



Kirkwood Historical Society

"The history of Kirkwood is too valuable to lose." – Nancy Reeves

NEWSLETTER FOR APRIL 2019



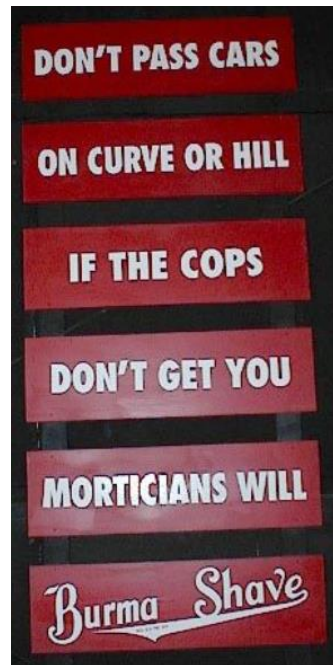
SIGNIFICANT DATES FOR APRIL

- 1st – April Fool's Day.
- 14th – Palm Sunday.
- 15th - Pay Uncle Sam.
- 19th - Good Friday.
- 20th - Holy Saturday / First day of Passover.
- 21st **Easter Sunday. – Mudd's Grove Closed.**
- 22nd - Earth Day.

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.I remember, in what seemed to be simpler times as a child going on a family car ride through the rural country areas or at least some of them throughout Missouri. And when we did, my brothers and I would always be on the look out for the old familiar red and white Burma-Shave signs. So, I thought I would share a bit of the past. Enjoy – Edior

Burma Shave sign series first appeared on US Highway 65 near Lakeville, Minnesota, in 1926, and remained a major advertising component until 1963 in most of the contiguous United States. The first series read: Cheer up, face – the war is over! Burma Shave. The exceptions were New Mexico, Arizona, and Nevada which deemed to have insufficient road traffic, in Massachusetts eliminated due to that State's high land rentals and roadside foliage. Typically, six consecutive small signs would be posted



along the edge of Highways, spaced for a sequential reading by passing motorist. The last sign was almost always the name of the product. The signs were originally produced in two color combinations, red and white and orange and black, though the latter was eliminated after a few years. A special white on blue set of signs was developed for

South Dakota, which restricted the color red on roadside signs to official warning notices.

This use of a series of small signs each of which bore part of a commercial message, was a successful approach to highway advertising during the early years of highway travel, drawing the attention of passing motorist who were curious to learn the punchline. As the interstate system expanded in the late 1950's and vehicle speeds increased, it became more difficult to attract motorists' attention with small signs. When the company was acquired by Philip Morris, the signs were discontinued on advice of counsel.

Safety messages began to increase in 1939, as these examples show:

- Train approaching / Whistle squealing / Stop / Avoid that run down feeling / Burma Shave.
- Hardly a driver / Is now alive / Who passed on Hills / At 75 / Burma Shave.

- Past / Schoolhouses / Take it slow / Let the little / Shavers grow / Burma Shave.

Farmers were paid \$25.00 a year for permission to erect the signs on their property or paint the slogans on the side of their barns. The company also employed seven men whose sole job was to erect the signs. They all eventually earned each a PhD. (Short for Post Hole Digger.)



KIRKWOOD HISTORICAL SOCIETY FRIENDS' SPEAKER SERIES

ESTABLISHED 1876: A HISTORY OF THE CITY-COUNTY SPLIT

We are delighted to bring you Chris Gordon, Director, of the Library and Collections for the Missouri History Museum. Chris will take us back to 1876 to understand why the city and county decided to split. Please plan to attend this interesting historical perspective on our communities. When: Monday, April 1st, 2019. Where: Kirkwood Public Library 140 East Jefferson, Kirkwood MO 63122. Lecture begins at 4:00 pm and ends at 5:00 pm. This event is free and open to the public.

Photo Credit: Missouri History Museum.



Mudd's Grove is located at 302 W. Argonne Dr in beautiful Kirkwood, Missouri 63122. Phone: 965-5151. The home is open for public tours on Thursday's and Sunday's

from 1:00 pm until 4:00 pm, February to December. Mudd's Grove is closed to the public during the entire month of January.

The Harlan Gould Memorial Library is open year round on Thursday's and Sunday's from 1:00 pm – until 4:00 pm.

SAINT PATRICK'S DAY IN KIRKWOOD CIRCA 1970s



Faye and Ken's The Little Inn was on E. Argonne at Dickson next door door to the car repair garage that was recently torn down. The grocery store on W. Jefferson was Brown's.



Car advertising: Stag Beer and Al Hoemann Jeweler.

Source: Facebook Page: Kirkwood Area.



Remember when hard work was rewarded?

TREASURES OF MUDD'S GROVE HEARTH ROOM ARTIFACTS

The Hearth Room Kitchen is furnished as a kitchen might have been from about 1875 until about 1915. Many of the kitchen artifacts the Society has collected are documented in a notebook binder which offers our visitors a look at what it might have been like to prepare daily meals, as well as dinners and lunches for special occasions during the 19th and early 20th centuries.

Charter Oak Wood Burning Blue Enamel Cook Stove

In 1889 George Dana and his wife, Virginia Lord Dana purchased the house at Harrison and Main (now Argonne Avenue) in Kirkwood, which today is known as Mudd's Grove, the home of the Kirkwood Historical Society. At that time Mr. Dana worked for Mr. Giles F. Filley at the Excelsior Manufacturing Company in St. Louis. The Excelsior Manufacturing Company was dissolved in 1896 at which time George Dana formed the extremely successful Charter Oak Stove and Rangle Company of which he became the vice-president and manager.



The Kirkwood Historical Society is proud owner of two Charter Oak Stoves. The one pictured here and another pot bellied stove in the Harlan Gould Memorial Library.



Pictured above on the stove top are typical kitchen utensils used back in "the day."



Pictured above a stove top warming oven.

PEOPLE THAT HELPED SHAPE HISTORY



CARTER G. WOODSON

The "Father of Black History," Carter G. Woodson realized the importance of the public having the knowledge of the contributions made by African-Americans to humanity. To accomplish this goal, he created the Association for the Study of Negro Life and History as a means of spreading the awareness of black history and culture. In 1926, he started the observance of "Negro History Week," which has since become known today as "Black History Month."
