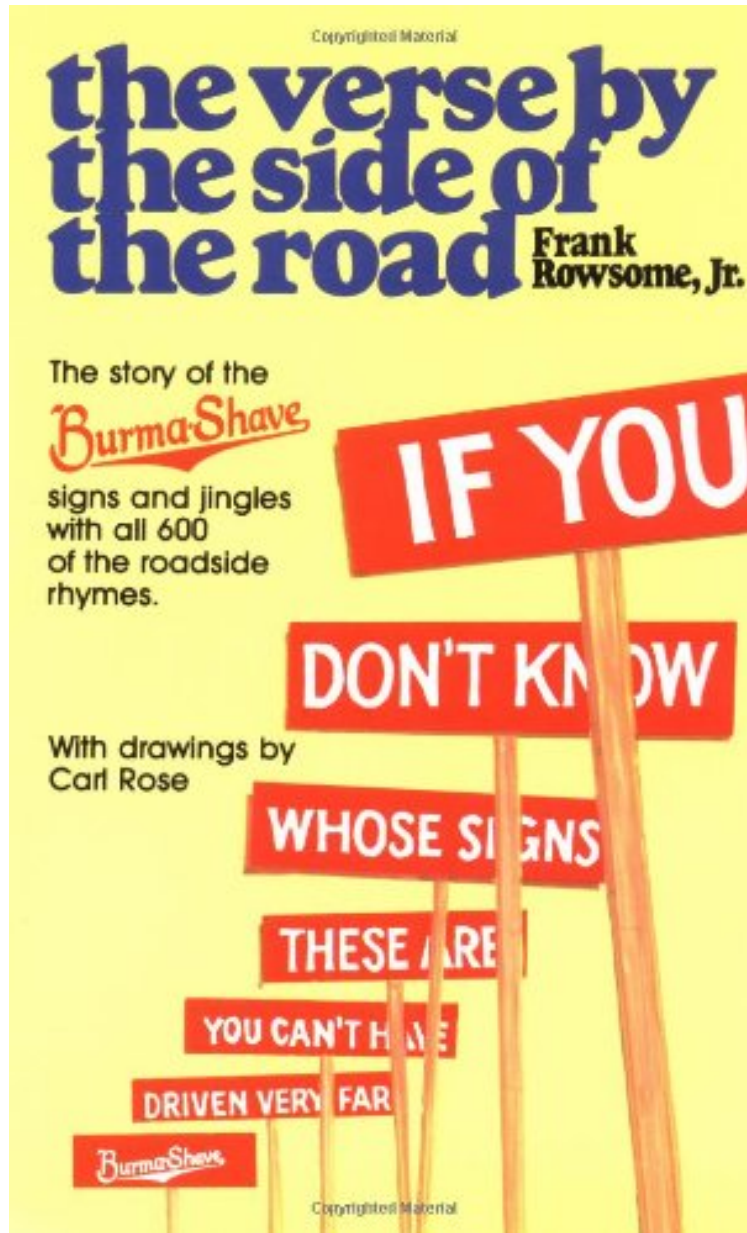


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## Verse by the Side of the Road: The Story of the Burma-Shave Signs and Jingles (Plume)

Frank Rowsome Jr.

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Frank Rowsome Jr. : Verse by the Side of the Road: The Story of the Burma-Shave Signs and Jingles (Plume) before purchasing it in order to gage whether or not it would be worth my time, and all praised Verse by the Side of the Road: The Story of the Burma-Shave Signs and Jingles (Plume):

1 of 1 people found the following review helpful. If you ever read a Burma Shave sign, you'll love this book!By firebellytoadPurchased 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.0 of 0 people found the following review helpful. Nostalgic, but also a good introduction for those who missed this historyBy Farley X WilburNostalgic 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.0 of 0 people found the following review helpful. Burma Shave!By BeynongirlThis 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!

"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."—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. "Rowsome'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."—Bov Swift, Knight News Service

About the AuthorFrank Rowsome, Jr., was an American writer and editor who worked for Popular Science magazine and a respected chronicler of advertising in the 20th century. He is the author of *Verse by the Side of the Road: The Story of the Burma-Shave Signs and Jingles, They Laughed When I Sat Down*, and *Trolley Car Treasury: A Century of American Streetcars*.