

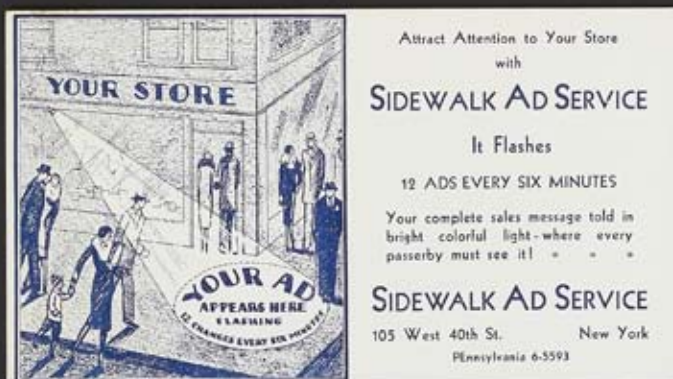
BETWEEN THE COVERS RARE BOOKS

112 Nicholson Rd, Gloucester City, NJ 08030 (856) 456-8008 betweenthecovers.com

[Maquette]: *Canarsie Music Shoppe and Sidewalk Ad Service*

Canarsie, New York: [circa 1930s]

\$300



Original poster maquette or mock-up. Measuring 10½" x 13½". Some edgewear and toning, near fine. Two advertisements mounted to black card. One is a 7" x 7" announcement for the opening of Canarsie Music Shoppe with a drawing of a piano. The shop sold player pianos, records, and music rolls and would allow the use of in store pianos for a fee of \$3 a week. The second advertisement is for Sidewalk Ad Service.

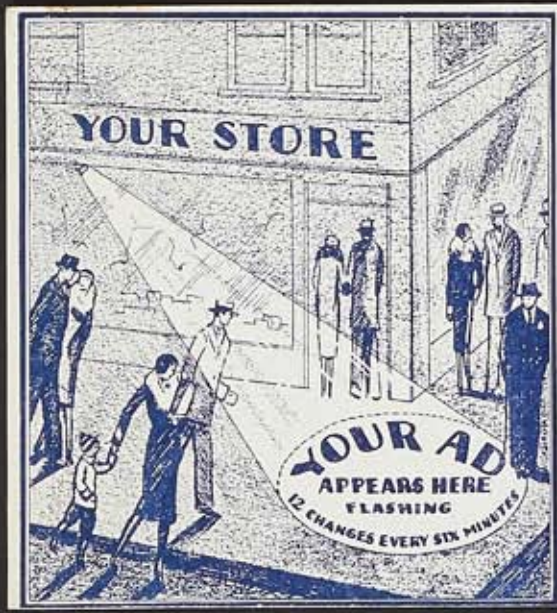
Also located in New York, this company provided a service of creating a sales message that would be beamed onto a sidewalk and flash "12 changes every six minutes." The ad reads, "your complete sales message told in bright colorful light -- where every passerby must see it!"

A nice advertising mock-up from New York in the 1930s. [BTC#401325]

1574

OPEN FOR BUSINESS
**CANARSIE
 MUSIC SHOPPE**
 1147 E. 92 ST. NEXT TO
CANARSIE BANK

Player  Pianos
 \$3. PER WEEK
 RECORDS - MUSIC ROLLS



Attract Attention to Your Store
 with
SIDEWALK AD SERVICE

It Flashes

12 ADS EVERY SIX MINUTES

Your complete sales message told in
 bright colorful light - where every
 passerby must see it! " " "

SIDEWALK AD SERVICE

105 West 40th St. New York
 Pennsylvania 6-5593