Burma-Shave History and Signs along Illinois Highways

Burma-Shave was a brand of brushless shaving cream that was sold from 1925 to 1966. The company was notable for its innovative advertising campaign, which included rhymes posted all along the nation’s roadways. Typically, six signs were erected, with each of the first five containing a line of verse, and the sixth displaying the brand name.

Burma-Shave was the second brushless shaving cream to be manufactured and the first one to become a success. The product was sold by Clinton Odell and his sons Leonard and Allan, who formed the Burma-Vita Company, named for a liniment that was the company's first product. The Odells were not making money on Burma-Vita, and wanted to sell a product that people would use daily. A wholesale drug company in Minneapolis, Minnesota, where the company was located, told Clinton Odell about Lloyd's Euxesis, a British product that was the first brushless shaving cream made, but which was of poor quality. Clinton Odell hired a chemist named Carl Noren to produce a quality shaving cream and after 43 attempts, Burma-Shave was born.

To market Burma-Shave, Allan Odell devised the concept of sequential signboards to sell the product. Allan Odell recalled one time when he noticed signs saying Gas, Oil, Restrooms, and finally a sign pointing to a roadside gas station. The signs compelled people to read each one in the series, and would hold the driver's attention much longer than a conventional billboard. Though Allan’s father, Clinton, wasn’t crazy about the idea he eventually gave Allan $200 ($2,630 in today’s dollars) to give it a try.

In the fall of 1925, the first sets of Burma-Shave signs were erected on two highways leading out of Minneapolis. Sales rose dramatically in the area, and the signs soon appeared nationwide. The next year, Allan and his brother Leonard set up more signs, spreading across Minnesota and into Wisconsin, spending $25,000 ($325,453 in today’s dollars) that year on signs. Orders poured in, and sales for the year hit $68,000 ($885,234 in today’s dollars).

Burma-Shave sign series appeared from 1925 to 1963 in all of the lower 48 states except for New Mexico, Arizona, Massachusetts, and Nevada. Four or five consecutive billboards would line highways, so they could be read sequentially by motorists driving by. This use of the billboards was a highly successful advertising gimmick, drawing attention to passers-by who were curious to discover the punch
line. Within a decade, Burma-Shave was the second most popular brand of shaving cream in the United States.

The first sets of slogans were written by the Odells; however, they soon started an annual contest for people to submit the rhymes. With winners receiving a $100 prize, some contests received over 50,000 entries. Burma Shave Sign at their height of popularity there were 7,000 Burma-Shave signs stretching across America. They became such an icon to these early day travelers that families eagerly anticipated seeing the rhyming signs along the roadway, with someone in the car excitedly proclaiming, "I see Burma-Shave signs!" Breaking up the monotony of long trips, someone once said, "No one could read just one."

Burma-Shave sales rose to about 6 million ($61,767,329 in today's dollars) by 1947, at which time sales stagnated for the next seven years, and then gradually began to fall. Various reasons caused sales to fall, the primary one being urban growth. Typically, Burma-Shave signs were posted on rural highways and higher speed limits caused the signs to be ignored.

Subsequently, the Burana-Vita Company was sold to Gillette in 1963, which in turn became part of American Safety Razor, and Phillip Morris. The huge conglomerate decided the verses were a silly idea and one of America's vintage icons was lost to progress.

By 1966, every last sign disappeared from America's highways. A very few ended up in museums, including a couple of sets that were donated to the Smithsonian Institution.


Philip Morris sold the Burma-Shave brand name to American Safety Razor Company in 1968, but the name remained dormant until 1997, when it was reintroduced for a line of shaving cream, razors, and accessories.
The Living History of Illinois and Chicago Community

Living History of Illinois and Chicago – Facebook Group.
Living History of Illinois and Chicago – Google+ Community.

EACH LINE WAS A SEPARATE SIGN, IN SEQUENTIAL ORDER, IN THE DIRECTION YOU WERE DRIVING.

Shave the modern way
No brush
No lather
No rub-in
Big tube 35 cents drug stores
Burma-Shave

Goodbye! shaving brush
Half a pound for
Half a dollar
Very fine for the skin
Druggists have it
Cheer up face the war is over
Burma-Shave

“At ease,” she said
“Maneuvers begin
When you get
Those whiskers
Off your chin”
Burma-Shave

Substitutes
Like unseen barter
Often make one
Sad
But smarter
Burma-Shave

Drinking drivers
Holler
Half a pound for
Half a dollar
Oh boy!
Shaving joy
Complexion save
Burma-Shave

Takes the “H” out of shave
Makes it save
Saves complexion
Saves time & money
No brush no lather
Burma-Shave

Five
Hundred
Thousand
Men
Use
Burma-Shave

Cheer up face
The war is past
The “h” is out
Of shave
At last
Burma-Shave

Half a pound
For
Half a dollar
At the drug store
Simply holler
Burma-Shave

Shaving brushes
You’ll soon see ’em
Shaving joy
Complexion save
Burma-Shave

Drinking drivers
Said Juliet
To Romeo
If you
Won’t shave
Go homeo
Burma-Shave

Why does a chicken
Cross the street?
Burma-Shave

“Substitutes
Like unseen barter
Often make one
Sad
But smarter
Burma-Shave

Drinking drivers
Holler
Half a pound for
Half a dollar
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Drinking drivers
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Enhance their chance
to highball home
in an ambulance
Burma-Shave

The big blue tube's
Like Louise
You get
A thrill
From every squeeze
Burma-Shave

The monkey took
One look at Jim
And threw the peanuts
Back at him
He needed
Burma-Shave

Substitutes
can let you down
Quicker
Than a strapless gown
Burma-Shave

For shaving comfort
Without
A sting
That big blue tube
Has everything
Burma-Shave

6 million housewives
Can't be wrong
Who keep
Their husbands
Right along in
Burma-Shave

We're widely read
And often quoted
But it's shaving
Not signs
For which we're noted
Burma-Shave

Men who
Have to
Travel light
Find the 35 cent tube
Just right
Burma-Shave

It gave
McDonald
That needed charm

She sees a guy
She'd like to meet
He uses
Burma-Shave

It's a good
Old Spanish custom
Take your mug
And brush
And bust'em
Burma-Shave

No matter how
You slice it
It's still your face
Be humane
Use
Burma-Shave

Hello druggist
I don't mean maybe
Yes
Sir!
That's the baby
Burma-Shave

Half a pound
For
Half a buck
Come on shavers
You're in luck
Burma-Shave

Substitutes
Can do
More harm
Than city fellers
On a farm
Burma-Shave

Pat's bristles
Scratched
Bridget's nose
That's when
Her wild Irish rose
Burma-Shave

The hobo
Lets his
Whiskers sprout
It's trains--not girls

On the shelf
In some
Museum
Burma-Shave

Six
Hundred
Thousand
Men
Use
Burma-Shave

1880 A.D.
Straight razor and
Shaving soap
1930 A.D.
Safety razor and
Burma-Shave

The 50 cent jar
So large
By heck
Even the Scotch
Now shave the neck
Burma-Shave

Are your whiskers
When you wake
Tougher than
A two-bit steak?
Try
Burma-Shave

Modern man
Spreads it on
Pats it in
Shaves it off
See him grin
Burma-Shave

Substitutes
Buy a tube
Use it one week
If you then want
Your money back
Send us the tube
Burma-Shave

Buy a tube
Use it one week
If you then want
Your money back
Send us the tube
Burma-Shave

Hinky-dinky
Parley voo
Cheer up the face
The war
Is thru
Burma-Shave

Eight
Hundred
Thousand
Men

Power
Refreshes like
An April shower
Burma-Shave

One shave lasts
All day through
Face feels
Cool and
Smotherer too
Burma-Shave

Every shaver
Now can snore
Six more minutes
Than before
By using
Burma-Shave

Your shaving brush
Has had its day
So why not
Shave the modern way
With
Burma-Shave

Two
Hundred
Thousand
Men
Use
Burma-Shave

Half a pound
For
Half a dollar
Spread on thin
Above the collar
Burma-Shave

One pound 85 cents
Half pound 50 cents
Big tube 35 cents
Don't put it off
Put it on
Burma-Shave

Does your husband
Misbehave
Grunt and grumble
Rant and rave
Shoot the brute some
Burma-Shave

Shaving brushes
Such a bother
Burma-Shave
Looks good
Hello Hollywood
Good-by farm
Burma-Shave

A shave
That's real
No cuts to heal
A soothing
Velvet after-feel
Burma-Shave

Around
The curve
Lickety-split
It's a beautiful car
Wasn't it?
Burma-Shave

Our fortune
Is your
Shaven face
It's our best
Advertising space
Burma-Shave

If Crusoe'd
Kept his chin
More tidy
He might have found
A lady Friday
Burma-Shave

Feel your face
As you ride by
Now don't
You think
It's time to try
Burma-Shave

If anything
Will please
Your Jill
A little jack
For this jar will
Burma-Shave

That barefoot
Chap
With cheeks of tan
Won't let 'em chap
When he's a man
Burma-Shave

If harmony
Is what
You crave
Then get
A tuba

That he takes out
Burma-Shave

A beard
That's rough
And overgrown
is better than
A chaperone
Burma-Shave

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

Pedro
Walked
Back home by golly
His bristly chin
Was hot-to-Molly
Burma-Shave

A shave
That's real
No cuts to heal
A soothing
Velvet after-feel
Burma-Shave

The cannoneers
With hairy ears
On wiry whiskers
Used tin shears
Until they found
Burma-Shave

The tube's
A whopper
35 cents
Easy shaving
Low expense

Use
Burma-Shave

Take a tip
For your trip
No wet brush
To soak
Your grip
Burma-Shave

Early to bed
Early to rise
Was meant for those
Old fashioned guys
Who didn't use
Burma-Shave

Shaving brush
All wet
And hairy
I've passed you up
For sanitary
Burma-Shave

I know
He's a wolf
Said riding hood
But Grandma dear,
He smells so good
Burma-Shave

Makes shaving
A
Grin game
Not
A skin game
Burma-Shave

Listen shavers
Knock on wood
When offered
Something
"Just as good"

To
Father

Tho stiff
The beard
That Nature gave
It shaves like down
With
Burma-Shave

I use it too
The bald man said
It keeps my face
Just like
My head
Burma-Shave

Grandpa's
Out with
Junior's date
Old technique
With brand new bait
Burma-Shave

No soggy brushes
In your grip
You've always
Got a
Finger tip
Burma-Shave

Tho tough
And rough
From wind and wave
Your cheek grows sleek
With
Burma-Shave

Film protects
Your neck
And chin
So your razor
Won't dig in
Burma-Shave

If hugging
On highways
Is your sport
Trade in your car
For a davenport
<table>
<thead>
<tr>
<th>Burma-Shave</th>
<th>Burma-Shave</th>
<th>Burma-Shave</th>
<th>Burma-Shave</th>
</tr>
</thead>
<tbody>
<tr>
<td>The one horse shay</td>
<td>Moonlight</td>
<td>Bargain hunters</td>
<td>In cupid's little</td>
</tr>
<tr>
<td>Has had its day</td>
<td>And roses</td>
<td>Gather 'round</td>
<td>Bag of trix</td>
</tr>
<tr>
<td>So has the brush</td>
<td>Whiskers</td>
<td>Fifty cents</td>
<td>Here's the one</td>
</tr>
<tr>
<td>And lather way</td>
<td>Like Moses</td>
<td>Buys</td>
<td>That clix</td>
</tr>
<tr>
<td>Use</td>
<td>Just don't go together</td>
<td>Half a pound</td>
<td>With chix</td>
</tr>
<tr>
<td>Burma-Shave</td>
<td>Burma-Shave</td>
<td>Burma-Shave</td>
<td>Burma-Shave</td>
</tr>
<tr>
<td>Pa acted</td>
<td>The millionth man</td>
<td>From New York town</td>
<td>A guy</td>
</tr>
<tr>
<td>So tickled</td>
<td>Has joined</td>
<td>To Pumpkin Holler</td>
<td>Who wants</td>
</tr>
<tr>
<td>Ma thot</td>
<td>Our ranks</td>
<td>It's half a pound</td>
<td>To middle-aisle it</td>
</tr>
<tr>
<td>He was pickled</td>
<td>Of happy shavers</td>
<td>For</td>
<td>Must never scratch</td>
</tr>
<tr>
<td>He'd just tried</td>
<td>Many thanks!</td>
<td>Half a dollar</td>
<td>His little Violet</td>
</tr>
<tr>
<td>Burma-Shave</td>
<td>Burma-Shave</td>
<td>Burma-Shave</td>
<td>Burma-Shave</td>
</tr>
<tr>
<td>If hugging</td>
<td>Travelers!</td>
<td>Political pull</td>
<td>Every day</td>
</tr>
<tr>
<td>On highways</td>
<td>All</td>
<td>May be</td>
<td>We do</td>
</tr>
<tr>
<td>Is your sport</td>
<td>You need is</td>
<td>Of use</td>
<td>Our part</td>
</tr>
<tr>
<td>Trade in your car</td>
<td>A razor</td>
<td>For razor pull</td>
<td>To make your face</td>
</tr>
<tr>
<td>For a davenport</td>
<td>And</td>
<td>There's no excuse</td>
<td>A work of art</td>
</tr>
<tr>
<td>Burma-Shave</td>
<td>Burma-Shave</td>
<td>Burma-Shave</td>
<td>Burma-Shave</td>
</tr>
<tr>
<td>Hat and tie</td>
<td>Late risers!</td>
<td>Free</td>
<td>Thrifty jars for</td>
</tr>
<tr>
<td>Smart and clean</td>
<td>Shave in just</td>
<td>Illustrated</td>
<td>Stay at homes</td>
</tr>
<tr>
<td>Space between</td>
<td>2 minutes flat</td>
<td>Jingle book</td>
<td>Handy tubes</td>
</tr>
<tr>
<td>Spoiled the scene</td>
<td>Kiss your wife</td>
<td>In every</td>
<td>For him</td>
</tr>
<tr>
<td>He should use</td>
<td>Grab your hat</td>
<td>Package</td>
<td>Who roams</td>
</tr>
<tr>
<td>Burma-Shave</td>
<td>Burma-Shave</td>
<td>Burma-Shave</td>
<td>Burma-Shave</td>
</tr>
<tr>
<td>There's no whisker</td>
<td>We don't</td>
<td>You'll love your wife</td>
<td>We don't</td>
</tr>
<tr>
<td>It won't soften</td>
<td>Know how</td>
<td>You'll love her paw</td>
<td>Know how</td>
</tr>
<tr>
<td>Shave 'em close</td>
<td>To split an atom</td>
<td>You'll even love</td>
<td>To split an atom</td>
</tr>
<tr>
<td>And not</td>
<td>But as to whiskers</td>
<td>Your mother-in-law</td>
<td>But as to whiskers</td>
</tr>
<tr>
<td>So often</td>
<td>Let us at 'em</td>
<td>If you use</td>
<td>Let us at 'em</td>
</tr>
<tr>
<td>Burma-Shave</td>
<td>Burma-Shave</td>
<td>Burma-Shave</td>
<td>Burma-Shave</td>
</tr>
<tr>
<td>Angels</td>
<td>Paper hangers</td>
<td>For painting</td>
<td>If you want</td>
</tr>
<tr>
<td>Who guard you</td>
<td>With the hives</td>
<td>Cow-shed</td>
<td>A hearty squeeze</td>
</tr>
<tr>
<td>When you drive</td>
<td>Now can</td>
<td>Barn or fence</td>
<td>Get our</td>
</tr>
<tr>
<td>Usually</td>
<td>Shave with</td>
<td>That shaving brush</td>
<td>Female</td>
</tr>
<tr>
<td>Retire at 65</td>
<td>Carving knives</td>
<td>Is just immense</td>
<td>Anti-freeze</td>
</tr>
<tr>
<td>Burma-Shave</td>
<td>Burma-Shave</td>
<td>Burma-Shave</td>
<td>Burma-Shave</td>
</tr>
<tr>
<td>Forest fires</td>
<td>Wild men pulled</td>
<td>When the jar</td>
<td>Can't shave daily?</td>
</tr>
<tr>
<td>Start from scratch</td>
<td>Their whiskers out</td>
<td>Is empty</td>
<td>Tender hide?</td>
</tr>
<tr>
<td>So think before</td>
<td>That's what made</td>
<td>Wife begins to sing</td>
<td>Now be honest</td>
</tr>
<tr>
<td>You toss</td>
<td>Them wild</td>
<td>&quot;For spices, jam &amp; jelly&quot;</td>
<td>Have you</td>
</tr>
<tr>
<td>That match</td>
<td>No doubt--</td>
<td>That jar is just the thing&quot;</td>
<td>Tried</td>
</tr>
<tr>
<td>Burma-Shave</td>
<td>Burma-Shave</td>
<td>Burma-Shave</td>
<td>Burma-Shave</td>
</tr>
<tr>
<td>Dim your lights</td>
<td>Look</td>
<td>Lawyers, doctors</td>
<td>The chick</td>
</tr>
<tr>
<td>Behind a car</td>
<td>Don't listen</td>
<td>Sheiks and bakers</td>
<td>He wed</td>
</tr>
<tr>
<td>Let folks see</td>
<td>Pop is trying</td>
<td>Mountainers and undertakers</td>
<td>Let out a whoop</td>
</tr>
<tr>
<td>How bright</td>
<td>A substitute</td>
<td>Make their bristly beards</td>
<td>Felt his chin and</td>
</tr>
<tr>
<td>YOU are</td>
<td>Instead of buying</td>
<td>behave</td>
<td>Flew the coop</td>
</tr>
<tr>
<td>Burma-Shave</td>
<td>Burma-Shave</td>
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</tr>
</tbody>
</table>
Thirty days
Hath September
April
June and the
Speed offender
Burma-Shave

Others claim
Their product good
But ours
Do what
You think it should
Burma-Shave

Ben
Met Anna
Made a hit
Neglected beard
Ben-Anna split
Burma-Shave

Drowsy?
Just remember, pard
That marble slab
Is doggone
Hard
Burma-Shave

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

Dear lover boy,
Your photo came
But your doggone beard
Won't fit
The frame
Burma-Shave

This will never
Come to pass
A back-seat
Driver
Out of gas
Burma-Shave

Don't lose
Your head
To gain a minute
You need your head
Your brains are in it
Burma-Shave

If a gift
You must choose
Burma-Shave

Give the guy
The toe of your boot
Who tries
To hand you
A substitute for
Burma-Shave

Ruddy cheeks
And face
Of tan
Neatly shaven
What a man!
Burma-Shave

If your hubby
Trumps your ace
Here's something
That will
Save his face
Burma-Shave

Mug and brush
Old Adam
Had 'em
Is your husband
Like Adam, Madam?
Burma-Shave

25 prizes
Every week
Throuout the football season
You'll find you'd rather
Use no lather
B'golly there's a reason
Burma-Shave

To shaving brush
I need
Not cling
I will not hush
Of thee I sing
Burma-Shave

Prize contest details
May be obtained
At football broadcast
Every Saturday
Over WCCO
Burma-Shave

Hit 'em high
Hit 'em low
Follow your team
Over WCCO
And win a prize
Give him one
He'll like
To use
Burma-Shave

Pedro
Walked
Back home, by golly
His bristly chin
Was hot-to-Molly
Burma-Shave

If our road signs
Catch your eye
Smile
But don't forget
To buy
Burma-Shave

Does your husband
Misbehave
Grunt and grumble
Rant and rave
Shoot the brute some
Burma-Shave

It's a good
Old Spanish custom
Take your mug
And brush
And bust 'em
Burma-Shave

Early to bed
Early to rise
Was meant for those
Old fashioned guys
Who don't use
Burma-Shave

You've used
Our cream
Now try our blades
Pair up the best
In shaving aids
Burma-Shave

Don't lose
Your head
To gain a minute
You need your head
Your brains are in it
Burma-Shave

That she
Could cook
He had his doubts
Until she creamed

Easy shaving
Low expense
Burma-Shave
No price increase
Every day
We do
Our part
To make your face
A work of art
Burma-Shave

The bearded lady
Tried a jar
She's now
A famous
Movie star
Burma-Shave

Jonah took
No brush
To mop his face
Where Jonah went
He needed space
Burma-Shave

The game laws
Ought to
Let you shoot
The bird who hands you
A substitute
Burma-Shave

Bachelor's quadrants
Dog on the rug
Whiskers to blame
No one
To hug
Burma-Shave

Bristly beard
Or silky fuzz
Just shave 'em back
To where
They was
Burma-Shave

Tho living costs
Are upward bound
Four bits
Still buys
Half a pound
Burma-Shave

Pity all
The mighty Caesars
They pulled
Each whisker out

Free offer! Free offer!
Rip a fender
Off your car
Mail it in for
A half-pound jar
Burma-Shave

Everything
In it
Is fine
For the
Skin
Burma-Shave

He played
A sax
Had no B.O.
But his whickers scratched
So she let him go
Burma-Shave

Bridge prize
For men
Just half a buck
Try it, hostess
Change your luck
Burma-Shave

Thrifty shavers
Now are found
Buying shaves
By the pound
One lb. jar 85 cents
Burma-Shave

You know
Your onions
Lettuce suppose
This beets 'em all
Don't turnip your nose
Burma-Shave

Tube
Immense
35 cents
Easy shaving
Low expense
Burma-Shave

Keep well
To the right
Of the oncoming car
Get your close shaves
From the half-pound jar
Burma-Shave

Be a modern
Paul Revere

Burma-Shave
Hit 'em high
Hit 'em low
It's action rooters crave
Millions boast -- millions toast
The All-American shave
Burma-Shave

There's football in the air
And prizes for all to share
Accept our invitation
WCCO's the station
(Many prizes
Get your share)

He had the ring
He had the flat
But she felt his chin
And that
Was that
Burma-Shave

Your beauty, boys
Is just
Skin deep
What skin you've got
You ought to keep
Burma-Shave

The answer to
A shaver's dream
A greaseless
No brush
Shaving cream
Burma-Shave

When cutting
Whiskers
You don't need
To leave one half
Of them for seed
Burma-Shave

Golfers!
Hole in one
Is quite a feat
Unless that hole
Is in your meat
Burma-Shave

If you
And whiskers
Do hobnob
Some sailor gob
Will steal your squab
His bristle sprouts with
Burma-Shave

Famous last words
"If he won't
Dim his
I won't
Dim mine"
Burma-Shave

The wolf
Who longs
To roam and prowl
Should shave before
He starts to howl
Burma-Shave

Car in ditch
Driver in tree
Moon was full
And so
Was he
Burma-Shave

As you drive
Play this game
Construct
A jingle
With this name
Burma-Shave

Substitutes
That promise perfection
Are like
Some candidates
After election
Burma-Shave

If a gift
You must choose
Give him
One that
He can use
Burma-Shave

Santa’s
Whiskers
Need no trimmin’
He kisses kids
Not the winnin
Burma-Shave

When the stork
Delivers a boy
Our whole
Darn factory
Jumps for joy

With tweezers
Burma-Shave
Lather was used
By Daniel Boone
He lived
A 100 years
Too soon
Burma-Shave

Beneath this stone
Lies Elmer Gush
Tickled to death
By his shaving brush
Burma-Shave

College boys!
Your courage muster
Shave off
That fuzzy
Cookie duster
Burma-Shave

Every second
Without fail
Some store
Rings up
Another sale
Burma-Shave

That "pink toothbrush"
Is a curse
But that pink razor’s
A darn sight worse
Use
Burma-Shave

Noah had whiskers
In the ark
But he wouldn't get by
On a bench
In the park
Burma-Shave

His face was smooth
And cool as ice
And oh Louise!
He smelled
So nice
Burma-Shave

Water heater
Out of kilter
Try the brushless
Whisker
Wiltter

Spread the news
From ear
To ear
Burma-Shave

Whiskers long
Made Samson strong
But Samson's gal
She done
Him wrong
Burma-Shave

At Xmas time
And birthdays too
We solve
Your problems right
For you -- give
Burma-Shave

Half a buck
Half a pound
No substitute
Is ever found
For
Burma-Shave

Enthusiastic user
Henry J. McLass
Spreads our product
On the lawn
When he cuts the grass
Burma-Shave

The happy golfer
Find with glee
The shave
That suits him
To a tee
Burma-Shave

Eeny-meeny
Miny-mo
Save your skin
Your time
Your dough
Burma-Shave

Shaving brush
Is out of date
Use the
Razor’s
Perfect mate
Burma-Shave

If substitution
He should try
Just look that clerk
Right in the eye

If you're just
An average man
Wanting to look
The best you can
Use
Burma-Shave

The cream
Preserves
Pa's razor blade
The jar preserves
Ma's marmalade
Burma-Shave

From Saskatoon
To Alabam'
You hear men praise
The shave
What am
Burma-Shave

Stomach ache!
Doctor --
Toothache!
Dentist --
Whiskers!
Burma-Shave

Bathroom shelf
Surprises me
From shaving clutter
It's now free
I'm using
Burma-Shave

Salesmen, tourists
Camper-outers
All you other
Whisker-sprouters
Don't forget your
Burma-Shave

Paper hangers
With the hives
Now can
Shave with
Carving knives
Burma-Shave

Romances are wrecked
Before they begin
By a hair
On the coat
Or a lot on the chin
Burma-Shave
He cried
The Living History of Illinois and Chicago Community

Living History of Illinois and Chicago – Facebook Group.
Living History of Illinois and Chicago – Google+ Community.

Burma-Shave

Altho
We've sold
Six million others
We still can't sell
Those coughdrop brothers
Burma-Shave

Join
Our happy
Brushless throng
Six million users
Can't be wrong
Burma-Shave

If you
Must sample
Her "pucker paint"
Better drive
Where traffic ain't
Burma-Shave

It gave
Swell shaves before
Now you'll like it
Even more
The new--improved
Burma-Shave

Pull off
The road
To change a flat
Protect your life--
No spare for that!
Burma-Shave

Tho tough
And rough
From wind and wave
Your cheek
Grows sleek with
Burma-Shave

In seventy years
Of brushin' soap on
Gramps coulda painted
The pentagon
Use brushless
Burma-Shave

These three
Prevent most accidents
Courtesy
Caution
Common sense

And bellow
Burma-Shave
Riot at
Drug store
Calling all cars
100 customers
99 jars
Burma-Shave

To get
Away from
Hairy apes
Ladies jump
From fire escapes
Burma-Shave

Special treatment
Every hair
Holds it up
And cuts
It square
Burma-Shave

Your razor
Floats thru
The hair
With the
Greatest of ease
Burma-Shave

Ed's face
Is rough
And rugged
Ed's wife
Doesn't hug Ed
Burma-Shave

Shaving brush
And soapy smear
Went out of
Style with
Hoops my dear
Burma-Shave

To every man
His shave
Is best
Until he makes
The final test
Burma-Shave

Smith Brothers
Would look immense
If they'd just
Cough up 50 cents
For half pound jar

And felt his chin
"Twas just another
Easy win for
Burma-Shave

Fire! Fire!
Keep cool
Be brave
Just grab
Your pants and
Burma-Shave

A silky cheek
Shaved smooth
And clean
Is not obtained
With a mowing machine
Burma-Shave

Cheek to cheek
They meant to be
The lights went out
And so did he
He needed
Burma-Shave

Henry the Eighth
Prince of friskers
Lost five wives
But kept
His whiskers
Burma-Shave

All these years
Your skin
Has dried
Why not moisten
Up your hide
Burma-Shave

Holler!
Half a pound
For half a dollar
Isn't that
A cheerful earful?
Burma-Shave

Drive
With care
Be alive
When you
Arrive
Burma-Shave

Week-old beard
So masked his face
His bull dog
Chased him
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**Burma-Shave**

Said one whisker
To another
Can't get tough
With this stuff
Brother

**Burma-Shave**

I just joined
The young man said
A nudist camp
Is my face red?
No! I use

**Burma-Shave**

20 miles per gal.
Says well-known car
To go 10,000
Miles per gal
By half-pound jar

**Burma-Shave**

Hear about
The jolly tar
It smelled so good
He ate
A jar

**Burma-Shave**

Cooties love
Bewhiskered places
Cuties love the
Smoothest faces
Shaved by

**Burma-Shave**

Frel! Frel!!
A trip
To Mars
For 900
Empty jars

**Burma-Shave**

After one trial
You'll want more
At the next
Good drug store
15 for 25 cents

**Burma-Shave Blades**

Here's the winning
Shaving team
The perfect blade
The perfect cream

**Burma-Shave Blades**

Sharpest blade
Ever made
Comfort speed
Guaranteed
15 for 25 cents

**Burma-Shave**

Jimmie said a naughty word
Jimmie's mother overheard
Soapuds? No!
He preferred

**Burma-Shave**

Congressman Pipp
Lost the election
Babies he kissed
Had no protection
To win – use

**Burma-Shave**

Let's give the
Clerk a hand
Who never
Palms off
Another brand

**Burma-Shave**

His tenor voice
She thought divine
Till whiskers
Scratched
Sweet Adeline

**Burma-Shave**

Old McDonald
On the farm
Shaved so hard
He broke his arm
Then he bought

**Burma-Shave**

As you journey
Down the years
Your mirror is
The glass that cheers
If you use

**Burma-Shave**

Cheer cheer
The gang's
All here
Riding along
Three million strong for

**Burma-Shave**

When you drive
If caution ceases
You are apt
To rest
In pieces

**Burma-Shave**

Off the place
Little Willie
Modern soul
Busted Papa's
Brush and bowl

**Burma-Shave**

'Mid rising
Taxes
Soaring rents
Still half a pound
For fifty cents

**Burma-Shave**

Substitutes!
Smooth guys sell 'em
Easy marks use 'em
Well groomed men
Always refuse 'em

**Burma-Shave**

Every
Sheba
Wants a sheik
Strong of muscle
Smooth of cheek

**Burma-Shave**

If HER whiskers
Scratched YOUR cheek
You would
Send her out
To seek

**Burma-Shave**

The cannibals
Took just one view
And said
He looks too nice
To stew

**Burma-Shave**

You've laughed
At our signs
For many a mile
Be a sport
Give us a trial

**Burma-Shave**

If harmony
Is what
You crave
Then get
A tuba
Burma-Shave

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

Burma-Shave

When
Super-shaved
Remember, pard
You'll still get slapped
But not so hard

Burma-Shave

His brush is gone
So what'll we do
Said Mike Robe I
To Mike Robe II

Burma-Shave

The place to pass
On curves
You know
Is only at
A beauty show

Burma-Shave

A whiskery kiss
For the one
You adore
May not make her mad
But her face will be sore

Burma-Shave

Burma-Shave

Was such a boom
They passed
The bride
And kissed the groom

Burma-Shave

These signs
We gladly
Dedicate
To men who've had
No date of late

Burma-Shave

If your peach
Keeps out
Of reach
Better practice
What we preach

Burma-Shave

A guy

Burma-Shave Blades

Hardly a driver
Is now alive
Who passed
On hills
At 75

Burma-Shave

Darling I am
Growing old
Nonsense!
Do as you
Are told -- get

Burma-Shave

A whiskered gent
At a bazaar
Paid for
A kiss
But got a jar

Burma-Shave

Drive like
A railroad engineer
Take it easy
When the road's
Not clear

Burma-Shave

Mirror on
The bathroom wall
What's the
Smoothest shave
Of all?

Burma-Shave

Try a tube
The cream
That's in it
Is making friends
A man a minute

Burma-Shave

Soap's
That irritate
Their mugs
Turn jolly gents
to jitterbugs

Burma-Shave

Past
Schoolhouses
Take it slow
Let the little
Shavers grow

Burma-Shave

All little rhyming
Jokes aside
Don't be content
Until you've
Tried

Burma-Shave

You can't reach 80
Hale and hearty
By driving 80
Home from
The party

Burma-Shave

Substitutes and
Imitations
Send 'em to
Your wife's
Relations

Burma-Shave

He married Grace
With scratchy face
He only
Got one day
Of Grace!

Burma-Shave

College cutie
Pigskin hero
Bristly Kiss
Hero
Zero

Burma-Shave

Buy a jar
Take it from me
There's so
Much in it
The last half's free

Burma-Shave

He's the boy
The gals forgot
His line
Was smooth
His chin was not

Burma-Shave

Put your brush
Back on the shelf
The dam thing
Needs a
Shave itself

Burma-Shave

It's best for
One who hits

Burma-Shave

The burma girls
In Mandalay
Dunk bearded lovers
In the bay
Who don't use

Burma-Shave

Kids! Attention!
44 best jingles
Used so far
In jingle book
With tube or jar

Burma-Shave

Men
Who've tested
Every brand
Are just the ones
Who now demand

Burma-Shave

It's in
The bag
Of every man
Who travels
Lightly as he can

Burma-Shave

My neck was sore
In front before
And also
Sore behind
Before

Burma-Shave

The crowd
You see
Around that store
Are Burma-Shavers
Buying more

Burma-Shave

Fingers were made
Before brushes --
Use 'em
They're much safer
You can't lose 'em

Burma-Shave

No pulling
At the whisker base
A soothing film
Protects
Your face
<table>
<thead>
<tr>
<th>Lyrics</th>
<th>Burma-Shave</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who drives A car wide open</td>
<td>Mom and Pop Are feeling gay</td>
</tr>
<tr>
<td>Is not thinkin' He's just hopin'</td>
<td>Baby said As plain</td>
</tr>
<tr>
<td>Burma-Shave</td>
<td>As day Burma-Shave</td>
</tr>
<tr>
<td>To kiss A mug That's like a cactus Takes more nerve Than it does practice</td>
<td>If you dislike Big traffic fines Slow down 'Till you Can read these signs</td>
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<tr>
<td>Burma-Shave</td>
<td>Burma-Shave Shiver my timbers Said Captain Mack We're ten knots out But we're turning back</td>
</tr>
<tr>
<td>The whale Put Jonah Down the hatch But coughed him up Because he scratched</td>
<td>Fiji my timbers Said Captain Mack We're ten knots out But we're turning back</td>
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<td>Don't Try passing On a slope Unless you have A periscope Burma-Shave</td>
<td>Special seats Reserved in hades For whiskered guys Who scratch The ladies</td>
</tr>
<tr>
<td>Burma-Shave</td>
<td>Burma-Shave A peach Looks good With lots of fuzz But man's no peach And never wuz</td>
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<tr>
<td>Passing cars When you can't see May get you A glimpse Of eternity Burma-Shave</td>
<td>Spread it on And lightly too Shave it off That's all You're through</td>
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<td>Burma-Shave Shaving brushes Soon will Be trimmin' Those screwy hats We see on winnin'</td>
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<tr>
<td>Don't leave safety To mere chance That's why Belts are Sold with pants Burma-Shave</td>
<td>I proposed To Ida Ida refused Ida won my Ida If Ida used</td>
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<td>Don't pass cars On curve or hill If the cops Don't get you Morticians will Burma-Shave</td>
<td>With glamour girls You'll never click Bewhiskered Like a Bolshevik Burma-Shave</td>
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<td>Don't leave safety To mere chance That's why Belts are Sold with pants Burma-Shave</td>
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<td>At crossroads Don't just Trust to luck The other car May be a truck Burma-Shave</td>
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<td>The queen Of hearts Now loves the knave The king Ran out of Burma-Shave</td>
<td>Say, big boy To go Thru life How'd you like A whiskered wife? Burma-Shave</td>
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<td>At a quiz Pa ain't No whiz But he knows how To keep Ma his Burma-Shave</td>
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<td>Many a forest Used to stand Where a Lighted match Got out of hand Burma-Shave</td>
<td>At crossroads Don't just Trust to luck The other car May be a truck Burma-Shave</td>
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<td>Shaving brushes Soon will Be trimmin' Those screwy hats We see on winnin' Burma-Shave</td>
<td>I proposed To Ida Ida refused Ida won my Ida If Ida used</td>
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<td>The bottle To let another Use the throttle Burma-Shave</td>
<td>The queen Of hearts Now loves the knave The king Ran out of Burma-Shave</td>
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<tr>
<td>The cream One hears The most of now Comes from a jar Not from a cow Burma-Shave</td>
<td>I proposed To Ida Ida refused Ida won my Ida If Ida used</td>
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Will get
Another sitter
Burma-Shave

Use this cream
A day
Or two
Then don't call her--
She'll call you
Burma-Shave

The poorest guy
In the
Human race
Can have a
Million dollar face
Burma-Shave

If daisies
Are your
Favorite flower
Keep pushin' up those
Miles-per-hour
Burma-Shave

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

The one who
Drives when
He's been drinking
Depends on you
To do his thinking
Burma-Shave

This cream
Is like
A parachute
There isn't
Any substitute
Burma-Shave

Tempted to try it?
Follow your hunch
Be "Top Banana"
Not one
Of the bunch
Burma-Shave

Bristles scratched
His cookie's map
That's what
Made poor
Ginger snap

Burma-Shave

Here's
A good deed
For a scout
Tell your dad
All about
Burma-Shave

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

Tell
The dear
Who shops around
That half a buck
Buys half a pound
Burma-Shave

She kissed
The hairbrush
By mistake
She thought it was
Her husband Jake
Burma-Shave

He used
Umbrella
For parachute
Now rejects
Every substitute
Burma-Shave

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

Soldier
Sailor
And marine
Now get a shave
That's quick and clean
Burma-Shave

Remember this
If you'd
Be spared
Trains don't whistle
Because they're scared
Burma-Shave

On the rocks
Burma-Shave

Always remember
On any trip
Keep two things
Within your grip
Your steering wheel and
Burma-Shave

Give hand signals
To those behind
They don't know
What's in
Your mind
Burma-Shave

The bearded devil
Is forced
To dwell
In the only place
Where they don't sell
Burma-Shave

Substitutes
Would irk a saint
You hope they are
What you know
They ain't
Burma-Shave

Prickly pears
Are picked
For pickles
No peach picks
A face that prickles
Burma-Shave

Guys whose eyes
Are in
Their backs
Get halos crossing
Railroad tracks
Burma-Shave

A Christmas hug
A birthday kiss
Awaits
The woman
Who gives this
Burma-Shave

Just spread
Then pat
Now shave
That's
That
Burma-Shave

Other things have
Gone sky high
Half a dollar
Still will buy
Half pound jar
Burma-Shave

Before I tried it
The kisses
I missed
But afterward -- Boy!
The misses I kissed
Burma-Shave

No lady likes
To dance
Or dine
Accompanied by
A porcupine
Burma-Shave

In every
Half a pound
My boy
You get a ton
Of Shaving joy
Burma-Shave

Here's something
That could
Even soak
The whiskers off
A radio joke
Burma-Shave

Rip Van Winkle
Said he'd rather
Snooze for years
Than shave
With lather
Burma-Shave

Rhyme and reason
Every season
You've read
The rhyme
Now try the reason
Burma-Shave

Wild
Dashes
From by-ways
Cause crashes
On highways
Burma-Shave
We've made Grandpa
Look so youthful
His pension board
Thinks
He's untruthful
Burma-Shave

Henry the Eighth
Sure had
Trouble
Short term wives
Long term stubble
Burma-Shave

When the stork
Delivers a boy
OUr whole
Dam factory
Jumps for joy
Burma-Shave

Our fortune
Is your
Shaven face
It's our best
Advertising space
Burma-Shave

Said farmer Brown
Who's bald
On top
Wish I could
Rotate the crop
Burma-Shave

Leaves
Face soft
As woman's touch
Yet doesn't cost you
Near as much
Burma-Shave

We can't
Provide you
With a date
But we do supply
The best darn bait
Burma-Shave

The wolf
Is shaved
So neat and trim
Red Riding Hood
Is chasing him
Road

Burma-Shave
When better
Shaving brushes
Are made
We'll still shave
Without their aid
Burma-Shave

When junior takes
Your ties
And car
It's time to buy
An extra jar
Burma-Shave

Burma-Shave
Gets each
Whisker
At the base
No ingrown hair
On neck or face

Burma-Shave
If man bites doggie
That is news
If face
Scares doggie
Better use

Burma-Shave

At intersections
Look each way
A harp sounds nice
But it's
Hard to play
Burma-Shave

Burma-Shave
Iceman's grandson
Now full grown
Has cooling system
All his own
He uses

Burma-Shave

Let's make Hitler
And Hirohito
Look as sick as
Old Benito
Buy defense bonds
Burma-Shave

Burma-Shave
Can't shave daily?
Tender hide?
Now be honest
Have you
Tried
Burma-Shave

Burma-Shave
Life is sweet
But oh how bitter!
To love a gal
And then
Not git 'er
Burma-Shave

Trains don't wander
All over the map
For no one
Sits on
The engineer's lap
Burma-Shave

When Peter Piper
Pickled picker
Kissed his gal
His beard
Would prick 'er
Burma-Shave

The answer to
A maiden's prayer
Is a man
Most anywhere
Using
Burma-Shave

Burma-Shave
'Mid rising
Taxes
Soaring rents
Still half a pound
For fifty cents

Burma-Shave

Approached
A crossing
Without looking
Who will eat
His widow's cooking?

Burma-Shave

The wife
Who keeps on
Being kissed
Always heads
Her shopping list

Burma-Shave

Burma-Shave
Stores are full
Of shaving aids
But all you need
Is this
And blades

Burma-Shave
Substitutes
Resemble
Tail-chasing pup
Follow and follow
But never catch up

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
Broken romance
Stated fully
She went wild
When he
Went wooly

Burma-Shave
Pa likes the cream
Ma likes the jar
Both like
The price
So there you are

Burma-Shave
Brother speeders
Let's
Rehearse
All together
"Good morning, Nurse!"

Burma-Shave
Drove too long
Driver snoozing
What happened next
Is not
Amusing

Burma-Shave
Violets are blue
Roses are pink
On graves
Of those
Who drive and drink
<table>
<thead>
<tr>
<th>Burma-Shave Campaign</th>
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<tbody>
<tr>
<td>Burma-Shave</td>
<td>Burma-Shave</td>
</tr>
<tr>
<td>Candidate says</td>
<td>Candidate says</td>
</tr>
<tr>
<td>Campaign</td>
<td>Campaign</td>
</tr>
<tr>
<td>Confusing</td>
<td>Confusing</td>
</tr>
<tr>
<td>Babies kiss me</td>
<td>Babies kiss me</td>
</tr>
<tr>
<td>Since I've been using</td>
<td>Since I've been using</td>
</tr>
<tr>
<td>Burma-Shave</td>
<td>Burma-Shave</td>
</tr>
<tr>
<td>My job is</td>
<td>My job is</td>
</tr>
<tr>
<td>Keeping faces clean</td>
<td>Keeping faces clean</td>
</tr>
<tr>
<td>And nobody knows</td>
<td>And nobody knows</td>
</tr>
<tr>
<td>De stubble</td>
<td>De stubble</td>
</tr>
<tr>
<td>I've seen</td>
<td>I've seen</td>
</tr>
<tr>
<td>Burma-Shave</td>
<td>Burma-Shave</td>
</tr>
<tr>
<td>Doesn't kiss you</td>
<td>Doesn't kiss you</td>
</tr>
<tr>
<td>Like she useter?</td>
<td>Like she useter?</td>
</tr>
<tr>
<td>Perhaps she's seen</td>
<td>Perhaps she's seen</td>
</tr>
<tr>
<td>A smoother rooster!!</td>
<td>A smoother rooster!!</td>
</tr>
<tr>
<td>Burma-Shave</td>
<td>Burma-Shave</td>
</tr>
<tr>
<td>No use</td>
<td>No use</td>
</tr>
<tr>
<td>Knowing</td>
<td>Knowing</td>
</tr>
<tr>
<td>How to pick 'em</td>
<td>How to pick 'em</td>
</tr>
<tr>
<td>If your half-shaved</td>
<td>If your half-shaved</td>
</tr>
<tr>
<td>Whiskers stick 'em</td>
<td>Whiskers stick 'em</td>
</tr>
<tr>
<td>Burma-Shave</td>
<td>Burma-Shave</td>
</tr>
<tr>
<td>He tried</td>
<td>He tried</td>
</tr>
<tr>
<td>To cross</td>
<td>To cross</td>
</tr>
<tr>
<td>As fast train neared</td>
<td>As fast train neared</td>
</tr>
<tr>
<td>Death didn't draft him</td>
<td>Death didn't draft him</td>
</tr>
<tr>
<td>He volunteered</td>
<td>He volunteered</td>
</tr>
<tr>
<td>Burma-Shave</td>
<td>Burma-Shave</td>
</tr>
<tr>
<td>Her chariot</td>
<td>Her chariot</td>
</tr>
<tr>
<td>Raced 80 per</td>
<td>Raced 80 per</td>
</tr>
<tr>
<td>They hauled away</td>
<td>They hauled away</td>
</tr>
<tr>
<td>What had</td>
<td>What had</td>
</tr>
<tr>
<td>Ben Her</td>
<td>Ben Her</td>
</tr>
<tr>
<td>Burma-Shave</td>
<td>Burma-Shave</td>
</tr>
<tr>
<td>She will</td>
<td>She will</td>
</tr>
<tr>
<td>Flood your face</td>
<td>Flood your face</td>
</tr>
<tr>
<td>With kisses</td>
<td>With kisses</td>
</tr>
<tr>
<td>'Cause you smell</td>
<td>'Cause you smell</td>
</tr>
<tr>
<td>So darn delicious</td>
<td>So darn delicious</td>
</tr>
<tr>
<td>Burma-Shave Lotion</td>
<td>Burma-Shave Lotion</td>
</tr>
<tr>
<td>Use Burma-Shave</td>
<td>Use Burma-Shave</td>
</tr>
<tr>
<td>In tube</td>
<td>In tube</td>
</tr>
<tr>
<td>Or jar</td>
<td>Or jar</td>
</tr>
<tr>
<td>Then follow up</td>
<td>Then follow up</td>
</tr>
<tr>
<td>With our new star</td>
<td>With our new star</td>
</tr>
</tbody>
</table>
Burma-Shave

Within this vale
Of toil
And sin
Your head grows bald
But not your chin

Burma-Shave

Take
Your
Time
Not
Your life

Burma-Shave

Cattle crossing
Means go slow
That old bull
Is some
Cow's beau

Burma-Shave

Does your husband
Misbehave
Grunt and grumble
Rant and rave?
Shoot the brute some

Burma-Shave

The draftee
Tried a tube
And purred
Well whaddya know
I've been defurred

Burma-Shave

This cooling shave
Will never fail
To stamp
Its user
First class male

Burma-Shave

Drinking drivers--
Nothing worse
They put
The quart
Before the hearse

Burma-Shave

Men
With whiskers
'Neath their noses
Oughta have to kiss
Like eskimoses

Burma-Shave

Or a chin
That's rough

Burma-Shave

First men buy it
Then apply it
Then advise
Their friends
To try it

Burma-Shave

If these
Signs blur
And bounce around
You'd better park
And walk to town

Burma-Shave

This is not
A clever verse
I tried
And tried
But just
Got worse

Burma-Shave

Why work up
A daily lather
Once you've tried
We're sure
You'd rather

Burma-Shave

If you think
She likes
Your bristles
Walk bare-footed
Through some thistles

Burma-Shave

The more
You shave
The brushless way
The more you'll be
Inclined to say--

Burma-Shave

The cannoniers
With hairy ears
On wiry whiskers
Used tin shears
Until they found

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

The band
For which
The grand stand roots
Is not made up
Substi-toots!

Burma-Shave

Cautious rider
To her
Reckless dear
Let's have less bull
And lots more steer

Burma-Shave

Spring
Has sprung
The grass has riz
Where last year's
Careless drivers is

Burma-Shave

Big blue tube
It's a honey
Best squeeze play
For love
Or money

Burma-Shave

Proper
Distance
To him was bunk
They pulled him out
Of some guy's trunk

Burma-Shave

Missin'
Kissin'?
Perhaps your thrush
Can't get thru
The underbrush--try

Burma-Shave

Clancy's
Whiskers
Tickle Nancy
Nancy lowered the boom
On Clancy!
<table>
<thead>
<tr>
<th>Burma-Shave</th>
<th>Burma-Shave</th>
<th>Burma-Shave</th>
<th>Burma-Shave</th>
</tr>
</thead>
<tbody>
<tr>
<td>It has a tingle</td>
<td>The minutes</td>
<td>Life with father</td>
<td>A chin</td>
</tr>
<tr>
<td>And a tang</td>
<td>Some folks</td>
<td>Is more pleasant</td>
<td>Where barbed wire</td>
</tr>
<tr>
<td>That starts</td>
<td>Save through speed</td>
<td>Since</td>
<td>Bristles stand</td>
</tr>
<tr>
<td>The day off</td>
<td>They never even</td>
<td>He got this</td>
<td>Is bound to be</td>
</tr>
<tr>
<td>With a bang</td>
<td>Live to need</td>
<td>Birthday present</td>
<td>A no ma'ams land</td>
</tr>
<tr>
<td>Burma-Shave Lotion</td>
<td>Burma-Shave</td>
<td>Burma-Shave</td>
<td>Burma-Shave</td>
</tr>
<tr>
<td>Bracing as</td>
<td>At school zones</td>
<td>To a substitute</td>
<td>Train wrecks few</td>
</tr>
<tr>
<td>An ocean breeze</td>
<td>Heed instructions!</td>
<td>He gave a trial</td>
<td>Reason clear</td>
</tr>
<tr>
<td>For after shaving</td>
<td>Protect</td>
<td>It took off</td>
<td>Fireman</td>
</tr>
<tr>
<td>It's sure</td>
<td>our little</td>
<td>Nothing</td>
<td>Never hugs</td>
</tr>
<tr>
<td>To please</td>
<td>Tax deductions</td>
<td>But his smile</td>
<td>Engineer</td>
</tr>
<tr>
<td>Burma-Shave Lotion</td>
<td>Burma-Shave</td>
<td>Burma-Shave</td>
<td>Burma-Shave</td>
</tr>
<tr>
<td>Better try</td>
<td>Regardless of</td>
<td>It spreads so smooth</td>
<td>Altho insured</td>
</tr>
<tr>
<td>Less speed per mile</td>
<td>Political views</td>
<td>It shaves so slick</td>
<td>Remember, kiddo</td>
</tr>
<tr>
<td>That car</td>
<td>All good parties</td>
<td>It feels</td>
<td>They don't pay you</td>
</tr>
<tr>
<td>May have to</td>
<td>Always</td>
<td>Like velvet</td>
<td>They pay</td>
</tr>
<tr>
<td>Last a while</td>
<td>Choose</td>
<td>And it's quick</td>
<td>Your widow</td>
</tr>
<tr>
<td>Burma-Shave</td>
<td>Burma-Shave</td>
<td>Burma-Shave</td>
<td>Burma-Shave</td>
</tr>
<tr>
<td>To steal</td>
<td>The midnight ride</td>
<td>'Twould be</td>
<td>My cheek</td>
</tr>
<tr>
<td>A kiss</td>
<td>Of Paul</td>
<td>More fun</td>
<td>Says she</td>
</tr>
<tr>
<td>He had the knack</td>
<td>For beer</td>
<td>To go by air</td>
<td>Feels smooth as satin</td>
</tr>
<tr>
<td>But lacked the cheek</td>
<td>Led to a</td>
<td>If we could put</td>
<td>Ha! Ha! Says he</td>
</tr>
<tr>
<td>To get one back</td>
<td>Warmer hemisphere</td>
<td>These signs up there</td>
<td>That's mine you're pattin'</td>
</tr>
<tr>
<td>Burma-Shave</td>
<td>Burma-Shave</td>
<td>Burma-Shave</td>
<td>Burma-Shave</td>
</tr>
<tr>
<td>We've made</td>
<td>It's not</td>
<td>His line was smooth</td>
<td>Soap</td>
</tr>
<tr>
<td>Grandpa</td>
<td>How fast or slow</td>
<td>But not his chin</td>
<td>May do</td>
</tr>
<tr>
<td>Look so trim</td>
<td>You drive</td>
<td>He took her out</td>
<td>For lads with fuzz</td>
</tr>
<tr>
<td>The local</td>
<td>The question is</td>
<td>She took him in</td>
<td>Bur sir, you ain't</td>
</tr>
<tr>
<td>Draft board's after him</td>
<td>How you arrive</td>
<td>To buy some</td>
<td>The kid you wuz</td>
</tr>
<tr>
<td>Burma-Shave</td>
<td>Burma-Shave</td>
<td>Burma-Shave</td>
<td>Burma-Shave</td>
</tr>
</tbody>
</table>
| "No, no,"
| She said | In Cupid's little | The chick | She eyed |
| To her bristly beau | Bag of trix | He wed | His beard |
| "I'd rather
| Eat the mistletoe* | Here's the one | Let out a whoop | And said no dice |
| Burma-Shave | That clix | Felt his chin and | The wedding's off-- |
| | With chix | Flew the coop | I'll COOK the rice |
| Burma-Shave | Burma-Shave | Burma-Shave | Burma-Shave |
| His rose | Thrifty jars for | Tested | Train approaching |
| Is wed | Stay at homes | In peace | Whistle squealing |
| His violet blew | Handy tubes | Proven in war | Pause! |
| But his sugar is sweet | For him | Better now | Avoid that |
| Since he took this cue | Who roams | Than ever before | Rundown feeling! |
| Burma-Shave | Burma-Shave | Burma-Shave | Burma-Shave |
| Why is it | If you want | Both hands | Unless |
| When you | A hearty squeeze | On wheel | Your face |
| Try to pass | Get our | Eyes on road | Is stinger free |
| The guy in front | Female | That's the skillful | You'd better let |
| Goes twice as fast? | Anti-freeze | Driver's code | Your honey be |
She put a bullet thru his hat, but he's had closer shaves than that.

Burma-Shave

When you lay those few cents down, you've bought the smoothest shave in town.

Burma-Shave

Substitutes would have their place if you could substitute your face.

Burma-Shave

Just moisten your tooth brush with Burma-Vita Tooth Powder.

Burma-Shave

The ladies take one whiff and purr--it's no wonder men prefer Burma-Shave Lotion.

Burma-Shave

Prices rising o'er the nation is how much you love that gal, but use both hands for driving, pal.

Burma-Shave

Better tooth cleanser and low expense are two of the things it takes from you.

Burma-Vita Tooth Powder

I'd heard it praised by drug store clerks. I tried the stuff and oh! Louise! He smelled so nice.

Burma-Shave

I'd heard it praised by drug store clerks. I tried the stuff and oh! Louise! He smelled so nice.

Burma-Shave

The ladies take one whiff and purr--it's no wonder men prefer Burma-Shave Lotion.

Burma-Shave

Men who have to travel light find the handy tube just right.

Burma-Shave

Since hubby tried that substitute he's 1/3 man and 2/3 brute.

Burma-Shave

He always used a steaming towel and mug and brush and language foul 'til he tried.
The Living History of Illinois and Chicago Community

Living History of Illinois and Chicago – Facebook Group.
Living History of Illinois and Chicago – Google+ Community.

Burma-Shave

Toughest Whiskers In the town We hold 'em up You mow 'em down
Burma-Shave

These signs Are not For laughs alone The face they save May be your own
Burma-Shave

The hero Was brave and strong And willin' She felt his chin-- Then wed the villain
Burma-Shave

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

Oh, brother

When frisky With whiskey Don't drive 'Cause it's
Risky

His beard Was long And strong and tough He lost his
Chicken in the rough
Burma-Shave

With television On the set Stars are Running out
To get
Burma-Shave

Dinah doesn't Treat him right But if he'd Shave Dyna-mite!
Burma-Shave

A man who passes On hills and curves Is not a man Of iron nerves--
He's crazy!
Burma-Shave

I've read These signs Since just a kid Now that I shave
I'm glad I did
Burma-Shave

Leap year's over You're safe, men All you cowards Can shave again
With brushless
Burma-Shave

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

To change that Shaving job To joy You gotta use
The real McCoy
Burma-Shave

Tho stiff The beard That Nature gave It shaves Like down with
Burma-Shave

For early Morning Pep and bounce A brand new product We announce
Burma-Shave Lotion

With A sleek cheek Pressed to hers Jeepers! Creepers!
How she purrs
Burma-Shave