



November 2021

Spoken Wheels



THE NEXT MEETING

General Meeting

The November meeting has been canceled because the governmental is busy investigating Turkeys.

Program

The program for November will be you reading the November newsletter.

NEWS BITS

2022 Club Membership Dues

At the recent board meeting the decision was made to reinstate the annual dues. The annual dues are \$30 and are payable by December 31, 2021.

Last year the SAA's board decided not to charge members dues for the calendar year 2021. This decision was made because the Covid crisis had prevented the club from holding meetings and scheduling tours and events.

An invoice has been sent to all members formally requesting that they submit payment for their 2022 dues which is \$30.

Prepare a \$30 check payable to the Santa Anita A's and mail it to: Santa Anita A's, PO Box 660904, Arcadia, CA 91066.

Santa Anita A's Elect New Officers and Board

The slate of officers and board members presented to the SAA's membership for election for 2022 was unanimously approved. This year's election was held by email. Fifty-Four emails were received, some representing two member, all voting yes for the slate.

Here are your officer and Board members elected to serve for 2022:

OFFICERS

President: Bob Harbicht
Vice President: Jim Kroeger
Secretary: Elaine Perry
Treasurer: Chuck Davies

BOARD

Marlin Perry
Janet Beggs
Chris Wickersham
Joe Wilson

PRESIDENT'S MESSAGE

BOB HARBICHT

The Santa Anita A's Christmas Party and Installation of Officers is coming up on Saturday, December 11. If you haven't made your reservation yet, you should do so immediately (if not sooner). This is going to be an elegant and fun event. The party is planned for the Shakespeare Club in Pasadena, a great venue. And our party planner extraordinaire is Janet Beggs, which guarantees a great event. The cost per member is \$30 (the majority of the cost is being covered by the club).



We are planning to have a full year of regular monthly meetings starting in January. That is – barring any additional Covid panic – we are going back to normal for our club. So mark your calendar right now for Friday, January 28 at 7:00. In case you've forgotten, the meetings take place at Church of the Good Shepherd at the corner of Duarte Road & Holly in Arcadia.

DUES ARE DUE! Last year your board decided to collect no dues. Now that we are planning a full slate of activities for 2022, dues have been reinstated. Your family membership is only \$30, a real bargain! Please send them in now so you will continue to receive this outstanding newsletter and all the other benefits of membership.

We had about 15 cars turn out for the East Fork Picnic Tour a week or so ago and a good time was had by all. Patsy and I enjoyed planning and leading this tour and were gratified to see the great turnout.



CALENDAR OF TOURS & EVENTS

November

26 - General meeting - Canceled

December

11 - SAA's Christmas Party - See page 2

13 - Ladies Brunch, Annia's, 11:00 AM, San Gabriel Valley Airport

16 - Men's Breakfast, 9:00 AM Annia's, San Gabriel Valley Airport

BIRTHDAYS & ANNIVERSARIES

December Birthdays

3 - David Lutz
3 - Ken Mallory
3 - Don Kennedy
5 - Patrick Utter
6 - Jim Bortolotti
6 - Joe Blaylock
7 - Doug Nielsen
8 - Kathy Concidine
11 - Rick Phillips
12 - Joann Smith
15 - Jerry Lampassi
16 - Debbie Rodriguez
16 - Gerry McKinney
17 - Dave Hancock

December Birthdays -

17 - Barbara Farino
19 - Thurston LeVay
28 - Richard Loe
31 - Joe Principe
31 - Elaine Perry
31 - Sue Rogers

December Anniversaries

8 - A.C. & Josie Byrd
12 - Michael & Amy Srio
16 - Chuck & Nancy Sharpe
20 - Thurston & Ruth Ann LeVay
27 - John & Cheryl Manifor

NEWS BITS - MORE

Christmas Party / Installation Banquet

Saturday, December 11

If you haven't already made your reservation for the Santa Anita A's Christmas party you best do it now. The cut off date for making reservations is November 27.

Prepare a check, made out to the Santa Anita A's, in the amount of \$30 for each person in your group attending. Send the check to Elaine Perry, 5528 N. Lenore Ave. Arcadia CA 91006. The Shakespeare Club is located at 171 South Grand Ave, Pasadena.

Club Meetings to Restart

Great news! President Bob Harbicht has announced that our monthly SAA's meetings will restart in January 2022. We will return to the Church of the Good Shepherd where we met before being shut down by the Covid virus. As before, meetings will start at 7:00 PM. The church is still located at 400 W. Duarte Road, Arcadia.

Error Department

My apologies to:

Gerry & Larry McKinney's names were left off the list of Santa Anita A's members published in the September issue of Spoken Wheels who had received their 40 year MAFCA membership pins.

Mark Henzel's name was left off the birthday list for September birthdays published in the August Spoken Wheels. Mark's birthday was September 23.

2021 OFFICERS, BOARD & CHAIRS

OFFICERS

President:

Bob Harbicht 626-484-4214

Vice President:

Jim Kroeger 626-710-6592

Secretary:

Elaine Perry 626-443-0638

Treasurer:

Chuck Davies 323-786-4778

BOARD OF DIRECTORS

Marlin Perry 626-443-0638

Janet Beggs 626-773-2806

Chris Wickersham 626-639-3141

Joe Wilson 818-730-0842

COMMITTEE CHAIRS

Activities

Janet Beggs 626-773-2806

Advertising

Sheri Johnson 626-446-3367

Fashion: Coordinator:

Susan Homet 909-360-3030

Ladies' Day:

Vacant

Low End Boys:

Mickey Fruchter 626-797-2048

Chuck Davies 323-788-4778

Membership:

Randy Harper 626-357-6442

Merchandise:

Joe Wilson 818-730-0842

COMMITTEE CHAIRS continued

Raffle - Ladies':

Bea Fruchter 818-807-7143

Raffle - Men's:

Mickey Fruchter 818-512-2556

Raffle - 50-25-25

Nancy Sharpe 626-359-1751

Refreshment Host:

Vacant

Refreshment Sign-ups:

Vacant

Restorer Articles:

Dennis Chapman 909-762-5654

Roster:

Joe Wilson 818-730-0842

Seminars:

Chris Wickersham 626-639-3141

Southern CA MAFCA Rep. (SCRG):

Marlin Perry 626-443-0638

Spoken Wheels:

Editor-Joe Wilson 818-730-0842

Proofer- Olive Moore 909-982-7790

Sunshine Lady:

Sue Chandler 626-898-3142

Technical Director:

Chris Wickersham 626-639-3141

TourMeister:

Vacant

Webmaster:

Eric Sandberg 818-330-9311

PUBLIC NOTICES

Sunshine Lady - Sue Chandler, Miss Sunbeam

A get well card was sent to Rick Phillips

Cookie Bringers - The Cookies crumbled

Photo Donors- Olive Moore, Nancy Stancil, Bob Moore,

NEW MEMBERS



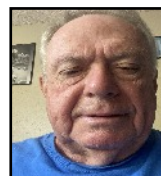
Al Backes

909-816-5055 cell

1093 N. Gordon St., Pomona, CA 91768

pomomaglass@gmail.com

Joined July 2021



Gary Larson

909-861-4151 714-496-2031 Cell

22517- Eddridge Dr. Diamond Bar CA. 91765

fordhuckster@icloud.com

Joined August 2021 29 Roadster, 30 Huckster



John & Cheryl Manifor

562 697-2075 562-665-0381 Cell

1643 Agave Ave, La Habra Hts., CA 90631

MANIFOR@AOL.com

Joined August 2021 28 Roadster, 31 Town Sedan

NEW MEMBER SPOTLIGHT

John and Cheryl Manifor

by Bob Moore

John and Cheryl Manifor are the newest members of the Santa Anita A's. They live in La Habra Heights, only a few miles from MAFCA's national headquarters. John is truly a car guy. On Halloween night in 1956, when he was 15, he purchased his first car, an original 1929 Chevrolet, from a used car lot in South Gate for \$20. John could have chosen any number of newer cars. His dad even asked if he was sure he wanted that Chevy. John liked the lines of the early car, a liking that would stay with him to this day. He drove the car home. Big Daddy Roth did the pinstriping.



By the time John was in High School, he was on his third car, a 1954 Cadillac convertible. He must have made quite a statement. Shortly after purchasing the Cadillac, he found a 1931 Chrysler Model C coupe with dual side mounts and bought it from the original owner for \$270. A 1926 six-cylinder Hupmobile Touring car followed the Chrysler.

After high school, at 18, he started working at a small aerospace company in the Lynwood area. A year later, he went to work for Jorgensen Steel in Lynwood. He stayed there until he was 25. He worked mainly on the order desk.

At 25, John decided it was time for college and enrolled at Cal State Long Beach, where he received a BA and Master's degree in education and design. He taught high school for five years and moved to Rio Hondo College where he taught Architectural Drafting and Computer-Aided Drafting. John retired from Rio Hondo 19 years ago.

John has two Model A's, a 1931 Slant Window sedan purchased a few months ago in Washington State. His second is a 1929 Roadster. When he worked at Jorgensen Steel, a VP asked for his help in finding a Model A. He found the Roadster and requested John to paint it in whatever color he chose. A few years ago, that former VP called John to see if he wanted to purchase it. John says the nitrous oxide paint job is still perfect.

John has had his 1920 Overland Model 42 for 58 years. It was an Iowa car, all original and rust-free. He has a 1929 Cadillac convertible and a 1929 Cadillac LaSalle Town Sedan. John bought and sold cars all of his life. I asked which ones he was sorry he sold. There were three—a 1929 Crackerbox Model A Pick-up that he restored and a 1931 Chrysler CD 8 cylinder Roadster with 30,000 miles. He sold it for the down payment on his and Cheryl's first house. The third, a 1956 Chevrolet Nomad, which he describes as the best car he ever owned.

John and Cheryl were married in 1969, have one daughter and two grandchildren. They have done extensive touring with all of their cars. John is keeping a lookout for a dual cowl or dual windshield phaeton - Packard, Lincoln, or Chrysler.

PAST TOURS & EVENTS

Festival of Bands

November 20

The Arcadia Band Review is arguably the premier band review in Southern California. After a hiatus last year for Covid, it was back for its 68th parade on November 20. And, once again, the Santa Anita A's were well-represented at the event. For many years our club has helped drive the dignitaries down the parade route at the beginning of the parade.



Nine of our members participated this year: Joe Farino, Scott Dudrick, Mickey Fruchter, Bob Moore, Randy Harper, David Galass, Dino Falabrino, Dennis Chapman, and Bob Harbicht. Some of the members brought classic cars other than Model A's. For example, Dino brought his Army Jeep, David his '39 Ford pickup, and Bob his '54 MG. A great showing for the Santa Anita A's.

NEWS BITS - CONTINUED

Ladies Brunch

November, 8

by Bea Fruchter

On the second Monday of every month the Santa Anita A's ladies meet at Annia's restaurant at the San Gabriel airport for brunch. The event was started by Bea Fruchter 17 years ago, on October 26, 2004 at Namo's in Sierra Madre. This has been a popular event; you ladies that haven't yet participated are invited. Bea continues to organize this event; give her a call if you wish to attend (818-807-7143).

Those attending the November 8th luncheon were: Carol Emanuelli, Bea Fruchter, Patty Lutz, Carolyn Phillips, Sue Rogers, and Nancy Stancil.



PAST TOURS & EVENTS

East Fork Tour

November 18

by Joe Wilson

Our tour to the East Fork of the San Gabriel River has become a yearly tradition. Last year's tour to the East Fork as well as other club events had been canceled due to the Covid virus. Our East Fork tour on November 18th was a welcome relieve from "Garage Fever". It was led by our President, Bob Harbicht.

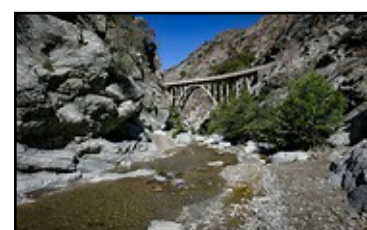
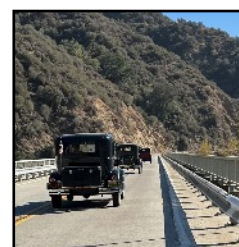
We all gathered in the parking lot of the Arcadia Park for a 9:30 AM departure. With a car count of 15 and 21 anxious drivers and riders, we began a 23 mile drive to our destination, Oaks Picnic area. It was a perfect day for both cars and humans.

We arrived at an empty picnic area with a choice of picnic tables, not all in the shade. As we unpacked our food it became obvious that all lunches are not created equal. There was a lot of sharing and trading of food. I was given a very nice brownie and traded a potato chip for a pickle.

As usual, the trip to the destination was well organized and disciplined. The return trip, as usual, not so. It was very casual, with departure times and routes determined by the individual drivers.

A good time was had by all. We are aware of only one technical problem; Bob Moore's car would not start for the return trip. After a few minutes of intense consultation, it was determined that Bob had a loose connection. No cars have been reported missing upon completion of the tour.

You should start preparing your car now so it will be ready for next year's mountain tour.



Those participating in the picnic tour were:

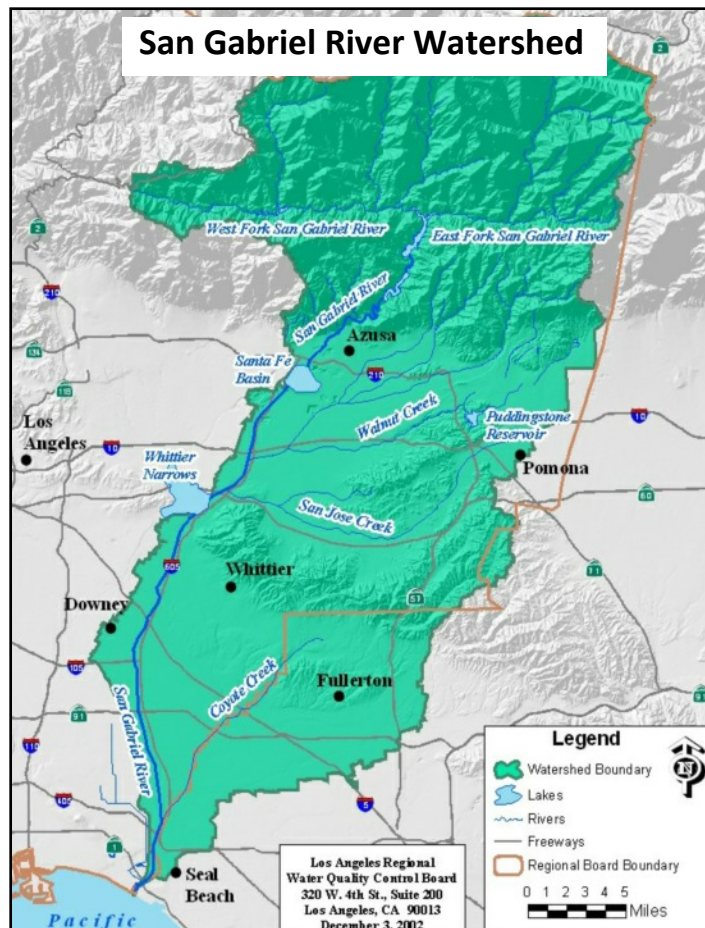
Bob & Patsy Harbicht, Joe Wilson, Carl & Sue Rogers, Dick & Norma Canzoneri, Jim Kroeger & Janet Beggs, Chuck Davies, Bob Moore, Bob Travis, John Manifor, Les Eddington, Randy Harper, Art & Olive Moore, Jim Frick, Chris Wickersham, Mike Kniest,,and Richard & Jean Ware.

A BIT OF HISTORY

East Fork of the San Gabriel River

Report from wikipedia

The East Fork is the largest headwater of the San Gabriel River in Los Angeles County, California. It originates at the crest of the San Gabriel Mountains in the Angeles National Forest, at the confluence of the Prairie Fork and Vincent Gulch near Mount Baden-Powell. It then flows south and west for 17 miles (27 km) to San Gabriel Reservoir, where it joins with the West Fork San Gabriel River. Although the East Fork is colloquially considered a separate river (to distinguish it from the West Fork), the U.S. Geological Survey officially lists the East Fork as the upper part of the main stem San Gabriel River, a fact is shown by topographical maps of the area.



The major tributaries of the East Fork, from upstream to downstream, are the Prairie Fork, the Fish Fork (which rises near Mount San Antonio/Mount Baldy, the highest summit in the range), the Iron Fork and Cattle Canyon. The "Narrows" of the San Gabriel River is the deepest river gorge in the San Gabriel Mountains, flowing as much as 6,000 feet (1,800 m) below the nearby peak of Iron Mountain. Much of the upper half of the river is within the Sheep Mountain Wilderness.

A major point of interest on the East Fork is the Bridge to Nowhere, a 120-foot (37 m) high concrete arch bridge that was once part of the East Fork Road before the rest of the road was destroyed by flooding in 1938. The East Fork Road was originally intended to connect the Los Angeles Basin to the Angeles Crest Highway, but was never completed due to the high cost of cutting and tunneling through the rugged East Fork Canyon. A later attempt to build a road through the East Fork via Shoemaker Canyon, in the 1950s, was also aborted due to lack of funds.

Today the East Fork Road provides access to the Heaton Flats trailhead, a popular jumping-off points for visitors to the San Gabriel Mountains. The stretch of the river along and above East Fork Road is one of the most heavily used parts of the Angeles National Forest, and is visited by hikers, campers and recreational gold miners alike – as many as 15,000 per day in the summer, which has had considerable environmental impacts on the East Fork.

What is the Bridge To Nowhere?

The bridge to nowhere is a monument to poor planning is what it is! Built in/around 1936 it was intended to be part of a new road to connect the San Gabriel valley with Wrightwood. The road was to run from what is now the end of the existing East Fork road in Azusa Canyon and follow the river canyon along what is now the trail used to access the still-standing bridge.



The bridge was completed in 1936, but a flood in 1938 washed-out the yet to be completed road to the bridge. Planners then realized that the cost to maintain the road between Wrightwood and the valley would be too costly, if not impossible to maintain, and abandoned the project - leaving the multi-million dollar mistake stranded literally in the middle of nowhere - leading to nothing. It must be one of the weirdest and most unique sites in California

A BIT OF HISTORY - MORE

This Day in History, 1927: Ford Reveals Its Model A to an Eager Public

By Kurt Ernst in Dec 2nd, 2013 issue of Hemmings

Henry Ford's Model T revolutionized transportation in America by making the automobile accessible to nearly all, creating a need for a product that hadn't previously existed. For nearly two decades, the Model T met the motoring needs of the American public, but by the middle of the 1920s automobiles from competing brands offered more style, better performance and improved amenities. Henry Ford's response came in a secretive telegram to dealers on May 26, 1927, advising that Ford was "starting early production of an entirely new Ford superior in design and performance to any car now in low price light car field."



And with that cryptic announcement, Henry Ford halted production of the Model T and began retooling his factories to produce an all-new automobile, designed to effectively compete against all others in the segment. A similar announcement was given to Ford dealers for posting in local newspapers, but the verbose manifesto did little more than praise the Model T and tease the public that the new and yet-to-be-named Ford would surpass the Model T in every way. The statement's closing paragraph read, "At present I can only say this about the new model - it has speed, style, flexibility and control in traffic. There is nothing quite like it in quality and price. The new car will cost more to manufacture, but it will be more economical to operate."

As spring progressed to summer, and summer progressed to fall, rumors about the miraculous new Ford ran rampant. A period cartoon showed "Henry's new model," bedecked with ornamentation and jewels fit for a king, labeled with a price tag of \$500. Early spy photographers scrambled to get pictures of the car, but only the *Automotive Daily News* and the *Brighton Argus* succeeded,

as Ford was particularly careful to limit testing on public roads. Despite its care, engine and chassis engineer Lawrence Sheldrick was nearly mobbed by curious onlookers during a 300-mile trip from Detroit to Claire, Michigan, and Henry and Edsel Ford were caught red-handed behind the wheel of a prototype by three curious Chicago Ford dealers who'd traveled to Detroit to catch a glimpse of the mysterious new Ford.

In late November came the announcement that Americans had been waiting for; on December 2, 1927, the still-unnamed Ford automobile would be shown to the public, at locations revealed to each and every Ford dealer. Pricing was announced on December 1, the eve of the showing, and to the delight of potential buyers, the new Model A would be priced comparably to the Model T. On the day of the car's reveal, *Ford News* claimed that 10,534,992 people came to see the Model A, a number that represented 10 percent of the U.S. population at the time. The Model A offered buyers elegant styling (described as a "downsized Lincoln" by some), four-wheel brakes, improved fuel economy, a laminated safety glass windshield, hydraulic shock absorbers, and a 200.5-cu.in. four-cylinder engine rated at 40 horsepower, enough to deliver a top speed of 65 MPH. Seven body types were offered at launch, including Sport Coupe, Coupe, Roadster, Phaeton, Tudor sedan, Fordor sedan, and truck, and buyers could choose from four colors (Niagara Blue, Arabian Sand, Dawn Gray and Gun Metal Blue).

Deposits from eager customers poured in, and in the first two weeks the automaker had reportedly accumulated 400,000 sales orders from dealers (adding to the thousands of orders that had been placed prior to the car's reveal). Though the Model A would only be produced from 1927 through early 1932, Ford sold over 4.3 million examples, and the car would help Ford transition from pioneer to modern automaker. The Model A would also go on to inspire generations of collectors, hot rodders and shade tree mechanics, helping to popularize the hobby that we've all



Model A Era Ladies Nightwear by Susan Homet

Despite the more modest nightwear choices before the 1920s, women made some more bold nightwear choices during the decade. Nightwear went from drab, white, and modest to bold, colorful, and somewhat revealing. This was largely due to various women's empowerment movements and the evolution of female fashion. Once again, fashion follows current events and politics. This evolution allowed female fashion to be more revealing and bold. Due to this, women started making amends in their personal lives as well. They started choosing different kinds of nightwear.

Fabrics used for making nightwear choices included cotton, silk, satin, and shantung. These fabrics were the epitome of luxury and comfort. These fabrics are still used now to make nightwear. Nightwear made with especially silk and satin were very comfortable and also looked very smooth and shiny. Women who liked to stay in style during the 1920s would buy this nightwear to look gorgeous even in the comfort of their own homes.



Since nightwear was supposed to be worn in the comfort and privacy of your own home, women did not choose bright, eye-catching colors for it. Popular colors for nightwear were the pastel shades such as pink and blue, and pastel green. White remained popular, as did creamy shades of beige, and flesh. However, nightwear colors have evolved since the 1920s. Nowadays women wear brighter colors, and wear red and black as well.

There were different styles of nightwear in the 1920's. The first and rather surprising item worn at night was the corset! Despite their restrictive properties, corsets were still popular as a nightwear option. Their popularity was carried down from the Victorian Era, and women liked wearing corsets that defined their shape, even to bed. Some women believed that tight corsets would accentuate their curves. The corset had been worn as a means to achieve the appearance of an hour glass figure for decades, even centuries. This shape of figure had long been considered the most womanly, as well as the most coveted, and produced a silhouette of a well endowed women with a waspish waist and shapely hips. This shape was achieved in an extreme manner during the high Victorian Era with the addition of the then popular and stylish bustle. This adaptation of the figure was achieved by wearing

undergarments which emphasized a woman's derrière. In essence the ideal woman's body was "enhanced" by the use of undergarments to achieve an artificial hour glass figure considered to be the most stylish for a woman to achieve. No consideration nor concern was shown to women for their sacrifice of comfort and health concerns relating to this "style".

Even though corsets became less popular as the decade progressed, some popular types of corsets were the boned corset, corselette, and underbust corsets. Sound familiar ladies? Think of today's underwire bras and you get the idea.

Bras or Brasseries were popular amongst women who "did not like wearing restrictive corsets". Were any such women around who DID like restrictive clothing? Change is "coming" however, and hallelujah for that!

The new ideas in nightwear included items shorter than corsets and weren't tight either. As time went on during the 1920s, clothing styles continued



to change as politics now included things such as women having achieved the right to vote. This was a huge advance in women's rights, and as the decade grew older, styles for women's wear changed. They loosened up, bras were now popular in light pastel colors, and had edges that were trimmed with lace and sometimes embroidery. At this time women were earning rights, making money outside of the home, increasingly, and were looking at things in a new way. One very big change coming from these changes was involving bras, nightwear and clothing styles. Unlike corsets, bras were supposed to flatten the breasts and make them feel comfortable and manageable! As the decade progressed clothing styles for women became very androgynous. Dresses were shaped like a bag, not form fitting as before. The skirt lengths went up until 1926 when

they were just skimming the knees, then slowly moved south. Women wore snug fitting cloche hats that covered their hair, a large part of the forehead, and the newer "bobbed" hair cuts, reminiscent of boys haircuts. Women now were becoming "liberated"!

The new nightwear choices were popular, fun and very, very comfortable. Hallelujah again!



Staying in Your Lane

Is your Model A Ford a Nomad? Does it wander from one side of the lane to the other as you travel down the road? Do you consistently have to correct the steering to try to keep it going in a straight line? Many Model A folks complain about how difficult it is to keep their Model A going straight ahead. I get calls from owners who after rebuilding the suspension and steering, their Model A drives great around town but at faster speeds and especially when driving on the freeways, their Model A seems to wander all over the place. The tires are in good condition and balanced and the alignment is correct but the car seems to wander at speed. What is going on and how can this problem be corrected?

Model A's drove well when new, but most of the roads at the time were either graded dirt rural roads or paved roads in the cities and there were very few "high speed" highways where the speed of the cars would exceed 45 MPH. Today, more than 90 years after the Model A was first constructed, we have more challenging driving conditions to contend with, especially if we want to enjoy regional outings or extended touring in our Model A's. Here in Southern California, it is often necessary to sometimes use the freeways if we want to go on an extended tour. Freeway driving is where most owners complain about their Model A's wanting to "wander" and there is a very good reason for this. Most of our freeways have groves cut into the surface to improve traction and help prevent skidding and hydroplaning when it rains. This is not a problem with modern cars with better suspension and wide tires but the Model A driver often finds himself consistently having to correct the steering to stay in the center of their lane which can be a little disconcerting when driving "at speed".

Why does this happen. The Model A chassis is designed with one cross spring at each end of the chassis which is attached in the center of the cross member above each axle. Swivel links or shackles, which allow for the necessary free up and down movement of the suspension, are used to attach each end of the spring to the outboard ends of the axle. This design will also allow for a small amount of side to side movement of the frame and body when the car is changing directions. Most of the time, this small side to side movement is not very noticeable and does not cause a problem but at speed, or when driving on the freeways with the grooved surfaces, this becomes very annoying and causes the driver to consistently have to make small corrections in the steering. For example, as the driver steers the car slightly to the left, the spring shackles will allow the frame and body to sway or move slightly to the right, relative to the center line of the axle. The driver then steers the car slightly to the right to compensate for the sway in the body

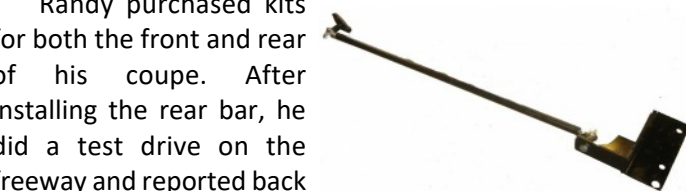
and the body will then sway to the left and the cycle is repeated. It is sort of like the tail wagging the dog.

What can be done about this problem? Limiting the side the side movement of the body and frame with a device such as a Panhard Bar will greatly help this situation. The Panhard bar is a very simple device, consisting of a rigid bar running sideways in the same plane as the axle. One end is connected to the frame and the other end to the axle on the opposite side of the vehicle. The bar attaches with a pivot on each end that will allow for up and down movement of the axle but restricts the side to side movement of the body and frame. Most of the better Model A Parts suppliers offer aftermarket Panhard Bar kits for both the front and rear of the Model A.

How well does this work? A few months ago, I received a call from one of our club members, Randy Harper. Randy had recently restored the front and rear springs and replaced the shackles on his Model A Coupe. He said the springs were all rusty and bound up and the shackles were worn out. When everything was all back together, the ride was much better but when he drove the car on the freeway, it seemed to wander and he had to consistently correct the steering to keep in its lane. He re-checked the alignment and made sure all the nuts and bolts were tight but nothing changed.

Randy asked me if the Panhard Bar kits that were available for our Model A's would help this problem. I advised him to give it a try, the principal was good and I had heard only positive comments from owners who had installed them. I had experience with installing Panhard bars on other cars but not on a Model A and was curious about how much improvement they may make.

Randy purchased kits for both the front and rear of his coupe. After installing the rear bar, he did a test drive on the freeway and reported back to me that "the difference was like day and night". Almost all of the wonder was gone and he felt much more confident driving "at speed". After installing the front bar, Randy said he did experience additional improvement but not as dramatic as when he installed the rear.



Ford used the same basic suspension design clear thru 1948. After the war, as the cars became heavier and highway speeds increased, Ford used Panhard bars and sway bars to help with the problem of the body and frame sideway movment relative to the axle. Installing Panhard bars on your Model A will improve the handling, especially if you plan to drive on the freeways and do some touring with your car.

Where are the Burma Shave Signs?



**IF YOU
DON'T KNOW
WHOSE SIGNS
THESE ARE
YOU CAN'T HAVE
DRIVEN VERY FAR
BURMA-SHAVE**

Though most people of today's generation have never even heard of Burma-Shave, ask anyone who lived from the 1920's to the early 1960's, and you will most likely bring up a few memories and tales from that vintage era.

Burma-Shave was a brand of brushless shaving cream that was sold from 1925 to 1966. The company was notable for its innovative advertising campaign, which included rhymes posted all along the nation's roadways. Typically, six signs were erected, with each of the first five containing a line of verse, and the sixth displaying the brand name.

Burma-Shave was the second brushless shaving cream to be manufactured and the first one to become a success. The product was sold by Clinton Odell and his sons Leonard and Allan, who formed the Burma-Vita Company, named for a liniment that was the company's first product.

The Odells were not making money on Burma-Vita, and wanted to sell a product that people would use daily. A wholesale drug company in Minneapolis, Minnesota, where the company was located, told Clinton Odell about Lloyd's Euxesis, a British product that was the first brushless shaving cream made, but which was of poor quality. Clinton Odell hired a chemist named Carl Noren to produce a quality shaving cream and after 43 attempts, Burma-Shave was born.

To market Burma-Shave, Allan Odell devised the concept of sequential signboards to sell the product. Allan Odell recalled one time when he noticed signs saying Gas, Oil, Restrooms, and finally a sign pointing to a roadside gas station. The signs compelled people to read each one in the series and would hold the driver's attention much longer than a conventional billboard. Though Allan's father, Clinton, wasn't crazy about the idea he eventually gave Allan \$200 to give it a try.

In the fall of 1925, the first sets of Burma-Shave signs were erected on two highways leading out of Minneapolis. Sales rose

dramatically in the area, and the signs soon appeared nationwide. The next year, Allan and his brother Leonard set up more signs, spreading across Minnesota and into Wisconsin, spending \$25,000 that year on signs. Orders poured in, and sales for the year hit \$68,000.

Burma-Shave sign series appeared from 1925 to 1963 in all of the lower 48 states except for New Mexico, Arizona, Massachusetts, and Nevada. Four or five consecutive billboards would line highways, so they could be read sequentially by motorists driving by.

This use of the billboards was a highly successful advertising gimmick, drawing attention to passers-by who were curious to discover the punch line. Within a decade, Burma-Shave was the second most popular brand of shaving cream in the United States.

The first set of slogans were written by the Odells; however, they soon started an annual contest for people to submit the rhymes. With winners receiving a \$100 prize, some contests received over 50,000 entries.

At their height of popularity, there were 7,000 Burma-Shave signs stretching across America. They became such an icon to these early-day travelers that families eagerly anticipated seeing the rhyming signs along the roadway, with someone in the car excitedly proclaiming, "I see Burma-Shave signs!" Breaking up the monotony of long trips, someone once said, "No one could read just one."

Burma-Shave sales rose to about 6 million by 1947, at which time sales stagnated for the next seven years, and then gradually began to fall. Various reasons caused sales to fall, the primary one being urban growth. May your stuffing be tasty May your turkey plump, May your potatoes and gravy Have nary a lump. May your yams be delicious And your pies take the prize, And may your Thanksgiving dinner Stay off your thighs!

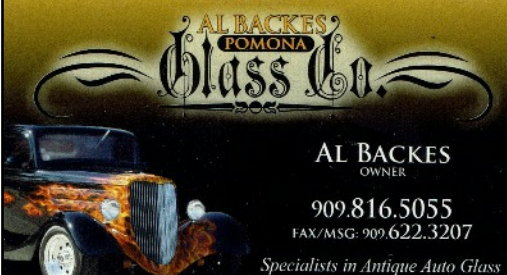
Typically, Burma-Shave signs were posted on rural highways and higher speed limits caused the signs to be ignored. Subsequently, the Burma-Vita Company was sold to Gillette in 1963, which in turn became part of American Safety Razor, and Phillip Morris. The huge conglomerate decided the verses were a silly idea and one of America's vintage icons was lost to progress.

By 1966, every last sign disappeared from America's highways. A very few ended up in museums, including a couple of sets that were donated to the Smithsonian Institution.



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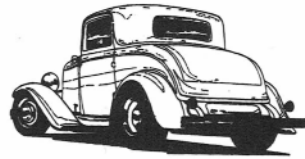
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