

Signs

Jonathan Price and Joel Katz

How American it is for writers to rejoice in the verbal inventiveness of ordinary people! How common to make up signs! Stephen Vincent Benet rhapsodized over lists of popularly invented place-names culled from the map; Thomas Wolfe drove his trains through every appetizing station from Asheville to Boston; Carl Sandburg hummed the hog centers, the streets, the bars, and ads of Chicago; and Walt Whitman set down the justification for us all, in arguing that the "I" is one with the "all," and appended a complete list of the names.

In fact, when the modern French writer Michel Butor came to America, he broke open the forms to encompass what he kept thinking of as "the American space." In *Mobile* (Paris, 1962) the pages are white fields into which the words sift down like snow; he includes the names of towns he thinks typical, repeated slogans, snatches of the books he was reading at the time, echoes of the radio, plus some standard French lyrical prose. His idea is to make a cyclopedia, a catalogue, to allow multiple entry to the work, to imitate the way one sees America from a car, to admit repetition the way it occurs when one approaches a major town: "New York 25 miles, New York 20 miles—the space is going to be made rhythmic with the names which come up over and over again." He conceived of a new rapport between writing and space, a miniature of the map, a selection of what he himself

Los Angeles: Indio Date Farm.

Before you see our displays see and hear the romance and sex life of the date—**Twenty Minutes Well Spent—**

Continuous Showings 8 a.m. to 6 p.m., Free Admission, Shield's Dates, 119 Kinds, **Shield's Famous Date Crystals**, Bags, Cans, **Shield's New Discovery**, Date Crystal Milk Shakes, **Sold Only by Shield's**, Refreshing Orange Juice, **Thirst Quencher** Lemonade, Shield's Original Black Date Ice Cream, Hand Packed, **Fresh and Delightful** Tangerine Juice, **Delicious** Tree Ripened Grapefruit Juice, Romance Theater, Free, Continuous, Romance and Sex Life of the Date, Valley Desert Trails, *a bit of old Arabia in modern California*, a book for the library, where to go and how to get there, 9 maps, Roads to Romance.

Shield's Gift Pack Dates, Rose Patio, **One of the Largest in Southern California**, Unusual Three Variety, **Beauty, Jumbo, Luxury, Quality, Bulk, Thrift, Extra Special Assorted Three Pounds**, Chocolate Dates, Gift Peeled Dates, Sugar Dates, Medium Jool, Date Cake, Fancy Blonde, Quality Brunette, Date Cookies, Figs.

Shield's Quality Desert Fruits, Sold Here for Nearly Half a Century, Never Sold In Stores, Sold Direct to You, Date Crystal Milk Shakes, Dates, Grapefruit, Date Crystals, Tangerines, Shield's, Don't Miss It, Open All Year, Thank You, Drive Carefully and Come Again, Did You Treat Yourself To a Shield's Date Crystal Milk Shake? Don't Forget your Dates and Grapefruit, Mrs. Shield's Date Crystal Recipes, **We Ship All Over the World**, Did You see and hear the Romance and Sex Life of the Date? **Indio, California, So Proudly We Hail!**

Los Angeles: Rancho La Brea Tar Pits.

Captain G. Allen Hancock, Donor of Hancock Park to the People of Los Angeles County, 1916, Your Cooperation Is Requested in Observance of the Following **Hancock Park Regulations—**
Pets Must Be on Leash, Games or Sports of Any Kind Are Not Permitted in the Park, Benches Are Not to Be Moved,

I began
with a
miniature
tape-recorder
and walked from
north to south
through
New York's
Times Square,
muttering into
the microphone
every verbal
item I could see:
street names,
giant ads,
hand-written
notices,
warnings,
placards,
even
graffiti.

considered most representative of
the U.S.A. Here is a section called
"Bienvenue au New York":

53 000 Norvegiens
410 000 Polonais
les Grecs qui lisent le "National Herald"
les Hongrois "American Magyar
Nepszava"
les Italiens "Il Progresso"
SATURDAY EVENING POST
SATURDAY EVENING POST

Colombo's, steaks,
Quo Vadis, cuisine française,
East of Suez, indonésienne,

White Turkey, specialités américaines,
Schine's, irlandaises,
Grotto Azzura, italiennes.

Les avions qui vont à Munich,
à Léopoldville,
qui viennent de Beyrouth,
d'Athènes.

WBNX, émissions ukrainiennes,
WEVD, émissions norvégiennes,
WFUV-FM, émissions polonaises.

Butor has not gone far enough; like
a proponent of the pre-Nouvelle-Vague,
he insists on choosing, distilling, and
organizing. The result is a poetic collage,
a somewhat denatured pastiche. Allen
Ginsberg does better. In The Fall of
America (New York, 1965) he takes as
his form a trip across country and enters
in his notebook his own thoughts as
he goes. He keeps the spelling as abrupt
as in the original, making a diary of his
own internal musings, his glimpses
out of the car, signs seen, and the
blips of the radio. Ginsberg makes
much more effort than Butor to seem
as if he is including everything that
passes through his conscious scan.
As a result some lines are totally
private; even his asides do not
explicate them to strangers. Yet the

**Wading or Playing in the Stream Are Not Permitted,
Alcoholic Beverages Not Permitted, Do Not Pick Flowers
or Break or Deface Plants, Deposit All Trash in the
Receptacles Provided.**

The Observation Pit Building is open 10 a.m. to 5 p.m. except
Mondays, Excavations Will Be Conducted, Beware! Premises
Protected by an Aachen German Shepherd, **'World's Largest
Shepherds,'** To the La Brea Dig Visitors, Welcome to the La
Brea Ranch Project: Since this is the first time in history that a
major paleontological and archeological dig of this magnitude has
been conducted in the heart of a large metropolis we have felt a
strong obligation to show you as much as possible of the processes
being used. Unfortunately we are now too deep in the excavation
for you to observe the fossils being removed. Regulations will not
permit visitors inside the fence. But thanks to your response to my
last letter, we now have on loan a closed-circuit television, which
has solved this problem. Sincerely, George J. Miller, Rancho La
Brea Co-ordinator.

Skulls of four Adult Saber-Tooth Cats and one Juvenile have been
discovered and are now being excavated. Other Specimens
Currently Being Removed include: A Giant Ground Sloth, and a
Juvenile Bison; a Skull of the Giant California Lion has just been
Removed and is now being Cleaned and Restored. Three

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one normally
censors out.
The flow
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overwhelming.

public environment, the visible, the audible, comes through as a gritty backdrop.

Afternoon Light

Children in back of a car
with Bubblegum
a flight of birds out of a dry field
like mosquitoes

"...several battalions of U.S. troops in a search and destroy operation in the Coastal plain near Bong Son, 300 miles Northeast of Saigon. Thus far the fighting has been a series of small clashes. In a related action 25 miles to the South, Korean troops killed 35 Vietcong near Coastal Highway Number One."

"For he's oh so good
and he's oh so fine
and he's oh so healthy
in his body and his mind."

Yet none of these writers found a way to let the mass of the ordinary people speak on their own, in their own way, without some poet's interference. I asked myself, what verbal material is created by the broadest section of the population: not by professionals, not by institutions, but by the widest range of individuals? The writing of the cultural anthropologist Roland Barthes suggested the answer in its stress on words as signs. Why not look at real signs, I thought. Why not, in fact, record on tape this most popular of cultures, this gigantic folk poem, this epic of a million store-owners defining themselves, this inadvertent conglomeration of words that labels one street, or one block, or even one airport?

I began with a miniature tape-recorder and walked from north to south through New York's Times Square, muttering into the microphone every verbal item I could see: street names, giant ads, hand-written notices,

Primitive Stone Tools have been Found and are on Display in our Exhibit Case to your Left—Other Possible Artifacts are now being excavated, Help Feed the Kitty, Support the Dig, Funds are Needed, This Scientific Project Sponsored by the Los Angeles County Museum of Natural History Foundation, Thank You.

Humerus of Bird, Phalanx of Bird, Metapodial of Coyote, Canus Latrans Occudu Merriam, Pathologic Diseased Tibia of Smilodon, the Saber-Toothed Cat, *Note the Fusion of the Two Bones*, Metapodials of Dire Wolf, Microfossils, Insect Parts, Identifiable Bones, Bone Fragments, Seed Pods, Minerals, Shell Fragments, Plant Material, Tooth and Jaw Fragments.

Pelvis of Giant Ground Sloth, Wingbone of Giant Bird, Miscellaneous Bird Bones, Rib Bones of Western Horse, Skull of Dire Wolf, Lower Jaw of Camel, Foreleg Bone of Mastodon, Foot Bone of Bison, Lower Jaw of Young Mastodon, Hind Leg Bone of Dire Wolf, Pelvis of Coyote, Lower Jaw of Great American Lion, Hind Leg Bones of Giant Ground Sloth, Skull of Mastodon.

La Brea Animals: Imperial Mammoth, Peccary, Platygonus, Prehistoric Horse, Extinct Humpless Camel, Ursus Horribilis, California Grizzly Bear, Short-Faced Bear, Dire Wolf, La Brea Tar Pits Trash Collection, Los Angeles County Art Museum Permanent Collections, Mr. and Mrs. Norton Simon Sculpture Plaza, Mutual Benefit Life Insurance, Spaulding Drive, Financial Indemnity Co., Cadillac, **The Standard of the World**, Prudential Life Insurance.

Los Angeles: Restaurant Row.

Circus Maximus—*Massage, Sauna, Physiotherapy*—Fountainview West, **The Ultimate in Air Conditioned Gracious Living**,

Electro Sex,
Pokerino,
Shirt King,
Manhattan Cake,
Donut Express,
Wild Wooly
Beaver,
Four Queens
Wiglets,
Corn Stalk
Fence Hotel,
Pan Pourrie
Gumbo Shop,
Cullie's Clutch
Service Co.,
Pygmy Drive In,
Salvation
Divine
Healers...

warnings, placards, even graffiti. I discovered quickly how much of this material one normally censors out. The flow was overwhelming.

When I transcribed my first experiment I found it sorted itself naturally into block-long paragraphs and that it constituted a vast "sounding" of the population, a content analysis of the desires, lusts, economies, and lies that ensnare us each day.

Surveying the ninety-odd pages of typed transcript resulting from my cross-country walks through New York, Los Angeles, Las Vegas, El Paso, New Orleans, and Atlanta, I am struck by the amazing variety and vitality of names. Unlike France, which has a law against inventing new names for children, America has a positive lust for new spellings and combinations: Electro Sex, Pokerino, Shirt King, Manhattan Cake, Pourrie Gumbo Shop, and Salvation Divine Healers, Inc. There are so many kinds of businesses that I kept encountering things I didn't realize or recall were sold: one-man life rafts, bankrupt grocery stock, and rail freight disaster sales. You can send home a living cactus, or a slot-machine whiskey dispenser. You can purchase a hand-carved Indian, life-sized, fully clothed. There is always a better mousetrap; in Los Angeles I found a fly killer: "Kills but does not crush fly." Startling juxtapositions seem our stock in trade: "See Jelly Roll, the first jazz man at the Wax Museum." The Wishing Well Wedding Chapel is next door to the strip fight of the week. And everywhere are the crass jokes of the people in illuminated flashers: "She died with her boots on—and not much else"; in the stickers: "Pa's boss as everyone knows, but what ma says always goes"; and in the philosophical

*Penthouse Apartments, Sixteen Floors, Three High Speed Elevators, 24 Hour Doorman, **Spacious Pool Deck**, Sauna Bath, Putting Green, McFadden Streisand, Irwin, Incorporated, **A Groovy Bowling Alley**, Finnish Rock Stream Bath and Massage, Vacancy, Drive In, Knoll Motel, If You Would be Offended by Nude Entertainment, Don't Come In, Russo Men's Hairstyling, Regina Liquors, Deli and Sundries, Barbeque Shack, Hickory-Smoked, Dine In, Take Out.*

Eastern Fish Market, Le Coque, Bob Adler's 940 Club—Cocktails, Dining, Dancing, Lobster, Chicken, Prime Steaks, Ribs, Eddie Canto Quartet, Fry Plastics International, Clear Thoughts Building, Clear Thoughts Publishing, **Famous Boutique**, Buff and Hensman, Architects, Kenneth Lind, Architect, Pacific Business Exchange, Kadem Galleries, Israeli Artists, **Native Elegance**, Brancusi Marble Tables, Canyon Cleaners, The Antiquarian, Georges M. George French Antiques, Puppies Always Available, Trained German Shepherds, **Bred to be the World's Largest for TV and Motion Pictures, Exclusive On-Premises Training for Film Stars and VIPs**, Tracking Dogs for Lost People.

Lane Antiques, **Live Nude Erotic Review**, Loser of the Week, San Diego Mayor, The Blue Boar, Steaks 'N Prime Rib, Olde English Prime Ribs from the Cart, Steaks, Lobsters, Wild Game and Fowl, Oscar Mayer Antique Works of Art, Teheran Galleries, Oriental Rugs for Sale and Auction, McCaffery Gallery, Headline Hairdressers, Patrone's Scampi Restaurant, The Lobster Barrel and Steak House, Live Maine Lobsters, Mayfair House Antiques, UDA Interior Design

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hand-lettered sign: "What you buy is glorified, what you leave is junk—Mat's Junk Shop."

The style of the people is punchy and non-syntactical, full of imperatives and labels, but short on complete sentences, making the occasional stone-engraved sententia seem as soporific as the municipal magnates who erected them. Even repetition is energetic. One store will repeat its self-identity over and over: organic this, that, and the other; fifty percent off guns, cameras, tvs, and old gold.

I was as regular as the signmakers; if they advertised ten items in the window I included all ten with their numerals. The raw transcript therefore develops a listing tone. Western Wig Mart's giant W is ranked alongside the paper strip saying "Stay Soft Super Stretch Bras Stay Beautiful Forever" which appears in the same flow as Hollywood High's stone slogans, or the hand-painted sign in a fish store across the street announcing the Second Annual Inland Empire Guppy Championships. I was the great equalizer.

Having launched "Signs," I began to cast about for a heritage. "Found Poetry" is the art of serendipity: spotting unconsciously expressive language in the context of an insurance policy, a newspaper ad, or airplane safety instructions.

and Space Planning, Zeitlin and Verbrugge Booksellers *Old and Rare Books, Rare Prints and Drawings*, Irving Bloom Works of Art, Pluf Antique Mart, David Stuart Galleries, Thomas Ingersoll Antiques, *Fine China, Interiors*, Peggy Christian Bookseller, Alpine Importers, Garden District Lunch and Dinner, Steps Antiques, Jacqueline Anheld Gallery, Rex Evans Gallery, Al Hammerman Gallery, Julie Dohann Gallery, Feingarten Gallery, Richard Tobey Fine Frames, French Antique Shoppe, Walter Laemmle Antiques, Grace Ellis Antiques, Martha Ellis Interiors, American Masters Gallery, Heritage Gallery, Gourmet Galerie.

Ferdinand Pontier Boeken, Incorporated, Established 1930, *Dealer in Fine Antiques, Old Masters Paintings, Sculpture, Continental and Oriental*, **Please do not Park in Driveway**, Delta Gallery, Giacomo Tribalga Design Tailor, Margot Flataud Antiques, Fabrics Unlimited, The Courtyard Shops, *Antiques, Decorative Accessories, New Shipment*, Comera Gallery, Mark Nelson AID, Penthouse Galleries, Londell Gallery, The Ryder Gallery, Esther Robles Gallery, Ancrum Gallery, Circle Gallery, The International Gallery for Graphics, Larry Winters Hair Design Studio for Men, *Manicurist*, Artis Lane Portraits, Galerie Juarez, Palm Beach, Palm Springs, *Contemporary French Paintings*, Molly Barnes Galleries, **Joe Ochs Presents Outdoor Art.**

Italian Gourmet Deli, Rick Byron Originals, *Custom and Casual Wear for Men*, The Red Room *Open Faced Sandwiches*, Wooden Shoes Sold Here, David George, *Fine Cleaning, Floor Pillows, Decorator*

Found
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newspaper
ad, or
airplane
safety
instructions.

Hannah Weiner, for example, has excerpted the expected talk between ships from the 1851 edition of The International Code of Signals for the Use of all Nations:

EDQ Any chance of war?
ODV Good chance.
IKF No chance of peace.
YU Has war commenced?
YX War has commenced.
YW War has commenced
between ___ and ____.
KDX How is the crop?
KDW Crops have suffered severely.
KDV Crops destroyed.
TN Are you in want of provisions?
LUE Distressed for want of food.
YU Want food immediately.
NV Want food, starving.

Here was continuous tragedy on the high seas, all spelled out. Part of found poetry's point is its very insistence on the fact that this is not merely fiction, not a personally made-up set of words, but some real thing, snatched out of life and put into a museum over the label "poem." Calling a text found out on the streets a poem, distances one from it, allows the aesthetic sense to take over while the practical nervousness falls away. When the words of "Signs" are on a page, one does not have to decide whether to turn left or right. One can reflect on what they mean as a group, as a poem.

*Fabrics, Draperies, Bedspreads, Decorator Slipcovers, Reupholstering, Carpeting, Custom Furniture, Fake Furs Custom Made, **The All-American Burger**, Smokey Joe's Hickory Wood Barbecue, Barbecued Ribs and Chicken, **Big, Big Barbecued Sandwiches, Big as a Saddle Hamburgers, Rip Snortinest Western Style Chili, Birthday Parties, Beverley Park Carnival, Rent this Amusement Park, Barbecue Chicken Plates, Eat Out Often.***

Los Angeles: Main Street.
*One Hour Free Parking with Validation from Dr. Campbell, Credit Dentist, Casa Blanca Restaurant, Mexican American Food, Money to Loan, Hot Donuts, Pat's Donuts, Hotel Cecil, From Five Dollars, Weekly Rates, Vacancy, Buy Modern Nudes, Toro Loans, Girlie Movies and Films, Jack's Bookshop, Early Bird Pawn Shop, State Loan and Jewelry Co., Volunteers for America, **Bargains Galore for the Entire Family**, Come in and Browse Around, **Your Family Thrift Store**, Out of Pawn Sale, All Items Reduced, Restaurant Sandwiches, For Rent, Office Space at Fifty Dollars a Month, G&L Speed Laundry, Shoe Shine 35 cents, Safety Park 35 cents Each Half Hour, Utility Bills, Checks Cashed, Money Orders, Greyhound Bus Ticket Office, Tickets to all Points, Stagecoach Coffee Shop, Continental Trailways Bus, Donut Express, Thrift Drug and Discount, All Prescriptions Filled and Film Work Left for Processing are at your nearest Thrifty, 202 East Sixth Street, Bill's Southern Fried Chicken, Take Some Home, Cocktails, Please Genuine Blue White Diamond, Unredeemed Pledge, Money to Loan, Credit Jewellers, **Internationally Famous** Cameras and Binoculars as low as \$5.95, Special Watches as Low as \$5.95, Two Year Guarantee, **Diamond Specialists**, We Buy Old Gold, Magic Dice, Tops and Bottoms, Burbank Films **Best in Town, Wild Woolly Beaver, Adults Only**, New Show Today, Complete Change Tuesday, Friday, Live Burlesque, Continuous, **Beaverama Theater**—Curious Yellow, Hair, Fanny Hill, Go See Them—Then Come See the Boldest of them All—Man*

My intention was never to recreate visually the physical environment, to put back the very things that Johnathan left out in order to place the emphasis quite properly on the words themselves.

Joel Katz Comments

When I first saw Jonathan Price's earliest transcriptions of the nation's self-documentation, I became preoccupied with them both as reader and designer. I had a rough idea of the possibilities for a typographic reconstruction of the worlds from which Jonathan had extracted the verbal component. Coincidentally, I learned of the computer-assisted phototypesetting equipment available through Yale University's School of Art. Jonathan entered for data processing his transcriptions from the Los Angeles area. We identified eight categories of word/phrase/sentence classifications: labels; routine notices and lists; explanatory messages and descriptive narrative; names of places, particularly business establishments; goods and services for sale; messages in the form of direct address; prohibitory notices and warnings; advertising and boasts; strident blandishments and incredible boasts, including coined words.

The hardware consisted of Digital Equipment Corporation PDP-10 and PDP-11/45 computers and peripheral input apparatus, access to the Yale Computer Center's IBM 360/72, and a Mergenthaler Superquick phototypesetting machine for output. It is not coincidental that there are eight text categories, the Superquick's capacity; nor that I used only four type fonts (the Superquick handles up to four glass matrices, each of which contains light and bold, or roman and italic, of the same face); nor that the range of sizes is extremely narrow (each typesetting matrix is in a certain point size, and the machine can display from it only the same size, twice, or four times magnifications).

and Wife, The Most Important Husband and Wife Film of our Time, **Adults or Marriage License**, *A New Theater for Adults Only*, **Nudarama**, **The Most Action**, Coming Soon in Town, *Skin Color*, Now Playing.

Howell Hotel, Tacos, HG News, Roxy Arcade, Dreamland Dancing, Girls, Dancing Partners, Girls, **Girls, Girls**, *Closed Tonight but see our Girls at The Restaurant Roof*, Rick's Food Fair, *Two Pork Chops*, *Two Eggs*, *Nude Models Upstairs*, American Barber College, Learn Barbering, Army and Navy Department Store, **the West's Largest Tent and Trailer Display**, Shack Southern Ribs and Shrimp, Nero's Nooky Theater, Paris Arcade Games, *529 Movies*, **No One Under 21 Allowed**, *Hollywood Models*, Silver Hotel, All Refunds Must be Obtained from Manager, **No One Allowed in Lobby or Upstairs for Any Reason, Don't Even Ask**, Please Leave Keys in Door Before Leaving Hotel, Thank You, Weekly Rates Available, One Hour Free Parking.

SOS Club, *Overexposed*, *Three Way Split*, Eagle Music Exchange, Eagle Loan Office, Royal Cafe, Servicemen Welcome, *Lucky Draft*, World Series on TV, Captain Jim, **Master Tatoo Artist**, *Assisted by L'il Al*, **Beaverama Sex Style**, *All Colors*, *Eight MM Movies*, *Santa Anita Selections Sold Here*, The Double M, *Twenty Years Handicapping on all Tracks*, Smitty's News, *Color Photos*, *Adult Art*, Roslyn Jewelry and Loan, *Out of Pawn Suits and Topcoats*, *Shotguns*,

I was
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Jonathan's
transcription,
not because
he edited
them out
but because
he had
no way of
retaining
them.

I created four variations of the Los Angeles section of "Signs"; a portion of the fourth output is reproduced here.

My intention was never to recreate visually the physical environment, to put back the very things that Jonathan left out in order to place the emphasis quite properly on the words themselves. Rather, I was interested in exploring the connotative potential of typographic characteristics to convey some of the aspects of the experience that are missing from Jonathan's transcription, aspects such as rhythm and interval, semantic scale, and space-time relationships (e.g., verbal density vs. aridity, verbal excitement vs. calm). I was interested in developing with this text an allusionistic vocabulary rather than an illusionistic one, figurative and loose rather than literal and rigid. Even in its present form, every paragraph of Jonathan's harvest from the verbi-visual landscape functions as a genuine American poem.

Money to Loan on Everything, Star Pants Manufacturers, United Shoe, Call Me Sol, Depot Candy.

Main Street Tacos, *Photostats While You Wait*, *Follies*, *Live Nude Burlesque Plus Nude Film*, **Presenting Los Angeles' Biggest Bottomless Show, Starring Brenda Starr, Stormy, Stacy, Melody West**, Ladies Invited, Servicemen Discount, Liberty Cafe, Main Gym, Olympia Haircutting, Barber Wanted, Ten Pins Clothing Store, **Wholesale Prices**, *Texas Burgers*, El Progreso, *Dancing Every Night*, **Sorry, No T Shirts after 6 p.m.**, *Filipino Films*, Smoking in Balcony, Victory Service Club, Union Rescue Mission, **Jesus Saves**, Cooper Donuts, Pioneer Bail Bondsmen, *Founded 1921*, **The Most Trusted Name in the Bail Bond Business.**

Los Angeles: Hollywood High.

The Hollywood Reporter, Squire's Permanent Hair for Men, Hollywood Center Motel, *Economy Units*, *Forty Three Kitchens*, *TV Motel Theater*, Official Pollution Control Device Installation Inspection Station, *Any Size Tire Recap Exchange*, New Tire Guarantee, Auto Alarm System Installed, Official Lamp Adjustment Station, Stereo Car Tape, Rent a Mink Co., *Tropical Fish*, **Second Annual Inland Empire Guppy Championship, Fifty—Three Classes, Fifty—Six Trophies**, IFGA Sanctioned Show, Inland Shopping Center, Stan's Fried Chicken Sandwiches, *Fountain*, *Pit Barbecue*, Sunset Highland Recording Studios, *Complete Sound Recordings and Duplicating Services for Film, Disc, and Tape*, General Design Services, *Consultants, Architects, Engineers, Designers*, Mail Resumes: Worldwide Positions Now Open, Giant Plane, 1000 Openings.