

# SIGHTSEEING

DAILY GUIDED TOURS IN LUXURIOUS PARLOR CARS OR LIMOUSINES WITH CHAUFFEURS IN LIVERY

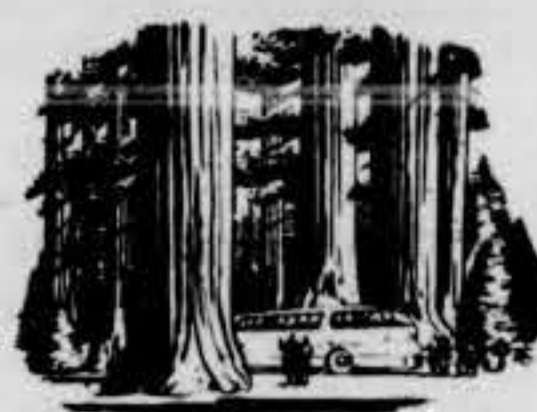
**TOUR 1—30-Mile De Luxe Drive**  
Glorious San Francisco tour—Mission Dolores—Civic Center—Twin Peaks—Cliff House—Seal Rocks—Golden Gate Park—Presidio—other features.



**TOUR 3—Chinatown After Dark**  
Unforgettable scenes in Chinatown with Chinese guide—also old Barbary Coast—Telegraph Hill—Fisherman's Wharf—North Beach Foreign Settlement.



**TOUR 12—Muir Woods Big Trees**  
Across Golden Gate Bridge to Muir Woods where the tallest and oldest of all living things, the Giant Redwoods, thrust their shaggy spires 300 feet skyward.



These and many other tours are available at leading hotels or at Gray Line Office, 741 Market St.

**YUKON**



**6-0808**

## Sightseeing Tours

**CALIFORNIA PARLOR CAR TOURS CO**  
"See CALIFORNIA the delightful way."  
Personally Conducted Tours  
San Francisco to Los Angeles  
Office  
201 Pine.....EX brook-1861  
Terminal  
164 Powell.....DO uglas-4664

Fialer's Limousines Inc 955 Post.....PR ospct-3311  
**GRAY LINE INC THE** 741 Market.....YU kon-6-0808  
(See Advertisement This Page)  
S F Water Tour Co Ferry Bldg.....YU kon-6-0481  
**YOSEMITE GRAY LINE LIMOUSINES INC**  
955 Post.....PR ospct-3232

## Sign Painters

**A A A NEON SIGN SERVICE CO**  
1120 Golden Gate Av.....WE st-1-1838  
Abel-Shepard Display Sign Studio  
617 Market.....YU kon-6-2468

**ACE SIGN SERVICE**  
CHROME LETTERS  
PAINTED SIGNS  
TRUCK LETTERING  
2209 Bush.....WE st-1-2682

**ACME DOOR LETTERING SERVICE**  
You Set the Date - We Start at Eight  
OFFICE DOOR LETTERING  
EXCLUSIVELY  
24 California.....GA rfd-6271

**ADORAFT SIGN CO**  
GENERAL  
SIGN CONTRACTORS  
Window Lettering - Raised Letters  
Metal - Cloth & Wall Signs  
Screen Process  
Auto & Truck Lettering  
150-7th.....MA rket-4697

**ALBRIGHT SIGN CO**  
SIGNS OF ALL KINDS  
Large or Small  
Window Lettering - Cloth Signs  
Screen Process  
Auto & Truck Lettering  
150-7th.....UNdrhil-1890

**BACH FRED** 388-11th Av.....BAyview-8118  
**BAILY SIGNS** 19 Burnside Av.....JU niper-7-8397

**BAY SIGNS**  
WINDOW - METAL - CLOTH  
GOLD LEAF AND TRUCK SIGNS  
E. Simpson  
1911 Fillmore.....FILmor-5436

**BELL SIGN CO**  
26 Years in Downtown Financial District  
OFFICE DOOR LETTERING  
EXCLUSIVELY  
89-3d.....EX brook-8196

## Sign Painters—(Cont'd)

**BRONSON SIGNS**  
OFFICE DOOR  
and  
WINDOW LETTERING  
Russ Bldg.....EX brook-4015

**BROOME SIGN SERVICE**  
Wall - Metal  
Glass - Cloth - Trucks  
Tavern Fronts  
210 Post.....YU kon-6-0141  
Residence.....EV rgreen-5085

Central Sign Service 1714 Hayes.....FILmor-7114  
**CLEMENT DOOR LETTERING SERVICE**  
Specializing In Office Door Lettering  
291 Gary.....DO uglas-1467

**DAGGETT L B** 335 S Van Ness Av.....MA rket-0317  
Eichenbaum Joseph H 991 Bryant.....UN drhil-8644  
Eilken Wm E 341 Larkin.....HEmlock-2627  
Goldberg Lawrence  
1085 Golden Gate Av.....WE st-1-3344  
Gwyn J Paul 286 Sanchez.....HEmlock-5317  
Hansen Sign & Display Studio  
492-9th St.....BA yview-2522  
Kim Sign Co 1616A Grove.....FI mor-9642  
**KING HENRY SIGNS** 316 Valencia.....UN drhil-7268  
(See Advertisement Opposite Page)  
**LAIB** 7th & Folsom.....MArket-5162  
(See Advertisement This Page)

**LAIPLAW DISPLAY ADVERTISING**  
Neons Repainted - Windows Lettered  
Trucks Lettered  
Signs of All Types  
750 Bush.....GA rfd-1172

**LANCE SIGN CO**  
Creators of Distinctive Signs  
RAISED WOOD LETTERS  
Designed - Furnished - Installed  
Window & Truck Lettering  
Screen Process - Wall Signs  
Studio 460-29th Av  
11 Wood.....WE st-1-7849

Lee Charlie W 828 Grant Av.....CHIna-0059  
Lorenzen C 720 Montgomery.....SU tter-5480  
**LUCAS A D** 680 Castro.....UN drhil-0453  
(See Advertisement Opposite Page)

**M & T STUDIO SIGN SHOP**  
SIGNS OF ALL KINDS  
Show Cards - Displays  
Truck & Window Lettering  
Art - Posters - Murals  
Est 1930 Bill Dorsch, Prop.  
1230 McAllister.....WA Inut-1-4819

**MANNING CHAS E** 810 Buchanan.....HE mlock-1343  
Mission Sign Service  
887 Rhode Island.....AT water-8308  
(Continued Next Page)

**PISCHOFF CO.**  
FAST SERVICE SINCE 1932

**Signs**  
THE WEST'S MOST COMPLETE STUDIO!

**Underhill 5808** 177 Golden Gate Ave.

THEATRICAL POSTERS  
METAL - GLASS - TRUCK  
WOOD & CLOTH SIGNS  
CUT OUT LETTERS  
SALES CHARTS  
DISPLAYS

## Sign Painters—(Cont'd)

**MODERN SIGN STUDIOS** DE laware-5464  
**NEON SIGN SERVICE CO**  
1120 Golden Gate Av.....WE st-1-1838

**O'NEAL RAY**  
SIGNS  
THAT ARE SIGNS  
FOR EVERY PURPOSE  
Mission District 23 Years  
434 Fair Oaks.....AT water-0936

**PACIFIC POSTER SHOP** 2A Coso.....MI ssn-4313  
Palette Sign Shop 1635-17th Av.....MO ntrose-6383  
**PISCHOFF CO** 177 Golden Gate Av.....UN drhil-5808  
(See Advertisement Opposite Page)  
Pizzo Sal 1467 Grant Av.....DO uglas-2671  
Quandt A & Sons 374 Guerrero.....MA rket-1711  
(See Advertisement This Page)  
Robinson Oscar M 281 Natoma.....DO uglas-5100

**SMALL R L SIGN CO**  
SIGNS—  
Designed and  
Styled to Suit  
Your Purpose  
WOOD CUT-OUT LETTERS  
431 Jessie.....GA rfd-9232

Specialty Sign Co 4424 Balboa.....SK yline-0708

**STATE SIGN COMPANY**  
SIGNS  
Complete Lettering Service  
TRUCK LETTERING  
BOARD - METAL - WINDOW  
308-7th.....MA rket-0584

**SUNSET SIGNS** 1032 Irving.....SEAbright-2641

**UNIVERSAL SIGN PAINTERS**

HERE TO SERVE YOU SINCE 1906

Offering a Complete Service  
Wall Signs - Raised Wood Letters  
GOLD LEAF WINDOW SIGNS - DOOR LETTERING  
PROCESS SILK SCREEN SIGNS  
REAL ESTATE - CLOTH & WOOD SIGNS  
UNIVERSAL DUPONT ENAMEL SIGNS - SILK SCREENED  
TRUCKS SPRAYED & LETTERED  
INDUSTRIAL PAINTERS - SPRAYING YOUR PLANT

**Underhill 8644**  
Prompt Service

**UNIVERSAL SIGN CO.**  
991 Bryant St. at 8th St. San Francisco 3, Calif.

**Underhill 0453 A. O. Lucas 680 Castro St.**

"EXPERT LETTERING SERVICE"

**Signs**

WOOD  
METAL  
GLASS

CARD  
CLOTH  
PAPER

OFFICE DOOR, TRUCK & WINDOW LETTERING

**Quandt SIGNS**  
BUILT • PAINTED  
HUNG

374 Guerrero **MArket 1711**  
Branches Peninsula & Marin County

**Henry King SIGNS**  
Where You SEE it BEFORE You Order

NEON SIGN REPAINTING

WALLS **Underhill** WOOD  
GLASS **7268** PAPER  
METAL DISPLAYS

CUT-OUT LETTERS  
316 VALENCIA

**SWAN THE PAINTER**  
Established 1877  
SIGNS  
Truck Office  
And  
Window Lettering  
1117 Howard.....MA rket-1511

Tomsky Arnold 1635 Haight.....UNdrhil-8417  
**UNIVERSAL SIGN & PAINTING CO**  
991 Bryant.....UNdrhil-8644  
(See Advertisement This Page)

**VINCE LETTERING SERVICE**  
Windows-Office Doors & Trucks  
Monadnock Bldg.....DO uglas-4475

**Signal Systems**  
See also Burglar Alarm Systems; also  
Photo Electric Cells & Equipment; Etc

Autocall Co  
Autocall Systems.....GA rfd-1790  
320 Market.....HE mlock-1526  
Edwards & Co 2720-17th.....UN drhil-4830  
Federal Electric Co  
Elec & Air Signals For Alarm Systems  
1123 Harrison.....UN drhil-4830  
Mars Signal Light Co 1174 Market.....MA rket-4709  
Pac Railway Signal Co Inc 420 Mkt.....EX brook-4133  
Signal Electric Supply Co 3123-17th.....HEmlock-6646  
Union Switch & Signal Co Matson By EX brook-3295

**Signs**  
**A & D TRAVELING SIGNS** 1128 Oak Market-4591  
If no answer call.....HEmlock-5948

**A A A NEON SIGN SERVICE CO**  
REPLACE NOW  
With the Newest Development  
In Fluorescent Tubing  
1120 Golden Gate Av.....WE st-1-1838

Abel-Shepard Silk Screen Studio  
617 Market.....YU kon-6-2468  
Ace Sign Service 2209 Bush.....WE st-1-2682  
Acme Door Lettering Service  
24 California.....GA rfd-6271  
**ADORAFT SIGN CO** 150-7th.....MA rket-4697

**Signs—(Cont'd)**  
**ALBRIGHT SIGN CO** 150-7th.....UNdrhil-1890  
American Art Works Inc Phelan Bldg. YU kon-6-1393  
**AMERICAN ELECTRIC & NEON SIGN CO**  
3724-24th.....AT water-8422

**APEX ELECTRIC CO**  
Neon Signs-Maintenance & Repairs  
503 Fell.....HE mlock-7811  
Apex Neon Co 363 Fell.....HE mlock-7812  
Atlas Pacific Neon Products 433-11th UNdrhil-8393  
(See Advertisement Page 547)

Bach Fred 388-11th Av.....BAyview-8118  
Barbour Raleigh W Co  
Rep American Art Works  
Metal & Plastic Signs  
Phelan Bldg.....YU kon-6-1393  
Bay Signs 1911 Fillmore.....FILmor-5436  
Bell Sign Co 89-3d.....EX brook-8196  
Broome Sign Service 210 Post.....YU kon-6-0141  
Res 440-20th Av.....EV rgreen-5085  
Brunfield Electric Sign Co 965 Folsom DO uglas-0476  
(See Advertisement Following Page)

**CAMEO PORCELAIN ENAMEL**  
FUSED ON METAL  
Since 1911

A selection of over 100 fadeless brilliant colors. Any design and shape. Engineering and art service.

"WHERE TO BUY THEM"  
**CALIFORNIA METAL ENAMELING CO**  
420 Market.....GA rfd-7968

**CAMPBELL STUART**  
Neon Signs & Maintenance  
1120 Golden Gate Av.....WA Inut-1-6143

**CENTRAL SIGN SERVICE**  
Signs-Showcards & Display Art  
1714 Hayes.....FILmor-7114

**COAST DIRECTORY CO**  
MANUFACTURERS  
Changeable Letter Signs  
Large Stock of Plastic Letters  
Directories - Menu Signs  
Commercial & Neon  
Advertising Display Clocks  
701 Hayes.....HE mlock-8112

(Continued Next Page)

IDEAS  
SKETCHES  
ESTIMATES  
FURNISHED  
WITHOUT  
OBLIGATION

**QUALITY SERVICE**  
COMPLETE LETTERING SERVICE  
CONSISTENTLY SINCE 1888

DAYLIGHT DISPLAYS OF EVERY DESCRIPTION

**SIGNS SALES**  
7TH & FOLSOM STS.

NEON DISPLAYS OF EVERY DESCRIPTION

ALL WORK CONSERVATIVELY PRICED

FOR IMMEDIATE CO-OPERATION  
**CALL MARKET 5162**

EXPERT SUPERVISION OF ALL OPERATIONS

**Manufacturers OF NEON SIGNS**

**NEON CORPORATION**

755 DAVIS ST. SAN FRANCISCO  
RENO  
VALLEJO

Call **EXbrook, 8118**

SERVING NORTHERN CALIFORNIA AND NEVADA

NATIONAL NEON SIGN ASSOCIATION