

TRADE MARK

Wonderlite

Since 1928

NEON

NEON ★ PLASTIC
advertising displays
SALES ★ SERVICE

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One of the LARGEST and MOST COMPLETE
SIGN PLANTS in the UNITED STATES

Pischoff Co.

HIGH QUALITY SIGNS
AT COMPETITIVE PRICES

Our large Staff of creative Artists ENABLES US
TO GIVE QUICK SERVICE on Any-Kind and Size
of Job!

Fine Gold or Silver Leaf Window Lettering,
Signs on Wood, Metal, Glass, Paper, Cloth,
Truck Lettering, Real Estate Signs, Displays,
Silk Screen, Show Cards, Raised Letters, Charts.

Call Us for an Estimate

EX 2-6377

880 HARRISON ST.

Sightseeing Tours
A CRUISE WITH LEWIS FAMILY
SIGHTSEEING CRUISES
Bay & Ocean Cruises — CG Licensed
STARLIGHT CRUISES
Angel Island State Park Service
FUN & SUN IN '61
Fisherman's Wharf Pier 45 — PR 6-6540
If no answer call — YU 2-7407
Day or Night call — EDgwr 2-2163

A-1 Limousine — JU 7-5050
A-1 Limousine Service — TU 5-4303

AMER LIMOUSINE SERVICE
See Our Ad Auto Renting & Leasing
Union Square Park — YU 6-0347

ANGEL ISLAND FERRY SERVICE
Pier 41 — GA 1-4364

BAY CRUISE
Pier 45 — DO 2-5414

CALIFORNIA PARLOR CAR TOURS CO
ESCORTED TOURS TO MONTEREY,
CARMEL, SANTA BARBARA, LOS ANGELES
AND YOSEMITE NATIONAL PARK
369 Market — YUkon 2-0208

Chan Chuck Tours 1344 Stockton — DO 2-3321
Downtown Center Bus Office 325 Mason — PR 5-2021
Garry Enterprises Wholesale Travel
720 Post — OR 3-7727
Garry Sightseeing Service 720 Post — OR 3-1822

GARRY TRAVEL INC
NIGHT CLUB PARTY
CITY SIGHTSEEING TOURS
SKI TRIPS
720 Post — OR 3-1822

Golden Gate Scenic Steamship Lines Inc
Pier 45 DOgates 2-5414

GRAY LINE INC THE
Really See San Francisco
Daily Guided Tours
In Luxurious Parlor Cars
Or Limousines With Chauffeur
Depot at 44 Fourth St
425-4th — YUkon 6-4000

Gray Line Sightseeing Companies Assoc.
291 Geary — YUkon 6-2858

HARBOR TOURS INC
BAY CRUISES
DAILY FROM PIER 45
AT FISHERMAN'S WHARF — S F
Specializing in Group Charters
Pier 45 — DO 2-5414

Holiday Tours 178 Eddy — PR 6-0800
Hotel Stewart Travel Bureau
See Our Ad-Travel Bureaus
351 Geary — YUkon 6-1796
Jeanette's Travel Service
100 Waverly Pl — EX 7-2343
Lee Chingwah Studio
9 Old Chinatown Ln — GA 1-1600

PANORAMA TRAVEL SERVICE
See Our Ad Under Travel Bureaus
2505 Geneva Av — JU 6-8990
S F Bay Cruise Pier 45 — DO 2-5414

SILVER CIRCLE TOURS INC
Bus & Air Tours to Disneyland
Marineland — Knott's Berry Farm &
Catalina — Also Nevada Tours
290 O'Farrell — YU 2-3529

Tours Inc 26 O'Farrell — DO 2-5071
YOSEMITE GRAY LINE LIMOUSINES INC
675 Post, PRtpect 5-3232

Sign Hanging Service
See Signs—Hanging Service

Sign Painters
See Signs

Please look up the number in the
latest Telephone Directory if you
are not sure of it.

Signal Systems
See also Burglar Alarm Systems; Calling,
Paging & Signaling Equipment & Systems; also
Photo Electric Collis & Equipment; Etc

AUTOCALL CO
360-6th — UN 1-2050
Econofite Corp 399 Clementina — SUttr 1-1622
Federal Sign & Signal Corp — YU 2-1964
72 Townsend

GAMEWELL SIGNAL SYSTEMS—
GAMEWELL CO THE
1099 MacArthur Bl — Lockhm 9-5683
Sn Leandro

PANALARM ALARM SYSTEMS—
SHRIVER MILLARD D CO INC
1485 Bayshore Bl — JUnipr 6-1376

Scam Instrument Corp 429 Bryant — EXbrk 2-1472

Signs
ACME SIGN CO
OFFICE DOOR
WINDOW LETTERING
GOLD LEAF ETC
PROMPT SERVICE
PHIL MARCUS
Superior Workmanship Since 1918
607 Market — EX 2-8196

Activad Outdoor Advertising 286 Sanchez — UN 1-7142
Adco Signs 607 Market — EX 2-8885

ADCRAFT SIGN CO
GENERAL
SIGN CONTRACTORS
Window Lettering — Raised Letters
Metal — Cloth & Wall Signs
Screen Process
Truck Lettering
150-7th — MA 1-4697

ADCRAFT SIGN CO
150-7th — MA 1-4697
(Please See Advertisement Page 923)
Adpact Sign Co 1001 Varian Sn Carlos — LYtel 3-8281

ALBRIGHT WALT
Albright The Sign Man
SIGN PAINTING SERVICE
342 Byrbee — JU 6-5235

AMER ELECTRIC & NEON SIGN CO
Whole Neon Tubing & Sign Maintenance
1167 Treat Av — ATwtr 2-8422

APEX SIGNS
MANUFACTURER
OF
QUALITY SIGNS
SALES
RENTALS
MAINTENANCE
wholesale neon manufacturing
"FOR SERVICE CALL"
Apex Neon Corporation
1444 Egbert Av — AT 2-0333

ARROW MANUFACTURING CO PLASTICS
DESIGNERS & FABRICATORS
Quantity — Electrically Illuminated
Identification Signs
1501-37th Av Oakind — KElog 3-0825

ARROW NEON SIGN CO
Sales & Service
PLASTIC & NEON
SIGNS
NEON REPAIRS & HANGING
LOW PRICES
Call For Free Estimate
SMALL JOBS A SPECIALTY
SK 1-3195
(Continued Next Page)

Signs—(Cont'd)
ARTHUR SIGNS
SIGNS By ARTHUR
With Advertising Value
SHO-CARDS GOLD LEAF
WALL - TRUCKS
WINDOWS & DISPLAY
NEON REPAINTING
OUR SPECIALTY
SIGN HANGING OF ALL KINDS
1708 Waller — SK 1-5288
(Continued Next Page)

HALIHAN NEON

SERVICE WHEN YOU NEED IT

MANUFACTURING MAINTENANCE REPAINTING REPAIRING

ALL WORK
GUARANTEED

1333 MINNA ST.
NEAR 14th ST.

Montrose 4-5686

COMPLETE SIGN PAINTING SERVICE

ADCRAFT SIGN CO.

150 SEVENTH ST.
MARKET 1-4697

1117 HOWARD ST.
SWAN THE PAINTER
SINCE 1977

THOMAS-SWAN Signs

MA 1-1511

GOLD LEAF
TRUCKS
WALLS
METAL - CLOTH
SALES CHARTS
SHOW CARDS
SCREEN PROCESS
RAISED LETTERS

TO BE HEARD
clearly
please speak directly
into the Telephone with
your lips just clearing the
mouthpiece.

WALL SIGNS-GOLD LEAF-RAISED WOOD LETTERS
WOOD, METAL AND CLOTH SIGNS-UNIVERSAL ENAMEL SIGNS
SILK SCREENING ON ANY SURFACE

UNIVERSAL SIGN PAINTERS

INDUSTRIAL
COMMERCIAL
MAINTENANCE
PAINTING

YUkon 2-1871

943 HARRISON ST., S.F.

CASCADE

FREE
DESIGNS
&
ESTIMATES

MANUFACTURING
REPAIRING
REPAINTING

RENT A NEON
OR COLORFUL
PLASTIC SIGN

- Sales
- Installations
- Maintenance

FAST
REPAIR
SERVICE

Cascade PRODUCTS CO.

Garfield 1-3555

65 VERONA PL.
Off 3rd St. - Between Folsom & Harrison