

Nola,

I did verify that the new Burma-Shave products actually are already on shelves in Wal-Mart stores. Here's the update-copy for however you want to use it on the new Burma-Shave products, as per Ken Goff, v.p. of corporate marketing for American Safety Razor Co., Staunton, Va. 540/248-9780:

### **Burma-Shave's Back**

An American merchandising icon, Burma-Shave, has returned to consumers' shelves. Legendary for its catchy national roadside serial signs popular from the Twenties to the Sixties, Burma-Shave revives its shaving cream trademark in a more modern form--a handle and cartridge system which fits Gillette's "Sensor" razor. Owner of the Burma-Shave name, American Safety Razor Co. of Staunton, Va. also has introduced a new shaving cream and skin conditioner under the legendary name. All the resurrected Burma-Shave products appear on shelves nationally at Wal-Marts and other selected stores.

A TV ad campaign, started in August in selected markets, capitalizes on Burma-Shave's nostalgic appeal, especially with men over 45, says Ken Goff, vice-president for corporate marketing at American Safety Razor. The spots feature a middle-aged husband and wife riding in a Corvette convertible along a surfside highway reading Burma-Shave signs touting the new products. Goff says the company also hopes to erect new Burma-Shave signs along suburban roadways in 1998 where allowed by local signage laws.