



## Dillard Odell Dale

May 25, 1937 - April 29, 2017

Dillard Odell Dale of Cape Girardeau, a well-known and respected businessman and friend of many in Cape Girardeau area, passed away at 11:30 a.m. Saturday, April 29, 2017 at Southeast Health after an illness of several weeks.

He was born May 25, 1937 to W.L. and Parlie Dale of the Advance area. He graduated from College High School in Cape Girardeau in 1955.

Dillard got his start in the automotive business as a mechanic at Rueseler Chevrolet in Cape Girardeau. It was at Rueseler that he met and fell in love with Pat Sturm of the Illmo (Scott City) area, who was a secretary at the dealership. The couple was married June 23, 1956, and in 2016 they celebrated 60 years of marriage.

Dale worked as a mechanic at B.F. Goodrich in Cape Girardeau before becoming manager of Cape Town Car Wash, the first automated car wash in Cape Girardeau. In 1976, he became the first employee of Trim Line of Cape, a startup automotive accessories business founded by Richard Smith, eventually becoming general manager of the company.

Dale purchased Trim Line from Smith in 1987, the same year the company changed its name to Auto Trim Design. With Dale as owner, Auto Trim Design

grew to nearly 50 employees and four stores. The Cape Girardeau store, which started as a home-based business under Richard Smith, outgrew two other locations before Dale purchased the old Coad Chevrolet building on South Kingshighway in 1995--the same building that formerly housed Rueseler Chevrolet, bringing his business career full circle.

Dale also served on the board of directors of Auto Trim Design Co-Op, a purchasing cooperative for franchisees of Auto Trim Design nationwide.

In 2005, Dale sold Auto Trim Design to his son Roger Dale, but continued to be involved in the operation of the business on a part time basis until the illness that claimed his life forced him to stop.

Dale was baptized as one of Jehovah's Witnesses Nov. 29, 1968. In addition to his secular work with Trim Line/Auto Trim Design, he was actively involved as a volunteer in Bible educational work and in helping with construction and maintenance of Kingdom Halls in the Cape Girardeau area.

In addition to his wife of the home, survivors include a sister, Elizabeth Smith of Jackson; a brother, Gene Dale of Oak Ridge; four children, Bobbie (Gary) Anspach of Cape Girardeau, Tammy (Charlie) Francis of Cape Girardeau, Roger (Julie) Dale of Cape Girardeau and Chrissi (Kelly) Wright of Jackson; nine grandchildren and nine great-grandchildren.

He was preceded in death by his parents, two brothers and two sisters.

Visitation will be Wednesday, May 3, 2017 from 4:00 to 8:00 p.m. at Ford and Sons Mt. Auburn Chapel.

Funeral service will be Thursday, May 4, 2017 at 1:00 p.m. at the funeral home with Elder Earl Norman officiating.

Burial will follow at Fairmount in Cape Girardeau.

Pallbearers for the service will be Blake Wright, Jordan Dale, Craig Smith, Gerald Cox, Brian Palmer and Brock Milam.

# Cemetery Details

## Fairmount Cemetery

835 Caruthers  
Cape Girardeau, MO 63701

# Previous Events

## Visitation

**MAY 3.** 4:00 PM - 8:00 PM (CT)

Ford & Sons Mt. Auburn Funeral Home  
1001 N. Mt. Auburn Rd.  
Cape Girardeau, MO 63701  
(573) 334-1313  
[info@fordandsonsfuneralhome.com](mailto:info@fordandsonsfuneralhome.com)  
<https://www.fordandsonsfuneralhome.com/>

## Service

**MAY 4.** 1:00 PM (CT)

Ford & Sons Mt. Auburn Funeral Home  
1001 N. Mt. Auburn Rd.  
Cape Girardeau, MO 63701  
(573) 334-1313  
[info@fordandsonsfuneralhome.com](mailto:info@fordandsonsfuneralhome.com)  
<https://www.fordandsonsfuneralhome.com/>

# Tribute Wall

PL

“ *Our thoughts and prayers go out to the family....love to all...Dan & Pam Labruyere*

Pam Labruyere - May 04, 2017 at 06:52 AM



“ *Fairest of All was purchased for the family of Dillard Odell Dale.*



May 02, 2017 at 07:34 PM

BH

“ *Gene, You have my deepest sympathy on the loss of your brother Dillard. Please give my sympathy to everyone in Dillard's family and know that you all are in my thoughts and prayers.*  
*Barbara Hess*

Barbara Hess - May 02, 2017 at 02:17 PM

JJ

“ *Having worked for, and with, Dillard, I know what kind of person he was. We would all do very well to be that kind of person. My sincere condolences to the entire family.*

*John Jusits  
Poplar Grove, Il.*

John Jusits - May 02, 2017 at 08:54 AM



“ *Divine Peace Bouquet was purchased for the family of Dillard Odell Dale.*



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April 30, 2017 at 08:12 PM



“ *Dillard was a classmate at College High School and member of the 1954-55 basketball team that won the Cape city championship under Coach Joe Uhls. He was respected for his quite disposition and dependability.*

*Donald and Roselee Wachter  
Gilbert, AZ*

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**Donald Wachter** - April 30, 2017 at 07:32 PM



“ *Our hearts go out to your family during this time. He was a wonderful man who will be missed. I don't think I ever saw him without a smile or ever heard an unkind word from him. Warm Love and Prayers to his family. Love, Sonya Norman*

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**Sonya Tucker Norman** - April 30, 2017 at 05:04 PM



“ *Much love and prayers from Tracie & Victor Hunt*

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**Tracie Hunt** - April 30, 2017 at 04:38 PM