

The SP^{oke}KEⁿ Word

THE NATIONAL MUSEUM OF TRANSPORTATION NEWSLETTER

SPRING 2023



Workers install the Westward Hotel sign in all its neon glory in the Earl C. Lindburg Automobile Center. See page 15 for more details.

Mane Movement: From Horse to Horseless



1910 Hupmobile

“Get a horse!” was the rallying cry of car critics a little over a century ago. How could they have envisioned a packed freeway in LA in the 21st century? (Or perhaps they WERE envisioning that.)

The “Mane Movement: From Horse to Horseless” exhibit explores the transition from horse-drawn transportation to motorized vehicles and beyond. As Museum

guests enter through the William R. and Laura Rand Orthwein Education and Visitor Center, the vehicles’ stories will invite them to think about the changes then and what they might tell us about transportation changes today (think electric cars or the different proposed forms of high-speed rail, for example).

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FIELD TRIPS RESUME

Facilitated field trips are back, stirring excitement throughout the Museum.

“When I walk across the Museum, doing other things, many of the volunteers have said, ‘I heard you’re bringing the staff back, you’re bringing the kids back. We can’t wait to see them. They make so much joy. They’re so much fun,’” said Robyn Shipman, Education Coordinator for TNMOT. “That’s what they’re saying; that’s from the people who work here. They have missed them. They have missed this.”

Facilitated field trips were halted during the Covid-19 pandemic, but the Museum resumed them March 14. As word of the field trips’ return has spread, groups have responded eagerly.

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**THE NATIONAL MUSEUM OF
TRANSPORTATION**

FIELD TRIPS

Continued from page 1

"I tell you right now the schools are excited," Shipman said. "I'm getting calls." The calendar is filling quickly.

The response is not surprising, given the program's popularity.

"From what I read from the surveys of the previous programs that were offered here, the marks were incredibly high. Everyone loved it here. They appreciated it. The students really gained something, got some energy out since they're outside," Shipman said.

Members of the Education Team love field trips too. Ms. Diane, Ms. Peggy, and Ms. Jean led field trips before 2020 and are pleased to welcome Mr. H. to their ranks.

"It's a natural extension of my career (middle school math and science teacher)," Mr. H. said. "I've been a tour guide here for two years. Education is in the blood."

Leading field trips has "all the joys of teaching plus the added bonus of the outdoors and the Museum environment. It's pure joy," said Ms. Peggy.

Field trips generally consist of about 40 minutes inside doing learning activities, then a tour of the Museum, and a ride on the miniature train. The visit lasts about two hours, with many groups choosing to bring lunch and eat at the Museum afterward. The inside learning activities take place in either the S.T.E.A.M. room in the Earl C. Lindburg Automobile Center or The Train of Thought train car.

One activity involves a handout showing a steam engine with its various parts labeled, Mr. H. said. Then students handle a wooden model of a steam engine and color the different parts. The Ford lesson plan's hands-on component is an assembly line exercise.

Some of the students have grown up coming to the Museum with their parents. "Whether the child has been here a hundred times or it's their first time. I just think it's such a neat place to come and learn and to have that experience that they really don't forget," said Ms. Diane. "Teachers are happy as well. They're there, of course, but they really don't have to do a lot, which is kind of nice. They get to just follow along and enjoy the experience. We really provide everything for them while they're here."

Chaperones play an active role in the field trips. Groups need one adult chaperone for every five children to interact with the



The Education Team is leading students on facilitated field trips once again after a three-year pause.

students during activities. It's all about keeping the children engaged, and the experienced educators tailor each field trip to the participants.

"You kind of get the feel of the kids as they come, their attention span, their capabilities as they answer simple questions. And you go from there," Ms. Diane said. "Maybe a little less information and a little more storytelling to keep them interested and not overwhelm them with too many facts. Get a feel for the room and then go from there."

"It's a gem of a program. It really is," Ms. Jean said.

"You're the gems," Shipman said to the team. "The program is nothing without good educators, and we've got good educators here, and they're doing it. And that's what's so exciting."

"We've got this educational program that we can offer that teaches them how important transportation has been over the last two hundred years or so and how it has evolved," Shipman said. "I remember my grandfather saying to me, 'When I was a boy, we were all in wagons with horses. And I've witnessed a man on the moon. All within my lifetime.' That's about transportation."

The education team takes its mission seriously, but not itself. They suggested breaking one of their cardinal rules for their group photo. "Let's climb on an artifact!" "Come on, let's moooooove."

Don't worry. They were just joking.

See tnmot.org for more details about facilitated field trips and how to schedule one.



NEW TREE TRUNK SPACE INVITES CONVERSATION, LEARNING

How do transportation and the environment coexist?

The new Tree Trunk interactive learning area by Barrett Station Depot invites visitors to explore that question with activities, conversation starters, fun facts, and more.

"The Tree Trunk is a permanent independent learning space allowing visitors to explore the way the natural world relates to transportation," stated Terri McEachern, Executive Director of TNMOT.

Tree Trunk's varied elements appeal to visitors of different ages and interests.

Magnetic boards and magnets encourage visitors to compare how environmentally friendly various forms of transportation are and to sort objects into recycling bins. Acorns posted throughout the space offer fun facts about wood in transportation and about the environment. Owney the dog invites visitors to join him and his owners Sammi and Henry on a journey of eight ways to help the environment.

"Our interactives are conversation starters,"

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How many forms of transportation can you find in the Garden Train Village? TREE - mendous!



BOOK FROM 1908 GIVES GLIMPSE OF CAR CULTURE'S EARLY DAYS

Missouri State Automobile Blue Book, published in 1908, provides a snapshot of motoring in Missouri in the first decade of the 20th century.

The description on the title page lets the reader know what to expect: "Contains list of all motor car owners in the state—State and municipal laws governing motoring—Maps of special tours over good roads and maps of the entire state, St. Louis, St. Charles, Jefferson and Jackson Counties."

The *Blue Book* also has odometer logs for journeys along roads that had no numbers or names. And as the title page says, the volume is "handsomely illustrated with good road scenes."

"The book is a bit all over the place," said Teresa Militello, Curator, Library and Archives for TNMOT. Many of the "handsome" illustrations are not so attractive, but several are quite amusing. Militello said her favorite is probably the one with the caption "Tom W. Benoist, of St. Louis, in his unparalleled fake feat of jumping the Wabash bridge in Forest Park." Benoist was a well-known businessman in the automotive industry who had just founded Aeronautics Supply Company (Aerosco) when the *Blue Book* was published, and he continued to make a name in aviation and aircraft manufacturing.

"It looks better than some of the

Photoshopped images I've seen. It's hilarious," Militello said of the photo shown below.

"Road scenes of the proposed, probable Vanderbilt Cup course in St. Louis County" references a famed automobile race that never came to St. Louis.

The list of the 2,596 cars registered in Missouri is pretty interesting, Militello said. It gives the license number, owner's name and address, and make of car. License #1 went to A.E. Methudy, 18 Waverly Place, St. Louis, a Cadillac. License #2 went to someone

whom some car enthusiasts might recognize: F.H. Britton, who, along with brother Benjamin, partnered with A.H. Dyke to sell cars. (Britton owned a Pope-Toledo.)

For the owners on that list who

did not know how to drive (or just didn't care to), the *Blue Book* lists 827 registered chauffeurs. Also listed are 88 automobile manufacturers and dealers.

Nelson T. Gutelius, editor of *The Auto Review*, wrote the book, published by The Auto Review Publishing Company, 312 Chestnut Street, St. Louis. The book cost \$3.00.

Gutelius, son of a Pennsylvania newspaper publisher, also wrote a motoring column for one of the St. Louis



newspapers and was a key figure in the formation of the St. Louis Automobile Manufacturers and Dealers Association. He quite likely patterned his book on *The Automobile Blue Book*, which debuted in 1901 and covered multiple states in multiple volumes. Other states and even cities had their own blue books, like Gutelius's Missouri one, during the early 1900s.

The copy of the *Blue Book* that donor Michael Flaherty spotted online, purchased, and then turned over to the Museum is not in the best shape. "Some of the maps are split because they are on crummy, pulpy paper," Militello said. But the content still gives a peek into the early days of the car driving culture.

As early as 1921 a reporter for the *Arizona Republican* (the name was changed to *Arizona Republic* in 1930) recognized the historical value of the Missouri book, writing in the article "Auto Blue Book Gives Ancient Dope on Cars":

"The book teems with interesting photos of cars as they were in those days, and an examination of it reveals more closely than anything else the great progress made in automobile design since then."



Tom W. Benoist, of St. Louis, in his unparalleled fake feat of jumping the Wabash bridge in Forest Park.

REINHARDT MURAL TRACES THE HISTORY OF CHRYSLER

Siegfried Gerhard Reinhardt's "Evolution of the Chrysler Corporation" mural has joined the displays in the Earl C. Lindburg Automobile Center.

The Chrysler Corporation is a key figure in St. Louis area automotive and economic history. Its Fenton plants employed thousands during 50 years of operation from 1959 to 2009. So the Museum is a natural spot for the mural, which was a gift in 1975 from Don Flier of Seven Motors/South County Motor Sales in 1975 and has been most recently hanging in the Library and Archives Building.

The 4-foot by 8-foot mural is oil and wax on Novaply. Reinhardt painted it in 1965.

Life and *Time* magazines identified Reinhardt as an important new artist in the 1950s, when he was beginning his teaching career at Washington University (1955-1970). He was an artist in residence at Southern Illinois University-Carbondale (1950-54 and 1968-69) and taught at St. Louis Community College Meramec (1971-1984). He died of a heart attack in 1984 at age 59.

Reinhardt created murals for Lambert St. Louis International Airport and for the Jefferson National Expansion Memorial's Museum of Westward Expansion. He was a prominent member of the St. Louis Artists Guild, and his works are housed at the Smithsonian American Art Museum, the Vatican Museum, the St. Louis Art Museum, the Nelson-Atkins Museum of Art, and the Whitney Museum of American Art.





MANE MOVEMENT

Continued from page 1

A photo from a 1912 baseball game showing mostly buggies rather than cars started Museum Curator Coby Ellison thinking about the era. "I thought about the challenges, how people were skeptical of the car, the horseless carriage." As he researched, Ellison found amusing reactions to automobiles appearing on the roads.

"One guy created a patent because he was afraid that horses would be afraid of the cars, and they were, but I think it was primarily because of the backfires, not because of the cars themselves," Ellison said. "But he patented a horse head that could be mounted on the hood of a car."

Some people were concerned about eliminating all equine input into driving decisions. "People didn't like the idea of the



decision-making being solely left to the operator of the car instead of having the intuition of the horses as well. If the driver made a decision the horses didn't agree with, the horses could correct it," Ellison said.

The exhibit includes a 1905 Luedinghaus wagon, donated by the Luedinghaus family a few years ago and representative of the tremendous wagon-building industry in St. Louis. Many pioneers heading west bought their wagons in St. Louis in the mid- to late 18th century, spawning more than a hundred carriage and wagon manufacturers in the area.

What is believed to be the first motorized delivery truck in St. Louis will also be on display into October. "We've had it on exhibit before. It's basically a buckboard wagon with a motor in it," Ellison said. "It's all original, so it's pretty rough, but it's pretty neat." The 1908 Galloway GT Farm



Wagon/Truck was donated to the Museum in 1972 by William Abbott.

A 1910 Hupmobile Model 20 Runabout takes center stage of the exhibit, showing the style that attracted \$25,000 in cash deposits from the people who saw it at the 1909 Detroit Auto Show. Bobby Hupp, who had worked for Oldsmobile and for Ford, co-founded Hupp Motor Car Company with Charles Hastings, who also had worked for Oldsmobile. With cash in hand, they started manufacturing the Model 20 Runabout a month after the auto show.

This economical automobile was offered to the public at \$750.00 and was considered a bargain with its two-speed sliding gear transmission and Bosch high tension magneto ignition system often reserved for pricier model cars. A folding top, trunk rack, glass windshield, and gas headlamps were premium extras. In 1910, 5,340 Model 20 Runabouts were manufactured, and they continued to be produced through 1913. Red La More Body Co. of Webster Groves donated the car on display.



Bobby Hupp soon formed the Hupp Corporation, which came to include parts manufacturing companies and Hupp-Yeats Electric Car Company. He sold all his stock in Hupp Motor Car Company in 1911, but the company continued to produce Hupmobiles through 1939.

A Hansom Cab circa 1895, 1907 Anderson Motor Buggy, horse-drawn omnibus used at the 1904 World's Fair, 1910 Buick Motor Bus, and Ahlbrand Carriage Company Storm Buggy or Cozy Coach are among the vehicles on display into October.

Orthwein also will continue to feature the hyperloop, of course, which may seem far removed from the last days of the horse and buggy era. However, like the early horseless carriages, the hyperloop has fans and detractors, fervent supporters and skeptics. Stay tuned.

MUSEUM PIECES HIT THE CENTURY MARK



Pullman built the car in 1923 as the Copper River & Northwestern #100. It was known as the "Stephen D. Birch" car, named for the founder and president of the Kennecott Copper Company. CB&Q acquired it in 1940 (after CR&NW Railway folded in 1938)

Museum artifacts turning 100 in 2023 include a luxury train car, two snazzy automobiles, and a sturdy work truck good for hauling.

The Chicago, Burlington and Quincy Railroad's "Aleutian" car was built to impress. It is an example of a heavyweight office car built by Pullman and sold or leased to companies for their executives' comfort and/or to impress and entertain clients, vendors, politicians, etc.

"It would have been the executive Learjet of the time," Museum Curator Coby Ellison said.

and renamed it "Aleutian," though why is a mystery. Although CB&Q trains ran in Alaska, there is no proof that "Aleutian" ever traveled there, according to a history of "Aleutian" written in 1996 by John Killoran.

In 1952 the car was rebuilt and modernized with the addition of air conditioning among many changes. In 1966 Burlington sold the car to one of its important shippers, Missouri Portland Cement Co., which renamed it "the Accommodator." The company donated it to the Museum in 1970.

Producers of HBO film *Truman* called in 1995, and "Aleutian" stood in for the presidential railcar "Ferdinand Magellan" aka "U.S. Car 1" (in the time before Air Force 1), whose rear platform was the setting for President Truman's holding up the *Chicago Daily Tribune's* page one erroneously declaring "Dewey Defeats Truman."

In contrast to the luxurious "Aleutian," the 1923 Traffic Truck, built in St. Louis by the Traffic Motor Truck Corporation, was made for laborers to use. "They were considered a really reliable truck from what I've researched. It had solid wheels," Ellison said.

Traffic trucks were the lowest price (\$1,495 new) for their impressive 4000-pound capacity. The truck's 22.5

horsepower gave it a top speed of 12 miles per hour. The Museum's truck features solid wheels and an early version of power steering, four-cylinder Continental engine, 133-inch wheelbase.

Originally owned by Conklin Reuling Lumber, this truck was donated to the Museum by H. A. Reuling's grandson, Tim G. Soldwedel, in 1982.

A steam boiler with a diameter of 23" produced the steam that powered the Stanley Steamer. Identical twin brothers Freelan and Francis Stanley used the money they made from developing the airbrush and selling their dry photographic plate process to Eastman Kodak to create the Stanley Motor Carriage Company. Over 11,000 Stanleys were built from 1900 to 1934 when the production was closed.

The Stanley Steamer on display at TNMOT is a 740B touring car. It was

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"Aleutian" contains an observation lounge with an open rear platform, four staterooms, a galley, a dining room with a full-size table and built-in China cabinet, bathrooms, and showers. It also includes separate quarters and facilities for the cook and porter. Interior walls have inlaid mahogany and walnut and other fine wood panels, and leaded glass was used.



MAKING THE WHEELS GO ROUND AND ROUND: MUSEUM SHOWCASES ALTERNATE FUEL SOURCES

As electric vehicle (EV) sales surge worldwide, it is interesting to note that EVs were present at the beginning of the automobile age and that the Earl C. Lindburg Automobile Center features vehicles powered in a variety of ways.

Human peddling power is represented by the Penny Farthing, the first machine to be called a bicycle. The Dynacycle bicycle kit was manufactured in St. Louis, and its cycles could be motorized.

Horse-powered vehicles (as in real horses, not engine horsepower) are part of the Museum collection, including the Boston and Providence Railroad Coach, the Banner Buggy Co. Doctor's Buggy, and the Pevely Milk Delivery Wagon.



Steam-powered vehicles outsold gasoline-fueled ones in the late 1800s. The 1904 A.L. Dyke Steam Car (assembled from a kit) and the 1923 Stanley Steamer are examples. Steam cars took around 20 minutes to fire

up, a definite downside, and they required a combustible fuel (usually kerosene) to heat the water. As technology advanced, gas engines overtook steam ones.

EVs have been around longer than internal combustion engine cars. Batteries in the first ones were not rechargeable, an obviously inconvenient limitation. Rechargeable batteries came to be in 1859, spurring more interest in using them to fuel vehicles. In 1890, William Morrison applied for a patent on the electric carriage he had built sometime before its appearance in an 1888 Des Moines parade, according to an August 17,



2022, article by Kevin Wilson in *Car and Driver* magazine.

An electric ambulance transported President William McKinley to the hospital after he was shot in 1901. The familiar names of Studebaker, Porsche, and Olds dabbled in EVs. Even Henry Ford's wife, Clara, drove a Detroit Electric until 1914, according to Wilson. But once the electric starter was invented around 1912, electric cars' advantage over the hand-crank starting of gas engines disappeared, and the far cheaper (both to buy and operate) gas cars took over.

The Museum's EVs come from a different era. Gasoline prices soared after the OPEC oil crises of 1973 and 1979, and attention turned again to electric power. The Museum's Electra Comuta-Car and Electric Bradley GTE II are both from 1980.

Environmental concerns have fueled

Continued on page 19

2023 Speaker Series

Get ready for another season of interesting stories in this year's Speaker Series.

Speaker Series presentations are at 9 a.m. on the second Thursday of each month, June through November, on the Don C. Musick III Mezzanine of the Earl C. Lindburg Automobile Center. Speaker Series is free, but reservations are required. See tnmot.org.

JUNE 8

Mystique of Route 66 in Missouri

Do you know how Sir Paul McCartney celebrated his 66th birthday? He drove Route 66!

Did you know that Australia has a Route 66 Food Truck at the Great Barrier Reef? In Japan, there is a popular TV show called "Yamashita Tomohisa Route 66." Doug Schneider will talk about the mystique of Route 66.

JULY 13

A Road Trip into America's Hidden Heart

John Robinson, a former Missouri director of tourism, puts a different spin on the traditional road trip. Over 13 years, he drove every mile of every road on the Missouri state highway map. Whether he's uncovering tombstone histories or sitting down to a blue plate lunch, Robinson relays his encounters in a relaxed storytelling style.

AUGUST 10

TBD

SEPTEMBER 14

Train Stations in the St. Louis Area

Tour historic train stations in the St. Louis area without leaving the Museum. Doug Schneider will share stories of historic depots.

OCTOBER 12

Depression-Era St. Louis Legacies on the Transportation Landscape

Many St. Louis landmarks have their roots in Depression-era projects built as part of the New Deal. Missouri Historical Society Librarian Emily Jaycox will talk about the transportation-related public works.

NOVEMBER 9

The Union Pacific "Big Boy" No. 4014

Popular presenter Ed Dickens, who ran the working restoration of Union Pacific "Big Boy" No. 4014, is slated to speak at the Museum again, pending Union Pacific approval.



Ed Dickens



John Robinson



Doug Schneider



Emily Jaycox



FEATURE FRIDAYS 2023

Hear the stories behind the features that make the Museum a treasure trove. At 10:30 every Friday morning in May and June the Museum will present a talk about a particular artifact or feature of the Museum. No reservations are required, but regular Museum admission is.

Presentations start at 10:30 a.m.



FEATURE FRIDAYS

MAY 5

Principia Solar Car

Dick Hellwege
Lindburg Auto Center

MAY 12

Delaware, Lackawanna, and Western #952 "camelback" locomotive

Aiden Drohr
Roberts Pavilion

MAY 19

Chicago, Burlington & Quincy Railway Post Office

John Crowley
Train Yard

MAY 26

Arkansas and Missouri Combo Coach

John Hartmann
Roberts Pavilion

JUNE 2

Pullman "St. Carvan" Sleeper/Pullman Porters

Brian Fogarty
Roberts Pavilion

JUNE 9

Virgin Hyperloop

Dick Hellwege
Orthwein Center

JUNE 16

Edible and Medicinal Plants

Tessa Wasserman
Pollinator Junction

JUNE 23

Chicago, Burlington & Quincy "Silver Charger" locomotive

Russ Dion
Train Yard

JUNE 30

Southern Pacific #4460 locomotive

Walter Yee
Roberts Pavilion



THE NATIONAL MUSEUM OF TRANSPORTATION

14th Annual

PUMPERS & PISTONS

2023



In memory of Greg Rhomberg

*Presented by: The Gateway Fire
Historical Society and The American
Truck Historical Society*

SATURDAY
MAY 20

9 a.m. - 3 p.m.

The National Museum of Transportation
2933 Barrett Station Road
St. Louis, MO 63122

Antique, Classic and Late Model Vehicles, Fire
Apparatus, Police, Military, Commercial, Construction
and Specialty & Recovery Vehicles

Regular Museum Admission Applies



Join us for
Bubbles, Foam,
BBQ, Games, and
ICE CREAM!

*Hosted by the Museum's
Young Professionals
Board*

ICE CREAM
SOCIAL
10 a.m. - 2 p.m.

THE NATIONAL MUSEUM OF
TRANSPORTATION

2933 Barrett Station Road, St. Louis, MO 63122 | tnmot.org | 314.965.6212

The National Museum of Transportation is a 501(c)(3) organization relying on the generous financial support of our community to continue preserving the past for future generations.



2023 Road to the BIG RAFFLE!

We'll make stops along the way drawing a different prize each day!

Starting September 18th, we'll draw one winner per day for a designated prize.

If you win, your name goes back in the drum for the BIG RAFFLE drawing on

September 24, 2023 at 3:30 p.m., in the Earl C. Lindburg Automobile Center.

You could win multiple times!

WIN A 1931 SERIES 60 BUICK



TICKETS

**\$25 each or
five for \$100.00**

Two tickets to the National Museum of Transportation are given with each transaction. That's a \$30 value! Everyone's a winner.



Visit tnmot.org to purchase tickets.

SEPT. 24
BIG RAFFLE
Car Drawing
3:30pm

SEPT. 23
\$375.00
WeatherTech
Gift Card

SEPT. 21
\$250.00
Shell Gift Card

SEPT. 22
\$269.00
Waterway Express Shine
Annual Membership

SEPT. 20
\$200.00
ExxonMobil
Gift Card



EARLY BIRD

MONTHLY DRAWINGS

Win a TNMOT Conductor Family Membership. If you win, your name goes back in the drum for the BIG RAFFLE drawing.

Drawings:

- April 4
- May 9
- June 6
- July 11
- August 8
- September 5

SEPT. 19
\$150.00
Museum Navigator
Annual Membership

SEPT. 18
\$150.00
BP Gift Card

**THE NATIONAL MUSEUM OF
TRANSPORTATION**



THE NATIONAL MUSEUM OF TRANSPORTATION

Golf Tournament

FORE 006

Friday, August 25th, 2023

1:00 p.m. (Shotgun Start)

ABERDEEN GOLF CLUB

4111 Crescent Rd, Eureka MO 63025



- Registration \$125 (per person) at tnmot.org/golf
- Prizes Available
- Raffle
- Lunch Included
- Sponsors Needed
- Benefitting The National Museum of Transportation

*Sponsored by The Young Professionals Board,
The National Museum of Transportation*

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GOEBEL BRINGS PLANNING EXPERIENCE TO COMMITTEE'S WORK



Museums do a lot more than house artifacts, and facility master planning encompasses more than buildings.

Architect Fred Goebel has experience with both.

Goebel recently joined the TNMOT Board of Directors and is chairing the Long-Range Planning Committee.

He retired from full-time work with HOK (Hellmuth, Obata and Kassabaum), where projects included museums, schools, not-for-profit groups, hospitals, and more. He was with HOK for 18 of his 46 years in professional practice. He has traveled extensively, working on projects around the world.

As one of the architects for the Abraham Lincoln Presidential Library and Museum, Goebel saw how the project involved more than just displays of artifacts from Lincoln.

"It's an interactive experience of people learning about our society in Lincoln's era," Goebel said of the museum. "It helps interpret the facts of the day, not just about Mr. Lincoln but about what he had to contend with, and a lot of those things are still with us today."

"Our Museum is the same way. It's a living, breathing thing. It's not just to show old stuff. It's to tell the story about how these things shaped people's lives."

Goebel does not come to the board with a bias toward trains, cars, trolleys, or anything. "They're all cool," he said, adding that listening to the people who DO have a favorite type of transport is important when looking at long-range plans.

"What's on everybody's mind? What do people in the trolley group, for example, think should happen next? What about the people who restore steam engines? What about the people who help with the big airplane out there? What do they think about the collections, about where the Museum is headed? Is there anything they would like to look for in the future to do or undo? The process of master planning is to have those kinds of dialogs in a small-scale environment where people feel supported and comfortable."

It's an approach Goebel has seen succeed repeatedly in his professional projects and in his service with not-for-profits such as a motorsports museum in Michigan. The process of master planning is not just to develop the plan. "It's to build and strengthen the organization that will implement the strategic plan," Goebel said. "It's amazing what even a small group of people can do when they're all on the same page and pulling in the same direction."

As he surveys the long-range plans the Museum already

has, Goebel keeps in mind details he's learned to look for, the questions he's learned to ask. If you raise the money to build a building, will you then have the money to maintain and operate it? Do you have enough parking for the growth you want in the number of visitors? Do you have a clear mission that a foundation or an individual will understand and want to support? They want to know that their money will be used effectively, Goebel said.

Among TNMOT's strengths are its professional management and good financial understanding, Goebel said. "It's a very positive organization."

One way to build on that solid base is to look at the best museums and ask what they are doing well, what has or hasn't worked. In his professional life, Goebel learned from other firms. "It's surprising what people will share with you if you're respectful." What are the top three transportation museums in the country? Talk with them, he suggested.

“

Our Museum is a living, breathing thing. It's not just to show old stuff. It's to tell the story about how these things shaped people's lives.

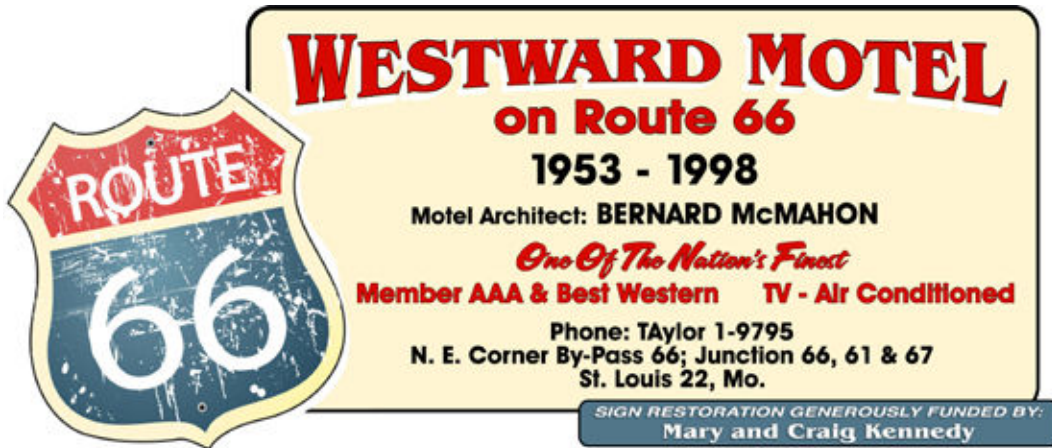
– FRED GOEBEL

”

"I think finding out about other effective organizations is one way we can build on our strengths, that we can avoid the kinds of stresses that come from feeling isolated."

A native of St. Louis, Goebel joined the TNMOT board largely because of conversations with board members Lee Rottmann and Charles Taylor. Rottmann and Goebel have been friends for decades, and Rottmann has been a train enthusiast and Museum board member for years. "Some of that enthusiasm rubbed off on me," Goebel said. He has enjoyed meeting staff and volunteers and believes a steady stream of supporters will continue to get involved.

"People will come to the Museum when it's the right time in their life, whether that's in retirement, whether that's as a hobby, whether that's related to their work—who knows? However they come, whether they're young or old, if they're interested and willing to help, I think it's great."



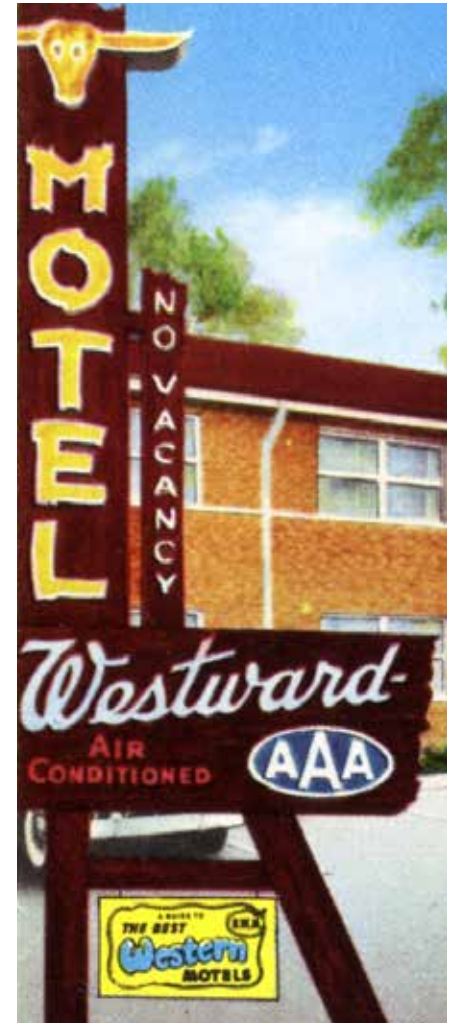
HISTORIC SIGN RETURNS

Once a welcome sight to weary Route 66 travelers, the Westward Ho hotel sign, neon bull and all, has returned to the Museum.

The Westward Hotel/Motel (it went by different names during its lifetime) stood at the northeast corner of Watson Road and South Kirkwood Road (or South Lindbergh, depending on the source one consults). La Quinta Inn and Denny's are there now.

When the Westward was about to be torn down in the late 1990s, the sign was given to the Museum and displayed. It was taken down for a Museum renovation, and its height didn't work in the new setup. The sign has since been divided into three parts and recently returned to the Earl C. Lindburg Automobile Center.

The Westward stood at the intersection of Bypass Route 66 (Kirkwood/Lindbergh) and City Route 66 (Watson). It was designed by prominent St. Louis architect Bernard McMahon and opened in 1953. According to "Help Wanted" ads of days past, it had 22 rooms. As the sign at the Museum highlights, those rooms had air conditioning and TVs (at least at some point).



Merchants Bridge Sign Comes to Museum

The Merchants Bridge sign to be installed on Museum grounds soon is a piece of history from a structure that carried trains across the Mississippi River for about 130 years.

Completed in 1889 and opening in 1890, the through-truss bridge three miles north of Eads Bridge was always strictly a railroad bridge carrying only one train at a time. The reconstructed Merchants Bridge, completed last fall, is wide enough to carry two trains, thereby easing rail congestion.

The Merchants' Exchange initially operated the old bridge, but in 1893 the Terminal Railroad Association of St. Louis (TRRA) purchased it and is still the owner. A former Museum volunteer is an engineer with TRRA, and she asked officials to consider donating the old sign to the Museum, which they did. They also

donated a piece of steel girder to which the sign is being affixed, said Museum Curator Coby Ellison.

The sign is about 6 feet by 4 feet and weighs about 1400 pounds, Ellison said. A volunteer adept at working with steel has undertaken the project, and the sign is slated to be installed by summer. "We're going to mount it on a concrete base, a pad, put it on the switchback going up the hill, a prominent place," Ellison said. "I'm glad we were able to save it."

The bridge reconstruction cost \$222 million, funded primarily by TRRA, along with a \$21.45 million Consolidated Rail Infrastructure and Safety Improvements (CRISI) grant awarded by the Federal Railroad Administration in 2020, after construction had begun.



MAKING HEADWAY ON THE #1533

Restoration volunteers are making headway on restoration of the Kansas City Public Service Co. #1533. Museum Curator Coby Ellison said that a lot of the steel work has been completed and that woodworkers were making good progress too, as of early March.

"They're hoping to be able to jack it up this summer and pull the truck out so that they can get a good idea of what it's going to take to overhaul that," Ellison said.

The American Car Company built the #1533. It is 27'10" long, 7'8" wide and 9'10" high and weighs 15,400 lbs. It is of steel construction and ran on a gauge of 4'8" track. The car held 28 seats and was last in service in 1949.



HELP US PRESERVE THE PAST FOR THE NEXT GENERATIONS!

DONATE TO RESTORATION TODAY!





Lighting

We had the BRIGHT idea to convert to LED lighting in The Major Lee Berra Creation Station. Thanks Ameren Missouri BizSavers® Program!

Train Tracks

Work on the miniature train track precedes the opening of train ride season.



Bookmobile

TRAIN Your Brain - READ
Join Miss Pam at the bookmobile the last Saturday of each month for storytime and activities. 10 am - 2 pm

TREE TRUNK

Continued from page 3

McEachern said. "There is no absolute right or wrong answer. We want people to think about the various modes of transportation and the impact that a vehicle has on the environment."

The Museum tried to reuse, repurpose, refresh, and recycle as it created the area:

- Spire donated cable drums to use as tables.
- Pallet wood, to create a treehouse feel, was donated by a wide variety of Museum friends and neighbors.
- A local tree trimming company donated tree stumps to serve as chairs.

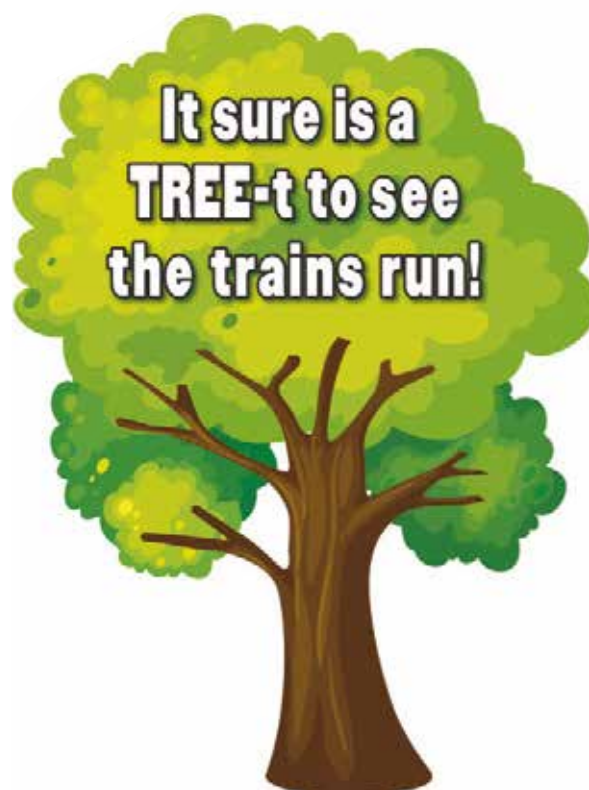
Greenscape Gardens donated 'G-Scale' plants for the lovely village where the garden train runs.

Tree Trunk was made possible by a \$15,000 grant from Spire. Additionally, through Spire's "Day of Good" program, Spire employees removed and replaced the Barrett Station deck. Museum staff and volunteers spent many hours through the past year working on the project.



**Put the
Vehicles in Order
Starting with the
MOST
Environmentally
Friendly!**

1	2	3	4	5
6	7	8	9	10





FUELS

Continued from page 8

development of EV technology, bringing improvement to speed, miles between charges, even the attractiveness of vehicles. The number of public charging stations grows each year. There is not yet a universal standard for the stations, though the federal government has proposed that such standards be developed, just as they were for gas pumps.

Solar power runs the race car built by Principia College students that is on loan to the Museum. Manufacturers of solar cars for the average consumer have followed the path of several early automobile makers. Lightyear Zero declared bankruptcy early this year, and Sono Motors dropped its plans to build the Sion (slated to cost less than an entry-level Tesla) last summer. Will Aptera be the solar car to break into mass production?

Finally, when speaking of fuels, the Chrysler Turbine Car inevitably comes to mind, as it can run on just about anything that is combustible, be it liquor, peanut oil, perfume, or jet fuel, although leaded gasoline would damage it.

CENTURY MARK

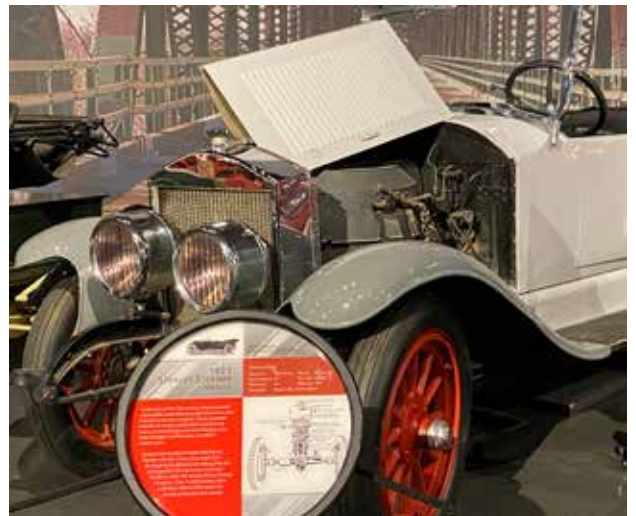
Continued from page 7

built in Newton, MA, and the price when new was \$2,750. Richard, Bob, and Bill Abbott donated it to the Museum.

Moon Motor Company also stopped making cars in the Depression, closing shop in 1930.

The 1923 Moon Sport 6-58 Touring Automobile drew more orders (15,000) than the company could fill (6,000). At least a dozen different bodies were offered on two chassis.

Moon automobiles were made in St. Louis and enjoyed a reputation for good quality at a reasonable price (\$2,095 new). The Museum acquired its 1923 model in 2006.



THE NATIONAL MUSEUM OF TRANSPORTATION

2933 Barrett Station Road
St. Louis, MO 63122

MISSION

The National Museum of Transportation will be the leader in protecting and interpreting North American transportation heritage. As stewards of our heritage, we will provide engaging education programs, interactive and interpretive exhibits, and conserve transportation history for the next generations.

VISION

The Museum's successful operation depends on eight equally important units known as our 'drive wheel': Education • Exhibits Interpretation • Grounds & Facilities • People • Events & Outreach • Guest Services • Restoration & Preservation • Library & Archives The unified force of the 'drive wheel' successfully moves the Museum forward.

VALUES

What we value is reflected in one word: **Respect**. We respect the people, artifacts, campus, and stewardship that preserve the transportation past for future generations.

People. We respect our fellow volunteers, staff, guests, and stakeholders. We will share knowledge and collaborate, as well as be considerate and supportive of those with different and differing ideas.

Artifacts. We will respect the history and historical significance of artifacts entrusted to us to protect and preserve. Objectivity, accuracy, and integrity will prevail.

Campus. We will respect the grounds, buildings, and equipment by keeping these clean, orderly, and in working condition. We will be a good steward of our environment by emphasizing pollinator and native plants to our campus to foster not only attractive, but also sustainable, landscaping.

Stewardship. We will respect the significance of our treasured collection, acknowledge our role in preserving it, and remain accountable for the gifts we receive.

GOAL

We preserve and protect our transportation heritage enabling us to teach our children and our children's children about the significant role transportation played in the development of our Country.

We actively preserve history every day for the next generations!

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