

Gary C Worrell

From: Gary C Worrell [gcw@igx.net]
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To: gcw@igx.net
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Attachments: SOTBMAP.gif; SOTB04.jpg; SOTB01.jpg; SOTB02.jpg; SOTB03.jpg

As far back as I can remember, I've seen bumper stickers from "South of the Border." At first I thought they came from Mexico. Many of you who grew up on the US East Coast probably saw your share of these bumper stickers.

Actually, the bumper sticker refers to a tourist trap that is just barely on the South Carolina side of the North-South Carolina Border at Interstate 95 & Route 301. I first visited in 1980 driving a U-Haul truck towing a car behind. The conditions then were deplorable, but today it's been refurbished and cleaned up.

In 1950, the location started as a beer stand. I95 wasn't built yet, and Route 301 was the main highway. Eventually it grew into a little city of about 1 square mile (see satellite map), complete with its own Police and Fire Departments. You can buy just about anything there, from gas and soda to fireworks and adult materials. There is also an amusement park, an observation tower, a hotel and a campground.

The proprietor, Alan Schafer (1914-2001) eventually became a recluse. He built interconnected houses outside the local town limits, and had secret apartments in the back of some of the SOTB shops and buildings. The trick is to get people to stop when they drive by. Alan used literally hundreds of billboards along the roadway with clever phrases, such as "You Never Sausage a Place! You're Always a Wiener at Pedro's!" and my favorite, "Keep yelling kids! (They'll stop.)" Heading South on I95, I saw the first billboard just after crossing into North Carolina. It indicated that SOTB was just a mere 175 miles away. At 31 miles to go, the billboards began popping up about every 2 miles, and by the time I was within 10 miles, there was always a sign in sight, sometimes separated by only about 50 yards. You can see my trusty Chevy Truck under the tree in #4. I was delivering it to my oldest daughter, and SOTB was where we met for the transfer. I had planned on picking up some fireworks for the Fourth of July, but alas, the shops weren't open at 5AM.

Cheers,
G.



SOUTH
OF THE
BORDER

HOT
TAM LE

ICE CREAM





SOUTH
OF THE
BORDER

FORT PEDRO

FIRECRACKERS

ARTILLERY SHELLS

ROCKETS

SPARKLERS

ROMAN CANDLES

MORTARS

