

# TATTERED TIDBITS

ALPINE HISTORICAL SOCIETY

Volume 6, Issue 2

Carol Walker, Editor

April 2012

## Upcoming events:

- April 15<sup>th</sup>—Quarterly Meeting
- April 28<sup>h</sup> & 29<sup>th</sup>—Museum Open House
- May 26<sup>th</sup> & 27<sup>th</sup>—Museum Open House
- June 2<sup>nd</sup>—Alpine History Day

## Inside this issue:

- Thanks to Supporters 2
- Diana Lindsay Wows April Attendees 2
- Nostalgia—Burma Shave! 3

ALPINE HISTORICAL SOCIETY  
P. O. BOX 382  
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## HISTORY OF SAN DIEGO POLICE DEPARTMENT

The quarterly potluck meeting of the Alpine Historical Society will be held on Sunday, April 15<sup>th</sup>, at 1:00 p.m. at the Alpine Woman's Club, 2156 Alpine Boulevard.

Gary Mitrovich, Vice President of the San Diego Police Historical Association and author of the book *East of San Diego, The Lost History of the East San Diego Police Department, 1912—1923*, will be the speaker.

Mr. Mitrovich is a third-generation native of San Diego and has been an active member of the San Diego Police Department since

1980. He helped establish the San Diego Police Historical Association in 1997.

For aiding in the capture of a man who had murdered two police officers, Gary was awarded the San Diego Police Department's highest honor, the Medal of Valor, in 1984.

Please RSVP to Carol Morrison at 619-445-2544 or e-mail [info@alpinehistory.org](mailto:info@alpinehistory.org) if you will be attending this worthwhile event. Plan to enjoy the potluck or come just for the speaker at 2 p.m. Hope to see you! ■



Gary Mitrovich wearing a SDPD dress uniform from 1935

## SAN DIEGO POLICE HISTORICAL ASSOCIATION



Artifacts from the San Diego Police Museum, 4710 College Avenue, San Diego.

The museum is open Wednesday through Friday noon to 4 p.m. and Saturday 10 a.m. to 2 p.m.

Upper right is a display depicting the birth of the SD Police Department—1889—1900.



## Thanks to Supporters

Many thanks to all our dedicated members who have recently joined, renewed their membership and made monetary contributions! These contributions are critical to the continuance of our efforts to preserve the history of Alpine.

Many thanks to new life members Donna and Joseph Sisson and new business member VFW 9578. Also we are happy to welcome new members Trisha Cates, Thomas Curtin, Gerald Dobbs, Gina Henke, and Chik Hylton.

Monetary donations have been received from Carlette Anderson, George and Joan Anderson, George Barnett, Barbara Cater, Jean Christianson, Vikki and Paul Coffey, Mary Fritz,

Katherine Garrard, Ann Hill, Joan Manuele, Mary McBride, Mary Polk VFW Post 9578, and Susan Walter.

Those renewing their memberships include the Alpine Woman's Club, George and Joan Anderson, Frank and Josephine Ball, George Barnett, Theo Bazdorf, Bob and Sharon Beale, John and Donna Boyer, Suzanne Broderick, Colin and Janice Campbell, Barbara Cater, Jean Christianson, Vikki and Paul Coffey, Alan Dadisman, Charlene and Charles Day, David Fountain, Mary Fritz, Katherine Garrard, Michael Harris, Gretchen Calabrese Heald, Fred Higginbotham, Jim Hinds, Bernice Horan, Ruth Jellison, Richard and Jane Kelso, Norman and Dolores

Kling, Donna Lockhart, Grace Long, George Manale, Joan Manuele, Ron and Carol Matzenauer, John and Ann Pierce, Bob and Carmen Ring, Max Robinson, Natalie SanSoucie, Kenneth Schulte, Jill Sing, Jack Spaulding, Deborah Sweeney, Johnnie Talamantes, Elma Terry, Susan Walter, James and Sue Whitt and Stanley Wilson.

Donations of artifacts are every bit as important as monetary contributions. Recently, Jeff DeFord donated an old "Ye Alpine Tavern" brochure. The diary of Harry J. Parks, Civil War Medal of Honor recipient, was hand copied many years ago by Lena Stephenson Williams and this hand copied document was

donated to the Alpine Historical society by Roy Williams.

The senior and junior Bob Rings donated four large photographs of the aftermath of the airplane crash that did considerable damage to Alpine's one-room schoolhouse in 1953.

Thirty-two artifacts, ranging from medical items to French ivory personal care items, were donated by Donna Lockhart.

Finally, a lovely wood and leather trunk was donated by Janet Tobin.

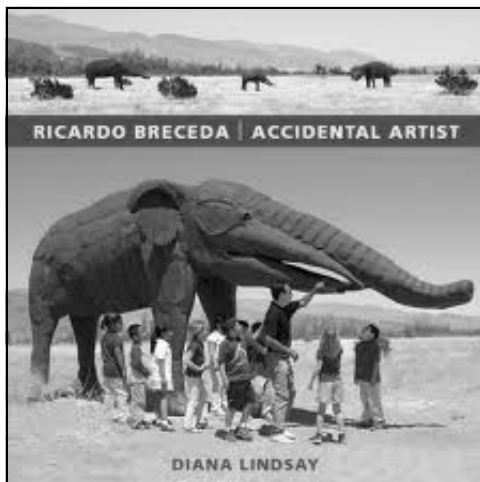
Many thanks to all—your support is very much appreciated. You are encouraged to actively participate in our events. ■

### THE FOUNDING OF ALPINE

A play depicting how Alpine became a town, from native village to the building of the town hall, will be presented on Saturday, April 14, 2012, at 6:00 p.m. at Christ the King Episcopal Church, 1460 Midway Drive, Alpine.

Admission is free

Seating is limited, so make your reservations now at 619-445-3419 or [www.christthekingalpine.org](http://www.christthekingalpine.org).



Diana Lindsay wowed the attendees at the April quarterly meeting with a wonderful presentation about the Sky Art Metal Sculptures of Borrego Valley, California, created by Ricardo Breceda. At left is the cover of her book and at right is one of the sculptures.

She brought her subject to life and many of those in attendance can't wait to visit Borrego Valley to see for themselves!



## A Bit of Nostalgia—Burma Shave!



Many of us can remember taking a trip as a child and looking for the Burma Shave Signs along the highway. What fun we had watching for those entertaining signs—which always had a message.

Like many great success stories, Burma Shave started by happenstance. The product was created by the Odell family (one of grandpa Odell's concoctions) and began as a liniment sold to folks who were ill. It wasn't doing well, so a chemist was hired and, after 300 mixtures were tried, Burma Shave, a brushless shaving cream, was born.

Marketing was a problem, so Alan Odell suggested roadside signs be erected. His father didn't like the idea, but Alan continued to push it and finally his father gave in and Alan got \$200 to try out his idea. The

automobile was truly beginning to be used for road trips in 1925 when Alan's idea was tested. Second hand boards were purchased, cut into 36-inch lengths and painted. Originally the slogans did not rhyme and were arranged in groups of four. A typical slogan would read:

SHAVE THE  
MODERN  
WAY

FINE FOR  
THE SKIN

DRUGGISTS  
HAVE IT

BURMA  
SHAVE

About a dozen sets of signs were rapidly put up on two roads leading out of Minneapolis—the hurry driven

by concern about the ground freezing in the near future.

What followed was amazing. Repeat orders for Burma Shave were received from drugstores and it was found that the customers were those who travelled along the two roads where the signs had been installed. The signs continued to bring success and became more and more humorous and expanded to groups of six placed 100 paces apart. Their success created something very unique in

advertising. As years passed and the roads got smoother and cars got faster, the size of the signs and the distance between them increased.

The consecutive signs commanded the attention of those reading them far longer

than any single sign could ever hope to do. Long journeys became more enjoy-

able and people became addicted to reading them. By having the rhymes build suspense until the fifth sign, Burma Shave forced those reading the signs to focus their attention on reading the full series of signs so that the message could be understood and savored like a good joke.

Eventually, the signs found their way to almost every state. The slogans were so powerful that the Burma Shave Company did not even feel the effects of the great depression. The slogans were not only funny but were probably some of the best advertising slogans ever written.

It is said that all good things must come to an end, and Burma Shave is no exception. The end to the roadside rhymes came in 1963 when the company was sold to Phillip Morris to become an operating division of American Safety Razor Products. The news media covered the demise of this American institution and a set of signs was donated to the Smithsonian Institute to preserve this wonderful part of Americana. And, to those who remember, future road trips lost a good deal of charm. ■



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### MEMBERSHIP APPLICATION

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Phone \_\_\_\_\_ Fax \_\_\_\_\_  
E-mail \_\_\_\_\_

Send notices via: E-mail \_\_\_\_\_ Fax \_\_\_\_\_ U.S. Mail \_\_\_\_\_

Membership Category (Please check one):

Student \$5                       Family \$35                       Business \$50  
 Senior \$15                       Nonprofit Org. \$30                       Business Life \$1,000  
 Individual \$25                       Life \$500

Amount Enclosed:

Membership \$ \_\_\_\_\_  
Donation \$ \_\_\_\_\_  
TOTAL \$ \_\_\_\_\_

Areas of Interest for Volunteers:

Building Preservation  
 Technical/Clerical  
 Where Needed

Please complete this form and include your check payable to the Alpine Historical Society, a registered 501(c)(3) nonprofit organization.

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SOCIETY

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