



MMOCC Newsletter –

JUNE 2021

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

BORED? NOTHING TO DO?

Are you bored and have nothing to do? Nothing happening because of COVID? Well, then you have not been reading the MMOCC Newsletter and emails!

Even with the Pandemic and, now, during the recovery, MMOCC has been organizing and hosting many events in 2020 and all through 2021.

Don't have an old car? We don't mind, come out any way! We just ask you have interest in old cars and we have plenty of empty seats in old cars for your hobby experience.

Want to organize an outing? We would love that, just let Lyle know at 573-291-7159.

SHIRTS:

We have increased our MMOCC Shirt Inventory. 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.

OFFICIAL CONVERSION CHART

HOW TO INTERPRET

ANTIQUUE CAR ADS

IF IT SAYS:

IT REALLY MEANS:

Rare model.....	Nobody liked them when new either
Older restoration.....	Can't tell it's been restored
Needs engine work.....	It's been frozen for 30 years
Uses no oil.....	Just throws it out
No rust.....	Body and fenders missing
Rough.....	It's too bad to lie about
One owner.....	Never been able to sell
No time to complete.....	Can't find parts anywhere
Needs interior.....	Seats are gone
Rebuilt engine.....	Has new spark plugs
May run.....	But it never has
Low mileage.....	Third time around
Many new parts.....	Keeps breaking down
29 coats hand-rubbed paint....	Needed that much to cover rust
Clean.....	It sat out in the rain yesterday
Best offer.....	About what I expect to get
Always driven slowly.....	Won't go any faster
Prize winner.....	Hard luck trophy 3 times in a row
Stored 25 years.....	Under a tree
Real show stopper.....	Orange with purple fenders
Easy restoration.....	Parts will come off in your hand
Ready to show.....	Just washed it
Top good.....	Only leaks when it rains



\$500⁰⁰
ALLOWANCE
 FOR ANY CAR THAT WILL
 RUN IN ON ITS OWN POWER
 MORE IF YOU HAVE A GOOD, CLEAN TRADE

1951 Nash



EQUIPPED WITH
RADIO — HEATER — OVERDRIVE
 and **SPARE TIRE**

LIST PRICE \$1925⁰⁰
LIMITED QUANTITY

BUY WITH CONFIDENCE AT THE
WORLD'S LARGEST

BE SAFE **Nash** **BE SURE**
WORLD'S LARGEST

Missouri **Nash** *Corporation*
 2323 S. KINGS HIGHWAY OPEN EVENINGS TIL 9

The Sale of Harrah's Automobile Collection

EXCERPTS ONLY. SEE LINKS BELOW TO READ THE ENTIRE ARTICLE (in three parts).



Casino magnate William Harrah with just a few of his cars. He died with no provisions in his will for the future of the collection.

For serious collectors of vintage cars, the calendar is filled with top-flight auctions, many of which could vie for the title of most important. Monterey. Scottsdale. Rétromobile.

In a sense, however, they all flow from a series of sales that took place in the mid-1980s. Those auctions liquidated the holdings of the Harrah's Automobile Collection, considered by many to be the most significant amassment of vintage cars ever assembled.

Three blockbuster events—all done rapid-fire style and with every car selling at no reserve—played to a packed house of the era's top collectors and those who aspired to join them. To this day, those events stand as the greatest going-out-of-business sale the classic car world has ever seen.

Yet the circumstances around the sales—why they had to happen in the first place, how they were organized, and what their true impact was—have never been widely understood.

Part I: Who was William Harrah?

The Harrah's Automobile Collection reflected the passion, and the fortune, of one man: William Fisk Harrah. Born in South Pasadena, California, in 1911, Bill Harrah had to drop out of UCLA during the Depression, worked briefly in his family's small-time entertainment businesses, then took over his Dad's pool hall and bingo parlor in the 1930s. In just three years, he had parlayed a \$100 per week "Tango Bingo" game into a \$25,000 annual business.

Seeking broader success, Harrah bought his way into the semi-cloistered Reno gambling fraternity. Over time, always raising standards and hiring the best people he could find, his hotels and casinos expanded exponentially in Reno and Lake Tahoe. A reformed gambler himself, he worked to overcome the gaming industry's sleazy reputation by creating the Nevada Gaming Control Board in 1955.

Always focusing on customer service, renowned as a benevolent employer, and described as "an impeccable host," Harrah raised industry standards, attracted and befriended headline entertainers, like Frank Sinatra, Bill Cosby, Sammy Davis, Jr., the Smothers Brothers, and a young Jay Leno, while expanding his operations to Las Vegas. William Harrah with Sammy Davis Jr. (and wife Altovise) in 1973.



Harrah's many other businesses included auto sales—he was a Ferrari dealer, and he became the Ferrari distributor for the Western United States. He owned a Jeep dealership, as well as other auto franchises. To help publicize his enterprises, Bill Harrah sponsored Unlimited Hydroplane racing. His speedy "Tahoe Miss" won five races and was the American Power Boat Association (APBA) Gold Cup winner in 1966, on the way to a National Championship.

Considered an entrepreneur and a canny businessman, always a sharp dresser, outwardly shy, but insidiously clever with innovative promotions and bold new business practices, Harrah overcame a drinking problem, and was married seven times to six different women. His shortest marriage (four months) was to singer-songwriter, Bobbie Gentry, whose haunting ballad, "Fancy," describes a star-crossed relationship between an older man and a poor Southern prostitute.

Although his personal life, for a time, was erratic, the steady success of Harrah's glitzy hotels and casinos helped finance an immense automobile collection which reached

nearly 1500 vehicles, including some of the rarest and most valuable cars of all time.



Part II: The auctions

Holiday Inns had purchased the Harrah's casino empire and, along with it, had come into possession of the late William Harrah's 1000+ vintage cars. Despite attempts on the part of the state of Nevada and others to save the entire collection, the Holiday Inn board decided to sell the cars at no-reserve auctions (excepting 175 cars and two antique planes that it donated to create the National Automobile Museum, in Reno).

Fearing that supply might exceed demand, Holiday Inn split the collection into three sales over three years: September 1984; September 1985; and June 1986. The auctions were



held right on the premises of the collection, with well-known auctioneers Don Britt, and Dean and Daniel Kruse running the sales.

Part III: The legacy of the Harrah's auctions

The last public auction of the Harrah's automobile collection took place in June 1986. In the period that followed, the collector car market grew tremendously. Auctions invaded Pebble Beach. Values for vintage Ferraris and muscle cars boomed and went bust (then, eventually, boomed again). A small Northern Michigan company that provided insurance for wooden boats expanded to cover classic cars.

Today, the buying and selling of collector cars is a vast global industry. How much did the dispersal of this one magnificent collection have to do with creating that? And how have the Harrah's cars themselves fared in successive sales?

Submitted by MMOCC Member Larry Rhea.

READ IT ALL AT:

- <https://www.hagerty.com/media/market-trends/hagerty-insider/harrahs-oral-history-classic-car-sale-part-i/>
- <https://insider.hagerty.com/trends/the-oral-history-of-the-harrahs-auctions-part-ii-it-was-a-party/>
- <https://insider.hagerty.com/trends/harrahs-auction-oral-history-part-iii/>



April 18, 1931 Daily Capital News



June 16, 1970 — JC Post Tribune

Upcoming Events that MMOCC Plans to Attend

A. Missouri Moonshiners Street Rod Club Fathers Day Weekend Poker Run.

- Saturday, June 19, 2021.
- Registration at 9am at Deuches Heims at 87 Hwy CC in Linn (across from Missouri State Tech).
- Stops in Chamois, Linn, Loose Creek, Argyle, and ends at Westphalia Pizza no later than 3pm.
- \$10 per hand.
- For info, contact Tom at 573-644-4478.

B. THE GREAT RACE visits Rolla.

- June 22, 2021 at noonish.
- The Great Race has a lunch stop in Rolla. East Fifth Street at 11:45am.
- Caravan from Gerbes near Eastland leaving at 10am. Your choice to drive an old car, but most will be in modern cars.
- Check out the cars and talk to the drivers.
- MMOCC parking across from 410 N Elm Street.
- In 2018, the Epples from Jefferson City hosted MMOCC at their hanger and taught us about The Great Race. They will participate again in 2021.
- After THE GREAT RACE we will visit MMOCC Member Bill Bicknell at Bicknell Engines shop at 410 N Elm St, Rolla, MO 65401 at 970-218-1352.
- Coordinated by MMOCC Member Larry Rhea at 573-606-9266.

C. June MMOCC Meeting.

- Thursday, June 24, 2021 at 6pm
- Hosted by Mike and Connie Schaefer at 6030 Roling Road / JCMO 65101.
- Hot dogs provided, but bring a side to share, your own drink, and table service.
- Bring a chair and sit a spell!
- PARKING IS LIMITED. CONSIDER CARPOOLING.

D. Cars and Coffee at Jim Logan's Warehouse.

- Saturday, June 26 at 9am.
- The Warehouse on 144 West Tanner Way / JCMG, between Washington and Ashley, sharing the parking lot with Central United Church of Christ.
- Jim Logan has an amazing collection, has hosted in the past, and has been a stop on our New Year's Day Garage Tour.

E. Capital Mall Cruise Night.

- Last Saturday of each month, April to September.
- June 26, 2021.

F. Lohman Festival.

- Sunday, 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.

G. Missouri State Tech Machine Tool Tour.

- Saturday, July 10 leaving Gerbes on Eastland at 9am to tour Missouri State Tech – Machine Tool Section in Linn.
- Lunch at BJ's in Linn after the tour.
- Organized by MMOCC Member Rick Mihalevich at 573-690-3545.

H. Argyle Knights of Columbus Car Show.

- Argyle, Missouri.
- Saturday, August 7 at 11am.

I. Ozark Ham and Turkey Festival.

- Moniteau County Fairgrounds in California, Missouri.
- Saturday, September 18. Registration 9-10 with judging 10-2:45. \$15 pre-entry or \$20 day of. Cash prizes.
- MMOCC caravan from the Farmers Bank of Lohman in St. Martins departing at 8:30am.
- Parade (optional).
- 573-796-3040 for more info.

MMOCC Member Doug Stephens invites you to caravan with him to:

Hot summer night at the dam May14, June 11, Aug13, and Sept 10, meeting at Schultes about 2:30 Friday and leaving at 3:00.

Doug Stephens
at dawg2847@hotmail.com and 573-632-2895.

J. ILRC Taos Car Show.

- Sunday, September 19 from 9:30 to 3:30 with judging starting at 1 and awards at 3:30.
- Fundraiser for Independent Living Resource Center (ILRC).
- Tickets \$15/\$10 via Eventbrite at <https://www.facebook.com/events/1492249970945658/?ref=newsfeed>

K. MMOCC Old Car Round Up and Show.

- 52nd annual.
- Saturday, September 25.
- In conjunction with JC Oktoberfest.

L. USS Aries Road Trip.

- A weekend day. Date TBD.
- Leaving from Gerbes on Eastland.
- Tour of the USS Aries in Gasconade, Missouri (confluence of the Gasconade and Missouri Rivers).
- Restored Hydrofoil Guided Missile Gunboat.
- Pack your own lunch and beverages. Arranging for a port-a-potty.
- <https://www.ussaries.org/>

M. Kelsey Tire – Vintage Tire/Cars.

- Date to be determined.
- Caravan leaving Schultes at 8:30am arriving about 9:30am
- 1190 East Highway 54 / Camdenton.
- Tour until about noon.
- Lunch after at a location TBD.
- Coordinated by MMOCC Member Richard Heidbreder (573-690-1826).

N. 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.

O. ETET (Eddie Tremain Ethanol Tour).

- Thursday, November 11, 2021 (Veterans Day). Sorry, they do not do weekend tours.
- Tour of POET Biorefining (Ethanol Plant) at 809 North Pine in Ladsonia, Missouri.
<https://poet.com/>
- Depart North Jefferson City Commuter Lot at 8:15am, arriving in Ladsonia at 10ish for a 90 minute tour.
- Lunch at Hobo Bar and Grill at 106 Chestnut in Ladsonia.

P. Old School Drive In Theater.

- Spring/Summer 2021. 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>

Q. NO November or December Meetings.

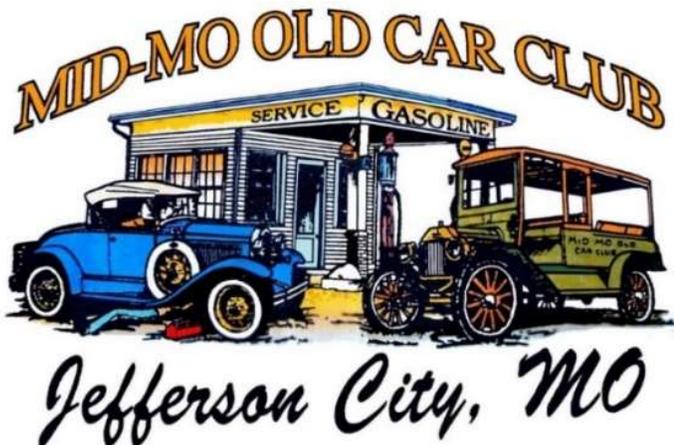
- Attend the Holiday Party and New Year's Day Garage Tour, instead.

R. MMOCC Holiday Party 2021.

- Tuesday, December 7, 2021 at 6pm.
- American Legion / Tanner Bridge / JCMO.
- Bring a gift for your gender for the "Rob Your Neighbor" Gift Exchange.

S. 2022 New Year's Day Garage Tour.

- Saturday, January 1, 2022.
- Lunch and Garage Tours.
- Need YOUR GARAGE as a destination.
- Contact Dennis Smith at 573-680-2505.



Officers:

President Lyle Rosburg
Vice President Dennis Smith
Secretary Vacant (it could be you!)
Treasurer Larry Rhea
Historian Ron Bandelier
Car Show Chairs Tom and Karen Winters
Immediate Past President Nathan Fuller



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