Garage Tour.

- Saturday, January 1, 2022.
- Lunch and Garage Tours.
- Coordinated by Dennis Smith at 573-680-2505.

NOVEMBER 6 TRIP



The USS Aries Hydrofoil Memorial, Inc., is a non-profit organization created specifically for the preservation, and rehabilitation of the only remaining Patrol Hydrofoil Missile (PHM) Ship.

Over the years, the mission has expanded to include other hydrofoils both military and civilian, domestic and international. Our fleet of hydrofoils has grown to over seven, many of which have been restored to flying condition.

<https://www.ussaries.org/>

NOVEMBER 11 TRIP



POET Bioprocessing, located near Laddonia, MO began operations in September of 2006. The state-of-the-art ethanol production facility consumes approximately 17 million bushels of locally-grown corn to produce 50 million gallons of ethanol annually.

<https://poet.com/>

MMOCC NEEDS 2022 OFFICERS

After four years as President, Lyle needs to step aside and let someone else take the wheel. Can you help out? Secretary position continues to be vacant and could be filled, as well.



Officers:

President Lyle Rosburg
Vice President Dennis Smith
Secretary Vacant (it could be you!)
Treasurer Larry Rhea
Historian Ron Bandelier
Car Show Chairs Tom and Karen Winters
Immediate Past President Nathan Full

MID-MO OLD CAR CLUB
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