

SINCE 1897

BRUMFIELD NEON ELECTRIC SIGN CO.

ROOF SIGNS
MARQUEES
MAINTENANCE
SIGNS

FREE ESTIMATES ON REPAIRS

EXbrook 2-3427 DOuglas 2-0476

Wm. A. Brumfield - Ed. H. Brumfield
965 Folsom St.

Design
Manufacture
Maintenance
Repairs

ESTABLISHED 1929

VALencia 6-3463

NATIONAL NEON CORP.

Signs-(Cont'd)

Brumfield Electric Sign Co. 965 Folsom DOuglas 2-0476 (See Advertisement This Page)

CAL-IND-OO WALL SIGNS-
CALIFORNIA INDUSTRIAL COATINGS CO
230 Napoleon ATwtr 2-8150

C & P Signs 50 Hawthorne DOuglas 2-6662
California Metal Enameling Co 557 Howard DOuglas 2-5617 (See Advertisement This Page)

Calif Sign Co 433 Powell DOuglas 2-2004
CASCADE PRODUCTS CO 49 Laskie MARKET 1-7264 (See Advertisement This Page)

COAST CHANGEABLE LETTER SIGNS
FELTO Changeable Letter Signs for Churches - Restaurants Real Estate
A Sign for Every Type of Business Plastic Letters
"WHERE TO BUY THEM" MANUFACTURER
COAST DIRECTORY CO 1121 Howard HEmlck 1-8112

Color-Glo Co The 621 Divisadero WAInt 1-2696
Couch & Philippi 50 Hawthorne DOuglas 2-6662
Couch & Philippi Inc 420 Market EXbrk 2-4463

CRIBBINS WALTER W CO
Photo Plated Plaques & Decals Distinctive In-Door Electric Signs Point of Sale Displays
557 Howard DOuglas 2-5617

Cuevas Ed Signs 2416-28th Av LOMBard 6-4622
Culverwell Geo D 935 Market DO uglas 2-0555
Daogett L B 335 S Van Ness Av MARKET 1-0317
De Vaux Sign Co 147 Valencia EX brook 2-7417
Elken Wm E 341 Larkin HEmlck 1-4618
ELECTRICAL PRODUCTS CORP 910 Harrison EX brook 2-0950 (See Advertisement Page 689)

ENTERPRISE PLASTIC CO
PLASTIC SIGNS
Indoor & Outdoor
Silk Screened, Engraved
Illuminated & Non-Illuminated
Point of Sale Plastic Displays
3 D PLASTIC LETTERS
From 2 Inch to 36 Inch
807 Valencia VALencia 6-3428

Faatz H J 1739 Union PR ospt 5-3223
Farrell Art Service 341 Golden Gate Av UN drhl 3-3556
FERRO ENAMELING COMPANY
Porcelain Enamel
1100-57th Av Oakland KElog 2-0266
Frederick Sign Co 1635 Haight UN drhl 1-8417
G H N Neon Co 2761-21st VALencia 4-3900

GALLAGHER CO
COMPLETE SIGN SERVICE
IN ANY QUANTITY
Displays
969 Folsom YUkon 2-4102

General Sign Co 449 Valencia UN drhl 3-2967
GLOBE SIGN CO
Walter J Albricht
342 Byxbee JUnipr 6-5235
Goldberg Lawrence 1025 Golden Gate Av WE st 1-3344
GOODWIN JACK 148 Leavenworth DRdwy 3-3048
GREENBERG'S M SONS BRASS FOUNDRY & MACHINE WORKS
Manufacturers Of Bronze Signs
Plaques-Letters-Name Plates
765 Folsom EX brook 2-3143
Guenther Joe 50 Hawthorne DOuglas 2-6662
H & W Signs 57 West Portal Av LOMBrd 6-5264

HALIHAN NEON MAINTENANCE CO
COMPLETE SIGN SERVICE
Manufacturing - Maintenance
2647-15th Av MO ntrose 4-5686

Halihan Neon Maintenance Co 2647-15th Av MO ntrose 4-5686
National Advertising Co 436 Rayshore St SF Plaza 5-4088
HAWKINS-HAWKINS CO
Scotchlite-Baked Enamel-Porcelain
1255 East Shore Hwy Berkeley LAnsce 5-8500 (Continued Next Page)

HALIHAN NEON

SERVICE WHEN YOU NEED IT

MANUFACTURING MAINTENANCE REPAINTING REPAIRING

MOntrose 4-5686

ALL WORK GUARANTEED

1333 MINNA ST.
NEAR 14th ST.

QRS NEON

SIGNS & SERVICE

Since 1921

VALENCIA 4-7707 690 POTRERO AVE

SINCE 1911

Genuine PORCELAIN ENAMEL LIFETIME FINISH

PORCELAIN ENAMEL SIGNS

DOuglas 2-5617

CALIFORNIA METAL ENAMELING CO.

Represented By Walter W. Cribbins Co., 557 Howard St.

... CASCADE ...

NEON

SALES SIGNS SERVICE

Market 1-7264

FAST REPAIR SERVICE

49 LASKIE ST.

Signs-(Cont'd)

JOHNSTON SIGN CO
HANGING PAINTING MAINTENANCE
New & Rebuilt Signs
151 Madrid JUnipr 7-3789

K C S Co Kirby-Cogeshall-Steinau
Point of Purchase Displays-Plaques
1045A Mission UNdrhl 1-6090

KENNEDY R J CO
MODERN PLASTIC DISPLAYS
CUSTOM MOLDING & FABRICATING
Hardwood Specialty Mfg.
977 Golden Gate Av JOrdn 7-0645

Ladensohn Burton 1095 Folsom UN drhl 1-4060
LAIB 7th & Folsom MA rket 1-5162
Lance Sign Co 3730 Geary Bl SKylin 1-5316

LETTERING STUDIO THE QUICK BRUSH
Window & Display Posters
Card & Paper Signs
Annex of Crystal Palace Market
1175 Market HEmlck 1-7536

LUNA NEON CO
SALES & SERVICE
WHOLESALE & RETAIL
PROMPT - EFFICIENT
All Work Guaranteed
1739 Union PRospt 5-0842

MILLHAUSER ARNOLD DISPLAY SERVICE
Specializing in
REAL ESTATE SIGNS
2431 Lincoln Way LOMBrd 4-5518

Moad Robert F 742 Market SU tter 1-5328
Modern Sign Studio 1038 Hanover Daily City DElaware 3-2908
National Advertising Co 436 Rayshore St SF Plaza 5-4088
NATIONAL NEON CORPORATION
1201 Tennessee VA lencia 6-3463 (See Advertisement Page 690)

Neon-Adams Wonderlite Co 1095 Folsom UN drhl 1-4060
Neon-Brumfield Elec Signs 965 Folsom DO uglas 2-0476

NEON SALES & SERVICE CO
MAINTENANCE & REPAIR
J. Vandenbergh Owner
Since 1929
290 Pacific St SUTtr 1-6787

NOVELART DISPLAY CO
A COMPLETE LETTERING SERVICE
425 Turk TUvedo 5-6483

OAKLAND PORCELAIN ENAMELING CO
Porcelain Enamel For All Purposes
851-73d Av Oakland LÖckhvn 9-4911

O'Neal Ray 1027 Church AT water 2-0936

PACIFIC PLASTI-FAB CORP
Producers of Major Oil Co. Signs
PLASTIC SIGNS EXCLUSIVELY
1001 Varian St Carlos LYtel 3-8281

Palette Sign Co 825 Golden Gate Av FInnr 6-1301
Paris Signs Inc 690 Market SU tter 1-6516

PATRICK & CO
Brass - Bronze - Changeable - Enamel
Glass - Silk Screen
Hundreds of Stock Letterings
560 Market EXbrk 2-2640

PAYNE-MAHONEY INC
Porcelain Enamel Signs
2818 Poplar Oakland TE mpibar 2-1041
PHIL SIGNS 335 Plymouth Av JUnipr 4-9781
Pioneer Carved Glass & Sign Co HEmlck 1-5679
PISCHOFF CO 177 Golden Gate Av UN drhl 1-3822
PIZZO SIGNS 1659 Powell DO uglas 2-3348

POLYART STUDIOS
Display Adv At Army And York Sts
698 Precita VA lencia 4-1767
Postercraft Co Screen Process Reproduction
1070 Bryant UN drhl 1-7583

Signs-(Cont'd)

Q R S NEON CO 690 Potrero VA lencia 4-7707 (See Advertisement Page 690)

Rawson R C Co 50 Hawthorne DOuglas 2-7673
Riddell V M 335 S Van Ness Av MA rket 1-0317
Robinson Oscar M Sign Co 255-4th DOuglas 2-5100
Robinson Sign Co 255-4th DOuglas 2-5100
Roth Directory Co 31 Stevenson EXbrk 2-1823 (See Advertisement This Page)

Sanborn's Sure Sale Sign Makers
Mittins Pin On-Low Price Letters To Make Signs-All Sizes Wood-Plastic-Metal
2444 Harrington Av Oakland KElog 2-8215
San Francisco Poster And Ad Co 1128 Polk DRdwy 3-0541

SCOTCHLITE REFLECTIVE SHEETING
The brilliant reflective material that keeps your sign on the job day-and-night. Requires no illumination. Any trademark or message reproduced in full color.

"WHERE TO BUY IT" BRANCH OFFICE
MINNESOTA MINING & MFG CO
320 Shaw Rd SF Plaza 6-0800

DEALERS
EMERICK & DUNCAN CO
Nite Letters-Reflective Sheeting Letters & Numbers
34 Page HEmlck 1-0832
HAWKINS-HAWKINS CO
1255 East Shore Hwy Berkeley LAnsce 5-8500

Sign Animation Corp Of Calif 7 Front DO uglas 2-4469
Sign Service 7 Front DOuglas 2-4469
SMALL R L SIGN CO 431 Jessie GA rld 1-6288
State Sign Company 308-7th MARKET 1-0584
Swan The Painter 1117 Howard MARKET 1-1511

TABLET & TICKET SIGNS-
TABLET & TICKET CO THE
425 Bush EXbrk 2-2878

THOMAS-SWAN SIGN CO
1117 Howard MARKET 1-1511

THREE-D SIGN CO
Mittens' Display Letters
150-4th SUTtr 1-8551

TWOMEY E F CO
Metal Signs Transfers and Specialties
857 Howard DOuglas 2-5617
Universal Sign & Painting Co 937 Harrison YU kon 2-1871

VELVETONE COMPANY
Since 1908 - Signs Designed - Reproduced
On Paper-Cloth-Masonite-Metal-Wood
Card-Plastic-Fast Machine Production
108 Davis EXbrk 2-1024

Vice Lettering Service
Office-Doors & Windows
544 Market GA rld 1-7700
Ware Chester J 443 Fulton MARKET 1-7217
Westwood Signs 1 Genessee JUnipr 7-5699

WIEGARD MANUFACTURING CO
BAKED ENAMEL SIGNS
Point of Purchase - Highway
Nite ReflectORIZED - Embossed - Die Cut
15 California YU kon 2-0172

Signs-(Cont'd)

WILMES GO
REAL ESTATE SIGNS
IN QUANTITIES
4978 Mission Plaza 5-5141

WONDERLITE NEON PRODUCTS CO INC
1095 Folsom UNdrhl 1-4060 (See Advertisement Page 689)

WRIGHT DON ASSOCIATES
5915 Hollis Emeryville OLympc 4-1437

WULFERT COMPANY
Signs - Traffic - Road & Construction
Baked Enamel & ReflectORIZED
14665 Washington Av Sn Leandro LÖckhvn 8-3368

Zeon Electrical Products Corp 910 Harrison EX brook 2-0950

Signs-Changeable Letters
See Bulletin & Directory Boards

Signs-Maintenance Service
A A A NEON SIGN SERVICE CO
1201 Tennessee VA lencia 6-3463
AMERICAN ELECTRIC & NEON SIGN CO
3724-24th AT water 2-8422
APEX NEON CORP
Neon Signs-Maintenance & Repairs
363 Fell HEmlck 1-7811
Brumfield Electric Sign Co 965 Folsom DO uglas 2-0476
ELECTRICAL PRODUCTS CORP
910 Harrison EXbrk 2-0950
HALIHAN NEON MAINTENANCE CO
2647-15th Av MO ntrose 4-5686
LUNA NEON CO 1739 Union PRospt 5-0842
NATIONAL NEON CORPORATION
1201 Tennessee VA lencia 6-3463
WONDERLITE NEON PRODUCTS CO INC
1095 Folsom UNdrhl 1-4060

Signs-Process
See Silk Screen Processing

Signs-Supplies & Equipment
Demco Sales Co
Neon Supplies
1905 Adeline Oakland TEMplr 2-7970
From telephones served by the following exchange
S F Zone
(No Inter-City Charge)
Ask "Operator" for Entrance 10166
EMERICK & DUNCAN CO
Sign Writer's Paints Brushes & Access's
34 Page HE mlck 1-0832
Lawter Chemicals Inc
Fluorescent Paints And Black Lights
1515-3d DO uglas 2-0631
Peterson Supply Co
674 So Van Ness Av MA rket 1-4120
Universal Sign-Letter Co
621 Divisadero WAInt 1-2696

VOGEL LUMINESCENCE CORP
BLACK LIGHT FLUORESCENT & PHOSPHORESCENT PAINTS
Blak-Ray Indoor & Outdoor Fixtures
925 Harrison YUkon 6-5378

Silica

AMERSIL CO INC
Fused Quartz And Silica
760 Market GARld 1-1447

DEL MONTE PROPERTIES CO
SILICA FLOUR
FOR ALL PURPOSES
620 Market GA rld 1-4533

Silk Screen Processing

A B C EMBLEM & PENNANT CO
SILK SCREENING FOR
EMBLEMS - FLAGS - BANNERS
PENNANTS - ARMBANDS
1251 Market MARKET 1-2808

AABEL-SHEPARD SILK SCREEN STUDIO
SHEPARD STUDIO
SILK SCREEN PRINTING
Cardboard-Wood-Cloth-Metal-Plastic
Large & Small Runs-Day-Glo-Quick Service
POSTERS - SIGNS - DISPLAYS
Advertising Displays
Designed & Produced, Animated, Shipped
Merchandising & Sales Promotion Aids
After July 1 in larger plant - 16 FIRST ST.
YUkon 6-2468
617 Market YUkon 6-2468

Advertising Art Of S F 3450 Geary Bl SKylin 2-2261
ARGONAUT FLAG CORP
Textile Specialty Printing
41 Fremont YUkon 2-1516
Art-Craft Poster Company
Quality Outdoor Posters
2935 Broadway Oakland Higate 4-4741
Bachman Display Advertising
Quality 24 Sheet Half Tone Posters
2748-9th Berkeley AShbery 3-3616

BAY DISPLAYS
CREATORS & MANUFACTURERS OF
Window and Wall Displays - Awning Strips
Counter & Die-Cut Displays - Point Chips
Screen Processing on Glass, Plastic, Cloth,
Metal, Wood & Masonite With Ink,
Paint or Day-Glo Fluorescent
"The West's Most Modern Plant"
Photo Screens - Automatic Presses
15 California YUkon 2-0172

COLBY-RALL MANUFACTURING CO
151-9th UNdrhl 3-2533
Color Screen Products Co 561 Clay SU tter 1-4320

COMMERCIAL DISPLAY & SHOW CARDS
Silk Screen by Stencil or Photograph
Process-Screens Prepared for the Trade-
Show Cards and Banners Printed
1651 Market MARKET 1-1161

Dealer Display Products Inc
49 Stevenson YU kon 6-5550

DISPLAY MART INC
ADVERTISING DISPLAYS
DESIGNED AND PRODUCED
ANY SIZE - ANY QUANTITY
Posters - Window Displays - Car Cards
Counter Displays - Cut Outs
Plastic Displays - Billboard Posters
Complete Screening - Printing
Die Cutting - Display Services
FAST - ECONOMICAL
FREE ART LAYOUT SERVICE
804 Mission EXbrk 2-3914

Display-rite 736 Folsom YUkon 2-7044

GALLAGHER CO
A COMPLETE SERVICE
On Any Surface - Any Quantity
969 Folsom YUkon 2-4102

KENNEDY R J CO
PLASTIC DISPLAYS
Silk Screen Process on Plastic
A Specialty
977 Golden Gate Av JOrdn 7-0645

Kraft Maurice 1818-27th Av SE abriote 1-4989
Majestic Plastics 88 Francis JUnipr 4-2075
McCoy & Co 49 Stevenson SUTtr 1-6743
Morse Decals Inc 681 Market YUkon 6-0574 (Continued Next Page)

CHANGEABLE LETTER SIGNS
PLASTIC LETTERS
CORK BULLETIN BOARDS
Directories - Window & Menu Signs
Retail & Wholesale

ROTH DIRECTORY CO.
EXbrook 2-1823

MARKET
STEVENSON
MISSION
Ground Floor Location
31 STEVENSON

We want your telephone service to be as helpful as we can make it.

Additional Listings

... for the growing-up son or daughter, for the relative or friend who lives under your roof ... what nicer thought than a separate listing in the Telephone Book?

Many buyers turn to the Yellow Pages first.