

The Rotarygram



Rotary Club of Van Nuys

Volume 4, Issue 30

Club 724 — District 5260

February 2, 2005

Meeting Highlights



Today's speaker, Don Durkee

*Within this vale
Of toil
And sin
Your head grows bald
But not your chin
Burma-Shave*

Don Durkee, a self-confessed Iowa farm boy, gave us the history of an advertising innovation that bordered many of our country roads from 1927 to 1963. The Burma-Shave Company erected thousands of sets of roadside signs with catchy jingles — six inch by three foot wide signs in red with white lettering mounted on poles and spaced 100 feet apart, each with one line of the jingle. Farmers owning the land were paid a nominal sum to allow the signs to be posted along their property.

It must have been an effective advertising campaign...in the 1930s Burma-Shave sold about 3 million dollars worth of shaving products per year.

Durkee, being a good family man, spent many years taking his children to car shows all over the U.S. His interest was captured by the Burma-Shave signs that were ubiquitous in the 30s, 40s and 50s. After the demise of the catchy red and white signs, Durkee enjoyed a hobby making replicas of many of the sign sets...about half-sized. Time and the increased costs have led to a tapering off of his sign production.

Thanks, Joe, for another very entertaining program!

Birthdays — Jan./Feb.

Archie Kidwell and Ken Worthen did the **Birthday Show**:

Ruben Corona Guy Mangia
Dan Schlick Nancy Hoffman-Vanyek
and Joe DiFatta

All got "canned" by President Carlos Rivera.

"There are many things in life that will catch your eye, but only a few that will catch your heart. Pursue them."

- Anonymous

Student Recognition



Our honorees today, chosen for their personal development and service to the community, were from New Horizons. Each honoree is awarded a Commendation Certificate from the Rotary Club of Van Nuys and a \$50 US Savings Bond.

Pictured above left, are club member Charles Bloomquist, joined by Li Cacho, Counselor, and honorees Christine Ortiz and Lance Scheider. Congratulations!

Visitors

Rotarians:

- Mike Quiroga introduced Mitch Rechar, CPA, from Ft. Worth, TX.
- Tom and Harris, Perry Beal, Harley Malloy, Sean McGillicuddy and Jason Ridle from the provisional Frasier Park Club were introduced via Jim Tenner.
- Guy Mangia introduced Dr. John Stopp from Apple Valley.

Guests:

- Archie Kidwell introduced former member and guest of the club, Larry Feige.
- Joe DiFatta introduced all those who brought those beautiful cars. See page 3.

Announcements

- Barbara Baerg announced that our "Fireside Chat" will be postponed...and encouraged all to get signed up for the Centennial RI Convention before March 31.
- Jim Sullivan held a committee meeting for our new "Avenue of Service" project.
- Flip Smith gave us the news that we will again have the beer booth at the San Fernando Valley Fair, June 9—12. Also we're hoping to have Galpin Motors as a sponsor for the Track Meet.
- Victoria Castillo reminded us of the RYLA camp—see Hot Dates, page 4.

The Spotlight's On...

CLASSIC CARS



Joe DiFatta arranged a wonderful, little classic car show today to whet the appetite of all the car buffs in our club.

Pictured above is the line-up on display in the parking lot when members arrived — and when we left, the owners were on-hand to answer questions. Some were even willing to talk if anyone had their checkbook open.

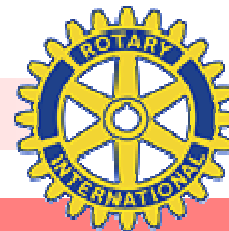
Our grateful appreciation is extended to Steve Boskovich, Don Durkee, Dick Stones, Steve Silverman, Don Stout, Chuck Shubb, Tom Potter, Leon Nitz **and** Joe for bringing their treasured cars out for our enjoyment.

Thanks, guys!

Below are three other classic car examples.



President Carlos has declared that February (the month Rotary was founded) will be "100 % Attendance Month" for Van Nuys. He urges every Rotarian to be at every meeting in February! (If you can't make it on Wed., do a make-up.)



"Service Above Self"

Rotary Club of Van Nuys

Upcoming Programs

- Feb. 9 **Valentine's Day Luncheon** — Bring your sweetheart(s) to celebrate. Joe DiFatta promises music and fun! Sign-up with Barb Baerg right away.
- Feb. 16 **LAPD Ed Davis Training Center** — Officer Michael Dutton, Facilities Management Unit, will give us his insider's view.
- Feb. 23 **Elmer Jordan, Past RI Director**, will talk about **100 Years of Rotary**. To be held at the Airtel Plaza Hotel.
- March 2 TBA

BIRTHDAYS

- Feb. 4 Marsha DiFatta
- Feb. 10 Dan Schlick
- Feb. 13 Leslie Cordaro
- Feb. 13 Molly Winnick
- Feb. 15 Guy Mangia
- Feb. 15 Jeff (Ross)
- Feb. 20 Nancy Hoffman
- Feb. 25 Joe DiFatta

HOT DATES

- April 23 **25th Annual Van Nuys Invitational Track Meet** at Birmingham High School. Victory Blvd. at Woodley.
- May 10 **President's Day** — mark your calendar to hear Dennis McCarthy, *Daily News* reporter.
- May 19-23 District Conference, Doral Resort Hotel in Palm Springs.
- March 4-6 RYLA — get all the info on the web at <http://www.rotary5260.org/ryla/>
- June 18-22 RI Centennial Convention, Chicago, IL Celebrating 100 years of Rotary!

We're on the web! VanNuysRotary.org

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