

TEXAS HIGHWAYS/ROADSIDE SIGNS, WWH/MALLORY

Travelers get a dose of roadside ad nostalgia entering **Mount Vernon** in northeast Texas. Two and one-half miles north of town on Texas 37, southbound motorists read: "WE ONCE LOVED / SIGNS LIKE THESE / NOW THEY'RE BACK / OUR KIDS TO PLEASE." The series of Burma Shave-type signs, the only one of its kind in Texas, promotes *Reminisce* magazine (5927 Memory Lane, Greendale WI 53129).

(NOTE: PLEASE SEND 6 MAGAZINES FOR MODELS IN MT. VERNON PHOTO C/O TERESA WIMS, CITY HALL, BOX 597, MT. VERNON, TX 75457)

The **Texas Route 66 Museum** in McLean (located 55 miles east of Amarillo on Interstate 40) displays two replica Burma-Shave sign series among its collection of Route 66 memorabilia. The museum is located in the Historical Museum of Barbed Wire and Fencing Tools, 100 Kingsley, McLean 79057 (806/779-2225). Open Tue-Sun 10-4 from Mar. 1-Oct. 31, and Thurs-Sat 10-4 from Nov. 1- Feb. 28. Free admission.

While in the Panhandle, you can hardly miss the massive billboards touting the "Free 72-ounce steak" at the legendary **Big Texan Steakhouse** in Amarillo (7701 Interstate 40 East, Amarillo 79104; 800/657-7177). The Big Texan's newest promotion offers \$500 to anyone who brings in a rattlesnake larger than the diamondback on display at the restaurant.

The tradition of Texas-sized signs also lives on in Pittsburg in northeast Texas. The Coca-Cola wall sign located downtown on the corner of Rusk and Jefferson Sts. remains one of the state's largest. At the same intersection

competing soft drink maker Dr. Pepper features an impressive wall sign reviving its early "10-2-4" campaign.

Aransas Pass Visitors Center--info to come

FOR MORE INFORMATION

A fun-filled 53-minute video, *The Signs & Rhymes of Burma-Shave* , recalls the history and signs of one of the nation's most memorable roadside ad campaigns. Available at some public libraries or order a copy for \$29.95 (plus \$3.50 shipping) at Sentimental Productions, Box 14716, Cincinnati OH 45250 (800/762-0338).

For the definitive history of Burma-Shave, check out *The Verse By the Side of the Road* by Frank Rowsome, Jr. (Stephen Greene Press/Pelham Books, re-issued 1990).