



# MMOCC Newsletter –

## FEBRUARY 2022

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

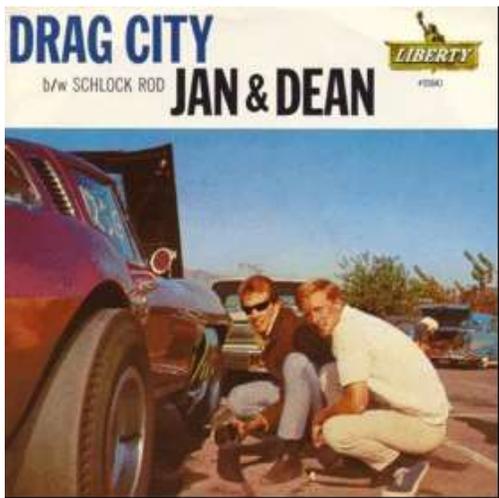
### MUSIC CALMS THE SAVAGE BEAST

Lyle texted me this morning to remind me about writing an article for the newsletter. I was fixing breakfast and listening to Breakfast with the Beatles on the radio and my thoughts turned to music and the vehicles I had owned.

My first vehicle which gained me freedom to roam the streets of Versailles in style (very slowly), was the 1953 Chevrolet 3100 pickup that still sits unmoved in my shop. It didn't have a radio but you could get one as an option.



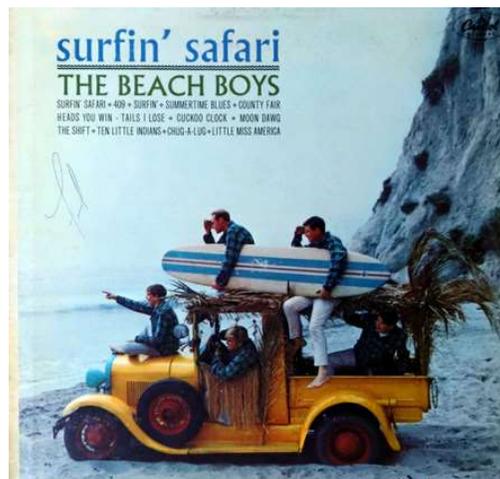
I don't remember ever listening to anything but the 216 humming along while the bias ply tires buzzed along.



Music and cool cars go together like Ike Flatt and Scruggs, Sonny and Cher, Sam and Dave, or the Everly Brothers.

As a kid, I can remember listening to my parent's old albums. The ones that stood out usually had songs about cars as Jan and Dean sang about the Little Old Lady from Pasadena, Dead Man's Curve, and Drag City.

The Beach Boys resonated on our Zenith stereo playing Little Deuce Coupe, Little GTO, or the Little Red Corvette at full blast while I played with my Hot Wheels cars.



Life was good....

It wasn't long before I yearned for a faster more modern car. I saved my money stocking shelves at Gerbe's and bought my second car for \$150.00 sight unseen in Seligman, MO. My Grandpa J.L. Petty and I headed out with trailer in tow to pick up the cruiser of my dreams. It was a 1967 Chevrolet Chevelle SS396 car with a 4 speed, 4.11 rear end, and factory tachometer and gauges.



The engine was out and in a shed. We left it there since we had no way to load it. So, I bought a low mileage 66 caprice 4 door hardtop in perfect shape from a lady in Eldon for \$300.00. It had factory air, electric everything, and was black on black. Most importantly it was a 396 car with low miles... Young men are not always the brightest if you didn't know.

I worked on that car as much until it was done.

Before that car was road ready it got what I thought was a rocking sound system with the best components available at the newly built Wal-Mart.

It was probably a Roadmaster or Kraco with a cassette deck. You can't cruise without tunes you know.

I had lots of cassettes with recordings made by listening to the radio and recording my own tunes on my Sony Boom Box. It's what



Me and J.L. AKA Grandpa.

we did back then. Casey Kasem's Top 40 or distant rock stations like KYYS in KC brought us sounds we listened to at the juke box at the drive in, cruising the back roads, or wrenching on our rides. We loved playing whenever we wanted.

That car is long gone but the music lives on. In the garage, at car shows, in the movies, or on the road, music is part of our lives.

So, get out on the road again, head out on the highway, and remember you don't even need a particular place to go.

I guess I need to head to the shop, put my favorite Pandora station on my iphone, and stream it to my Bluetooth portable speaker and put a transistor radio in the seat of my 53 Chevy to listen to on the road.

Oh, and by the way Chuck Berry wrote No Particular Place To Go while incarcerated so make sure and buckle up and obey the posted speed limit.

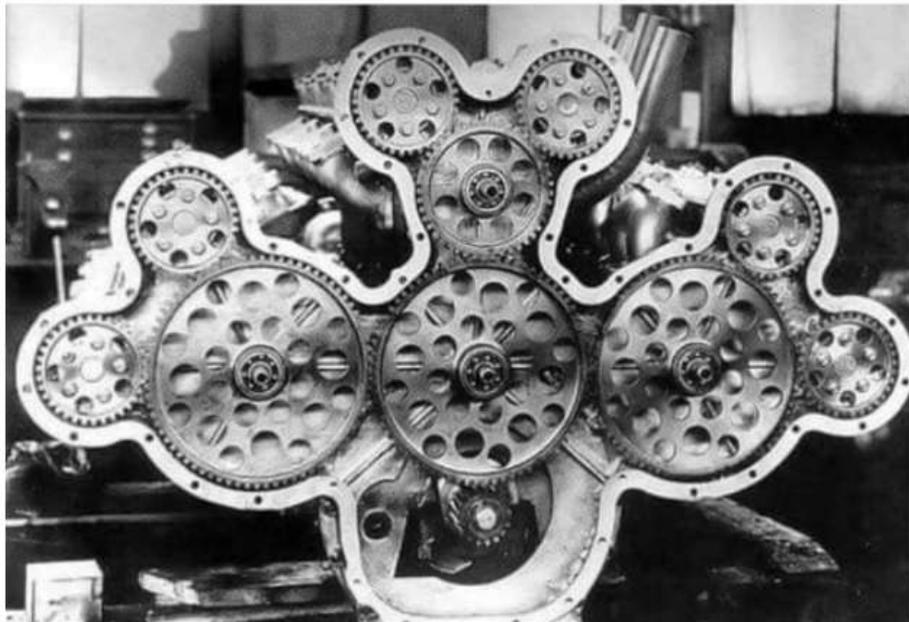
## *MMOCC President Tim Petty*

Car manufacturer Tatra explaining aerodynamics (1930) in a simple way for anyone to understand.

An elevator parking lot in Chicago, 1930s.



Speaking of incredibly complex assemblies, this is a Duesenberg W24 engine.



**A man's wealth is measured by how many barely running trucks/equipment he can fit on his property**

**-Confucius.. probably**

## MINUTES FROM 01/27/2022.

MMOCC held its January 2022 meeting at the Blu Taco in Holts Summit.

16 Members attended.

Treasurer's Report shows a balance of \$12,306.94.

Birthdays, Anniversaries, and Special Events were mentioned.

Committee reports from Scholarship and Car Show were heard.

Discussion ensued regarding tech topics, upcoming meeting dates, Holiday Party, potential activities, 2022 car show, etc.

MMOCC Year Books and member roster were made available.

Meeting topic: Projects and stories of how you got your car. Memories, photos, and documentation was shared.

Meeting adjourned at 7:30pm.

*Submitted by Secretary Lyle Rosburg.*

**At the following Standard Oil Service Stations:**

McCarty and Monroe 529 W. Main St.

**And the following Filling Stations and Garages:**

Peters Grocery, 931 W. High St.  
Clark Ave. Service Shop, 515 Clark Ave.  
A. Holms  
Roots Service  
A. P. Wetzel  
Tanner Bros.  
Al. Markway Garage, Wardsville, Mo.  
Beumel Bros., Westphalia, Mo.  
Adrian & Hilkenmeyer, Westphalia, Mo.  
H. C. C. Zilling, Brazil, Mo.  
Heidelbaugh Bros., Cedar City, Mo.  
Raithel's Garage, Schuberts, Mo.  
T. Stegman, Toas, Mo.  
H. Heinen, Loos Creek, Mo.  
Taber Bros., Loos Creek, Mo.  
Sam Baxton, Folk, Mo.  
Hy Biggs, Osage Bend, Mo.  
Mrs. W. A. Jacobs, Osage Bluff, Mo.  
Elliott Merc. Co., Marion, Mo.  
E. Dawson, Marion, Mo.  
Mrs. P. Schmidt, No. Jefferson, Mo.



**Standard Oil Company, Jefferson City, Mo.**

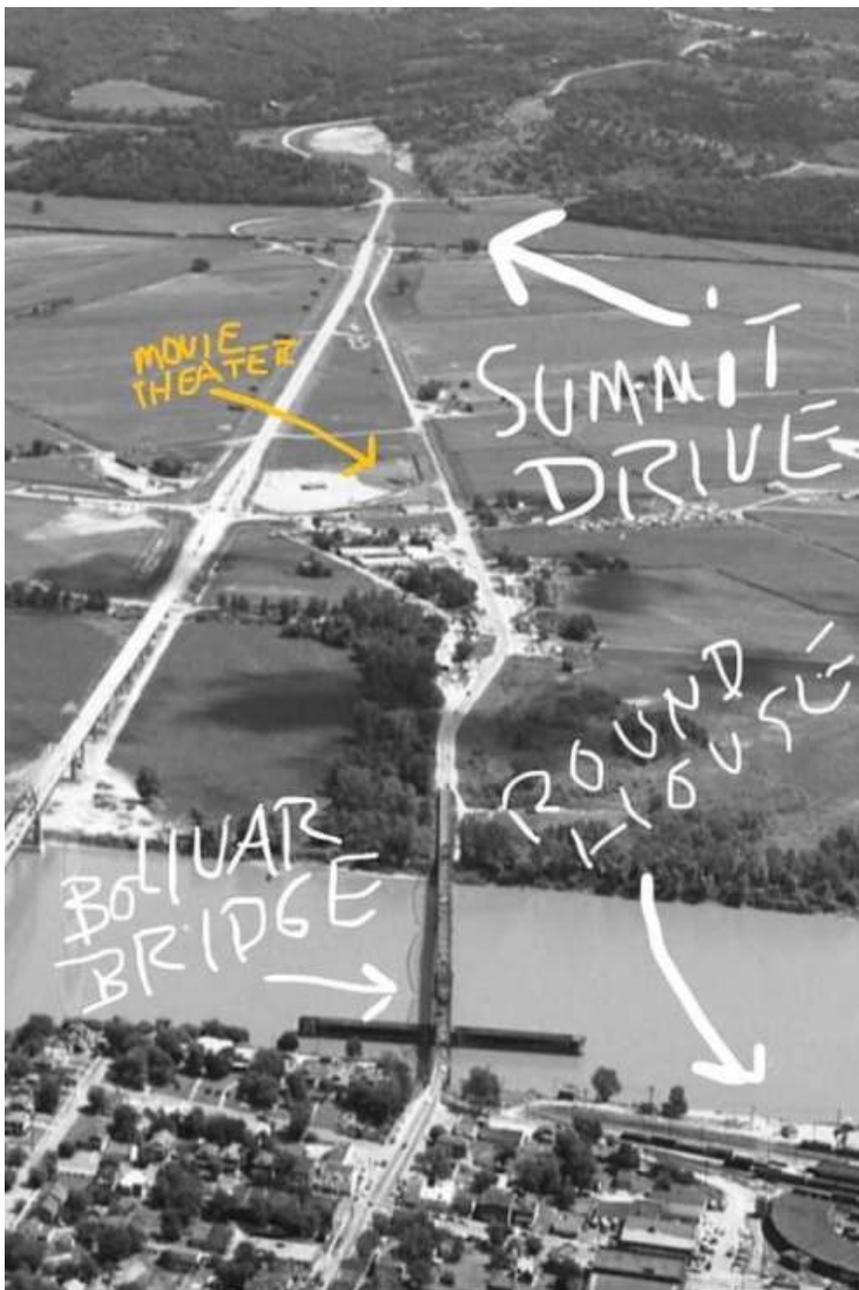
# Bridge Drive-In Theatre

- Skylark Drive-In Theater (1949–1955)
- New Bridge Drive-In Theater (1956)
- Bridge Drive-In Theatre (1957-1982)

U.S. 54 and U.S. 63

Jefferson City, Missouri 65101

*(Cedar City Commuter Lot)*



# Upcoming Events that MMOCC Plans to Attend

## A. February MMOCC Meeting.

- TUESDAY, February 22, 2022 at 6pm. (Yes, TUESDAY.)
- HyVee-JC Community Room. Get your meal as early as 5pm and come on up!

## B. St. Patrick's Parade.

- Saturday, March 12 lining up around 1:30pm with parade starting at 2pm.
- Meeting, starting, and returning at Paddy Malones at 700 West Main Street / JCMO.
- Downtown Jefferson City route (the parade, itself, is small, with about 500 feet of participants), but it brings a lot of smiles!

## C. March MMOCC Meeting.

- Thursday, March 24, 2022 at 6pm.
- HyVee-JC Community Room. Get your meal as early as 5pm and come on up!
- Scholarship Auction. Bring donated items and your cash! Proceeds go to the Scholarship Fund.

## D. April MMOCC Meeting.

- Thursday, April 28, 2022 at 6pm.
- HyVee-JC Community Room. Get your meal as early as 5pm and come on up!

## E. Capital Mall (JC) Cruise In.

- Last Saturday of each month from April to September. 4-8pm.
- April 30, May 28, June 25, July 30, August 27, September 24.

## F. Sheriff's Barbeque Car Display.

- Old Car display at the annual Cole County Sheriff's Barbeque.
- Tuesday, June 7 serving from 4-7:00 pm.
- Arrive when you can. Leave when you want. Bring a chair.
- BBQ pork steak or chicken.
- Old Car parking inside the Cole County Fairgrounds.

## G. Lohman Cruise In.

- Monday, July 4 from 10:30am to 2pm in Lohman on Front Street "by the big tree".
- Bring a chair and cooler. Come and go as you please.
- Lions Club BBQ available at the Community Center from 10:30am to 2:30pm.
- Fireworks at the Church at 9pm.

## H. Argyle Knights of Columbus Car Show.

- Argyle, Missouri.
- Saturday, August 6 at 11am.

## I. Ozark Ham and Turkey Festival.

- Downtown California, Missouri.
- Saturday, September 17. 9-4.



- “Cars and More” Show (Cars, Tractors, etc.) and small-town Parade (optional).

**J. 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.

**K. MMOCC Old Car Round Up and Show.**

- 53<sup>rd</sup> annual.
- Saturday, September 24.
- In conjunction with JC Oktoberfest.

**L. 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.

**M. 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.

**N. 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).

**O. Old School Drive In Theater.**

- Spring/Summer 2022. 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>

**P. NO November or December Meetings.**

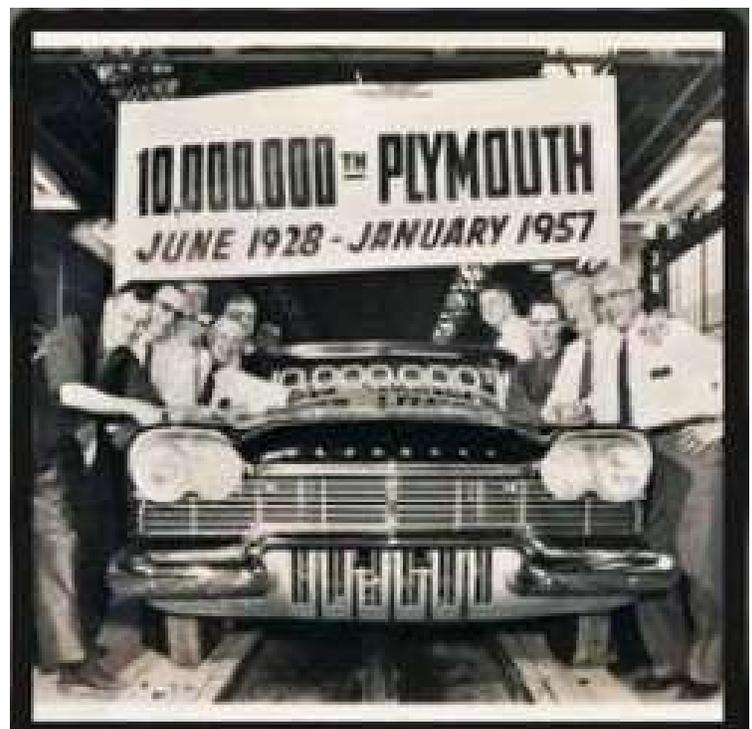
- Attend the Holiday Party and New Year’s Day Garage Tour, instead.

**Q. MMOCC Holiday Party.**

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

**R. 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.



# WHAT'S IN A NAME?

*This article is written by automotive historian Aaron Severson. Aaron is a recognized historical expert and an E.P. Ingersoll Award winner. You can read more of Aaron's work on his site [AteUpWithMotor.com](http://AteUpWithMotor.com).*

If you ask the average Chrysler fan about the history of Mopar, they might tell you about the NASCAR career of the Chrysler FirePower and 426 Hemi V-8s, the fearsome Max Wedge 413, or the dragstrip exploits of the legendary Ramchargers. However, the Mopar trade name goes back much further than that — its roots stretch all the way back to the early years of the Chrysler Corporation.



## Motor Parts Division

What is now called Mopar began in 1929 as the Chrysler Corporation's parts division: the Chrysler Motor Parts Corporation, a subsidiary responsible for manufacturing, stocking and distributing replacement parts for all of Chrysler's divisions.

In the early days, Motor Parts focused on dealers, not individual owners, and its packaging and marketing were nothing special. In the mid-thirties, the division's emblem was a simple circle with the stylized initials of Chrysler's four brands (Chrysler, Plymouth, DeSoto and Dodge) in dark blue text on a white background.

In 1937, Motor Parts decided to introduce a new line of antifreeze products. While model-specific replacement parts didn't necessarily require aggressive marketing, products like coolant or spark plugs were another matter; even in the '30s, the auto parts business was already dominated by many well-established names. To compete in that arena, Chrysler needed a more distinctive brand.



An executive named Nelson I. Farley, then Motor Parts' sales promotion manager, organized an "Activities Council" to come up with new marketing and merchandising ideas. The Activities Council considered the branding issue and came up with an appealingly simple idea: MoPar, an abbreviation of the division's name.

The new trade name made its public debut that June on a Motor Parts-created parade float for the 1937 Nobles of the Mystic Shrine (Shriners) national convention in Detroit. By the late '40s, the MoPar name had become so familiar that it was often used interchangeably with the name of the Chrysler Motor Parts Division itself, even in industry trade publications.

By the mid-60s, Mopar had become the division's formal name. The "Mopar" spelling was adopted in 1964, at about the same time Chrysler introduced the now-familiar "rolling M" emblem, created by then marketing manager George Robinson, a skilled industrial designer.

## Performance for the aftermarket

In the early '60s, Chrysler decided to get into the lucrative aftermarket parts business, for a time offering parts for a variety of cars, not just Chrysler products. The move was prompted by the late-50s recession, which forced dealers to look for other sources of revenue beyond new car sales. GM was going a similar route with its Delco brand and Ford had bought Autolite in 1961 for the same reason.

Chrysler also moved into the burgeoning performance field. The corporation had supported racing for years — Carl Kiekhaefer's Mercury Outboard team had dominated NASCAR in the mid-50s — but by the early '60s, teenage Baby Boomers were putting a new emphasis on street performance. The obvious next step was to create a way for horsepower-happy private owners to get their hands on Chrysler's hottest hardware.

In 1962, Chrysler's Marine and Industrial Engine Division (which among other things assembled racing engines) released a slim mail-order catalog entitled Chrysler Maximum Performance Packages. This was followed in 1964 by the establishment of Special Parts Services (a.k.a. Chrysler Performance Parts Service), run by a group of enthusiastic young engineers with a more-than-passing familiarity with the street racing scene on Detroit's famous Woodward Avenue. Thanks in part to their efforts, "Mopar" soon became a household word on the dragstrip and the NASCAR oval and virtually synonymous with Chrysler itself.

In the early seventies, those engineers established the Direct Connection brand, whose catalogs offered an assortment of factory-developed (and factory-approved) performance and customization gear for Chrysler cars, trucks and even custom vans. In 1987, Direct Connection became Mopar Performance Parts.

## MOPAR Today

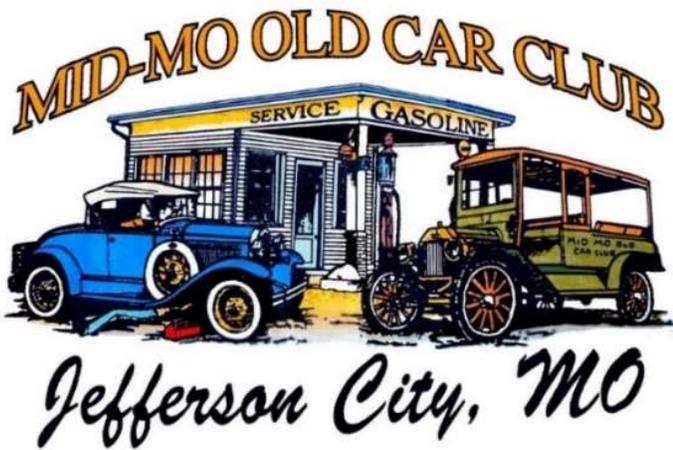
Mopar, which remains a registered trademark of the modern Chrysler Group LLC, celebrated its [75th anniversary in 2012](#). Today, it is still going strong as Chrysler's parts, service and customer care brand, providing O.E. and performance equipment and accessories for both modern and classic Chrysler vehicles — now including U.S.-market Fiats. Since 2009, Chrysler has also offered a number of limited-edition Mopar-branded vehicles.

Naturally, there is also an assortment of Mopar merchandise for fans looking to show their colors. While there are many well-known parts and accessory brands, few have as rich a heritage or as fiercely loyal a following.

\* \* \* \* \*

## 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 – VACANT.
- Treasurer Larry Rhea
- Historian Ron Bandelier
- Car Show Chairs Tom and Karen Winters
- Immediate Past President Lyle Rosburg

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