

A Free Monthly Newsletter  
From Your Friends At  
**Fifth Avenue Auto**  
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February

## What's Inside?

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- & Much More!



## *What's The Answer?*



*What's Your Excuse?*

*What Do Your Dreams Mean?*

*Do You Still Think Social Media Will Fade Away?*

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*The Answers To These  
And Many More  
Questions Are Inside*



## A Free Monthly Newsletter From Your Friends At Fifth Avenue Auto

### Why Listen To A Groundhog?

Most of us know the tradition of Groundhog Day. On Feb. 2, the legend goes, a groundhog that comes up out of its burrow to check the weather will go back inside if it sees its shadow, and winter will continue for six more weeks. But if the sky is cloudy and it casts no shadow, the harsh winter weather is over.

Punxsutawney, Pa., hosts the best-known Groundhog Day event, featuring "Punxsutawney Phil" (who gained fame in the 1993 film Groundhog Day), but other towns in Pennsylvania and Maryland hold similar celebrations.

Where does the legend come from? It may have origins in ancient European beliefs involving a badger or a bear as a weather forecaster, as well as the Pagan festival Imbolc, whose traditions point to a bear or a serpent as a herald of good or bad weather. In the United States, Groundhog Day can be traced back to 1841, when a Pennsylvania shopkeeper wrote in his diary that that Candlemas day (Feb. 2) was the day on which, "according to the Germans, the Groundhog peeps out of his winter quarters and if he sees his shadow he pops back for another six weeks nap, but if the day is cloudy he remains out, as the weather is to be moderate."

So keep an eye out for the groundhog's report, and dress appropriately.

### Words Of Wisdom

The Super Bowl will be played Feb. 5. If you need something to say while watching the game with your friends, try a few of these timeless football quotations:

- ★ "It ain't necessary to see a good tackle. You can hear it!" (Knut Rockne)
- ★ "The man who complains about the way the ball bounces is likely to be the one who dropped it." (Lou Holtz)
- ★ "When you win, nothing hurts." (Joe Namath)
- ★ "Three things can happen when you throw the ball, and two of them are bad." (Darrel Royal)
- ★ "My advice to defensive players: Take the shortest route to the ball and arrive in a bad humor." (Bowden Wyatt)

### What's Your Excuse?

Almost three out of 10 U.S. employees called in sick with a lie in 2011, according to a survey by CareerBuilder. But a simple "I'm sick" may be easier to take than some of these excuses given by employees (and passed on to CareerBuilder by their managers):

- One employee said that his 12-year-old daughter had stolen his car.
- Another employee reported that bats had gotten stuck in her hair.
- Among other animal-related excuses, a worker claimed that he'd been bitten by a deer. (To be fair, it happened during hunting season.)
- More animals: An employee reported injuring his back while chasing a beaver.
- One employee's brother-in-law was kidnapped by a Mexican drug cartel.
- And one employee complained of a splitting headache after hitting too many garage sales.



### February Events

- February 2nd Groundhog Day
- February 4th World Cancer Day
- February 14th Valentine's Day
- February 15th National Flag of Canada Day
- February 20th Family Day
- February 29th Leap Year Day



### Do You Have A Question About Car Maintenance That You Want Answered?

We love to hear from all of our good friends and clients who enjoy reading our monthly newsletter. If you have a question about anything related to your vehicle, feel free to give us a call at **250-768-4485** or email us at [fifthave@shawbiz.ca](mailto:fifthave@shawbiz.ca) or visit our website [www.fifthaveauto.com](http://www.fifthaveauto.com)

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## ***Thank You! Thank You! Thank You!***

Special thanks go out to all of our clients and friends who graciously referred our shop to their friends and neighbors last month! Our business is built based on the positive comments and referrals from people just like you. We just couldn't do it without you.

**Ron Low, Dan Maja, Angela King,  
Barb Marshall, Mike Howard,  
Brian VINTR, Peter Schlieff**

## ***Cell Phones Don't Give Us The Whole Story***

"Can you hear me now?" may be more than a cell phone company slogan. Research by the Acoustical Society of America indicates that one reason cell phone chats can be so frustrating is that our phones cut out the voice's higher frequencies.

The energy of the human voice is measured in hertz. Most of the information in our voices is transmitted at frequencies below 5,000 hertz, leading scientists to believe that higher frequencies aren't really necessary to understanding. Most cell phones transmit sound at 3,500 hertz and below, but tests of recordings that filtered out any sonic information below 5,000 hertz found that people pick up a significant amount of sound in that higher range. Thus, our brains have to work harder to understand information that doesn't include higher-pitched sound. Time for an upgrade?

## ***Social Networking Is A Big Slice Of The Online Pie***

If you still think social media is going to fade away in a few more months, ponder this data from Nielsen's Social Media Report: Americans spend almost 25 percent of their time on the Internet interacting with social media and blogs.

Facebook remains the most popular social networking site, accounting for over 53 billion minutes' worth of visits in May 2011 alone, followed by Yahoo, with over 17 billion minutes, and Google (12.5 billion minutes).

Neilsen reports that blogs and social networks are where Americans spend most of their time online, more than double the amount of time they spend playing online games.



## ***Books... Not An Endangered Species***

E-books are growing in popularity, but regular print books aren't going the way of buggy whips and eight-track tapes. A survey from Simba Information found that about one in five U.S. adults have some kind of e-book reader like a Kindle or an iPad. They're not necessarily forsaking physical books, though. Forty percent of iPad owners, for instance, have never purchased an e-book, and 39 percent of e-book owners haven't bought any virtual volumes in the past 12 months. That's down from previous survey (June 2011), which found that 31 percent of e-book users hadn't purchased any digital titles in the past year.

One possible explanation: Simba's data suggests that the more multimedia options a consumer's e-reader includes, the less likely people are to buy books using their device.

## ***How To Get Yourself Unstuck***

It doesn't matter if you're an artist, an inventor, or a shoe salesman. There are times when you're stuck, unable to move forward with a big project or something on your to-do list.

Here are four ways to get going:

1. Just start. It sounds simple, doesn't it? But you can't get moving until you start to move. It doesn't matter what you do; grab a pen, contribute a thought, start a conversation. The momentum will follow.
2. Get in touch. Sometimes, taking a deep breath and getting in touch with what you're ultimately trying to accomplish can help you identify the one thing that might be getting in your way.
3. Ask for help. Sometimes you need to get out of your own way to see things clearly. Ask the people around you for some advice on what to do first. Allowing yourself to detach from your own thinking and consider someone else's perspective may give you the shift you need.
4. Take a walk. Taking time away can open new ways of thinking. Go for a walk, outside if possible. Notice your surroundings, listen to nature, and recharge your brain.

Sometimes just one of these techniques will do the trick; other times it may take a combination. Whatever helps you get unstuck is fine. The point here is to take one step outside the space called "being stuck" and see what happens.

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## The Stuff That Dreams Are Made Of

Dreams may reveal our fears, our desires, our emotions, our repressed experiences—or they may just be random electrical impulses. Psychologists have tried to clarify what's really going on when we're running naked pursued by a herd of singing pink hippos. Here are interpretations of common dreams:

- ◆ **Falling.** You may sense that something is out of control, or that you're at risk of failure.
- ◆ **Flying.** Soaring in the sky can indicate you're feeling extremely confident or proud of something in your life. But if you're struggling to stay aloft, or worried about falling, you may have anxiety about what you're doing in some area.
- ◆ **Running.** Maybe you're being chased—or just running but not going anywhere. You could be feeling stuck, just going through the paces. Or you sense a threat you want to get away from.
- ◆ **Naked.** Though Sigmund Freud believed that dreaming of oneself naked expressed a sexual desire, other dream experts say it's more likely that you're feeling exposed, embarrassed, or unprepared, or that you wish to hide something.
- ◆ **Teeth falling out.** This can express fears surrounding one's appearance, or the ability to communicate. You may feel helpless, humiliated, or unable to speak your mind.



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## Congratulations To Our Client Of The Month!

Every month, we choose a very special client of the month. It's our way of acknowledging our great clients and saying thanks to those that support our business with referrals and repeat business.

This month's Client of the Month is

**Frank and Nat Perrino for successfully causing our abdominal areas to increase in diameter, arrrrg!**

## Do You Want To Win A Free Lube, Oil & Filter Change?

The first 10 people to call with the correct answer will be eligible to win. At the end of the month we'll draw one lucky name. That winner will receive a FREE Gift Certificate for a Lube, Oil & Filter Change from us! Here is this month's trivia question: In what year did the movie, 'Groundhog Day' come out?

(Hint: the answer is somewhere in this newsletter)

- |         |         |
|---------|---------|
| a) 1992 | c) 1993 |
| b) 1990 | d) 1995 |

**Call right now with your answer!**

Last month's trivia challenge was, *What country is billionaire Eike Batista from?* a) Brazil. Congratulations to last month's lucky winner!

**Dave Harris**

## Thanks For The Kind Words

"I just had the diesel EGR service done and I can't believe how much of a difference it has made to the running of my truck. It starts easier, runs quieter and has more power. I am very very pleased with the results of this service and am recommending it to all my friends." - Gary Young

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