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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



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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 Burma-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.

Clinton Odell, founder of the company, died in 1958. Allan Odell, who came up with the sign idea, passed away in 1994 and his brother Leonard in 1991.

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.



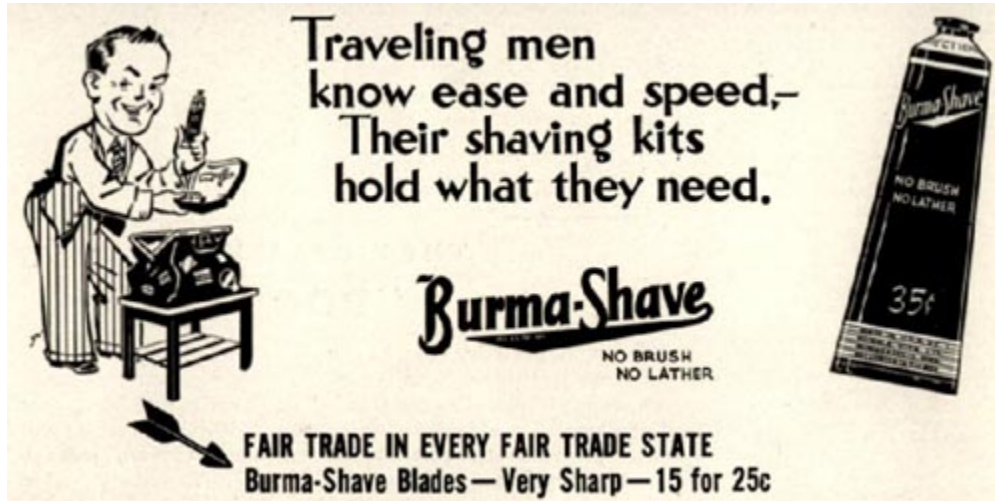
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EACH LINE WAS A SEPARATE SIGN, IN SEQUENTIAL ORDER, IN THE DIRECTION YOU WERE DRIVING.

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

Shave the modern way
Wash the face
Apply with fingers
Shave
Big tube 35 cents
Burma-Shave

No pushee
No pully
Smooth shavy
Feel bully
Burma-Shave

Said Juliet
To Romeo
If you
Won't shave
Go homeo
Burma-Shave

Why does a chicken
Cross the street?

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 brushes
You'll soon see 'em
Way down east
In some
Museum
Burma-Shave

One of the great discoveries
Goodbye! shaving brush
Old men look younger
Young men look handsomer
Very fine for the skin
Burma-Shave

Free--free
A trip
To Mars
For 900
Empty jars
Burma-Shave

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

Try a tube
Its cooling



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Enhance their
Chance
To highball home
In an ambulance
Burma-Shave

The big blue tube's
Just 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 shaves
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

Uncle Rube
Buys tube
One week
Looks sleek
Like sheik
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

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
Smoother 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



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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

Drinking drivers
Don't you know
Great bangs
From little
Binges grow?
Burma-Shave

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

Golfers!
If fewer strokes
Are what you crave
You're out of the rough
With
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

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

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

Be
No
Longer
Lather's slave
Treat yourself to
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

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

If hugging
On highways
Is your sport
Trade in your car
For a davenport



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Burma-Shave

The one horse shay
Has had its day
So has the brush
And lather way
Use

Burma-Shave

Pa acted
So tickled
Ma thot
He was pickled
He'd just tried

Burma-Shave

If hugging
On highways
Is your sport
Trade in your car
For a davenport

Burma-Shave

Hat and tie
Smart and clean
Space between
Spoiled the scene
He should use

Burma-Shave

There's no whisker
It won't soften
Shave 'em close
And not
So often

Burma-Shave

Angels
Who guard you
When you drive
Usually
Return at 65

Burma-Shave

Forest fires
Start from scratch
So think before
You toss
That match

Burma-Shave

Dim your lights
Behind a car
Let folks see
How bright
YOU are

Burma-Shave

Burma-Shave

Moonlight
And roses
Whiskers
Like Moses
Just don't go together

Burma-Shave

The millionth man
Has joined
Our ranks
Of happy shavers
Many thanks!

Burma-Shave

Travelers!
All
You need is
A razor
And

Burma-Shave

Late risers!
Shave in just
2 minutes flat
Kiss your wife
Grab your hat

Burma-Shave

We don't
Know how
To split an atom
But as to whiskers
Let us at 'em

Burma-Shave

Paper hangers
With the hives
Now can
Shave with
Carving knives

Burma-Shave

Wild men pulled
Their whiskers out
That's what made
Them wild
No doubt--

Burma-Shave

Look
Don't listen
Pop is trying
A substitute
Instead of buying

Burma-Shave

Bargain hunters
Gather 'round
Fifty cents
Buys
Half a pound

Burma-Shave

From New York town
To Pumpkin Holler
It's half a pound
For
Half a dollar

Burma-Shave

Political pull
May be
Of use
For razor pull
There's no excuse

Burma-Shave

Free
Illustrated
Jingle book
In every
Package

Burma-Shave

You'll love your wife
You'll love her paw
You'll even love
Your mother-in-law
If you use

Burma-Shave

For painting
Cow-shed
Barn or fence
That shaving brush
Is just immense

Burma-Shave

When the jar
Is empty
Wife begins to sing
"For spices, jam & jelly
That jar is just the thing"

Burma-Shave

Lawyers, doctors
Sheiks and bakers
Mountaineers and undertakers
Make their bristly beards
behave
By using brushless

Burma-Shave

In cupid's little
Bag of trix
Here's the one
That clix
With chix

Burma-Shave

A guy
Who wants
To middle-aisle it
Must never scratch
His little Violet

Burma-Shave

Every day
We do
Our part
To make your face
A work of art

Burma-Shave

Thrifty jars for
Stay at homes
Handy tubes
For him
Who roams

Burma-Shave

We don't
Know how
To split an atom
But as to whiskers
Let us at 'em

Burma-Shave

If you want
A hearty squeeze
Get our
Female
Anti-freeze

Burma-Shave

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

Burma-Shave

The chick
He wed
Let out a whoop
Felt his chin and
Flew the coop



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Thirty days
Hath September
April
June and the
Speed offender
Burma-Shave

Others claim
Their product good
But ours
Does 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

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

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

Whiskers
Easy come,
You know
Why not make them
Easy go?
Burma-Shave

Bargain hunters
Gather 'round
For fifty cents
Still
Half a pound
Burma-Shave
No price increase

Other things have
Gone sky high
Half a dollar
Still will buy
Half pound jar
Burma-Shave
No price increase

From New York town
To Pumpkin Holler
Still
Half a pound
For half a dollar
Burma-Shave
No price increase

A big
Improvement
Since the war
Is now on sale
In your drug store
Burma-Shave
No price increase

Tube immense
Still
35 cents

Burma-Shave

Several million
Modern men
Will never go back
To the brush again
Burma-Shave

Little shavers
Don't overlook
Illustrated
Jingle book
In every package
Burma-Shave

It's not toasted
It's not dated
But look out --
It's imitated
Insist on
Burma-Shave

Shaving brush
Was like
Old rover
When he died
He died all over
Burma-Shave

Wise old Sandy
Shopped around
This is what
Old Sandy found
50 cents buys half a pound
Burma-Shave

The answer to
A maiden's
Prayer
Is not a chin
Of stubby hair
Burma-Shave

Shaving brush
Don't you cry
You'll be a
Shoe dauber
By and by
Burma-Shave

Within this vale
Of toil
And sin
Your head grows bald
But not your chin -- use
Burma-Shave

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
Thruout 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



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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 quarters
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

The 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 whiskers 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



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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 wimmin
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
Wilter

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

Burma-Shave

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



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Burma-Shave

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

Join
Our happy
Brushless through
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

Burma-Shave

Helps
Your budget
Hold it's ground
Half a dollar
Half a pound
Burma-Shave

Dewhiskered
Kisses
Defrost
The
Misses
Burma-Shave

With 200 kinds
From which to choose
2 million men
Prefer
To use
Burma-Shave

Avoid the store
Which claims
You should
Buy something else
That's just as good
Burma-Shave

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

Grandpa's beard
Was stiff and coarse
And that's what
Caused his
Fifth divorce
Burma-Shave

Cutie invited
Varsity hop
Guy full
Of whiskers
Party a flop
Burma-Shave

It took years
To perfect
For you
A brushless cream
That's greaseless too

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

Old Dobbin
reads these signs
Each day
You see, he gets
His corn that way
Burma-Shave

To soothe
And smooth
Your tender skin
It's now improved
With lanolin
Burma-Shave

One *Burma-Shave*
The school boy cried
At least
I'll smell
As if I tried
Burma-Shave

Ashes to ashes
Forests to dust
Keep Minnesota green
Or we'll
All go bust
Burma-Shave

Ashes to ashes
Forests to dust
Keep Wisconsin green
Or we'll
All go bust
Burma-Shave

His cheek
Was rough
His chick vamoosed
And now she won't
Come home to roost
Burma-Shave

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

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

Free! Free!!
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
Burma-Shave

Sharpest blade
Ever made
Comfort speed
Guaranteed
15 for 25 cents

Burma-Shave

Jimmie said a naughty word
Jimmie's mother overheard
Soapsuds? 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
Scatched
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 *Burma-Shave*

Little Willie
Modern soul
Busted Papa's
Brush and bowl
Nice work Willie
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
Scatched 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



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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

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

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 darn 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



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Who drives
A car wide open
Is not thinkin'
He's just hopin'
Burma-Shave

To kiss
A mug
That's like a cactus
Takes more nerve
Than it does practice
Burma-Shave

The whale
Put Jonah
Down the hatch
But coughed him up
Because he scratched
Burma-Shave

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

Passing cars
When you can't see
May get you
A glimpse
Of eternity
Burma-Shave

Don't leave safety
To mere chance
That's why
Belts are
Sold with pants
Burma-Shave

At a quiz
Pa ain't
No whiz
But he knows how
To keep Ma his
Burma-Shave

Many a forest
Used to stand
Where a
Lighted match
Got out of hand
Burma-Shave

Baby your skin
Keep it fitter
Or "baby"

Burma-Shave

Mom and Pop
Are feeling gay
Baby said
As plain
As day
Burma-Shave

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

Shiver my timbers
Said Captain Mack
We're ten knots out
But we're turning back
I forgot my
Burma-Shave

Special seats
Reserved in hades
For whiskered guys
Who scratch
The ladies
Burma-Shave

A peach
Looks good
With lots of fuzz
But man's no peach
And never wuz
Burma-Shave

Spread it on
And lightly too
Shave it off
That's all
You're through
Burma-Shave

Shaving brushes
Soon will
Be trimmin'
Those screwy hats
We see on wimmin
Burma-Shave

I proposed
To Ida
Ida refused
Ida won my Ida
If Ida used

The bottle
To let another
Use the throttle
Burma-Shave

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

With glamour girls
You'll never click
Bewhiskered
Like a
Bolshevik
Burma-Shave

The queen
Of hearts
Now loves the knave
The king
Ran out of
Burma-Shave

At crossroads
Don't just
Trust to luck
The other car
May be a truck
Burma-Shave

Christmas comes
But once
A year
One swell gift
That's always here
Burma-Shave

Careless driving
Soon we hope
Will go
The way
Of brush and soap
Burma-Shave

Careless
Bridegroom
Dainty bride
Scratchy whiskers
Homicide
Burma-Shave

A scratchy chin
Like bright
Pink socks
Puts any romance

Burma-Shave

Don't take
A curve
At 60 per
We hate to lose
A customer
Burma-Shave

If you have
A double chin
You've two
Good reasons
To begin using
Burma-Shave

On a highway ad
He spied it
Bough a jar
Now glad he
Tried it
Burma-Shave

Ring out the old
Ring in the new
What good can
Shaving
Brushes do?
Burma-Shave

Say, big boy
To go
Thru life
How'd you like
A whiskered wife?
Burma-Shave

Are you
An even-tempered guy?
Mad all
The time?
Better try
Burma-Shave

The cream
One hears
The most of now
Comes from a jar
Not from a cow
Burma-Shave

The time
To start
A real dispute
Is when you're
Offered a substitute



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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

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



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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
Darn 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

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

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

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

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

Road

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
Pickle 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

'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

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



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Burma-Shave

Relief
For faces
Chapped and sore
Keeps 'em comin'
Back for more
Burma-Shave

His
Tomato
Was the mushy type
Until his beard
Grew over-ripe
Burma-Shave

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

His crop of
Whiskers
Needed reaping
That's what kept
His Lena leaping
Burma-Shave

The blackened forest
Smoulders yet
Because
He flipped
A cigaret
Burma-Shave

Jar so big
Cost so small
Coolest
Smoothest
Shave of all
Burma-Shave

Slow down, Pa
Sakes alive
Ma missed signs
Four
And five
Burma-Shave

Grandpa knows
It ain't too late
He's gone
To git
Some widdier bait

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

Shaving brush
In army pack
Was straw that broke
The rookie's back
Use brushless
Burma-Shave

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

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

Many a wolf
Is never let in
Because of the hair
On his
Chinny-chin-chin
Burma-Shave

She raised cain
When he raised stubble
Guess what
Smoothed away
Their trouble?
Burma-Shave

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

From statistics
That we gather
The swing is to
No brush
No lather
Burma-Shave

No man can really
Do his stuff
With a face that's sore

Burma-Shave

If you
Don't know
Whose signs
These are
You can't have
Driven very far
Burma-Shave

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

Maybe you can't
Shoulder a gun
But you can shoulder
The cost of one
Buy defense bonds
Burma-Shave

Of all
The drunks
Who drive on Sunday
Some are stil
Alive on Monday
Burma-Shave

Traveling men
Know ease
And speed
Their shaving kits
Hold what they need
Burma-Shave

What you shouted
May be true,
But
Did you hear
What he called you?
Burma-Shave

Buying defense bonds
Means money lent
So they
Don't cost you
One red cent
Burma-Shave

To most brush shavers
It's quite clear
The yanks aren't coming
The yanks are here
Use brushless

Burma-Shave

Candidate says
Campaign
Confusing
Babies kiss me
Since I've been using
Burma-Shave

My job is
Keeping faces clean
And nobody knows
De stubble
I've seen
Burma-Shave

Doesn't
Kiss you
Like she useter?
Perhaps she's seen
A smoother rooster!!
Burma-Shave

No use
Knowing
How to pick 'em
If your half-shaved
Whiskers stick 'em
Burma-Shave

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

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

She will
Flood your face
With kisses
'Cause you smell
So darn delicious
Burma-Shave Lotion

Use *Burma-Shave*
In tube
Or jar
Then follow up
With our new star



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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 whaddy 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

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

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

Substitutes and
Imitations
Send 'em to
Your wife's
Relations
Burma-Shave

Highways are
No place
To sleep
Stop your car
To count your sheep

Burma-Shave

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

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

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

Shaving brushes
You'll soon see 'em
On the shelf
In some
Museum
Burma-Shave

Within this vale
Of toil
And sin
Your head grows bald
But not your chin -- Use
Burma-Shave

The cannoneers
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

Another
Red skin
Bit the dust
When Pa tried
What these signs discussed
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!



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Burma-Shave

It has a tingle
And a tang
That starts
The day off
With a bang
Burma-Shave Lotion

Bracing as
An ocean breeze
For after shaving
It's sure
To please
Burma-Shave Lotion

Better try
Less speed per mile
That car
May have to
Last a while
Burma-Shave

To steal
A kiss
He had the knack
But lacked the cheek
To get one back
Burma-Shave

We've made
Grandpa
Look so trim
The local
Draft board's after him
Burma-Shave

"No, no,"
She said
To her bristly beau
"I'd rather
Eat the mistletoe"
Burma-Shave

His rose
Is wed
His violet blew
But his sugar is sweet
Since he took this cue
Burma-Shave

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

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

Regardless of
Political views
All good parties
Always
Choose
Burma-Shave

The midnight ride
Of Paul
For beer
Led to a
Warmer hemisphere
Burma-Shave

It's not
How fast or slow
You drive
The question is
How you arrive
Burma-Shave

In Cupid's little
Bag of trix
Here's the one
That clix
With chix
Burma-Shave

Thrifty jars for
Stay at homes
Handy tubes
For him
Who roams
Burma-Shave

If you want
A hearty squeeze
Get our
Female
Anti-freeze

Burma-Shave

Life with father
Is more pleasant
Since
He got this
Birthday present
Burma-Shave

To a substitute
He gave a trial
It took off
Nothing
But his smile
Burma-Shave

It spreads so smooth
It shaves so slick
It feels
Like velvet
And it's quick
Burma-Shave

'Twould be
More fun
To go by air
If we could put
These signs up there
Burma-Shave

His line was smooth
But not his chin
He took her out
She took him in
To buy some
Burma-Shave

The chick
He wed
Let out a whoop
Felt his chin and
Flew the coop
Burma-Shave

Tested
In peace
Proven in war
Better now
Than ever before
Burma-Shave

Both hands
On wheel
Eyes on road
That's the skillful
Driver's code

Burma-Shave

A chin
Where barbed wire
Bristles stand
Is bound to be
A no ma'ams land
Burma-Shave

Train wrecks few
Reason clear
Fireman
Never hugs
Engineer
Burma-Shave

Altho insured
Remember, kiddo
They don't pay you
They pay
Your widow
Burma-Shave

My cheek
Says she
Feels smooth as satin
Ha! Ha! Says he
That's mine you're pattin'
Burma-Shave

Soap
May do
For lads with fuzz
Bur sir, you ain't
The kid you wuz
Burma-Shave

She eyed
His beard
And said no dice
The wedding's off--
I'll COOK the rice
Burma-Shave

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

Unless
Your face
Is stinger free
You'd better let
Your honey be



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Burma-Shave

She put
A bullet
Thru his hat
But he's had
Closer shaves than that
Burma-Shave

5-star
Generals
Privates 1st class
Show equal rank
In the looking-glass
Burma-Shave

When you lay
Those few cents down
You've bought
The smoothest
Shave in town
Burma-Shave

Substitutes
Are like a girdle
They find some jobs
They just
Can't hurdle
Burma-Shave

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

This cream
Makes the
Gardener's daughter
Plant her tu-lips
Where she oughter
Burma-Shave

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

He asked
His kitten
To pet and purr
She eyed his puss
And screamed "What fur!"

Burma-Shave

Substitutes would
Have their place
If you could
Substitute
Your face
Burma-Shave

Man passes
Dog house
Dog sees chin
Dog gets out
Man gets in
Burma-Shave

A guy
Who wants
To middle-aisle it
Must never scratch
His little violet
Burma-Shave

Prices rising
O'er the nation
Here is one
That missed
Inflation
Burma-Shave

We know
How much
You love that gal
But use both hands
For driving, pal
Burma-Shave

The first
Improvement
In many a year
For cleaning teeth
Is finally here
Burma-Vita Tooth Powder

Headline news
For face
And chin
Now improved
With lanolin
Burma-Shave

His face
Was loved
By just his mother
He *Burma-Shaved*
And now--

Burma-Shave

Speaking of
Great events
Burma-Shave
Proudly presents
Another fine product
Burma-Vita Tooth Powder

Just moisten
Your tooth brush
Dip in jar
And you'll enjoy
Cleaner teeth by far
Burma-Vita Tooth Powder

Don't waste powder
Down the drain
By missing brush
With faulty aim
A dip does it
Burma-Vita Tooth Powder

Better tooth cleanser
Low expense
Your druggist
Sells it
40 cents
Burma-Vita Tooth Powder

Tobacco stains
And stale breath too
Are two
Of the things
It takes from you
Burma-Vita Tooth Powder

The boy who gets
His girl's applause
Must act
Not look
Like Santa Claus
Burma-Shave

Within this vale
Of toil
And sin
Your head grows bald
But not your chin--use
Burma-Shave

Speed
Was high
Weather was not
Tires were thin
X marks the spot

Burma-Shave

Use our cream
And we betcha
Girls won't wait
They'll come
And getcha
Burma-Shave

I'd heard
It praised
By drug store clerks
I tried the stuff
Hot dog! It works
Burma-Shave

The ladies
Take one whiff
And purr--
It's no wonder
Men prefer
Burma-Shave Lotion

His face
Was smooth
And cool as ice
And oh! Louise!
He smelled so nice
Burma-Shave Lotion

I'd heard
It praised
By drug store clerks
I tried the stuff
Hot dog! It works
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



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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
Burma-Shave

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

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

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