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Jack Lowry, editor

Texas Highways

Box 141009

Austin, TX

Dear Jack,

Well, the roadside sign story, enclosed, has been one that wouldn't stop wiggling.

As we discussed on the phone, I fleshed out the Burma-Shave story with other notable roadside campaigns, plus background, making it more of a Texas story. Based on the many calls I made, this approach doesn't seem to have been done before; most of my information came from original and first-hand resources. I found it so interesting and anecdotal that I expanded it to feature length. I hope you agree it's worth it.

Others have got excited about the story. The folks in Aransas Pass are pumped. One of the old-timers who painted the "Bite Every Day" roadside signs, in fact, volunteered to make a new one like the originals when all attempts to find one still in existence proved futile. The famous sign should end up in Aransas Pass's new visitors center. I'll let Mike know, so we can try to get an image.

I don't remember the Burma-Shave signs per se, but I do fondly recall edging my head out the window on Sunday drives to grandma's to try to read all the words on passing billboards and fence post signs...not to mention the time a mockingbird flew in the open window and landed in Aunt Nora's lap.

Let me know what you think.

Cordially,