



CALL YOUR UNIVERSAL CREATIVE SIGN PAINTERS

Visit us at our new plant

For 47 years we have conducted this business on the principle that every sign and painting assignment requires Creative Thought, not just a low price. That's why more and more famous Bay Area firms have come to think of us as their reliable source for all these things:

- wall signs
- raised wood letters
- gold leaf
- door lettering
- wood and cloth signs
- trucks sprayed and lettered
- Universal enamel signs
- silk screening on any surface
- one sign or ten thousand

UNIVERSAL SIGN COMPANY
937 HARRISON, SAN FRANCISCO YUkon 2-1871

Signs 177 GOLDEN GATE

PISCHOFF

SHOWCARDS • SILK SCREEN
GOLD LEAF • FLUORESCENT
TRUCKS • BANNERS • POSTERS
THEATRICAL DISPLAYS • CUT-OUTS

UN. 1-3822
DERHILL

Sightseeing Tours

BARRETT U-DRIVE AUTO RENTAL
GO WHERE YOU WANT
WHEN YOU WANT
Tours Planned Free of Charge
571 Post GRaystn 4-5300

BAY CRUISE
20 MILE CRUISE ON THE BAY
Every Day of Year From Pier 43
HARBOR TOURS INC.
Pier 18 GA rfd 1-4364

Chingwah Lee Art Studio
9 Old Chinatown Lane GA rfd 1-1600

COMMODORE AIR SERVICE
SEE ALL OF SAN FRANCISCO
From the Air
A 25 Mile Air Tour - \$2.50
Richardson Bay Hwy 101 Sausalito 821

CRANSTON AIR SERVICE
SIGHTSEEING FLIGHTS
See the Bay Area From the Air
San Francisco Airport 55F JUmo 3-1513

Fisher's Limousines Inc 955 Post PRospect 5-3232
Golden Gate Scenic Steamship Lines Inc
Pier 43 1/2 DOuglas 2-5414

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

SAN FRANCISCO BAY CRUISES
Pier 43 1/2 DOuglas 2-5414

YOSEMITE GRAY LINE LIMOUSINES INC
955 Post PRospect 5-3232

Sign Hangers
CAPITOL SIGNS 266 Bayshore Bl. Mlssn 7-6618
(See Advertisement This Page)

Sign Painters

ABILITY SIGNS
WINDOW - METAL - CLOTH
GOLD & TRUCK SIGNS
With Power and Skill
618-44th Av BAywn 1-9357

ACME SIGN CO
OFFICE DOOR
and
WINDOW LETTERING
PHIL MARCUS
607 Market EXbrk 2-8196

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

Adcraft Sign Co 150-7th MA rket 1-4697
(See Advertisement Page 713)

ANTONE SIGNS
The Polk District's
"ONLY"
Sign Shop
1128 Polk GRaystn 4-7155

Bach Fred 333-11th Av BA yview 1-8118
Baker Russ 3730 Geary Bl. SKYln 1-5316

BOTT BROS SIGNS
IN THE SUNSET IT'S
BOTT BROS. SIGNS
"Our Signs Mean Business"
1263-20th Av MOntrse 4-7414

BRONSON SIGNS
OFFICE DOOR
WINDOW LETTERING
821 Market EXbrk 2-4015
(Continued Next Page)

Capitol SIGNS

**MAINTENANCE-PAINTING
CONSTRUCTION - HANGING
MOVING**



NEON

- DESIGNING & CONSTRUCTION
- TUBING REPAIRING
- REPAINTING
- QUANTITY NEON PRODUCTION
- MAINTENANCE
- RENTALS

**TRUCKS
AND COMMERCIAL AUTOS**

- LETTERING
- FLEET MAINTENANCE

Window Lettering - Wall Signs

PHONE
Mlssion 7-6618

266 BAYSHORE BLVD.

Sign Painters-(Cont'd)

Broome Ed 2423 Clement SKYln 1-8627
CAPITOL SIGNS 266 Bayshore Pl. Mlssn 7-6618

CUEVAS ED SIGNS
TRUCKS - WINDOWS
GOLD LEAF
LOmbard 6-4622
Walls - Store Fronts - Banners
2416 28th Av LOmbard 6-4622
Residence phone PLaza 5-7753

GULVERWELL GEO D
SHOWCARDS SIGNS
Displays - Posters - Art Work
935 Market DOuglas 2-0555

Day Robert 749 Octavia WEst 1-4522
DEC-ART 12 Geary EX brook 2-7417
DE VAUX SIGNS 147 Valencia HE mlock 1-4618
Eichenbaum Joseph H 937 Harrison YUkon 2-1871
Elkon Wm E 341 Larkin HE mlock 1-2627

GENERAL DISPLAY COMPANY
517 Davis GA rfd 1-0878
GENERAL SIGN CO 449 Valencia UN drhl 3-2967
(See Advertisement This Page)

GLOBE SIGN CO
Walter J. Altricht
3001 Market UNdrhl 1-6344

GOLDBERG LAWRENCE
1085 Golden Gate Av. WE st-1-3344

HALIHAN NEON MAINTENANCE CO
2047-15th Av. MO ntrse 4-5686
Johnston Sign Co 151 Madril JU npr 7-3789

LAIB 7th & Folsom MA rket 1-5162
(See Advertisement This Page)

LANCE SIGN CO
RICHMOND DISTRICT
Trucks - Showcards - Paper & Cloth
Raised Letters - Gold Window Signs
RUSS BAKER, Owner
3730 Geary Blvd. SKYln 1-5316

Leeper & Nelson 361-14th HE mlock 1-2420
Lettering Studio The Quick Brush
2175 Market HE mlock 1-7536
Manning Sign Service
810 Buchanan HE mlock 1-3003
Mission Auto Works
Body & Fender Repairs
3730 Mission VA lencia 4-8609
Nyer's Signs & Screen Shop
312 Rio Verde DE laware 3-4226

O'NEAL BAY
SIGNS
THAT ARE SIGNS
FOR EVERY PURPOSE
MISSION DISTRICT FOR 26 YEARS
1027 Church AT water 2-0936

Palette Sign Co 825 Golden Gate Av. Flmr 6-1301
(See Advertisement This Page)

PHIL SIGNS
SIGNS
Since 1924
Personal Service
Estimates Cheerfully Given
335 Plymouth Av. JU npr 4-9781

PISCHOFF CO 177 Golden Gate. UN drhl 1-3822
(See Advertisement Page 712)

PIZZO SIGNS
TRUCK LETTERING
Window Signs - Gold & Silver Leaf
1659 Powell DOuglas 2-1348
If no answer call JU npr 5-6675

Sign Painters-(Cont'd)

Polyart Studios
Display Adv At Army And York Sts
698 Precita VA lencia 4-1767
RAPID SIGNS 41 Rose MA rket 1-0267
Robert Paul 2588 Mission MI ssn 7-7495

ROBINSON OSCAR M SIGN CO
EST. 1887
COMPLETE LETTERING &
SIGN SERVICE
GOLD & SILVER LEAF
SPECIALISTS
Store Fronts - Walls - Trucks
Raised Letters - Cards - Banners
Plaques - Illuminated Signs
281 Natoma DOuglas 2-5100

ROBINSON SIGN CO 281 Natoma. DOuglas 2-5100

SEXTON TOBE
Office Doors-Windows-Trucks
628 Montgomery EXbrk 2-1673
Simpson Estella 616-44th Av BA ywn 1-3357

SMALL R L SIGN CO 431 Jessie GA rfd 1-6288
State Sign Company 308-7th MA rket 1-0584
(See Advertisement This Page)

SWAN THE PAINTER
Established 1877
SIGNS
Truck And Office
Window Lettering
1117 Howard MA rket 1-1511

Tamsky Arnold 1635 Haight. UN drhl 1-8417
UNIVERSAL SIGN & PAINTING CO
937 Harrison YUkon 2-1871
(See Advertisement Page 712)

Vince Lettering Service
Office Doors & Windows
544 Market GA rfd 1-7700
YESSON SIGN CO 2060 Market. MA rket 1-6084
(See Advertisement This Page)

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

Autocall Co
Autocall Systems
1110 Howard UN drhl 1-2050
Economite Corp 1893 Mission MA rket 1-8491
Edwards Co Inc 617-7th UNdrhl 1-5800
Federal Enterprises Inc
Elec & Air Signals For Alarm Systems
714 Harrison YUkon 2-1964

**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.

COMPLETE SIGN PAINTING SERVICE

ADCRAFT SIGN CO.

150-SEVENTH ST.

MARKET 1-4697

METAL CLOTH WALLS
SHOW CARDS
SCREEN PROCESS

TRUCKS PICTORIALS DISPLAYS
RAISED LETTERS
GOLD WINDOW LETTERING

Outstanding WORKMANSHIP

General Sign Co.

Very Reasonable Prices

WALL SIGNS • TRUCK LETTERING • GOLD LEAF SIGNS
REAL ESTATE SIGNS • WOOD AND CLOTH SIGNS
DOOR LETTERING • GLASS SIGNS
SCREEN PROCESS SIGNS

SHOW-CARDS and PAPER SIGNS
449 Valencia St. Near 16th Underhill 3-2967

Signs

YESSON

SHO-CARDS - POSTERS
SILK SCREEN - GOLD LEAF
TRUCKS - BANNERS
THEATRICAL DISPLAYS
ART WORK - CUT OUTS
REAL ESTATE SIGNS

Phone Market 1-6084
2060 MARKET ST.

PALETTE

Signs

Since 1918
Estimates Cheerfully Given
Fl lmore 6-1301
825 Golden Gate Ave.

Market 1-5162

SIGNS SLAIB-

SINCE 1888
7th & FOLSOM ST.

STATE SIGN COMPANY

SIGNS-SHOWCARDS

Anything in Lettering
TRUCKS
A SPECIALTY
Raised Letters
Market 1-0584
308-7TH ST.