



# MMOCC Newsletter –

## JULY 2024

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

## 2024 MMOCC MONTHLY MEETINGS

*(Location and Topic Subject to Change)*

Date	Location	Topic
07/25/2024	McClung Park Indoor Pavilion (air conditioned). 931 McClung Park Drive. Arrive as early as 5. Meal at 5:30. Meeting at 6. Contact Connie Schaefer with questions at 573-690-5954.	Indoor BBQ. Bring a side to share and bring your own beverages. Pulled pork, plates, and utensils provided by the Club. <u>Featured Topic:</u> <i>Home movies of MMOCC Events.</i>
08/22/2024	Bandelier Mustang Connections Estate. 102 Route T / JCMO. <u>(NE of the intersection of Rt.T Bus.50)</u>  <u>(Best access on Bus.50 across from Farmers Bank of Lohman)</u>	The MMOCC August Trunk Swap , traditionally at Wes and Betty Scott's, will be held at Paul's Garage "Bandelier Mustang Connection" at 102 Route T. <ul style="list-style-type: none"><li>• Probably just a hot dog roast or something simple.</li><li>• Bring lots of stuff to swap or sell (garden vegetables expected). Bring cash to buy.</li><li>• Plenty of parking. Bring Chairs and your favorite Beverages.</li><li>• Organized by Ron Bandelier 573-893-2553.</li></ul>
09/26/2024	HyVee Community Room	Car Show Details.
10/24/2024	Stuckey Farm. 3215 Zion Road / JCMO. 4 to 7:30pm.	Bonfire. Main course provided by the Club. Bring a side or dessert to share along with a lawn chair and drink of your choice.
11/21/2024	No meeting in November.	
12/19/2024	American Legion / 1423 Tanner Bridge Road / JCMO. 6pm.	Holiday party and rob your neighbor gift exchange. Meal provided by the Club. Bring gift for your gender.

### MMOCC DUES ARE DUE for July 1, 2024 to June 30, 2025 period:

- Pay Larry Rhea (Treasurer) at our upcoming meetings or mail them to P.O. Box 1594 / JCMO 65102.
- The dues are only \$20. This is a bargain! For in return, you receive a highly informative and entertaining monthly newsletter, monthly meetings where you can socialize with your friends, calendar of car events, the opportunity to help with our car show, and food. So don't forget.
- Contact Larry Rhea with questions at 573-606-9266 or [rlrhea1920@gmail.com](mailto:rlrhea1920@gmail.com)

# RAT FINK

*Topic suggested by MMOCC Member Billy Bonnot*



**Rat Fink** is one of several hot rod characters created by artist Ed "Big Daddy" Roth, one of the originators of Kustom Kulture of automobile enthusiasts. Roth conceived Rat Fink as an anti-hero to Mickey Mouse. Rat Fink is usually portrayed as either green or gray, comically grotesque and depraved-looking with bulging, bloodshot eyes, an oversized mouth with sharp, narrow teeth, and wearing red overalls with the initials "R.F." on them. He is often seen driving cars or motorcycles.

Roth began airbrushing and selling "weirdo" T-shirts at car shows and in the pages of hot rod publications such as *Car Craft* in the late 1950s. By the August 1959 issue of *Car Craft*, "weirdo shirts" had become a craze, with Ed Roth at the forefront of the movement. His T-shirt designs inspired an industry.

Rat Fink was advertised for the first time in the July 1963 issue of *Car Craft*. The ad called it "The rage in California". Also in 1963, the Revell Model Company issued a plastic

model kit of the character. The initial run of the kit was from 1963 to 1965, but the Rat Fink kit, along with Roth's other creations, has been re-issued by Revell over the years. Rat Fink continues to be a popular item to this day in hot rod and Kustom Kulture circles in the form of T-shirts, key chains, wallets, toys, decals, etc.

MMOCC Visited John Kelsey's automotive museum in Camdenton September 12, 2021. John Kelsey died September 17, 2023.



Kelsey Tire Inc  
3 hours ago · 📍

My sister Mary and I are incredibly proud to continue the journey our father, John Kelsey, began with Kelsey Tire Inc. After his passing last September, we have taken over the business's day-to-day operations. Dad's dedication to vintage tires and his partnership with Goodyear set the foundation, and we aim to expand on his vision while keeping his spirit alive. Check out the full story here from Tire Business at <https://www.tirebusiness.com/.../kelsey-daughters-carry...>

#FamilyBusiness #GoodyearTires #ClassicCars #Legacy



**I'm Not Buying  
Anymore  
Project Cars!**

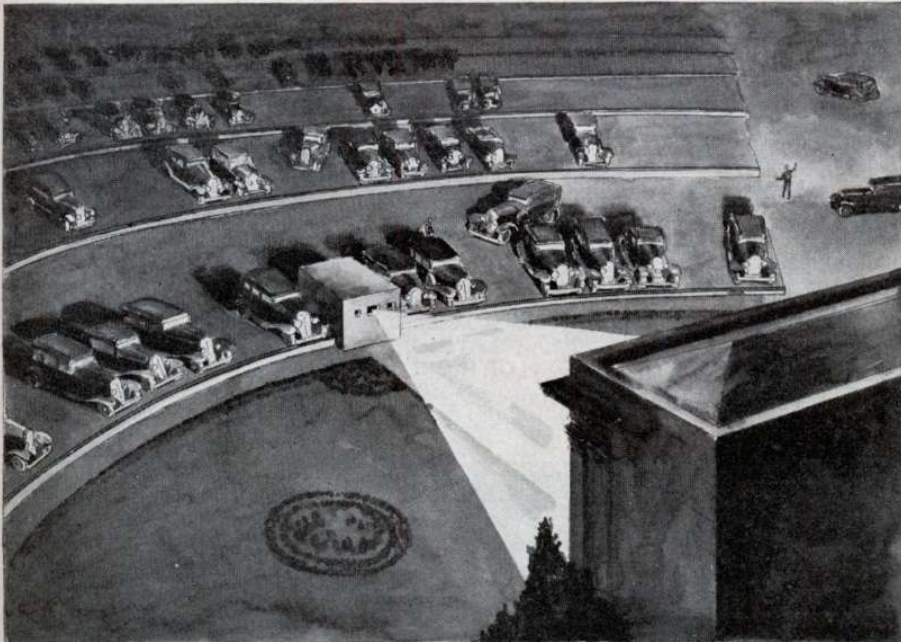


False Information

Reviewed by independent fact-checkers



# Movie Theater Lets Cars Drive Right In



FIRST of its kind in the world, an open-air movie theater exclusively for motorists has just been opened at Camden, N. J. Patrons drive in and park their cars in semicircular rows. Then, without leaving the vehicles, they enjoy talkies projected on a sixty-foot screen. Occupants of a car may chat or smoke without fear of disturbing others, since their car is for practical purposes a private theater box. A newly perfected system of directional sound projection make the talkies as plainly audible to the farthest as to the nearest of the 400 cars accommodated. Each row is inclined so that cars may use the rear part as an aisle without interrupting anyone's view.

Drawing at left shows the outdoor movie theater designed to accommodate patrons who view the show from their cars. Below, how cars are parked so that uninterrupted vision is obtained

60-FOOT TALKIE SCREEN

OCCUPANTS CAN SEE OVER PARKED AND INCOMING CARS

ENTERING CAR USES SUNKEN AISLE

PROJECTION BOOTH



## June 6, 1933 – The First Drive-In Theatre

Richard Milton Hollingshead Jr. (1900-1975), while working as a general sales manager for his father's automotive chemical company "Whiz Auto Products", devised a plan for an outdoor automobile drive-in theatre. He applied for a patent on August 6, 1932 and was granted #1,909,537 on May 16, 1933. Construction was immediately started and in under three weeks, the theatre was completed on a 400 acre tract of land in New Jersey, with an opening day of June 6.



The following article was first published in "The Morning Call" of Allentown, Pennsylvania

The Drive-In theatre, the first automobile movie theatre in the World, now being erected on the Admiral Wilson Boulevard, Camden, near Central Airport, on a plot of 250,000 square feet where motorists and guests can see and hear motion pictures without leaving their cars, is expected to be formally opened early next month.

Comparable in size to Philadelphia's Franklin Field it will accommodate 400 automobiles. On a basis of four persons in each car, sixteen hundred people can simultaneously enjoy the talkies, seated in their own cars. There will be seven rows of vertically inclined grades ensuring uninterrupted vision regardless of cars arriving or leaving their places in from isles. This is made possible by a slight upgrade of the extreme front in each aisle which brings the front wheels upward at a five-degree angle. Another feature of this patented phase is that bumpers do not contact the front guards on each aisle, but protruding tires as cushions.

Each isle is fifty feet deep, more than three times the length of the average motor car. More than thirty feet





The reverse side of the world's first drive-in movie screen, in Camden, New Jersey. PHOTO: BETTMANN/CORBIS

of space is available for each car to come in or go out without including the length of the car itself. From the bumper of a car in Row A to the front bumper of the car in Row B is a fifty feet clearing space.

For weeks the utmost secrecy enshrouded the undertaking due to pending patents upon which the whole idea is based. As soon as the patents were officially granted in Washington D.C., a horde of artisans, architects, carpenters and workingmen began laying the foundation of the 60-foot screen stage for the world's first Drive-In Theatre. In the meantime, the entire sound engineering department of Radio Corporation of America and RCA-Victor had been experimenting

with directional sound. Simultaneously with the patent grants, RCA engineers announced that they had perfected what they had not dared to hope for, originally – controlled directional sound.

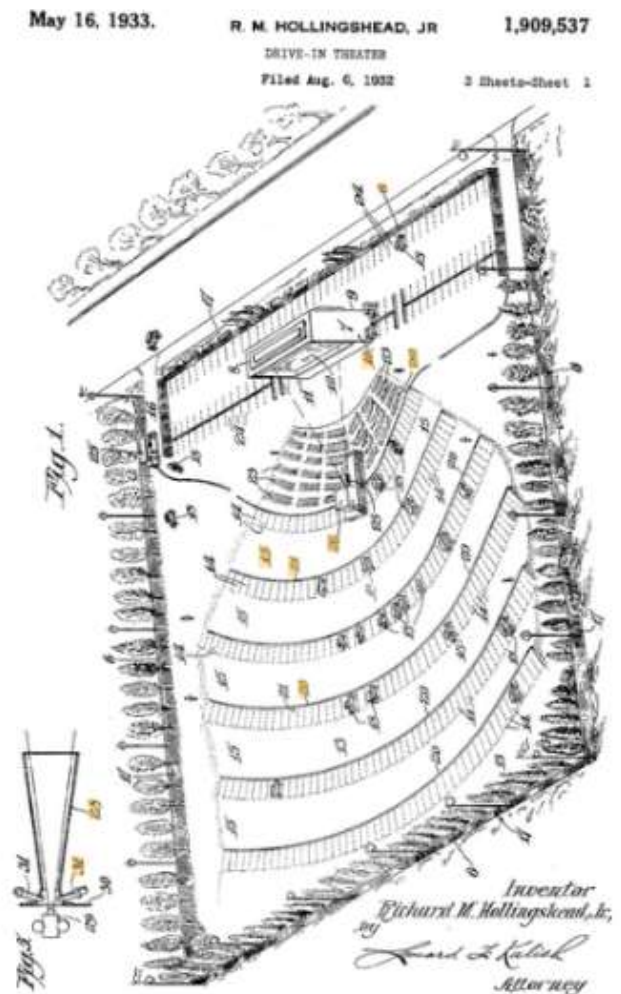
In other words, the motorists and his guests seated in a car five hundred feet away from the screen stage not only see but hear the sound at the same precise volume as the auditors in the first row and vice versa.

RCA, cognizant of its success with RCA Photophone in movie theatres, nevertheless realized that this mammoth outdoor theatre presented a somewhat different problem and that RCA's high standard of quality had to be maintained. RCA also visualized the success of the Camden Drive-In Theatre as the forerunner of the establishment of a score of Drive-In Theatres throughout the country, because of the convenience and comfort afforded motorists and their guests. Naturally perfect control of sound would expedite the demand.

Drive-In Theatres differ from the ordinary movie only in enhanced comfort and convenience. Its advantages are too many and varied to enumerate but Richard M. Hollingshead, Jr., inventor, gives some of the reasons which prompted him to devote years to perfect the plan to the point of patent grants.

"Inveterate smokers rarely enjoy a movie because of the smoking prohibition. In the Drive-In Theatre one may smoke without offending others. People may chat or even partake of refreshments brought to their cars without disturbing those who prefer silence. The Drive-In Theatre idea virtually transforms an ordinary motor car into a private theatre box. The younger children are not permitted in movie theatres and are frequently discouraged even when accompanied by parents or guardians. Here the whole family is welcome, regardless of how noisy the children are apt to be, and parents are furthermore assured of the children's safety because youngsters remain in the car."

"The aged and infirm will find the Drive-In a boon because they will not be subjected to inconvenience such as getting up to leave others pass in narrow aisles or the uncertainty of a seat. Neither is it necessary," continues Mr. Hollingshead, "to dress up particularly to see our movies. The apparel worn for motoring answers the purpose just as well. The necessity of searching for parking space adjacent to the movie theatre you





attend has resulted in so much inconvenience that motorists prefer staying at home or continuing the drive.”

Comparable to Franklin Field in spaciousness, the Camden Drive-In Theatre will be encircled by two hundred trees, from twelve to twenty feet high to complete the cooling suggestion of the project. There will be three shows nightly at 8:30, 10 and 11:30.

Over 400 cars attended the opening night of June 6, 1933. The feature was a 1932 British comedy “Wives Beware” also known as “Two White Arms” starring Adolphe Menjou, the movie described as “A man (car salesman) in an unsatisfying marriage, fakes amnesia, with the help of a physician, in his sly pursuit or extramarital adventures, while trying to be persuaded to return to his wife whose pregnancy was unknown to him.”

Due to complaints of cars in the rear area being unable to hear, the (3) six foot by six foot speakers were replaced with an RCA designed small car-mounted speaker which received the movie audio via a radio signal. The Victor Talking Machine Company in 1901 was established in Camden and in 1929 became RCA-Victor. RCA-Victor saw a future worth investing in the drive-in.

In July 1940 a fire at the Hollingshead Whiz factory destroyed a city block, along with 54 adjacent homes, killing 10, injuring 150 and leaving 400 homeless.

In June 1945 Hollingshead along with a pilot and three women were rescued from drowning when the Hollingshead Aviation Research and Experiments \$32,000 Grumman amphibious plane struck an object in the Delaware River. The plane sunk after a large gash was made in the hull. All clung onto a rowboat, which came to the rescue, until other boats could arrive to take all to shore.

The Hollingshead Drive-In patent was deemed invalid in a 1949 court case, opening up the concept for all to use.

*Submitted by MMOCC member: Craig Haugen, Lohman, MO*

June 19, 1947

The Tucker automobile, named for entrepreneur Preston Tucker, premieres in Chicago.

Only fifty-one cars are made before the company declares bankruptcy and ceases all operations on March 3, 1949, due to negative publicity and a Securities and Exchange Commission (SEC) investigation, and a heavily publicized stock fraud trial which results in an acquittal.



Trooper M. Dace and Trooper J.A. Tandy (right) stand next to a 1932 Ford Model A. #TBT



In 1975, American Motors Corporation (AMC) acquired the Wheel Horse Products, a prominent manufacturer of lawn and garden tractors. This acquisition diversified AMC's portfolio beyond automobiles, expanding into the lawn and garden equipment market. Wheel Horse, which later became part of Toro in 1986, was known for its reliable and durable lawn tractors, further enhancing AMC's brand presence in the consumer goods sector.





## OUR TOWN

## When did automobiles come to Jefferson City?

By Deborah Goldammer  
Historic City of Jefferson

CAPITOL  
CITY  
HISTORY

In August 1901, George Monahan made a proposal to the Jefferson City Council that he be given the franchise to lay lines, electric and rail, for a street railway on the thoroughfares of the city.

The authorities failed to agree. He came back from Chicago the next year with another scheme.

He would instead put in a string of up-to-date electric motor cars or coaches on rubber tires for the convenience of the public. No franchise necessary.

George and several like-minded people in Jefferson City organized the Jefferson City Motor Company with a capital of \$15,000 with shares at \$10 each. They had at least 45 subscribers. It was expected

that the cars would be on the streets by Sept. 1.

The plan was as follows: "The cars will be capable of accommodating 16 passengers. Open cars will be used during the warm weather and in winter they will be closed and heated by hot water. The speed limit of the motors is 30 miles an hour. Within the city however the speed is not to exceed 8 miles, and outside the city 15 miles an hour. The fare will be only five cents. The cars will take picnicking parties out to the Moreau, Binder's Park and other local resorts at 25 cents for the round trip."

However, something went wrong. The directors of the company held a meeting Nov. 22 to countermand placing the order for the automobiles, but they already had been shipped.

The automobiles arrived Nov. 25 and were sitting in Cedar City. "Mr. Monahan and Mr. F.P. Dallmeyer, who were the principal movers in the organization of the company, say that they want to be relieved from further connection with the company."

Reasons given for opposition to the order were that the machines were not the kind they expected and that they were used. The owner of the cars said he would take them back if the freight was paid both ways. The cars were shipped back to Chicago, and George Monahan was charged with the \$106 cost. On Dec. 1, the directors abandoned the project.

That was close, but no cars for Jefferson City. A commentator in the Jefferson City Daily Press claimed that "automobilism" was a fad among well-to-do Americans and believed that its great commercial value was not appreciated. Some of the first automobile owners in Jefferson City may have proven his point.

Theodore Tanner had a



Courtesy/Cole County Historical Society

James Houchin is shown in his 1906 REO. It was the first car in Jefferson City with a top. Houchin owned the Star Clothing Company inside the prison walls.

machine shop at 710 Jefferson St. A 1943 article in the Sunday News and Tribune said, "For three years, Tanner had been working on a 'horseless carriage' and by March 1900, had it nearly completed. It had already been tested with 'perfect success.'" A 1971 article in the same paper said Theodore brought the first car to Jefferson City from St. Louis, in the record-breaking time of 27 hours and 45 minutes.

The 1943 article also states the first car in Jefferson City owned by a resident and licensed there was owned by William B. Hanna, manager of the Swan Laundry and Dye Works. The second person was Dr. Jefferson Thorpe, whose license was dated Oct. 3, 1903. The third license went to Hugh Stephens, the president and manager of Tribune Printing Company.

After Dr. Thorpe bought his car, it was reported that a few days later he was "causing much

excitement with his auto, acting as his own chauffeur and taking nightly spins." Hugh Stephens was "engaged in similar nightly drives with various local ladies." It seems the well-to-do were having some fun.

Another account by Mrs. J. Frank Morris in 1943 about life in Jefferson City in the early 1900s said (although she could not recall the first time an automobile appeared): "Theodore G. Burkhardt who owned the Burkhardt Jeweler (202 E. High St.) had an automobile which created a great deal of comment and considerable criticism from the conservative element and whenever it chugged down High, panicked horses hitched along the street. The occupants of the car also had something to worry about when the horses threatened to run away as the strange vehicle charged them."

Theodore Burkhardt in 1904 sold his car to Daniel Lopp, who owned a drug store at 701

Jefferson. It was such a big deal that the sale was reported in the Cole County Daily Democrat. Was it the first used car sale?

In those days, you licensed your automobile with the county. In 1904, there were four people with licensed automobiles in Cole County — Theodore Burkhardt, Daniel Lopp, Hugh Stephens and Jefferson Thorpe. If Theodore Tanner and William Hanna still had a car, they did not license it.

It didn't take long for the fad to catch on in Jefferson City. Automobiles would soon be valued for their practical and commercial uses. Next: Who were the first to dare sell these new-fangled conveyances in Jefferson City besides Theodore Burkhardt?

Deborah Goldammer is retired from state government and now pursues her interest in Cole County history research. The author thanks Wayne Johnson for his contributions.

#### THOSE INTERESTED: Gentlemen Subscribing to the New Motor Company.

The following up-to-date citizens of this city have subscribed for stock in the Jefferson City Motor Company.

Otto Asel & Bros., G. C. Bauman, A. J. Bauer, F. H. Binder, T. G. Burkhardt, Ernst Braun, C. Crutinsky, Chas. W. Clay, C. A. Dircks, F. P. Dallmeyer, D. Gundelfinger, W. H. Holt, Frank Hoersch, J. W. Heskett, J. H. Heinrichs, Agnes Heinrichs, Dan. Kieselbach, H. A. Jeffreys, C. W. Laesch, F. E. Lockett, J. E. Lopp, Geo. H. Monahan, O. H. Manchester, D. C. McClung, Anton Natch, Geo. E. Pope, F. W. Roer, Emil Schmidt, Joe Seiler, J. W. Schneider, Claud Sheup, Jos. Thomas, Theo. Tanner, J. A. Van Sickle, H. J. Vetter, Conrad Wagner, Chas. Winston, F. H. Zeitz, T. E. Schmitt, Geo. A. Walters, W. W. Wagner, Wm. Lucke, S. H. Sore, Lou V. Stephens, John LePage.

Contributed

Shown is a list of subscribers to the Jefferson City Motor Company. From Mosby's Missouri Message, Aug. 28, 1902.

# Upcoming Events that MMOCC Plans to Attend

## A. July MMOCC Meeting.

- Thursday, July 25. McClung Park Indoor Pavilion (air conditioned). 931 McClung Park Drive.
- Arrive as early as 5. Meal at 5:30. Meeting at 6. Indoor BBQ. Bring a side to share and bring your own beverages. Pulled pork, plates, and utensils provided by the Club.
- Contact Connie Schaefer with questions at 573-690-5954.
- Featured Topic: *Home movies of MMOCC events from 1975-1981.*

## B. Monthly Capital Mall (JC) Cruise In.

- Last Saturday of each month from April to September. 3-7pm.

## C. Capitol Cruise In (JC) East Capital at Madison.

- Last Saturday of each month from March to September. 5-9pm.

## D. Argyle Knights of Columbus Car Show.

- Argyle, Missouri.
- Saturday, August 3 at 11am.

## E. Cars and Coffee (JC) at Honda.

- Second Saturday of each month from June to November. 8am-11am.
- At Honda of Jefferson City. Bring out your old cars and offset the “kid cars”!
- August 10, September 14, October 12, and November 9.

## F. Missouri Moonshiners Street Rod Club Cruise In.

- Second Saturday of each month from April to October. 5-8pm.
- Thriftway in Linn. Contact the Evens at 573-291-6209 if questions.
- August 10, September 14, and October 12.

## G. California Cruise In.

- Second Saturday of each month from April to October. 6-8pm.
- Pizza Hut in California, MO.
- August 10, September 14, and October 12.

## H. August MMOCC Meeting / Trunk Swap.

- Thursday, August 22 with Swapping starting at 3. Meal about 5. Meeting about 6.
- Bandelier Mustang Connection. 102 Route T / JCMO. (NE of the intersection of Rt.T Bus.50) (Best access on Bus.50 across from Farmers Bank of Lohman ) The MMOCC August Trunk Swap , traditionally at Wes and Betty Scott's. Swapping starts at 3. Meal about 5. Meeting about 6.
- All the usual participants are of course invited, and guests are welcome.
- Probably just a hot dog roast or something simple.
- Bring lots of stuff to swap or sell (garden vegetables expected) and cash to buy.
- Plenty of parking. Bring Chairs and your favorite Beverages.

## I. Holt Summit Pizza Hut Cruise In.

- Saturday, September 7 at 5pm.
- Attendees get discount at Pizza Hut that night.
- Contact Nathan Fuller if questions at 573-645-7088.

## J. Folk Fall Festival and Car Show.

- Sunday, September 8. Car show at Laura and Dennis Even’s house (173 Hwy EE) in conjunction with the Church’s Fall Festival. Contact the Evens at 573-291-6209 if questions.

## K. Ozark Ham and Turkey Festival.

- Moniteau County Fairgrounds near downtown California, Missouri.
- Saturday, September 21. Registration 9:30-11. Judging 11-2. Awards at 3.
- “Cars and More” Show (Cars, Tractors, etc.) at the Fairgrounds and small-town Parade (optional).

## L. All Ford Car Show

- Saturday, September 15 from 9-1.

- Walmart – East / 401 Supercenter Dr (formerly at the Mall).

#### **M. MMOCC Old Car Round Up and Show.**

- 55<sup>th</sup> annual.
- Saturday, September 28, 2024.
- In conjunction with JC Oktoberfest.
- Car Show Chairs Tom and Karen Winters (573-533-1294).
- Junior Car Show Chair needed to help in 2024 and take over in 2025.



#### **Officers:**

President Tim Petty  
 Vice President Dennis Smith  
 Secretary Lyle Rosburg  
 Newsletter Editor Lyle Rosburg  
 Treasurer Larry Rhea  
 Historian Ron Bandelier  
 Car Show Chairs Tom and Karen Winters  
 Car Show Chair to take over in 2025-  
 NEEDED

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