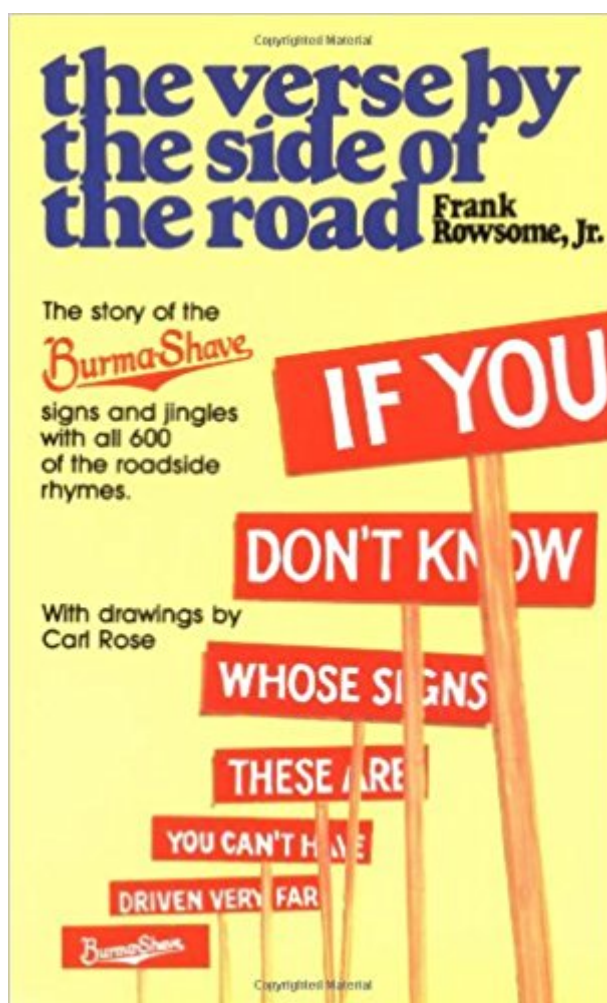


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# Verse By The Side Of The Road: The Story Of The Burma-Shave Signs And Jingles (Plume)



## Synopsis

"In the fall of 1925, young Allan Odell conceived the idea of using consecutive signs along the roadside. . . . In 1963 the last signs were taken down, ending the most famous outdoor advertising venture ever.â"1977 Minnesota Almanac The whole story is in this book, plus all the jingles used. The signs are gone now, except for one set on permanent display at The Smithsonian. You can have them all, always, in your own library with this book. âRowsomeâ™s volume indexes each of the 600 jingles . . . and as you down the list, preferably reading aloud, it might evoke visions of 1940 Chevies, roadside diners, signs that said EATS. . . . Why were the Burma-Shave jingles so universally loved? Because they were light-hearted and humorous in hard times and war times.â"Bov Swift, Knight News Service

## Book Information

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## Customer Reviews

Purchased as a gift for my 94 year old Father, I was so fascinated by the story - and my own memories - that I read it cover to cover before I mailed it! What an amazing story - anyone who ever read a Burma Shave sign will enjoy every word and every poem.

Nostalgic for me because I remember the Burma Shave signs from when I was 10-14. I came to this country when I was ten and moved to Colorado with my family. My father loved traveling so we drove all over the west and I watched for the signs. All things change. It would have been nice if

someone had photo-documented more, but that's probably lost to history. The author has done a great job researching but I know there were many, many more now forever gone.

This book is a gem. Just love reading about how the Burma Shave signs came to be, where they were, and especially, all of the signs that were made. We grew up seeing them as we travelled and it brought back memories. Also, they are very funny!

Well-written, delightfully-witty story of the history of the Burma Shave signs. Anyone over 60 should remember the joy of coming upon those 7 sequential signs with their catchy rhymes as you were going on long road trips with your parents. They may have been the most entertaining part of the trip. Rounding a corner on a country road in Kentucky when I was five, I saw my first Burma Shave verse, "Round the corner, lickety-split, beautiful car, wasn't it! Burma Shave.

As a kid, I remember the Burma Shave signs along the roadside. I saw two books on , "the verse by the side of the road" and "Sunday Drives, Nostalgic Reminiscing with the best of Burma-Shave". "The Verse By The Side of the Road" is a great book. "Sunday Drives" was a complete waste of money. The first seventy pages of "The Verse" is the history of Burma Shave and their signs. The next fifty pages have a chronological listing of all 600 jingles. The first three pages of "Sunday Drives" is a brief introduction. The next 100 pages have 100 of the Burma Shave verses. The authors lead you to believe these are the 100 best, but BEST is always in the eye of the beholder. Some I agree with. Others I thought were weak. I enjoyed reading all 600 verses in the other book.

...will be pleasantly surprise by this book. There are little tidbits of info, mostly humorous, to lighten up your life. The beginning, the excellent years and the sad end. But while it was riding high, it was one of the most talked about methods of advertising. According to the bank where they applied for the loan to grow, it was a product no one wanted, advertised by a method that wouldn't work, in a time when no one had any money. And yet during the hayday, they sold millions of jars of Burma-Shave. Putting it bluntly, you'll love the book. It includes over 600 of the best Burma-shave jingles--including, probably YOUR favorite. Bet YOU remember some of them.

Grandpa loved these sayings. Bought it for Dad when Grandpa passed.

This would be a SECOND review - surely you can check on what I have done already!!The book is great - came quickly - is in excellent condition - just what I wanted! Thanks!

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