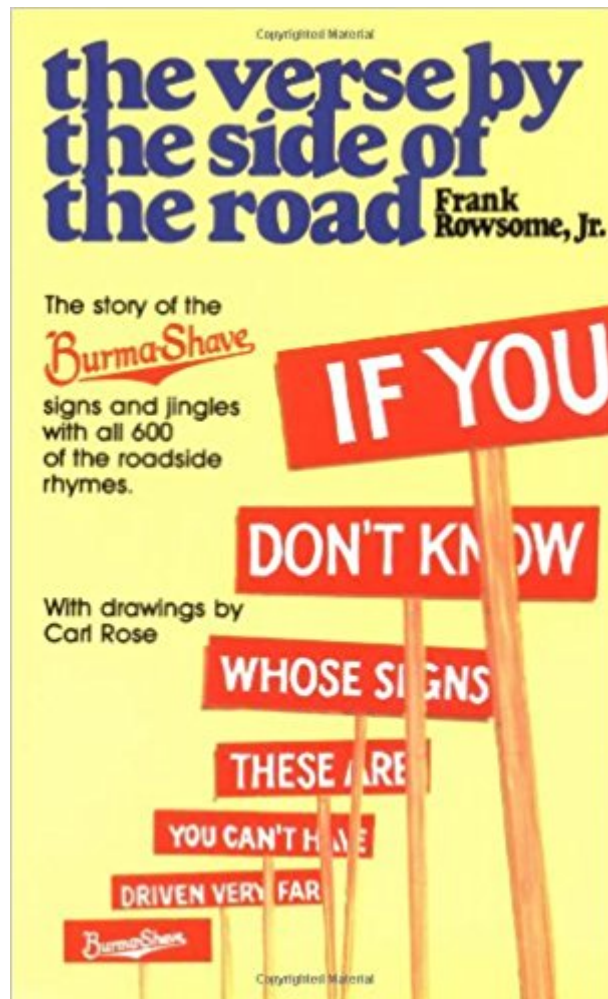


The book was found

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



Synopsis

The story of the Burma-Shave signs and jingles. All 600 of the roadside rhymes are indexed.

Book Information

Series: Plume

Paperback: 128 pages

Publisher: Plume (September 1, 1979)

Language: English

ISBN-10: 0452267625

ISBN-13: 978-0452267626

Product Dimensions: 5 x 0.4 x 8 inches

Shipping Weight: 3.2 ounces (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars [See all reviews](#) (69 customer reviews)

Best Sellers Rank: #74,903 in Books (See Top 100 in Books) #26 in [Books > Humor & Entertainment > Humor > Limericks & Humorous Verse](#) #58 in [Books > Humor & Entertainment > Humor > Business & Professional](#) #141 in [Books > Business & Money > Marketing & Sales > Advertising](#)

Customer Reviews

Pretty wretched doggerel. But the sentiment is sincere. From the time I learned to read (about 1955) until the sets of signs by the side of the road were relegated to history and the Smithsonian, I kept a keen eye out for them on family car trips. They were far better than counting cows or VW Bugs and Beetles. Then the signs disappeared. I never really knew what happened to them until reading this book, *THE VERSE BY THE SIDE OF THE ROAD*. In about seventy engaging and well-written pages, Frank Rowsome, Jr. tells the story of the Burma-Vita Company, its effort to develop a brushless shave cream, and then its novel and serendipitously successful marketing campaign - installing sets of six red-and-white signs along roadsides, the first five of which usually rhymed in some fashion and the last of which proclaimed BURMA-SHAVE. In their thirty-six years (1927 to 1963), the BURMA-SHAVE signs became a classic of Americana. Other advertisers aped the formula, but as the public drove past their last sign they invariably substituted "Burma-Shave" for the name of the imitator's product. The story behind the product and the merchandising campaign is heart-warming: from its start as a family business; to Fidelia, the secretary who kept track of all the sign locations in America and all the leases with farmers and all the routes for the crews going around maintaining and rotating the signs; to the board of directors meetings to choose the next

year's roster of slogans. One highlight is Arliss French, a manager of a supermarket who responded to the jingle "Free-Free / A Trip / To Mars / For 900 / Empty Jars" by collecting empty Burma-Shave jars from his customers and then presenting 900 of them to the Burma-Vita Company.

When I was growing up in the 1950s and early 1960s my parents and I traveled by car through much of the United States (and some of Canada as well). I have always appreciated the fact that, despite not being wealthy, they introduced me to this great country of ours as well as much of the local culture. In those days before interstates became ubiquitous and an interstate culture introduced sameness and uniformity throughout America (with Holiday Inns, Super Eights, Perkins Restaurants, etc.) replacing locally owned ten to twenty-unit motels and small-town greasy spoons with their typed menus and Formica-top tables, travel was fun, exciting, and diverse from one part of the country to another. There were a few things that you were guaranteed to see wherever you went. Advertisements for Wall Drug, in Wall, SD (which, sad to say, once we got there in 1962 was a bit of a disappointment after all the hype), Harold's Club in Reno, and, above all, Burma Shave signs. Every several miles or so, especially out in the country, one was guaranteed to see those five or six placards that stretched for maybe a tenth of a mile or so and always ended with the words "Burma Shave." And, if one wasn't the driver, one could look back at the signs facing the opposite direction and read those too as one passed. Twelve years ago my daughter came upon "The Verse by the Side of the Road" in a bookstore and bought it for me for Father's Day. She knew I'd love it, since I had taught her some of the jingles that I had memorized as a youth. (That was one of the neat things about the signs. The rhymes were almost always memorable.) I began reading that afternoon and couldn't put it down. By evening I had read every word and had had a wonderful walk down memory lane.

[Download to continue reading...](#)

Verse by the Side of the Road: The Story of the Burma-Shave Signs and Jingles (Plume) The Oxford Book of Caribbean Verse (Oxford Books of Prose & Verse) Astrology: Your Complete Guide to Understanding Zodiac Signs: How to Become More Successful, to Improve Your Love Life and Become Happier (Free Bonus Included!) ... (Zodiac, Zodiac Signs, Horoscope Symbols) Asia's Unknown Uprisings Volume 2: People Power in the Philippines, Burma, Tibet, China, Taiwan, Bangladesh, Nepal, Thailand and Indonesia 1947-2009 ASTROLOGY: Understanding The Zodiac Signs For Incredible Relationships, Wealth & Wisdom (astrology for the soul, soulmate, horoscope, love astrology, astrological signs) Numerology: Divination & Numerology: Fortune Telling, Success in Career & Wealth, Love & Relationships, Health & Well Being - Fortune Telling With Numbers ...

Runes, Zodiac Signs, Star Signs Book 1) Harp of Burma (Tuttle Classics) Atkins Diet: Foundational Steps to Shave Off Pounds With the Atkins Diet and Increase Energy (Overweight, Low Carb, Heart Disease, Exercise, Robert Atkins) Only Trollops Shave Above the Knee: The Crazy, Brilliant, and Unforgettable Lessons We've Learned from Our Mothers Mediterranean Pressure Cooker: 50 Original Mediterranean Style Meals-Shave Half The Cooking Time Off Any Recipe Using Pressure Cooker Signs From The Afterlife: Identifying Gifts From The Other Side The Gospels Side-by-Side Side by Side: Student Book 1, Third Edition Side by Side Book 1 (Bk. 1) Thai Home-Cooking from Kamolmal's Kitchen (Plume) The Classic Cuisine of Vietnam (Plume) The McDougall Program: 12 Days to Dynamic Health (Plume) Plume (Collection Poesie) (French Edition) Ma Rainey's Black Bottom: A Play (Plume) Lost in Yonkers (Drama, Plume)

[Dmca](#)