



The Owner's Manual/Newsletter

Official Publication of The Lone Star Packards



March, 2026

Issue 3

Director's Corner

Greetings LSP Family and Friends,

On Sunday, 3/22/26, Twenty-five members of LSP met at Skeeters Grill in Kingwood.

Thanks to **John Lortz** for finding us a new place to meet on the north side of our membership area. **John** was also the lucky one who won the monthly 50/50 drawing.

LSP FINANCES

Many thanks to **Tony and Shirley** for taking care of this drawing each month as it helps us keep a healthy balance of funds for a club our size.

When possible, we use those funds to subsidize some of our special events such as the Christmas dinner or sometimes the admission to certain venues we visit. We also use our funds to make periodic donations to the Packard Proving Grounds Museum and sometimes the Packard Museum. Of course, we also use the funds to pay for remembrances when one of our members passes away. The 50/50 drawings help make it possible for our dues to be so low plus they are a lot of fun!

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One more chance to keep your LSP membership!

If you have not yet paid the \$10 membership dues for 2026 please do so ASAP.

We want to know if you are staying in the club. Pay by cash or check payable to Lone Star Packards and **not payable to Tony. He has trouble with the bank when checks are payable to him.**

MAIL TO: Tony Darrow - 5215 Pebble Springs Drive. Houston, TX 77066

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MEMBER UPDATE

We relayed to our members that **Jay** reported he has recovered more than 90% so far from the stroke he suffered last month. He is planning on being in Salado for the TPM but not sure what he is bringing.

Also, we reported that **Karen Trokey** has moved from Katy in order to be closer to her daughter and family in Montgomery County.

NO LSP MEETING IN APRIL

In other news, we announced there would be no LSP meeting in April because most of our active members will attend in Salado and then near the end of the month many of us will be participating in Keels and Wheels at the Lakewood Yacht Club in Seabrook.

We are considering meeting places for the month of May.

Speaking of the Texas Packard Meet, the Holiday Inn Express is now full but there may be rooms available at the Days Inn next door. That number is 254 566 3101.

OTHER CLUB MEETS

Jill Burtchaell announced that the **National Studebaker meet will be held in Waxahachie September 23 through 26.**

Packards built in South Bend are eligible to attend and compete in their own class. We currently have at least five South Bend Packards in our club so this might be an opportunity to see a lot of cars you don't normally see without having to drive across the country. For more info, contact Ray Chartain at 817 919 6558 or chartrain@gmail.com.

I announced it has been an honor and pleasure to serve as one of the **at large trustees for Packard Automobile Classics** for two terms. However, I did decline to run for a third term as I think maybe someone younger who might be able to attend

more of the board meetings in person would be a good thing.

See you in Salado, Tommy



Cars looking for a new home.

Bill Anderson '41 110 Coupe Special, Price reduced to \$18,000. Contact him at **281-235-7057**. **Fresh paint job, nearly new tires, leather interior, carpet in trunk and cab.**

Lenny Holzband 713-823-9369 1941, 120 Sedan. This is fully restored and ready to sell.

Sherry Hairrell 713-557-7617 1955 fully restored Caribbean and a 1940 160 sedan with new motor and partially installed harness

Nancy Eudy 281-383-9704 1949 Standard Sedan

Juanita Jordan 713-614-2156 1956 Caribbean Convertible.

Leon Ahlers 281-324-9393 1941 restored 120 Convertible 4 door

Dan Becker '40 180 Formal Sedan. Contact Dan at d.r.becker@comcast.net.

Evelyn Timmins selling **1928 Graham-Paige model 619 Coupe**: Good solid, mostly original car. Very comfortable driving tour car. Total restoration. New tires, top and interior. Sliding gear 4-speed transmission, multiple disk clutch and hydraulic brakes. HP 97 (29.4)
Contact: Evelyn Timmins, Houston, TX (281)797-6788, evtimmins@aol.com.





9 Rena Sartin
23 Linda Richard
27 Leon Ahlers

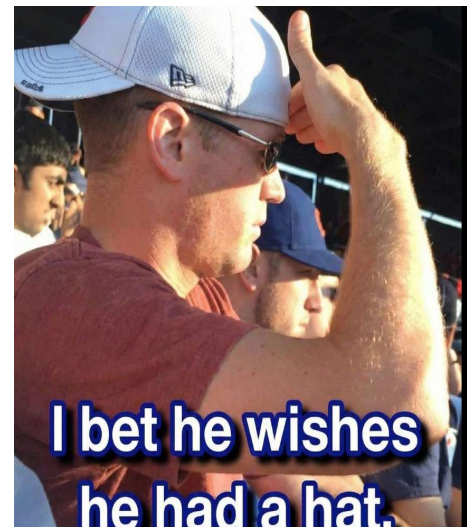


Leon Ahlers was the only March Birthday member attending.

Going down the road 2026....

January 19 San Jacinto Monument
February 21 Funeral Museum in Spring, TX
March 22 Skeeters Kingwood
April 9-11 47th TX Packard Meet Salado, TX
April 25-26 Keels & Wheels, Seabrook, TX

When checking out at the store, ask your checkout person what kind of candy bar they like and buy them one. I did this today, even though I was at self checkout.. it really made me feel good about myself.



This is really a guy thing!



Let's take a drive down memory lane. Most folks my age can remember the Burma-Shave signs along the highway

If you were born by 1960 and did any traveling, you surely recall seeing signs along highways advertising Burma Shave cream. In the early 1920s, Clinton Odell and chemist Carl Norden created Burma Shave for the Burma Vita Company. Clinton's son, Allen, sold jars door to door. Then he suggested installing small advertising signs along highways. Two sets of them were placed near Minneapolis. The idea spread and a staff of carpenters, painters, and installers were hired to place the signs along highways in all but four states in the U.S. The earliest Burma-Shave signs boosted sales significantly; the sign program spread so rapidly that the company began a nationwide contest, resulting in dozens of selections annually. In the fall of 1925, a series of six signs advertising Burma-Shave, a new brushless shaving cream, appeared for the first time along highway 65 from Minneapolis to Albert Lea and on highway 61 to Red Wing. The signs began an advertising phenomenon using clever rhyming jingles that lasted into the 1960s, including:

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“Your shaving brush / has had its day, / so why not / shave the modern way / with Burma-Shave?”

In the early 1900s, Robert Odell, a Minneapolis attorney, was seeking a second source of income decided to manufacture an aromatic liniment, which he named Burma-Vita. He chose “Burma,” which was the source of the liniment's ingredients (cassia, camphor, and cajeput), and vita, which is Latin for life. Odell promoted it as a remedy for aches and pains, burns, wounds and sores, skin irritations and rashes, and other ailments. In 1925, the Burma-Vita company was in dire financial straits. Robert’s son, Clinton, had the idea to develop a brushless shaving product for men from the liniment. This new product would eliminate the need for a shaving brush, which often became moldy and smelly when stored in a shaving kit. Burma-Shave was born after months of experimentation by Carl Noren, a Minneapolis chemist. In 1926, a newspaper advertisement encouraged enlightened young men to use Burma-Shave to shorten the time they spent on shaving.

Clinton convinced his father to invest 200 dollars to create signs to advertise Burma-Shave along the roadside. They decided to take advantage of the increase in car ownership and travel. One line of a non-rhyming jingle was painted on each of six boards, which were spaced one hundred feet apart on the roadside. By 1927, business increased to \$68,000 in one year. By the late 1930s, Burma-Shave became the second-highest-selling brushless shaving cream in the US and was in 17 percent of medicine cabinets. This was cheaper than magazine advertising. Advance men selected open, rural spots for the locations of signs and then visited farmers who owned the land, offering them free Burma Shave products and a yearly lease of \$25 to install sets of signs on their property. Most farmers welcomed that additional income.

The signs featured driving safety, marriage, and shaving messages. At first, they didn’t rhyme. When they did, drivers were delighted by their humor advising men what could happen if their chins became bristly. **“He played a sax; had no B.O. But his whiskers scratched so she let him go.”** The depression-era public needed those laughs and Burma Vita appreciated a great increase in sales.

Soon shorter, rhyming jingles appeared on the signs that motorists could more easily read as they passed by. Many of the jingles were early public service announcements— **“Drive / with care. / Be alive / when you/ arrive. / Burma-Shave.”**, Over 6,000 sets were installed in thirty-three years.

Teachers used the signs to teach reading. Some children were coming to school able to read because they and their parents had practiced with the signs.

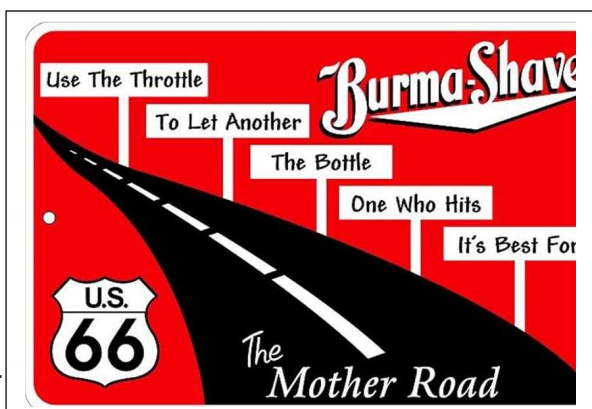
In the early years, Allan and Clinton Odell wrote most of the product's jingles. In 1930, they realized their jingle-writing creativity was limited, so they created a yearly, national jingle-writing contest. In 1951, prizes ranged from two to 100 dollars.

During World War II, gasoline and tire shortages limited sign maintenance, and sales dropped since there were fewer vehicles on roadways. With the beginning of the interstate highway system in the 1950s, the signs lost their advertising effectiveness since they had to be installed farther from roads. At the same time, driving speeds increased, making signs harder to read. New laws regulating highway billboards and changing times led to the eventual demise of the signs, and thus declining sales. In 1963, the Burma-Vita company was sold to Philip Morris, which began removing the signs. In 1966, the manufacturing operations moved to New Jersey and production discontinued soon after.

The exceptions were New Mexico, Arizona, and Nevada (deemed to have insufficient road traffic), and Massachusetts (eliminated due to that state’s high land rentals and roadside foliage).

To read the jingles check out books about Burma-Shave and many signs are available for purchase on Facebook.

Hope this nostalgic memory gave you a smile today.
Your editor





Easter is a special day to gather with family to celebrate all that God has done to give us new life, hope and purpose.

**Why is the letter A like a Spring flower
Because a B comes after it!**



Regional Officers

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Technical Post-war:	John Lortz

Lone Star Packards was chartered by Packard Automobile Classics (PAC) in 1964. Our charter requires that Lone Star Packard members also be members of the Packard Automobile Classics. For information, please contact our treasurer.

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