

SINCE 1897



BRUMFIELD NEON
PLASTIC PORCELAIN STAINLESS STEEL SIGNS
ELECTRIC SIGN CO.

FREE ESTIMATES ON REPAIRS

EXbrook 2-3427 DOuglas 2-0476

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



ESTABLISHED 1929
Manufacture Maintenance Repairs
MEMBER
• NORCAL ELECT. ADV. ASSN. INC.
• WESTERN NEON ASSOCIATES
FREE DESIGNS
To Help Your Business
Valencia 6-3463
NATIONAL NEON CORP.
1201 TENNESSEE

Signs-(Cont'd)
BOTT SIGNS 1321-20th Av. MOntrose 4-7414
BROOME ED 572-17th Av. SKylin 1-8627
Brumfield Electric Sign Co.
965 Folsom DOuglas 2-0476
(See Advertisement This Page)
C & P Signs 50 Hawthorne DOuglas 2-6662
California Metal Enameling Co.
557 Howard DOuglas 2-5617
(See Advertisement This Page)
CASCADE PRODUCTS CO
65 Verona Pl. GarfId 1-3556
(See Advertisement Page 769)
CESARI P J ADVERTISING NOVELTIES CO
All Kinds of Distinctive Advertising
Signs - Quantities Only - Tailor Made
To Your Specifications
1691 Turk WAInt 1-3304

To dial correctly, pull the finger all the way to the stop... then let dial return at its own speed.

COLORAY CORP
SPECIALTY MANUFACTURERS
SIGNS - DECALS - SIGN LETTERS
370 Brannan EXbrk 2-9995
Couch & Phillip 50 Hawthorne DOuglas 2-6662
CRIBBINS WALTER W CO
Photoplated Plaques & Decals
Distinctive Electric & Metal Signs
557 Howard DOuglas 2-5617
Cuevas Ed Signs 2416-28th Av. LOmbrd 6-2253
Culverwell Geo D 948 Market DOuglas 2-0555
Daggett L B 335 S Van Ness Av. MArkt 1-0317
De Vaux Sign Co 736 McAllister EXbrk 2-7417
DISPLAY LETTER MART
Cast-Metal-Wood-Mittens' Plastic
325 Minna EXbrk 2-3914
DOUGLAS DIRECTORY SERVICE
CHANGEABLE LETTER SIGNS
PLASTIC LETTERS
Directories - Window & Menu Signs
560 Brannan EXbrk 2-7207

Advertise here-it pays.

HALIHAN NEON

SERVICE WHEN YOU NEED IT
MANUFACTURING MAINTENANCE REPAINTING REPAIRING



MOntrose 4-5686
ALL WORK GUARANTEED
1333 MINNA ST.
NEAR 14th ST.

Fluoron

Since 1921
DISTRIBUTORS OF
TEXLITE
PORCELAIN ENAMEL & PLASTIC SIGNS

QRS NEON SIGNS & SERVICE

VALENCIA 4-7707 690 POTRERO AVE

SINCE 1911
CAMEO
Genuine PORCELAIN ENAMEL
LIFETIME FINISH

PORCELAIN ENAMEL SIGNS

DOuglas 2-5617
CALIFORNIA METAL ENAMELING CO.
Represented By Walter W. Cribbins Co., 557 Howard St.

Eilken Wm E 47 Franklin HEmlok 1-2627
ELECTRICAL PRODUCTS CORP
750 Bryant. EXbrk 2-0950
(See Advertisement Page 769)
Featz H J 1739 Union PR ospet 5-3223
FARRELL ART SERVICE
341 Golden Gate Av. UNdrhl 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 969 Folsom YUkon 2-4102
GLOBE SIGN CO
342 Bybee JUNipr 6-5235
Goldberg Lawrence
1055 Golden Gate Av. WE st-1-3344
Goodwin Jack 309 Turk ORdwy 3-3048
GREENDERO'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

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
(See Advertisement This Page)

HAWKINS-HAWKINS CO INC
BAKED ENAMEL SIGNS
CONVEYORIZED PRODUCTION
1255 East Shore Hwy Brkly. - LAnscape 5-8500

JOHNSTON SIGN CO
NEON HANGING & MAINTENANCE
New & Rebuilt Signs
3490 Mission VAlencia 6-2121

K-C-S Co Inc-Kirby-Coghshall-Stelma Co Inc
Point of Purchase Displays-Plaques
1049 Mission UNdrhl 1-6090

KENNEDY R J CO
MODERN PLASTIC DISPLAYS
CUSTOM MOLDING & FABRICATING
Fiberglass Sheet - Flat - Corrugated
820 So Mateo Av Sn Brno. - JUNo 3-6162

Ladensohn Burton 4301-3d ATwtr 8-4300
LAIB 1095 Folsom MArkt 1-5162
Lance Sign Co 3733 Geary Bl. SKylin 1-5316

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

LUNA NEON CO
SALES & SERVICE
WHOLESALE & RETAIL
PROMPT - EFFICIENT
All Work Guaranteed
1739 Union PRpsct 5-0842
(Continued Next Page)

If you have a doubt about it, look up the number in the latest telephone book before you call.

IMAGINE! a \$400.00
DOUBLE-FACE 3' x 8'
NEON FOR ONLY \$219.50 WHY PAY MORE
YOUR COPY - CHOICE OF COLORS
ALL NEW MATERIALS
Fully Installed - Guaranteed
CALL
TWinoaks 3-0105
NEON ENGINEERING CO.
BLDG. 549 OAKLAND AIRPORT

Signs-(Cont'd)
McQUADE'S SIGN SERVICE
Printed Sho-Cards - Pricing Signs
WINDOW CARDS, ETC.
SINGLE or in QUANTITY
251 Kearny YUkon 6-5532
Mel Carter Sign Co 382A Hayes UNdrhl 1-3472
MILLHAUSER A DISPLAY SERVICE
Specializing in
REAL ESTATE SIGNS
1236-9th Av LOmbrd 4-5518
Modern Sign Studio
1038 Hanover Daly City DElaware 3-2908
NATIONAL NEON CORPORATION
2201 Tennessee. VA lencia 6-3463
(See Advertisement Page 770)

NELSON-HARKINS METAL LETTERS-
SCHULTZ GEO B
190 MacArthur Bl Oakland Hlgate 4-2333
Neon-Brumfield Elec Signs
965 Folsom DO uglas-2-0476
Neon Engineering Co
Blg 549 Oakland Airport Oakland Ldcdwn 9-2773
(See Advertisement Page 770)

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

Nite Letters Co 34 Page HEmlok 1-0832
Nordgren Eric 617 Market DOuglas 2-6021
NOVELART DISPLAY CO 625 Turk. TUxedo 5-6483
O'Neal Ray 1027 Church. AT water 2-0936

PACIFIC PLASTI-FAB CORP
Manufacturers of
COLORED PLASTIC SIGNS
Indoor and outdoor, Illuminated,
Formed and Flat Faces, Fixed and
Rotating
(Sign Makers for
Four Major Oil Companies)
COLORED PLASTIC LETTERS
1001 Varian Sn Carlos. LYtel 3-8281

PALETTE SIGN CO
977 Golden Gate Av. Flmor 6-1301
Paris Signs Inc 690 Market. SU tter-1-6516
Parker Signs 4102-25th ATwtr 2-4398

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

PAYNE-MAHONEY INC
PORCELAIN ENAMEL SIGNS
2818 Poplar Oakland. TEMplbr 2-1041

Pioneer Carved Glass & Sign Co
529 Hayes HEmlok 1-5679
PISCHOFF CO 177 Golden Gate Av. UN drhl 1-3822
PIZZO SIGNS 1659 Powell. DO uglas 2-1348
Polyart Studios 698 Precita. VAlencia 4-1767

Postercraft Co
Screen Process Reproduction
1070 Bryant. UN drhl 1-7583
R R S NEON CO 690 Potrero VA lencia 4-7707
(See Advertisement Page 770)
Rawson R C Co 50 Hawthorne. DOuglas 2-7673
RICHMOND SIGNS
M. Simpson
616-44th Av BAyww 1-3357
Riddell V M 335 S Van Ness Av. MA rket-1-0317
Robinson Sign Co 7 Langton. UNdrhl 1-8191

ROTH DIRECTORY CO
CHANGEABLE LETTER SIGNS
PLASTIC LETTERS
CORK BULLETIN BOARDS,
DIRECTORIES WINDOW & MENU
SIGNS
31 Stevenson EXbrk 2-1823

Sanborn's Sure Sale Sign Makers
Mittens Pin on Low Price Letters to
Make Signs 3 Dimension All Materials
2444 Harrington Av Oakland KElog 2-8215

The Yellow Pages save you time.

Signs-(Cont'd)
SCOTCHLITE REFLECTIVE SHEETING
The brilliant reflective
material that keeps
your sign on the job
day-and-nite. Requires
no illumination. Any trademark or message
reproduced in full color.
A PRODUCT OF MINNESOTA MINING &
MFG. CO.
"WHERE TO BUY IT"
BRANCH OFFICE
MINNESOTA MINING & MFG CO
320 Shaw Rd SSp. PLaza 6-0800
DEALERS
EMERICK & DUNCAN CO
Letters & Numbers HEmlok 1-0832
GOLDBERG GARRETT M PAINT CO
1019 Mission UNdrhl 1-0192
HAWKINS-HAWKINS CO INC
1255 East Shore Hwy Brkly. LAnscape 5-8500
SIGN & EMBLEM
MANUFACTURERS
BORDEN DECALCOMANIA CO
207-11th HEmlok 1-1587
HAWKINS-HAWKINS CO INC
1255 East Shore Hwy Brkly. LAnscape 5-8500
Kresky Signs Inc 26 & H. PETaloma 2-4554
NITE LETTERS CO 34 Page. HEmlok 1-0832
VELVETONE COMPANY
108 Davis EXbrk 2-1024

Sign Animation Corp Of Calif
34 Page HEmlok 1-0832
7 Front. DO uglas 2-4469
Sign Service 7 Front. DOuglas 2-4469

SMALL R L SIGN CO
LETTERING SPECIALISTS
Trucks - Windows - Store Fronts
433 Jessie GArlid 1-6288
State Sign Company 308-7th. MArkt 1-0584

SUPERSINES-
SCHULTZ GEO B
190 MacArthur Bl Oakland Hlgate 4-2333
Swan The Painter 1117 Howard. MArkt 1-1511

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

THOMAS-SWAN SIGN CO
1117 Howard MArkt 1-1511
TWOMEY E F CO
Metal Signs Transfers and Specialties
557 Howard. DO uglas 2-5617

U S PORCELAIN ENAMEL SIGNS
TRUCK SIGNS
All types of advertising
signs in LIFETIME POR-
CELAIN. Guaranteed 12
years against fading. Also
Reflectorized.
"WHERE TO BUY THEM"
Rawson R C Co 50 Hawthorne. DOuglas 2-7673

Universal Sign & Painting Co
937 Harrison YU kon-2-1871
VELVETONE COMPANY
Signs Since 1908
TRUCK - STORE - POINT-OF-PURCHASE
WATERPROOF PAPER - CARDBOARD &
CLOTH. FAST MACH. PRODUCTION
WOOD - MASONITE - METAL - GLASS
FLAT & FORMED PLASTIC
REFLECTORIZED SIGNS
108 Davis EXbrk 2-1024

Ware Chester J 643 Fulton. MArkt 1-7217
Westwood Signs 1 Genessee. JUNipr 7-5699
WILMES CO
REAL ESTATE SIGNS
IN QUANTITIES
5978 Mission PLaza 5-5141

Tell your sales story in the Yellow Pages. Classified Directory advertising reaches new prospects, promotes new business, brings new profits.

Signs-(Cont'd)
WONDERLITE-NEON PRODUCTS CO INC
4301-3d. ATwtr 8-4300
(See Advertisement Page 769)
WRIGHT DON ASSOCIATES 5915 Hollis Emrylle
From telephones served by the
following exchange
S F Zone
(No Inter-City Charge)
Ask Operator for. ENtprise 1-2256
Zeon Electrical Products Corp
750 Bryant. EXbrk 2-0950

Signs-Changeable Letters
See Bulletin & Directory Boards

Signs-Maintenance Service
AMERICAN ELECTRIC & NEON SIGN CO
3724-24th AT water 2-8422
BELL ELECTRICAL SIGN INC
317 Victory Av S S F. PLaza 6-2955
Brumfield Electric Sign Co
965 Folsom. DO uglas-2-0476
ELECTRICAL PRODUCTS CORP
2647-15th Av. MO ntrose-4-5686
HALIHAN NEON MAINTENANCE CO
2647-15th Av. MO ntrose-4-5686
LUNA NEON CO 1379 Union PRpsct 5-0842
NATIONAL NEON CORPORATION
2201 Tennessee. VA lencia 6-3463
Neon Sales & Service Co 290 Pacific. SUttr 1-6787
Q R S Neon Co 690 Potrero. VAlencia 4-7707
T & H Neon Service 1539-10th ATwtr 2-1255
WONDERLITE NEON PRODUCTS CO INC
4301-3d. ATwtr 8-4300

Signs-Process
See Silk Screen Processing

Signs-Supplies & Equipment
Denco Sales Co
Neon Supplies
1905 Adeline Oakland TEMplbr 2-7970
From telephones served by the
following exchange
S F Zone
(No Inter-City Charge)
Ask Operator for. ENtprise 1-0166
EMERICK & DUNCAN CO
Sign Writer's Paints Brushes & Access's
34 Page. HE mlck 1-0832

FENTON SIGN SUPPLIES-
FENTON INDUSTRIES
Mrs. Enamel Blanks-Masonite-A-Frames
Brackets-Swingway-Fold-A-Way Standards
5105 San Fernando Rd West
Los Angeles Chapman 5-1416

Flax's 255 Kearny YUkon 2-4824
Lewter Chemicals Inc
Fluorescent Paints And Black Lights
1515-3d DO uglas 2-0631
Peterson Supply Co 480-5th DOuglas 2-1695

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

WESTERN SIGN SUPPLIES INC
Complete Sign & Silk Screen Supplies
Lettering Brushes - Sundries & Trade Items
Sign Cloths - Papers - Cards - Valve-Glo-
4336 San Pablo Av Emrylle--OLympic 4-2426

Silencers-Industrial
See Acoustical Contractors

Silica
Abbot S L Company 135 King. SUttr 1-8802
AMERSIL CO INC
Fused Quartz And Silica
760 Market GArlid 1-1447
DEL MONTE PROPERTIES CO
SILICA FLOUR
FOR ALL PURPOSES
BULK OR SACKED
620 Market GArlid 1-4533

Ads in the Classified Telephone Directory bring more customers to your business. People turn to the Yellow Pages when they are ready to buy... read about your products and services.

Silicones & Silicon Products
DOW CORNING SILICONE PRODUCTS
SYLMER for decorative fabrics
SYLFLEX for tanning leather
SILICONE fabric finishes
SILASTIC silicone rubber
Defoamers • Mold Lubricants
Compounds • Greases
Fluids • Resins • Varnishes
"FOR INFORMATION CALL"
DOW CORNING CORP
5653 College Av Oakland OLYmpic 8-0636
GENERAL ELECTRIC SILICONE PRODUCTS-
GENERAL ELECTRIC CO 1052 W 6th
Los Angeles Madison 5-4376

Tomo Products Co
Shoe Shine Cloths-Eye Glass Cleaners
3020 Clement BAyww 1-4025
UNION CARBIDE SILICONES-
REGION OFFICE
UNION CARBIDE & CARBON CORP-
SILICONES DIV 22 Battery. YUkon 2-1360

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

AABEL-SHEPARD SILK SCREEN STUDIO
Silk Screening on Card
Cloth - Wood - Metal - Plastic
Rapid Service - Reasonable
16-1st YUkon 6-2468

Art Craft Poster Company
Quality Outdoor Posters
2935 Broadway Oakland. Hlgate 4-4741
Bachman Display
Quality 24 Sheet Half Tone Posters
2748-9th Brkly ASHbery 3-3616

BAY DISPLAYS INC
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
24 & 30 Sheet Posters
Photo Screens - Automatic Presses
446-6th KLondje 2-3335

Bott Signs 1321-20th Av. MOntrose 4-7414
COLBY-RALL MANUFACTURING CO
151-9th UNdrhl 3-2533
Color Screen Products Co 561 Clay. SU tter 1-4320

COMMERCIAL DISPLAY AND SHOW CARDS
PHOTOGRAPHIC SILK SCREENING
Screens Made for Trade or Hobbies
Printed Signs
634 Polk PRpsct 6-5606
(Continued Next Page)

A SNAP IN TIME
To make snaps or zippers last longer, always close them before laundering garment.

SPECIALISTS IN POINT OF SALE DISPLAYS



SILK SCREEN
PRINTING LITHOGRAPHY
DIE CUTTING
MOUNTING SHIPPING
EXbrook 2-3914
display mart, inc.
125 MINNA ST. S.F.