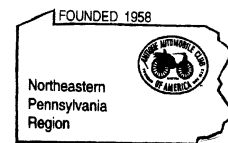




# YESTERGEARS NEWS



VOLUME XLIX, ISSUE 1

## NEPR AACA 2009

### OFFICERS

#### President:

**Robert Stavish, Jr.**  
515 South Irving Ave.  
Scranton, PA 18505  
570-348-9339

#### Vice President:

**Carolyn Martin**  
170 Old East End Blvd.  
Bear Creek Twp., PA  
18702  
570-823-4039

#### Secretary:

TBA

#### Treasurer:

**Robert Stavish, Sr.**  
170 South Grant Street  
Wilkes-Barre, PA 18702  
570-822-6260

## NEPR BOARD OF

### DIRECTORS

#### 2009-2010

**Jim Powers**

**Chuck Kenzakoski**

**Larry Kulick**

#### 2008-2009

**Marilyn Shaffer**

570-824-1601

**Stella Tomshack**

570-823-7240

**Bernie Boback**

570-822-6894

## NEPR-AACA INSTILLATION DINNER/CHRISTMAS PARTY

I think I can be safe in saying that the annual Instillation/Christmas party was, once again, a successful event. The night was enjoyed by all in attendance with delicious food and friendly conversation. Karaoke was performed by a few with a captivating rendition of “Hello Dolly” done by Tommy Martin. Carolyn Martin once again put her “special touch” to prizes which were awarded and there were a very lucky few who left the evening with Bernie Boback’s trees. This year Bernie made one white tree in honor of his late wife, Nancy. Bob Stavish, Jr. won that beauty while Victoria Martin came home with the green tree. These trees are so beautiful I don’t limit mine as a Christmas decoration. It is kept kitchen window sill year round. However you decide to display yours, enjoy!

M. Sromoski

## **President Bob Stavish, Jr.'s Message**

Greetings Members!

As we embark on a new year and a new decade, I'm excited to announce our members have elected to keep our current officers intact for 2010. I will be serving as your President along with Carolyn Martin as Vice President and Bob Stavish Sr. as Treasurer. As was the case in the previous year we are still looking for a Secretary and I again thank Mike Sawczuk for filling in as acting Secretary for 2009. Hopefully we can twist Mike's arm to serve as Secretary for 2010 if there is not a volunteer for this most needed position.

This year looks to be a very exciting one. As we shake off the cold and try to enjoy a little bit of the January thaw, I turn my attention to the plethora of automotive events that can keep you from getting cabin fever.

The Philadelphia International Auto Show from January 30 through February 7 2010 at the Pennsylvania Convention Center. Deemed "Where the rubber meets the Rug" this show offers hot 2011 production cars, exotics and concepts, vintage and classics along with green technology cars.

The 74<sup>th</sup> Annual National AACA meeting in Philadelphia will be on February 11<sup>th</sup> through the 13<sup>th</sup> 2010 at the Sheraton City Center Hotel. It features trade shows, seminars, judging schools, museum auctions, awards banquets, city tours and much more. So far, we have a strong contingent representing our chapter for the prestigious event and I encourage all our members to attend. More information will be given at our monthly meeting.

Let's not forget our bus trip to the Atlantic City Auto Show and Auction taking place at the end of February. Please attend the monthly meeting for additional details or contact Carolyn Martin in conjunction with information provided at the rear of the newsletter to reserve your seat.

Speaking of reservations, don't forget our March dinner meeting which is also approaching. Discussion will be held at our monthly meeting regarding the venue and details will follow in the newsletter.

I'll be updating our 2010 Calendar on the web site as I'm starting to receive flyers in the mail regarding upcoming Swap Meets and shows.

Also, membership renewal and current year dues are now due. We've kept our dues steady again for 2010 and we encourage our members to renew as soon as possible for not only our chapter but national as well. Please consult the rear of the newsletter for renewal process. **ALSO BE SURE TO INCLUDE YOUR EMAIL ADDRESS ON YOUR RENEWAL.**

Lastly, we've got quite a few things to discuss regarding our Annual Car Show and Flea Market and although a little early to mention, we've got to get some necessary planning in motion as it will be here before you know it.

See you at the meeting!!

*Happy Motoring!*

Bob Stavish Jr.

### For Your Information....

#### NEPR MONTHLY MEETINGS

NEPR AACA monthly meetings are held at 7:30 p.m. on the first Tuesday of each month (except March and December) at the Wilkes-Barre Area Vocational Technical School, Jumper Road, Plains, PA. March and December meetings will be held on an announced basis.

#### Newsletter Information

Yestergears News is published monthly by the Northeastern Pennsylvania Region of the Antique Automobile and is distributed to all members and other select individuals or organizations. Articles

may be reprinted with proper credit given to NEPR AACA.

If you have something you wish to have included in an upcoming newsletter please forward it to:

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122 Alden Mountain Road  
Nanticoke, PA 18634  
570-735-7064

Or

Carolyn Sromoski  
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Mountaintop, PA 18707  
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570-474-2193 fax  
sromoski@verizon.net

Visit our national website at:

[www.aaca.org](http://www.aaca.org)

Visit our local website at:

[www.nepraaca.com](http://www.nepraaca.com)

## INTERESTING TIDBITS.....

### Cars as Communicators

Communication technology has come a long way, as evidenced by everyone you see with a cell phone glued to his or her ears. Blackberries, Blue Tooth, I-Pods and other similar devices are everywhere. It was only a matter of time before these devices were combined with the automobile.

The results are both positive and negative. On the down side, we've all experienced the frustrations of dealing with drivers who are talking on cell phones or, worse yet, texting while driving. In the same vein, drivers can become preoccupied with their GPS systems, or their multi-disc, multi-speaker, multi-control sound systems and not remember that they are steering multi-ton vehicles along crowded roads. Pulling next to cars operated by younger drivers causes one to wonder how long their hearing will last pulsating to high volume bass sounds.

On the other hand, consider that cars may soon be theft proof due to on-board systems such as OnStar and Sync. OnStar can locate a vehicle reported stolen and then transmit a signal to the car's engine to prevent it from starting once it has been stopped. The device has already been used to slow down vehicles stolen from dealerships, or to prevent high speed chases.

It is reported that more than 60,000 OnStar subscribers every month who have locked themselves out of their vehicles call to have their doors opened remotely. These systems can also call emergency services if airbags deploy. From a vehicle maintenance perspective, these systems can provide problem diagnoses and communicate service info to owners. Manufacturers can piece together problem reports to determine if changes need to be made in production processes. Current systems monitor tire pressure, fluids, and determine if lights are operating and communicate this information to the driver.

Engineers predict that cars of the future will schedule their own maintenance dates and order needed parts. Cars will be able to prepare for a particular driver by repositioning seats, adjusting heat or A/C, and setting music systems to personal tastes.

Whether you appreciate these changes to your car or not, they are here to stay. If you think these systems are wonderful, start looking for your new car now; prices are good. If you don't approve of the intrusion of technology into your vehicle, stick with your collector car. They're more fun, anyway.

M.P. Sawczuk

(Ref.: The Economist, 11/21/09.)

## The Nostalgic Driver

The local papers recently featured articles about the babies of the New Year of 2010. It would be interesting to speculate about what these children would experience in their lifetimes, but the speculation would be sheer guesswork.

On the other hand, we know for certain what these newborns have missed. One of the experiences they will never have is reading Burma-Shave signs along our nation's roadways.

Burma-Shave was a brushless shaving cream (how many youngsters will comprehend that phrase?) invented in Minneapolis in the early 1920's. Because men used brushes and cups of shaving soap in those days, a brushless cream was a new idea. The developers, the Odell family, wanted to make the public aware of the cream's benefits.

One of the family members saw a series of signs promoting a gas station. There were about a dozen of the signs with a brief message on each, concluding with a sign that pointed to the station. The family member noticed that he read each of the signs in the set and decided it might be a good way to promote Burma-Shave. The family voted to spend \$200 to give the idea a tryout.

The first signs were 36" long and crudely painted with stencil and brush. The progressive signs did not have rhymes, just prose statements, and were placed along only two roads in the Minneapolis area. The family noticed they were getting repeat orders for the first time. They incorporated the company to raise money and built a small shop to manufacture the signs. Early details involved learning silk screening and buying locations for the signs. In contrast to the serious messages other drugstore product advertisers used, the Odells focused on humor.

He played/a sax/had no B.O./but his whiskers scratched/so she let him go/Burma Shave

The slash between the words, of course, indicates a new sign board. Observation and rudimentary research showed that six boards placed 100 paces apart required motorists traveling at 35 MPH eighteen seconds to read the whole series. This attention span exceeded the time casual viewers gave to newspaper or magazine advertisements. Suspense, as drivers wondered about the next sign board, also added to the Burma-Shave appeal.

The bearded lady/tried a jar/she's now/a famous/movie star/Burma Shave

With the success of this new form of advertising came the pleasant problem of developing enough jingles. Two family members originated all of the messages for several years. By the end of the 1920's the family was getting desperate for jingles; their imaginations had run dry. They tried professional writers, but with little success.

A contest wherein successful entries were paid \$100 provided so many good jingles that it became an annual event. The contests were so successful, in fact, that women with ad agency experience were hired to sort through the entries.

Sales doubled every year in the late '20's as more money was spent dispersing the signs across the country. Advance men were employed to locate likely spots for the signs. Criteria for these locations were, a straight

road, no other signs, and visibility from a distance. The Odells paid \$5 to \$25 per year for the sites, and occasionally \$50 for top locations. The office handled renewals by mail. Over the years the family made changes to the color, size, and positions of the signs to compensate for wider roads, faster traffic, and state taxes on signs.

No lady likes/to dance/or dine/accompanied by/a porcupine/Burma-Shave

Every good thing comes to an end, and the handwriting was on the wall for Burma-Shave signs in the late 1940's. Sales were falling, and no explanations for the drop were entirely satisfactory. Some claimed Americans were preoccupied with post-war issues, traffic was faster, or the public was increasingly sophisticated.

By the early '60's the road signs were costing \$200,000 per year, and the Burma-Vita Company was sold to Phillip Morris. Trucks were sent out to gather the remaining signs to avoid paying site rents in the future. The only states never to have enjoyed Burma-Shave signs were Arizona, Nevada, and New Mexico where road traffic was light, and Massachusetts, where foliage and winding roads were obstacles to their placement. Approximately 600 jingles were used during the history of the Burma-Shave signs, on approximately 35,000 signs scattered around the nation. Only the "nostalgic driver" will miss them.

The chick/he wed/let out a whoop/felt his chin and/flew the coop/Burma Shave

M.P. Sawczuk

(Ref.: Rowsome, Frank Jr. The Verse by the Side of the Road. Brattleboro, Vt.: Stephen Greene Press, 1965.)

### **NEPR Notebook**

- Our website is up and running and can be viewed at [www.nepraaca.com](http://www.nepraaca.com)  
Bob Stavish, Jr. is looking for as many pictures of members cars, trucks, motorcycles, etc., along with your name and what kind of car, truck, motorcycle, etc., so he can upload it onto our website.
- We are looking for a volunteer to be club secretary for the 2010 term. Please contact President Bob Stavish.
- Congratulations go out to Bernie Boback who is receiving his 50 year membership pin from AACA. Quite a feat.
- It was good to see Jim Powers back on his feet after his recent heart surgery. Our deepest sympathy is conveyed to Jim and his family on the recent loss of his brother.
- Anyone interested, who hasn't already signed up, contact Carolyn Martin - (570) 823-4039 for the upcoming February 27<sup>th</sup> bus trip to Atlantic City. The cost for the trip is \$25.00. Rebate amount is somewhere in the \$20.00 plus a \$5.00 food voucher. We will be going to Trump Plaza.
- More to follow regarding the March dinner meeting. It will be held Tuesday, March 2, 2010 at LCCC. Representative Karen Boback will be our speaker.

It is time to renew your dues...

**NEPR-AACA**

**2010 Membership Application**

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

EMAIL: \_\_\_\_\_

PHONE: \_\_\_\_\_

National AACA No.: \_\_\_\_\_

Dues are \$15.00. Make Checks  
payable to NEPR-AACA and mail  
to:

Bob Stavish, Sr.  
170 South Grant Street  
Wilkes-Barre, PA 18702

**Dues must be paid by the end of  
March so that we could give  
National an accurate membership  
count.**

**Calendar of Events**

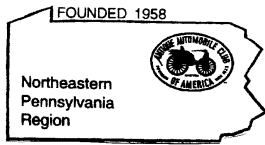
**January, 2010**

- 1-5-10 NEPR monthly meeting
- 1-30/2-7-10 Philadelphia International Auto Show

**February, 2010**

- 2-2-10 NEPR monthly meeting
- 2-11/2-13-10 The 74<sup>th</sup> Annual National AACA meeting in Philadelphia
- 2-27-09 NEPR AACA Bus Trip to Atlantic City

FROM:  
NEPR-AACA



TO: