

THE TAPPET CLATTER

THE PUGET SOUND REGION VINTAGE CHEVROLET CLUB OF AMERICA

October 2019

Volume 52 Number 10

DROVE TOO
LONG

DRIVER
SNOOZING

WHAT HAPPENED
NEXT

IS NOT
AMUSING



If you were born before 1955, you grew up with Burma-Shave signs. Perhaps you never actually shaved with the stuff, but chances are good you cracked a smile as the red-and-white signs whizzed past on your family's vacation to the mountains or along your route to the nearest town. In his forward to the 1990 reprint of Frank Rowsome, Jr.'s "The Verse by the Side of the Road", a definitive history and collection of original Burma-Shave signs, former U.S. Senator Bob Dole captures nostalgia for the era and its unforgettable painted pine board advertisements. "Growing up on the high plains of Kansas during the dust bowl years, I still remember the signs. They were as much a part of the scenery as the wheat fields and the cattle." "The big cities may have had outdoor ads the size of a ten-story building, or cigarette

billboards that blew smoke rings, but rural America had Burma-Shave. We had the space, the ruler straight roads the staggered signs needed and, judging by the Burma-Shave message, the heaviest beards in America."



There are probably very few motorists in the United States who are not familiar with the little roadside rhymes that jingle so merrily about Burma-Shave, the brushless shaving cream. And, judging from the hundreds of nice letters we receive each year, there seem to be few who would not like to know the story behind these signs. How long have they been used? How many are there? How are the locations secured? Who writes the jingles? How are they selected? What does the public think about them?

This little booklet has been prepared to answer such questions. We pass it on to you with the hope that it may add interest and pleasure to your motor trips along the nation's highways.

BURMA-VITA COMPANY, Minneapolis, Minnesota

Founded by an enterprising father-son team and later joined by two grandsons, the Burma-Vita Company, through trial and error, perfected first a brushless shaving cream and next an advertising campaign that would charm entire generations of consumers. Credit for the invention of Burma-Shave cream goes to the father of Clinton Odell, who was a lawyer and tinker of sorts. A product which began as a lini-

BURMA-SHAVE SIGNS—A NATIONAL INSTITUTION

ment with an obviously limited market, evolved, with the help of a chemist friend named Carl Noren, into several hundred slightly different batches of experimental slush. When formula One Forty-three was settled on as the finest shaving cream available, Clinton's sons (Leonard and Allan) went to work with their father to sell their innovative Burma-Shave.

It was Allan Odell who recognized—and then insisted that the fledgling company capitalize upon the most memorable signage technique in American advertising history. While on the road hawking Burma-Shave's jars on approval, Allan had seen an ingenious sequence of signs announcing the multitude of services available at a filling station ahead. In discussing his idea for marketing their own product in a similar way, the young Odell had trouble convincing his father. Ad experts in Chicago frowned on the enterprise, advising that the sequenced sign techniques would have a limited appeal. Finally, Allan prevailed, and Clinton gave him \$200 to get started. On Route 65 and the road to Red Wing, both leading out of Minneapolis, the Burma-Shave sign was born. Shortly after they were installed, the orders for their product came pouring in.

(Text continued on P. 6)



1967 - Puget Sound Region VCCA - 2019



The Puget Sound Region of the Vintage Chevrolet Club of America (PS-VCCA) is dedicated to the preservation, restoration, fun and enjoyment of vintage Chevrolet cars and trucks. Members are not required to own a Chevrolet. Regional membership is open to all Chevrolet enthusiasts who are members of the **Vintage Chevrolet Club of America (VCCA)**. All Chevrolets from 1912 through 1993 may be registered with the Region.

General meetings are held on the 4th Monday of the month, except the 3rd Monday in May. No meetings are held in January and December. Meetings are currently lunch meetings held at 11:45 am at the XXX Drive-In, Issaquah, WA. You can learn more about the club by visiting the website where you can see color photos of previous tours, parts for sale, wanted, etc., and there is a link to view our monthly newsletter, "The Tappet Clatter."

You can find the PS-VCCA website on the **World Wide Web** at <http://psrvcca.weebly.com/>.

2019 Puget Sound Region Officers and Board

| | | |
|------------------------|-----------------|---------------------------|
| <u>Director</u> | Al Howe | chevyal@comcast.net |
| <u>Asst. Director</u> | Bill Barker | bill@barkerville.net |
| <u>Treasurer</u> | Sallie Comstock | salliecat@centurylink.net |
| <u>Secretary</u> | Diane Haddock | dianehaddock@gmail.com |
| <u>Activities</u> | Bill Damm | billdamm@msn.com |
| <u>Membership</u> | Donna Onat | donnaonat@juno.com |
| <u>Historian</u> | Dave Haddock | chevydave@gmail.com |
| <u>Club Store</u> | Don Hatley | dhatwaa@comcast.net |
| <u>Webmaster</u> | Ralf Luche | rluche@yahoo.com |
| <u>Asst. Webmaster</u> | Rod Schein | areshine@areshine.com |
| <u>Garage Nite</u> | Vacant | |

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Publication Information

The deadline for receiving articles for the Tappet Clatter is normally by the **5th** of the month. The Editor reserves the right to edit material in any way as appropriate for wording, clarity, grammar, punctuation and available space. We can accept most electronic formats and hardcopy.

Email copy to tappetclatter@outlook.com

IS HE

Director's Message

Al Howe



Director's Letter October 2019

I would like to welcome our new member; his name is Jason Monty. He joined us at our last meeting.

Summer is coming to an end way too soon. Seems like I have missed some days because things that should be done now are not done yet. How come that seems to be the norm rather than the exception? Maybe I don't really want to know the answer to that. I hope you all have had a great summer, as I have, even with the bumps in the road that come with time and aging. We start out with lots of drive and gas in our tanks, then we eventually become outdated, break down at odd moments, acquire errors in our wiring, and have to have our parts replaced.

Things are progressing nicely on the Northwest Meet for next year. Still lots of work to do so feel free to help a little. Please come to the **Planning Meeting October 16th** at 12 PM, XXX Issaquah.

We have plans being finalized for our Christmas lunch in December and Installation banquet in January. There will be more about these elsewhere in the Tappet Clatter. I would like to thank Don & Sallie Comstock for hosting Christmas for so many years. This is a lot of work; they are just the best. I would also like to thank Jim & Sue Seiber for their work in scheduling and planning the banquet.

Remember this is the time of year our dues are due. Mail check of \$30 to Donna Onat.

Kids in the back seat cause accidents; accidents in the back seat cause kids.

Al Howe, Director

OCTOBER MEETING

We're going to try again to have a guest speaker, but I need someone to pick him up and take him back home to Kirkland. Call me if you'd be willing to do this. (425-643-0698) If we get the speaker on board, the topic will be batteries. In addition, however, let's talk about calibrating dwell meters. If you have a dwell meter that has a battery installed, please bring it to the meeting. I'd like to prove a theory on how to identify its accuracy. Time permitting, we can talk for a minute about vacuum advances and how to test them too.

Door Prizes: Something different this month. A brand new draftsman chair that adjusts for height. Perfect for a workbench or hobby table. Brand new, still in the box. Tickets are only \$1. Bill Barker, Asst. Director

Web Links Of Interest

Colombia River Region, VCCA: <http://www.vccacolumbiariverrregion.org/>

Mt. Rainier Region, VCCA: None

North Cascade Region, VCCA: <http://clubs.hemmings.com/northcascadevcca>

Puget Sound Region, VCCA: <http://psrvcca.weebly.com/>

Willamette Valley Region, VCCA: <http://www.wvrcca.org/>

Dave Folsom Blog, www.chev235guy.blogspot.com/

Gas stations without ethanol, <http://pure-gas.org/index.jsp?stateprov=WA>

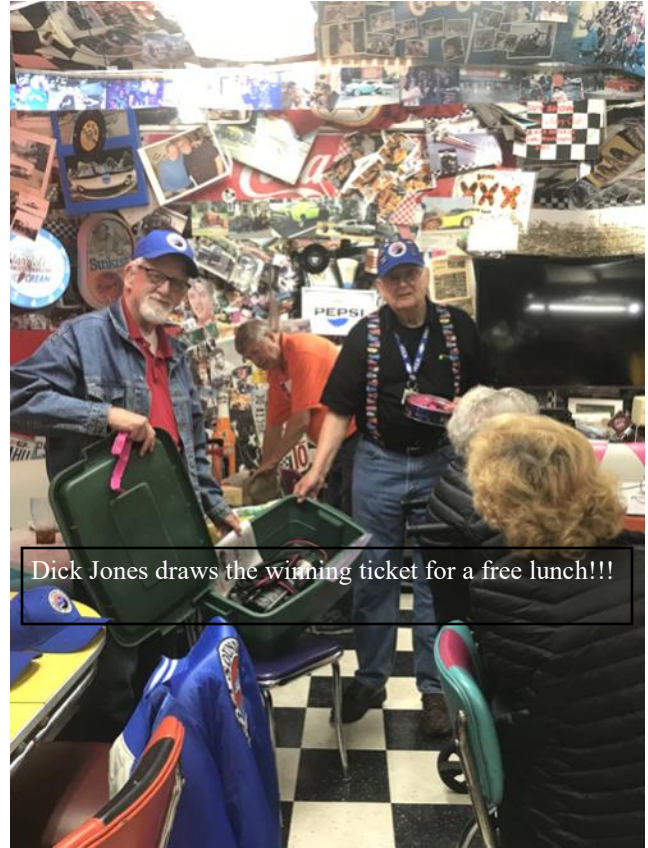


LONESOME

September Puget Sound Region VCCA Meeting



Director Al Howe calls the meeting to order.



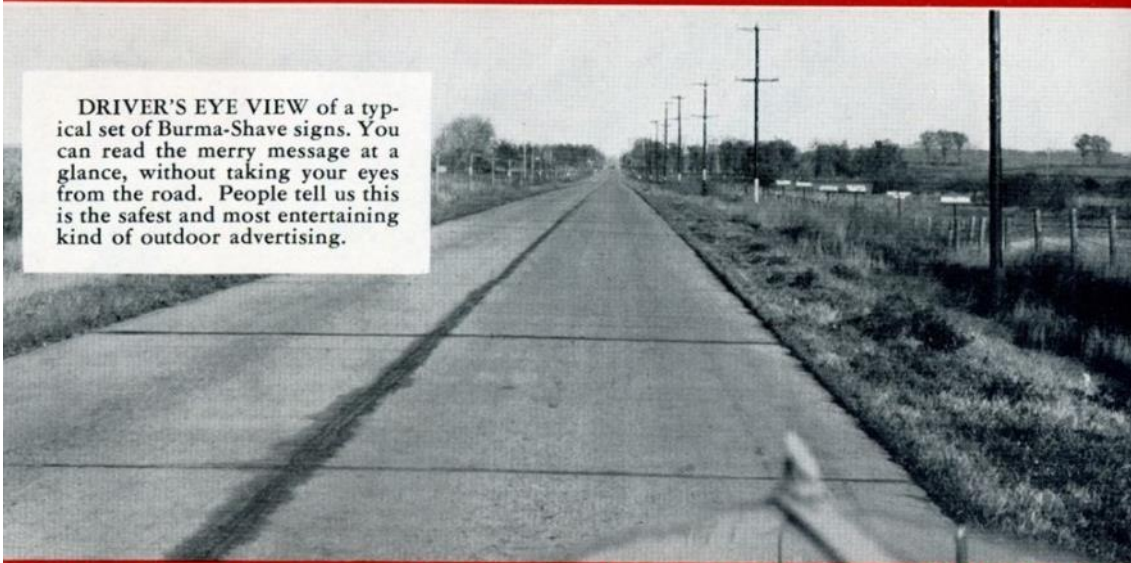
Dick Jones draws the winning ticket for a free lunch!!!

Nominations for 2020 Officers

The Nominating Committee would like to thank those who have agreed to continue in their positions next year, but we still have "opportunities to serve" for next year. The Director, Assistant Director, Historian, Garage Night Coordinator, and Glove Box positions are all available for 2020. It's your club too!

HOW BURMA-SHAVE JINGLES HELP

DRIVER'S EYE VIEW of a typical set of Burma-Shave signs. You can read the merry message at a glance, without taking your eyes from the road. People tell us this is the safest and most entertaining kind of outdoor advertising.



BURMA-SHAVE SIGNS—A NATIONAL INSTITUTION

OR JUST BLIND

**Bill Damm's
SAFETY DITTY**

There's going to be a party
At Ken Scott's and Fran.
They hope that you can make it.
Be there if you can.

The invite has been published
In TC September of this year.
It gives you all the info,
It's simple and it's clear.

It's going to be a pot luck.
Call Ken for what to bring.
His number is on the invite;
Give his phone a ring.

Bring yourself a soda,
No need to bring a beer.
To enjoy the Halloween party
You'll need a mind that's clear.

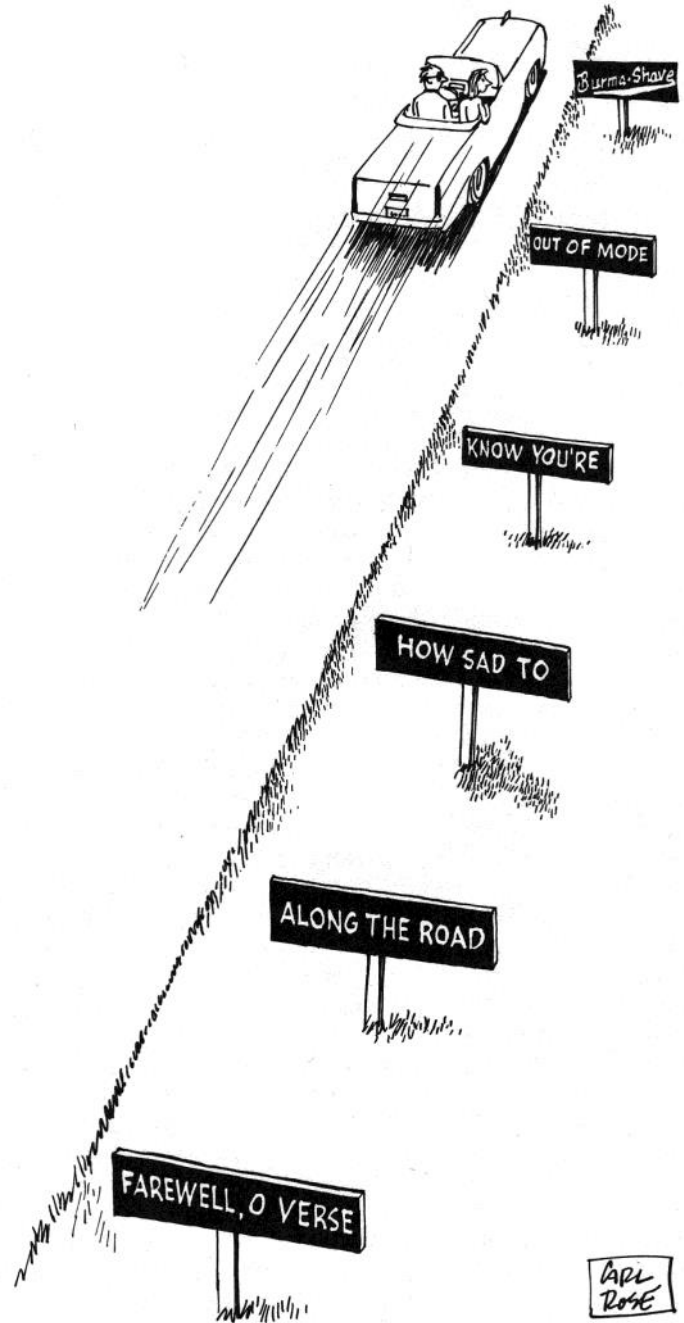
Check the miles you travel,
You can add them to your book.
To safely merge in traffic
Always take a second look.

Membership News

We were pleased to welcome a new member at the September meeting: Jason Monty lives in Issaquah with wife Corinne and a '31 AE Sport Coupe. Phone 425-577-3399 and email jemonty@hotmail.com.

Dues checks continue to come in at fast pace; thank you all for your prompt attention.

Donna Onat, Membership



November Celebrations

ANNIVERSARIES

| | |
|---------------------|----|
| Dave & Marti Miller | 8 |
| Don & Lynn Boltz | 23 |

BIRTHDAYS

| | |
|-----------------|----|
| Jeff Haines | 8 |
| Joanne Barquist | 15 |
| John Campbell | 15 |
| Dan Johnson | 16 |

After a few years of original rhymes and puns, Clinton Odell and his son Allan had exhausted their poetic abilities, and in a move that demonstrated their characteristically good business sense, they called upon the customers themselves to write the ads. An annual contest was held by the Burma-Vita Company, with \$100 paid for the winning verses. Public participation greatly expanded the Burma-Shave repertoire; some years the Odells had over 50,000 entries to sort through.

Whiskers, safe driving, and romantic humor continued as the hallmarks of the Burma-Shave ad campaigns, with road safety edging out as a favorite theme by the early 1940's. PAST / SCHOOLHOUSES / TAKE IT SLOW / LET THE LITTLE SHAVERS GROW / BURMA-SHAVE succinctly managed to deliver a public service message, delight carloads, and advertise simultaneously.

Clinton Odell prided himself on his sizeable collection of commendations from highway administrators and safety councils. One study conducted by the University of Pennsylvania claimed that the Burma-Shave signs were a singularly successful means of slowing speeders. This 1955 series captures the unique ability of the ads to both gently admonish drivers and pitch their product in the final sign: SLOW DOWN, PA / SAKES ALIVE / MA MISSED SIGNS FOUR / AND FIVE / BURMA SHAVE.

Gradually, as profits grew impressively, the messages grew more self-aware and even poked fun at themselves. In 1953, one verse weakly protested, WE'RE WIDELY READ / AND OFTEN / QUOTED / BUT IT'S SHAVES / NOT SIGNS / FOR WHICH WE'RE NOTED.

Flirtation also had its place along the road. Romantic advice from the shaving cream company was plentiful, as suggested in this series from around 1950: DOESN'T / KISS YOU / LIKE SHE USEDTER? / PERHAPS SHE'S SEEN / A SMOOTHER ROOSTER!!

Two years later came the clever and helpful MISSIN' / KISSIN'? / PERHAPS YOUR THRUSH / CAN'T GET THRU / THE UNDERBRUSH—TRY / BURMA SHAVE.

Some ads nodded to the courting couples, cautioning them to consider others. WE KNOW / HOW MUCH / YOU LOVE THAT GAL / BUT USE BOTH HANDS / FOR DRIVING, PAL. But that 1947 dandy was as racy as Burma-Shave ever got.

Perhaps the most famous of all romantically-focused series of signs was the classic from 1934: HE HAD THE RING / HE HAD THE FLAT / BUT SHE FELT HIS CHIN / AND THAT WAS THAT.

In Columbia (MO), the 63 Diner proudly displays a set of reproduction Burma-Shave signs. Truckin' USA supplied the recreated specialty item. Bruce Evans says, "At the diner we got so much response to those signs when they first went up, it was unbelievable. People who grew up in the 1950's really love them, that was all they talked about, and we still get quite a few comments."

Several Internet Web sites are devoted exclusively to the history of Burma-Shave signs. They are very popular Web sites. The Odells must be laughing at the irony of the hand-painted signs that once dotted the back roads of America are now so popular on the so-called "Information Superhighway."

In 1963, the Burma-Vita Company was sold to Philip Morris, Inc. and became a division of American Safety Razor Products. The Burma-Shave signs were retired under the pressure of large billboards, radio, and TV. Article after article mourned the passing of the Burma-Shave signs. One masterful tribute was written by William K. Zinsser for The Saturday Evening Post and later reprinted in Reader's Digest. (text continued on P. 8)



From the Glove Box



From the Glove Box is devoted to sharing technical information, technical problems and solutions to problems related to the restoration and preservation of vintage Chevrolets. Please share your knowledge, experiences and recommendations with your fellow members.

Call the Glove Box Coordinator, Bob Stamnes, email rstamnes@yahoo.com with your information.

Comparison of Flooded (Wet Lead-Acid) v/s Sealed (Gel Lead-Acid) Batteries

Both the vented and the VRLA (here in after referred to as GEL) batteries work on the principle of chemical reactions between positive and negative plates. But there are some key differentiating characteristics:

1. In flooded cell batteries the electrolyte is in liquid form, while in Gel batteries it is immobilized in a gel or absorbent glass mats.
2. The flooded cell batteries release hydrogen continuously during charging while the Gel batteries release hydrogen only when overheated and/or overcharged. The flooded cell batteries emit approximately 60 times more hydrogen than comparably rated Gel batteries.
3. The flooded cell batteries require dedicated ventilation system to maintain hydrogen concentration below the lower explosive limit. Gel batteries have lesser risk and these can be housed without mechanical ventilation. Supplier guidance must be applied.
4. Gel batteries are prone to failure condition known as "thermal runaway." It is a condition when the heat generation rate inside the battery is faster than the heat dissipation. To prevent the failure and the battery dry out, the safety valves open and the battery vents hydrogen until temperature and/or voltage are reduced. This condition can be triggered by charger over-voltage. Flooded cell batteries are immune to thermal runaway condition.
5. Flooded lead-acid batteries can be charged at high voltage settings which improve performance. Gel batteries are usually set to a lower voltage limit, which shelters the battery but produces poor performance. Check with your battery vendor for guidance.
6. Gel batteries usually have lower up-front costs but have a shorter lifetime than wet-cell, usually around five years. Flooded cell batteries require more advanced maintenance but have a longer lifetime, up to 20 years.

Now I do not know how this fits with your experience. I have never purchased a Gel battery but I thought they cost more and not less for our cars. Can you confirm?

Any other differences based on your experience with Gel batteries? Let me know.

NOTE: This information and information is from a web training class on ventilation requirements for storage batteries (<https://www.cedengineering.com/userfiles/Battery%20Room%20Ventilation%20and%20Safety.pdf>).

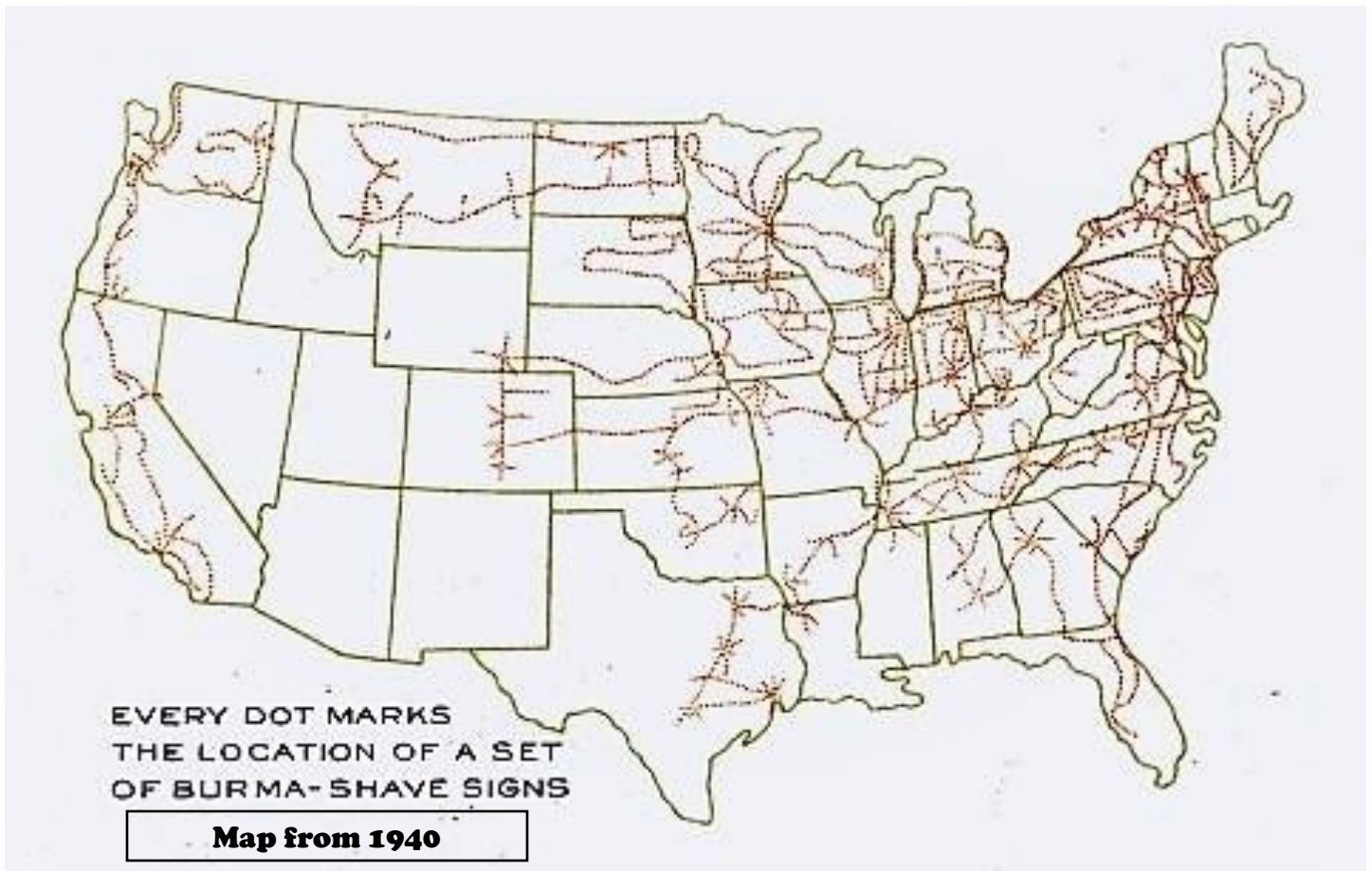
Bob Stamnes

Did you
Know.....

The 2011 Silverado HD was named 2011 *Motor Trend* "Truck of the Year," at the same time that the Chevrolet Volt was honored as the magazine's 2011 "Car of the Year."



SO CLOSE BEHIND



WITHIN THIS VALE / OF TOIL / AND SIN / YOUR HEAD GROWS BALD / BUT NOT YOUR CHIN—USE / BURMA SHAVE was placed in the Smithsonian Institute’s popular culture section.

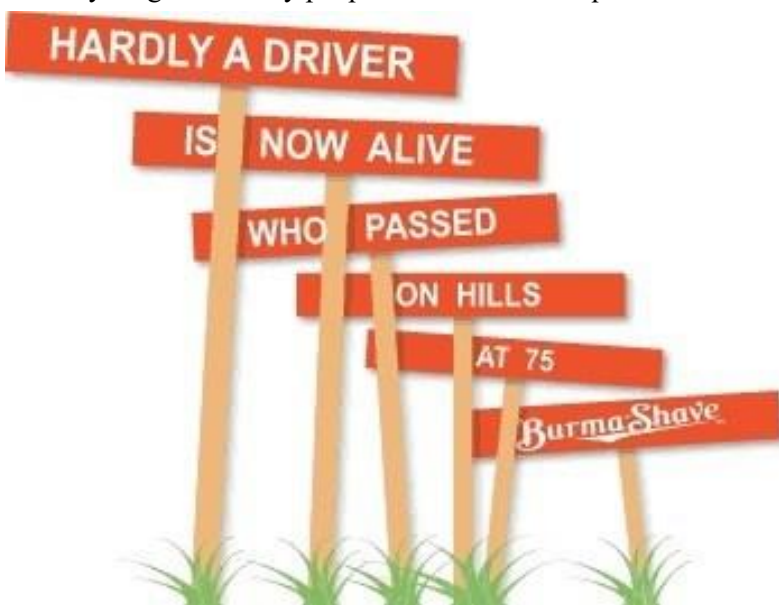
Otherwise, the hand-lettered signs once nailed to farmers’ fences or planted 100 paces apart along the side of the road are gone.

Frank Rowsome, Jr. writes wistfully of the passing of signage history: “...as to whether the Burma-Shave road signs are actually all gone...many people will assure an inquirer that a set was noticed a few weeks ago on the road to Chambers-

burg, or maybe it was that straight stretch just south of Winthrop...with some thirty-five thousand signs once planted about the nation, it is certainly not impossible for a few to have evaded the dismantling crews; so the chance of a few spectral sets, picked up in the headlights of certain older cars on misty nights, should perhaps not be wholly discounted.”

Nonetheless, for nearly four decades, the series of red-and-white Burma Shave signs along the highways of America promised the nation smooth faces but certainly delivered many grinning smiles.

Written By Lara Moody, SignIndustry.com



HALLOWEEN PARTY



Date: October 26th, Saturday

Place: Ken and Fran's Place, 15721 48th Ave East, Tacoma, WA 98466



Time: 12:00 Noon until about 4:00

Activities: This will be a baked potato bar pot luck (Fran will provide the potatoes), with some car games, a 50/50, and if you drive your vintage car passport miles will be given (just let me know how many miles you drove and I will send in a passport request for the event).

Please RSVP so we can get an idea about food and let you know what you could bring. Call Ken 253-531-5266 or Fran 253-576-3093.

Hailstone Feed Store – Museum and Meeting Space

Rent a piece of history for your next gathering and enjoy the unique spaces of the historic Shell Gas Station.



Rental Hours and Cost

Rental hours are from 6 am – 12 midnight. Minimum rental is 2 hours (\$50/hour) up to 24 hours (\$950). Maximum room capacity is 30 persons. Multiple day reservations are available.

Rental Rates:

Not for Profit within Issaquah City Limits ... FREE
Not for Profit outside Issaquah City Limits ... \$10/hr
Private Groups/Organizations (hourly rate) .. \$50/hr

For more information, please email

reservations@downtownissaquah.com or call (425)391-1112.

232 Front Street North, Issaquah, WA 98027
(425) 391-1112

Want to get out of the office for the next meeting? Don't want to clear off the dining room table for your next committee meeting? Looking for a unique site for your next company event or party? Look no further than Front Street and our very own Hailstone Feed Store. The gem of the Downtown Issaquah Association's historic renovation efforts could be the place for your next event.

The Old Feed Store in Issaquah—A place to think about for a future meeting or event???? See above.

Come to the 2020 NW Meet Planning Meeting, October 16th at the XXX, 12 PM!!!

Puget Sound Region VCCA General Meeting Minutes

September 26, 2016

The meeting was called to order at 11:45 by Director Al Howe at the Issaquah XXX with 27 members present. It was announced that the 50/50 would have over \$100 in prizes.

Membership: Donna Onat distributed tickets for the \$10 lunch drawing and introduced a new member, Jason Monty. Jason has a '31 sport coupe. It is time to pay your dues for the coming year. Donna collected from many of the members at the meeting.

Treasurer's Report: Sallie Comstock had a quiet month but assured us that we had adequate funds to begin paying for deposits and incidentals for the upcoming Northwest Meet.

Activities: Halloween Party on the 26th of October at Ken Scott's showroom and party room. Festivities begin at noon. Fran will have a baked potato bar and guests need to call her at 253 576-3093 to RSVP and find out what to bring. A tour from the north end may be planned. The address is 15721 48th Ave East, Tacoma, 98446.

Comstocks will continue the tradition hosting the Christmas Party. The date will be December 7th starting at 1 PM.

Our January Banquet will again be at Renton Vo-Tech. Jim Seiber will make the arrangements for Saturday, January 25, 2020.

Elections: Bob Stamnes will not be researching and writing articles for the Glove Box so if you can google topics and have curiosity about automotive things the Tappet Clatter can use your help.

Al Howe is serving his second term as director and has to step down at the end of the year. All the other officer positions are available. Al compiled a nominating committee. If you would like to help the club by serving in one of the offices, give Al Howe a call.

Northwest Meet: A meeting is scheduled for October 16 at noon at the Issaquah XXX for all those interested. We hope to have a logo underway, create postings for the G&D, and format the prospectus and registration form.

Meeting adjourned at 12:25 PM.

Program: Bill Barker shared slides of the recent Six Cylinder Tour in northern California. For next month bring your Dwell Meters. He will help us calibrate them.

Respectfully Submitted by Don Comstock for Diane Haddock

Did you
Know.....

One of America's most warmly remembered commercials, "Baseball, Hot Dogs, Apple Pie & Chevrolet," appeared for 1975.



Baseball, Hot Dogs, Apple Pie & Chevrolet

TAPPET CLATTER *Classifieds*

Ads will be posted for a minimum of three months (longer on a space-available basis). Please notify the Tappet Clatter Editor at tappetclatter@outlook.com when your listing no longer needs to be published.

FOR SALE

1953-1954 Chev Push Button Radio, Asking \$100. Contact Ted Hutchinson, revted47@gmail.com



1940 Chevrolet Coupe maroon; 1923 CAD Sedan, power steering and overdrive; 1934 PAC Coupe w/ rumble seat; 1936 Ford Business Coupe; 1932 Chevrolet Five Passenger Coupe; 1930 Model A Roadster; 1930 Model A Vicky. All cars restored, repainted, rechromed, and rebuilt engines. Paul Pearman, 5040 Boston Harbor Rd NE, Olympia

1936 STANDARD five-lug artillery wheels with 17 inch tires. Four for \$100. Dick Olson

1930 Chev sport roadster. New restoration. \$25K Dick Olson

1926 Chevrolet Touring. Excellent condition, new battery, top and side curtains replaced recently. Also a trailer to move the Chevy (Tommy, aluminum, 14' bed dual axle). \$19,000 for the car, \$3,500 for the trailer. Frank Arms, frank4consult@gmail.com. Send me an email for pictures.

1947-55 Chevy Suburban-Pickup-Panel Parts. Assorted parts, large and small. Good variety. Few GMC. Trim- interior/exterior/cab, radios, heaters, lights, stainless, seats, rubber just to name a few examples. Some partials. Email your request to ednoble@whidbeyisland.com. Parts are in storage. Ed Nobel.

WANTED

Rear bumper guards for a '49 Chevy car, a **front bumper guard cross bar, hood emblem and jet plane** for a '51 Chevy car, all in good driver quality. Don Comstock at

18-inch wire wheels for a 1932 Chevy. Contact Ken Scott.

One 4:75 X 19 inch Whitewall tire in good condition. Dick Olson

FREE

Mid-thirties Chev truck chassis: frame, rear end, leaf springs, wheels, tires. Call Dale Sharp



2019/2020 Activities

| | | |
|----------|----|--|
| October | 16 | PS-VCCA 2020 NW Meet Planning Meeting, Issaquah |
| October | 26 | Halloween Party, Tacoma, see p. 9 for details |
| October | 28 | PS-VCCA General Meeting, XXX Drive-In, Issaquah |
| November | 25 | PS-VCCA General Meeting, XXX Drive-In, Issaquah |
| December | 7 | PS-VCCA CHRISTMAS POTLUCK |
| January | 25 | PS-VCCA 2020 Banquet, Renton |
| January | 27 | PS-VCCA General Meeting, XXX Drive-In, Issaquah |
| February | 24 | PS-VCCA General Meeting, XXX Drive-In, Issaquah |

Note: XXX Drive-In Meetings normally begin at 11:45 AM, social time starts at 11 AM. Food/drink purchase optional.