



MMOCC Newsletter –

AUGUST 2022

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

WHAT IS IN A NAME?

In October 1954, three businessmen with a mere \$3,000 in start-up capital introduced the first STP® product in **St. Joseph, MO**. Scientifically Treated Petroleum, better known as STP®, began with one product — STP® Oil Treatment. It helped automobile motor oil resist thinning at high temperatures and pressures.

1954

Charles Dwight (Doc) Liggett, Jim Hill and Robert DeHart began packaging STP® Oil Treatment in a backyard garage at night, and sold it from the trunks of their cars during their business and pleasure trips.

1960

The company's initial growth and profitability, attributed to strong word of mouth and the brand's LINK to auto racing, enabled STP to introduce its first Gas Treatment.

1961

The STP® brand was purchased by the Studebaker-Packard Corporation.

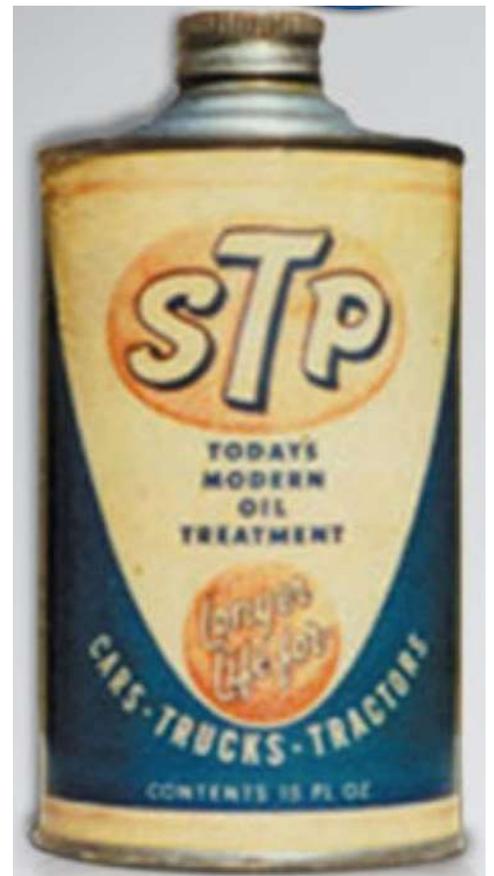
1963

Andy Granatelli was appointed CEO and began to increase the brand's marketing efforts through auto and boat racing. Eventually, STP® sponsored its own Indy Car racing team, featuring Mario Andretti, the winner of the 1969 Indianapolis 500.

STP® product distribution began to grow, and soon STP® products were available in more than 200,000 gasoline stations across the U.S.

1969

STP became a public corporation, and shares went on the American Stock Exchange under the symbol "STP".



STP sponsored its own Indy Car racing team, featuring Mario Andretti.

1972

STP made headlines throughout the world by beginning its association with future stock car legend Richard Petty, a partnership that continues to this day.

1978

The STP® introduced new, improved grades of motor oil, as well as sleek-looking, easy-to-pour Gas Treatment containers. Later that year, the STP Corporation was acquired by Chicago-based Esmark, Inc.

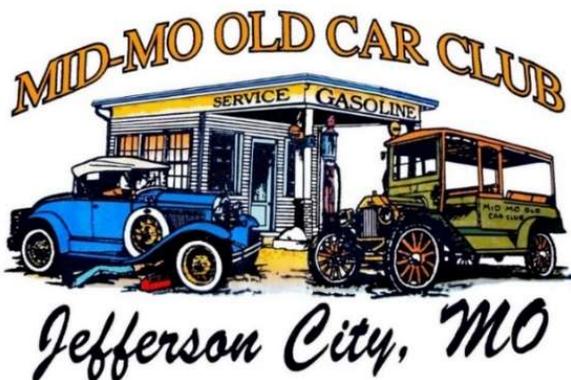
EARLY 1980s

The STP® brand vigorously explored diversification possibilities and put additional emphasis on its research and development programs. Leo J. LeClair was named President and Chief Executive Officer, and directed the company's move to a new world headquarters in Boca Raton, FL.

1990-1999

The STP® brand had built a presence in almost every country in the world through a mixture of sales and international subsidiaries.

REMINDER TO PAY YOUR DUES. At risk of embarrassing anyone by sending a list of unpaid dues, pay your dues. Unpaid members will be cut off from Club communications.



DOES *Your* WIFE HAVE AUTOMOBILE NERVES?

SLOW UP FOR THIS CURVE -DON'T TRY TO PASS NOW
LOOK OUT FOR THIS SIDE-ROAD - THERE'S A STOP AND GO LIGHT!
WAIT-GO AHEAD-BE CAREFUL

SHE SHOULD TAKE DR. MILES NERVINE

Don't be too hard on your wife when she tries to be a back seat driver. She probably is not trying to "boss you" and she doesn't realize how her constant suggestions take from the pleasure of the trip. Chances are she is

JUST PLAIN NERVOUS

One or two teaspoonfuls of Dr. Miles Nervine before she started on the trip might have made things a lot more pleasant for both driver and passengers.

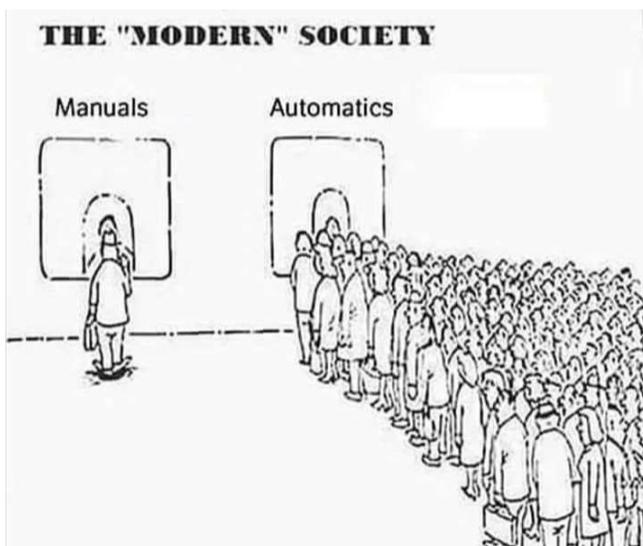
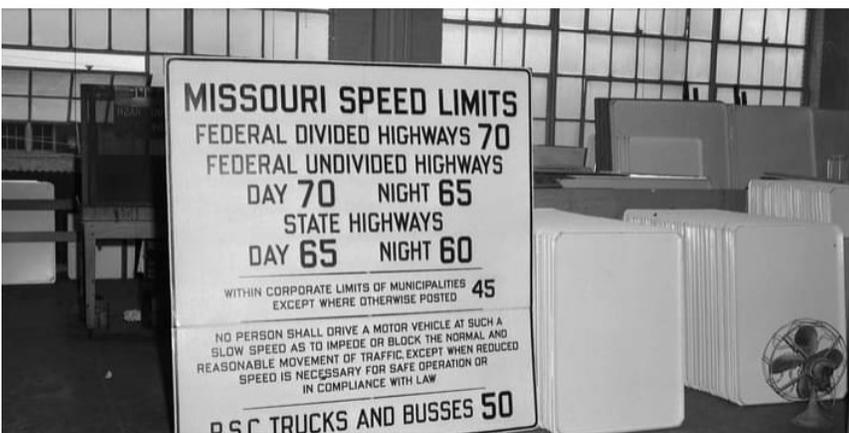
Tense nerves are responsible for much of the Sleeplessness, Restlessness, Irritability, Excitability and Headache, from which most of us suffer at one time or another.

Dr. Miles Nervine helps to relax tense nerves. Why don't you try it?

Get Dr. Miles Nervine at your drug store.
Large bottle \$1.00—Small bottle 25¢
BE SURE TO READ FULL DIRECTIONS IN PACKAGE.

DR. MILES NERVINE

July 9, 1957 – A controversial speed limit law giving Missouri fixed statewide speed limits for the first time was signed by Governor James T. Blair. The law set a top speed of 70 on divided highways and federal highways during the day and 65 on non-federal roads in the daytime and on non-divided federal routes at night. The maximum on other roads was set at 60. The law had been criticized as too complicated, requiring four different top speeds on four different types of roads. (Photo location Route 266 near Joplin and sign shop, Jefferson City)



MINUTES FROM 07/28/2022.

MMOCC held its July 2022 meeting at the HyVee-JC Community Room.

35 Members attended.

Treasurer's report of \$13,452.27 with \$2,285.10 of that in the Scholarship Fund.

Birthdays, Anniversaries, and Special Events were mentioned.

Committee report from Car Show were heard.

Car Show included work lists, trophies, car show plaques, pre-registration, flyers, et.

MMOCC Year Books and member roster were made available.

Upcoming events were mentioned.

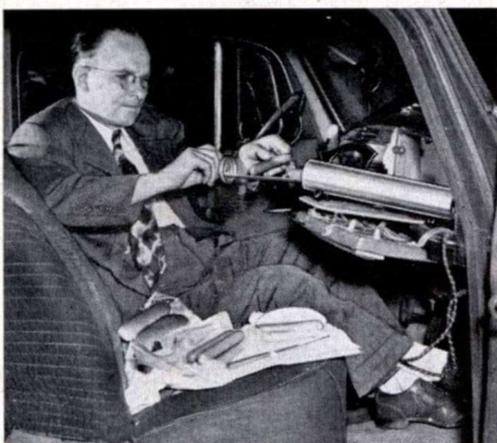
Meeting adjourned at 7:30pm.

Submitted by Secretary Lyle Rosburg.

1963 Route C – Cole County – Can you identify this location?

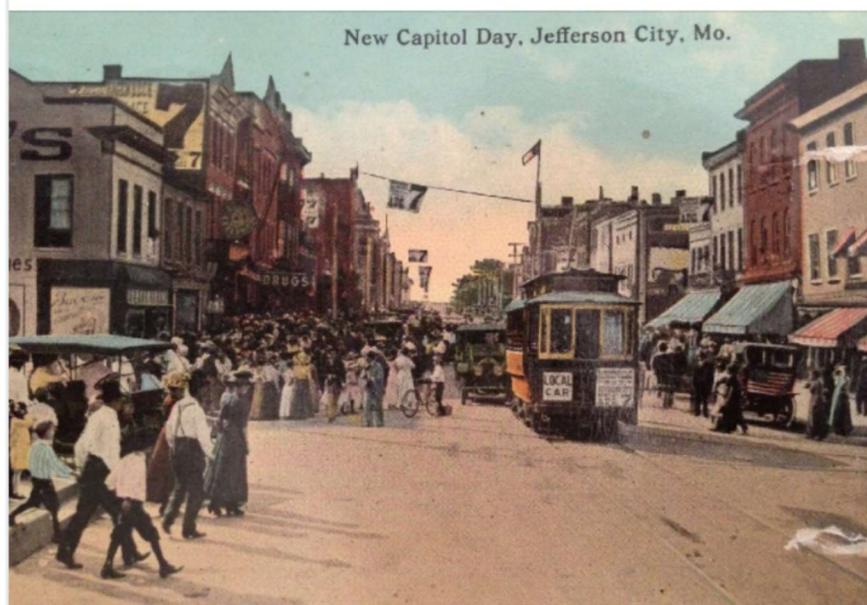


Auto Oven Cooks Hot Dogs



WANT a hot dog on the road? Just plug this heater into your car's electrical system. It cooks two wieners in three to five minutes. Priced at \$3.95, it also comes in a 115-volt version for the home. It is called the Hot Dog Sizzler® and is made by the Thomas Manufacturing Co., of Chicago.

Streetcar in Jefferson City



Upcoming Events that MMOCC Plans to Attend

A. JC Honda Vintage Car Show.

- Friday, August 19 starting at 4pm at JC Honda / 3625 Missouri Blvd / JCMO.
- \$10 entry fee. Proceeds to benefit Walk to End Alzheimers.

B. August MMOCC Meeting – The Wes Scott SWAP!

- The Wes Scott Swap!
- Thursday, August 25.
- Wes and Betty Scott's – 7311 Old Bass Road / Eugene. 573-694-9221.
- Swapping starts at early at 4pm with meal at 5:30pm. Meeting at 6pm.
- Bring a chair, items to sell, and money to make purchases.

C. Callaway Heritage Day 2022 – Tractor, Car, and Truck Show.

- Saturday, August 27, 2022 from 10am to 2pm. Class awards. \$10 in advance or \$15 day of.
- Callaway Electric Cooperative / 1313 Cooperative Drive / Fulton, MO 65251.
- <https://www.callawaymohistory.org/callaway-heritage-day> for registration.

D. Monthly Capital Mall (JC) Cruise In.

- Last Saturday of each month from April to September. 4-8pm.
- August 27, September 24.

E. Monthly Ice Cream 4 Ice Cream Cruise In.

- 11800 Farm View Road / Eugene, MO (off 54).
- Select Fridays from April to October. 4-10pm.
- September 9, October 14.

F. Cruisin to Folk.

- 8th Annual Classic Car Cruise-in in conjunction with the Folk Fall Supper.
- Sunday, September 11, 2022 from 11:00am to 6:30pm.
- Cars/Motorcycles at Folk Fire Station and meal at the Church (Folk is not that big, you will see both).
- Hosted by Dennis and Laura Even at 573-455-2948.

G. Westphalia Car Cruise In.

- Friday, September 16 from 5-11:30pm.
- Downtown Westphalia.

H. Ozark Ham and Turkey Festival.

- Downtown / Fairgrounds California, Missouri.
- Saturday, September 17. 9-4.
- “Cars and More” Show (Cars, Tractors, etc.) and small-town Parade (optional).
- Trophy to the CAR CLUB with the most participants.

I. Independent Living Resource Center Car Show.

- Sunday, September 18. Registration 10-12. Judging starts at 11. Awards at 2:30.
- Taos (MO) Country Side Park.

J. All Ford Car Show (39th annual).

- Sunday, September 18. Registration 9-12. Judging 12-1.
- Capital Mall.
- www.centralmomustang.org

K. September MMOCC Meeting.

- Thursday, September 22, 2022 at 6pm.
- HyVee-JC Community Room. Get your meal as early as 5pm and come on up!
- Car Show related.

L. MMOCC Old Car Round Up and Show.

- 53rd annual.
- Saturday, September 24.
- In conjunction with JC Oktoberfest.



M. Eugene PTO Car, Truck, and Bike Show.

- Cole R-V High School in Eugene.
- Saturday, November ?? from 9am to 2pm. Registration ends 11am.
- \$15 pre-registration. \$20 day of.

N. NO November or December Meetings.

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

O. MMOCC Holiday Party.

- Thursday, December 15, 2022 at 6pm.
- American Legion off Tanner Bridge.

P. 2023 New Year's Day Garage Tour.

- Sunday, January 1, 2023.
- Lunch and Garage Tours.
- Need YOUR GARAGE as a destination.
- Contact Dennis Smith at 573-680-2505.

FUTURE AND UNSCHEDULED EVENTS

Q. Bill Bicknell Engines in Rolla.

- MMOCC Member Bill Bicknell has invited us back to his shop in Rolla.
- 410 North Elm Street / Rolla.
- Date and time to be determined.

R. Tim Petty's Drive In Theater.

- Date to be determined.
- Drive in Theater at the Petty Estate.
- Coordinated by MMOCC Member Tim Petty (573-694-2977).

S. Old School Drive In Theater.

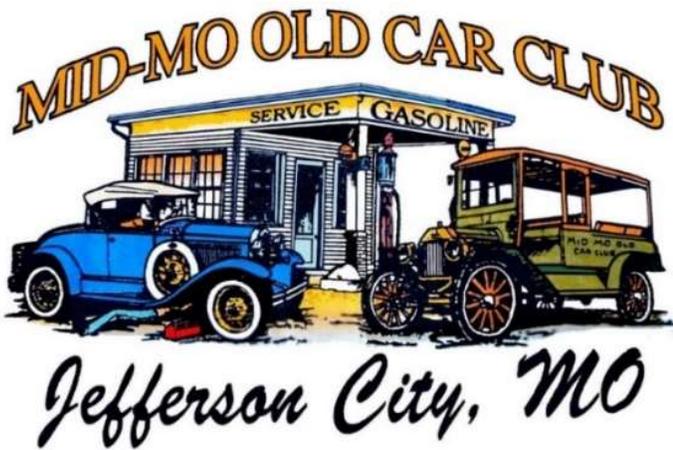
- Date to be determined.
- Newly opened Drive in Theater in Moniteau County.
- 34263 State Highway T near Hwy 87 south of Burghers.
- <https://www.facebook.com/Oldschooldrivein>

T. 2023 – Audrain County Historical Society “Walk Back in Time”.

- September 22-23, 2023.
- Historical Event featuring pre-war cars (1940 or earlier).
- 501 South Muldrow / Mexico, Missouri 65265 / 573-581-3910 – Paul Baum at walkbackachs@gmail.com and <https://www.audrain.org/events>
- More details and times to follow.

MMOCC 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.**



Officers:

- President Tim Petty
- Vice President Dennis Smith
- Secretary Lyle Rosburg
- Newsletter Editor / Creator – NEEDED.
- Treasurer Larry Rhea
- Historian Ron Bandelier
- Car Show Chairs Tom and Karen Winters
- Immediate Past President Lyle Rosburg

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