

# ZEON

## NEON SIGNS & LIGHTING

SALES COLD CATHODE WITH TUBING

RENTALS

SERVICE

Phone HI lcrest 6-4778

# ELECTRICAL PRODUCTS

1942 Broadway • SACRAMENTO Corporation

SERVING THE WEST SINCE 1912

# "ELECTRIC SIGN SERVICE Co."

MANUFACTURING

## NEON SIGNS

SALES • RENTALS • REPAIRS

Featuring the **NEON** NIGHT PATROL

DAY & NIGHT SERVICE

FACTORY & OFFICE  
1315 - 17TH STREET

TELEPHONE  
GI lbert 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 813 1/2 J. .... GI lbert 2-8513  
Acme Sign Co. 520-12th. .... GI lbert 2-1393  
BORDEN DECAL COMANIA CO 207-11th S F  
(Trail) Call "Operator" for ..... Hemlock 1-1587  
BRADOVICH-KROLL SIGN PAINTERS  
Capitol Sign Co  
1230 J. .... HU dsn 4-2863  
C S Signs 3414-10th Av. .... HI lcrest 6-5127  
CALIFORNIA NEON DISPLAYS  
Neon Signs-Lighting-Maintenance  
1010 Del Paso Blvd. .... HI cky 9-8567  
(See Advertisement Page 337)  
Capitol Sign Co 13th & J. .... GI lbert 2-2585  
Capitol Sign Co No 2 1230 J. .... HU dsn 4-2863  
Carithers 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 338)  
(Continued Next Page)

#### FOUR THOUGHTFUL ITEMS OF TELEPHONE PROCEDURE—

1. Please answer promptly.
2. Please be on the line when the party you want answers.
3. Please speak distinctly and without hurrying, with the lips close to the mouthpiece.
4. Please replace the receiver gently when through talking.

### Out of the DISCARD

A few minor repairs on that discarded article will restore its life of usefulness and convenience. You'll find the man who can help you listed in the

## Classified TELEPHONE SECTION

### Signs--(Cont'd)

Dosch Co The 200 V. .... GI lbert 3-6581  
Electric Sign Service Co  
Neon Signs  
1315-17th ..... GI lbert 3-7961  
(See Advertisement Page 336)  
ELECTRICAL PRODUCTS CORP  
1942 Broadway ..... HI lcrest 6-4778  
(See Advertisement Page 336)  
FLINT SAM F 2709 X. .... HI lcrest 5-5561  
(See Advertisement Page 335)  
Frieden Sam S  
Truck & Office Door Lettering  
3735-4th Av. .... HI lcrest 5-3689  
Hackley Fred C 2910 Bell N Sacto. .... HI cky 9-0489  
Hamilton Bob 3425-504. .... HI lcrest 5-6759  
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)  
RAY'S SIGNS  
Snow Cards - Truck Lettering - Layouts  
Special Displays - Handlettering  
Cut Out Letters - Silk Screening  
2983-35th ..... HI lcrest 7-1552  
Roblin R H 2110 I. .... HU dsn 4-6854  
(Continued Next Page)

A store may not immediately come to the mind of a prospect when special services are desired, such as are offered by a Beauty Salon, Radio or Watch Repairing Department. Many establishments, realizing this, advertise under several classifications in the Classified Directory. Thus they direct more business their way.

Services of all kinds, including dozens that you ordinarily never think about, are listed conveniently in the Classified Telephone Directory.

### WHY SOME TELEPHONES REPORT busy!



Conversation finished but receiver left "off the hook" — forgotten.



Books, ash trays, ornaments can keep it "off the hook" too.

For full use of your telephone, please keep your instrument "hung up"—ready for service.

# Pacific NEON COMPANY



Stan Stranding

719 - 12th ST.  
SACRAMENTO

GI lbert 2-3553



Geo. Richards

SIGNS SOLD - RENTED - SERVICED  
COLD CATHODE LIGHTING



SALES - RENTALS - SERVICE  
Interior Lighting  
HIckory 9-8567  
1010 DEL PASO BLVD.