



The Mark of Merit "ZEON" is licensed only for illuminating equipment which conforms to measurable standards of quality established in the public interest nationally by the non-profit corporation, ZEON, Chicago, U.S.A. SPECIFY ZEON QUALITY WHEN YOU BUY ELECTRIC SIGNS

**SALES • RENTALS • SERVICE**

HI lcrest 6-4778

LICENSED TO USE THESE SYMBOLS OF DEPENDABLE QUALITY



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The Mark of Merit

Cold Cathode with GE Tube

SINCE 1912

**Electrical Products CORPORATION**

1942 Broadway • Sacramento

**"ELECTRIC SIGN SERVICE Co."**

MANUFACTURING

**NEON SIGNS**

SALES • RENTALS • REPAIRS

Featuring the **NEON NIGHT PATROL**

DAY & NIGHT SERVICE

FACTORY & OFFICE  
1315 - 17TH STREET

TELEPHONE  
**Gilbert 3-7961**

Night Phone HI lcrest 6-8044



**Signs**

**A-1 SIGNS**  
SIGNS OF ALL KINDS  
COMMERCIAL ARTISTS  
TRUCK & OFFICE DOOR LETTERING  
GOLD & SILVER WINDOW SIGNS  
"Buzz Me" Casey - GI lbert 3-4970  
810 1/2 J. .... GI lbert 3-4970

**ABLE SIGN CO 522 I.** .... GI lbert 2-8513  
Acme Sign Co 520-12th. .... GI lbert 2-1393  
Bradovich-Kroll Sign Painters 1230 J. HU dsn 4-2863  
C S Signs 3414-19th Av. .... HI lcrest 6-5127

**CALIFORNIA NEON DISPLAYS**

**NEON SIGNS**  
SALES  
RENTALS - MAINTENANCE  
John Darville

16 Globe. .... HI lcrest 9-8567  
Residence. .... IV nhos 9-2260

Capitol Sign Co 13th & J. .... GI lbert 2-2585  
Capitol Sign Co No 2 1230 J. .... HU dsn 4-2863  
Carlithers Sign Co 923-6th. .... GI lbert 3-7058

**COASTAL NEON CO**

1318 1/2 Del Paso Blvd N Sacto. .... HI cky 9-3961  
(See Advertisement Page 359)

D & D Sign Co 3204 Broadway. .... HI lcrest 6-6210

Dosch Co The 200 V. .... GI lbert 3-6581

Electric Sign Serv Co 1315-17th. .... GI lbert 3-7961

Night Phone. .... HI lcrest 6-8044  
(See Advertisement This Page)

**ELECTRICAL PRODUCTS CORP**

1942 Broadway. .... HI lcrest 6-4778  
(See Advertisement This Page)

FLINT SAM F 2709 X. .... HI lcrest 5-5561  
(See Advertisement Page 356)

(Continued Next Page)

*A handy man  
for any job--*

The Yellow Pages tell you  
where to reach him quickly  
—plumber—carpenter—  
dry cleaner—paperhanger  
—and hundreds of other  
workmen, stores and services.

**Signs—(Cont'd)**

Frieden Sam S  
Truck & Office Door Lettering  
3739-4th Av. .... HI lcrest 5-3689  
Hackley Fred C 2910 Bell N Sacto. .... IV nhos 9-6142  
Hamilton Bob 3425-52d. .... HI lcrest 5-6799

**INGRAM DISPLAYS**

6317 Eastern Ave. .... HI lcrest 5-0876

**LINCK'S SIGN-ART**

See Adv Under Sign Painters

912-56th. .... HI lcrest 6-5550

**PACIFIC NEON CO 719-12th.** .... GI lbert 2-3553  
(See Advertisement This Page)

Patten Sign Co 2110 I. .... HU dsn 4-6854

**WACHTER PLASTIC CO**

PLASTIC SIGNS & LETTERS

727 1/2 J. .... GI lbert 3-6046

Winter Heinle & Son 2309 E. .... GI lbert 3-1660

**ZEON SIGNS & LIGHTING—**

ELECTRICAL PRODUCTS CORP  
1942 Broadway. .... HI lcrest 6-4778

**Signs—Maintenance Service**

**CALIFORNIA NEON DISPLAYS**

16 Globe. .... HI cky 9-8567

Coastal Neon Co  
1318 1/2 Del Paso Bl N Sacto. .... HI cky 9-3961

Electric Sign Serv Co 1315-17th. .... GI lbert 3-7961

Night Phone. .... HI lcrest 6-8044

**ELECTRICAL PRODUCTS CORP**

1942 Broadway. .... HI lcrest 6-4778

Pacific Neon Co 719-12th. .... GI lbert 2-3553

**Signs—Supplies & Equipment**

**SCOTCHLITE BRAND REFLECTIVE SHEETING—**

AUTHORIZED DEALER

DOSCH CO THE 200 V. .... GI lbert 3-6581

**Silk Screen Processing**

Bryant & Witkowski 1120 P. .... HU dsn 4-5694

D & D Sign Co 3204 Broadway. .... HI lcrest 6-6210

DOSCH CO THE 200 V. .... GI lbert 3-6581

MOYER SCREEN PROCESS 910-6th. .... HU dsn 4-6738

Superior Signs  
Quantity Signs On Wood-Metal Or Paper  
1317-20th. .... HU dsn 4-1875

**Silverware—Retail**

BREUNER JOHN CO 604 K. .... GI lbert 3-8061

**EASTERLING COMPANY THE**

STERLING SILVER CLUB  
THE PLAN THAT EARNS  
YOUR SILVER FOR YOU

2452 Del Paso Blvd N Sacto. .... HI cky 9-4388

**Easterling Company The**

2452 Del Paso Blvd N Sacto. .... HI cky 9-4388

71 X J (See Advertisement This Page)

GREBITUS JEWELERS 1108 J. .... GI lbert 2-9081

Please wait till you hear the dial tone

... then dial.

**STERLING SILVER CLUB?**

THE PLAN THAT EARNS  
YOUR SILVER FOR YOU

For Details Phone

**Hickory 9-4388**

**EASTERLING CO.**

"Silverware of the Stars"

2425 Del Paso Blvd. N. Sacramento

R. N. "Bob" Banks Harold A. Smith  
Div. Super. Dist. Mgr.

**Pacific NEON COMPANY**



Stan Siandring

**719 - 12th ST.  
SACRAMENTO**

**GILBERT 2-3553**



Geo. Richards

**SIGNS SOLD - RENTED - SERVICED  
COLD CATHODE LIGHTING**

*Coastal*

**NEON**

Phone  
**Hickory 9-3961**

**EARL G. WARREN**  
Residence IVanhoe 9-1101

OVER 21 YEARS EXPERIENCE  
TO SERVE YOU

**NEON SIGNS  
SOLD - RENTED  
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*Co.*

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