

# the verse by the side of the road

Frank  
Rowsome, Jr.

The story of the

*Burma-Shave*

signs and jingles  
with all 600  
of the roadside  
rhymes.

With drawings by  
Carl Rose

IF YOU

DON'T KNOW

WHOSE SIGNS

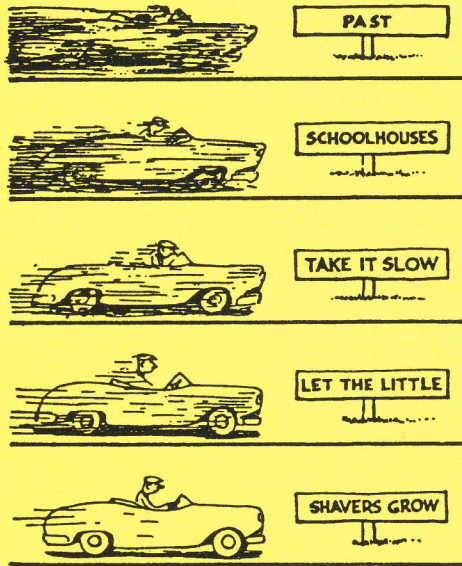
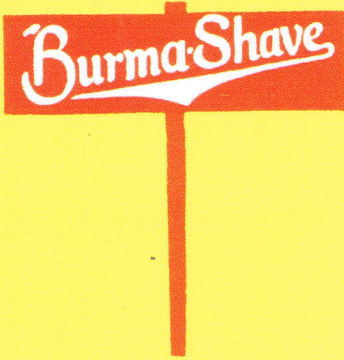
THESE ARE

YOU CAN'T HAVE

DRIVEN VERY FAR

*Burma-Shave*





“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*.

Carl Rose

The whole story is in this book, plus all of the jingles used.

“Rowsome’s volume indexes each of the 600 jingles . . . and as you go 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*

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.

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Humor  
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