

In Memory of Dave Sinclair

Dave Sinclair was born on February 5th, 1928 and raised in Walnut Park in north St Louis city. He went to Nativity Catholic grade school and then went to Beaumont High School in north city. After graduation he joined the army in WWII, and to his utter dismay, he was sent to college in Bismark, ND after boot camp. When WW2 ended, he got a job in the Laborer's union as a hod carrier. This is the poor guy who has to carry the mortar up the ladder to the bricklayer's..... and you better not make them wait!!

1950 was a big year for him....he got married to Patricia (Pat) Walsh and he joined the St Louis Police Department. He was a beat cop for the next 8 years. And loved it!!! His father was a Lt. in the city police department, and his grandfather and several uncles were all city policeman.

He was set for life until his oldest son got hurt, trying to dart into traffic on Eichelberger, where they were living in a flat with 2 kids and one on the way. His youngest brother Walt, who happened to be selling cars at the time, stepped in and gave Dave the money to pay for the Doctor visit, because Dave didn't have enough. This enraged and embarrassed him so much that he decided to try the car business. At the time, the city only gave the police officers 3 days off a MONTH..... so he worked 6 months without a single day off, and saved up 18 days and went to work as a car salesman at the old Vincel Pontiac on Fyler and South Kingshighway. After wanting to quit 5 times in the first two days, he made more money in the first week than in a month as a policeman, and more money in 3 weeks than he did in 6 months as a police officer!!! (at only \$369/month, THAT bar wasn't too high to get over).

He then turned in his papers, and joined the sales force full time..... although all his relatives on the police department wouldn't talk to him for a while! He quickly became the #1 salesman at Vincel Pontiac, then went to Costello-Kunze Ford where he went from salesman to sales manager to VP and GM. In January 1966 he opened his own Ford store with the help of his boss Tom Costello and the Dealer Development program from Ford Motor company. Unbeknownst to Dave, Tom Costello had been taking a little money out of his check and investing it for him. Ford needed \$30K from him to get into business and Dave didn't have the money, (although he did have 7 kids by then!) Tom told Ford "Oh, Yes he does!" and when Dave got over the shock, he signed all the paperwork Ford put in front of him.

And the rest as they say, is history.

Dave Sinclair Ford quickly became the #1 Ford dealer in town and the state, and it's been that way pretty much ever since. In the mid '80s, he was the #1 dealer in the nation!! Nobody could figure out how a guy from St Louis could beat EVERYBODY!! Dave has won all of the awards Ford has given, for volume and customer satisfaction.

In 1993, he bought the Buick-GMC Dealership in south county, and that quickly rose to be the #1 Buick dealer in the state and the region, and still is.

In 1997, he bought the Lincoln/Mercury Dealership in south County, and THAT store quickly became #1 in the state, also!

The whole time he was working, the customers could always reach him by phone or walking up to him on the showroom.....his office was always on the showroom, and all the sons and son-in-laws also are.

He enjoyed selling cars, riding his horses and dealing with the customers almost up to the last day of his life!

He died Friday September 25th at 2:06 am, surrounded by several of his 7 children and 37 grandkids.

He will be sorely missed by his family, friends, customers and competitors!!