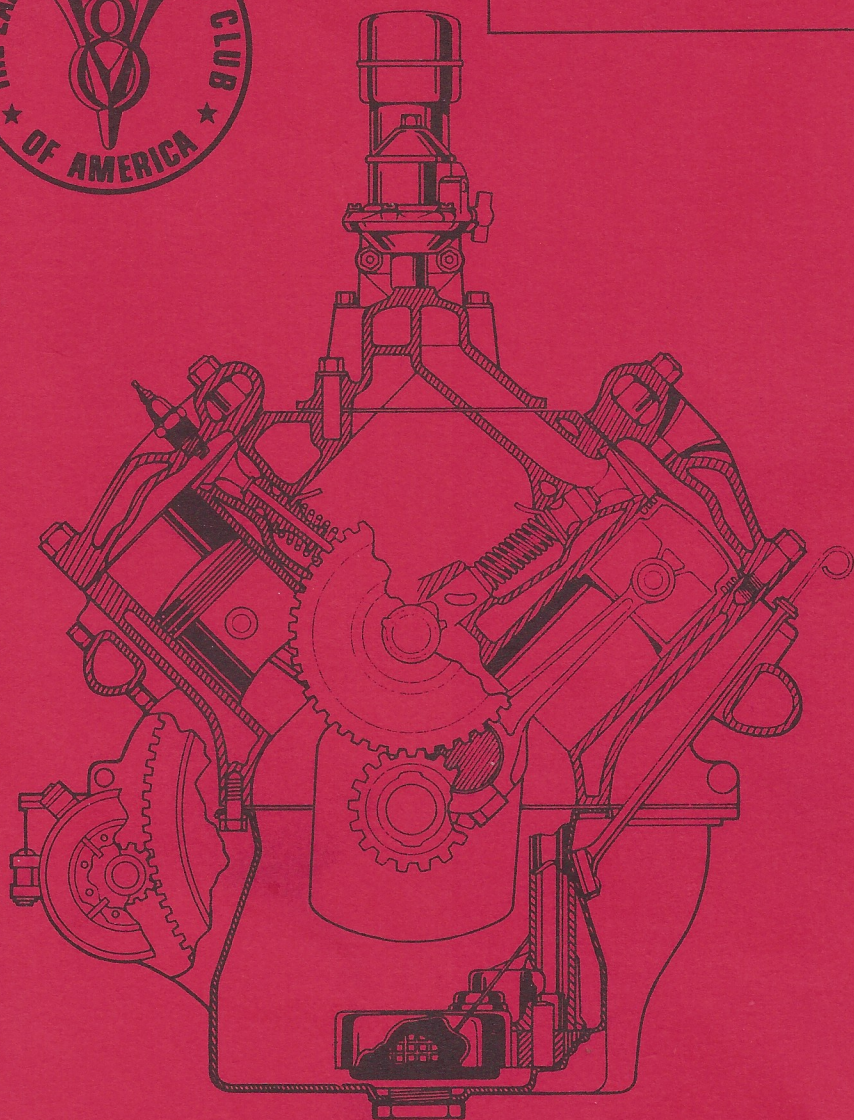


DECEMBER



Drive Lines

The Valley 's

1984 OFFICERS

PRESIDENT, PAUL KIRK	342-4703
VICE PRESIDENT, DON DUPREE	894-7255
SECRETARY, DOROTHY KONECKO	(804) 484-2611
TREASURER, LARRY CAPLAN	363-2849
ACTIVITIES CHAIRMAN, AL SPENCER	761-1734
HISTORIAN, BEN DIFATTA	347-9305
DIRECTOR, BEN DIFATTA	347-9305
ACCESSORIES, ERNIE BAILY	(805) 522-9674
MEMBERSHIP, TERRY SMITH	989-3119
FELLOWSHIP, HAROLD SELSON	789-1044
REFRESHMENTS, HAROLD SELSON	789-1044
EDITOR, CHUCK MAIR	785-9413
INFORMATION OFFICER, BOB McCULLAGH	886-2644

MEETING - 1ST SUNDAY OF THE MONTH AT


**UNION FEDERAL SAVINGS
13300 VENTURA BOULEVARD
SHERMAN OAKS, CALIFORNIA**

Drive Lines


Published by

**SAN FERNANDO VALLEY CHAPTER 40
of the EARLY FORD V8 CLUB of AMERICA**

**P.O. Box 96
RESEDA, CA. 91335**



Happy Holidays



ARE COMING YOUR WAY!



PRESIDENT'S MESSAGE



As your outgoing Pres this will be my last opportunity to express my appreciation to all the members of the club for the support you have given me and the 1984 Board. One of the truly great things about our club is the outstanding group of human beings that have gathered around a common interest--Early Fords. Both Mary and I have enjoyed the year and friendships developed through the club. It's been a good year.

Our initial 1984 membership of 102 expanded to 114 during the year. And we were able to develop a sufficiently plump treasury so that we have been able to loan \$600 to Ventura Venture and \$200 for the deposit on facilities for the January National Board Installation banquet. These funds will come back to us in 1985 to be used in activities that will benefit club members.

The quality of our activities and active participation by members made this an outstanding year. We owe our thanks to Al Spencer for coordinating these activities as well as to Don and Mary Durkee, Bob Rose, and John and Bonnie Busk for taking charge of individual events.

Co-chairs Don Durkee and Ed Warnock have succeeded in getting us all actively involved in the 1985 Western National Meet, known as the Ventura Venture. Jack Miles has moved the raffle car project forward.

As a club we can be proud of the way that we have contributed to the preservation of our hobby when faced with a highly objectionable plan initiated by the L.A. Planning Commission. The fight is not over, but victory is assured through our continued attentiveness to these matters. Just today I received from Jane Blumenfeld a

new draft of the proposed City Ordinance (please see page 10--proposed changes underlined). It is a much improved document with only a couple of matters that can still be improved on further. At least there will be no inspections, no annual fees, and no new ordinances on power tools. However, we must continue to turn out in numbers as these matters go before the Planning Commission (probably in January), then before the City Environmental Commission, and then to City Council.

In addition to all of these good things, we've had good meetings with excellent speakers, thanks to all of you. Our speaker at the November meeting was Bill Woods. Bill has driven flatheads over three-quarters of a million miles. He gave us the inside scoop of some of the tricks and tips he has learned by driving and maintaining Fords. Bill gave us high points on electrical, transmission and clutch, and carburetor repairs. It was the concensus of the group that Bill must continue his talk at a future meeting--he didn't even get half way through his notes!

Early Fords driven to the November 4 Meeting were as follows:

Dave Sanborn	'35 Phaeton
Ed Warnock	'39 Convertible
John & Virginia Wolf	'40 Coupe
Bill Woods	'40 Coupe
Jerry & Marnie Hunter	'46 Club Coupe
Harold Selson	'36 Coupe
Bill Culp	'29 Roadster
Bill Velzy	'40 Standard Coupe
Ralph Hubbard	'39 Mercury Convert.
John Wedberg	'32 Victoria
Don Dupree	'34 Cabriolet
Nowland Prater	'47 Lincoln Continental

It's been a good year. You drove those Fords in '84. My thanks to all of you.

Paul Kirk

WELCOME NEW MEMBERS!!!

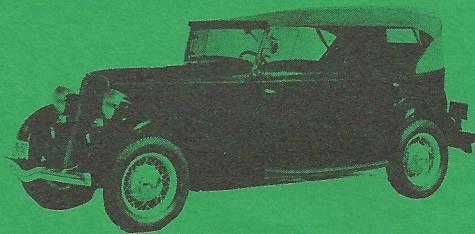


Engel, Steve
12745 St. James Pl.
Baldwin Park, 91706
818-962-0830
Truck Driver/Redio Tech

Hubbard, Ralph & Linda
320 Glen Summer Rd.
Pasadena, 91105
818-792-6237
LAPD Supv.

'38 Fordoor
'39 Merc Conv.
'47 Convert.

Kelejian, Jack & Linda
4900 Casa Dr.
Tarzana, 91356
818-996-3744
Ice Cream Sales



Here are some words of wisdom to consider when working on your projects during the holiday season.

You will always find a tool in the last place you look.

If you fool around with something very long, you will screw it up.

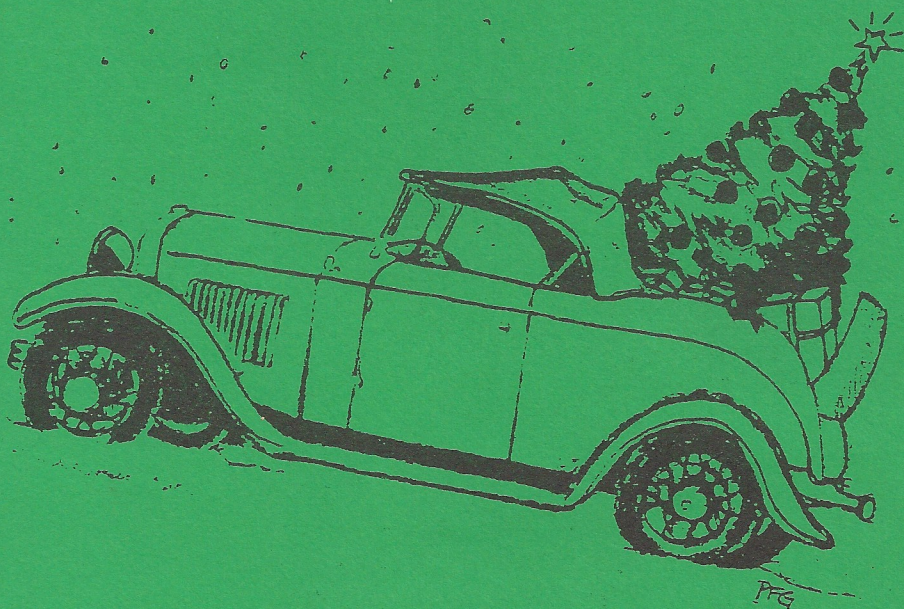
If it jams, force it. If it breaks, it needed replacing anyway.

Leakproof seals --will. Self starters --will not. Interchangeable parts --won't.

There's never time to do it right, but there's always time to do it over.

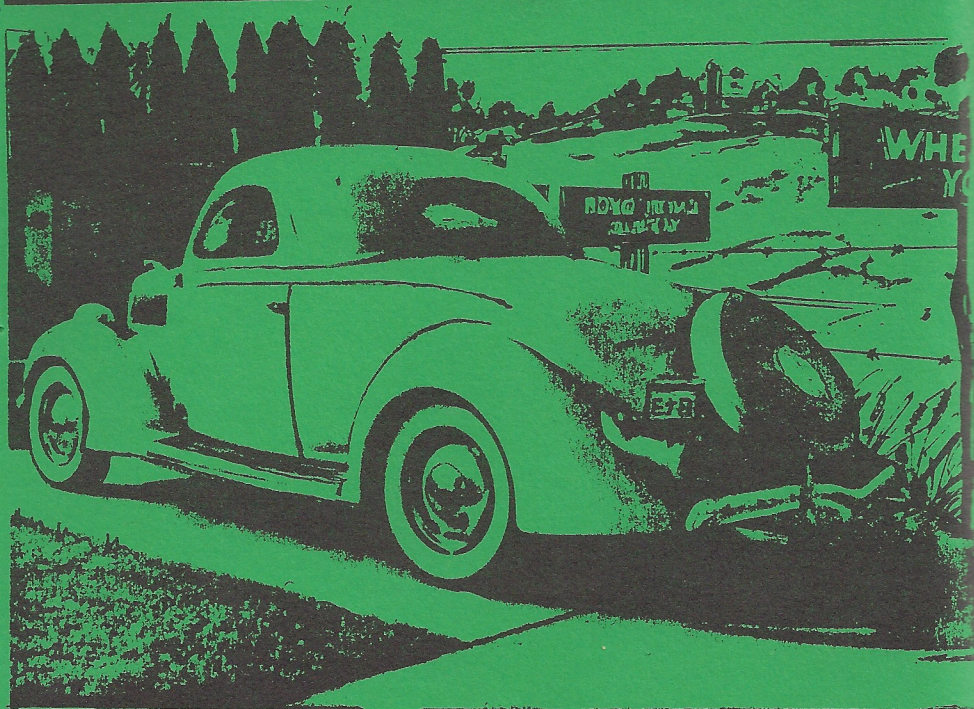
A short cut is the longest distance between two points.

If everything seems to be going well, you obviously don't know what's going on.



Burma-Shave

REMEMBERED



Dedicated to:
Bob-Burma-
Shave-Rose!!

Let your mind wander
back to the days of
roadside signs . . . and
Burma-Shave jingles

From the
Fordist

Disneyland Hotel

Anaheim, California

January 26, 1985

EARLY FORD V8 CLUB OF AMERICA

1985 ANNUAL MEMBERSHIP MEETING AND OFFICER INSTALLATION BANQUET

Put a little magic in your life with a weekend overnight at the famous Disneyland Hotel in Anaheim, California. It is the most unique, exciting and diversified major meeting site in America. So leave your preconceived notions at the front desk, and come explore this incomparable resort-and-business complex...

In name, it is the official "Disneyland Hotel." In fact, it is a 60-acre, three-towered world of the unexpected. And when your group adjourns for fun, simply stroll in any direction...

Here are 16 international restaurants and lounges that can take you from Mandarin China to merry olde England; from Mexico to the Yukon. And all along the way, prepare to be astonished: laser-beam sculptures cut the night sky; a glass elevator rises gently toward the stars; visible music pulsates with color at the Dancing Water Show; and priceless koi fish play above the thundering cascade.

Avenues of shops and services beckon you to browse. Exotic bazaars glitter with the waves and wonders of far-off worlds. Musicians and merrymakers spice the evenings with entertainment.

And all around are perhaps the most stunning grounds and gardens in this part of America. Here are lavish flower beds, perennially ablaze with blooms...rare ferns, birds of paradise, banana trees, palms, over 250 species of plantings! And set like gems in the greenery: Three turquoise swimming pools, a brilliant white sand beach, and—incredibly—an inland marina, topped with a fleet that sails for fun!

And just a short walk away, the ten nightlighted courts of Tennisland. And just a moment away by monorail, the one and only Magic Kingdom. And just a non-stop bus hop away, the convenience of LAX, Orange County, and Long Beach airports.

SCHEDULE OF EVENTS

Saturday, January 26, 1985 — 6:30 p.m. Restoration Hour — Cocktails in the Marina Room (no host). Also in the Marina Room, Installation Banquet/Dinner, \$24.50 per person (tax and tip included).

PLACE YOUR RESERVATIONS EARLY!

All single, double or triple Deluxe Rooms will be offered to the EARLY FORD V8 CLUB OF AMERICA MEMBERS for \$60.00 a night.

NOTE: These special rates will be honored for any guests that may arrive earlier or stay longer than the above indicated "official" dates.

Make room reservations directly with the hotel by calling 1-800-854-6165 or by writing to Disneyland Hotel, 1150 West Cerritos Avenue, Anaheim, CA 92802 by January 4, 1985. Be sure to mention you belong to the Early Ford V8 Club to receive special rates.

For banquet reservations contact Jerry Jensen, 17352 Dearborn Street, Northridge, CA 91325 (818) 886-5711. Please send payment of \$24.50 per person for the banquet and make reservations by January 15, 1985.

Confirmed
12-11-84

Park times
10 am - 7 pm
only

Check in time
is 3 pm, but
can probably
check in
as early as
noon.

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Check out time
Noon

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48 hr
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get refund

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less 10%
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Kingdom card.



By Douglas Starr

There's a whole new generation of young men who never heard of "brushless shaving cream" as such, but you can bet your mildewed whisker-tickler they've heard of Burma-Shave and those witty jingles that have since singsonged their way into Americana. During their heyday, 35,000 Burma-Shave signs stretched from coast to coast proclaiming such messages as this:

*If you don't know
Whose signs
These are
You can't have traveled
Very far*

Others weren't quite so subtle:

*He played
A sax
Had no B.O.
But his whiskers*

*Scratched
So she let him go
Burma-Shave*

And they all started in the home of the Odell family in 1925. Grandpa Odell was a Minneapolis lawyer who, as an avocation, manufactured a liniment for rheumatism. His son, Clinton, also a lawyer, was in the advertising business and had toyed with the idea of a brushless shaving cream for some time when circumstances presented an opportunity to pursue the idea. Clinton had given an unemployed chemist friend a Christmas check for \$25, and the chemist, eager to repay the kindness, agreed to help Clinton and his sons, Allan and Leonard, develop a shaving cream formula that could be packaged in jars. There had already been such a cream developed in England, but it was sticky and unpleasant to use.

After about 300 tries, the chemist found an acceptable formula which was smooth and pleasantly scented—

moreover, it worked. If public acceptance could be cultivated, the Odell's brushless shaving cream would spell the doom of the mildewed, foul-smelling brush that well-groomed men had to carry with them on their travels.

Unfortunately for the Odells, but fortunately for America, no such acceptance was forthcoming. They tried selling it in drugstores on consignment and it just collected dust on the shelves. They tried distributing it as free samples, but men weren't ready to part with their bristle brushes. Clearly, an advertising campaign was called for, but with little money to spend on such an expensive project, the Odells were stymied.

Very much discouraged, Allan continued to try to peddle the formula business-to-business wherever the road took him. And that failure gave birth to tremendous success. Everywhere he went, he saw signs beckoning travelers to eat at "so and so's" or gas up at "Joe's." If you could sell "eats" and gas that way, well, why not brushless shaving cream?

The Odells took their last \$200 and invested it in wooden signs. Then they bribed local farmers with a free jar of shaving cream in exchange for permission to put the signs on the farmers' property. The first signs, complete with stenciled jingles, were put up on the road to Red Wing, MI, in the fall of 1925. Although they weren't clever, they got the pitch to the public:

*Shave the modern way
Fine for the skin
Druggists have it
Burma-Shave*



Suddenly, there was demand for brushless shaving cream. Burma-Shave was on its way.

Encouraged by their success, the Odells began to develop a national advertising campaign. Instead of bland, prosaic advertising, they began to write clever little lines of verse that would catch the public's eye. These verses would be stretched out on six or seven signs, with about 100 feet of space between them. Thus, travelers read as they rode, ever eager to share a laugh with Burma-Shave.

Although the public was getting the message, and business was booming even into the Depression years, the Odells were running out of clever jingles. Early in the 1930s, they began a series of contests for the best verse and paid \$100 for each jingle they accepted. Thousands poured in, and it became a full-time summer job for Leonard Odell just to select the winners. And some of them were dandies:

As the Odells' firm, Burma-Vita (the name was used originally to make the product appear to come from the exotic and mysterious Far East) grew, so did the problems of planting new signs all over the country. Souvenir hunters and college pranksters were stealing the signs faster than they could be put up, and new methods of planting the signs had to be developed. At any rate, the advertising paid off, because the Burma-Vita company had grown so well that at its height it was grossing more than \$3 million annually in sales. Burma-Shave jingles had become a national pastime, and taking turns reading the signs became a game that was regularly played by the children in the back seat. The best game of all, of course, was reading the signs backwards as they receded

on the other side of the road. That was something that kept the drivers entertained as well.

The Odells occasionally got themselves in hot water when they tried a few "zany" jingles, such as "Free offer! /Free offer/ Rip a fender/ Off your car?/Mail it in for/A half-pound jar." Of course, there were always one or two who took these jingles seriously, and a fender would arrive in the mail. The jingle that caused the most trouble, however, was "Free-free/ A trip/ To Mars/ For 900/ Empty jars." A supermarket manager in Wisconsin took the Odells at their word, and demanded his trip to Mars. Finally, after a bit of scurrying around, the company found a town in Germany named Moers, but pronounced "Mars," and the manager was finally pacified with a free trip abroad.

Burma-Shave jingles were probably the first signs in America to advertise driving safety. As a public service, the company put up signs such as these:

*Car in ditch
Driver in tree
Moon was full
So was he
Burma-Shave*

When WWII arrived, Burma-Shave signs took a patriotic tack, advising the nation's drivers:

*Let's make Hitler
And Hirohito
Look as sick as
Old Benito
Buy Defense Bonds
Burma-Shave*

*Maybe you can't
Shoulder a gun
But you can shoulder
The cost of one
Buy Defense Bonds
Burma-Shave*



With the war over, Burma-Shave's fortunes began to decline. The signs cost \$200,000 a year to put up and maintain. There was heavy competition from larger companies, but most of all, the American car and the highways it traveled were changing as well. The introduction of super highways was an obstacle that could not be overcome. By 1960, fewer and fewer signs were being placed as the

company's fortunes slipped. In some cases, the farmers on whose property the signs were placed continued to take pride in maintaining them but they, too, gradually began to disappear.

The Burma-Shave company was finally sold to Phillip Morris in 1963, and with the sale went the last of the famous highway signs. No more would those clever little jingles that tickled the funny bones of millions of American motorists be seen:

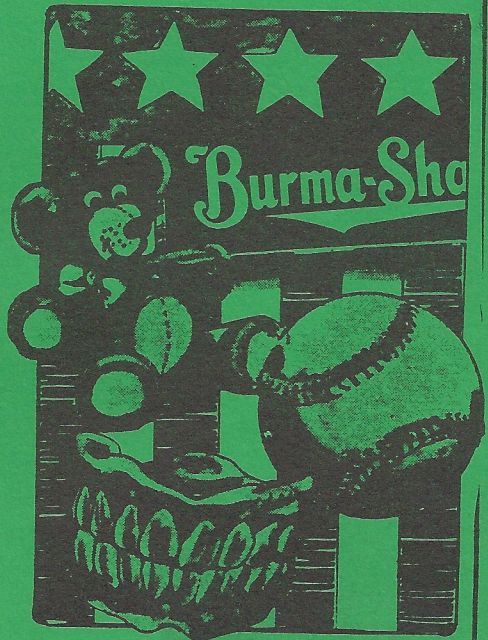
*Although we've sold
Six million others
We still can't
Sell those
Cough-drop brothers
Burma-Shave*

Even so, the Odells had the last laugh. Professional advertising men in Chicago had told Clinton Odell back in 1925 that putting up roadside signs was a foolish idea; they would never sell the product. Madison Avenue finally made full apologies when the advertising industry gave the Burma-Shave people a dinner—something approaching the grandeur of an Academy Award in the movie industry. Burma-Shave signs were also given the immortality they deserved when the Smithsonian Institution asked for a set for display.

Although Leonard Odell fought to keep the road signs, the new parent company, Phillip Morris, felt that their day was over. And *The New York Times* on September 2, 1964, gave the final verse: "We've placed . . . Your obit in . . . This column and . . . Said good-bye . . . with . . . Visage solemn. Burma-Shave"

Still, when we listen closely for echoes from the past, and our mind's eye wanders back to the era of two-lane highways, some of us will always see:

*If our road signs
Catch your eye
Smile
But don't forget
To buy
Burma-Shave*



Highlights excerpted from Jane Blumenfeld's Discussion Draft A-3 Proposed Ordinance dated November 21, 1984:

Section 1. Section 12.03 of the Los Angeles Municipal Code is hereby amended by adding the following definition in proper alphabetical sequence: Historic Vehicle Collection -One or more vehicles, as defined by Section 5004(a) (1) (2) and (3) of the California Vehicle Code or out-of-production vehicles, including parts cars, as defined in Section 5051(c) of the California Vehicle Code which are collected, restored, or maintained for non-commercial hobby or historical purposes.

Sec. 2. The definition of "Accessory Use" contained in Section 12.03 of the Los Angeles Municipal Code is hereby amended to read:

Accessory use--A use which is customarily incidental to that of the main building or main use of the land and which is located in the same zone or a less restrictive zone and on the same lot with a main building or use, and occupies not more than 50% of the area of the lot. The relationship between the more restrictive and less restrictive shall be determined by the sequence of zones set forth in Sections 12.23B1(c) of this Code....

Section 3. The definition of "junk yard" contained in Section 12.03 of the Los Angeles Municipal Code is hereby amended to read:

...In addition Junk Yard does not include the maintenance of an Historic Vehicle Collection as defined by Section 12.03 of the Municipal Code and Scrap Metal Processing Yard as defined in the Municipal Code.

[Phone me immediately 342-4703 about any features you do not like and I will summarize them and communicate them to Jane Blumenfeld. P.K.]



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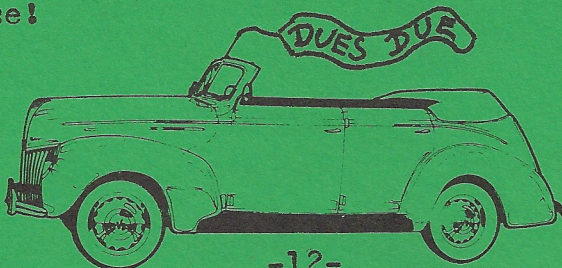
COMING EVENTS

- Dec 2 NO Monthly Valley V-8 Meeting (in lieu of this meeting we had our Xmas Party)
- Dec 9 Annual Xmas Tree Chop. Meet at Dupar's Restaurant in Thousand Oaks (corner of Moorpark and Thousand Oaks Blvd). Breakfast at 8:30; leave at 9:30 for Camp Comfort Park in Ojai. Cost is \$2 to \$5 per car fee at Pickups Limited show and activities. Info: Al Spencer 818-761-1734.
- Jan 6 Valley V-8 Meeting. Dave Sanborn will be showing just released slides from LeBaron Bonney; our club will be the first to see them.
- Jan 26 Installation banquet of new National Board of Directors of the Early Ford V-8 Club of America at Disneyland Hotel; see page one of this issue of Drive Lines for details.

* * * * *

REMINDER

Your 1985 membership dues are past due. If your check in the amount of \$12.00 (payable to The Valley V-8's) is not in the Club's P.O. 96, Reseda CA 91335 mailbox by December 15 you will be without next year's Drive Lines. Don't let your membership lapse!



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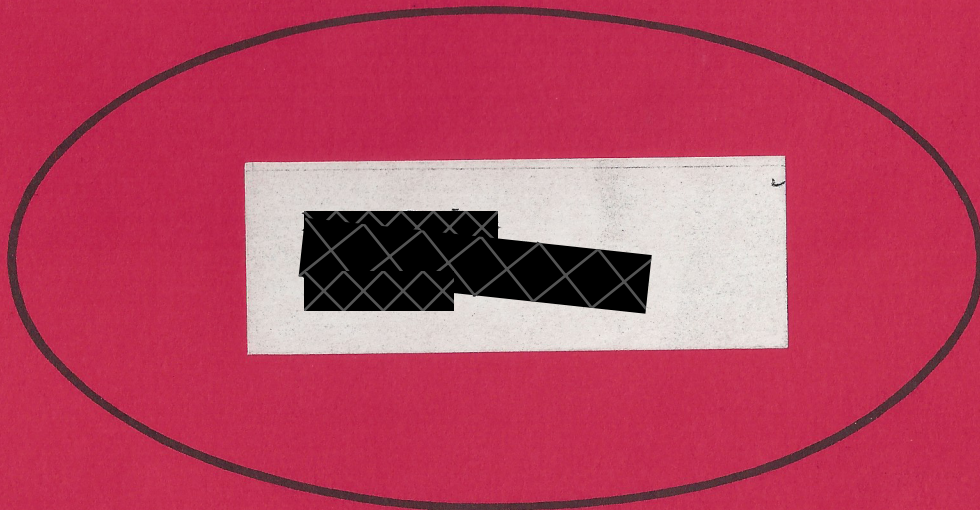
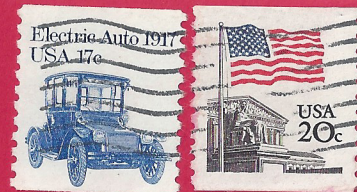
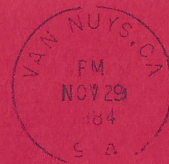
21422 SHERMAN WAY
CANOGA PARK, CALIF. 91303

DARYL FIELDER
GENERAL MGR.

WE HONOR BANKAMERICARD
AND MASTER CHARGE

The Valley  **'s**

P.O. BOX 96 – RESEDA, CA 91335



Drive your Ford in '84