



MMOCC Newsletter –

MARCH 2021

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

Woodlites

When Looking Cool Is More Important Than Seeing the Road

These headlights are great if you want to add a sinister touch to a full classic or traditional hot rod, but function doesn't always follow form.

<https://www.autoweek.com/car-life/classic-cars/a31473052/woodlites-when-looking-cool-is-more-important-than-seeing-the-road/>

BY GRAHAM KOZAK, MAR 16, 2020

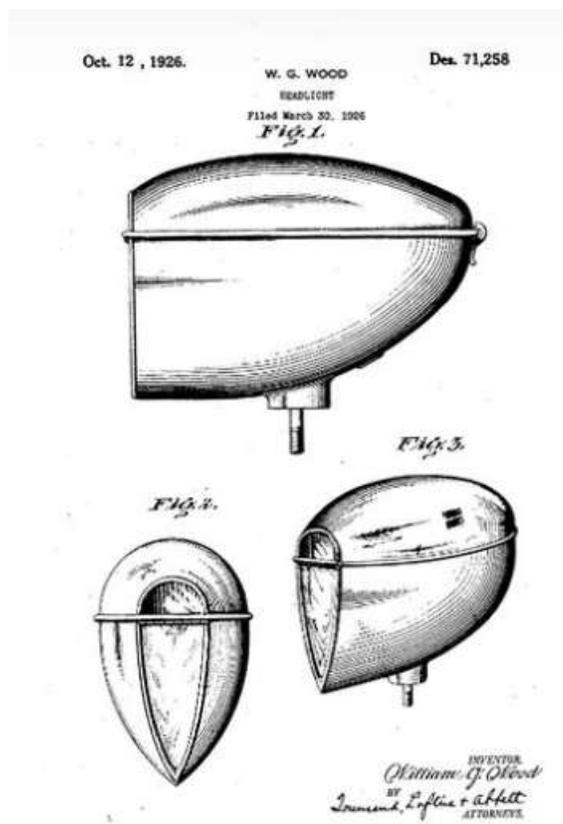
Glance at the front end of a big, prewar classic, usually, you can't miss the big, round headlights. Every once in a while, though, the car will peer back at you through strange vertical slits. What are these weird, slightly evil-looking things?

The answer: They're Woodlites, and there is—at least in theory—a reason for their distinctive appearance. The creation of inventor William G. Wood, these headlamps were supposed to



concentrate and project a beam of light farther down the road than a conventional headlight. You can read Wood's description of the method of operation, and check out diagrams of the Woodlite's interior geometry, in the U.S. patent granted July 31, 1928. Wood filed a series of patents for headlights, and the one that outlined the ornamental appearance of the Woodlite can be read here

(note that this patent was filed after the one detailing the principle of operation, yet granted earlier).



The patent filing for the Woodlite's ornamental appearance. A separate patent details the theoretical operation of the headlight design, which was intended to focus and project light farther down the road than a conventional unit.

WILLIAM G. WOOD

Whether the theory behind the design is sound, the source of illumination was ultimately a relatively weak 6-volt automotive headlight; there's only so much fancy reflector setups can do to ameliorate anemic light sources. The general consensus is that Woodlites were no better, and possibly worse, than whatever was in common use at the time.

But there's a reason Woodlites are still highly sought today, with a complete pair commanding thousands of dollars. What's more, you never really know who is going to be buying them; this is one of those interesting cases where a restorer of full-classic cars could get in a bidding war with a customizer for the things—Woodlites are equally at home on concours greens and traditional hot-rod shows.

Woodlites were actually standard equipment on a few cars—notably, front-wheel-drive Ruxtons and certain Jordans. But they could also be found on coachbuilt vehicles from the likes of Cord (there are more than a few front-drive L-29s equipped with Woodlites), Auburn, Packard, Stutz and so on.

And in part because early rodders and customizers looked to high-end coachbuilders for inspiration—and also because the things looked so unique on their own—Woodlites proliferated in the

aftermarket, as well. Interestingly, custom-car pioneers didn't always use Woodlites as free-standing units; the So Calif. Plating Co. truck, a notable prewar custom, integrated them (or something like them; information is sparse, and the truck has gone missing) into the front fenders. The lenses were mounted flush with the sheet metal.

Woodlites were hardly the only aftermarket headlamps available before WWII, and they certainly weren't the only ones to be adopted by hot-rodders and customizers: Edmunds & Jones (often called E&J) produced a series of streamlined, torpedo-shaped illuminators that have also proved popular with certain segments of the rod-building crowd. Their popularity is such that, like rare vintage speed equipment, both Woodlites and E&Js have been reproduced.

But while the E&Js are certainly distinctive, they can't touch Woodlites for outright weirdness. Love 'em or hate 'em, at least you'll seldom miss a pair when you walk by a car so equipped—and rest assured, that's exactly the effect the commissioner of a



coachbuilt Cord, or the backyard builder of a gnarly traditional hot rod, was going for. The Woodlite's enduring popularity is yet more proof that, even if you don't serve your intended purpose particularly well, simply looking cool can take you places.

A 1930 Ruxton. As if the eye-grabbing paint job wasn't enough, the car is also equipped with Woodlites.

HERITAGE IMAGES GETTY IMAGES

ed·u·ca·tion

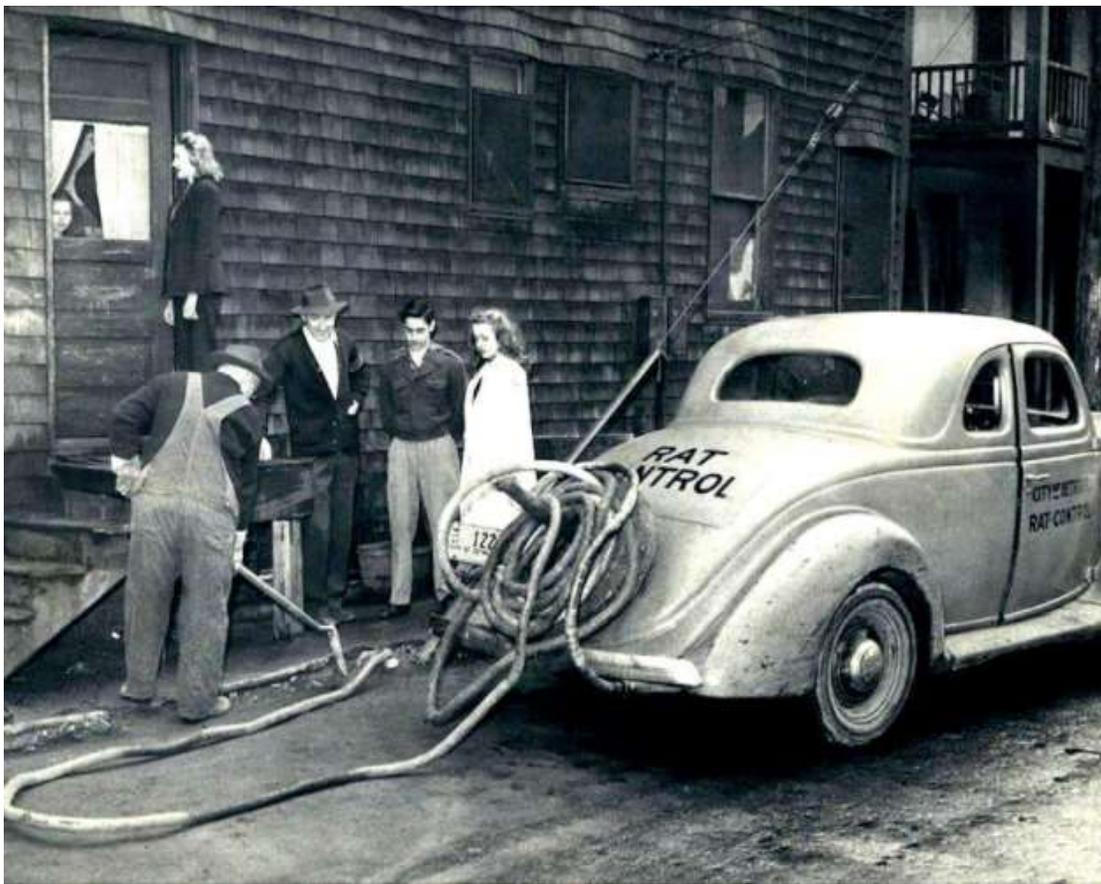
ejə'kāSH(ə)n

We are lucky to have some great educational facilities in our area. Nichols Career Center in Jefferson City, Missouri State Technical College in Linn, and Lake Career and Technical College in Camdenton, all provide a very convenient venue for students to learn about automotive technology, repair, and body and paint.

From our own education, we know that old cars need to be repaired, saved, and preserved. We want kids to get excited about working on cars. Education is expensive.

Let us help educate some kids that like cars as much as we do. At our March 25 (6pm) meeting at HyVee, we will spend some time on the MMOCC Scholarship. We will hear from this year's Scholarship Committee and we will have our annual auction to add money to the Scholarship Fund. **Bring goodies for auction and funds for buying!**

We can make automotive education a reality for a student and we can get kids excited about old cars.



1968 Mercury LeGrand Marquis: A dual action trunk lid based on the principle of the dual action station wagon tailgate has been applied with exciting results to a new idea car called the Mercury LeGrand Marquis. The trunk lid of the Mercury LeGrand marquis, including half the right rear fender, swings up from the rear and also swings over like the cover of a book to provide convenient, low loading height.

— in Windsor, Ontario.



LOOKING
for a Good 2nd Car?
Take A Look at One of These

1965 CHEVROLET BEL AIR
1964 PONTIAC GRAND PRIX
1963 CHEVROLET BISCAYNE
1956 CHRYSLER
1960 FORD FALCON

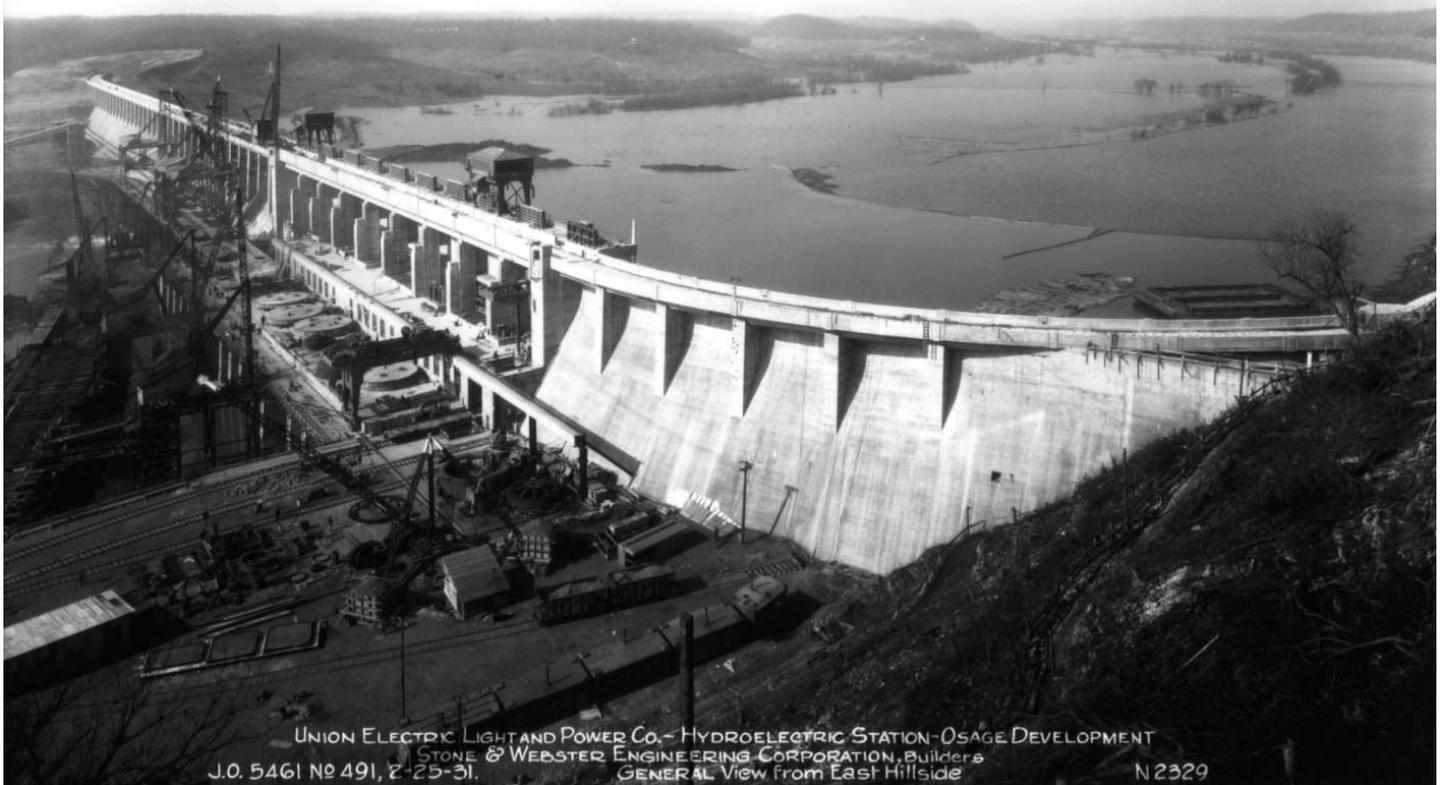
THIS WEEK'S SPECIAL
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Convertible, Factory Air, Power Steering,
Power Brakes, Radio, A-1 Condition

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CAPITOL CITY
VOLKSWAGEN
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February 21, 1931 - The gates of the \$33 million Union Electric Light and Power Company dam at Bagnell, Missouri were closed. The Osage River began forming the largest man-made lake in the world at that time, with a shoreline of 1,300 miles.



Upcoming Events that MMOCC Plans to Attend

A. March MMOCC Meeting.

- Thursday, March 25, 2021 at 6pm
- HyVee (JC) Community Room (upstairs).
- Scholarship Fund Auction.
 - Bring your donated items for sale and your money for purchases! All proceeds go to the Scholarship Fund.
- Get your meal and come on up!

B. Capital Mall Cruise Night.

- Last Saturday of each month, April to September.
- April 24, 2021.

C. Sheriff's Barbeque Car Display.



- Old Car display at the annual Cole County Sheriff's Barbeque.
- Tuesday, June 1 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.

D. Missouri Moonshiners Street Rod Club Fathers Day Poker Run.

- Saturday, June 19, 2021.
- Registration at 9am at Deutches 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.

E. THE GREAT RACE visits Rolla (COVID postponed from 2020).

- 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.
- Check out the cars and talk to the drivers.
- 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.
- Coordinated by MMOCC Member Larry Rhea at 573-606-9266.



F. Argyle Knights of Columbus Car Show.

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

G. Ozark Ham and Turkey Festival.

- Downtown California, Missouri.
- Saturday, September 18. 9-4.
- MMOCC caravan from the Farmers Bank of Lohman in St. Martins departing at 8:30am.
- “Cars and More” Show (Cars, Tractors, etc.) and small-town Parade (optional).

H. MMOCC Old Car Round Up and Show.

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

I. Bicknell Engines –Spring Trip – Rolla.

- Date to be determined during the Winter/Spring of 2021.
- MMOCC Member Bill Bicknell (970-218-1352) invites us back to Rolla.
- Caravan leaves Gerbes on Eastland at 9am.
- Arrive about 10am at 410 North Elm Street / Rolla.

J. USS Aries Road Trip.

- A weekend day in (now) May/June/July (depending on the water level). 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/>

K. 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).

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. ETET (Eddie Tremain Ethanol Tour).

- Date to be determined, but has to be a weekday. Sorry, they do not do weekend tours.
- Tour of POET Biorefining (Ethanol Plant) at 809 North Pine in Ladonna, Missouri.
<https://poet.com/>
- Depart North Jefferson City Commuter Lot at 8:15am, arriving in Ladonna at 10ish for a 90 minute tour.

- Lunch at Hobo Bar and Grill at 106 Chestnut in Laddonia.

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. State Technical College of Missouri (Linn) Tour.

- Auto Section was included with the Poker Chip Run East on 10/10/2020, but much more to see at State Tech! More tours to be scheduled. Dates to be determined.
- Coordinated by MMOCC Member Rick Mihalevich (573-690-3545).

P. JC Schools Nichols Career Center Tour.

- Date to be determined.
- Nichols CC contact name received.

Q. 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>

R. NO November or December Meetings.

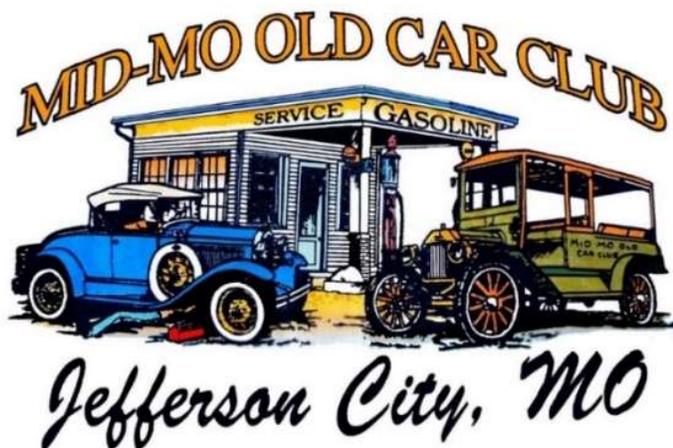
- Attend the Holiday Party and New Year's Day Garage Tour, instead.

S. 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.

T. 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



SPECIAL OIL FOR FORD CARS

Auto Owners! Save Enough on Your Oil This Season Buy New Tires

Buy Your Lubricating Oil by the Barrel, at 9 Cents per Quart Save About \$35.00 on Your Oil This Season.

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Buy your oil in barrel lots and not only save money but also be sure of using the same kind of oil in your car all the time. Buying your oil at the filling stations, whenever and wherever you happen to need it, at 25 cents per quart, not only makes your oil bill run high but adds greatly to your repair bills. To run your car efficiently and economically it is not only necessary that you use good oil but also that you use the same oil and quality all the time. Each shipment of oil we receive is thoroughly tested in our laboratory, so that we unhesitatingly guarantee it to be of the same standard grade all the time.

Don't expect your car to give good service if you drive up to any filling station and say, "Give me a quart of oil." And, furthermore, don't expect to keep your operating bills down by paying any price you are asked for the oil.

You Need a Special Oil for Your Ford Car or Ford Truck.

The Ford engine runs at a high rate of speed and is cooled by the thermo-siphon system, two features which cause the engine to attain a higher temperature than most water cooled engines.

We have devoted considerable time and study to the problem of properly lubricating the motor and to the mission of the Ford automobile. We had to produce an oil which would lubricate perfectly in spite of extreme conditions. After exhaustive experiments and actual tests in cars in daily use we have perfected an oil which will overcome your most common source of trouble and annoyance. It will lubricate the cylinder walls, pistons of your car at the highest temperature which the engine attains.

Send for a gallon of this Special Oil with the understanding that it will give you the service you have a right to expect; that your money will be returned to you if you are not entirely satisfied.

30N3343—Light. For All Ford Cars and Trucks.

*50-gallon wood barrel.....	(Shpg. wt., 430 lbs.).....	Per gallon.....	36c
*50-gallon steel barrel with faucet.....	(Shpg. wt., 420 lbs.).....	Per gallon.....	38c
*30-gallon steel barrel with faucet.....	(Shpg. wt., 250 lbs.).....	Per gallon.....	40c
*10-gallon can.....	(Shpg. wt., 80 lbs.).....	Per gallon.....	50c
*5-gallon can.....	(Shpg. wt., 40 lbs.).....	Per gallon.....	52c
*1-gallon can.....	(Shpg. wt., 11 lbs.).....	Per gallon.....	60c

The 30 and 50-gallon steel barrels are equipped with a non-leaking lock faucet.

*Shipped from SOUTHEASTERN PENNSYLVANIA or NORTHEASTERN ILLINOIS.

Very old Fords with worn rings need a heavier oil to help seal the expansion chamber and prevent loss of power. Use our Super (Light) listed below.

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

