

# THE SANDYLAND CHRONICLE

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## THE LITTLE VERSE BY THE SIDE OF THE ROAD

Many who read this paper will remember the Burma Shave signs placed along the major highways of America. I can remember seeing the signs on a straight stretch of Hwy. 67 between Hope and Emmet.

Here is a little history regarding the famous Burma Shave signs. It all started back about 1925 when Clinton Odell developed a brushless shaving cream. This cream could be rubbed on the face and eliminated the need for a shaving mug and brush. His son, Allan Odell came up with the idea of using the roadside signs as a way of advertising the new product. At first his father refused to go along with the idea, but he finally gave in and authorized \$200 to be spent on signs. Allan bought some used lumber and cut it into 36 inch strips and thus began one of the most successful advertising gimmicks of all time.

The signs consisted of five or six signs about 200 feet apart along major traveled highways. The first four or five signs contained a rhyming verse and the last sign just said "Burma Shave". The company paid farmers a small fee for allowing them to place the signs on their land. Soon the advertising began to work and sales of the shaving cream increased rapidly. More signs were built and the company even started a contest where people could send in jingles and be paid \$100 if their jingle was chosen.

The signs were a part of American advertising from 1925 until 1963. During that time over 7000 verses were painted on signs and covered 45 states. No signs were placed in Arizona, New Mexico, or Nevada because of low traffic volumes and none were placed in Massachusetts because it was hard to find good locations for the signs on the winding roads. The signs became a diversion for families traveling America's highways as they read each line of the verse. Some had funny messages and others had serious safety messages for the driver.

The company had a crew of eight trucks which maintained the signs and changed the verses at least once each year and replaced any broken signs. These men called themselves PHD's (Post Hole Diggers). One of the causes of broken signs was that horses liked to rub against them to scratch themselves so the signs were raised higher to eliminate that problem. Some people also used them for target practice and when they were placed near college towns, many were stolen and placed in dormitory rooms for decoration.

By the mid-1960s travel had become faster and the interstate highways were being built. The Burma Shave company was sold to Gillette, then to American Safety Razor Co., and finally to Phillip Morris. The big companies decided the signs were a silly advertising gimmick and ordered them all removed. The Burma Shave signs had worked well for about forty years and are fondly remember by many older Americans.

Clinton Odell died in 1958 and his son Allan who thought up the idea of the Burma Shave signs died in 1994. Here are few examples from the approximately 7000 verses the company used during that 40 year period of advertising:

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Henry the Eighth  
Prince of Friskers  
Lost Five Wives  
But Kept His Whiskers  
*Burma Shave*

The Whale Put Jonah  
Down The Hatch  
But Coughed Him Up  
Because He Scratched  
*Burma Shave*

Around The Curve  
Lickety-Split  
Beautiful Car  
Wasn't It  
*Burma Shave*

Car In Ditch  
Driver In Tree  
Moon Was Full  
And So Was He  
*Burma Shave*

Don't Lose Your Head  
To Gain A Minute  
You Need Your Head  
Your Brains Are In It.  
*Burma Shave*

If you dislike  
Big traffic fines  
Slow down  
'Till you  
Can read these signs  
*Burma-Shave*

Don't pass cars  
On curve or hill  
If the cops  
Don't get you  
Morticians will  
*Burma-Shave*

They missed  
The turn  
Car was whizz'n  
Fault was her'n  
Funeral his'n  
*Burma-Shave*

Don't stick  
Your elbow  
Out so far  
It might go home  
In another car  
*Burma-Shave*

From  
Bar  
To Car  
To  
Gates ajar  
*Burma-Shave*

If every sip  
Fills you  
With zip  
Then your sipper  
Needs a zipper  
*Burma-Shave*

Approached  
A crossing  
Without looking  
Who will eat  
His widow's cooking?  
*Burma-Shave*

A girl  
Should hold on  
To her youth  
But not  
When he's driving  
*Burma-Shave*

Big mistake  
Many make  
Rely on horn  
Instead of  
Brake  
*Burma-Shave*

You can beat  
A mile a minute  
But there ain't  
No future  
In it  
*Burma-Shave*

Sleep in a chair  
Nothing to lose  
But a nap  
At the wheel  
Is a permanent snooze  
*Burma-Shave*

This will never  
Come to pass--  
A backseat driver  
Out of gas.  
*Burma-Shave*

Road  
Was slippery  
Curve was sharp  
White robe, halo  
Wings and harp  
*Burma-Shave*

Speed  
Was high  
Weather was not  
Tires were thin  
X marks the spot  
*Burma-Shave*

Highways are  
No place  
To sleep  
Stop your car  
To count your sheep  
*Burma-Shave*

The minutes  
Some folks  
Save through speed  
They never even  
Live to need  
*Burma-Shave*

At school zones  
Heed instructions!  
Protect  
our little  
Tax deductions  
*Burma-Shave*

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Little Bo-Peep  
Has lost her Jeep  
It struck  
A truck  
When she went to sleep  
*Burma-Shave*

He tried  
To cross  
As fast train neared  
Death didn't draft him  
He volunteered  
*Burma-Shave*

No matter  
The price  
No matter how new  
The best safety device  
In your car is you  
*Burma-Shave*

A man  
A miss  
A car--a curve  
He kissed the miss  
And missed the curve  
*Burma-Shave*

Her chariot  
Raced 80 per  
They hauled away  
What had  
Ben Her  
*Burma-Shave*

The safest rule  
No ifs or buts  
Just drive  
Like every one else  
Is nuts!  
*Burma-Shave*

He saw  
The train  
And tried to duck it  
Kicked first the gas  
And then the bucket  
*Burma-Shave*

Train approaching  
Whistle squealing  
Pause!  
Avoid that  
Rundown feeling!  
*Burma-Shave*

Cattle crossing  
Means go slow  
That old bull  
Is some  
Cow's beau  
*Burma-Shave*

When frisky  
With whiskey  
Don't drive  
'Cause it's  
Risky  
*Burma-Shave*

Proper  
Distance  
To him was bunk  
They pulled him out  
Of some guy's trunk  
*Burma-Shave*

Don't  
Try passing  
On a slope  
Unless you have  
A periscope  
*Burma-Shave*

Twinkle, twinkle  
One-eyed car  
We all wonder  
WHERE  
You are  
*Burma-Shave*

Is he  
Lonesome  
Or just blind--  
This guy who drives  
So close behind?  
*Burma-Shave*

He lit a match  
To check gas tank  
That's why  
They call him  
Skinless frank  
*Burma-Shave*

On curves ahead  
Remember, sonny  
That rabbit's foot  
Didn't save  
The bunny  
*Burma-Shave*

Heaven's  
Latest  
Neophyte  
Signaled left  
Then turned right  
*Burma-Shave*

Dim your lights  
Behind a car  
Let folks see  
How bright  
YOU are  
*Burma-Shave*

Violets are blue  
Roses are pink  
On graves  
Of those  
Who drive and drink  
*Burma-Shave*

Why is it  
When you  
Try to pass  
The guy in front  
Goes twice as fast?  
*Burma-Shave*

Statistics prove  
Near and far  
That folks who  
Drive like crazy  
Are!!!  
*Burma Shave*

# THE SANDYLAND CHRONICLE

## THE MAN WITHOUT A COAT (from the Prescott Daily News - April 29, 1910)

Mr. V. Osborne of this city, "the man without a coat" is celebrating his 73<sup>rd</sup> birthday anniversary.

About 46 years ago he bought a coat, a navy blue garment cut in what was then the latest style. He got to wear it at his wedding. He has worn it only three times since then, two of the occasions being subsequent weddings, and the third being "the coldest night he ever saw" eleven years ago. In his entire life he has not worn out more than two coats. "The next time I wear a coat, I will wear it a long time" is the grim determination expressed by Osborne.

The following are some reasons why Osborne is entitled to be called "the most eccentric man in Arkansas".

He never removes his hat except when going to bed and when eating with strangers. His hat is the first thing he puts on in the morning.

He hasn't worn an overshirt but a dozen times in the last twenty years.

He drinks no intoxicants.

He has chewed tobacco for 65 years.

He never smokes.

He drinks black coffee and eats "hog and cornbread".

Osborne is a carpenter born in Jasper County, Tennessee and has lived in Arkansas since before the war. He talks freely about his customs. His sole reason for going coatless, he says, is that he considers the garment unnecessary. He says he is healthier than he would be if he wore a coat. He has never had a headache and no fever since 1862. He says he never feels "tough" after arising in the morning. He eats three meals a day and isn't faddish concerning his food except it must be simple fare. Osborne's fourth wife died last July 4<sup>th</sup>. He is the father of a boy baby two and a half years old.

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### From The Nevada News (March 4, 1915)

A meeting of the South Nevada County Medical Association was held . Physicians attending were: from Prescott- Drs. Reeder, Hesterly, Chastain, Rice, Buchanan (Al), Buchanan (Gill), and Cox; from Bodcaw- Dr. Garner; from Sutton- Dr. Sutton; from Bluff City- Dr. Pool; from Emmet- Dr. Sandlin; from Cale- Dr. Tompkins; from Laneburg- Dr. Nelms

Other physicians who were absent because of being too busy to attend were: Dr. Mendenhall from Rosston, Dr. Brandon from Rosston, Dr. Shell from Caney, and Dr. Horton from Willisville.

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### BLUFF CITY GIRL'S TEAM OF 1929

Left to right: (1) Cora Starnes (Bolls); (2) Inita Henry (Gillespie); (3) Sula Nichols (Robinson); (4) Marie Hildebrand (Pruitt); (5) Gladys Hildebrand (Harvey); (6) \_\_\_\_\_; (7) Azell McGee; (8) \_\_\_\_\_; (9) Gladys Morgan (Nelson); (10) Ethel Gillespie Moore; (11) Carlene Robinson; (12) \_\_\_\_\_; (13) Helen Harvey (Robinson); (14) Brodie Kirk (Knight); (15) Dorothy Latimer, Teacher (Notice all the wrist watches and stylish tennis shoes)

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(from the Prescott Daily News - March 13, 1909)

In 1906, William A. Gilcher of Ohio, purchased land near Delight at a nominal price and started raising peanuts. A year later the great diamond discoveries began to attract the attention of the whole world to Pike County after George Kunz, the noted diamond expert, disclosed that the diamonds rivaled South African gems. A boom started and the price of Gilcher's land soared.

No diamonds have been found upon the land as yet, but the diamond boom was on all around him. Gilcher went on calmly and raised a crop of peanuts. After picking them, he started in to look for diamonds. He gave the land a thorough plowing, searching every piece of earth. As a result, he found several diamonds. The price of his land went up more and he is thinking of giving up peanut farming and becoming a diamond farmer.

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## THE WORDS UNSAID

by Florence Jones Hadley

Published in The Camden Evening News June 21, 1927

How often, how often, O heart of mine,  
Have we sat at the close of day  
And looking backward been glad, so glad,  
Of the words we did not say.

For words are easy to say, you know,  
And they crowd the door of the lips  
Unless the warden, Love, is close by  
To see that no wrong word slips.

Like a crafty foe, through the open door,  
For when he once gains the day  
He will never, no never, go back again,  
But a victor, he becomes to stay.

The words that we use so easily  
Of our lives are a very part;  
They can bring glad smiles to a tear-wet face  
Or add grief to a burdened heart.

Then let us take heed, O heart of mine,  
That the end of each coming day  
May find us glad, when we backward look,  
For the words that we did not said.

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## BANANA SPLIT CAKE

### INGREDIENTS

1 16 oz. pkg. vanilla wafers (crushed)  
1 cup margarine (melted)  
1 20 oz. can crushed pineapple (drained)  
6 bananas  
1 8 oz. package cream cheese  
2 cups confectioners sugar (softened)  
1 12 oz. container of Cool Whip (thawed)  
1/4 cup chopped nuts  
8 maraschino cherries

Combine the crushed vanilla wafers and melted margarine. Pat into the bottom of one 9 X 13 inch pan.

Beat the cream cheese and confectioners sugar together until light and fluffy. Spread over the top of the vanilla wafer crust. Spoon crushed pineapple over the cream cheese layer. Then layer sliced bananas over the pineapple. Cover with the whipped topping and sprinkle top with chopped nuts and maraschino cherries.