



Stefan Lonce (left) and M.H. Fryburg hold Mr. Fryburg's new vanity license plates, professing his support for Governor Kathy Hochul.

No foolin': VANITY LICENSE PL8S DAY

Croton-on-Hudson residents Stefan Lonce and M.H. Fryburg celebrated their proclaimed "VANITY LICENSE PL8S [PLATES] DAY" on Friday, April 1.

"In 2015, when Stefan Lonce and I invented a new holiday, to celebrate the many millions of fascinating, funny, clever and cryptic vanity license plates in the U.S.A. and Canada, we realized that the obvious date to celebrate VANITY LICENSE PL8S DAY is (April Fool's Day), and we publicly celebrated VANITY LICENSE PL8S DAY at parties we held in Croton, on 4-1-2015 and 4-1-2016," said Mr. Fryburg in a written statement.

"This year, because I am a huge fan of Governor Kathy Hochul, to celebrate VANITY LICENSE PL8S DAY, on 4-1-2022, I 'vanitized' my Honda Civic with a new vanity plate," which reads, "4 HOCHUL," he added.

"This year, on 4-1-2022, we celebrated VANITY LICENSE PL8S DAY with Croton resident and businessman, Mark Franzoso, who founded Franzoso Contracting; at my suggestion, Mr. Franzoso had vanitized Franzoso

Contracting's red, classic Chevy pickup with an eponymous plate," which reads—no surprise—"FRANZOSO."

In addition, the 4 A BETTER WESTCHESTER + NYS ASSOCIATION, INC., of which Mr. Fryburg and Mr. Lonce are co-founders, presented Franzoso Contracting, Inc. with its 4AGR8JOB [FOR A GREAT JOB] AWARD "in recognition of the great job that Mark Franzoso, and everyone else who works at Franzoso Contracting, does," Mr. Fryburg said.

Mr. Fryburg and Mr. Lonce say a VANITY LICENSE PL8S SURVEY they conducted with the American Association of Motor Vehicle Administrators in 2007 found that Americans had vanitized 9.3 million motor vehicles, and Canadians had vanitized 440,000. New York ranked 35th (out of 51 U.S. jurisdictions).

Every American state and the District of Columbia, and every Canadian province (except Labrador-Newfoundland), issues vanity license plates, which have motorists' messages of up to eight characters, depending on the



Mark Franzoso, right, with one of the personalized license plates for his 1950 Chevrolet pickup (above).

jurisdiction.

Both men are working on a book, "4 A NEW USA - THE ROOSEVELT/REAGAN WAY! - A CALENDRIAL MEMOIR," which "will celebrate the amazing connection between Franklin D. Roosevelt and Ronald Reagan, who was a huge FDR fan," says Mr. Fryburg. "Roosevelt and Reagan were both huge fans of vanity license plates. FDR had the first known vanity license plates, on his cars with hand controls he designed at the polio clinic he founded in Warm Springs, Georgia; the plates read 'FDR.'

"On August 21, 1970, Governor Ronald Reagan signed California's vanity license plates bill into law; that law provides that the vanity plate fees are paid to the California Environmental License Plate Fund," Mr. Fryburg continues. "Today, thanks to Governor Reagan, California earns \$43 million annually for environmental protection projects, statewide!

"Nancy Davis Reagan was one of California's earliest vanitizers; her 1970 California vanity plate (read) '111 NDR.' The '111' was meaningless and was designed to confuse onlookers, because California law enforcement was



concerned about Nancy Reagan's security and they didn't want her driving around California with a vanity plate which boldly proclaimed her initials.»



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