



# MMOCC Newsletter –

**JUNE 2022**

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

**July 1, 2022 to June 30, 2023 DUES OF \$20 ARE DUE.  
Mail to the PO Box or give to Treasurer Larry Rhea.**



New MMOCC Member James Flessa in the Russellville Festival Parade with his grandkids and his 1929 Model A.



**June MMOCC Meeting on Thursday, June 23 at HyVee-JC Community Room. Get your meal as early as 5pm and dine together.**



Harry S Truman standing next to his 1957 Dodge in front of the Truman library and Museum in Independence, Missouri

Hubers Ferry (1906-1921) on the Osage River, located at the junction of Highways 50 and 63, several unidentified people standing on river bank.

Cole County

1906 ca.

Photographer - Otto Kroeger



Photo of the steamers Frederick and Hugo at Osage City circa 1900. The railroad bridge is in the background.

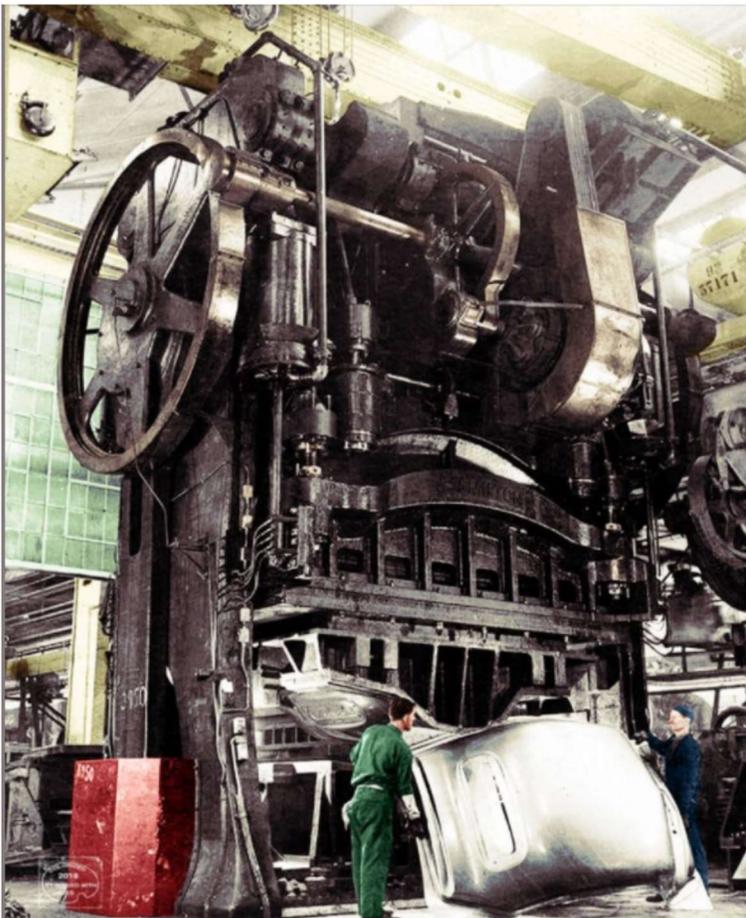


## FUNNY BUSINESS By Hershberger



"The wife takes him to and from work, but she won't let him ride in their nice clean car!"

Car roof press



## MINUTES FROM 05/26/2022.

MMOCC held its May 26, 2022 meeting at Steve's Restaurant in Lohman. A great family-style meal was enjoyed.

30 Members attended. New members/guests were introduced.

Treasurer's Report shows a balance of approximately \$13,000, of that, over \$2,000 related to the Scholarship Fund.

Birthdays, Anniversaries, and Special Events were mentioned.

Scholarship Committee reported 8 applications have been received.

Car Show needs to start obtaining Sponsors. Car Show needs trophy ideas for the next MMOCC Meeting. Angie Laws continues to make quilt blocks of member cars for the quilt to be raffled at the Car Show. 72 blocks made, so far.

Reminder of upcoming activities from the Newsletter were read with the addition of a June 11 Sakelaris Ford California Show, July 4 Route 66 Car Cruise In at the Capitol organized by Larry Rhea and Dennis Smith, and a request for a organizer for a car show at the Junetheenth Celebration on June 18 at Lafayette and Dunklin.

Member stories included Wes Scott's work with Jim Flessa on Jim's 1929 Model A, Wes Scott and Tom Webb's recent trip to Minnesota and Wisconsin for Franklin Parts, recent NewsTribune article about Wes Scott, Ricky Mendez selling a Chevrolet Corvette to MOPAR Diehard Dennis Smith, and other stories.

Meeting adjourned at 7:30pm.

Submitted by Secretary Lyle Rosburg.

# Upcoming Events that MMOCC Plans to Attend

## A. Primrose Retirement Center Car Show and BSA Pinewood Derby.

- Saturday, June 18th at 11am.
- Boy Scouts of America pinewood derby with the residents on the same day.
- 1214 Freedom Blvd, Jefferson City, MO 65109
- Brandon McIntire 573-634-5408.

## B. June MMOCC Meeting.

- Thursday, June 23 at 6pm.
- HyVee-JC Community Room. Meeting room available as early as 5pm, so get your meal and come on up! Eat with your fellow MMOCC Members.

## C. Cars and Coffee at the Warehouse.

- Jim Logan hosts Cars and Coffee at 120 W Tanner Way (next to Central United Church of Christ).
- Saturday, June 25 from 9am to noon.
- Coffee and donuts provided... you just bring the cars.

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

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

## E. Lohman Cruise In.

- Sunday, July 3 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.
- Jeremy Amick gives tours of the Lohman Mill from noon to 4pm.
- Fireworks at the Church at 9pm.

## F. Salute to American Cruise In.

- Downtown JC in front of St. Peters Church.
- Monday, July 4. 11am to 3pm. **Help requested.**
- Organizers: Larry Rhea (573-606-9266) and Dennis Smith (573-680-2505).

## G. Fireworks in Brazito.

- Saturday, July 9 at 6pm at the Brazito-Honey Creek Lions Club.
- Rusty and Mica Baldwin at 3239 Route E. Baldwins will provide hot dogs, chips, beans, and watermelon. Guests bring sides, treats, drinks, and lawn chairs.
- Baldwin Hot Rods Garage open for tours. Rusty Baldwin (573-338-5601).

## H. Monthly Ice Cream 4 Ice Cream Cruise In.

- 11800 Farm View Road / Eugene, MO (off 54).
- Select Fridays from April to October. 4-10pm.
- July 15, August 12, September 9, October 14.

## I. July MMOCC Meeting.

- Thursday, July 28 at 6pm.
- Location and Topic TBD.

## J. Argyle Knights of Columbus Car Show.

- Argyle, Missouri.
- Saturday, August 13 at 11am.

**K. August MMOCC Meeting – The Wes Scott SWAP!**

- The Wes Scott Swap!
- Thursday, August 25.
- Wes and Betty Scott’s – 7311 Old Bass Road / Eugene.
- Swapping starts at early at 4pm with meal at 5:30pm. Meeting at 6pm.
- Bring a chair and side dish to share.

**L. 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.

**M. All Ford Car Show (39<sup>th</sup> annual).**

- Sunday, September 18. Registration 9-12. Judging 12-1.
- Capital Mall.
- [www.centralmomustang.org](http://www.centralmomustang.org)

**N. 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.

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

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

**P. 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.

**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.**

- 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>

## T. NO November or December Meetings.

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

## U. MMOCC Holiday Party.

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

## V. 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? – Bibendum!

Widely-known as the “Michelin Man,” who has been the beloved face of the MICHELIN brand since 1898, the tubby white mascot’s name is actually Bibendum (or Bib for short). He even has a category for value-for-money restaurants in MICHELIN's guidebooks—the Bib Gourmand—named after him.



Aside from the fact that a pile of tires at the 1894 Lyon Universal Exhibition inspired the look of this evergreen mascot (“Look, with arms it would make a man,” said company founder Édouard Michelin to his brother André), here are some other fascinating facts about Bibendum.

### 1. In his early days, Bibendum looked completely different.

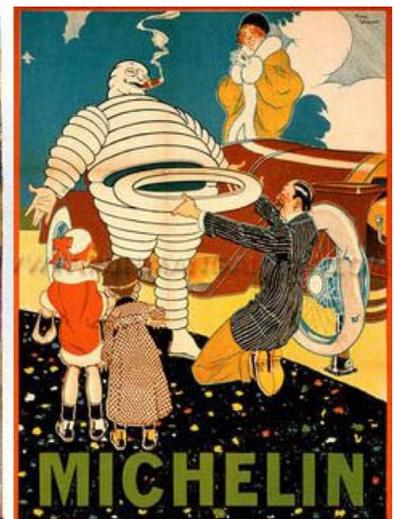
Instead, he once resembled a slightly creepy mummy-like figure and was often seen raising a glass in his ads with the words “Nunc est Bibendum,” Latin for “now is the time to drink.” This goblet was filled

with nails and broken glass, which was meant to be indicative of how tough and hardy Michelin tires were, and that they would not puncture that easily.

### 2. Like most humans, he’s gone through different phases of life.

In the early days, Bibendum was depicted as a gladiator, a kick boxer, a nimble ballroom dancer in the Italian market, and even a pleasure-seeking ladies' man who took to beer and cigars—the latter a touch added in an attempt to appeal to the wealthy upper-class folks who then had the money to purchase a car.

But in the 1920s, he toned down and took on a more refined, family-friendly image: he quit alcohol, stopped smoking, and even started taking up sports (he's seen running and riding a bicycle while casually flinging tires like frisbees in several ads), shedding plenty of weight and looking more muscular than ever. In a poster from the early 1900s, he is even pictured assisting a family with a flat tire by donating the



biggest, choicest tire from his own mid-section, as a blue sky shows through the hole left in his abdomen. Awww.

### 3. Tires weren't colored black until 1912, thus, Bibendum is white.

Prior to 1912, tires were either grey-white or had a light translucent beige hue. Carbon was subsequently added to the rubber formula as a preservative and a strengthener.

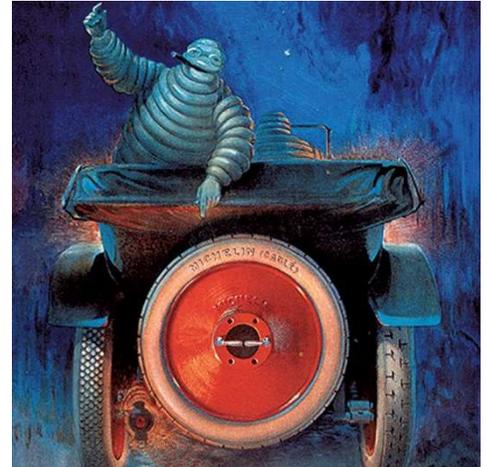
### 4. He owns an equally puffy white dog.

Bibendum took on a similar-looking canine companion when the duo were CGI-animated for recent American television advertisements. His name is Bubbles and, like all pesky puppies, he ran away one stormy evening leaving Bib to search the forest for him.

### 5. He isn't much of a talker.

Bibendum got his first—and only—speaking engagement in December of 1898 at a Paris cycle show: André Michelin had commissioned a large cardboard cutout of him to be set up at the Michelin booth, and instructed a cabaret comedian to crouch behind to provide animated banter. According to historic records, André had specified that he wanted someone with "perfect elocution," "keen repartee," and "wit without vulgarity." The spectacle was said to have attracted such a large crowd that pushing and shoving ensued, and the police had to be called in to restore order.

From the early 2000s, however, when Bibendum's commercials were everywhere, he preferred to stay mum. This was a deliberate decision made by advertising agency, Campbell-Ewald. "His silence is an artistic choice... he's the strong, silent type," said the agency's creative director, John Stewart.



### 6. He's quite the media personality.

When MICHELIN launched an Italian travel magazine in 1907, Bibendum was given a regular column to pen his thoughts. In an article, he reported on a Ball of Nations he had attended, and praised ladies representing various cultures, with a particular fondness for Italy: "Oh you sublime Madonna, Rome's destiny, accept my homage, you whose eyes shine with the splendors of the Renaissance."

It wasn't all love letters, though. In another fiery excerpt, Bibendum trumpeted the crushing impact his social conquests were having on his rivals, calling them "ashen-faced suitors with fixed smiles, living symbols of a shattered illusion."

In more recent years, Bibendum has made a guest appearance in the French comic book series, Asterix, as a chariot wheel dealer, and starred in the 16-minute animated French short titled Logorama, which won an Oscar in 2010.



### 7. He's so well-loved, he's even got furniture fashioned in his image.

Creator Eileen Gray crafted a plush, comfortable seat known as the Bibendum chair in the 1900s and it is still widely recognized today

as one of the 20th century's most distinct furniture designs.



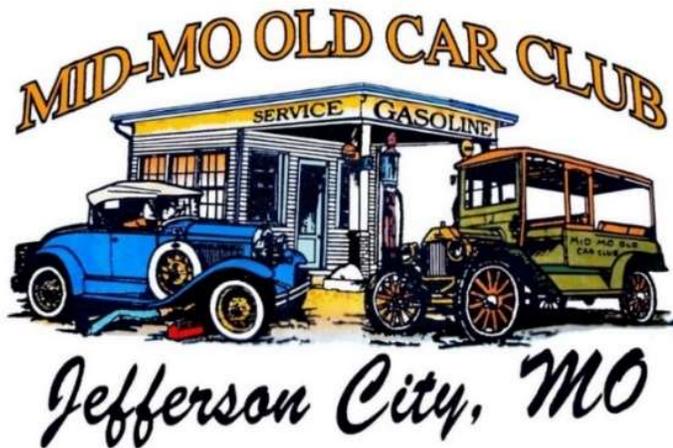
### 8. A London restaurant pays tribute to him.

Opened in 1986, [Bibendum Restaurant and Oyster Bar](#) in London's Fulham neighborhood is a joint project by prominent British restaurateurs Sir Terence Conran and Lord Paul Hamlyn. The two men acquired the unit within the Michelin House, a specially commissioned art deco building that served as MICHELIN's headquarters from 1911 until the company relocated in 1985.

The front of the building was originally a tire-fitting bay for passing motorists, and restaurant diners today are still greeted by mosaic floor tiles showing Bibendum holding a goblet of nuts, bolts and other hazards, as well as a dramatic backdrop of stained glass windows portraying him as a kickboxer and a cigar-puffing cyclist. Unsurprisingly, the restaurant now renamed [Claude Bosi at Bibendum](#) is listed in the MICHELIN Guide UK's 2021 edition with 2 MICHELIN Stars.

### 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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