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## OF THE TIMES

The National Journal of Advertising Display

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JUNE 1944

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SIGN STORAGE?  
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FOR THE HOME  
Page 37

PRODUCTION BATTLE  
STILL DEMANDS  
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LOTS OF SIGNS  
NEEDED BY ARMY  
Page 12

CIRCUS THE 5th WAR LOAN DRIVE! --- Pages 9 and 14

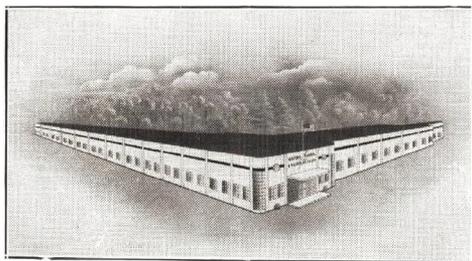
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## Government Regulations

New Interpretation on L-29 Issued  
Page 30

Excise Tax on Tubing Further  
Interpreted  
Page 53

## Sign Storage

Hidden costs of sign manufacture — storage, handling, and insurance, are proposed as a separate charge to insure proper attention and service to customer.

Page 5

## Postwar Point-of-Sale

Producers of point-of-sale materials discuss probable effect of wartime developments. Cheaper plastics and special designs for newer merchandising methods expected.

Page 7

## Fifth War Loan

Sign contractors are urged to "dig up" street display business in promotion of the Fifth War Loan drive.

Pages 9 and 14

## Marquee Illumination

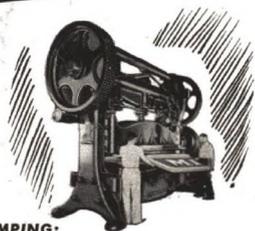
How fluorescent tubing can be installed for attraction board lighting and for signs with illuminated copy boards.

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## The Cover

Sixteen billion dollars are to be raised in the Fifth War Loan drive, June 8 to July 12. There will be numerous promotion plans on which the sign contractor's help will be needed.

# Some Post-War Notes ON HIGHWAY SIGNS...



## 2. DIE-STAMPING:

There will be greater use of die-stamping than ever before—both in embossing letters and designs on sign-faces and embossing edges for frames. Naturally this adds to the cost, but when production runs into the thousands for identical signs the unit cost is kept within practical limits.

## 1. FINISHING:

This important subject is closely related to design, since it has to do with the overall appearance and effectiveness of the sign. Constant maintenance is costly, and no maintenance is even worse. Given a good paint job and a special sheet steel, such as ARMCO ZINCARD-PANTON, highway sign plants can go a long way toward solving this problem.

ARMCO ZINCARD-PANTON is a zinc-coated Bonderized sheet that can be formed, drawn, punched or embossed—and painted immediately after fabrication. It holds paint much longer than ordinary sheets, and can be safely stored over considerable periods without deterioration.



## 3. REFLECTORIZING:

Here is a feature that offers some good possibilities. Highway traffic should increase sharply after the war; and advertisers can get more value out of their signs if they are visible night and day. Reflectorizing involves stronger design to hold the added weight of reflector buttons and other illuminators—also punching of many holes in sign faces. Here again ARMCO ZINCARD-PANTON, because of its special fabricating qualities, can be used to advantage.



## 1. DESIGN:

Three-dimensional effects offer some interesting opportunities on highway signs that will attract motorists in a favorable way. You can emphasize lettering and designs to the fullest possible advantage and produce signs that are more arresting and longer remembered.

Many manufacturers are considering wider variation in the physical shapes of signs—also better use of finishes to obtain more effective and durable colors. New improved sheet metals and finishes will speed these developments after the war.



*The American  
Rolling Mill Company*

Write for a free copy of this useful sheet metal booklet, published especially for sign companies. The American Rolling Mill Company, 1341 Curtis Street, Middletown, Ohio.

EXPORT: THE ARMCO INTERNATIONAL CORPORATION



# Sign Storage Is A Big Problem With Some Sign Manufacturers

By G. W. Miller

*Vice-President, Outdoor Neon Displays Limited, Toronto*

*Today, with many sign warehouses bulging, and few new signs being manufactured, is the policy of including storage and handling as a part of the original cost a fair method of meeting the mounting expenses such as insurance, breakage, and extra clerical expense? G. W. Miller, vice-president of one of Canada's leading neon sign companies facing this problem, decided that his company could only render adequate service to his customers by instituting a fixed monthly charge to cover these expenses. Advertisers agreed to the arrangement.*

*Miller's idea prompted SIGNS of the Times to ask other sign manufacturers what they think of the storage charge. Their comments, so far, indicate interest in the plan. It is hoped that further opinions will be forthcoming by readers, out of which may come the elements of a standard practice to eliminate one of the uncertainties of manufacturing cost. It is a virtual necessity in some cases at the present time, and might justifiably remain a practice within the industry after the war.*

OUR company during the past few months has held a number of meetings dealing with present and postwar plans, which of course we feel are most important, particularly in view of the fact that we propose to carry on both our neon sign business and our rapidly expanding cold-cathode fluorescent lighting business. I assume other companies are also considering and discussing future plans.

One of the points which has occasioned considerable discussion and which I felt might be of interest to all sign companies is concerning the storage of signs. We have found upon investigation that not only our company but practically all companies, large and small.

have been faced and are faced with the problem of providing storage space for signs of various types that have either been removed from premises for temporary storage, or are new signs produced on quantity orders and held in storage until such time as the customer is in a position to take them.

We also found that this storage problem has been handled in a more or less haphazard manner, and further that it represents a hidden cost in doing business, which is an unhealthy overhead item which must be charged to new sign production, or adversely affects profits. The question of storage space in itself is quite an important one, as

everyone knows. But in addition to the space required, the sign company is also responsible for damage to the sign while in storage—fire, theft, etc., for which no charge is being made by the sign companies, at least as far as we can ascertain.

We feel quite satisfied that the temporary storage of signs, both used and new, will always be a part of our business. And further, we feel that space for this purpose should be planned for and allocated; and further, that in providing adequate storage space for our customers' use, and in assuming the responsibility involved, our customers in turn will be willing to pay for this service. We have discussed this service storage charge with some of our prominent national accounts and they have assured us that they not only feel we would be entitled to make such a charge, but they, in turn, would like to feel that they were paying a legitimate charge for the space occupied by them in storing their signs.

After a careful discussion, we have decided to incorporate in our plans storage facilities which will be available to our customers who desire to use it, on a nominal charge basis. We propose to designate this charge as a storage and service charge, and therefore included in the cost will be an item to take care of breakage, fire, theft, etc. And we further propose to build this up in such a way that we can feature it as a legitimate part of our business.

We believe this to be a practical business move and now is the time to make plans for it, and to put it into operation immediately, and it is our intention to do so. Although we realize that there may be some sign manufacturers who will be a little timid in taking such a step, or perhaps have not actually analyzed this overhead item, we hope this article will be of benefit to some of them.

## TRENDS

It is known that some of the fluorescent people are working on a lighting system for outdoor displays. Stunt is to get an even diffusion of light on entire surface of the panel or bulletin with least exposed equipment, in order to "keep company" with new streamlined poster panels and painted bulletins.

One user of signs is experimenting with various materials for signs and has set up a model station on which are placed signs made of metal, plastic and composition. They are being given a test under actual climatic conditions.

Another concern is preparing to furnish plastic sign panels lettered or with reproductions of illustrations in actual colors from copy furnished by the customer.

A characteristic feature of orders hooked for quantity signs to be made and delivered just as soon as restrictions are off, is that the advertiser is concerned very largely with better design.

Copyboards with luminous backgrounds and silhouette letters that can be readily changed promise to become very popular after the war. This feature is detailed in the Fluorescent Lighting Section of this issue.

# How Shall Storage Be Handled?

## Manufacturers Discuss the Sign Storage Question

### Storage Cost Neglected in Sign Quotations

By Ernest Richardson

*President, Ingram-Richardson Manufacturing Company, Beaver Falls, Pa.*

PRIOR to the war, the problem of the expense and responsibility in connection with the storage and distribution of sign products, which burden had either been imposed upon sign manufacturers, or had been voluntarily assumed by them, had not only become a very extensive problem, but one that involved a great deal of expense. It very frequently was not calculated in the manufacturer's cost of the sign products, and it was brought about by the intensified competition in the industry.

Going back quite a number of years, when an order was placed for signs, shipping instructions were furnished with the order, and the product was shipped in bulk to its destination. However, over the years, many abuses have crept into the industry, due, no doubt, to the competitive situation and the economic pressure, and orders have been placed by sign purchasers who have acquired the habit of placing orders without shipping instructions for a single sign; and it has become the habit of sign manufacturers to make distribution for the buyer, advancing the freight, making out separate invoices for each shipment, billing each item separately, keeping an accurate record, and billing freight for each individual shipment.

All this involves considerable additional expense and usually these factors are not taken into consideration when making quotations, as the expense is of an unknown quantity. Further, due to these conditions, it is impossible to pack up the sign products in advance, as no one knows how many signs will be put in a single package. Frequently the signs will be held on hand for a long period of time. In the meantime, the personnel of the organizations changes, which adds to the confusion and turmoil in connection with orders of this character, to say nothing about the expense of storage facilities.

It is our opinion that a uniform

method to control these practices should be established, but we appreciate this is very difficult to do or to have the numerous manufacturers adhere to when competition is exceptionally keen.

The facts are, most of us talk cheerfully about cooperation, but practice very little of it under pressure. If anything can be done to improve this situation and correct these abuses which have crept into the industry over a long period of time, we will be very happy to cooperate in connection with the matter.

\* \* \*

### Customer Sees Logic of "No Storage" Rule

By George C. Greenlund

*Division Manager, Electrical Products Corporation, Los Angeles, Calif.*

Frankly, we have had very little experience with signs manufactured for customers, which are not delivered. However, our attitude with reference to the storage of signs belonging to customers who are either moving locations or discontinuing a location on which a sign has been displayed seems analogous to this situation, and is handled in the following manner:

We store no customers' displays. Our reason for such action is that we do not have space to take care of all such displays; therefore we have made it a policy to take care of none of them. Whenever we are requested to store signs we explain our lack of space and tell the customer that because we get so many requests of this nature, that we have made arrangements with a local storage house, who will store the signs at a fixed monthly storage cost, which is billed to us quarterly in advance. We will be glad to remove the display in question and haul it to the storage company on a time and material basis, and assume the responsibility for billing the customer quarterly for the storage charges.

Two things are surprising when this procedure is used: they accept this as a logical method of handling their display storage, or they find some other place on their own premises to store it. We have been successful in retaining customer goodwill by using this method.

### War Changes Warrant New Study of Problem

By J. V. Morrison

*Secretary-Treasurer, Allen-Morrison Sign Co., Inc., Lynchburg, Va.*

We would welcome some uniform plan for the storing of signs; however, we would not like to offer concrete suggestions without an exchange of ideas with other members of the industry.

The idea advanced on this subject seems to be very timely, as heretofore, when any such plan affecting the storage of signs was advanced, it was not favorably received by the majority of the sign manufacturers, and objections in the main were well taken. After the war these conditions should not exist to the same extent that they have existed in the past.

\* \* \*

### Problem a Serious One— Standard Plan Needed

By H. S. Parker

*Manager, Flashtrix-Neon Signs and Maintenance, Chicago, Ill.*

The storage problem is quite a serious one, particularly in connection with brewery business. When times are right we store practically no brewery signs, but in these times when so many taverns are going out of business, the brewers naturally lose many stops and the sign concerns doing their work naturally have to store the signs. We have had to buy a building expressly for storage.

With reference to this problem in connection with the manufacture of new signs, we manufacture all of the parts for the entire order, but only assemble the signs as fast as we receive shipping orders, so there is no storing problem involved in the manufacture of new signs.

I have no objection to discussing this problem and formulating a standard practice. We, however, have always believed that we should store brewery signs for our customers at no cost to them provided the number is not excessive and provided the monthly volume of business warrants it.

# What Is the Future Outlook For Point-of-Sale Features?

*What is the present situation in regard to dealer signs and displays and point-of-purchase advertising?*

*What is the future outlook?*

*Will advertisers be so interested in getting displays that they will take anything, or will they insist upon better than prewar displays?*

*Do you anticipate that new materials will be used in the construction of point-of-purchase advertising features?*

*These questions were asked of a few of the larger producers of point-of-purchase displays, signs and dealer helps, and advertising agencies.*

*Here are three replies—more will appear in future issues.*

By Paul Godell

*Vice-President and Director of Sales  
Arvey Corporation, Chicago, Ill.*

CONSIDERABLE thought concerning point-of-purchase advertising has been given by us naturally, this being a part of our business accounting for the major portion of our activity. The situation has compelled us to give more than usual attention to postwar plans.

As for the immediate future, we can see nothing but a decline in the amount of point-of-purchase advertising, due to several causes, all of equal importance:

1. WPB limitations.
2. The lack of available materials, even of the lowest grades, which are so vitally needed in the war effort, particularly packaging.
3. Lack of manpower for the conversion of these raw materials into finished display units.
4. Restrictions on the packing materials for their distribution in individual or small quantities, and the lack of manpower needed for their installation.

All of these factors will govern the amount of advertising material that is to be used, not only in the present emergency but also in the near future.

As to postwar, in order for the advertiser to regain the consumer demand for his product and package identification at the point-of-sale, we feel it will be necessary for him to purchase from

whatever materials are available, regardless of quality.

The standards of quality would no doubt be equal to that of prewar because of the very low grades of material which have been used in the past for this purpose. It will be a long time before the use of newer and better materials, which may be the result of wartime experiments and developments, are put into practice, particularly due to the short life of this type advertising and the low cost of materials that were used previously. There are no substitutes, at least for the present, to our knowledge.

We feel that there will be a major change that will take place ultimately in the use of lithographed and printed types of displays, primarily in their designing and construction. There seems to be no question that the designing of stores themselves will all be toward a newer and more effective type of self-service or super-market, with less and less window and counter display space. Hence, lithographic material will have to be designed for spaces that will be available.

Along this line we might mention that the package of consumer goods will find it necessary to completely redesign his packages that will do a selling job direct to the consumer in this type of a store, instead of having to depend on the salespeople for merchandising.

I believe this covers for the most part the questions that have been asked of us and our thoughts in this matter except the question of orders booked for future production. The when and how and at what cost governing future production is so very indefinite that we have felt it wise to refrain from accepting orders beyond our ability of delivery within a reasonable time, and certainly nothing that would extend into several months or into the postwar era. Any orders that would be placed for such an indefinite period could hardly be binding in any manner.

By Oscar Lee

*Sales Manager, Crystal Fixture  
Company, Chicago, Ill.*

Our work in dealer helps and signs has been almost entirely with plastics for

the past several years, so that any knowledge we have, or any predictions that we would care to make, would be more accurate in that field than in any other.

There are so many new developments in the plastic field which will be released for postwar consumption that it is safe to say that the changes in this medium will be well nigh revolutionary.

That plastics will be less expensive goes without saying. That it is going to be possible to cast small quantities without prohibitive mold costs, is an already accepted fact.

It's really too early to tell just how far these changes will go, but I am truly pleased that we have had as much experience as we have enjoyed so that we will be in an excellent position to take advantage of the many new materials and techniques in the plastic field.

By Harvey Scribner

*President, Russell T. Gray, Inc.,  
Chicago, Ill.*

We don't very often get into this sign business and as a matter of fact we rather prefer to avoid it and let the sales organizations and advertising departments of our various clients handle it themselves. We do know, however, that most of these people are deeply concerned with the wreck that the war has made out of their sales departments. There is hardly one that isn't going into the subject of reorganization of the dealer set-up and many of these people, of course, provide signs of various kinds for their dealers.

It has always been my feeling that manufacturers, particularly heavy industrial manufacturers, overlook many of the possibilities that lie in the billboard and sign type of display. People selling to the general public, I think, are well aware of its value and, of course, I think in this classification come the bottlers.

I don't know whether there would be any particular profit for the sign people in going after the heavy industries and maybe it is a case of staying away from them because the others were lucrative, but it is something that they might think about more.

# How to Make Halftone Screens For 4-Color Screen Process

By Robert C. Groce

**I**N ORDER to make successful halftone screens for four-color silk screen printing, the screen artist must have complete knowledge of what is required to make the finished reproduction an exact copy of the original.

The first step is stretching the silk, after having decided the correct mesh to use. Selecting the correct mesh is not to be taken lightly because your selection may mean success or failure. Remember, you are not making just any old job. Your desire is to make a beautiful reproduction with only four colors.

What are the requirements for selecting the required mesh?

1. Are your positives open or tight: that is, do they have small, tight dots, hard to print through, or are they large, allowing the paint to flow too freely?

2. Is it a good grade of silk, free from knots, etc?

3. What is the reaction of the brand of paint you are using? Does it flow easily and spread, or is it quick drying with a tendency to freeze up in the screen?

These three questions can only be determined by you, and the answers are your guide for selecting the correct mesh from Nos. 12, 14, 16, and 18, which are recommended for this type of printing. After you have selected the silk, it should be stretched as tightly as possible on frame, keeping the silk as straight as possible.

Let us assume that you have sketch Fig. 1, from which positives Fig. II (yellow), Fig. III (red), Fig. IV (blue), and Fig. V (black) have been

made. We now have the original, the silk and the positives and are ready to make the first screen, namely "yellow." Since "yellow," contrary to the opinion of some processors, is quite important, we should analyze Fig. II carefully. The positive for yellow has only the two pictures to reproduce, but the one is a "Baby" and the other is a "Weathered Soldier," or we should say one has a delicate skin and the other is aged and showing signs of outdoor life. Therefore, the yellow on the delicate skin will have to be controlled so as not to predominate, while on the soldier's face it should be fairly strong. Assuming that our yellow paint has all the qualification required for this type of printing, we select a No. 18 silk for the screen.

Having our screen, we take the positive and lay it on the silk and rotate to the right or left to eliminate the pattern effect which is caused by one group of lines crossing another set, trying to keep it as near straight as possible. (This difficulty is sometimes overcome by stretching the silk at an angle with the frame.) After finding the best possible position, mark the location of register marks on silk. We are now ready to make the sensitized part of the screen, which can be done either directly or indirectly, using a key sheet in any case.

A key sheet is nothing but a sheet of metal, the finished size of copy to locate photographic part of screen with proper location and to use as a set-up sheet for production. And it is very useful for locating cut stencil in relation with photographic stencil.

Either method is practical and will produce satisfactory results. In the direct method you would take your screen and coat with a sensitive solution, put positive in contact with solution after it is dry and expose to arc light. After sufficient exposure, take off positive, wash out screen, and it should look like Fig. II.

The indirect method is the coating of film or plate with sensitizer, letting dry, exposing with positive to arc light, washing out and [Continued on page 27]



RELATIVE VALUES OF VARIOUS COLORS. Fig. II, yellow, is upper left; Fig. III, red, upper right; lower left is Fig. IV, blue, and lower right is Fig. V, black. Center, Fig. I, is finished product.

# Circus 5th War Loan Says Uncle Sam

## Street Displays Are Proposed for All Cities

TURN on the publicity! Put up the signs and decorate the store fronts! Decorate the streets in Christmas season fashion! That is the way Uncle Sam wants retailers and manufacturers everywhere from Maine to California to enter into the job of selling in the Fifth War Loan drive. Sixteen billion dollars must be raised, six billion from individual investors.

Complaining recently before a group of retailers, a government official pointed out that during previous campaigns, one going down our streets would hardly know a big national War Bond drive was in progress.

This forthcoming Fifth War Loan drive must be total effort, urges Uncle Sam. Total publicity must therefore be expended—a complete, dominating scheme to cover every city in the land. The public will be able to buy War Bonds or stamps in any one of one million places during the drive. These booths and counters must be adequately identified. The entire drive must be intensely publicized. A running fire of sales schemes must be employed to keep the entire period at a high pitch.

Who can better make a pageant out of the forthcoming drive than the sign contractors of the country? It is their opportunity by cooperating with merchants' organizations, chambers of commerce, advertising clubs, and similar organizations. The opportunity is there just as plainly as any business opportunity could be. All it takes is initiative on the part of the sign contractors. There will be a real opportunity to work collectively as well as individually on the project, for it is a big proposition. A maximum of initiative, new stunts, bigger-than-ever displays, the exhausting-of every resource known to the industry is called for. Every establishment becomes a prospect for signs. Owing to the shortage of newsprint, a recommendation has gone out to retailers from Washington that some of the bond advertising appropriations which had been allocated to newspaper advertising be diverted to street decorations.

It is likely that city councils would relax city ordinances for certain displays, as to size and construction for this special occasion. The first step, of course, is to contact the local drive organization.

Ideas? Perhaps the following information, furnished by the Retailers' War Program and the War Finance Division, Treasury Department, will help. Four peak weeks and five key days highlight the campaign. Military week, June 12-18, with Flag day, June 14, and Infantry day, June 15, will be the opener. "Bring the fox-hole to Main Street!" Many stirring military displays are suggested: blowups of military heroes, or giant insignia of the various branches, or even of divisions, processed for distribution over the city—on lamp posts, in stores, etc. The latter might have the slogans "Back the Army, the Infantry," and other branches.

Sports week, from June 19-25, with Father's day, June 18, is the second big week. Tie in promotion with athletic events. Emphasize the knockout punch in copy, the winning spirit, the gruelling test. "Our soldiers haven't stopped fighting—have you?" is suggested.

Home Front week, June 26-July 2, is the period when civic organizations, "E" award winners, clubs, etc., will be given their chance to give additional service to the drive and should also come in for some secondary publicity for service well done on the home front. Floats are suggested. Perhaps one or more organizations can and will construct and operate their own booths at prominent corners. An industrial plant might advertise—"100 Men in Service. More and More War Goods. Every Employee a 10 Per Center. Buy Bonds."

Veterans' week, the last big week of the drive, July 2-8, calls for the highlighting of the American Legion, V. F. W., and disabled veterans' organizations. Here again, credit is due these organizations for past good service, which by example should be good advertising. They, too, might sponsor floats, booths, large street displays, or a quantity of



OFFICIAL POSTER, Fifth War Loan.

signs. The Fourth of July, and Bond day, July 8, will be peak days. In all Fourth of July decorations remember the bond theme.

Shown on our cover this month is a \$100 Bond. All magazines will be displaying this larger bond on their covers. Possibly one of the most effective downtown displays would be a huge bond, \$100 variety, with a slogan, "Buy THIS this Time!" There's plenty of action in the official Fifth War Loan poster. It, too, might make an effective blowup.

The ideal Fifth War Loan poster and display material will tell the spectator at a glance that the drive is now on, that he is expected to buy more extra bonds than ever before, give him patriotic reasons for doing so, give him selfish reasons for doing so, prepare him for the visit of the bond solicitor, stress local military performance, local heroes, local quotas, and urge immediate action.

Our entire national life is focused on the invasion. Every morally alive, socially aware person wants to drive home a helping blow. Make the Fifth War Loan a tangible, fighting way in which every person can vent his feeling about the war and get into the fight. Down-to-earth, hard-hitting displays that weld the drive with the invasion will stir the conscience of every American and persuade him to act.

The sincerity that goes into the making of all signs and displays can not fail to be transmitted to the public as a whole. Let's get going. Start your idea factories for displays for your prospective customers June 12 to July 8.

# Good Wall Coverages Developed By Al Fresco in St. Louis

By Wayne McFarland  
*Al Fresco Advertising Company*

**B**IG, special walls have been widely developed in wall coverage displays and now constitute a large portion of the total outdoor advertising units in St. Louis.

This results, first, from the stimulation of the outdoor medium by the 160,000 net population gain in the St. Louis market, and, secondly, from the availability of these proven effective units, dressed up and intensified by resourceful production during the period of building material shortages which limit the expansion of posters and bulletins.

St. Louis, incidentally, has offered a particularly good field for wall showings of this sort, because it has been a big city for so long. It was here that leased walls were first evolved on a rental basis. The original wall displays, such as Bull Durham and Coca-Cola, were painted on the square foot basis, sometimes with short approach alleyways, and often carrying as big walls as those with good approach, as the painter's objective was to develop as many square feet as possible.

Traffic conditions, of course, stepped up the value of walls and effected a new emphasis on visibility and approach. The early use of walls of this sort on many old buildings, plus the fact that streets were widened in St. Louis, has resulted in many wall spaces becoming available. This is in contrast with newer cities.

A wall of fairly large size, 22 by 60 feet, has been deluxed and elaborated by the Al Fresco Company for the Mississippi Valley Trust Company. The brick surface on the side of an old residence was reasonably smooth to begin with and the wall was carefully coated and sized and embellished with a deluxe frame. In addition, 500-watt bulbs were placed on the position to furnish illumination. This wall, being located close to a park, where the general environment was pleasing, has proved to be a unit of very exceptional advertising value. In fact, most motorists probably take it to be a big, steel bulletin,



**EXCELLENT VISIBILITY** and attractiveness are offered in wall showings in St. Louis, which has advantages in the comparative age of many sections, plus street widening projects which have opened up these older areas. Below are two more displays from the Al Fresco plant.

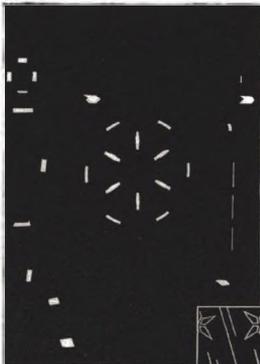
inasmuch as the elaborate pictorial copy has proved visible here and the brilliant light gives it an effect similar to a boulevard bulletin brilliantly lighted.

A still more interesting wartime adaptation has been effected by Al Fresco with the use of "scotchlite." This proved feasible on a wall that had a facing to traffic which approaches it on a rise in the street, the headlights of the cars striking directly on the wall.

The advertiser, appreciating the attention value of this unit, had desired it equipped with a clock and wanted illu-

mination. Wartime restrictions prevented illumination, so the "scotchlite" design was used on the letters, and the numerals and hands of the clock. The head-on display functions in a peculiarly effective fashion. Inasmuch as the wall is unilluminated, the reflected beam from the headlights of the automobile on the unit is particularly startling. This is intensified by the fact that the abrupt rise in the street brings the full reflected rays into view all at once.

Furthermore, development and refinement of wall [Continued on page 64]



**PHOSPHORESCENT MARKING TAPE** is used extensively aboard ship, applied as directional indicators to the walls of passageways, exits, messhalls, officers' and crews' quarters and engine rooms, and to mark and identify obstructions, fire-fighting stations, and other vital equipment. After activation by the ship's lighting, the tape "glows" in the dark, permitting movement aboard ship, and evacuation in the darkness in any emergency.

The photographs at the left show (extreme left) steering equipment marked with phosphorescent tape and (immediate left) how this tape "glows" in the dark.

## Developed for War... Projected for Peace LUMINESCENT PIGMENTS

have been used extensively in a wide variety of war applications—phosphorescent marking tapes, signs, fluorescent maps, instrument dials and instruction plates, computers and charts, correction sheets, and the like. Many practical post-war applications are indicated, a few of which are illustrated on this page.

These pigments are no longer novelties at \$30 per lb., but commercial products at down-to-earth prices of from 90c to \$2.50 per lb., available in 16 grades and color types, for use in:

- *Paints and Lacquers*
- *Coated and Filled Paper*
- *Coated and Printed Textiles*
- *Plastics*
- *Printing Inks*
- *Decalcomanias*

Our new booklet "The ABC of Luminescence" should suggest many ways in which these pigments can be used in your products of tomorrow. Your copy will be mailed to you on request.

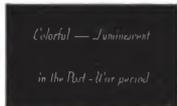


**PHOSPHORESCENT TRADE-MARKS**, or name plates on your products "glow" in the dark, leaving a lasting impression on consumers' minds.

**PHOSPHORESCENT SIGNS** (plastic, painted, printed) give directional or instructional guidance in the dark in the event of power failure or emergency. Photographs: (1 & 3) taken in white light, and (2 & 4), photographed in the dark.



**LUMINESCENT TEXTILES** in the form of draperies, lamp shades, etc. may help to decorate the post-war theatre, hotel room, cocktail lounge or home to permit movement in the dark.



**THE POST-WAR BILLBOARDS**, posters and displays may carry one message in daylight, a different luminescent one at night, or luminescent on-and-off flash effects in the dark.



**COLORFUL, LUMINESCENT EFFECTS** (painted, printed, plastic) for interior decoration in semi-darkness, as illustrated above (left) in daylight, and (right) taken in the dark.



DEVELOPMENT PRODUCTS DIVISION

**THE NEW JERSEY ZINC COMPANY**  
160 FRONT STREET • NEW YORK 7, N. Y.

Chicago • Boston • Cleveland • San Francisco

**TWICE AS BUSY?**



Then  
**SPEEDBALL**

**DRAWING-LETTERING  
PENS ARE TWICE AS  
IMPORTANT TO YOU**

These *Precision* tools are the choice of artists, letterers and students who *demand* perfect ink control and smooth uniform lines without variation in width,

4 Styles  
7 Sizes



and  
the easy-to-clean pen with  
hinged feeders (see arrows)

**Flicker  
SPEEDBALL PENS**

have fan-slit tips and "tempered" steel feeders - Round tips - 8 sizes

**HUNT PEN CO.  
CAMDEN, N. J. U.S.A.**

lettered with 8-C-D-Speedball Pen in Speedball ink

# Sure An Army Needs Signs ---Lots of Them

By Milton H. Thompson  
(Formerly of Thompson Signs, Madisonville, Ky.)



MAIN ENTRANCE SIGN described by Thompson, a Wac poster produced by the shop, and two views of the interior. In the first picture, we see Pfc. John Riek and Thompson hard at work, while some of the screen process equipment is shown at right.

WHAT kind of signs does an army camp use? Do they keep you busy? Many people, both in and out of the profession, have often asked me these questions.

It is useless to itemize the various kinds of signs painted and screen processed in the Post Engineer sign shop of Camp Breckinridge, Ky. Since August, 1942, this shop has produced over 50,000 signs, posters, show cards, etc. I can truthfully say that in all of my years in the profession, I have never seen a busier shop—there is a perpetual flow of orders in and out.

The 25-by-80-foot shop building is well lighted with twenty-two windows. The equipment is as modern as can be had. We have a dark room for photo screen making, two process printing bases, three drawing tables of various sizes, and the best of tools.

Orders for work come from various officials in the combat organizations through camp headquarters to the office

of the post engineer; there the work order is written and sent to this shop. A work order for the same job is sent to the carpenter shop at the same time for construction. After construction, of course, it is turned over to us for painting and lettering.

We have done posters in orders of 25 to 1,000. All traffic signs are screened on fibre board and glo-beads applied for night visibility. Boundary signs, keep off the grass signs, bus stop signs, and garbage rack signs (ten to a set) for over 175 mess halls, have been processed and maintained.

A "Save Grease" poster was done on 30-by-40-inch 80-point stock in fourteen colors with no transparency. Another card, promoting salvage, was done on the same material in three colors. Both of these orders were done at the request of the camp executive officer.

An "Absentee" poster was done on 20-by-30-inch 80-point stock, in quantity of 100, and was executed in nine

colors with no transparency, a film and glue tusche job. My immediate superior, Mr. Jones, suggested this poster for our shops and other organizations employing civilian personnel.

A Fifth War Loan drive poster was my suggestion and was recently done on 14-ply 28-by-44-inch card, in three colors. One hundred twenty-five filled the bill.

Last December we did our first photo screen job, and we were very pleased with the results. This job was an order from the fire department to make 10,000 5½-by-7-inch card signs, with plenty of ¼-inch letters. These cards were placed over each and every fire extinguisher on the post.

We do price tickets and ration calendars, etc., for the post commissary, a few training charts, War recruiting posters, like the one shown, for the post public relations office. Therefore we manage to keep Pfc. John Risk, our showcard man, pretty well on the move.

Johnny hails from Cedar Rapids, Iowa, where he plied his trade prior to induction. As showcards are Johnny's stock-in-trade, he is keeping well polished, and when victory is won he will really shine up the old home town.

Our first civilian to be lost to the armed forces—as this shop works civilian, military, and now German prisoners of war—was Marion Greenwell, a local sign painter. Of all the craftsmen this shop has employed, Gus Thatenhurst, of Birmingham, Ala., I believe, was one of the best I have ever had the pleasure of working with. Gus is now back home doing the home town.

We lost a good letter man when Bob Poole, of Madisonville, Ky., was transferred to the ordnance shop to repair M-1 rifles, as gunsmithing is another of Bob's accomplishments. Sam Straker was transferred to Sturgis Army Air Field to take over painting and sign painting for the post engineer at this station, and to be closer to home.

Frank McEuen, one of the most versatile men to work in this shop, resigned to take a job at Rattlesnake Field at Pyote, Texas. At present the personnel consists of Pfc. John Risk, three German prisoners of war, and myself. One can easily see how the labor shortage has affected this shop.

There have been signs painted in sizes from 1 by 2 inches to the main entrance sign, which is constructed with demountable panels of my own design. The American eagle (which is the cap ornament of [Continued on page 55])

# NOW *as always* the **BETTER** SHOWCARD COLOR



IT'S not by accident that \*PRANG TEMPERA has always been known as the "BETTER SHOWCARD COLOR." Constant research and improvement has maintained the high standard of PRANG quality. Colors are more permanent, consistency is smoother, coverage is greater. As a result, PRANG TEMPERA today is still the BETTER SHOWCARD COLOR, just as it was when first introduced.

Profit by the experience of thousands of sign shops and display studios, who have discovered that the BETTER SHOWCARD COLOR is also the most economical!

\*Reg. U. S. Pat. Off.

SEND FOR  
**FREE**  
COLOR CHART

THE AMERICAN CRAYON COMPANY  
Dept. 142 Sandusky, Ohio  
Please send me FREE Prang Tempera Color Chart.

Name.....  
Address.....  
City.....State.....

THE AMERICAN CRAYON COMPANY  
1706 HAYES AVENUE SANDUSKY, OHIO  
NEW YORK SAN FRANCISCO DALLAS

All Gold Leaf  
is Not Like

**HASTINGS**  
*Genuine*  
**GOLD LEAF**



No!... all gold leaf is NOT alike! Sign craftsmen have known that for five generations... have indicated their preference for Hastings Genuine Gold Leaf, because Hastings uniform quality gave them a better job! Next time you ask for gold leaf, be sure to say "Hastings Genuine XX Gold Leaf." You'll find it better, more uniform, easier to work with. And your regular supplier CAN sell you Hastings Genuine Gold Leaf... or obtain it for you. Or you may write direct to us for the name of your nearest Hastings dealer.

**HASTINGS & CO.**  
Established 1820

817 FILBERT ST., PHILADELPHIA  
Branches: Chicago, Ill.: 1332 Grand Ave.,  
New York: W. N. Kemp Div., 47 W. 16th St.

## Civic and Trade Groups Are Sponsoring Street Displays

### War Bond Ideas Will Sell

IF THE Treasury Department and the Bond Sales committees want outstanding community displays, the sign companies can deliver the goods. Here is a display that dominated Seattle's Victory square during the Fourth War Loan drive. The cut-out and thermometer were made of reject plywood with a frame in back and wired to the surrounding buildings. Uncle Sam is 35 feet high and the thermometer extends 40 feet above its base. Victory square is used as a Bond rallying headquarters and during the summer is a very busy place, says H. M. Steele of the Chris Sign Company, makers of the display.

The story of the construction of this display will be of interest to other sign contractors who will be asked, or who intend to go after street display business between now and June 12, or later. That there is a need for action with regard to community displays has been recognized by Bond drive officials.

As a Bond rallying headquarters, Victory square in Seattle has a special committee, a civic group operating in conjunction with the Treasury Department War Finance committee in the promotion of war activities, primarily the sale of Treasury Department securities. The Victory square committee contacted the sign company in this case, with a request for a display. Funds for the display had been donated to the committee by the Seattle Automobile Dealers' Association.

While this was not a sales job, it points out that money can be and is being raised by civic groups for such purposes. Many other organizations will have funds to divert to street displays; especially as a result of the space limitations of other media at this time.

Steele, Fred Dybwad, Chris Sign Company's picture man, and Walter MacDonald planned the display, which was completely cut out, painted, and made ready in the sign studio. Dybwad painted Uncle Sam in two sections, while the thermometer, in four sections, was done by MacDonald. W. I. Cain, Ed Kaul, and Walter Thoresen installed the display in twelve hours. The entire job required five days.

In this case, no priority was required



VICTORY SQUARE, Seattle. The Chris Sign Company designed and erected this dominating display, which is 40 feet high.

to obtain the reject plywood, and Steele says his firm has a good stock, possibly because there are a good many lumber mills in the state of Washington.

Dybwad was complimented highly on his fine piece of work by the Victory square committee, and the display may be used again for the Fifth War Loan drive. It is suggested, however, that existing displays be examined for complete remodeling for the big new drive, or that entirely new displays be built. Not a great deal of attention has been paid to some of the displays since the beginning of the war, and in some cities one winter's grime is enough to "camouflage" it, and render it ineffective.

Street lamps, public buildings, parks—all of these will lend themselves to decoration for the coming big drive.

### Fat, Oil Released for Better Paint

The War Food Administration early in May increased from 60 to 70 per cent the fat and oil quotas of paint manufacturers. Green and yellow colors may still be difficult to obtain because of shortage of other materials, however. The paint manufacturers will now have available excess stocks of oils and fats held by the government.

## Firms Install Process; More Business Ahead

By John S. Mazzone

**S**ILK screen process, the most flexible printing medium of today, is also considered without a doubt the most successful means for reproduction onto most difficult surfaces such as cloth, wood, glass, plastics, metal, etc.

Notwithstanding the fact that most materials consumed by the industry are on high priorities, we in silk screen have been able to cope with the situation in using substitutes and materials on hand. As it is said in the army, do the best with what you have.

A great many organizations, not only silk screen establishments but also private enterprises who are using the silk screen process, are now laying plans for a brighter postwar future. After the war a good many materials will be available for silk screening which at the present time are restricted.

The silk screen industry in general has increased tremendously in the past and most of the concerns that have been established for years continue to maintain their high standards of reproduction. Yet a number of concerns have found it difficult to cope with the employment situation since silk screen technicians are at a premium these days.

A great many enterprises are now turning to installing and organizing their own silk screen departments for reasons which are obvious; I would not hesitate to greatly encourage this. Some businessmen have been greatly disappointed in the quality of screen process work which has been turned over to them in the past and are now working out plans to do their own work after the war. Some with greater foresight and vision have already started their own silk screen departments with success and are a jump ahead of the other fellows . . . orchids to them.

No doubt you may say, if too many concerns do their own work the silk screen houses [Continued on page 61]



JOHN S. MAZZONE

# Signs and Displays Have a Big Job to do in the 5<sup>TH</sup> WAR LOAN DRIVE

(June 12 - July 18)

Treasury Officials have stated that because of the current shortage in newsprint, advertising that cannot be handled by newspapers should be diverted to signs and displays for street decorations so the Drive will be brought forcibly to attention and kept prominently in mind.

For Outstanding Signs and Displays,  
finish them with—

## CLAREMONT FLOCK

Claremont makes Flocks in the popular red, white and blue, also a full line of other colors. For the signs and displays you contribute to the 5th War Loan Drive—for those sponsored by your local merchants and advertisers—use Claremont Flocks for a sparkle and colorful effect that will add real emphasis.

★

CLAREMONT FLOCKS are Sold by Better Dealers Everywhere. If your Dealer can't supply you, send for FREE Color Card and Samples.

★

## CLAREMONT WASTE MFG. CO.

"The Country's Leading Manufacturers"  
CLAREMONT, NEW HAMPSHIRE

INVEST IN AMERICA'S FUTURE—BUY AN EXTRA WAR BOND

**A** grand and  
**G**lorious Aim  
**B**onds for  
 Victory!

**A. G. B. STENCIL SILKS  
 VITAL WAR MATERIAL**



Many of the informational and identifying markings on war equipment, parts and ordnance are made with A. G. B. Stencil Silks. To this extent, A. G. B. Stencil Silks are a vital war material serving full time in the drive to victory.

**ALBERT  
 GODDE  
 BEDIN, Inc.** ★ ★ ★ ★

244 MADISON AVE., NEW YORK  
 BRANCHES:  
 Chicago, Los Angeles

**Remodeling and Maintenance  
 Keep Roanoke Firm Busy**

Extensive Plant Will Be Ready for Go Signal

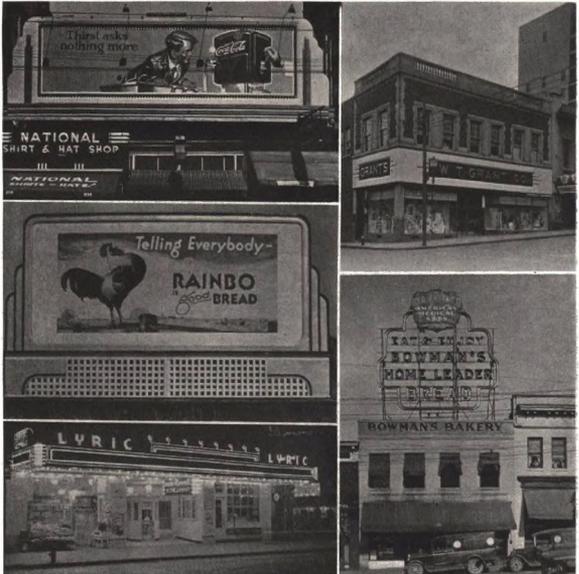
THE new industrial South is typified by Roanoke, Va., and by Stanford & Inge. In contrast to its setting in the state which was the first English colony in America, the city, itself, is only about fifty years old. It has a population, as given by the 1940 census, of approximately 80,000 people. Within a ten-mile radius of Roanoke, there is a population of 130,000 people. It has a very desirable climate, with an average temperature of 58 degrees.

The growth of this city has been steady and secure. However, its industry is quite stable, and the community is without any increased population due to war activities. Roanoke's plants do have a few war contracts, but it does not have the boom in which some of the cities have been thriving. The entire South looks to consolidation of population and industrial gains after the war. Roanoke,

by the nature of its steady growth, should be classed as exceptionally fortunate in this matter.

In Roanoke in 1928, Stanford & Inge started in business as a corporation. The business was organized by J. W. Inge, Jr., as president, and J. E. Stanford as secretary-treasurer. In the last sixteen years the company has built or painted practically every type of sign in the books, from the smallest showcard to the largest spectacular. Its outdoor displays loom over Virginia, West Virginia, North Carolina, and the District of Columbia. In fact, it has been said by signmen that you can not get ten miles from Ohio to Georgia, or from Maryland to Tennessee without passing a Stanford & Inge installation.

The company maintains 350 bulletins and 150 walls throughout the area which it serves. All sign services are offered,



GOOD WORKMANSHIP has sold Stanford & Inge to the Piedmont section. Here are some of the company's well-known installations.

including hand-lettered display cards and quantity process work, real estate signs, etc.

At present, the company is operating on a more or less skeleton basis of twenty-five employees, and is servicing signs throughout North Carolina, West Virginia, and Virginia. Although they are not doing any new construction, they are remodeling old installations and giving general service throughout the territory.

Harry Rudd is superintendent of the art and paint department. Rudd was more or less brought up in the sign busi-

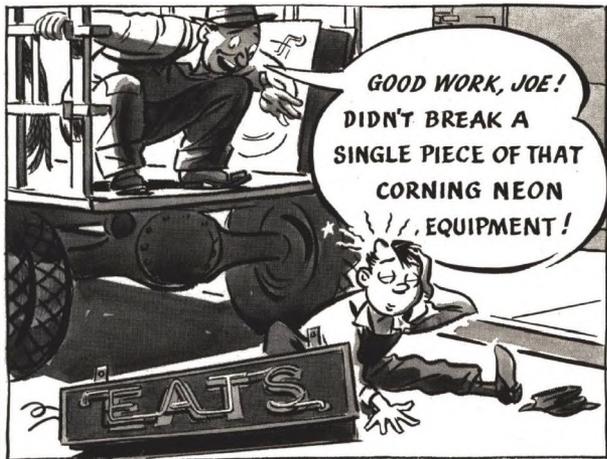


J. W. INGE, JR., president, and J. E. Stanford, secretary-treasurer of Stanford & Inge, Roanoke, Va.

ness, being the son of an old-timer. He has been with the company for thirteen years. Roy C. Stanford, brother of the secretary-treasurer, is superintendent of construction and service, and has also been with the company for about thirteen years. Walter Atwater, colored, has been with the company for about ten years, and is the main billposter.

Of course, selling signs and service at the present time is not the chief problem with Stanford & Inge. As with everyone else, the material-labor-time element is more pressing. However, sales problems will arise and the company was asked to comment on how commercial signs and spectaculars should be sold, and whether design, merchandising and sales factors affecting the business of the purchaser, or the mere stimulus and recommendation of existing signs, were the chief motivating factors in influencing a merchant or advertiser.

The reply was that sign design has a lot to do with sales. If the design is attractive, and is the right sign for the particular location, the sales job is greatly expedited. However, a reputation for good workmanship, which the company strives to maintain above all, is most essential. Present installations account for approximately 75 per cent of sales at the present time.



**GOOD HEADWORK, JOE!** The bump will go back to normal, but you couldn't have replaced that *Corning neon equipment*. We suggest you follow Joe's example and take extra good care of the *Corning sign tubing and Pyrex neon housings and bushings* you still have. Remember that as soon as the Axis says "STOP," we'll say "GO" to the production of new neon equipment for you. Until then let's all back the attack . . . with war bonds.



**WHILE THEY LAST . . .** we can offer you our existing stock of glass parts for *Pyrex Elevation Posts*. They're strong—provide adequate insulation—and are inconspicuous because they're made of transparent *Pyrex brand glass*. First come, first served. Place your order today. Lamp Sales Department, Bulb and Tubing Division, *Corning Glass Works, Corning, N. Y.*

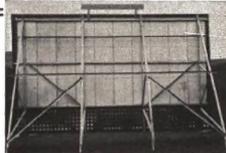


"YOU HAVE DONE A GOOD JOB OF SENDING GLASS TO WAR"



## Pyrex Neon Equipment

PYREX is a registered trade-mark and indicates manufacture by Corning Glass Works, Corning, N. Y.



### THEY EARN THEIR WAY

In war or peace, Tiffin sectional construction—which permits easy portability from one location to another, and quick, easy erection—is vitally important to economical operation because it saves money, labor, and time. That's why you seldom see an idle Tiffin "All Steel" Panel—that's why they always earn their way. We hope the time is rapidly approaching when we can again produce them for you.

THE TIFFIN ART METAL COMPANY  
TIFFIN, OHIO



ADAPTABLE • DURABLE • DEPENDABLE

\* Buy War Bonds \*

JUNE, 1924

### Storage

**I**N VIEW of resumption of peacetime business it is well to look ahead to that time by planning now to avoid past mistakes. During the lull sign advertising has opportunity to tabulate those mistakes and to set about making changes that will eradicate them.

Previously there have been pointed out several phases of the industry that need adjustment. A new phase not before discussed is the matter of storing signs. Along this line have grown inequities that have added to the cost of operation of the sign producer. Signs purchased and not taken out are an added overhead cost and an added responsibility to the sign manufacturer. Storage space, insurance against fire or other loss are all items of expense, adding to the cost of operation.

It certainly is within the realm of possibility to establish a custom within the industry that is fair alike to the advertiser and to his sign producer.

electrical advertising, dealer signs, store front advertising.

While it will be easier for management to get back into peacetime production, it may be more difficult for sign manufacturers to get back into sign production. It will all depend upon releases of materials. At least a note of warning should be counselled. It will not profit a manufacturer to use up in quick production all his stock and then wait in idleness for more stock. Conservation of stock will probably be a good policy to follow religiously. Pay more attention to quality production, better design, better displays.

We are bullish on sign advertising for the long pull, for its use will expand and it will grow in the favor of advertisers. We are not so bullish, however, on the possibilities of an early release of great quantities of materials and supplies, for release is more apt to be gradual. Such a condition could be utilized in building a better future for sign advertising.

### Preparedness

**W**HEN the war is over the billions of dollars invested in factories will not stand idle, but will be converted to peacetime production even more quickly than was the conversion to war.

Because management is planning now for peace when it comes, which will enable management to quickly get back to consumer goods production. That course will not be as new or as difficult a course to chart as was the venture into war production.

Also management is planning now its advertising features for peacetime sales. So are alert advertising promoters planning their future operations with the result that many contracts have been placed for sign and outdoor advertising, for dealer helps, for point-of-purchase displays.

Certainly now is the time for the purveyor of advertising to be most alert, to keep in touch with his customers, to plan for his own production, to keep informed concerning every element that enters into the successful production and sale of advertising features such as signs, poster panels, bulletin displays,

### Sign Maintenance

**A**LERT for new opportunities the electric sign industry has found a new and remarkable source of profitable business despite the war and its many restrictions. Maintenance has furnished that eye-opener for many sign concerns. Before the war, maintenance was considered more or less a side issue, except for a few maintenance firms in the very largest cities; it was given very little attention as a source of real possibilities. A sign firm offered maintenance as a matter of course because others did. Building new signs was considered the main show.

Some sign firms now report making a bigger profit from maintenance with a reduced staff than with a larger staff keyed to manufacturing. This may have its future effects on the business.

It may lead to a condition where less and less sign advertising features will be sold outright, and more and more contracts taken for sign leases and maintenance, the sign concern taking full responsibility for the complete maintenance of the electrical advertising feature for a definite term.

Chevrolet placed an order for 7,000 dealer signs. . . . Anheuser-Busch contracted for a spectacular at Broad and Market, Newark. . . . Piedmont cigarettes, LaPalma and Harvester cigars, B.V.D. underwear, Jantzen swim suits, Exide batteries, Arrow collars, Gold Dust were prominent on New York City's outdoor displays. . . . New York's newest spectacular was for Harford Saxony rugs, in Times square.

Outdoor advertising companies did a business of \$40,000,000 in 1923, compared with \$12,000,000 in 1917, showing an average annual increase of \$4,000,000. . . . Board of Regents of University of Wisconsin accepted on May 24 Barney Link Fellowship Fund offered by Poster Advertising Association and Wisconsin Poster Advertising Association.

Criterion theatre, New York City, was transformed into a medieval Tudor castle by Mortimer Norden Company for Mary Pickford's new production, "Dorothy Vernon of Haddon Hall." Sign contained 4,000 25-watt lamps and six miles of wire. . . . Federal Electric Company was conducting a mail campaign in Chicago promoting electrical advertising. . . . S. T. launched a survey of the electrical advertising field, found that forty-two cities had 21,802 electric signs, using 1,663,777 sign lamps.

Frank C. Fish, Fish Sign Service, Waterloo, Iowa, was elected a city councilman. . . . Name of Ogden (Utah) Advertising Company changed to Anderson Advertising Company. . . . F. B. Davidson succeeded George Kirkland as manager of King Sign System, Covington, Ky. Ed Walker was secretary. . . . Triangle Paint & Sign Company was incorporated in Hamilton, Ohio. . . . Quelh Sign Company incorporated in Cincinnati.

Osgood Sign Company, Chicago, closed contract for all sign work for Standard Oil Company in Illinois, Indiana and Ohio. . . . Local 830, Chicago, got into new quarters. . . . Frank Van Ness was doing pictorial work for Cusack's Memphis plant. . . . Jim Mahoney was located in New Bedford, Massachusetts.

Al Fresco Advertising Company, St. Louis, broke ground for new studio and office. . . . Edward C. Kelly and Bert Lovelidge were elected president and secretary, respectively, by Kentucky Poster Advertising Association. . . . The Packer of Cleveland Company was incorporated by Harry H. Packer. . . . T. I. Stoner, Stener-McCray System, Des Moines, sailed on the Aquitania May 7 for France. . . . James A. Curran returned from a Caribbean cruise.

Milburn Hobson, Dallas manager for United, appointed on Committee of One Hundred to manage Texas Centennial celebration.

John Sherrill was commercial manager for Price, Mapes & Cobb, Savannah. . . . Little Hughey was foreman for P. & H. Morton, Baltimore. . . . F. O. Andres, Sr., San Francisco, on an extended eastern trip demonstrating his patented methods of gliding on glass. . . . Knapp Advertising Company, Tulsa, bought out Finney Outdoor Advertising Company.

# DISPLAY ART

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FIFTH WAR LOAN twenty-four-sheet design by Richard Thompson.

ONCE AGAIN, outdoor will play an important part in a war loan campaign. Beginning June 12, for four weeks, every advertising medium will be trained on the Bond drive. Among the most-read advertising messages again will be the sponsored panels shown here. These panels, as with the several dozen sponsored designs which have impressed themselves on the millions of busy Americans during past drives, while traveling to and from work, or while on shopping trips and other errands, by car, streetcar, bus, or afoot, will deliver a much-needed punch to the drive.

Our cities will have good showings of this copy on prominent locations. Some plants have panels strategically located which are continually allotted to war



ANOTHER DESIGN for the current drive, by Atherton.

project promotion. These displays, sponsored or unsponsored, are like the editorial page of a newspaper—1,000 times more accessible, and a million more times read.

The government, the Red Cross, and the war agencies want these panels—as many of them as they can get. That officials of the Bond drives and others appreciate the effectiveness of outdoor for their purpose is proved by the many letters of appreciation that have been accumulating in the files of outdoor advertising officials. Progressive plant operators are selling sponsorship as widely as possible and are donating prominent space for this and other wartime copy, despite crowded plant conditions.

# SCREEN PROCESS --- BY DURAN



FROM MEXICO CITY come these striking screen processed point-of-purchase displays. Adrian Duran, artist and color expert, of Photo Process Duran, produced them for American advertisers and for his affiliate color concern. The Ipana display stands 31 inches high, with illustration in center in full color. A pale green blends into a dark green toward the bottom of the three panels. The three small productions are two booklet covers and a 12-inch-high Coty display, with small front cut-out of powder boxes. Sal Hepatica card has varnished finish. Gold and red lettering on navy blue, with cutout jar of paint standing away from card is the schema of the Vinci poster.

# WINNERS OF McCANDLISH AWARDS



FROM AMONG several hundred poster design entries submitted to the McCandlish Awards for 1944, the design by Robert Pettinato, of Philadelphia, was awarded first prize, \$500 in War Bonds, as announced by A. R. McCandlish, president of the McCandlish Lithograph Corporation. Pettinato's entry, above left, was a twenty-four-sheet poster design featuring Coca-Cola.

The awards are given annually for the best twenty-four-sheet poster designs advertising a selected group of products. These poster designs are prepared especially for the contest and can not have been used previously in the advertising of the products. This contest has become the most important original poster design contest held annually in the United States.

Second prize, \$300 in War Bonds, was won by Wil-

liam E. Mattera; third prize of \$50 in War Bonds was awarded to Reynold Abbruzzi, and fourth prize, a \$50 War Bond, went to George H. Rodenhausen. In addition to these prizes, honorable mention certificates were also awarded to a group of outstanding entries which, in the judgment of the jury of awards, merited this recognition.

Contest products this year were: any cigarette, any gasoline, any soft drink, and any local bakery product. Benjamin Eshloman, president, Benjamin Eshloman Company; Charles Faldi, art director, Benton & Bowles, Inc.; R. Barclay Knight, advertising manager, Tasty Baking Company; Sascha Maurer, poster designer, and Mark B. Seelen, general art director, Outdoor Advertising Incorporated, composed the jury of awards.

# TOP PRODUCTION STILL DEMANDED



THERE HAS BEEN no let-up on the production front. The demand for capacity production in many lines will continue. Art Sign and Display Company, Inc., of Newark, N. J., who have worked with many large manufacturers on their employee relations, production, safety, absentee, and morale problems produced these posters and display material. The punch is the thing in this type of display, as Arthur E. Skoler of the company pointed out in an article recently. A poster, display panel, and one of the popular types of "scoreboards" are shown. Small labels are to combat absenteeism. Art Sign and Display created the original art work and layout for the slogan, lower right, which was a national poster, 40,000 distribution. The man pointing to the poster created the slogan.

## POSTERS PROMOTE "PRESENTEEISM"



BE A PRESENTEE  
WEAR THIS BADGE



Join Today!

LIMA EMERGENCY COMMITTEE  
SPONSORED BY 23 LIMA WAR INDUSTRIES AND ORGANIZED LABOR



BE A PRESENTEE!  
*Earn Your*  
HOME FRONT SERVICE BAR

BE ON THE JOB — ON TIME — EVERY DAY FOR NINETY DAYS!

LIMA EMERGENCY COMMITTEE — Sponsored by 23 Lima War Industries and Organized Labor



LIMA — home of the  
WAR SERVICE LEGION  
OF PRESENTEES

*on the job — on time — every working day*

LIMA EMERGENCY COMMITTEE  
SPONSORED BY 23 WAR INDUSTRIES AND ORGANIZED LABOR

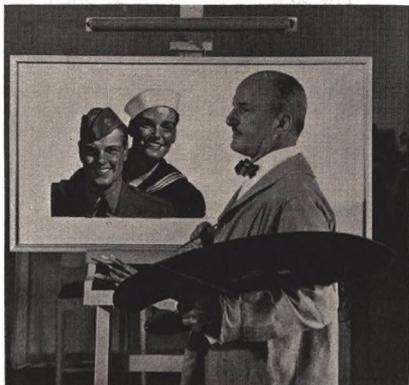
THESE DESIGNS were arranged and sketched by the Howard Swint Advertising Agency, Marion, Ohio, to promote "presenteeism" among industrial plants in the Lima, Ohio, area. Posters, car cards, radio, and newspapers were used in the campaign. This positive approach to the continuing production problem has proved effective in that presenteeism had climbed from 91.5 per cent to 93.3 per cent, according to the first report. The goal is 96.5 per cent or better. Ghaster Outdoor Advertising, Inc., of Lima handled the outdoor advertising.



**BOLDFACE EGYPTIAN**—An outstanding letter for poster, theatrical, showcard, and headlines. Note scalloped line in the two top rows of lettering is worked through center of letter. The two bottom rows have the scalloped lines running from top to bottom. This is No. 150 in the Alf R. Bester series of alphabets appearing in *SIGNS* of the Times.

# WORK OF THE POSTER ARTIST

IS PROJECTING WAR IDEAS  
WITH GREAT EFFECTIVENESS



## HAYDEN HAYDEN

A MASTER OF THE  
POSTER STYLE

THAT THE POSTER is the most direct and forceful means of presenting certain ideas so necessary to unified action in wartime was proved long before the present conflict. Back of the fine posters which have proved so successful in the projection of ideas is a group of talented men, trained not only in the skillful handling of line and color but also possessing a mastery of the dramatic, the narrative, and the arresting qualities that can be achieved with the graphic medium.

Hayden Hayden, illustrator and poster artist, is one of the men whose talents have proved most effective in helping to consolidate America behind some of the important issues. In addition to his skillful mastery of ideapresentation, this artist's work has an elegance and distinction that makes it very pleasing to the eye without sacrificing any of its forcefulness. We believe that his work will be seen even more on the panels with the increase that is on the way in the outdoor medium.

Left are four of Hayden's twenty-four-sheet designs. Three of them are of the best propaganda type, while the fourth is an advertising poster, included, "to show I paint the gals too," as Hayden said. Any student of advertising art will recognize the distinctions and differences of the various painters. These characteristic differences are just as much a part of the individuality of an advertisement—particularly a poster—as the brand name or the slogan. Advertisers, we predict, will be looking for art work of character—that captures the public fancy—with which to identify their products.

## Chicago Art Directors' Poster Award Winners

BLACKSTONE HALL, of the Chicago Art Institute, housed this year's exhibition of the Art Directors' Club of Chicago. This organization's purpose is to bring to the attention of all interested in the arts the progress made in advertising art in the Middle West from year to year.

The exhibition had on view this year a selection of 250 pieces from a total of 1,700 entries. These entries, the



organization wishes to point out, were all of exceptionally high calibre. Media represented included mass magazines, business papers, direct mail and catalogs, and newspapers, as well as posters.

Sharing honors with a Wac poster by Stanley Ekman for the U. S. Army Sixth Service Command, the Coca-Cola twenty-four-sheet design by Haddon Sundblom, Chicago artist, won medal honors in the poster division, and a merit award went to Lyman Simpson's Stag beer poster, below.

Harold Jensen, chairman of the exhibition committee of the A. D. C. C., Joe Benge of Maxon, Inc., Chicago, who produced copy and layout, and Lyman Simpson, who produced the painting, are shown standing before the Stag beer poster.

## ART TODAY

By Edgar Leeteg

A PRIZE-WINNING twenty-four sheet poster and a priceless masterpiece of art have in common the five essentials of all good art.

Good art is founded upon five principles. Read them, repeat them, enumerate them on your fingers, burn them into your consciousness; for through studying, mastering and being ever mindful of them, you can be an artist—a good artist. Here they are: draughtsmanship (drawing ability), composition (layout), idea, tonal values (light and shade, usually expressed in color), and technique (the artist's individuality of expression).

It is a pity that so many artists defeat themselves by mimicking the technique of some successful artist. Of all the imitators of John Held, Jr., and Paul Gauguin, did even one rise above mediocrity? Develop your own personal touch, your own technique by which your work is distinguished, as is that of Rockwell and Leyendecker.

Good drawing has always, and rightly, been associated in everyone's mind with good art; however, important as good draughtsmanship is, it is only one of the necessary fundamentals in a successful work of art. By good drawing is meant the limning of objects in their true or idealized proportions in their real or fanciful perspective. Drawing should not be confused with tonal values which have nothing to do with outlines, perspective, or proportion. Tonal values deal with the light and shade of a picture, giving atmosphere, mood and plasticity to the picture. Color, while an extensive study in itself, is only an enhancing attribute of tonal value since tonal value can be expressed without color.

Bob Hope gave probably the best description of composition when he replied to that outworn question, "What has she got that other girls haven't got?" Bob's reply was, "Nothing, only she groups it better." So composition, which is the study of grouping, balance and subordination of the different units of a picture distinguishes the work of art from other paintings otherwise equally skillfully executed. Never underestimate the importance of "grouping it better."

Fortunately for commercial artists, there is no need to stress the importance of the idea as a fundamental to good art. Idea is the deciding factor that pins the prize ribbon on the picture that has it. Ideas are the muscles of the mind and are gained only through rigorous mental calisthenics.

It is conceded that the rush and demands of our commercialism do not allow the artist the extra time needed to do original work; however, for the sake of your future career, try to inject into each job, whenever possible, your best drawing efforts. Strive for a studied composition built around an idea of your own, and with your own individual technique practiced with due regard to tonal values.

Commercial art is advancing upon the territory long held by the fine arts, and every one of you can be in the vanguard of that advance with the five fundamentals as your shield and weapon.

## Four-Color Process

[Continued from page 8]

then adhering to the silk. After this is dry, you remove plate or film from screen and wash with solvent to remove cement used on plate or film. There are many different sensitizers and prepared films on the market and all have complete instructions as to methods of preparation and application; therefore, you may test the results of these or if you prefer you can mix your own.

Upon complete drying, the yellow screen is then blocked in with dams, and the finishing touches are added. Places where perfectly white spots are wanted, such as highlights, are painted in on the screen with filter. It is then ready for proving.

The red is the next color, Fig. III, and is somewhat similar to yellow, except that the faces are a little lighter and on the soldier's shirt. Also on the red we have some lettering and part of the border. If we desire we can put this lettering in separately, by cut stencil if the size of our finished reproduction is to be large, because the pictures can be made separately, thus cutting down the size of positives and making it easier to handle them. It is advisable to use No. 16 silk for the red. Like the yellow it is to be made carefully because it is very easy to make the delicate skin of a baby look like a ripe tomato.

The procedure is the same for the photographic part of the red screen and if the lettering is to be put on separately it is advisable to use key sheet to mount stencil.

Fig. IV shows us the blue positive which is also a combination of the lettering and pictorial. This should be a tight screen: by this I mean the dots in the light places should be kept small because blue is a dirty color if printed too heavy, even if it is light in shade, due to going over red and yellow. The same procedure for making the screen is used as in making the yellow and red except a little more time on exposure may be used to reduce the size of dots. No. 18 silk is recommended for the blue.

Now we come to the last color, Fig. V (black). It appears to be the same as the blue, that is, in the faces, but it is used in order that you can have a wider range of cleaner colors and give depth to the picture that could not be obtained in a combination of yellow, red, and blue alone. Since black usually prints well and is not as dirty a color as blue, it is advisable to use No. 14 silk in order to get a full black for solid spots. The screen procedure is the same as the others with a little extra exposure time as allowed for the blue.

This completes a general outline of making the screens for this job, Fig. I and it is hoped that you and I can do better work for their future today and tomorrow.

### Paint Industry's Aid Gets CED Nod

"A live-wire stimulus to postwar planning," the Committee for Economic Development termed the first bulletin of the paint industry's "Looking Toward Tomorrow" series. The first bulletin warned paint manufacturers of the disastrous effect of mass joblessness, and exhorts them to "do everything possible to find ways to create more jobs and still more jobs."

# TACK STENCILS FASTER AND BETTER WITH A **Star**

COMET MODEL



## Automatic One Hand TACKER

### HOW IT WORKS

Stretch material tight, hold in place with one hand, then tack with other hand. Just squeeze handle to operate. Twinpoint staple tacks hold firmly, yet can be removed easily. Dozens of other handy uses in sign and decorating work.



It's patriotic to use V-Mail when writing to men overseas. V-Mail saves vital shipping space, doesn't get lost and gets there quickest.



PRICE—Star Comet tacker and 5000 staples complete for \$8.00 postpaid. Money back guarantee.

## Star★ Paper FASTENER CO., Norwalk, Conn. Dept. 3

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Many publications already have long waiting lists for service to begin at some future date when and if present subscribers fail to renew, but at the present time we can accept new subscriptions for immediate service.

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So, use the order blank today and you'll have no further worries about getting your copies of SIGNS OF THE TIMES regularly every month.

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Box 1171, Cincinnati 1, Ohio.

I enclose \$3.00, for which send me SIGNS OF THE TIMES each month for one year, beginning with the next issue. (\$3.00 in United States, U. S. Possessions and Pan American countries; \$3.30 in Canada; \$4.00 Foreign)

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6-44

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# LETTERING BRUSH

You've Been Waiting For!

THE NEW  
**PERFECT-ROUND  
SPLIT-PROOF  
QUILL  
LETTERING  
BRUSH**

U. S. Patent 2313675

This is really your idea of a perfect lettering brush! We asked hundreds of users to tell us what they wanted most in a brush of this type—here's the answer!

- Eliminates all disadvantages of old-type quills!
- Quill end is bent over. No splitting; quill edge cannot cut the hats.
- Wires are soldered; cannot open. No tearing of clothes while cleaning.
- Handle permanently attached; so loose wire ends is bother you.
- Quill always perfectly round.

**SEND COUPON TODAY FOR SAMPLE—INCLUDE 40c COIN OR STAMPS**

**DELTA BRUSH  
Manufacturing Corp.**

14 West 17th St., New York 11, N. Y.

Send a sample of your new lettering brush to (40c enclosed):

NAME: .....

STREET: .....

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MY FAVORITE DEALER: .....

# CARD TRICKS

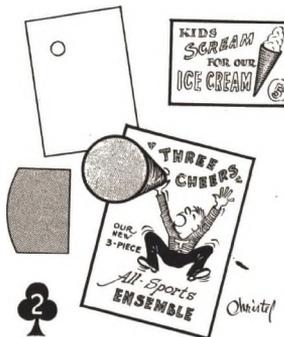
Colorful Papers Make Showcards Dynamic

By V. E. CHRISTEL

As a writing surface, paper is one of the oldest materials. Paper, however, may be used to convey an idea in a newer way: minus ink or paint. Without going to the elaborate lengths of the paper sculpturists, the card writer can use odds and ends of paper to add a third dimension to show cards.

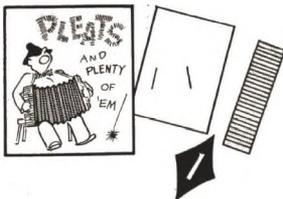
The possibilities are as limitless as the designs of women's hats. But as the hat is an accessory to the lady, so is the showcard an accessory to the merchandise or service. So the simpler creations are not only less expensive and take less time to produce; they are also the most effective.

Papers are available in so varied an assortment of texture and design that almost any effect may be worked out. Fairly heavy papers that hold their shape, such as display papers or printers' cover papers, should be used. Often, scraps of a paper used in



candles to help celebrate an anniversary or holiday.

Another idea is to cut the paper as outlined, pull it into the card to resemble half a glass, add a little shredded cellophane and a couple of straws and the shopper's eye will pause to refresh itself.



a background can be used, thus tying in the card even more closely to the rest of the display.

In the illustrations herewith, the blank card is shown as a white area, with cut to receive the paper indicated. The paper is seen as a shaded area, cut out ready to be rolled or folded. A dab of mullage will secure the end or ends of the paper to the back of the card.

1. This little trick is simply a strip of black (or other colored) paper pleated to simulate the bellows of an accordion. Let it sag a little for realism.

2. Cut a curve across one side of a rectangle of red paper, and roll into a cone. Placed in the hole in the card, it makes a megaphone that helps blare out the message. Using a cream or tan colored paper, the cone may be used as a cone, applied to the face of a card and filled with cotton ice cream.

3. Here we have simply a rectangle of paper and parallel slots in the card. Curve the paper into the slots. Then punch a hole near the top, pull through a couple of inches of light roping, and you've got a bang-up Fourth of July card.

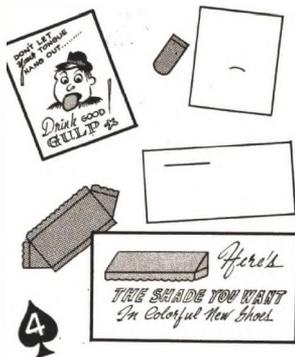
Or, take two narrower rectangles of different lengths and colors, apply them to the card in the same manner, light them up with a splash of paint, and you have handy



4. Above is a simple little trick with pink paper that may be varied in a number of ways.

Below is the same principle elaborated upon. The paper is cut and folded to form an awning, which may be a solid color or have the stripes painted in.

If a quantity of the same design is used for a bank of windows or a number of display spots, the card and paper blanks may



be prepared with a cutting machine or templates.

In all cases these paper pieces should accent rather than distort the card's copy.

## Crack Process Crews at Aberdeen

Thirty-nine enlisted men, most of them experienced in screen process before induction, or previously allied in some way with the graphic arts, are the skilled workers who are, with Lieut. C. S. Bruce, making silk screen reproduction history at the Aberdeen Proving Ground in Maryland. They are assisted by fifty women ordnance workers.

"I am sure the production figures seem high to the commercial silk screen man who is reproducing art work and working with transparents, touche, splatter, and other methods," states Lieut. Bruce, "but as I brought out in the article (April S. T., page 12) we have simplified our master copies, sticking to straight lines altogether to obtain our highlighting. As Bert Zahn said when he visited the plant about a year ago, 'If I hadn't seen it, I wouldn't believe it.' And as we have increased our production since that time, I don't expect anyone to believe it without seeing it; so I am extending an invitation to any processor interested to visit our plant."

The enlisted men whose experience is helping in this work include T/Sgt. Joseph Corvaia, supervisor, formerly of Baltimore; T/Sgt. Elmer Eaton, chief clerk, Waterville, Me.; S/Sgt. Julius Levine, mechanical draftsman, New York City; S/Sgt. Bernard Rubery, shipping clerk, Cincinnati; S/Sgt. Theodore Witte, chief operator, screen process, New York City; Sgt. Maurice Blickman, mechanical draftsman, Quincy, Ill.; Sgt. Frank Denaro, operator, screen process, New York City; Sgt. Orlando Trombetta, artist, New York City; T/4 Nicholas Albanese, paint mixer, Columbus, Ohio; T/4 Dudley Gifford, artist, Uxbridge, Mass.; Cpl. Samuel Berkowitz, artist, New York City; Cpl. Edward Brazze, process table operator, Westfield, Mass.; Cpl. Raymond LaPointe, process table operator, Lowell, Mass.; T/5 Leland Bear, mechanical drafts-

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**SERIES**  
**TIME**  
**SWITCHES**

**Only \$13<sup>00</sup> LIST**

**YES SIR . . . NOW** is the time to reduce your "SERVICE TIME" . . . the petty but constant annoyance that slowly EATS UP profits of completed installations.

Make the PARAGON 300 Series Time Switches a regular "must" on ALL installations of signs, commercial lights, window-lighting displays and all other phases of electrical advertising.

PARAGON Time Switches operate perfectly in any temperature ranging from 125 degrees above zero to 20 degrees below zero . . . easy to install and set . . . require practically no service . . . positively not affected by dust . . . highest type of design and construction.

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SIGN AND ELECTRICAL  
SUPPLY JOBBERS AT GEN-  
EROUS TRADE DISCOUNTS**



man, Roberts, Ill.; T/5 Allen Bresler, process table operator, Albany, N. Y.; T/5 Vincent Cheraso, mechanical draftsman, Cleveland; T/5 Lester Dobbins, stencil cutter, Wilmington, Del.; T/5 Bernard Friedman, artist, Chicago; T/5 Amor Immler, artist, Baltimore.

Pfc. Carl Beaver, laborer, Charleston, W. Va.; Pfc. Michael Gagliardi, mechanical draftsman, Dover, N. J.; Pfc. Daniel Rasmussen, artist, Philadelphia; Pfc. John Weaver, stencil cutter, Hartford, Conn.; Pfc. Victor Wilwerth, draftsman, Collingswood, N. J.; Pvt. Jerome Creed, mechanical draftsman, Cincinnati; Pvt. Ralph DePampellone, mechanical draftsman, New York City; Pvt. Max Jacobson, process

table operator, Edgar, Neb.; Pvt. Robert Koci, mechanical draftsman, Chicago; Pvt. Herbert Kornstein, stencil cutter, Philadelphia; Pvt. Maynard Meyer, process table operator, Winsted, Conn.; Pvt. Patrick O'Connell, process table operator, DeWitt, Iowa; Pvt. Robert O'Hara, stencil cutter, Ebensburg, Pa.; Pvt. Donald Salvato, stencil cutter, Philadelphia; Pvt. Stephen Simko, clerk typist, Torrington, Conn.; Pvt. William Simons, sign painter, New York City; Pvt. Nelson Sinex, mechanical draftsman, Richmond, Ind.; Pvt. Jules Steiner, artist, Cleveland; Pvt. Alfred Tepper, process operator, New York City, and Pvt. Reuben Valiant, mechanical draftsman, Brooklyn, New York.

*There's lots of life left in old signs and marquees if they're made of*



Timely reconditioning and repairs keep signs in service. A special rust-resisting, heat-treated zinc coating keeps signs made of Superior Galvannealed on the job longer.

**THE SUPERIOR SHEET STEEL CO.**  
CANTON, OHIO

**Mercury Specially Refined**

*and Suited to Fluorescent Lights*

By an improved refining process, mercury metal has attained a degree of purity never before known. This mercury gives better results wherever extreme refinement is of value. It has proved itself especially adaptable to the making of fluorescent lights or neon tubes.

Write for full information regarding—

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for which the following is a typical testimonial—

"MERCURY BRILLIANT is the best we have ever used. All our customers tell us that since we used this Precision Tube grade of mercury, the signs come up fast and brilliantly clear."

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# WPB Order Still In Effect But New Interpretation Issued

A recent newspaper article indicated that a new War Production Board order permitted small plants in labor shortage areas to resume unlimited output of civilian items. As this article created some impression that sign manufacturers would be permitted to resume production, inquiry was made by SIGNS of the Times to determine if such was the case.

Advice was received that "The article referred to is a reprint, in part, from an announcement made by Donald M. Nelson, chairman of the War Production Board, May 9, 1944. In substance, this re-states the established WPB policy that resumption or increases of production will be authorized only when they will not interfere with military programs, and stipulates that as a general thing such resumption and increases should be placed in areas designated by the War Manpower Commission as Group 3 and Group 4 Areas.

"This reprint clearly indicates the WPB policy toward the manpower situation which, in most cases, is a far more critical consideration than is controlled materials. Many of the larger sign manufacturers are located in the acute and stringent labor areas and would, therefore, continue to come under the distinct jurisdiction of this policy.

"However, regardless of the labor situation in any area, the production of metal signs is forbidden by Order L-29 and many other L and M Orders. Until such restrictions are removed, the manufacture of metal signs may be authorized only after a grant is issued from the provisions of the several orders prohibiting production of metal signs."

However, to clear up some misunderstandings of the metal sign order, L-29, the War Production Board issues Interpretation 1, on May 13, 1944, and the content of the interpretation is quoted herewith:

"Part 3302—Service Equipment  
[Limitation Order L-29—Interpretation 1]  
"Use of Metal in Metal Signs and Accessories

"The provisions of paragraph (b) (3) of Order L-29 prohibit any manufacturer from using metal to produce metal signs or accessories. However, because of the definition in paragraph (a) (7) of the order, the use of metal is restricted only when it is subjected to sign manufacturing operations for the first time. Therefore, Order L-29 does not prohibit using fabricated metal parts and materials in manufacturing metal signs and accessories if they were fabricated for that purpose, but it does prohibit both the use of unfabricated metals and the use of parts or materials which were manufactured for other purposes or for general use. For example, a manufacturer of metal street markers may have in his inventory a supply of sheet metal. Some of that stock may be in the form it was originally purchased from the mill or warehouse, while some may have been stamped, cut to size, punched, or enam-

eled as a step in the manufacturing of street markers. Order L-29 forbids him to use the stock which has not been processed beyond its basic form, but does not restrict his use of the stock which has been partially processed to make street markers. This same manufacturer may also have a stock of ordinary joining hardware (such as screws, nuts and bolts), sign accessories, and some other products made for use in the production and assembly of metal street markers. So far as Order L-29 is concerned, he may use both the accessories, and the products which were made for the production of street markers. He may not use the ordinary screws, nuts and bolts because they were manufactured for general use and have not yet been put into the production of signs.

"Furthermore, L-29 does not limit the reuse of metal salvaged from old signs and accessories. It does not matter whether the person who reuses the metal is the same person who originally made the old signs, or someone else.

"The restriction on the use of metal in paragraph (b) (3) of Order L-29 relates only to the production of metal signs or accessories and not to other activities of sign manufacturers, such as maintenance, repair, relocation and installation of signs or accessories. For instance, mere repair of a metal sign or accessory is not production; therefore, Order L-29 does not forbid the use of metal for repair purposes. Similarly, installation, such as putting up a sign, or putting an accessory in place, is not considered production and so far as Order L-29 is concerned, metal may be used on the site in the course of installation. It makes no difference whether the person who installs the sign or accessory is also the person who produced it. (For awhile there was a restriction in L-29 on the use of iron and steel for the installation of metal signs and new accessories, but this was effective only from March 25, 1942, to June 30, 1942.) The use of metal in the alteration of a sign is also not restricted by Order L-29 unless the alteration is so extensive that it results in the production of a new sign.

"In accordance with § 944.10 of Priorities Regulation No. 1, other orders of the War Production Board may also limit the production of metal signs and accessories and may restrict them in other ways. If more than one order is applicable to the same subject matter, the most restrictive provision or combination of provisions governs.

"Issued this 13th day of May, 1944—War Production Board, by J. Joseph Whelan, recording secretary."

## Bailey with Coca-Cola

C. D. Bailey, well-known sign man of Cincinnati, is now doing Coca-Cola sign work in and around the Queen City.

## Outdoor Circulation Up 9 Per Cent, Says T.A.B.

During the fall of 1943 the average effective circulation on outdoor advertising plants of 210 United States cities was 9 per cent greater than it was at the time of prewar audits of the same cities, according to a second wartime report issued May 13 by the Traffic Audit Bureau.

All of the 1943 counts were completed during September, October and November of 1943, while the prewar audits were generally made during 1939. According to the T.A.B. report, 150 cities show increases in effective circulation, 50 report decreases, while 10 remain the same.

The report reveals considerable variation in effective circulation by geographic groups. In addition, in each geographic area the range between the greatest increase and decrease is extremely wide, indicating again that local situations more than national conditions are primarily responsible for variables in traffic trends.

Since the prewar period a considerable shift in the modes of travel has taken place. Pedestrian circulation has increased 75 per cent over the average of a five-year period, 1938-1942, while streetcar-bus traffic has increased 69 per cent and auto-truck decreased 5 per cent from prewar levels.

The proportion of plants which participated is greater in the larger cities than in the smaller ones. There are approximately 400 cities or district showings having a population of 25,000 and over. Approximately 37 per cent of this potential or 150 are represented in this report. As the size of the city increases the per cent of returns increase. For example, out of the total 213 cities of 25,000 to 50,000 population, 48 plants reported; out of 37 cities of 250,000 and over, 28 plants sent in their counts.

In issuing the report, T.A.B. points out that there were five significant differences between this report of outdoor values and data issued by T.A.B. prior to the war.

These differences are as follows: (1) The 1943 counts are not complete counts but samples taken voluntarily by the plant operator at locations in each coverage distribution zone regarded by the operator as typical of the plant as a whole and selected in accordance with the new wartime procedure. (2) The counts were not audited by a T.A.B. field staff but accepted from the plants at their face value. (3) 1943 counts were obtained from locations previously audited and the comparisons which are given in this report are made with identical locations in the audit. (4) The multiplying factor converting the half-hour pedestrian counts to twelve-hour counts has been raised, since the audits, from 8 to 12, and (5) the load factor for converting the half-hour auto-truck counts to twelve-hour counts has been raised from 19 to 22.

### Webster Back in the Game

W. W. Webster, Jr., of Webster Signs, Hampton, Va., who has been ill for a year, has regained his health and is back in business. In addition to operating his commercial sign studio he finds time to conduct a course in graphic arts at Hampton Institute.

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# SCREEN PROCESS EQUIPMENT AND PRODUCTION PROBLEMS

By HARRY L. HIETT

## Screen Process and Leaf Gilding — Part III

Screen process and glass gilding was dealt with by the writer in the second part of this series last month. With this issue, besides the regular screen process equipment illustration, stencil screen and surface gilding is considered.

Surface gilding is all the name implies, and if we could pour into a single cup all of the arts of ancient times: the mystic decorations of Persia and India, the ceremonious designs of old China, the barbaric simplicities of Java, the passionate grotesques of Aztecs and Incas and the geometric conventionalizations of Egypt and Greece, and strain their essence, we would find quite

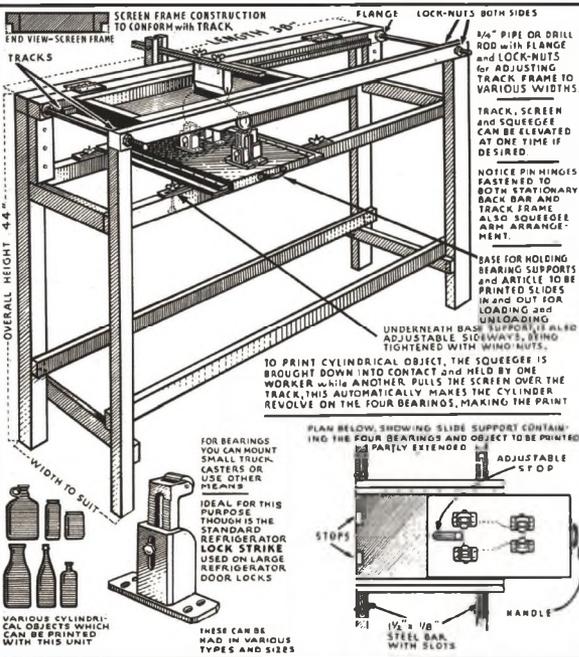
conclusively that gold and silver leaf by surface gilding played an important part for many centuries past.

Whether it is for surface gilding on stone or marble, metal, wood, pressed wood, fabric, parchment, or paper, the principle of application as used today is identical with that which has been employed down through the centuries—the principle of applying a size or permanent bonding agent to which the precious leaf is adhered.

Some materials to which the leaf is applied must withstand a reasonable amount of wear and outdoor exposure, and must be pre-treated, primed, or surface sealed in the

## SCREEN PROCESS EQUIPMENT PRINTING UNIT FOR CYLINDRICAL DECORATING

### PLATE SIX



usual way, as is customary whether gilding is a part of the job or not, for it is not the leaf that deteriorates, but the surface to which it is applied.

For indoor use—signs, for example—the treatment of such basic materials is not as essential, and in some instances, the application of a stencil screen ground coat or one or two coats of spraying lacquer is all that is necessary before stencil screening the size preparatory to laying the leaf.

If a natural background, such as in wood or pressed wood is to be retained, either should be surface sealed first with a coat of white shellac and then varnish, or two or three coats of clear spraying lacquer, sanding if necessary between coats. If varnish is used either over a natural finish or solid color background, this must be rubbed down considerably with fine pumice and oil, to prevent any suction or adherence of leaf outside the areas intended. If a high varnish gloss is to be retained, then it is necessary to either dust such surface with talcum powder or rub over with part of a raw potato prior to laying the size and leaf. In using the raw potato a thin film of starch is given to the surface. This also prevents adherence of leaf particles.

Other solid base materials such as plastics and some laminates which come in various colors and black and white offer a suitable material for direct gilding without any preliminary treatment. Also, with silk, rayon, celanese, or other fabric materials, pre-treatment is not necessary; however, it is necessary to dust with talc or starch film with a potato such surfaces as those of oilcloth and pyroloxin-coated materials, prior to laying the size and gilding.

Where wood, pressed wood, or metal is to be used and a background of smalts, flock, or beads is to be applied, the stencil screen adhesive coat and material are applied after the gilding, and shading (if also used) are completed.

As I have mentioned before, the best size for surface gilding is a slow size, for the longer it takes to set up to a tack, the more lustrous is the burnish. However, whether a fast or slow size is to be used, there is no assurance of a uniform timing, from the time the size has been laid until it has set up to the right tack for application of the leaf. This must be ascertained by the worker himself, the uncertainty being due to atmospheric changes.

In laying the size with screen process we must also take into consideration that a heavier deposit of size is laid than when painted in the usual manner by hand; therefore, to apply as thin a coat of size as possible, the hand-filled lacquer, or photographic type of stencil screen gives best results, for the size must set up or dry completely through without top skinning. However, the cut film stencil is suitable for the laying of the size upon fabrics, for in this instance the size dries both from the bottom up and top down. This is important and has much to do with burnishing.

A good stencil screen size for any of the gold base materials is the regular stencil screen synthetic enamel, generally lemon yellow for gold and gray for silver leaf. This material must be regarded as semi-slow, some slower than others, depending



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The Honor Roll shown above was manufactured by the Hall Sign Company, Winfield, New York, and employs the use of Red Sparkle and White and Blue Dewdrop in two strips. The least sheet in detail the appearance of the Flexglass used in the Honor Roll.

There are many other types, sizes, and colors. Write for our informative folder that may answer your questions and suggest how you can use Flexglass to the best advantage.

This Informative Folder and a Color Card is Yours for the Asking

Flexglass and Flexwood (veneer wood, yet it bends around a pencil) are manufactured and marketed jointly by the United States Plywood Corporation and The Menzel Company.

UNITED STATES PLYWOOD CORPORATION, Flexglass Division  
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upon the brand or make. And before one has become accustomed to the brand he desires to adopt, preliminary tests must be carried out to determine approximately the time required in setting up to the right tack for gilding. This is generally from twelve to eighteen hours, or even longer. These same synthetic colors, too, offer an excellent size for fabrics, for they contain the flexible qualities so necessary.

A good screen process size can also be prepared by intermixing two parts of fat oil size with one part of good coach japan and eight parts of heavy-bodied oil color. This is suitable for only solid base materials, and not fabrics, cardboard, or paper, as it gives off an oil line, or oil seepage around the letter or design.

Also, regular overprint stencil screen varnish, as well as No. 1, 2, or 3 lithol varnish can be added to regular stencil screen oil colors for a medium quick size. For a comparatively fast size, one which will set up in from two to six hours, add an ounce and a half of best coach japan to the pint of standard fast-dry gloss screen process color.

In any event when the size has set up to the proper tack for application of the leaf—determined by pressing the back of your knuckle against the size, and when withdrawn, a slight pull, or snap is noticed—the leaf is applied in a rolling motion directly from the book. If rolled gold or silver leaf is to be used, it is applied with a gilding wheel or gilder's brush.

After the leaf has all been laid and patted down lightly with cotton, the surplus gold or silver is removed, patching up is done, and it is ready for burnishing. This is accomplished by rubbing briskly but lightly with absorbent cotton until the leaf is free from patch lines and wrinkles.

In the burnishing operation, one must be doubly sure that the size has set up to the proper tack, and should not be too hasty in applying his leaf, for if the size is too soft one will experience removal of the leaf at the edges of the lettering or design, or cracking of the leaf, especially when applied to fabrics.

After burnishing, the job is ready to receive the stencilled shade, outline, or border in one or more colors if desired, using either screen process synthetic enamel or fast dry gloss colors.

I might add here, too, and in connection with glass gilding given in my last month's article, that both synthetic enamels and stencil screen lacquers (black) may also be used as a stencil screen leaf backing-up medium. When using the synthetic be certain it is absolutely dry before removing the surplus leaf from the glass.

If the background is to be in smalts, flock, or beads, synthetic enamels are also stencil screened for the adhesive coat. The smalts, flock, or beads must be applied upon the adhesive immediately, or within a reasonably short time after.

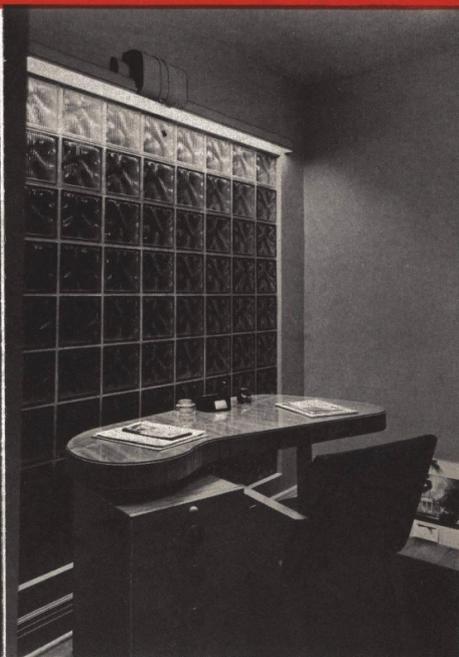
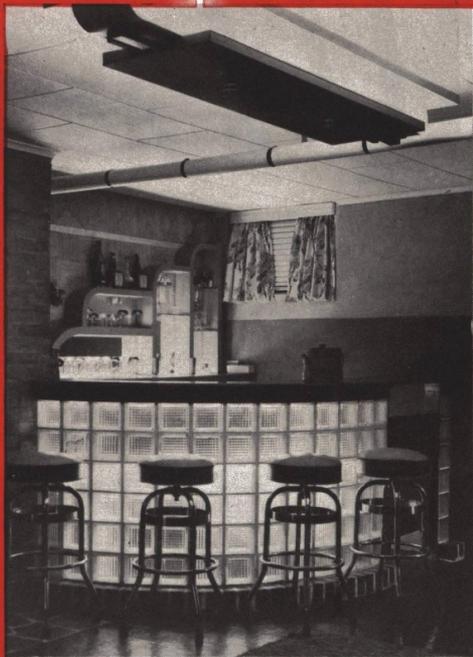
This month's illustration shows a unit for printing cylindrical objects having straight sides, either with ceramic or cold color. This device can not be used for printing cylindrical objects having a cone shape or tapered sides, but in next month's issue a unit will be illustrated for doing such work.

# Cold-Cathode Fluorescent Lighting

A Section of

**SIGNS**  
OF THE TIMES

JUNE - 1944



**Modern Lighting for the Modern Home**

Featured in this Issue:

MODERN LIGHTING FOR THE MODERN HOME  
FLUORESCENT TUBING FOR ATTRACTION BOARDS  
OFFICE LIGHTING IN CANADA

# Sylvania Fluorescent Tubing



## IN STANDARD SIZES—

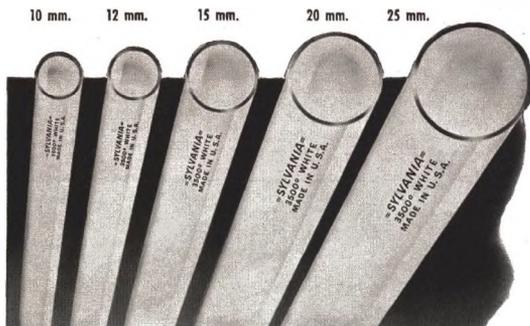
Standard sizes are shown in full scale width. Sylvania Fluorescent Tubing also available in 8, 9, 11, 13, 18, 22 mm. special sizes when ordered in reasonable quantities, but standard sizes are more economical.



## IN STANDARD COLORS

Green	Cream White	Amber Gold
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3500° White	Daylight	Yellow Gold
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# Modern Lighting for the Modern Home

**D**ESIGNER GEORGE F. MEYERS, whose fluorescent fixture designs have appeared in these pages in recent months, submits sketches and photographs to outline the method of installation of cold-cathode fluorescent lighting in the new home of Walter Ruth, president, Ruth Outdoor Advertising Company, West Albany, N. Y.

To support his long-standing contention that design should at all times be practical, Meyers not only designed all the lighting but did all the metal work and installed most of the tubing. The accompanying sketches and photographs indicate the careful manner in which the installation was planned and executed.

Transformer ratings were kept to 30 and 45 milliamperes to better distribute tubing at a wide range for soft lighting and to avoid a commercial appearance to the installation.

The living room, 20 by 30 feet, contains cove, center, bookcase and glass brick lighting as well as two wall brackets. At table height, 8 footcandles of illumination are provided, except under the center fixture which produces 25 footcandles. The wall brackets have a touch of color—just enough to give a cozy effect. The light over the glass brick windows serves two purposes—to

light up the interior and also to provide illumination for the outside entrance.

The office and den is a simple, modern room designed for strict privacy. One light is centered over the desk providing 20 footcandles of illumination. This illumination also serves two purposes—to provide light in the room and to shine through the glass bricks, providing illumination in the hall leading to bedrooms.

The combined kitchen and breakfast room is 14 by 18 feet, with an even light of 10 footcandles, except over the sink, where 25 footcandles are provided. Lighting is also placed over the glass bricks, as the illustration shows, to provide illumination for the side entrance.

The bar and gameroom in the basement needs nothing but soft lighting throughout, and most of the light therefore was concentrated around the bar. Most of the room has 3 to 4 footcandles of illumination, with a touch of color in the ceiling fixture through the use of rose and white tubing. The lighting of the bar, however, is a mixture of pastel shades, blending rose, gold and blue tubing. The glassware picks up the colors nicely and provides a soft, colorful effect. The entire corner of



the room was built up to get a desired color effect.

An innovation not yet completed is an automatically changing transparency being built along one side of the room. Illuminated almost entirely by tubing, the transparency will make a complete change every twenty minutes, showing various scenes of the twenty-four-hour cycle, sunset, moonrise, etc., to provide an outdoor atmosphere. Previous transparencies built by Meyers have proven so satisfactory that another is being incorporated into this home lighting installation.

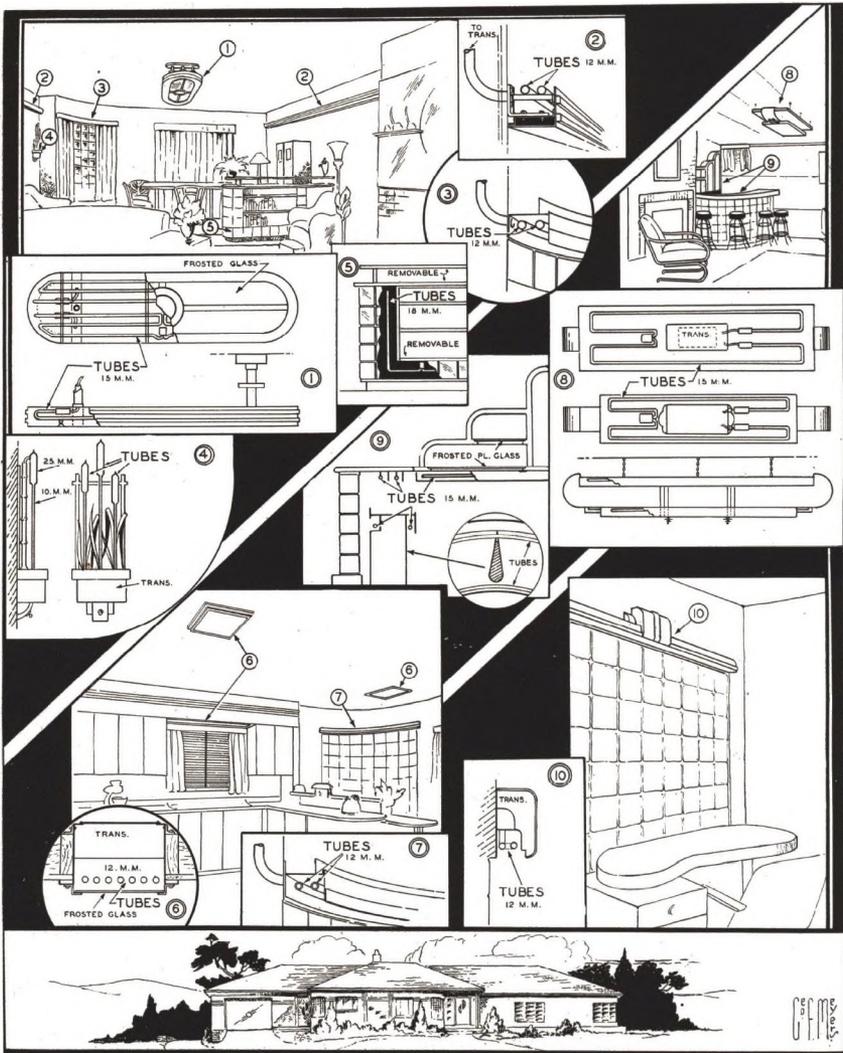
The entire installation has proven entirely satisfactory and has occasioned a large amount of favorable comment because of the soft, shadow-free illumination that cold cathode provides. By careful planning and proper design, Meyers predicts an expanding use of cold-cathode lighting in the home.

On the following page are sketches, providing full installation details.



LEFT—An unusual feature of the kitchen lighting is a concealed tube placed at the top of the glass bricks, in addition to ceiling lights. RIGHT—Ceiling fixture, ornamental wall lights, tubes at the top of glass brick windows and in a bookcase combine to provide a pleasing effect. TOP—A general view of the bar and gameroom, showing ceiling fixtures and bar lighting. A close-up of the bar appears on the cover page.

# Installation Detail of Modern Home Lighting



THE ABOVE SKETCHES, by George F. Meyers, show the detail of the home lighting as illustrated on pages 35 and 37 of this issue. It can be noted that there is a combination of cove, ceiling and wall lighting, with each type of lighting designed and installed to fit the need. In all cases, tubing is concealed to prevent any glare and to provide a soft "atmosphere" lighting.



# Office Lighting in Canada

By S. VERNON GREEN  
Q-R-S Fluorescent Lighting Corporation, Toronto

THE marked enthusiasm with which this new medium has been welcomed by those whom we have had the privilege of serving in Canada, together with our own awareness of the almost unlimited possibilities of its application, have convinced us that an important future lies ahead for cold cathode.

The accompanying photographs illustrate a Q-R-S 25-cycle cold-cathode fluorescent lighting installation in the general offices of Hinde & Dauch Paper Company, Limited, Toronto, which has proved quite satisfactory.

Since it was necessary to keep all electrical equipment below the level of the existing ceiling, and in view of the fact that no special or custom-built lighting is permitted by wartime regulations, this installation posed somewhat of a problem in the matter of combining effective lighting with the esthetic qualities demanded by the conservative nature of the interior architecture.

The solution was found in the use of standard industrial reflector units, manufactured entirely of non-critical materials, adapted for surface mounting on the ceiling. Metal cases designed and decorated to blend with the ceiling beams enclose the transformers at the ends of each reflector. Seven-foot, 15-millimeter, warm-white lamps are used throughout, operated from a three-phase, 550-volt power source, at 60-milliampere current, providing a flickerless light.

Ceiling is light in tone, beams and columns are of medium dark wood with a very low reflectance factor.

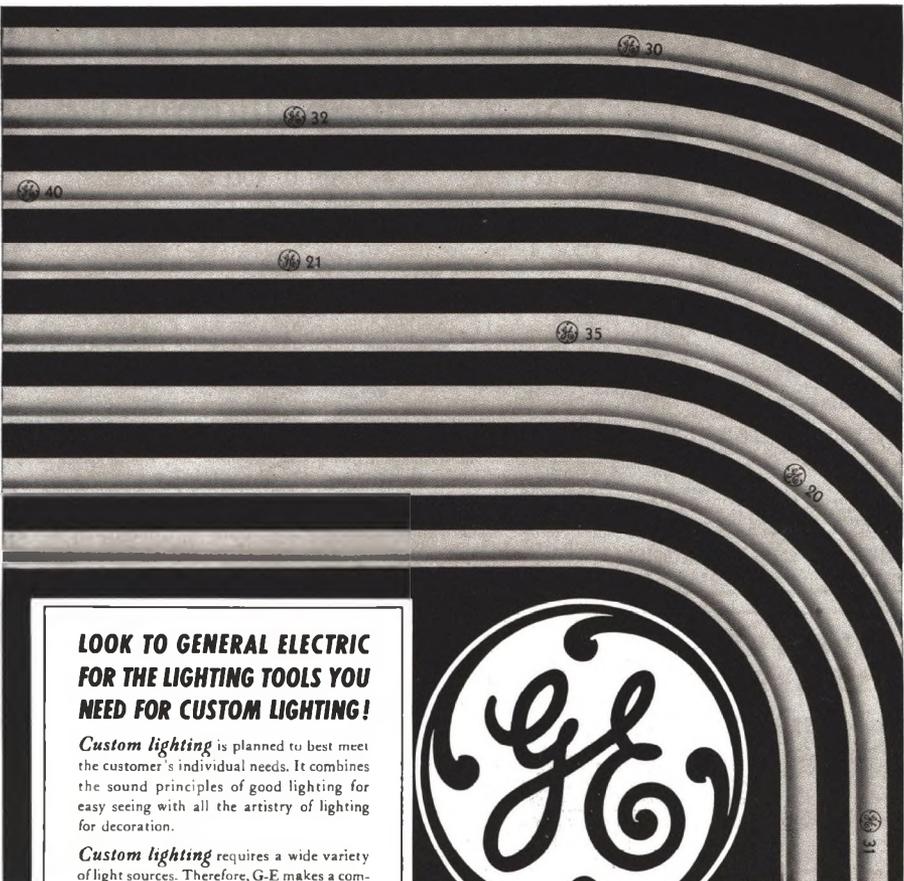
A fairly uniform level of 20 foot-candles obtains at the work plane, which provides comfortable seeing throughout the general office area.

In selected areas where a higher level of illumination was desirable, satisfactory results were obtained by the use of half sections of the same type of reflector installed as shown in one of the photographs.

This type of installation has proven very popular in many war plants and offices, and has done a good deal towards popularizing cold-cathode fluorescent lighting in Canada.



TOP—Half sections of fixtures in selected areas where a higher level of lighting is desired.  
BOTTOM—General office lighting where large areas permit long fixtures for good light diffusion.



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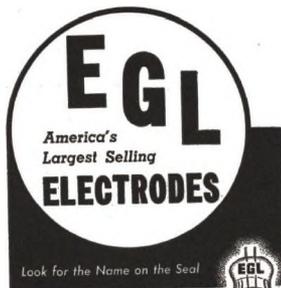
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# Fluorescent Tubing for Marquee Illumination

By JOHN U. AULL

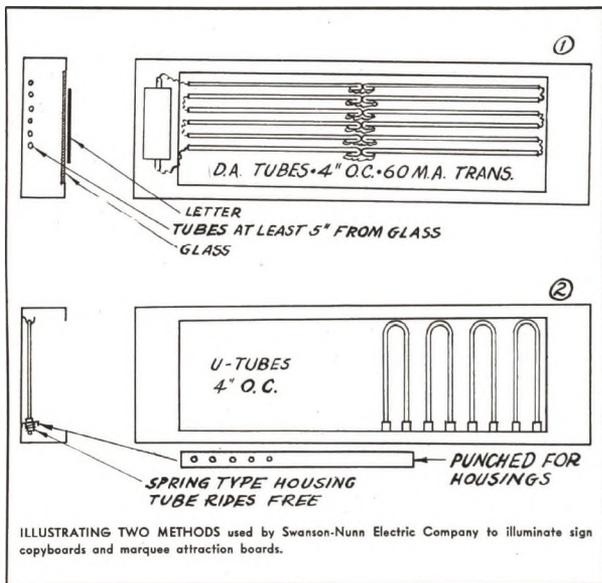
Swanson-Nunn Electric Company, Evansville, Ind.

FOR the past five years, we have used nothing but tubing for theatre marquee attraction board lighting and have built a great number of signs with illuminated copyboards of similar style for merchants. These copyboards are equipped with silhouette letters similar to those used in the theatre marquee and good illumination is of utmost importance in providing the proper luminous backgrounds for silhouette effects.

We have used two methods of tubing illumination and have found both very practical and successful. One method employs straight cold cathode fluorescent tubes, using a double back in the middle and the electrodes straight at the ends of the tube. Fig. 1 shows the method of installation in a theatre marquee or

a sign copyboard. We use daylight white tubes spaced on 4-inch centers, powered by 60-milliampere transformers. The tubes are placed at least 5 inches back from the glass panel of the copyboard to eliminate the possibility of a light line behind the white opal glass. This insures uniform illumination. Our purpose in using the daylight white tube is to keep the color off-shade from competing white lights. This provides a slight bluish cast, which makes an attractive and pleasing effect.

Another method involves what we term our "U" tube arrangement—a little more costly to construct, but a very fine arrangement, especially for customers in outlying districts where facilities for service are limited. Fig. 2 shows



ILLUSTRATING TWO METHODS used by Swanson-Nunn Electric Company to illuminate sign copyboards and marquee attraction boards.

the method of installation. The tubes ride free, setting in spring-type housings and hanging from small metal hooks that can be screwed into the back of the board. Spacing of tubes is the same as in the other method previously described to provide an adequate and uniform illumination.

### Installation Cost

An installation such as outlined by either method will cost just a little more than a board properly illuminated by lamps. I want to stress the word "properly" because it is an easy thing to get lamps in a copyboard and still have a very spotted lighting job. To properly illuminate a copyboard by lamps, small wattage lamps should be used, placed very closely together. When an installation is so made, the cost will be within 10 per cent of what we have found our cost of a tubing installation to be.

### Operating Cost

Over a period of a very short time, a cold-cathode lighting installation, properly installed and fabricated, will be considerably less expensive to the theatre or store. This is based on several factors—first, much longer tube life, which results in much less labor cost for maintenance. Second—the current consumption will usually be somewhat less. However, this is usually of no great importance to the owner, inasmuch as the number of hours operated is small and current is usually purchased at a very low rate.

The greatest satisfaction we have found to the customer is the lack of maintenance required, plus a uniform lighting job at all times. Usually what happens is, that if a theatre operator tries to keep his lighting up when using lamps, he is replacing lamps every few days. Some operators resort to changing all lamps at one time when several begin to burn out. This practice reduces the labor cost some but increases the material cost considerably. Due to the nature of a cold-cathode circuit, if the tube goes out, ordinarily it is replaced immediately, which means the board is almost always fully and properly illuminated.

### Customer Satisfaction

I believe the best thing I can possibly say on behalf of this type of lighting is that we do not have a customer who is not enthused with the tube lighting in



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LINDE rare gases are consistently pure, and are shipped in flasks that are easy to open without contaminating the gas. Because LINDE gases are pure, you can be assured when you use them that—

- You'll get tubing with less resistance and lower voltage drop.
- Fewer transformers per installation will be needed.
- You'll have lower total installation cost.
- The tubing will have longer service life.
- There will be a minimum of maintenance required.

LINDE rare gases are available on short notice from leading jobbers or from LINDE stock points, in all parts of the country. Order LINDE gases—you'll find it pays in quality, in volume plus, and in service.

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## THE LINDE AIR PRODUCTS COMPANY

Unit of Union Carbide and Carbon Corporation  
30 East 42nd Street  New York 17, N. Y.  
In Canada: Dominion Oxygen Company, Limited, Toronto

The word "Linde" is a trade mark of The Linde Air Products Company.

their theatre marquee or copyboards, and after the installation of one job, it has been a definite request of such customers that all future installations must be tube lighting rather than incandescent lamps. We have had in the past few years a number of requests to change old boards over from lamps to tubes. These customers, in most cases, have sold themselves by becoming familiar with other installations of this type of lighting in other towns or in their own neighborhoods.

### Proper Glass and Reflectors

The same type of white opal glass used in connection with incandescent

lamp installations in theatre marquee installations can be used. However, a flashed opal glass produces a better quality of light.

For reflectors behind the tubes, we have used just a box for the most part, painted with two or three coats of a good grade of white, and have tried to get the owner to repaint the reflectors as often as necessary. Visibility is enhanced by the use of daylight white tubing over incandescent lamps, providing sufficient tubing is installed. Extreme cold weather does definitely affect the light output of any fluorescent tube, but this is minimized considerably when 60-milliamper transformer are used.

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WHAT gas gives a gold color in sign lighting? Red? Green? How about colors of glass?

These questions and many others are answered in the interesting folder "Answers to Questions about the Rare Gases". If you do not already have a copy, be sure to write for one today. There's no charge or obligation involved.

And for maximum lighting efficiency in signs and cold cathode industrial lighting systems, always specify Airco Rare Gases and Mixtures. They are noted for their purity, economy and uniformity.



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## I.E.S. Meeting Held in Cincinnati

The Great Lakes region of the Illuminating Engineering Society, meeting at the Netherland Plaza hotel, Cincinnati, Ohio, on May 20, devoted itself to the question "Is Tomorrow Here?" At the morning session, several prominent architects threw out a challenge of postwar lighting requirements, and at the afternoon session the challenge was answered by lighting engineers who discussed developments in the lighting field.

The home of tomorrow was discussed by Nathaniel A. Owings, Skidmore, Owings & Merrill, architects and designers, who told of developments that will provide more convenience and comfort in the home, with lighting having a prominent part to play in achieving the best results. Cove lighting, predicted Owings, will probably be one of the luxurious features of the home of today that will become an absolute necessity in the home of tomorrow; just as everyone insisted on a tile bathroom in homes built after the last war, the public will expect to have cove lighting in its postwar home.

The store of tomorrow was discussed by Morris Sanders, architect and designer, New York City. "We now have a far more flexible set of lighting tools than we ever had before," Sanders said. "We have lamps of many sizes, shapes and forms, and we have a vast new field of materials that complement them perfectly — lightweight, colorful, tough, translucent plastics. Besides plastics, we find older materials returning to us in such improved degree that they seem almost new—glass fibre, tempered glass, and new aluminum alloys are among them. Looking ahead to postwar commercial lighting, I see assurance of profitable progress. My assurance is based on three facts: because we have better lighting tools; because we have better understanding of these tools and of the social and economic purposes they serve; and finally we have learned to cooperate and work together—all of us—designers and architects, manufacturers and engineers."

Alden W. Welch, secretary and research editor, the American City magazine, discussed the city of tomorrow with emphasis on the developments in outdoor lighting on highways, airports and recreation areas as a means of promoting safety and better living conditions.

At a luncheon meeting, Larry F. Livingston, manager of the Agriculture Extension Service, E. I. duPont de Nemours & Co., stimulated the meeting by a talk entitled, "How's Your Imagination?" Possible uses of nylon, plastics, fluorescent chemicals, paints and numerous other materials were discussed and demonstrated in dramatic style. Present wartime uses with suggestions for postwar application of these materials were presented in rapid-fire order to stimulate the thinking of architects and lighting engineers, and suggest the large expansion in materials that will be available after the war for application to lighting work.

At the afternoon session, Eugene W.

Beggs, commercial engineering department, Westinghouse Electric & Manufacturing Company, Bloomfield, N. J., took up the challenge as presented at the morning session, by a demonstration of developments in light sources. Among the light sources of the future he showed a pre-focused flashlight, a sealed-beam automobile headlamp which was popularized in the last few years before the war, sodium vapor lamps, ultra violet, reflector lamps and fluorescent lamps. All these lamps, he stated, are lamps of the future and predicted a wide acceptance of fluorescent lamps.

Instant starting fluorescent lamps were demonstrated and explained. In answer to questions, Beggs predicted a wide use of instant starting lamps, especially in homes, but did not predict an exclusive use of such lamps. Rather, he explained, developments would be such as to accelerate the starting of standard fluorescent lamps to a considerable extent.

In discussing hot- and cold-cathode fluorescent sources, he demonstrated several lamps using each type of electrode and explained the fundamental differences of both types of lamp.

After the war, he predicted a still wider usage of incandescent lamps, with possibly a drop in usage for several years as overtime and night work was largely eliminated, but a compensating increase following the drop as adjustments to normal living were made. The use of fluorescent lamps had risen from 250,000 lamps in 1938 to 36,000,000 in 1943. After the war, the production and sales curve would show the same drop and rise as in connections with incandescent lamps, he stated, and concluded his discussion with the prediction that the fluorescent lamp was the lamp of the future.

William P. Lowell, Sylvania Electric Products, Incorporated, New York City, followed with the next step in answering the challenge by a discussion of lighting fixtures. The fixture problem, he stated, was basically the same whether hot- or cold-cathode lighting was involved, since both light sources require long fixtures and make the factor of style very important.

Function and style are very important, he stated, in the commercial market, in the eyes of the customer. Built-in store lighting will undoubtedly be employed extensively. Lighting must be pleasant to the customer, and must serve a useful purpose in aiding in the sale of merchandise. In office lighting, the brightness factor must receive consideration and fixtures must be designed so adequate and comfortable lighting can be provided.

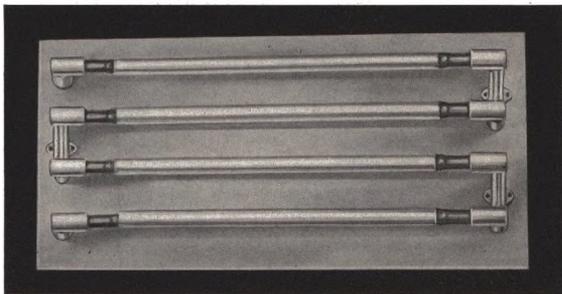
Home lighting places further responsibility on fixture designing to provide proper illumination in working areas, such as kitchens, and comfortable lighting in other parts of the home where harmonious and decorative effects are important.

Continuing with an answer to the challenge, James M. Ketch, General Electric Company, Nela Park, Cleveland, Ohio, stated the three steps in the development of lighting have been—to look at—to see by—and now to live with. The architect needs from the lighting engineer lighting that is less bulky, a greater value and a closer coordination.

The criteria for proper lighting are that

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## Sound the Alert

—for the 5th War Loan drive during June and July. The need for the 5th War Loan is immediate, crucial. For impending events may make the 5th the supreme financial effort of the war.

The U. S. Treasury has set the overall goal at \$16,000,000,000—\$6,000,000,000 from individuals alone. This is the biggest sum ever asked of the American people—and it must be raised.

That's why the U. S. Treasury asks Management and Labor to sit down together and organize—NOW!

For organization—good organization—has been responsible for the excellent showing of the payroll market. And its most important single superiority has been personal solicitation—desk to desk, bench to bench, machine to machine personal solicitation. 71% of all persons on payroll deductions were solicited



for the 4th War Loan.

Now, to personal solicitation, add the sales incentive of a definitely established plant quota. Build your campaign around a quota plan. Set up departmental goals. Stress percentage of participation figures. Stimulate group enthusiasm.

In planning your quota campaign, work in close cooperation with the Chairman of your War Finance Committee. Everything is set to make the 5th War Loan drive a huge success—with your help!

**5th War Loan Drive---June 12 to July 18**

it shall serve the purpose for which it is intended; it shall be logical—built in architectural and lighting engineering harmony; it shall be pleasing to look at.

Using a number of colored slides, Ketch developed his points in connection with store lighting, stressing the need for proper color effects and treatments that will bring out the full values of merchandise inside the store and that will create effects on the store front that will invite the customer inside.

With developments in light sources and fixtures, and in harmony with architectural treatment, these results can be obtained Ketch concluded.

The viewpoint of the utility was expressed by Paul Tysinger, Duke Power Company, Spartanburg, S. C. Utilities, he stated, have to provide current for all types of lighting, and so must learn something about all light sources. They must learn more about architecture. Today, they are thinking about new fixtures, about school lighting, about the problems of small stores and of farmers, to help all these various types of firms and individuals obtain the best lighting for their need.

The customer's interests must be served, he stated, and whether incandescent, hot cathode or cold cathode will best serve him, the utility must be prepared to advise him properly.

The lighting industry must tackle the problem of maintenance, since lighting efficiency is badly impaired by improper cleaning of lighting fixtures. As lamp life lengths, the problem becomes more acute for many fixtures are not cleaned until relamping is necessary. He made the plea that the lighting industry give more thought to this problem.

The meeting was ably summarized by Ward Harrison, director of engineering, General Electric Company, Nela Park. He stressed heavily the need for complete harmony between architects and lighting engineers, which topic was included in the remarks of all the speakers.

The meeting concluded with a banquet at which National President Howard M. Sharp was the featured speaker.

## Comments from Readers

### Agreed . . . Why Talk Cathodes!

SIGNS of the Times: In an article entitled "Why Talk Cathodes?" recently published in SIGNS of the Times (April, page 44), Arthur C. Barr of the General Electric Company, Nela Park, Cleveland, Ohio, says in part: "Logically the buyer of lighting will care little which type of cathode is used if the result produced best satisfies his needs. In the broadest sense he wants a certain lighting effect, and the use of hot or cold cathode sources, or incandescent for that matter, is of interest only insofar as they improve the installation or reduce its cost."

From our point of view, we don't want

to confuse the customer with unnecessary technicalities either.

In the electrical advertising business we have always pursued a policy of selling our customers advertising rather than the mechanical and electrical equipment used in its creation. However, up to this point the terms "hot cathode," "cold cathode," "incandescent," etc., are the only accepted means of identifying the different types of light sources. Certainly the method of generating light with hot- or cold-cathode lamps is identically the same, yet the differences in adaptability of the two sources in their present stage of development, as well as the difference in lamp life, high or low intensity distribution, supplementary lighting requirements, etc., make it absolutely essential in actual lighting practice to indicate both of the fluorescent types as well as incandescent, as a means of achieving the desired results. Until some other suitable terms are evolved we must continue to use the recognized designations.

No doubt the future will see all three of these light sources, and others, combined harmoniously to provide higher standards of illumination than have hitherto been known. We shall then, perhaps, refer to these different sources merely as Type 1, Type 2, etc., and eliminate a lot of technical controversy.—S. Vernon Green, Q-R-S Fluorescent Lighting Corporation, Toronto, Ont., Canada.

#### F. L. A. Appoints Technical Director

The appointment of Joseph M. Smith, well-known pioneer and engineer in the cold-cathode fluorescent lighting field, to the newly-created post of technical director, has been announced by the Fluorescent Lighting Association. His appointment was ratified at a recent directors' meeting, and he now heads up the technical activities of this association composed of manufacturers, contractors, jobbers, engineers, architects and others interested in the standardization and promotion of this form of illumination.

Smith is responsible for much of the development of cold-cathode fluorescent lamps and fixtures, as well as for some of the outstanding installations. He is now surveying cold-cathode products and installations, supervising various tests and checks, coordinating the standards activities, and preparing technical data to be released to members and to the technical press.

#### Fluorescent Tubing Announced By Sylvania

Fluorescent tubing in standard sizes and standard colors is now offered by Sylvania Electric Products Inc. Sizes are 10, 12, 15, 20 and 25 millimeters, with other special sizes available when ordered in sufficient quantity. Standard colors are green, white, 3,500-degree white, soft white, cream white, warm white, daylight, blue, amber gold, deep green, yellow gold and a limited supply of ruby rose. Available for both custom sign and lighting work, standardized quality is claimed through control of color, uniform density of coating, higher brilliance, more efficient operation and the ability of the tubing to withstand bending operations without blackening or color change



"WE WANT THIS MARK TO MEAN AS MUCH TO YOU AS IT MEANS TO US."

## Fluorescent Tubing for Cold Cathode Lamps

The days of "unbaked" or "half-baked" fluorescent tubing have gone by for those who expect to be in the cold cathode lighting business. C-L-I Fluorescent Tubing is on the job in F. L. A. Standard Cold Cathode Lamps and in custom built jobs in many of the finest cold cathode installations in America.

C-L-I Electrodes are made to carry the desired milliamperage. The most popular electrode today is the 19 MCI for current operation up to and including 120 M. A. Each electrode is lamp based—capped and soldered to fit all standard cold cathode sockets.

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# • News of the Industry •

## Fluorescent Lighting Order L-78 Again Amended

The coverage of the order controlling the manufacture and distribution of fluorescent lighting fixtures has been changed to include clearly all portable or attachable overhead suspended fluorescent fixtures, the War Production Board announced April 28, 1944.

The effect of Order L-78 as amended April 28 is to make the provisions of the order applicable to non-industrial portable or attachable overhead suspended fluorescent lighting fixtures as well as to industrial portable and industrial attachable fixtures as defined in the order.

The non-industrial types include the commonly called "kitchen units," some of which are designed to be plugged into an electric outlet, Building Materials Divisions officials said.

Definitions in the amended order are quoted as follows:

### Definitions

"(i) Meaning of terms used in this order. For the purpose of this order:

"(1) The term 'fluorescent lighting fixture' includes hot cathode, cold cathode, and rectified equipment designed or constructed for the purpose of illumination. In addition to its ordinary meaning, the term also includes Cooper-Hewitt and 3000 watt mercury vapor equipment. The term 'fluorescent lighting fixture' does not include:

"(i) Tubes or bulbs covered by Order L-28, or replaceable fluorescent starters;

"(ii) Incandescent lighting fixtures, as defined in Order L-212 [that definition of 'incandescent lighting fixtures' includes fixtures designed for use with 250 watt and 400 watt mercury vapor tubes];

"(iii) Any portable or attachable lamp or fixture designed to be plugged into an electric outlet, other than (a) 'industrial portable' and 'industrial attachable' fluorescent lighting fixtures, as defined in this order, and (b) portable or attachable overhead suspended fluorescent lighting fixtures;

"(iv) Fixtures designed to accommodate germicidal lamps;

"(v) Aviation ground lighting equipment covered by Order L-235;

"(vi) Aircraft lighting equipment, as defined in Order L-327; or

"(vii) Photographic lighting equipment and accessories covered by Order L-267.

"(2) An 'industrial portable' fluorescent lighting fixture is one which is designed for use in the operation of some piece of factory equipment (such as an industrial machine or tool) or in the assembly, inspection or servicing of a product, but which is not permanently attached to the equipment or the product. Such fixtures are designed to be plugged into an electric outlet and are usually equipped with either a handle, a hook, or a base fitted with free rolling casters. The term does not include any portable overhead suspended fluorescent lighting fixture.

"(3) An 'industrial attachable' fluorescent lighting fixture is one which is designed to

be used with some piece of factory equipment (such as an industrial machine, tool, or assembly bench) and is so constructed that it may be permanently affixed by screws to the equipment or to an adjoining wall. Such fixtures are designed to be plugged into an electric outlet. The term does not include any attachable overhead suspended fluorescent lighting fixture.

"(4) A 'continuous row' of tubes consists of two or more placed end to end.

"(5) A 'new' fluorescent lighting fixture or part is one which has never been used by an ultimate consumer."

Recent changes in manufacture and sales provisions of the order were listed in May SIGNS of the Times, pages 44 and 45.

## Importance of Maintenance Stressed by Engineers

Expressing some concern over the lack of proper maintenance in hot-cathode lighting systems, lighting engineers are regarding the problem of maintenance in cold-cathode systems of even more importance. Citing the general practice of not cleaning fixtures until a change of lamps is required, Paul Tysinger, Duke Power Company, Spartanburg, S. C., at a recent Illuminating Engineering Society meeting, stated that the problems of maintenance will become increasingly important as lamp life is lengthened. Cold-cathode lamps are normally long-lived, often in service for a period of 10,000 hours or better, which means a period of better than three years, if lamps are used continuously, and much longer life in normal operation. Thus, in the interest of lighting efficiency, a program of regular maintenance needs to be developed so lighting systems can be cleaned oftener than when lamps are changed.

Some answer to the problem has come from maintenance companies that are springing up, and also the sign industry is providing a partial answer. In several cities, manufacturers of electric signs have added fluorescent fixture maintenance to their regular service and maintenance work and find this a good source of income, both in the work of cleaning fixtures and in relamping and repair and replacement of starters and ballasts. Wartime manpower shortages have prevented more sign firms from adding fluorescent maintenance to their work, for many are having difficulty in providing complete sign maintenance service. With new sign manufacture restricted, many merchants who would otherwise replace signs periodically must be content to continue to use present signs until restrictions can be relaxed.

However, the electric sign manufacturer has the facilities to provide the lighting industry with important cooperation to solve the maintenance problem, particularly in stores. The sign manufacturer, through his salesman, is in close contact with store owners and has maintenance trucks operating constantly in the streets of every city and town. Crews are constantly at work clean-

## Cold-Cathode Fluorescent Lighting

A Section of

# SIGNS

OF THE TIMES

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JUNE, 1944

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News of the Industry

ing, servicing and repainting signs on the outside of stores and often interior signs, as well. Much of this work is on a maintenance contract. Thus, with sales contacts established and servicemen readily available, the sign manufacturer is the logical one to take care of fluorescent fixtures, whether hot- or cold-cathode systems are in use, or incandescent systems, for that matter.

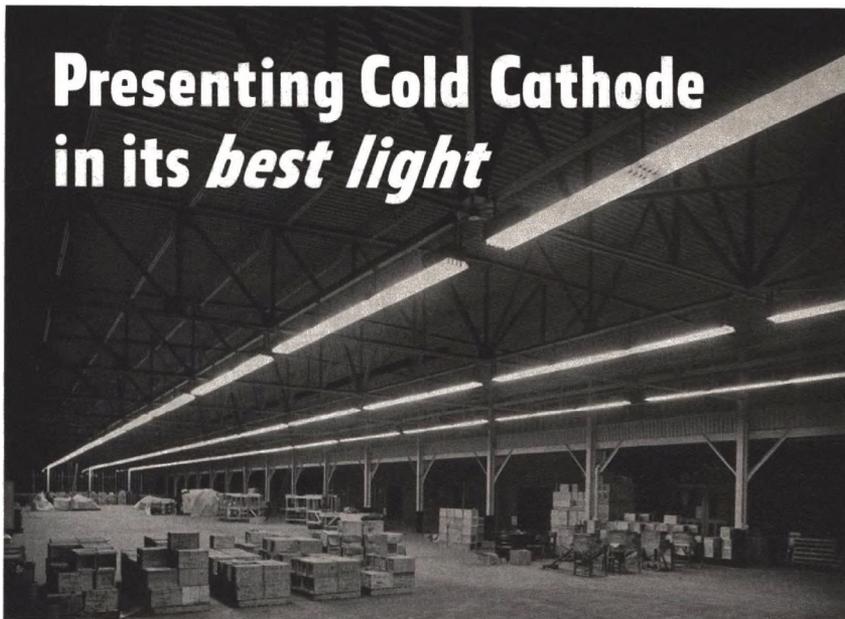
Those sign manufacturers who have had sufficient manpower to add fluorescent maintenance to their work have invariably reported this to be a service welcomed by the store owner, and profitable work also, since schedules have been worked out so sign and lighting maintenance can be handled by the same crews and without extra trips involved.

As additional manpower becomes available, it is quite possible this work can be increased and thus more completely answer the problem that is a source of worry to the lighting engineer.

## Acme Designs New Cold-Cathode Ballast

The Acme Electric & Manufacturing Company has announced a new cold-cathode lamp ballast designed to operate two standard 8-foot, 25-millimeter tubes. Weighing only 9¼ pounds, the unit measures 3½ inches wide, 10½ inches long and 2¾ inches high. Mounting centers are 2 inches by 9½ inches.

# Presenting Cold Cathode in its *best light*



**W**AR WORK was made to order for cold cathode lighting. This "rugged" type of illumination is unaffected by shock or vibration. It requires a minimum of critical materials. And, properly installed, it can produce the steady volume of non-glaring, non-tiring, shadowless light so necessary for precision operation.

But remember this: When you make an installation today, you are often introducing cold cathode lighting to someone for the first time. For the sake of your business, be sure you are presenting this money-and-material-saving medium in its "best light". Don't take chances.

Rely on efficient, sturdily-engineered Sola Transformers. They are an assurance that your installation will "stay on the beam"—will deliver a constant intensity without overload hazards or low-voltage flicker. They are an assurance of trouble-free operation, uniform high performance and business-building goodwill.

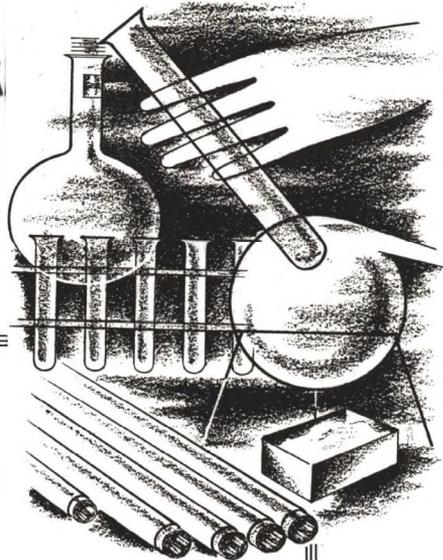
Every significant improvement in luminous tube transformer construction during the past twelve years has originated in Sola laboratories. Find out how Sola can help you engineer for victory—and for profitable business when the guns are stilled. Send for bulletin ILT-96.

## Cold Cathode Lighting Transformers

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# News of the National Electric Sign Association

## Standards Committee

### Making Good Progress

Since the meeting of the board of directors and committee chairmen in Chicago on April 23, considerable progress has been made by the various association committees. The rapid strides accomplished in the work on standardization have been particularly gratifying. The comprehensive program proposed by Lew Carroll, chairman of the general standards committee, covers all phases of the subject, and four sub-committees have been appointed to expedite the work. Membership on these sectional committees has been practically completed as follows:

Transformer section: L. C. Marschall, Sola Electric Company, chairman; J. M. Bennan, Jefferson Electric Company; R. C. Hunt, Neon Art Signs; E. D. Lamdin, Walker & Co.; H. S. Parker, Flashtri-Neon; D. F. Roloff, General Electric Company.

Glass section: R. N. Lambert, Corning Glass Works, chairman; A. C. Barr, General Electric Company; F. W. Fulle, Sylvania Electric Products; P. A. Kober, Federal Electric Company; L. Moore, Electrical Products Consolidated; C. A. Pollak, General Luminescent Corporation; F. D. Staley, Staley Signs.

Electrical insulation, porcelain and glass products section: G. C. Fuller, Universal Clay Products, chairman; W. A. Barrows, Barrows Porcelain Enamel Company; C. Burkhardt, Electrical Advertising; O. A. Dorsett, Knox Porcelain Corporation; G. D. Hunt, The Ohio Thermometer Company; R. N. Lambert, and H. S. Parker.

Maintenance, repair, service and guarantee section: E. D. Lamdin, chairman; G. C. Kinn, Jr., G. C. Kinn Advertising Sign Company; J. Ferring, Jr., Federal Brilliant Company; Loren Oliver, Cook Sign Company; F. C. O'Neill, Acme-Wiley Corporation; H. S. Parker, and A. S. Thomas, White Way Electric Sign Company.

To secure the benefits of experiences and problems peculiar to individual companies in different sections of the country, the sectional chairmen have developed questionnaires requesting suggestions and comments on specific items. These are being sent to the entire membership and, when sufficient replies have been received to assure adequate consideration of the subject, the sub-committees will meet to draw up a set of standards. Some of the specific questions suggested for consideration include:

Possibility of working out a contract giving the same type and quality of service throughout the industry; also, a uniform method of figuring the maintenance contract, and agreement as to the length of maintenance contracts before the rates should change.

A uniform policy for service to signs, for cleaning, for painting, etc., is under

consideration. All tubes on new signs to be guaranteed for a period of six months, and all replacements work to carry three months' guarantee.

A uniform guarantee of three months after date of installation covering material and workmanship only and a guarantee to cover replacement of parts only, has been proposed; customer to pay for labor required to make replacements, also carrying charge for shipments if out of sign manufacturer's service area.

It is the opinion that the utilities will make a demand for high-power transformers on everything over 1,000 volts, 18 milliamperes. It was suggested that they drop the various millimeter ratings and confine the volts to 30-, 60-, 120-milliamperes sizes. The question of definitely dropping the 15,000-volt units is to be considered. Guarantee on transformers should be limited to three months. Repairs on transformers are under discussion.

Questions under consideration by the electrical insulation, porcelain and glass section include simplification of housing and bushing sizes, high-tension cable and other types of wiring, standardization of colors, and consideration of uses of steel, porcelain enamel and other products.

Simplification of sizes and diameter specifications of glass insulators is to be considered.

The above, it is pointed out, are merely some of the more common problems suggested for consideration and the industry is urged to contribute their own ideas and suggestions to the section chairman. Now, while the normal business of the industry is practically dormant, is the time to do a job that has long been needed and one which will contribute greatly to the growth of the electric sign business after the war.

### Labor Relations

Herb Link, chairman of the Labor Relations committee, is proceeding with the important work of developing a uniform agreement with the unions. A chart is now being made up summarizing the wage rates, job classifications and working requirements now in force in fifteen of the larger cities. Arrangements will soon be made to meet with the various union officials for a discussion of ways and means of cooperation for mutual benefit.

### Uniform Sign Ordinance

The association now has on file a summary of regulations on electric signs prevailing in approximately 450 cities of over 15,000 population. R. L. Kester, chairman of the legislative committee, has arranged for making an analysis of these regulations in order that a proposed uniform sign ordinance can be developed. The Underwriters' Laboratories, National Fire Protection Association, and the International Association of Electrical Inspectors have offered to cooperate on this project.

## Who Cares? ... YOU Do

Barrows Porcelain Enamel Co. is hard at work landing a hand in the winning of the war. "But so is everybody else—to what?" comes the reply.

Here's what. Granted we can't help build your sign today, there's a new day coming—V-Day, the day when war is ended and this industry of ours comes into its own again.

That's when the war-time experience gained at Barrows WILL mean something to you. For every day at Barrows, somebody learns a new trick, jots down in a corner of his mind a new idea, drops a sketch in our "Post War" file.

These are the tricks, the ideas and the sketches which will make tomorrow's sign business bigger and better than ever before. Hold tight for tomorrow.



### W. A. BARROWS PORCELAIN ENAMEL CO.

2201 LANGDON FARM RD.  
CINCINNATI 12, OHIO

## NOW

### Serving the West With NEON and COMMERCIAL Sign Supplies



To serve you as war conditions will permit with—

Brushes — Paints — Transformers — Tubing, Clear and Coated — Electrodes — Burners — Asbestos — Pumping Equipment — Insulators — Flashers — etc.



### Underwood Supply Co.

1226 West Washington Boulevard  
Los Angeles 7, California

## A G-R-R-AND PURCHASE, MON!

YOU'RE RIGHT, SANDY. DELTA  
BRUSHES ARE DESIGNED  
RIGHT TO SAVE YOU TIME  
AND TROUBLE... BUILT RIGHT  
TO GIVE THEM LONG LIFE...  
PRICED RIGHT TO  
SAVE YOU MONEY.

See the brushes  
made to do your  
particular job better -  
in our catalog of  
your dealer's, today!

### Brushes by Delta

DELTA BRUSH MFG. CORP. 14 WEST 17 STREET, N. Y. C.

## PUT YOUR DOLLARS IN! UNIFORM!

★  
BACK UP OUR  
FIGHTING MEN

★  
BUY WAR  
BONDS!

★  
**CHICAGO CARBOARD COMPANY**  
CHICAGO, ILLINOIS

Manufacturers



# Texas Association 44th Annual Convention a Big Success

The forty-fourth annual convention of the Outdoor Advertising Association of Texas, Inc., held at the Gunter hotel, San Antonio, April 26-27, brought out an attendance of fifty-three and proved to be so delightful an event that the association, upon invitation, decided to return to San Antonio for its fiftieth annual meeting in 1950.

President Clarence B. Holland, of Beaumont, called to the speakers' stand Jack A. Shults to introduce the opening speakers: Mayor Gus B. Mauerer, President B. B. McGimsey of the chamber of commerce, and President Joe Thiel of the San Antonio Advertising Club, who welcomed the plant owners. National Director Ross D. Rogers, of Amarillo, responded.

Followed reports of John S. Phillips, secretary; W. E. Holland, treasurer, and of President Holland. National Treasurer J. B. Stewart made a talk on the activities of the national organization, and Ross D. Rogers reported on the French Lick meeting. Resolutions committee appointed: Ross D. Rogers, George Salmon, and Lou W. Matteson of Houston. Auditing committee: M. L. O. Andrews of Houston and Guy Paxton of Abilene.

P. L. Michael of Houston presided at the afternoon session, which went into sales problems. Chief speaker was J. D. Sims of O. A. I., Houston. Chairman H. H. Wineburgh of Dallas, of the War Activities committee, made a verbal report. W. A. Gibson, Jr., reported for the business research committee; 1944 dues were discussed.

There was a cocktail party at 6 o'clock when the plant owners and their wives were guests of J. A. Shults of the Packer Corporation of Texas. The dinner and floor show which followed was the entertainment highlight of the meeting. Conventioneers were the guests of the Packer Corporation, the Tribble Outdoor Advertising Company, and the Phillips Posting Company, all of San Antonio.

Before election of officers Thursday morning, Fred Beseler of Victoria, proposed that J. A. Shults, because of his work in behalf of outdoor advertising, be elected to the office of president emeritus of the association. Unanimously carried.

Clarence B. Holland was unanimously re-elected president, as were John S. Phillips, secretary, and W. E. Holland, treasurer. J. C. McAfee was elected vice-president. Directors: H. H. Wineburgh, George R. Salmon of Waco, and Hardy Beseler of Temple. National director: Ross D. Rogers, re-elected.

Jack Brennan, newly elected vice-president of O. A. I., made a splendid address on the work of that organization. Hardy Beseler presided at the postwar forum. J. B. Stewart discussed the postwar planning of the national association. W. A. Gibson, Jr., Fort Worth, was made chairman of a committee to look into the possibilities of putting a field man in Texas.

Luncheon for the ladies was served

Thursday at the St. Anthony hotel where the Packer Corporation, the Tribble Outdoor Advertising Company, and the Phillips Posting Company were hosts.

These committees were appointed at the closing session: membership, President Holland, Secretary Phillips, and Director Andrews; war activities, H. H. Wineburgh, chairman; plant development, W. A. Gibson, Jr., chairman.

The convention closed with the "voice of the member" feature during which any member may express his opinion or request information regarding any problem.

## West Virginia State Assn. Meets in Clarksburg

First item on the program of the Outdoor Advertising Association of West Virginia at its annual convention April 5 at the Waldo hotel, Clarksburg, was an address by John NeSmith, enforcement officer of the State Road Commission, who discussed the forms and reports made to the commission by members of the association, and also took up enforcement of the present law with respect to illegal advertising.

His discussion led to the creation of a committee composed of L. E. McWhorter, Standard Advertising Company, Clarksburg; F. C. Smoot, Smoot Advertising Company, Parkersburg, and President Fred B. Stone, Beckley Poster Advertising Company, to meet with NeSmith with a view of adopting more simplified and effective reports. The committee has since met in Charleston and some very constructive work was accomplished, states A. Bliss McCrum, Lakin Advertising Company, Charleston, newly-elected secretary-treasurer.

F. C. Smoot, national director, made a very complete and interesting report regarding the recent national directors' meeting. W. G. Hartshorn, Ohio Valley Advertising Company, Wheeling, chairman of the membership committee, reported.

President Stone presented a church-poster of the Quaker Foundation for consideration. The association continues its membership in the West Virginia Association of Commerce. President Stone urged the members to use a maximum of "war effort" posters. A contribution of \$200 was made to the Notre Dame Foundation committee.

Fred B. Stone was reelected president. Other officers: T. A. Deveny, Jr., Capital City Advertising Company, Charleston, vice-president, and A. Bliss McCrum, secretary-treasurer. F. C. Smoot remains national director. A. J. Carey of the Carey System, Inc., Charleston, and W. C. Hartshorn were elected directors to serve with Stone, Deveny, and McCrum.

The importance of war food products, new prospects, and the necessity of obtaining new business for small towns, as well as the Fifth War Loan posters, were points of an address by Hodges of O. A. A.

## Excise Tax on Tubing Further Interpreted

While sign tubing was exempted from excise tax under an interpretation of the Treasury department on March 27, 1944 (see April S. T., page 66), there has been some question in the minds of sign manufacturers in regard to tubing used in store windows, since tubing used for signs is non-taxable, but tubing used for illumination or decoration is taxable. In some localities, tax collectors have held that tubing used to form a border around tube letters in window signs is decorative and therefore taxable. In other localities, this type tubing has been held non-taxable, with the only taxable tubing being that used to form a window border, placed around the edges of store windows.

To obtain a clear-cut definition of the term "decoration," SIGNS of the Times submitted the subject to D. S. Bliss, deputy commissioner of Internal Revenue, Washington, D. C., and received an interpretation dated May 12, 1944, which states: "It is the opinion of this office that a border of tubing placed around tube letters to provide a frame for such letters is considered a part of the sign and is not subject to tax under section 3406 (a) (10) of the code. However, tubing placed around the edge of display windows, being for decoration, is taxable. The ruling contained in Bureau letter of November 23, 1943, is modified accordingly." (See Dec. '43 S. T., page 58, for original interpretation.)

## Posters, Point-of-Sale Aided Red Cross Drive

Sponsored and other advertisements, including outdoor were credited with having played a large part in the success of the 1944 Red Cross War Fund campaign. A total of \$211,200,000 had been donated by the end of April on a minimum goal of \$200,000,000.

Members of the O. A. A. to the number of 729 requested that the Red Cross furnish them with 11,461 twenty-four-sheet posters. In addition to this number, 4,539 others were distributed to the Red Cross areas and larger chapters for use on local panels and in windows. This poster, by Douglass Crockwell, showed a middle-aged couple standing by a window in which were displayed a service flag and a Red Cross sticker.

The organization supplied 15,300 express truck posters and 25,000 somewhat smaller posters with the same copy were distributed for use on mail trucks.

A 22-by-28-inch paper poster designed by Jes Schalkjier was used in store windows and elsewhere. A total of 400,000 of these were distributed, and 6,000 of a slightly smaller version were used in Pullman cars. The Crockwell design was also used as a 14-by-20-inch card, 725,000 copies being distributed. In addition, the organization had a counter card, of which 325,000 were ordered.

# NAZ-DAR

## Headquarters for SILK SCREEN SUPPLIES

Notwithstanding the fact that we are extremely busy with war work, we are keeping up with our customers' orders to the best of our ability. Whenever you need silk screen color, silk, squeegees, stencil knives, silk screen plates, or any equipment or tools of a special nature—think of NAZ-DAR.

### Silk Screen Plates

For making radio dials, airplane dials and all types of instrument panels, Naz-Dar Silk Screen Plates produce clear, sharp detail and hairline registration on any type of surface. We maintain a service department and can supply you with any type of silk screen plates. Our plates provide speed and uniformity in production AT A LOW COST.

### Process Colors and Supplies

Naz-Dar "yellow label" colors are exceptionally HIGH QUALITY and are fine working, easy to use and low in cost. Excellent color opacity and brilliance. One gallon will cover 800 to 1200 square feet of surface. We also make the "700 line," recommended where fast production and speed of drying are factors. For outdoor work, Naz-Dar Weatherproof Silk Screen Enamel, in paste form, withstands exposure for indefinite periods and is excellent for flooring.



Write our service department for free information on any job or phase of silk screen printing. If you do not have a Naz-Dar catalog, write for one.



THE NAZ-DAR COMPANY - 469-483 MILWAUKEE AVE. CHICAGO, ILL.

## Top Grade Sales Representative Wants an Additional Line

Just relieved of war work and now returning to sales work. Is looking for an additional worthwhile line of displays, signs, or advertising material to be sold to large national advertisers in Wisconsin, Michigan and Minnesota.

Well known in territory. Maintains his own office, in good health and financially representative.

Write "Box 602"  
Care SIGNS OF THE TIMES

# Hurlock

ROYAL CREST SHO-CARD BOARD

**Choice of the  
Leading Show Card  
and Display Artists**

... because the quality is absolutely uniform ... surfaces are non-bleeding ... non-color burning ... fast to light ... and moderate in cost.

HURLOCK BROS. COMPANY, INC.

OFFICE & WORKS: 2420 36 MARKET STREET,  
2425 37 LUDLOW STREET

PHILADELPHIA



**IT GILDS  
IN ABOUT ONE HOUR--  
VENICE  
JAPAN GOLD SIZE**

A very high-grade Kauri Gum and Linseed Oil Gold Size specially made for Sign Work.

A Quality Product Made by  
**COMMONWEALTH VARNISH CO.**  
1124-34 Parker Ave. Chicago, Ill.

ASK YOUR LOCAL DEALER OR  
SIGN SUPPLY HOUSE FOR SAMPLE

A-2 or Better Priority Required on Orders

Other Famous Commonwealth Products:

- Fibroseal "Clear"
- Fibroseal "Black"
- Florence (Gold Size) Japan
- W-W Brand Window Spar

Favorites With Sign Artists for 28 Years

## ★ In Military Service ★

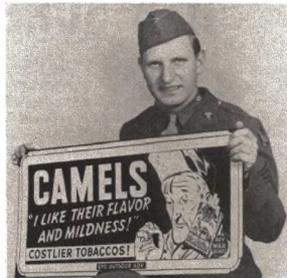
News of Sign, Display and Outdoor Advertising Men in Military Service

### New "Spectacular" in England

In the accompanying photo we find William R. Henes, of the Bronx, N. Y., seated with his latest masterpiece, an animated Camel "spectacular." The meaning of the

Being away from outdoor advertising for better than two years was just too much for Sgt. Henes, so, with a little thought and planning he decided to bring back fond memories of his 1941 work, and his affiliation with GOA.

"I painted the 'spect' on a piece of plywood 15 by 32 1/2 inches with white paint and black stove grate paint," explains the sergeant, who is with a quartermaster company somewhere in England. "The sign now is erected over a choice barracks doorway, where I guarantee a circulation of at least eleven persons daily."



SGT. HENES' Camel spectacular provides a lift for soldiers pining for some American scenery.

word animated? Henes explains that when the sign functions properly, our war worker's cigarette "smokes." At the time the photo was snapped, however, the cigarette refused to do its part. "Why do things happen like that?" Henes asks.

### Rowe at Camp Crowder

Howard A. Rowe, whose pencil sketches have appeared in past issues of SIGNS of the Times, is a private at Camp Crowder, Missouri.

### Kahse in South Pacific

L. W. Kahse, formerly of Clatskanie, Ore., is now located on the Green Islands—having one awful time getting mail, advises his wife. The boys are kept pretty busy, and have set up a "jungle" sign shop which is turning out some very good work under such conditions.

### Poarch at Camp Peary, Va.

Curtis A. Poarch, S 2/c, who formerly operated a sign shop at Monroe, N. C., is now at Camp Peary, Va.

## Handles Special Service Signs at Camp Stewart



SHOWCARDS, processed posters, and general sign publicity of all kinds for the boxing shows, special events, dances, and other promotion, such as War Bond sales and prevention of venereal disease, is handled by Pfc. William Kurty for Camp Stewart, Ga., under the supervision of Capt. Lewis B. Peggs, special services officer. "The SIGNS of the Times you see on the table wasn't meant to be a 'prop,' but the magazine has really been a bible to me," says Kurty. "When you have to do such a great variety of posters, you have to get new ideas." Kurty's home is in Trenton, N. J.

## P of P Advertising Institute Meets in Chicago

At its fourth annual meeting in Chicago on May 9 the Point of Purchase Advertising Institute, Inc., decided upon an aggressive campaign of action for the coming year, as recent trends point definitely to a partial return of merchandise into the markets.

With this thought in mind the Institute will, during the coming year, keep its membership informed of current window display developments and all point of purchase material, especially regarding the paper and paperboard situation. From time to time bulletins will be sent out regarding these developments. Plans will be formulated for research, to the end that assistance may be rendered to advertisers in their point of purchase problems.

These officers were elected: George L. Rose, president, The Mounting & Finishing Company, president; George C. Kindred, president, Kindred, MacLean & Co., vice-president; Homer H. Johnson, vice-president, Snyder & Black Company, secretary-treasurer.

Clifford E. Hodder was appointed executive secretary.

Charles Solomon, of American Safety Razor Company, was recently elected a director of the Institute representing the Association of National Advertisers to replace George DeBeer of Bauer & Black Company.

For the past year, due to the all-out war effort, the Institute has concentrated its efforts on problems relating to the war with emphasis on government activity in connection with the manufacture, packing, transportation and use of point of purchase advertising material.

### Coney Island Sprucing Up

Coney Island plans to put on a brighter face this year, despite the war.

George Selden, manager of the Flexglass division of the United States Plywood Corporation, has reported a sudden brisk demand for such material. Concessionaires and operators of the resort's famous playgrounds are rushing for supplies. Luna Park plans bright colors in glass to replace drab and worn-out features.

"It looks as if Coney Island is planning new make-up," says Selden. "So long as no additional lighting is used, the authorities have no objection to resorts dressing themselves up."

### Army Camp Signs

*(Continued from page 13)*

the commissioned officers of the army) was done in 23-karat gold leaf. This is a double-faced sign, and is lighted with two floodlights placed in concrete pits about 15 feet in the front, giving a nice flood of light.

One can very well see that the army camps need signs as well as any progressive city, and the types of signs differ very little from regular commercial work.

# RYERSON STEEL *IN STOCK*

Call Ryerson for any kind, shape or size of steel you need. Steel for manufacturing, maintenance or construction ...all products are available for immediate shipment from any one of the ten convenient Ryerson Steel-Service Plants. Ask for a stock list... your guide to steel.

#### Principal Products

#### Include:

Bars • Shapes • Structural Plates • Sheets • Floor Plates  
Alloy Steels • Tool Steels  
Stainless Steel • Screw Steel  
Wire • Mechanical Tubing  
Reinforcing Steels • Shafting  
Rabbit • Nuts • Bolts  
Rivets • Welding Rod • Etc.

**JOSEPH T. RYERSON & SON, INC.**  
STEEL-SERVICE PLANTS AT: CHICAGO, MILWAUKEE, ST. LOUIS, DETROIT, CLEVELAND, CINCINNATI, BUFFALO, BOSTON, PHILADELPHIA, JERSEY CITY

## FOR EXTRA SPARKLING **COLOR**

IN YOUR DISPLAYS

... CRYSTAL BEADS ...  
... DIAMOND DUST ...  
... GLASS TINSELS ...

It's the added accent on color that helps give your displays an extra attraction value and sales appeal. The Glass Tinsels available in Silver, Gold, Red, Blue, Green and Black can be applied to any surface and make it come alive with color and light. Diamond Dust and Beads when sprinkled over any color, reflect the color and give it sparkling depth and brilliance.

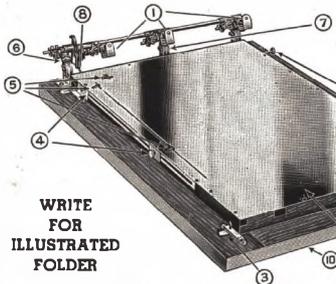
Send today for samples  
and full information.

**EDWARD C. BALLOU CO.**  
6 VARICK STREET NEW YORK 13, N. Y.

THE PATENTED  
FEATURES OF THE

NEW IMPROVED

## MALSON PRINTING BASE



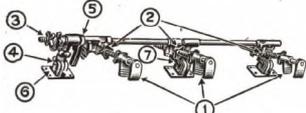
Saves time in set-up. Speeds up production. Quick, bolt-line registration. Disappearing guides. Paper and fecal grippers. Automatic lift catch. Adjustable screen grippers. Adjustable also top. Sturdy construction. Standard sizes for printing 22" x 28" — 38" x 44". Special sizes built to order.

10 FEATURES

NEW IMPROVED  
ADJUSTABLE

## MALSON SCREEN CARRIAGE

Fastens to Any Table Base



Saves time in set-up. Ease action grippers. Movable sliding back rest. Automatic lift catch. Rigid construction. ALL-AROUND TIME SAVER.

BOTH THE ABOVE MANU-  
FACTURED EXCLUSIVELY BY

## PRAIRIE STATE PRODUCTS CO.

Manufacturers, Importers and Distributors—  
Screen Process Supplies—Stencil Screens for the Trade

1831 SOUTH MICHIGAN AVENUE

CHICAGO, ILLINOIS

# BUY MORE WAR BONDS

SUPPORT THE FIFTH WAR LOAN  
DRIVE STARTING JUNE 12TH!

KRESSILK PRODUCTS, INC. - NEW YORK - BUFFALO

## Questions Answers

### To Prevent Bleeding

Please inform me what is the proper kind of white paint to use in painting letters on asphalt surfaces in order that the white paint will not turn brown by the asphalt bleeding through the paint.

White or orange shellac or aluminum bronze are the best mediums to stop pitch, tar, asphalt or aniline colors from burning through white or light colors. You can use either to coat over the letters that have turned yellow; then re-letter.

### Cleaning the Film

What is the best method for washing out Fotetch film after the run has been made? Also, is it possible to obtain copies of Harry L. Hiett's series of methods of preparing screens?

Fotetch stencil film should be cleaned in the following manner: Remove all paint with thinner to leave stencil perfectly clean. Soak in hot water and then apply small amount of acetic acid to the film, leaving it on for several minutes. Rinse again with hot water, with hand brush and remove film from silk. Use hot water in conjunction with brush. If particles are still found in mesh it is advisable to make a weak lye solution, using 1½ ounces of regular household lye in 1 quart of warm water. Repeat brushing operation.

Back copies of the issues carrying the Hiett series can not be supplied.

### Sizing Canvas

Please give me information on how and what to use as a sizing on new canvas to be used as a curtain for a stage. I would like to use water colors for the advertisement painting.

Give canvas a coat of glue size consisting of carpenters' glue and water. Use a large calcimine brush and "scrub" the solution into the canvas.

Glue size is made by placing about a pound of glue in a gallon of water and boiling in a double boiler. Best results may be obtained by soaking glue overnight before boiling. If size is too thick, that is, if more than this quantity of glue is used, the glue may bleed through the water color, or crack upon drying.

### Lettering Technique

I have been used to lettering signs without using my left hand as a rest under my right hand. I am told that I could get more speed by using my lettering hand over my left hand. I work my brush out flat and use my right hand to letter with, my left hand being free to hold paint or anything. Is it worth while for me to make the change?

You are very fortunate in being able to letter without a rest for your hand, this being the best way to letter show cards or any sign you can lay flat on table or drawing board. For window work, office doors or upright signs you will find it a great advantage to use a mahlistick or the wrist of the other hand to rest your hand on.

### Sharpening Stencil Knife

What is the proper way of sharpening a stencil knife?

Sharpen stencil knife on a fine stone, holding blade on a 20-degree angle.

## Bookkeeping Clinic

**Inquiry:** What is the correct way to handle leased signs? I prefer to enter the rental due each month as a debit to Rentals Receivable, and a credit to Sales, debiting Cash when the rental is received and crediting Rentals Receivable. But from there on I don't know how to manage. Do I enter the cost of the sign as a debit to Cost and credit to a Leased Signs column, then inventory the signs, showing the depreciation in the same manner as Equipment? Do I deduct the depreciation on my Income Tax the same as Equipment?

Do I handle billboards the same as leased signs? How do I charge off the money paid for sites?

In regard to leased signs, the accounting seems to be somewhat complicated, but if you want to do a complete job of cost accounting, the best thing is to go through with it.

Your handling of the sales end of the accounting is entirely correct. The handling of cost is more complicated. When the signs are produced, you will have to credit Labor, Material, and Expense for the amounts involved, but if you charge this amount to Cost of Sales, even though you set up a separate Cost of Sales account for rental signs, you will have a distorted picture. To get the true picture reflected in your books, it seems that you would have to charge or debit the amount involved when these signs are produced to a Rental Signs account. Then you would have to make monthly entries for the pro rata cost value of the signs, crediting the Rental Signs account, and charging Cost of Sales. The balance remaining in the Rental Signs account would reflect the remaining value of the signs, and the amount charged off monthly to Cost of Sales would compare with the monthly credit to Sales, the difference between the two entries being the profit on the transaction.

Regarding depreciation on these signs, you could, after determination of the proper monthly amount, credit Reserves and debit Cost of Sales. Also, monthly maintenance charges could be taken into consideration by crediting Labor, Material, and Overhead monthly and charging this into the Cost of Sales account. This handling would probably depend, however, on how you are treating maintenance work from an accounting standpoint.

The accounting for outdoor panels, or billboards, could be handled in much the same way. What you do by this method is to set up a certain asset value on your books representing the cost of signs and panels that are your property and that have a long life. In a Cost of Sales account, you accumulate monthly charges to compare against the monthly income. If you have idle panels or repossessed signs, your income drops as shown in the Sales column, and your Cost of Sales keeps rising. If the cost gets close to the income, it is a signal that some selling work had better be done.

FOR EVERYONE  THE OUTSTANDING

## GENUINE GRUMBACHER

MADE IN U. S. A.



Phantom Illustration Showing Actual Size of Brushes

### PRE-TESTED RED SABLE Lettering Brushes

Made in Five Lengths  
to Suit Your Preference

- No. 40 — short-length hair
  - No. 50 — medium-short length hair
  - No. 60 — medium-length hair
  - No. 80 — medium-long length hair
  - No. 90 — long length hair
- Genuine "Pre-Tested" brushes may be readily identified by the signature



which appears on the handle of each brush and may be obtained at your favorite dealer.

## M. GRUMBACHER

Wholesale only  
BRUSHES, COLORS, AND ARTISTS' MATERIAL  
462 West 34th Street New York, N. Y.  
Canadian Branch: 179 King Street West, Toronto, Ont.



## STRIKING DISPLAYS Easy to make with CELLUSUEDE FLOCK

This unique card was made quickly and inexpensively by simply coating border and hand with flock. And what could be more appropriate for a glove display piece than the suede-like color and texture of Cellusuede Flock?

This is but one of a thousand ways in which the rich colors of Cellusuede Flock may be used to create beautiful velvet, velour and suede effects. Try it on your next display piece.

## Cellusuede FLOCK

Write for Color Card,  
Samples, Prices and  
detailed information.

A few jobbing territories available.



For Better Screen Processing  
—Today and Tomorrow  
**Standardize on ATLAS**

**Better  
SCREEN  
PROCESS  
Supplies**



**EVERYTHING IN STOCK**  
FOR TODAY'S PROCESS NEEDS

Laqueurs Squeegees Decal Supplies  
Perfats Carbon Tissue Process Guides  
Silk Sensitones Cutting Tools  
Profilim Stencil Papers Orsonides  
Complete Kalle-Cut and Photographic  
Process Sets with Instructions

Have You Tried ATLAS  
Photographic & Carbon Tissue Screens?  
We offer a complete service in screen pro-  
duction. Our vast experience has brought  
our methods to a high point of perfection.  
Send for prices and full information.

The ATLAS 32-Page Catalog is FREE

**ATLAS SPECIALTY MFG. CO.**  
SHIELDS AVE. at 33rd ST. CHICAGO, ILL.

**REFLECTO**

ONE WAY

DANCING

HOTEL PLAZA

**JOE'S DINER**

**SELLS ON Sight**  
BY  
**Day OR Night**

Every sale is another display for you.  
Use Reflecto Letters in making up your  
signs and the better, quality-appeal-  
ing customers will seek you out. Avail-  
able in any size and color. Prompt  
deliveries.

Also designs  
according to  
your sketch.

**Get This**



Here's real selling help de-  
signed to show your trade.  
It's yours for the asking.

**REFLECTO LETTERS CO.**

110 WEST 27th STREET, NEW YORK 1, N. Y.

## Among the Plants

### War Dads Get Display

A wall display on one of the prominent spots in Beaumont, Texas, has just been completed by the Holland Advertising Service, gratis, for the American War Dads; one of the first, if not the first display in



A FINE DISPLAY for the American War Dads has been contributed by the Holland Advertising Service on Beaumont's main business street.

America for this organization. It is located on Beaumont's main business street, Pearl street, facing the entrance to the public library, and just a half block from the city hall. Our company is very proud of this

outdoor copy, states C. B. Holland, manager of the Holland company.

### Burnett Outdoor Moves

Joe Burnett Outdoor Advertising, Jacksonville, Fla., has moved from 15 North Ocean street to 711 South Main street, Zone 7.

### Northern States Meeting

The fifty-fourth annual meeting of the Outdoor Advertising Association of the Northern States (Minnesota, North and South Dakota) will be held Monday, June 5, at Hotel Radisson, Minneapolis. It will be a one-day meeting and the dominant theme will be postwar planning and opportunities.

### Dreyfuss Again Honored

Leonard Dreyfuss, president, United Advertising Corporation of New York, has been elected chairman of the Newark, N. J., chapter of the American Red Cross. Dreyfuss is also chairman of the East coast conference of state defense directors.

### Outdoor Display Moves

Outdoor Display Company, Chicago, has moved from 1402 South Michigan avenue to 25 East Twenty-fifth street.

## Gratzol Completes Largest Michigan Wall



BENTON HARBOR gets an attractive new wall adjacent to site of spectacular fire.

Benton Harbor has a new painted wall that has been called the largest in Michigan. Work was recently completed on this 35-by-70-foot display by Otto Gratzol Signs, Inc., South Bend, Ind., and Chicago. The bottle illustrated is 28 feet high.

The city of Benton Harbor greeted the new display as a great improvement in the appearance of the location, since the wall is adjacent to the site of the recent specta-

lar blaze of the Traction building, which had left it in a scorched and peeling condition, and a very conspicuous eyesore.

The Gratzol firm has a number of famous artists and muralists on its staff and maintains an attractive 94-foot mural of Western scenes in its South Bend studio. Frank Gratzol, who studied in Vienna, was one of the artists who worked on the Coca-Cola display.

### Ohio Directors Meet

Directors of the Outdoor Advertising Association of Ohio held a one-day meeting May 11 at the Deshler hotel, Columbus, to which association members generally were invited to attend. The theme of the meeting was the extension of every effort to give fullest support to the Fifth War Loan drive. Ohio's quota on War Bond posters is 221, but the association hopes to double that amount.

President R. A. Schorr appointed Howard S. Musselman, manager, Youngstown branch of GOA, to fill the office of vice-president, and B. G. Barnes, of the Zanesville Outdoor Advertising Company, as director, both vacancies having been created since the last meeting.

There was a short memorial service for the late George M. Hammond of the Cambridge Poster Advertising Company.

Ways and means of intensifying the effort of the waste paper salvage committee were discussed, and President Schorr and National Director B. C. Conner both stressed the urgency of all plant owners giving every support to all war activities.

### Change in Schenectady

In 1929 in Schenectady, N. Y., Fred H. Neubauer, who had been operating a commercial sign business there since 1920, and Joseph W. Pearson, who was operating the poster plant known as the Schenectady Poster Company, consolidated their businesses under the name of the Schenectady Outdoor Advertising Company. Last October, due to the ill health of Pearson, they sold the plant and building at 122 South Brandywine avenue to the Ulster Advertising Company, Kingston, N. Y. Schenectady service will continue under the present imprint, under direction from Kingston. The commercial sign business of the company was not included in the sale.

Fred Neubauer has organized the Schenectady Sign Service which will do a commercial sign business at 834 State street, Schenectady.

### U. S. Tire Bulletins

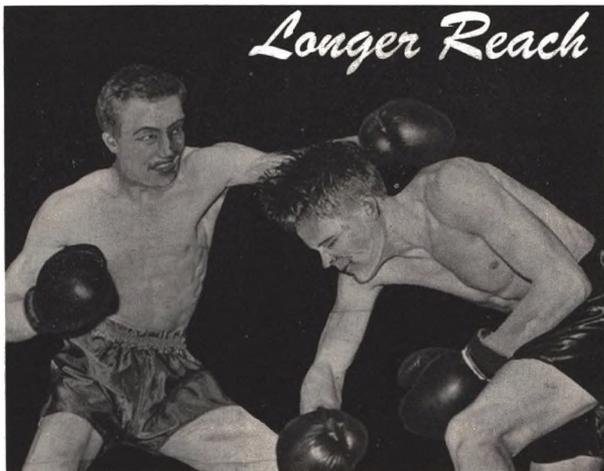
A special neonized cutout representation of the U. S. Tire dealer sign will be a feature of deluxe painted displays to be shown in a selected list of cities where the United States Rubber Company has strong dealer outlets. The account may develop again into a national paint account, as it will be remembered that several years ago U. S. tires were one of the largest users of painted bulletins. It is a Campbell-Ewald account.

### Flaherty with Hicks

Robert H. Flaherty, at one time advertising manager for Anheuser-Busch, Inc., and the Patst Brewing Company, has been appointed account executive on the staff of Joseph W. Hicks, public and industrial relations counsel, Chicago.

### Ad Man for Ralston

H. M. Chase has been appointed advertising manager of the cereal department of Ralston Purina Company, St. Louis, handling Ralston whole cereal, Instant Ralston, shredded Ralston, and Ry-Krisp.



wins championship for

# LUMI-TONE

Trademark Reg. U. S. Pat. Off.

FLUORESCENT PRODUCTS

The greater brilliance of LUMI-TONE Fluorescent Chemicals and Tubing provides a light source that reaches out farther... gives the added visibility which your customers desire. The greater initial brilliance of LUMI-TONE Products... yes, and their longer life, as well... have been verified by conclusive laboratory tests and by actual service records.

Tubing available in 18 mm. 6 ft. lengths for use in Cold Cathode Lighting.

**GENERAL LUMINESCENT CORPORATION** • 638 S. Federal St., Chicago 5, Ill.

LETTERING and CUTTERS

## BRUSHES

For BULLETIN SIGN PAINTERS

MERITORIOUS  
BRUSHES  
SINCE  
1807



Favorite White Lettering Artist



Super White Lettering Artist

STOCKS  
AVAILABLE  
AT ALL DEALERS

**HARRISON BRUSH COMPANY**  
4714-4716 MARKET ST. — PHILA., PA.

# WARNING ADS ON WIRE SCREEN CLOTH

--Such As Door Screens

**Are protected by  
U.S. Patents  
and  
Patents Pending**

All infringers and purchasers from  
infringers will be prosecuted.

**BURDICK-BARON CO.**

3400 Armstrong Ave.  
DALLAS, TEXAS

## SHARPER KNIVES EVER MADE!

Blades so sharp the eye  
can't see the edge! In  
a choice of 8 shapes,  
Extra blades only 50¢  
packet of five. In-  
stantly changeable.  
Every artist or  
sharp - knife user  
needs a set (No. 82, \$1.50).  
Extra blades 10¢ each. At  
your dealer's or direct.



**X-ACTO CRAYFORD PRODUCTS CO.**  
446 FOURTH AVE. (Dept. 37), NEW YORK CITY

## TO THE CANADIAN TRADE A COMPLETE SUPPLY OF

- No-Film and BLUFILM  
Write for Prices and New 32-page Manual  
for Silk Screen Preparation.
- Our descriptive price list on SCREEN  
PROCESS PAINTS on request.

**Scott** PAINT & WALLPAPER  
COMPANY LIMITED  
HAMILTON, ONTARIO  
CANADA'S ONLY FULL LINE SCREEN PROCESS SUPPLY HOUSE

## SIGN PAINTERS BRUSHES AND SUPPLIES

Write today for FREE BULLETIN  
**DICK BLICK CO.**  
P. O. Brawer 4375  
Galesburg, Ill.  
U. S. A.

# Highway Sign Association Holds Directors' Meeting in Chicago

Plans for the issuance and distribution of a directory of all members of the American Highway Sign Association engaged in manufacturing and servicing highway advertising signs were made at the special meeting of the executive committee of that association, held in Chicago on Thursday, May 4.

The directory will describe the type of signs manufactured, erected or serviced by each such member and the territory in which each service company member operates. The directory will also contain a "foreword" explaining the value of highway sign advertising, particularly in the postwar period; and will contain the association's trade practice rules, together with an explanation of the effort the members of the association are making to cause the same to be adhered to. It is planned to distribute the directory to all advertising agencies and to a large list of national advertisers. The Association of National Advertisers will cooperate with the American Highway Sign Association in advising national advertisers of the issuance of this directory.

The executive committee also decided to conduct an educational campaign among the

purchasers of small advertising signs for use along highways, this campaign being designed to cause such signs to be properly erected by the purchasers. It was understood that purchasers of small signs often send a shipment of such signs to each of their distributors, with instructions to erect them in their territory, but without giving any instructions as to the proper method of erection. The association plans to prepare an illustrated poster designed to accompany each shipment of signs to any distributor. This poster will describe the proper method and place for erecting such signs and will contain other instructions covered by the trade practice rules of the association. The soft drink bottlers and the brewers' associations have agreed to cooperate in this educational campaign which, it is felt, will make the signs of greater value and will help to avoid many practices which have caused public criticism.

The members of the executive committee present at the Chicago meeting were as follows: David W. Welday, Charles C. Tapscott, D. A. Brumbaugh, George Behonek, and Clinton M. Odell. Morris B. Mitchell, counsel, was also present.

## Phosphorescent Paints Only, Have Afterglow

"Manufacturers predict that the phosphorescent type of pigment will possibly receive the greater popularity generally, both because of its afterglow, and because it is activated by ordinary light sources." This is the way the first sentence in the third column of last month's article on luminescent pigments should have read. (S. T. May '44, page 6.)

As the article explained, the fluorescent type of pigment glows only during activation or exposure to "black" light (that portion of the spectrum in the invisible, or near-visible ultra-violet range). It is the phosphorescent type of pigment that can be activated, or made to glow, both by means of visible light or by "black" light, and also has an afterglow which remains for a period up to several hours. Consequently, the erroneous substitution of "fluorescent" for "phosphorescent" may have confused readers.

This error was called to our attention by M. A. Heikkila, of the market development division of the New Jersey Zinc Company. Heikkila also pointed out that it is incorrect to say that these fluorescent paints "radiate invisible light;" they absorb radiant energy in the invisible portion of the spectrum, convert it to a longer wave length, and then emit (radiate) it as visible light.

### Major Lee Larson Now

Announcement has been made by Lt. Col. Sig R. Young, commanding officer of Topeka Army Air Field, of the advancement on May 6 of Capt. Lee Larson of Waukesha,

Wis., as major. Maj. Larson entered the army in July, 1942, as a first lieutenant, attended Officer Training School, and was assigned to Topeka Army Air Field on September 15, 1942. He served for a while as commanding officer of the 25th Airdrome Squadron and on June 1, 1943, became commanding officer of combat crews. In civilian life Maj. Larson was president of Lee Life & Co., national outdoor advertising agency of Waukesha.

### Cut Politics

Government has requested that no sponsored advertising for Fifth War Loan drive be sold to political parties, committees or candidates. However, it is understood that opposing candidates may join in sponsoring advertising.

### New York State Meeting

The two-day session of the annual meeting of the Outdoor Advertising Association of New York, held at the Astor hotel, New York City, May 8 and 9, was well attended and various members of OAI discussed that organization and its relation to outdoor advertising plant owners.

Kerwin H. Fulton, president OAI, led off with an enthusiastic resume of outdoor advertising campaigns now in progress and in the making and predicted that outdoor advertising will keep pace with the modern trend.

All the officers of the state association were reelected, as follows: O. S. Hathaway, Middletown, president; J. A. Wallace, Oswego, vice-president; Fred I. Hamm, New York City, treasurer, and J. A. Stahlbrodt, Rochester, secretary-treasurer.

# Process

## Gohman Displays to Move

Gohman Display Company, Cincinnati, Ohio, plans to move into larger quarters across the street from its present location about July 1. The new location, on the fourth floor of a building at Eighth and Broadway, will have about 4,000 square feet of floor space, about double the present facilities. The company makes screen processed twenty-four-sheet posters and other processed specialties.

## Colorcraft Moves

The Colorcraft Company, Baltimore, Md., has moved from 10 East Mt. Royal avenue to 432 North Calvert street, Zone 2.

## Twenty-fifth Anniversary

Allen-Morrison Sign Company, Inc., Lynchburg, Va., is celebrating its twenty-fifth anniversary this year. The company was established in 1919, and its slogan is "World's Largest Exclusive Makers of Outdoor Screen Process Metal Signs."

## Elliott Expects Call to Navy

Walter Elliott, manager of Elliott Display Company, Norwood, Ohio, advises that he is expecting a call to the navy, and has closed his concern for the duration.

## Firms Install Process

[Continued from page 15]

will suffer a loss of business. Oddly enough the reverse is true since most houses can not keep up with their present orders and this unnecessarily ties up the customer. The proper solution therefore is to encourage individuals to do their own work, thereby making silk screen process increasingly popular. Another good reason is that there are many items on the market which have no design or decoration on them, but which would have a better selling value if they were silk screened. Consequently, a number of businessmen have come to realize the value of silk screening their own merchandise and have used this medium with great advantage and success. Furthermore, concerns doing their own screening can better control their own products, extra handling can be avoided, the utmost quality reproductions can be rendered and transportation costs can be cut down accordingly.

Year in and year out brings in new methods, new sources for reproduction, and new designs for jigs and racks. There is a great deal of planning going on now for the post-war period so do not be surprised at the number of new devices and screening equipment which will make way for older methods. It will be a new and entirely changed industry.

Standardization is by all means necessary. Let us therefore set a high standard of quality reproduction by the silk screen process for years to come, a medium of the graphic arts second to none in its individuality and its unlimited possibilities.

# NU-FILM HAS SOLVED OUR PROBLEMS,



## —NOW WE CAN HANDLE JOBS WE USED TO LOSE!

**Because:** NU-FILM (XTRA), a thicker sheet lays down a heavier deposit than Standard and is ideal for key colors on cardboard displays, applications on metal, wood, glass, glo bead, etc.

**Because:** NU-FILM (DOUBLE XTRA) being the thickest sheet we manufacture, heavier than NU-FILM (XTRA) is recommended for coarse meshes of silk, on wire mesh and any job where heavier deposits of color are needed.

**Because:** BLUFILM (XTRA) is excellent for all jobs requiring a heavier deposit of color and for keying up multicolored jobs.



PROCESS PETE

Here's your friend Process Pete. He'll give you any personal aid on any screen process problem. Write him about any difficulty you may have on the subject, or anything you may not understand in our MANUAL FOR SILK SCREEN PREPARATION. If you haven't a copy, ask Pete for one. It tells all about the three films mentioned above. Its 32 pages are fully illustrated. Sent FREE.

**NU-FILM PRODUCTS CO., INC.**  
56 WEST 22nd ST.  
NEW YORK 10, N. Y.

**WHITNEY-JENSEN PRODUCTS**  
30 YEARS EXPERIENCE

## POWER PUNCH PRESSES

Two sizes, 12" and 18" throat depth. Capacity 10 tons, length of stroke 1 1/4", stroke adjustment 1 3/4", die space 3". Economical small size machines for accurate work. Whitney-JENSEN construction features insure durability. Full data on request.



### No. 5 Jr. PUNCH

Capacity, 1/2" hole in 16 ga. iron. In metal kit box with 7 punches and die. A handy and very popular tool.



Write for new PUNCH and DIE CATALOG

**WHITNEY METAL TOOL COMPANY**  
74 FORBES ST. ROCHESTER, N.Y.



## An Easy Way to Boost Your Business

Compare results and you'll see why anyone can produce better screen process work and increase their business by using the dependable—

### DOLFINITE SCREEN PROCESS PAINTS

- Permit faster production.
- Dry to a smooth, uniform surface.
- Assure maximum spreading quality.
- Exceedingly brilliant and light fast colors.
- Work free and uninterrupted under the squeages without clogging or shoving all rings.
- Permit work of unapproachable excellence, work that commands a better price, more profit.
- Surprisingly low priced. The most economical from any viewpoint.

Although the Dolfinite line includes a specific material for every purpose, please remember that our country has first call on many vital materials, and that our facilities are now employed in war work. Therefore, if we cannot fill all your requirements, please bear with us until the peace is won.

**Dolphin Paint & Varnish Co.**  
TOLEDO, OHIO, U. S. A.

# Commercial Comment

## Buys Jedlick Sign Company

The Jedlick Sign Company, owned and operated by Edward J. Jedlick in Tacoma, Wash., from 1903 until the time of his death on April 28, has been purchased by A. F. Andrisek, disabled veteran of the current World War, it is announced by Miss Vera E. Jedlick, executrix of her father's estate. The new owner will continue to operate the business under the present firm name.

Andrisek is well known in Tacoma, having served his apprenticeship at the Jedlick Sign Company, where he worked for eight years. He was born in Moravia, Czechoslovakia, in 1912, and came to the United States in 1921. He became a naturalized citizen of this country in 1940, enlisted in the United States Army the following year, and was discharged from the army on October 17, 1942, because of an injury. Upon his release after several months in the Veterans' hospital, he worked as sign painter at the Mount Rainier ordnance depot at Tacoma.

## Eberhardt with Jones

Edward Eberhardt, who has been in the sign department at North American Aviation, Inglewood, Calif., is now connected with the A. J. Jones Company, Pittsburgh.

## Nauman Moves

Raymond E. Nauman announces the removal of the Nauman Sign Company, Lancaster, Ohio, from 219 North George street to 601 Lincoln avenue.

## Ochi Back in Idaho Falls

Fred I. Ochi, formerly with the Paramount theatre, Idaho Falls, Idaho, is back in the city as proprietor of Fred's Sign Shop, after being located in Ogden, Utah, for some time.

## SWINGSTAGE SWANSON



"BUT, PAPA, how can you object? You always said the man I marry must be a man of letters!"

## Maintain All Signs, Says Goodyear

The importance attached to the preservation of its present sign advertising by The Goodyear Tire & Rubber Company, Inc., is clearly indicated in a warning recently published in the Goodyear Triangle, sales department house publication, urging careful inspection and maintenance of all Goodyear identification signs.

The Triangle article contains some good philosophy for other sign users, and is as follows:

From the advertising service department recently came emphatic warning to avoid neglect of electric identification, display and other types of signs at Goodyear stores and dealer establishments.

"A thorough maintenance job," according to Paul R. Fritsch, advertising service, "may easily avoid an expensive repair job or serious injuries to persons on the sidewalks."

He pointed out that detailed instructions for the maintenance of all types of Goodyear electric signs are in the advertising service book. He urged:

"Use these instructions as a guide in arranging for maintenance."

Maintenance service is not as readily available as normally, hence there is less tendency for sign service agencies to solicit maintenance business and the responsibility for proper maintenance falls more and more upon the dealers and store managers.

In addition, blackout restrictions in many areas have kept signs dark for a considerable period of time—a condition which has contributed to neglect in maintenance. Also early closing of stores and service stations has resulted in curtailment of sign illumination.

"The cumulative effect of all these factors," Fritsch continued, "is sometimes a general disregard for the condition of the electric signs."

Maintenance is just as important as ever, he said, because "maintenance is not just a matter of cleaning a sign but also of inspecting all hanging equipment and making repairs where necessary to avoid dangerous conditions."

Also, maintenance uncovers deteriorations in wiring and other equipment which, if handled properly, will avoid expensive repair.

"Clean signs are important because more than 75 per cent of each sign's circulation value is attained during daylight hours. Thus signs should be kept clean and attractive without regard to whether they are illuminated."

With longer days approaching, Fritsch suggested that time clocks should be regulated so that the signs are not illuminated until dark. "Economy of power and operation of signs later in the evening are important considerations," he added.

## Celebrates Twentieth Year

Johnny Honan last month celebrated his twentieth year with the Sullivan Sign Company, Fall River, Mass.

## NEON SIGN SUPPLIES

**PYREX**  
1 1/2 in. Bushings \$16.50 per 100  
**PYREX**  
3/4 in. Bushings \$6.00 per 100  
**CLEAR & FLUORESCENT**  
**TUBING**  
**HIGH TENSION CABLE**  
**TUBE SUPPORTS**  
**MANY OTHER ITEMS**

NEON SIGN SUPPLY, INC.

9020 W. WALNUT ST. MILWAUKEE, WIS.

## SILK SCREEN PHOTO-SERVICE

And Carbon Tissue Screens  
For the Process Trade—Write for Information  
**Production Process Screen Co.**  
Marshall & Market St., Philadelphia  
**A Jos. E. Podgor Co., Inc., Affiliate**



145 to 151  
W. 18th St.  
New York

Manufacturers  
of  
Wood Letters

Skolor Ready-Mixed, All-Purpose  
**OFFICE DOOR BLACK**  
Skolor Ready-Mixed Japan Vermilion  
**Paper Sign Red—Skolor Neon Black**  
Buy from Your Dealer or Write Direct  
**MASSACHUSETTS PAINT COMPANY**  
Mfr's of Bulletin Colors, Varnishes, Oils, etc.  
15 Taylor St. Springfield 3, Mass.

**ADLER "THIRD DIMENSION"**  
**MULTIPLE SIZE**  
**SILHOUETTE LETTERS**

and Exclusive  
"REMOVA-PANEL" Glass-In-Frame Units  
**ADLER SILHOUETTE LETTER CO.**  
2809 Indiana Ave., Chicago 1451 8 Way, N. Y. C.

## NEON AND SIGN SUPPLIES

Special this month—all you want—  
**GLASS TUBE SUPPORTS, per M \$16.50**  
Orders shipped same day they are received.  
**LaBalle Sign & Artlet Supply Co.**  
8342 Linwood Ave., Detroit 6, Mich. T Yler 6-1662

## CLAY COATED SHOWCARD BOARDS

Only "Direct and Single"  
boards in the industry—30x36 and 40x60  
**F. D. GOODLANDER**  
BOX 233 WABASH, IND.

## CHECK YOUR SHOP!

Perhaps you have some surplus equipment someone else can use. Sell it through the

**OPPORTUNITY EXCHANGE**

# Flashes

### Carron Succeeds Donnell

James A. Carron, with Electrical Products Corporation for ten years, has been made manager of the San Diego branch of that organization, succeeding George W. Donnell, who died recently.

### Fletcher Returns to Signs

Alex Fletcher has returned to civilian life after serving overseas and will be associated with his brother, M. Fletcher, in the operation of the Acme Neon Products Company at 1989 Webster avenue, Bronx, New York City. They are manufacturing neon tubes and tube supports for the trade.

### Barry Moves Plant

M. J. Barry announces the removal of Barry Neon Sign Company from Amarillo, Texas, to Fowler, Colo.

### Now Mid-West Neon

Mid-West Neon is the new name of the Tepolt Sign Service, Appleton, Wis., operated by Lyman Tepolt, promoting neon advertising and lighting.

### Lawrence Announces Change

George Lawrence, proprietor, announces a change in the name of the Lawrence Sign Service, St. Paul Minn., to the Lawrence Sign Company.

### Dixie Neon Moves

Dixie Neon, Inc., Birmingham, Ala., has moved from 1522 North Third avenue to 631 North Second avenue.

### Maltz Neon Moves

Michael Maltz announces the removal of the Maltz Neon Company from 156 Autumn street to 151 Central avenue, Passaic, N. J. The company is adding cold-cathode lighting to its neon service.

### Handling South American Orders

A. Broder, who operates in New York City a buying office for various neon sign manufacturers in one of the South Americas, is interested in receiving literature from sign equipment concerns in the United States concerned in after-the-war sales to South America. Broder's address is 243 West Seventieth street, New York 23, N. Y.

### OCR Finds Theatres Needed

Thirteen California areas were found by the Office of Civilian Requirements to have an apparent need for additional theatre facilities, the War Production Board announced early in May.

Applications for authority to construct theatres in these areas will be considered by the WPB, and if a more thorough investigation shows that there is actually a need for additional facilities, permission to construct will be granted. Certain illumination and identification subcontracts will no doubt be necessary.

# PAPER BOARD

Products

- ★ Artist Illustration Boards
- ★ Drawing Bristols
- ★ Mounting Board
- ★ Poster Boards
- ★ Countless Others

★

National Card, Mat & Board Co.  
4318 Carroll Ave., Chicago 24, Ill.

ALLIED MILLS  
Los Angeles, Calif.—Peterboro, Ont., Canada  
Mfrs. "NAT-MAT" CARDBOARDS



Shop Tested

**NORWIL**  
T 669

**Silk Screen  
Carbon Tissue**

American Made for the American Trade

Norwil Silk Screen Carbon Tissue is meeting production requirements for long life and trouble-free operation.

Norwil Tissue is but one of our many customer approved items for the Graphic Arts.

Free Testing Sample upon Request  
on Your Letterhead

**NORMAN-WILLETTS**  
Graphic Supply Co.

27 Pearl St. 316 W. Washington St.  
New York, N. Y. Chicago, Ill.

*Everybody is Using*

**TUBELITE**

**TYPE A-15 AND TYPE B-18**

*No-Sputter Electrodes*

*with the*

**PATENTED CERAMIC COLLAR**

*for*

**COLD CATHODE LIGHTING**

**Maximum Efficiency and  
Minimum Darkening  
at No Extra Cost**

Type A-15—\$ 7.50 per 100

Type B-18—\$11.00 per 100

Type B-18 can be used up to 120 MA.

Available for Immediate Delivery

**TUBE LIGHT ENGINEERING CO.**

427 WEST 42nd STREET  
NEW YORK 18, N. Y.

*Swiss  
Taffeta*

In a class by itself for long-run jobs, photographic screens, signs, decals, displays and the most exacting war work, including fine panel markings and dials. **Genuine SWISS** silk made by the makers of STENSILK.



**Silk Screen Supplies, Inc.**

(John S. McMahon)

33 LAFAYETTE AVE.  
BROOKLYN, N. Y.

## Displays

### Display Animation Firm Changes

Gregory Motors, Inc., 320 Bridge street, Brooklyn, N. Y., manufacturer of display animation motors, is now under new management. The former president of the company, Eli Gregory, who was with the company for twenty-five years, has retired and has left for his home in Kentucky. The new officers are: Orville C. Correll, president; Alfred C. Kasper, secretary-treasurer; Fred Quick, vice-president; James J. Hayes, sales manager.

### Sweely Will Handle Research

Chicago Vitreous Enamel Product Company, Cicero, Ill., announces the election of B. T. Sweely as vice-president in charge of research.

### 50 Out of 63 in Service

C. E. Gardner, head of the Gardner Poster Service, Ltd., Nottingham, England, is pretty well represented in the war as 50 of his 63 prewar operatives are now in the various forces; from these he frequently receives letters, excepting from one who is a prisoner of the Japs. The Gardner Studio itself was bombed some time ago and its records, including a large file of SIGNS of the Times, were lost.

### Pemco Elects Additional Officers

Pemco Corporation, Baltimore, Md., announces the election of B. F. DeFord as assistant secretary and John R. Rueling as assistant treasurer.

### Now Anthony Display Company

The Anthony Display Company is the new name of the business formerly conducted by J. W. Wilson Company, 41 King William street, Hamilton, Ont., Canada. Joseph Anthony is the principal.

## Good Wall Coverages

[Continued from page 10]

displays has been effected by the Al Fresco Advertising Company in the use of pictorial designs. Such a display has been executed with very satisfactory results for the Dr. Pepper bottler in St. Louis. Interesting characters were supplied from the poster copy of the parent company for this bottler. Characters were a top sergeant, and later a Wave, and they have furnished timely and arresting wartime copy for this display. The execution has been worked out on pounces in a city-wide display of deluxe walls.

A wall showing which vies in efficiency with a typical representative display of posters in St. Louis, giving similar circulation, is that worked out by the well organized wall coverage of the Royal Crown Cola Company who have maintained sixty walls with the Al Fresco Advertising Company for the past three years.

Cleo Cola is well represented with a large display of well-selected walls upon which have been executed very fine semi-pictorial copy. The most important factor in the dressing up of wall space is the use of ample painted trim.

### BULLETIN COLORS

In Oil—In Japan

### SYNTALOID COLORS

(Ready-Mixed)

### VITROSYN SPRAYING OR

SOLUBLE PROCESSING

Gloss Colors

### ALCO SCREEN PROCESS

Flat Colors

Manufactured by

### ALSTON-LUCAS PAINT CO.

and Chas. Moser Co.

7701 West 47th St.

Lyons, Ill.

## KAHLE NEON Outfits

are the product of a manufacturing organization composed of experts with over 30 years' experience in the design and manufacture of tubing, tube and lamp MACHINERY.

Easy to Operate--Easy to Learn

*Kahle*  
**ENGINEERING CORPORATION**

1307 SEVENTH ST., NORTH BERGEN, N. J.  
(formerly called 94 De Matt St.)  
Telephone UNion 3-6710

### PHOTOX PHOTOGRAPHIC FILM

### PHOTO FILM SCREENS

SILK SCREEN PRODUCTS

### GEORGE H. PEMBOCKE

30 IRVING PLACE NEW YORK 3, N. Y.

MERCURY—THE WIRE—H. T. CABLE—ELECTRODES—INSULATORS—HARDWARE—GLASS TUBING—TRANSFORMERS—GAS BURNERS—PLANT EQUIPMENT, ETC.

### De-Lux Neon Mfg. Co.

Oklahoma City 1, Okla. San Antonio 1, Texas

### SIGN WRITERS' SUPPLIES

ARTISTS' MATERIALS

Write for Catalog

### BERT L. DAILY, INC.

126 EAST 3rd St., DAYTON, OHIO

### SIGN PAINTERS'

Brushes and Materials

BECKER SIGN SUPPLY CO.

314 N. Eulaw St. Baltimore, Md.

## You Can Still Get Good Used Equipment

● There's lots of it standing idle in sign plants. It's easy to make your wants known, and inexpensive, too.

Use the

OPPORTUNITY EXCHANGE

## NEON SUPPLIES

for NEW or MAINTENANCE WORK

Immediately Available from . . .

### ACME NEON ACCESSORY CO.

448 E. Milwaukee—Detroit 2, Mich.  
1437 27th St.—Des Moines 11, Iowa  
310 N. Jefferson St.—St. Louis 3, Mo.

### ACCENT YOUR DISPLAYS WITH COLOR AND APPEAL

Latest summer colors in Wood Flakes, Kubas, Chips, Stems, Sand, etc. Can be used to colorfully display merchandise. Available in Yellow, Pink, Green, Blue, Red, Magenta and other standard colors. Good for open areas in displays, around tree trunks, pots, etc. Used by leading stores. Can be reused many times. NO PRIORITIES . . . QUICK SHIPMENTS.

### National Sawdust Company, Inc.

Display Department  
71 North Sixth St. Brooklyn 11, N. Y.

### EISLER NEON TUBE UNIT



MADE IN 3 SIZES  
NEON TUBE MAKING UNIT

CHARLES EISLER has been making complete neon sign maker's equipment for over 23 years. Complete line of Torchers, Burners, Pumps, Blowers, Boosters, Regulators, Spot Welders, Ball Welders, A. C. Arc Welders, Special Transformers and Fluorescent tube making equipment. Write for information. CHAS. EISLER.

### EISLER ENGINEERING CO.

748 So. 19th St. (nr. Avon Ave.), Newark, N. J.

### FEDERAL COATED GLASS

Green 45c Pound  
Blue Whites 50c Pound

### FEDERAL FLUORESCENT MIX

500cc Green \$8.25  
Blue and Whites \$9.50

FEDERAL FLUORESCENT CO.  
145 W. 22nd St. New York City

Professional Sign Artists always use for their Fast Jobs

### SPEED-E-SET

The Perfect Quick, Hard-Drying Binder, mixes with Japan or oil paints, saves time on Backing Up Gold Leaf, Windows and Auto Jobs, Bulletin and Display Work, etc.—Buy from Your Dealer or Write Direct. MASSACHUSETTS PAINT COMPANY  
Mfgs. of Shaker One Stroke Latexing IPaint  
15 Taylor St. Springfield 3, Mass.

### Have YOU Tried FAST-DRY The Super Paint Drier?

Trial Can, \$1.00

Kirkwood Chemical Company  
515 North Elkwood Rd. Kirkwood 2, Mo.

## Honor Rolls

### Has War Loan Tie-in

The names appearing on the accompanying board for the post engineer's department at Camp Phillips, Kan., are of the former employees of that department who are now serving on land, sea, and air, all over the world. It was built to tie in with the Fourth War Loan drive, the idea being promoted by M. H. Duemling, head of the plumbing department, with the active support of Maj. H. C. Dettie, head of the post engineers.

The eagle, engineer's castles, and globes are wood carvings and are laid with gold leaf. The wording, "Post Engineers Roll of



ONCE CIVILIAN WORKERS at Camp Phillips, the people whose names are on this roll are now serving in the armed services all over the world.

"Honor," and "Land, Sea, and Air" are cut-outs, surfaced with gold. The panel containing the names has a white background, and the board itself has a light gray background with light blue trim. Designed and painted by S. A. McMickle, of the post sign shop, the board and cut-outs were constructed under the supervision of L. G. Costello of the carpenter shop.

"As we have received favorable comment on this board, it may give other posts throughout the country an idea to work on," says McMickle. The panel is installed at the main entrance to the post engineer's offices at the camp.

### Phenolic Resins Freed

The War Production Board on May 9 amended Conservation Order M-246 to allow anyone to receive free samples of phenolic resins or phenolic resin molding compounds without specific authorization in any quantity. Resins containing para-tertiary butyl phenol and para phenyl phenol will be limited to ten pounds a month, however.

A provision has been added also to allow any one person to receive in any one calendar month up to 110 gallons of phenolic resins or phenolic resin molding compounds for experimental purposes, with the exception of the two types mentioned above, in which case, a person is limited to receiving ten pounds in any one month.

### Litho-Paint Moves

Litho-Paint Poster Company, Chicago, producer of posters and displays, has moved its plant from 6312 North Broadway to 525 Noble street, Zone 22.

## New Profits for Sign Firms!

While War requirements have lessened the sales for sign manufacturers, here's an opportunity to take up the slack and keep salesmen busy, profitably selling

### ACE-HY Plastic CHANGEABLE LETTERS



Hundreds of uses—Honor Rolls, Directory Boards, Changeable Window Signs, to mention a few. Seven Sizes in enduring plastic. Liberal discounts to sign manufacturers.

Free Catalog and Samples

### ACE-HY PLASTIC CO.

306 Bowery—New York City  
Plant on Premises. Plastic Work  
Made to Your Specifications.

## There's a Model for Every Shop



### BOICE-CRANE 14" Safe, STEEL CLAD BandSaw

Better balance allows higher speed in cutting of metals, wood, plastic and alloys. Cuts stock 8 1/2" thick and handles 22" diameter work. The Boice-Crane cuts freer and faster, reducing sanding costs on end cuts. Entire frame work is a single, one piece steel structure.

Telescoping blade guard holds by friction when lock handle is released. It will not drop while adjusting.

Guide handle blades from 1/2" to 3/4" wide. The table, 15"x15 1/2", tilts 45° to right—10° to left—degree of

tilt indicated by convenient scale. Single and eight speed models.

For Free Catalog Use This Coupon

Boice-Crane Co., 947 Central Ave., Toledo, Ohio.

Name.....  
Street.....  
City.....

# Opportunity Exchange

When answering keyed advertisements, enclose replies in stamped envelopes for forwarding to advertisers.

## WANTED

### GLASS BLOWERS NEON SERVICEMEN

\$63.25 per week  
Steady work with  
overtime

**BALTON & SONS**  
121 So. Third St.  
Memphis, Tenn.

## WANTED

### GLASS BLOWERS NEON SERVICE MEN

**\$65 Per Week**

Steady work  
Newly equipped shop

### ELECTRIC EQUIPMENT CO.

2473 Sherman Avenue, N. W.  
Washington, D. C.

## WANTED

Commercial sign painters.  
Scale, \$1.50 per  
hour.

### BRISSON SIGN COMPANY

2239 Champa St.  
Denver, Colo.

## TUBE BENDERS WANTED

\$1.50 per hour; steady work;  
plenty of overtime. Write to

**LEON NEON**  
Newburgh, N. Y.

## WE ARE LOOKING FOR NEW SIGN IDEAS

If you have a new invention, a new idea or development for window or outdoor signs or displays—get in touch with us at once. We will buy outright or operate on a royalty basis.

### NEON PRODUCTS, INC., LIMA, OHIO

We will also have openings for sketch artists, sign engineers, screen process men, neon tube benders and sales and other sign executives. Plan your future now. Associate yourself with a nation-wide, aggressive and responsible company. Write us, giving full details of your experience.

## ESTABLISHED COMMERCIAL SIGN SHOP

Small town, West Coast, downtown business property. New building, lot 50 by 120 feet, plus two-bedroom house to live in, plus additional income from eight furnished rooms—\$275 a month. A good signman with own neon equipment badly needed. Everyone is making money here. Price, \$10,000.

Address "BOX 608"

Care SIGNS OF THE TIMES

## FOR SALE

Outdoor advertising plant, neon plant, painted bulletins, commercial. Fast-growing territory. Fine equipment. No competition. Established 20 years. Finest opportunity in the West. Write for particulars—

**Lealie W. Wood, Mgr.**

**PRAIRIE ADVERTISERS**  
Cheyenne, Wyoming

## WANTED AT ONCE

Sign Painter or Helper—one who can do repaints on billboards, walls, also some commercial work, and do neon maintenance, drive truck.

**GOOD PAY**—and you get it! Good living conditions as this is not a war boom town.

Answer by letter, stating what you can do and salary expected. (Neal Saunders—answer.)

**J. C. STAMM ADV. CO.**

3135 Washington St. Vicksburg, Miss.

## WANTED

Sign painter. Commercial shop. Union. Full time. Year - around, steady work.

**MURHALL ADV.  
COMPANY**  
Worcester, Mass.

## WANTED

Combination bulletin-pictorial painter; one qualified in making sketches. Salary \$1.50 per hour. Permanent all-year job. Ideal climate and living conditions. Wire or write.

**Price & Mapes, Inc.**  
Savannah, Ga.

## WANTED

One Good Wall Man and Two Helpers — One Combination Wall and Commercial Man  
All summer's work. \$1.25 per hour and up to workmen, depending on production. \$1.00 per hour to experienced helpers. Write details in first letter.

**Brooks-Gray Sign Co.**  
222 West Broad St.  
Richmond 20, Va.

## BILLPOSTERS

Can place at once two experienced long-handle billposters. Permanent. Write, wire or phone W. H. Hughes, Manager.

**LOUISVILLE POSTER ADVERTISING CO.**  
Louisville 3, Kentucky

## WANT TO BUY NET BANNER

20 by 30 feet or 30 by 40 feet.  
**STAMFORD SIGN CO.**  
133 Worth St. Stamford, Conn.

## WANTED

First-class tube bender to work on 50-50 basis; plant and materials furnished and you get 50 per cent for bending and pumping

### Piedmont Neon Sign Company

Durham, N. C.

## FOR SALE

Sign shop with more work than one man can handle. Est. over 10 years, near nation's capital—only shop in town of over 40,000. All telephone business with high-class trade. Very low overhead, in center of business section. This is a real opportunity for a getter. \$1,000 cash.

Address "BOX 605"  
Care SIGNS OF THE TIMES

## WANTED

Neon tube bender—one all-around commercial man. Excellent working conditions and surroundings. Steady year round—no drinkers. Best city in Southwest. Guarantee no layoffs. Union.

### Pendleton Advertising

Box 768, Amarillo, Texas  
FORMER EMPLOYEES OF  
VAN H. ALLM please contact

WANTED — Sign writer or painter who can make sketches and who can do all types of commercial sign work.

McDANIEL SIGN CO.  
218-222 Ninth St. Cairo, Ill.

WANTED FOR CASH  
Transformers and H. T. cable  
(15,000 V.).

ISBET ELEC. SIGN CO.  
100 Rutledge St.  
Brooklyn, N. Y.

## FOR SALE

100 Christmas trees "Season's Greetings," 5 feet high, metal frame, aluminum foil covered branches, fitted with metal clamps to permit attaching to street lighting poles

HAYDO BROTHERS  
Plainfield, N. J.

## WANTED

Commercial Sign Painter

GRACE SIGN SERVICE  
13 1/2 West Grace St.  
Richmond 20, Va.

## ATTENTION!

### Sales Managers — Plant Superintendents — Designers

Those of you who have successful records and proven ability, especially in this business—answer this advertisement. A rare opportunity awaits you with this old well-established and progressive electric sign firm who are now considering applications for immediate or postwar positions. Give complete outline of experiences with past employers, age and references, etc. All information will be held in strictest confidence. Only high caliber personnel will be considered.

### G. C. KIRN ADV. SIGN CO.

28th and Washington

Saint Louis 3



## WANTED

GLASSBLOWERS — SERVICEMEN  
PAINTERS — SALESMEN

Wonderful opportunity to establish yourself now for postwar security. Write for full particulars.

### GENERAL NEON SIGNS

610-20 N. Fourth St.

Philadelphia, Pa.

## NEON TUBING

Separate letters to connect and pump yourself.

Complete units—Patterns—Repairs

No job is too large or too small.

We have a proven Maintenance Plan that provides a steady income and all money is received in advance.

### Make More Money and Prevent Arguments on Repair Bills

Write for additional information and prices.

### ANDERSON NEON SERVICE

40 Court Street

Mt. Clemens, Michigan

## WANTED

Union commercial sign painter; steady work; scale, \$1.50 per hour.

W. C. HENRY, SIGNS  
Springfield, Ill.

## WANTED

Complete neon unit for making sign tubes. Must be in good condition ready to work. Give make, size, age, and price.

Address "BOX 60"  
Care SIGNS OF THE TIMES

## 3 GLASS LATHES

FOR SALE

LEON NEON  
Newburgh, N. Y.

WANTED—Experienced combination bulletin and commercial man; steady work, good pay; no drinkers; permanent position. Address "BOX 603," care SIGNS OF THE TIMES

## WANTED

### A-1 Glass Blower

Able to manage shop and make patterns. Also serviceman or helper.

Union wages and better if you qualify. Write at once to

### STANDARD NEON COMPANY

1301 Fifth Street  
New Brighton, Pa.  
(Established 1918)

## WANTED

Sign and pictorial painters and helpers for bulletins and wall work. Good commercial man.

### BALTON & SONS

121 So. Third St.  
Memphis, Tenn.

### Ideas . . . Promotion . . . Profits

Manufacturer of advertising displays with excellent sales organization is looking for new inventions, a new idea to be developed for advertising displays. Get in touch with us.

### COL-R-BAC NEON PRODUCTS

1161 W. Madison St.  
Chicago, Ill.

FOR SALE—Commercial sign business; union; no neon. Established 8 years. Money-maker for two men. Steady customers and transient. Complete except truck. Do all wall work for large painting contractors. Rent \$30. In beautiful East Oakland. Price \$5,000. Geo. S. Peterson, 3019 Soethill Blvd., Oakland, Calif.

ADDITIONAL  
OFF. EXCH. ADS  
NEXT PAGE



### WANTED

One all-around commercial man—one neon service man—one tube bender. Union shop. Good living conditions. Year-round work. Bonus to capable producers. Give complete information, age, experience, draft status, etc.

**Allied Signcrafts**  
Stuebenville, Ohio

### WANTED

#### SKETCH ARTIST

Experienced on outdoor bulletin, poster, etc., designing. Salaried position, permanent.

#### SIGN PAINTER

Position open for first-class journeyman; full-time, year-around work.

**The Hayward Larkin Company**  
915 W. Mallon  
Spokane, Wash.

### AVAILABLE

Facilities to make your neon tubing at wholesale prices.

**NEON ENGINEERING CO.**  
Auburn, Indiana

**POSITION WANTED**—In a first-class commercial one man sign shop. 27 years old, draft exempt, sober, reliable; have knowledge of walls, bulletins, showcards and screen process. Samples on request.

Address "BOX 604"  
Care SIGNS OF THE TIMES

### FOR SALE

K-5-A Cutawl, good condition. Sacrifice sale. Leaving for service. Price, \$27.

#### POSTER ARTIST

Loew's Theatre, Canton, Ohio

### WANTED

Experienced neon tube bender and pumper. Draft exempt. Steady work year around.

**N. L. BROWN**  
1707 N. Calvert, Baltimore 2, Md.

Wholesale Tubing — Repairs, prompt service, with or without patterns. Write for prices.

**STATE NEON CO.**  
1717 Quindaro Blvd. 37  
Kansas City, Kan.

### WANTED

Connection with large, reliable sign firm, to learn the all-around commercial sign painter trade. Experienced showcard writer. Sober. Married. References.

Address "BOX 607"  
Care SIGNS OF THE TIMES

### GLASS TUBING

Below standard lengths of Corning clear tubing in sizes from 9 to 15 mm. Mostly 12 and 15 mm. Lengths from 36 to 44 inches. This tubing was broken in shipment and cannot be coated on our equipment. Ideal for practice. Also entirely suitable for new and repair work.

Assorted package of 100 lbs. \$10.50  
(F.O.B. Milwaukee)

**WILLEMITE PRODUCTS CORPORATION**  
2020 W. Walnut St. Milwaukee 5, Wis.

### Pounce Your Patterns with Electricity

Saves time and money. Plans on how to build it yourself in

30 minutes	\$ 5.00
Complete unit less transformer	10.00
Complete unit with used transformer	15.00
Complete unit with new transformer	20.00

### ANDERSON NEON SERVICE

40 Court Street Mt. Clemens, Mich.

### PROVEN QUALIFICATION ASSURES TOP-NOTCH SERVICE IN SIGN WORK

My 18 years of continuous experience in sign work is positive proof of real ability which, moreover, is predicated by the last 6 years as shop foreman and glass blower in a large Midwest shop. I would like to connect with a proven, progressive organization preferably engaged in vital war work at present. If you have such an opening I am sure that I have the experience and skill to warrant highly satisfactory and uninterrupted employment. Write wire or phone:

#### ROBERT RENELL

1310 CHARLES ST. ROCKFORD, ILL.  
Res. Phone: Blackhawk 4280 Bus. Phone: Main 1263

### ATTENTION — WANTED

Fast, all-around sign painters, glass blowers, erection and service men; sober, reliable. Top wages paid, no lay-offs. Give full details in first letter.

#### VAN SLETT ADVERTISING COMPANY

470 Park Avenue Worcester 3, Mass.

### WANTED

A-1 Card Writer. Pittsburgh territory.

Address "BOX 609"  
Care SIGNS OF THE TIMES

### WANTED

Three commercial, four bulletin and wall men and helpers at once; 52 weeks a year in new air-conditioned modern plant. Established 35 years.

**PROGRESSIVE SIGN CO.**  
Egla, Illinois

Position wanted—In shop helping technician making photo screens. Have been in sign and showcard business 13 years. Expect part of traveling expenses to point. Consider N. Y. state only. Wages \$45 per week, 40 hours. Ed Kistebis, 89 Westminister Rd., Rochester, N. Y.

### WANTED

One all-around sign painter. One neon service man or combination bender and service man. Must be reliable. Good proposition.

Address "BOX 610"  
Care SIGNS OF THE TIMES

### WANTED

Sign and Pictorial Painters and Helpers for bulletins and wall work. Steady employment.

### WHITMIER & FERRIS CO., INC.

295 Maryland St.  
Buffalo 5, N. Y.

### WANTED

Man with some experience in any of the following: Neon Service, Tube Bending, Show Card or Sign Writing, to make himself useful to shop doing all types of sign work. Permanent connection to right party. No drinks. Opportunity to advance. Ohio location. Give complete information—age, experience, draft status, and salary desired.

Address "BOX 611"  
Care SIGNS OF THE TIMES

### WANTED

A-1 glass blower and pumper man and some service experience; year-round work; highest wages paid; good fireproof shop and best working conditions; living conditions reasonable and not crowded. Write or wire

**BEACON NEON SIGN CO.**  
Daytona Beach, Fla.

**IF YOU ARE A GOOD COMMERCIAL MAN And Want to Get Established**

In Calif. town, not worried about postwar depressions; if you have \$30 to \$50 to invest in 30-year-old business—I'll sell all or part, with agreement to buy back if dissatisfied. Will also try to get buyer accepted. Steady trade; no soliciting; no cut-rate contracts. Down town—low rent. Must sell. Write for particulars: **OLSEN SIGNS** 1254 Van Ness Pkwy 1, Calif.

### Transformers Repaired

Also a few for sale. Some neon equipment for sale. Get shipping instructions and delivery dates before making shipments.

**NEON ENGINEERING CO.**  
Auburn, Indiana

### ACTIVE AGENTS WANTED

Calling on sign firms, to handle line of stencil knives, beam compasses, 6 pocket scales. Fast sellers—bandy tools any sign and process shop can use. Priced right—high quality. Liberal commissions. Send 3¢ for samples.

**MARK SPECIALTY CO.**  
406 Temple Bldg. Piquette 4, N. Y.

### WANTED

Reliable first-class all around sign painter. Steady job in city of 25,000 where cost of living is reasonable. State experience and wages expected.

Address "BOX 606"  
Care SIGNS OF THE TIMES

# Directory of Sign Erection and Maintenance Concerns

This directory is comprised of paid listings of firms equipped to provide sign erection and maintenance service indicated by the classifications below.

1. Firms equipped to secure space for and place in their city advertising signs furnished by national concerns.
  2. Firms equipped to service such signs.
  3. Firms equipped to secure space for and place outside their city advertising signs furnished by national concerns.
  4. Firms equipped to service such signs.
  5. Firms interested in receiving orders to erect
- Figures in parentheses indicate population of territory served.  
Listings—\$3.00 per Year. Advertising Rates on Request.

# Classified Advertisements

Rates—7c per word one insertion, 6c per word six insertions, 5c per word twelve insertions. No ad taken for less than \$1.50 per issue. Cash must accompany copy to insure publication.

## AGENTS WANTED

DECALCOMANIA TRANSFERS now offered in small quantities. Quick delivery. Most attractive Name Plate on your product is the best advertisement. Sideline salesman wanted. Free samples "RALCO," 1461 Washington, Boston, Mass.

## ART SCHOOLS

PROGRESSIVE SIGN PAINTERS, learn pictorial poster, bulletin art studies, each 60 bound pages, new! Exclusive \$22 course only \$15 if you enroll NOW. ENKEBOLL ART SCHOOL, Omaha, Neb.

## BABY BULLETINS

PREPARE for postwar advertising—read how to establish retail income from baby bulletin outdoor advertising—fully illustrated. Postpaid \$1. C.O.D. \$1.40. HI-WAY DISPLAYS, Waukegan, W. Va.

## BOOKS

ART MAGAZINES—Back numbers, each 25c, 6 for \$1, postpaid. Practical Art Plates, adds to commercial work and art studies, each 60 bound pages, size 9x12. Animals, pen technique; figure drawing; foliage scenery; animals, pencil sketches; famous paintings. Famous art studies, each 30 pages, postpaid, \$1.50. Postpaid. Big FREE LIST. SIGN PUBLISHING CO., Dept. ST, Farmington, Me.

"NEW REVISED MODERN POSTER ART and LETTERING," just added many new designs, advertising illustrations, alphabets, layouts, etc. POSTPAID \$2. "Quick Landscape Painting to Order"—complete course in this fascinating and profitable art—29 pictures to help colorists work with plastic binding to open flat for copy work. POSTPAID \$3. By Post FREE. SIGN PUBLISHING CO., Dept. ST, Farmington, Me.

DON'T BELIEVE all you read in the novel "Floor Flip," written by a sign writer artist. Write TRU-BU BOOKS, Caswell, Mich.

## BULLETIN COLORS

SALE—This Month Only. Devroe & Reynolds liquid Bulletin Colors. Standard O.A.A. shades listed by number. No. 2 Red—\$1.80 qt.; No. 40 Red—\$1.85 qt.; No. 37 Lemon Yellow—\$1.35 qt.; No. 38 Medium Yellow—\$1.35 qt.; Black—95c qt.; No. 20 Med. Blue—\$1.75 qt.; No. 72 Dark Blue—\$1.65 qt.; No. 42 Orange—\$1.35 qt.; No. 91 Emerald Green—\$1.75 qt.; No. 3 Maroon—\$1.75 qt.; No. 12 Med. Green—\$1.35 qt.; Lettering White—\$1.20 qt.; \$1.98 gal.; Blackout White—\$3.69 gal. F.O.B. Waukegan. CLEARANCE Black Sable Speed Fitches—45c, 96—40c; 75—70c, 96—80c, 96—\$1.00, 1—\$1.05. Per set—\$4.95 postpaid. Large White Bristle Fitches—36—75c, 1—\$1.85 postpaid. MIDWEST SIGN SUPPLY, Waukegan, Wis.

## CHALK TALKS

YOU can Entertain with Chalk Talks for all occasions. Laugh Producing Program of 23 Comic Trick Chalk Talks. \$1. Illustrated Catalog, 10 cents. BALDA ART SERVICE, Dept. 44, Oshkosh, Wis.

## SCREEN PROCESS

PHOTOGRAPHIC SCREEN PROCESS easy, simple, perfected way by Waldyn System. Development, exposing done on screen. Trial order with complete information—\$2. WALDYN, 502 W. 42nd St., New York City.

## Use Classified Ads for Quick Results

Classified advertisements are terse messages, briefly told. They offer a quick, easy way to contact salesman to handle advertising specialties; to market methods, processes, tricks of the trade you have developed; to reach men in the sign and display field who are interested in bettering their conditions through correspondence courses, books.

**Alabama (2,632,961)**  
Mobile—78,234. Gulf Coast Sign Co., St. Francis at Joachim 5-7.  
**Arizona (499,261)**  
Phoenix—48,118 (119,676). Myers-Leiber Co., 525 W. Monroe St. 1-234-567-9.

**Delaware (266,505)**  
Wilmington—106,632. Harting Sign Co., 509 Shipley St. 3-4-5-6-7.

**District of Columbia (663,091)**  
Washington—408,296. Stone, 1314 Massachusetts Ave., N. W. (Rear). 1-234-567-9.

**Florida (1,897,414)**  
Jacksonville—172,065. Joe Burnett Outdoor Adv. Co., 715 S. Main St. 1-234-567-9.  
Miami—172,722. American Sign Co., 1184 N. W. 62nd St. 1-234-567-8-9

**Georgia (3,123,723)**  
Macon—37,865. Macon Neon Sign Co., 670 Poplar St. 1-234-567-9.

**Illinois (7,897,241)**  
East St. Louis—75,469. G. A. Levy & Co., 330 N. 7th St. 1-234-567-9.  
Kewanee—20,000. Artco Advertising Co., 319 N. Main St. 1-234-567-9.

**Indiana (3,427,796)**  
Fort Wayne—114,946. The Brinkman Corporation, Clay & Superior Sts. 1-234-567-9.  
**Iowa (2,538,268)**  
Des Moines—60,751. Boy Hansen Sign Co., Front and Gaines St. 1-234-567-9.

**Kansas (1,879,429)**  
Dodge City—18,729. Ace Sign Builders, 10 Bluff St. 1-234-567-9.  
Mason City—7,025. Neon Sign & Lighting Co., 405 11th St., N. 1-234-567-9.

**Kentucky (2,345,679)**  
Waterloo—61,136. Fish Sign Service, 522 Lafayette St. 1-234-567-9.

**Kansas (1,801,028)**  
Kansas City—39,178. City Sign Service, 519-A Southwest Blvd., Zone 8. 1-234-567-9.  
Topeka—46,005. Hinkson Service, Inc., 515-19 N. Kansas Ave. 1-234-567-9.

**Louisiana (2,363,880)**  
New Orleans—94,537. Industrial Electric, Inc., 3227 Magazine St. 1-234-567-9.

**Maryland (1,821,244)**  
Salisbury—46,562. National Neon Sign Service, P. O. Box 7. 5-6-7-9.

**Massachusetts (4,316,721)**  
Boston—787,271. Electric Sign Maintenance Co., Inc., 325 Columbus Ave. 2-4-5-6-7-9.  
Pittsfield—9,674. Reading Sign Service, 20 Cusley Place. 1-234-567-9.

**Michigan (4,100,000)**  
Springfield—149,649 (225,735). Reading Sign Service, 26 Taylor St. 1-234-567-9.  
Warren—199,311. Marhall Advertising Co., 86 Foster St. 1-234-567-9.

**Minnesota (5,256,106)**  
Detroit—1,571,985. The A.B.C. Sign Co., 6451 E. Forest Ave. 2-4-6-7-9.  
Walker & Co., 88 Custer St. 1-234-567-9.  
Plym—156,491. Walker & Co., 271 N. Saginaw St. 1-234-567-9.

**Mississippi (2,792,300)**  
Grand Rapids—162,532. Walker & Co., 102-104 La Grange Ave., S. E. 1-234-567-9.  
Biosdway 80,235. Walker & Co., 823 S. Washington Ave. 1-234-567-9.

**Minnesota (2,792,300)**  
St. Paul—271,418. Lawrence Sign Co., 118 W. Central Ave. 2-3-4-5-6-7-9.  
Universal Sign Co., Inc., 460 N. Dale St. 1-234-5-6-7-9.

**Mississippi (2,183,796)**  
Gulfport—20,000 (100,000). Neon Sign Co. of Gulfport, Inc., 25th Ave. 1-234-567-9.  
Jackson—48,292 (60,000). Mississippi Outdoor Displays, Inc., Clinton Blvd. 1-234-567-9.

**Missouri (3,784,664)**  
Meridian—37,000 (350,000). Ziller Advertising Service, Inc., Box 402. 1-234-567-9.  
St. Joseph—75,211. Roderick Neon Co., 1621 Fred Eric Ave. 1-234-567-9.

St. Louis—822,013. Crystal Electric Sign Co., 3444 Lindell Blvd. 1-234-567-9.  
St. C. Kirm Adv. Sign Co., 2737 41 Washington Blvd. 1-234-567-9.  
Geo. J. Simon, 2710 N. Market St. 6, 1-234-56-8-9.

**Montana (559,456)**  
Butte—35,560. Butte Neon Outdoor Adv. Co., 401 S. Main St. 1-234-567-8-9.

**New Jersey (4,160,165)**  
Newark—442,117 (4,028,027). Broadway Maintenance Corp., 353 Halsey St. 2-4-5-6-7-9.  
Paterson—138,267. Federal Advertising Corp., 177 Raleigh—46,560. Harrell Sign Co., 3125 S. Blount St. 1-234-567-9.

**New York (13,479,142)**  
Mt. Vernon—60,362. Albee Sign Studios, 134 W. Third St. 1-234-567-9.

**North Carolina (3,571,632)**  
Durham—40,195. Piedmont Neon Sign Co. 1-234-567-9.  
Raleigh—46,560. Walker Neon Sign Co., 228 Franklin St. 1-234-567-9.

**North Carolina (3,571,632)**  
Raleigh—46,560. Walker Neon Sign Co., 228 Franklin St. 1-234-567-9.  
Wilmington—13,407. Progressive Adv. Co., 2nd and Reading Sts. 1-234-567-9.

**North Dakota (641,935)**  
Winston-Salem—75,274. Coe & Hartman Signs, 876 N. Liberty St. 1-234-567-9.

**Ohio (6,907,612)**  
Columbus—105,334 (300,000). McQueen Sign & Adv. Co., 136 W. Tularosa St. 1-234-567-9.  
Canton—290,564. The P. F. Yeager Sign Co., 62 E. Long St. 2-4-5-6-7-9.

**Ohio (6,907,612)**  
Martins Ferry—20,000 (300,000). Silver Sign Service, 1415 S. Lane Highway. 1-6-7-8-9.  
Russellville—244. Morgan Neon Signs 1-234-567-9.

**Pennsylvania (9,900,180)**  
Allentown—66,904. Lehigh Advertising Co., 1006 Hanover Ave. 1-234-567-9.  
Lancaster—61,345. Dorward Signs, James and Mulberry Sts. 1-234-567-8-9.

**Pennsylvania (9,900,180)**  
Philadelphia—193,134. Mecca Signs, 225 N. 3rd St. Buffalo St. 1-234-567-9.  
Reading—102,280. Hen Johnston, Inc., 30 Penn Ave. 1-234-567-8.

**Rhode Island (713,346)**  
Central Falls—25,928. A. Mandeville Sign Studio, 146 Summer St. 1-234-567-9.

**South Carolina (1,899,804)**  
Spartanburg—15,874. Wein & Son Sign Co., 283 N. Main St. 1-234-567-9.

**Tennessee (2,915,841)**  
Johnann City—25,332. General Neon Sign Co., 114 Buffalo St. 1-234-567-9.  
Knoxville—105,820. Fort Sign Co., 706 State St. 1-234-567-9.

**Tennessee (2,915,841)**  
Memphis—253,143. Balton & Sons, 121 S. 3rd St. 1-234-567-8-9.  
Nashville—153,856. Nashville Neon Sign Co., 1714 West End Ave. 1-234-567-8-9.

**Texas (6,414,824)**  
Dallas—105,820. Textile, Inc., 2900-10 Factory St. 1-7-9.

**Vermont (359,611)**  
Burlington—34,720. Radding Sign Service, 9 Mechanics Lane. 1-234-567-9.

**Virginia (2,677,773)**  
Bristol—20,845. Standard Advertising Corp. 1-234-567-9.  
Richmond—182,883. Talley Neon Co., 508 W. Broad St. 1-234-567-9.

**Virginia (2,677,773)**  
Roanoke—106,000. Stanton & Inge, Inc., 1017 Sheppard Ave., N. W. 1-234-567-9.  
**Wisconsin (3,137,587)**  
Eau Claire—30,745 (338,550). Weiske Adv. Ver-Ti-er Co., 118 Woodland Ave. 1-234-567-9.  
Wausau—29,000 (365,901). Meurent Sign Advertising, 253 Forest St. 1-234-567-9.

# READY REFERENCE

## Directory of Leading Firms Serving the Sign Advertising Industries

This directory is limited to advertisers in the display or Ready Reference columns of this magazine. See advertising index (next to last page) for reference to advertisements for products listed here.

### Air Brushes

Pasche Airbrush Co., 1907 Diversey Pky., Chicago 14, Ill.  
Thayer & Chandler, 910 W. Van Buren St., Chicago.



The World Air Brush Mfg Co., 2173 N. California Ave., Chicago, Ill.

Send for the **AIR BRUSH CATALOG**

"In 1891 we made the first one!"

**THE WORLD AIR BRUSH MANUFACTURING COMPANY**  
2173 North California Avenue  
CHICAGO - ILLINOIS

### Artists' Colors

THE AMERICAN CRAYON CO., Sandusky, Ohio.

### Bolting Cloth

Silk Screen Supplies, Inc., 33 Lafayette Ave., Brooklyn 17, N. Y.

### Bronze Tablets

United States Bronze Sign Co., Inc., 570 Broadway, New York 12, N. Y.

**RAISED LETTER PLAQUES -- TABLETS NAMEPLATES -- SIGNS that look just like**

**SOLID BRONZE**

Bronze is out for the duration, but you can accommodate your customers, at the same time earn good profits by selling this latest development of

**"Bronze Tablet Headquarters"**

**UNITED STATES BRONZE SIGN CO., INC.**  
570 BROADWAY, NEW YORK 12, N. Y.

### Brushes

DELTA BRUSH MFG. CORP., 14 W. 17th St., New York 11, N. Y.  
H. GRUMBACHER, 440 W. 34th St., New York 1, New York  
Harrison Brush Co., 4714-16 Market St., Philadelphia, Pa.

### Bulletin Colors

Alston-Lucas Paint Co., 7701 W. 47th St., Lyons, Ill.  
T. J. ROWAN CO., Inc., 749 E. 135th St., New York 52, N. Y.

### Card and Sign Writers' Supplies

Becker Sign Supply Co., 314 N. Eutaw St., Baltimore, Md.  
Dick Black Co., Galesburg, Ill.

### Cardboard

Chicago Cardboard Co., 666 Washington Blvd., Chicago 6, Ill.  
F. D. Goodlander, Box 213, Wabash, Ind.  
Horlock Bros. Co., Inc., 3436 38 Market St., Philadelphia 4, Pa.  
National Card, Mat & Board Co., 4318-36 Carroll Ave., Chicago 24, Ill.

### Clock Movements (Electric)

HANSEN MANUFACTURING CO., INC., Princeton 1, Ind.

### Eagles (Moulded)

Interoceanic Tablet Co., 36 East 22nd St., New York 10, N. Y.

### Decalcomania Papers

B. F. Drakenfeld & Co., Inc., 45-47 Park Place, New York 7, N. Y.

**Simplex and Duplex DECALCOMANIA PAPERS**

Write to Dept. E

**B. F. DRAKENFELD & CO., Inc.**  
45-47 Park Place New York 7, N. Y.

### Display Materials

EDWARD C. BALLOU CO., 6 Varick St., New York 13, N. Y.  
National Signstud Co., 65 N. 6th St., Brooklyn 11.

### Electrodes

Engineering Glass Laboratories, 418-26 Central Ave., Newark 7, N. J.  
International Neon Products, 16 N. May St., Chicago  
SUPRO LUX MFG. CO., 127 W. 17th St., New York 11, N. Y.

### Electrode Shells

SWEDISH IRON & STEEL CORPORATION, 17 Battery Place, New York 4, N. Y.

### Etching Compounds (Glass)

B. F. Drakenfeld & Co., Inc., 45-47 Park Place, New York 7, N. Y.

### Flock

CELLULOSE PRODUCTS, INC., Rockford, Ill.  
CELLULOSE WASTE MFG. CO., Clarendon, N. H.  
National Process Supply Co., 140 W. 23rd St., New York 11, N. Y.

### Fluorescent Powders & Binders

Federal Fluorescent Co., 145 W. 22nd St., New York City  
GENERAL LUMINESCENT CORP., 68 Federal St., Chicago, Ill.  
Neon Sign Supply, Inc., 2020 W. Walnut St., Milwaukee, Wis.

### Fluorescent Tubes

SWEDISH IRON & STEEL CORPORATION, 17 Battery Place, New York 4, N. Y.

### Fluorescent Tubing

COLORESCENT LABORATORIES, 115 Frelinghuysen Ave., Newark, N. J.  
GENERAL ELECTRIC CO., Nela Park, Cleveland 12, Ohio  
International Neon Products, 1161 W. Madison St., Chicago 7, Ill.  
SUPRO LUX MFG. CO., INC., 127 W. 17th St., New York 11, N. Y.  
SYLVANIA ELECTRIC PRODUCTS, INC., 500 Fifth Ave., New York 18, N. Y.  
VOLTAGE TUBES, INC., 21 Beach St., Newark 2, New Jersey.

### Frosting Compounds (Glass)

B. F. Drakenfeld & Co., Inc., 45-47 Park Pl., New York 7, N. Y.

### Frosting for Glass Tubes

B. F. Drakenfeld & Co., Inc., 45-47 Park Pl., New York 7, N. Y.

### Gases for Tube Signs

AIR REDUCTION SALES CO., 60 E. 42nd St., New York 22, N. Y.  
THE LINDA AIR PRODUCTS CO., 30 E. 42nd St., New York 17, N. Y.

### Glass (Flexible)

UNITED STATES PLYWOOD CORP., 161 Park Ave., New York 17, N. Y.

### Glass Tubing Frosting Compounds

B. F. Drakenfeld & Co., Inc., 45-47 Park Pl., New York 7, N. Y.

### Gold Leaf

HASTINGS & CO., 817 Wilbert St., Philadelphia, Pa.

# Deaths

## Clarence D. Weisz

Clarence D. Weisz, 44, pioneer in the manufacture of exclusive all-screen decalcomanias, and owner of the Weisz Decalcomania Company, Chicago, died while en route to New York May 13 on business. He was accompanied on the trip by his daughter, Muriel. A heart attack was believed to have been the cause.

The Weisz Decalcomania Company, which he organized in 1936 is said to be one of the largest concerns of its kind. The growth of the company has been rapid, and the latest in equipment and developments were employed. For the last eight years it has held to a policy of making shipment on all orders within two weeks of acceptance. This delivery has been of great importance to the war effort, especially in the aircraft industry, for which the company was doing an exceptionally large amount of work. Weisz is survived by a wife, Sylvia; a daughter, Muriel, and a son, Charles.

## Edward J. Jedlick

Edward J. Jedlick, founder and operator of the Jedlick Sign Company of Tacoma, Wash., since 1903, died at his home in Tacoma on Friday, April 28, at the age of 71. He had been actively engaged in business to the day of his death.

Jedlick was a native of Chicago, where he learned his trade as a boy. When he first went to Tacoma, he did scene painting on the stage of one of the theatres, and later opened a commercial sign shop of his own where, during the ensuing years, he painted everything from scenery for churches and schools to the totem pole that still is one of Tacoma's famous landmarks, and the ventriloquist's dummy later immortalized as "Charlie McCarthy" by Edgar Bergen, whom Jedlick knew in the latter's early vaudeville years.

Jedlick taught showcard writing at the Y. M. C. A. and public night schools for over twenty years, and took into his shop as apprentices a number of young men who later opened sign shops of their own.

He leaves a daughter, Miss Vera E. Jedlick, prominent Tacoma advertising woman, with whom he lived at the time of his death. He is also survived by two brothers, James of Puyallup, Wash., and Matt of Berwyn, Ill.; and two sisters, Mrs. Frank Delezal of Berwyn, and Mrs. Charles Vleck of Hollywood.

## George W. Donnell

George W. Donnell, 49, manager of the San Diego branch office of Electrical Products Corporation, died late in February, according to word received recently by SIGNS of the Times. Funeral services were held with the assistance of Padre Serra Post 370, American Legion, of which he was commander. He was also a member of the chamber of commerce, the Lions Club, the San Diego Club, and Silvergate Masonic lodge. He was a native of South Carolina.

# Materials Equipment

## Multi-Contact Timer

A new multi-contact timer for remote control has just been placed on the market by the R. W. Cramer Company, Inc., Centerbrook, Conn. It is used to control a series of machine operations in definite order — to automatically reverse or alternate in operation a group of motors, machines, or devices — to operate in a predetermined sequence a series of signals, valves, or solenoids, as well as numerous other applications where sequence operations are of prime importance. Its solenoid starting mechanism is operated from a remote control momentary start button, so that the timer will go through its complete cycle or any part of its cycle of operation and stop. Releasing the momentary start button will either continue or repeat the cycle as the case may be. They can be arranged so that in the event of a power interruption it is necessary to again press the remote control start button to continue the cycle, or, after power is restored, to automatically continue the cycle of operation.



United States Bronze Sign Co., 570 Broadway, New York 12, N. Y.

## Ryerson Steel Executive Shifts

Several changes in their executive structure have been announced by Joseph T. Ryerson & Son, Inc., large steel warehousing company.

Harold B. Ressler, vice-president, who has been located at the New York plant, will move to the executive offices in Chicago, where he will be in general charge of sales in all territories. Ressler has been with the company for many years and is very well known in the steel industry.

Ainslie Y. Sawyer, assistant to president, has been elected vice-president. He will continue at Chicago in general charge of purchases, having just recently returned from Washington, where he has been serving the war effort as deputy chief of the warehouse steel branch of WPB.

Harry W. Treleven, assistant manager of the New York plant, has been appointed manager of that plant, while Thomas Z. Hayward, formerly in charge of tubing sales and priorities, has been appointed assistant general manager of sales.

Each of these men has spent his entire business life with the Ryerson company, which is the largest distributor of steel products in the country.

## New Items in Airco Catalog

Among the items described in the new Air Reduction Sales Company catalog is the Suregrip Rod Saver that effects savings in electrode cost of from 7 per cent to 14 per cent because only  $\frac{3}{16}$  inch of the bare electrode can be inserted in the socket, thus eliminating wasteful overhang. Also described is the Atlas Model A Dual-Tool

## Honor Rolls

International Bronze Tablet Co., 36 East 22nd St., New York 10, N. Y.

**HONOR ROLLS**

**PROFIT MAKER FOR THE TRADE**

Impressive, dignified plaques of non-ferrous materials. Quality appearances of finest bronze plaques . . . numerous prospects in every community. Many attractive designs and sizes for any number of name plates.

Send for literature.

**INTERNATIONAL BRONZE TABLET CO.,**  
36 East 22nd Street - New York 10, N. Y.

United States Bronze Sign Co., 570 Broadway, New York 12, N. Y.

**Sell**

**\*VICTORY\*  
CAST  
HONOR ROLLS**

WITH RAISED LETTERS

"You'd think they're  
Solid Bronze"  
BUT THEY'RE NOT

SEND FOR  
ILLUSTRATED LITERATURE

Our Metal Manufacturing Plant is currently equipped in gold, silver and nickel.

**UNITED STATES BRONZE SIGN CO.**  
36 East 22nd Street, New York 10, N. Y.

## Honor Roll Supplies

International Bronze Tablet Co., 36 East 22nd St., New York 10, N. Y.

## Housings

CORNING GLASS WORKS, Corning, N. Y.  
THE UNIVERSAL CLAY PRODUCTS CO., Sandusky, Ohio.

## Iron and Steel Sheets

THE AMERICAN ROLLING MILL CO., Middletown, Ohio.  
JOSEPH T. RYERSON & SON, INC., 2558 W. 16th St., Chicago, Ill.

## Jig Saws

Boice-Crane Co., 947 Central Ave., Toledo, Ohio.

## Knives (Arts, Crafts, Process)

X-Acto Crescent Products Co., 440 Fourth Ave., New York 16, N. Y.

## Letters (Cast Synthetic Stone)

SPANIER BROS., INC., 1160 Howe St., Chicago, Ill.

## Letters (Cut-out)

SPANIER BROS., INC., 1160 Howe St., Chicago, and Newark 4, N. J.

## Letters (Display)

SPANIER BROS., INC., 1160 Howe St., Chicago, and Newark 4, N. J.

## Letters (Opal Glass)

Falk Glass Products Co., 59 Union Square, New York 3, N. Y.

**RAISED GLASS LETTERS**

ALL STYLES - - - ALL SIZES

Opal-Colored Crystal & Prismatic

ALSO VIKING TYPE 1", 1 1/2", 2", 3", 4"

CRYSTAL LETTERS

Write for Price List

**FALK GLASS PRODUCTS CO.**  
54 Dalon Square New York 10, N. Y.

## Letters (Plastic)

Acc-Hy Plastic Co., 306 Bowers, New York City.

## Letters (Porcelain Formed to Specification)

W. A. Barrows Porcelain Enamel Co., 2201 Langdon Rd., Cincinnati 12, Ohio.

## Letters (Reflecting)

Reflecto Letters Co., 110 W. 27th St., New York 1, N. Y.

## Letters (Silhouette)

ADLER SILHOUETTE LETTER CO., 2909 Indiana Ave., Chicago 16, Ill.

## Letters (Wood)

Manhattan Wood Letter Co., 145 151 W. 18th St., New York 11, N. Y.  
SPANIER BROS., INC., 1160 Howe St., Chicago, and Newark 4, N. J.

*Spanier Bros.*  
SINCE 1895

**SIGN  
DISPLAY LETTERS**

NEWARK, N. J. CHICAGO, ILL.

## Mercury

Mallinckrodt Chemical Works, 2nd & Mallinckrodt Sts., St. Louis, Mo.

## Neon Sign Supplies

Acme Neon Accessories Co., 446 E. Milwaukee, Detroit, Mich.  
International Neon Products, 1161 W. Madison St., Chicago 7, Ill.

**Neon Sign Supplies**

**INTERNATIONAL NEON PRODUCTS**  
1161 W. Madison Chicago 7, Ill.

Larson Supply Co., 1251 N. Western Ave., Chicago 22, Ill.

**LARSEN Supply Company**

TRY US  
FOR  
QUICK  
SERVICE

**Complete Stock—Quality Items  
for the Neon Sign and  
Fluorescent Lighting Fixture Trade**

E. G. L. Electrode-Jefferson-Lumines  
Universal-Fluor-X Power Tubing

**All Orders Shipped Promptly**  
1251 N. Western Ave. Chicago 22, Ill.

LaSalle Sign & Artist Supply Co., 8342 Linwood Ave., Detroit 6, Mich.  
Neon Accessory Co., 1448 Sedgwick St., Chicago 10.

## Neon Accessory Co.

**Sign Supplies of All Kinds**

We will do our best to fill your orders.

**1448 Sedgwick St. Chicago 10, Ill.**

Neon Sign Supply, Inc., 2020 W. Walnut St., Milwaukee, Wis.  
Tube Light Engineering Co., 427 W. 42nd St., New York 18, N. Y.  
Underwood Supply Co., 1226 W. Washington Blvd., Los Angeles 7, Calif.

## Neon Tube Sign Equipment

De-Lux Neon Mfg. Co., 1134 N. Brauer St., Okla-homa City, Okla.  
Eisler Engineering Co., Inc., 740-770 S. 13th St., Newark 3, N. J.  
RAYDU BROTHERS, Plainfield, N. J.  
Kable Engineering Corp., 1309 09 7th St., North Bergen, N. J.  
Neon Sign Supply, Inc., 2020 W. Walnut St., Milwaukee, Wis.

## Neon Tube Supports

THE UNIVERSAL CLAY PRODUCTS CO., Sandusky, Ohio.

## Outdoor Advertising Panels

The Tiffin Art Metal Co., Tiffin, Ohio.

## Neon Tubing

Neon Engineering Co., Auburn, Ind.

Let us make your

# NEON TUBING

Poster Service on New Tubing and Repair  
Complete Manufacturing Facilities  
"Eleven Years of the Bright Service"  
**NEON ENGINEERING CO.**  
Auburn, Indiana

## Paints (Lettering)

Massachusetts Paint Co., 15 Taylor St., Springfield 3, Mass

## Pens (Lettering)

C. HOWARD HUNT PEN CO., Camden 2, N. J.

## Pigments (Luminescent)

NEW JERSEY ZINC COMPANY, 160 Front St., New York 7, N. Y.

## Plywood

DOUGLAS FIR PLYWOOD ASSOCIATION, Tacoma Bldg., Tacoma, Wash.

## Porcelain Enamel

W. A. Barrows Porcelain Enamel Co., 2201 Langdon Rd., Cincinnati 12, Ohio.

## BARROWS Porcelain Enamel Has Gone to War!

That we can again serve you—and better supply your Porcelain Enamel requirements, our entire facilities are today devoted to production that will help achieve Victory.

**W. A. Barrows Porcelain Enamel Co.**  
2201 Langdon Rd. Cincinnati 12, Ohio

## Porcelain Insulators (Housings, Bushings, etc.)

THE UNIVERSAL CLAY PRODUCTS CO., Sandusky, Ohio.

## Poster Glue

Victor G. Bloede Co., Inc., Carroll Station, Baltimore 29, Md.

## Punches, Shears (Hand Power)

Whitney Metal Tool Co., 110-114 Forbes St., Rockford, Ill.

## Reflecting Buttons

Western Cataphote Corp., Toledo, Ohio.

# REFLECTOR BUTTONS

5 sizes for metal or wood mountings.  
Also reflector chains for surface mounting treatment. Send 25¢ for samples.  
**WESTERN CATAPHOTE CORP., Toledo, O.**

## Screen Door Advertising

Burdick-Baroo Co., 3400 Armstrong Ave., Dallas 5, Texas.

## Screen Photo Film

Colental Process Supply Co., 140 W. 23rd St., New York 11, N. Y.

# "FOTETCH" PHOTO SCREENS

Mail Hour From Copy to Squeezes



NO CAMERA REQUIRED  
Print Perfect Halftones and Fine Lettering  
Ask for FREE Literature!

**COLONIAL PROCESS SUPPLY CORP.**  
140 WEST 23rd ST. NEW YORK CITY

George H. Pembroke, 30 Irving Pl., New York 3, New York.

## Screen Process Colors

CHICAGO BRONZE & COLOR WORKS (Brown-Lindsay Division), 3617½ Grand Ave., Chicago.

DEVOR & RAYNOLDS CO., 787 1st Ave. (4th St.), New York 17, N. Y.

Dolphin Paint & Varnish Co., Toledo, Ohio.

DILMAN PAINT & VARNISH CO., Chertanooga 1, Tennessee.

MAZ-DAR CO., 669-483 Milwaukee Ave., Chicago.

Silk Screen Supplies, Inc., 33 Lafayette Ave., Brooklyn 17, N. Y.

## Screen Process (Knife-Cut) Film

MU-FILM PRODUCTS CO., 56 W. 22nd St., New York 10, N. Y.

Silk Screen Supplies, Inc., 33 Lafayette Ave., Brooklyn 17, N. Y.

## Screen Process Materials

Colental Process Supply Co., 140 W. 23rd St., New York 11, N. Y.

Norman Willett Graphic Supply Co., 316 W. Washington St., Chicago, Ill.

Scott Paint & Wallpaper Co., Ltd., 68 King St., E., Hamilton, Ont., Canada.

THE SHERWIN-WILLIAMS CO., 101 Prospect Ave., N. W., Cleveland 1, Ohio.

## Screen Process Sensitizer

Silk Screen Supplies, Inc., 33 Lafayette Ave., Brooklyn 17, N. Y.

## Sheet Metal for Signs

THE SUPERIOR SHEET STEEL CO., Canton 2, Ohio.

## Sign Boards

SPANIER BROS., INC., 1160 Howe St., Chicago, and Newark 4, N. J.

## Sign Painters' Supplies

Bear Valley, Inc., 125 E. 3rd St., Dayton 1, Ohio.

Joe E. Pedrot Co., Inc., 618 Market St., Philadelphia 6, Pa.

## Signs (Changeable Letter)

Uneda Sign Service, 220 Bowers, New York 12, N. Y.

## Silk for Process Work

ALBERT GODDE BEDIN, Inc., 244 Madison Ave., New York 16, N. Y.

Colental Process Supply Co., 140 W. 23rd St., New York 11, N. Y.

KERSHLEK PRODUCTS, INC., 71 Murray St., New York 7, N. Y.

Silk Screen Supplies, Inc., 33 Lafayette Ave., Brooklyn 17, N. Y.

# STENCILS

GENUINE  
**SWISS-WOVEN Stencil Silk**  
and EVERYTHING for  
**SCREEN WORK!**

•

**SILK SCREEN SUPPLIES, INC.**  
(John S. McMahon)  
33 LAFAYETTE AVE., BROOKLYN 17, N. Y.

## Special Porcelains (to Specification)

THE UNIVERSAL CLAY PRODUCTS CO., Sandusky, Ohio.

## Stencil Process Supplies

Atlas Specialty Mfg. Co., Shields Ave. at 33rd St., Chicago, Ill.

Colental Process Supply Co., 140 W. 23rd St., New York 11, N. Y.

PRAIRIE STATE PRODUCTS CO., 1631 So. Michigan, Chicago, Ill.

Silk Screen Supplies, Inc., 33 Lafayette Ave., Brooklyn 17, N. Y.

Geo. E. Watson Co., 164 W. Lake St., Chicago 1, Illinois.

## Tackers

THE SIBR PAPER FASTENER CO., Norwalk, Connecticut.

## Time Switches

PARAGON ELECTRIC CO., 411 S. Dearborn St., Chicago 5, Ill.

## Transformers

THE ACME ELECTRIC & MFG. CO., 32 Water St., Cuba, N. Y.

GENERAL ELECTRIC CO., Schenectady, N. Y.

JEFFERSON ELECTRIC CO., Bellwood, Ill.

SOIA ELECTRIC COMPANY, 2525 Clyburne Ave., Chicago 14, Ill.

## Varnish

Commonwealth Varnish Co., 4124-34 Parker Ave., Chicago, Ill.

for cleaning welds. This is a dual-purpose tool that cuts down tool handling time. It consists of a chisel-headed chipping hammer combined with a wire-bristle brush. The brush reversing feature doubles its life. All parts are readily replaceable.

## Plexiglas Price Reduction

Incorporating a general reduction of 10 per cent, a new price schedule announced by Rohm & Haas Company shows representative prices of 75 cents per square foot for 1/16-inch material and 97 cents per square foot for 1/8-inch material. Company officials admit that they have an eye on postwar markets in reducing prices at this time. The application of Plexiglas in the aircraft industry is well known to the public today. The material has, moreover, great possibilities in the automotive appliance and architectural fields. Postwar designers are thinking in terms of full vision Plexiglas sections, such as automobile tops, curved refrigerator fronts, etc. By reducing prices now, Rohm & Haas is passing the economies resulting from volume production for war use on to its government contractors while encouraging the general investigation of Plexiglas in postwar development work.

## New Type of Stencil Cloth

Silk Screen Supplies, Inc., Brooklyn, N. Y., announce to the trade that they are now in the process of perfecting a new type of stencil cloth which will become available to the silk screen trade shortly. This new material has been tested by screen printers and, according to comments received, this fabric looks, prints, and stands up as well as some of the real silks which were used by the process industry.

## New Basic Plastic Announced

The United States Stoneware Company announces the current availability for limited commercial and experimental use of a new basic resin having widespread immediate applications. The new resin, named Duralon, is characterized by the lowest water absorption of any organic resin, insolubility (after activation) in any solvent or combination of solvents, high electrical resistivity, absolute stability in storage and handling, and by ease of workability.

Duralon resin, in its pure form, is a heavy, viscous liquid, dark maroon in color. On incorporation of catalysts and application of mild heat Duralon reverts to an extremely hard, dense, black substance. Varying physical, chemical and electrical properties can be developed in the base resin by incorporation of the usual fillers and lubricants. In certain stages Duralon can be readily machined by drilling, milling, turning, sanding, grinding, etc.

While preliminary studies indicate that Duralon possesses definite molding possibilities, its paramount immediate importance is as an impregnant, as a laminating and bonding agent, or as a protective coating material. Duralon coatings, after baking, are hard and while somewhat more brittle than coatings of the thermoplastic type, show excellent abrasion resistance and utter lack of aging characteristics.

# Readers' Service

## For Advertising Literature

1982. Ballasts for fluorescent lamps are illustrated and described in new Bulletin 441-FL released by the manufacturer, Jefferson Electric Company, Bellwood, Ill. The line covered includes single, two-, three-, and four-lamp ballasts and the enlarged group of bottom lead ballasts now available. Date, dimensions, wiring diagrams for ballasts and lamp switches, and comparative mounting dimensions are given.

1983. Folder describing its line of bulletin and directory boards incorporating changeable letter or changeable strip features is offered by the Acme Bulletin & Directory Board Corporation. The company also has an embossing machine for lettering strips, various special signs, and a line of moldings.

1984. Victory honor rolls, the Akins Sales Company's line of decorative standard honor rolls are described and pictured in a four-page folder. Honor rolls incorporating changeable embossed strip feature with capacities up to 1,000 names are shown.

1985. The Air Reduction Sales Company announces the publication of a twenty-page revised price list, "Gas and Electric Welding Supplies and Accessories." This list supersedes similar previous lists. The products in the revised list include gas welding rods made in a wide range of metals, types and sizes for all welding requirements. Other products listed and described are hard-facing alloys, brazing alloys, fluxes, helmets, goggles, gloves, aprons, welding cable, cable lugs, and ground clamps. In addition to prices, the contents include detailed information of assistance to buyers, such as: sizes, dimensions, weights, stock numbers, forwarding data, and recommend ed uses for products.

1986. Another addition for the handbook, "Industrial Uses for Douglas Fir Plywood," has just been issued. This twenty-four-page booklet is the latest summary of the war uses for plywood. Tested uses by the armed services described include huge hangar doors, plywood shipping containers for aircraft engines, mail, and other items, plywood boxcars, small water craft, and planes. Templates and inner parts for many metal craft are of plywood. These uses will suggest hundreds of peacetime uses to the designer.

### REQUEST FOR LITERATURE

6-44

Use this coupon to obtain items described here. Indicate number, fill in name and address, attach coupon to your letterhead or business card, and send to Readers' Service, SIGNS of the Times, P. O. Box 1171, Cincinnati, Ohio. SIGNS of the Times will forward requests to the proper companies.

No. ....  
 Name.....  
 Company.....  
 Street Address.....  
 City and State.....

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# Hi-Spots in the News

## WPB Reviews Regulations on Advertising Structures

Based on a review issued by War Production Board, the following analysis is provided in regard to maintenance, repair and operations of outdoor advertising plants. Commercial signs are not covered in this analysis, only outdoor advertising service structures:

"1. Under Limitation Order L-41, you are permitted to do any 'work necessary to keep a structure in sound working condition or fix it when it has become unsafe or unfit for service because of wear and tear.' 'The cost of such construction' does not come under the dollar limitation (\$200 per structure) stated in Order L-41.

"2. In making repairs to service structures you may use new or used lumber or new or used iron and steel (whether already fabricated into sections and/or frames or as received from your supplier) also reflectors, time switches and conduit, if these materials are on hand.

"The use of copper wire or copper alloy products is restricted to a maximum weight of two pounds; or within one pound of the total weight of the copper wire or copper alloy products salvaged from the structure upon which the repair is made.

"When using new copper in any form to make a repair it should be borne in mind that the copper salvaged can not be reused but must be sold as scrap and a record maintained of such transactions.

"3. You may move an outdoor advertising service structure from one location to another, either in the same town or to another town, regardless of the lapse of time incurred by the dismantling of the structure and its re-erection. This includes all plant dismantled and an inventory or standing as of June 30, 1942.

"You may replace any parts of the structure necessary to its re-erection to the same extent that it might have been repaired if its location had not been changed.

"4. An outdoor advertising service structure not previously illuminated may be illuminated if you have the materials on hand with which to do the work. (See Paragraph No. 2 regarding copper and copper alloy products.)

"In some cases it may be necessary for the local electric utility company to obtain permission from the War Production Board to make or connect an extension of its lines. Before you wire or equip a service structure, it should be mandatory that you check with the power company to determine whether or not they will be able to service it.

"5. You may build a complete outdoor advertising service structure to take the place of one which has been destroyed or deteriorated beyond repair. This can be done provided the cost of the structure does not exceed \$200.

"Cost" in connection with the above means the cost of the entire construction job as estimated at the time of beginning

construction, except that the cost of used materials or used fixtures may be disregarded. However, the cost of labor must be included.

"Here again the time element between the dismantling of the original structure and the erection of its replacement has no bearing on the matter, and the conditions outlined in Paragraph 2 covering repairs are effective."

For plants that do not have necessary repair materials on hand CMP Regulation No. 5 covers the purchase of materials, other than iron, steel, copper and aluminum. Iron and steel are covered by CMP Regulation No. 4, and if copper products can not be obtained from a retailer, Form WPB-541 should be filed with the nearest WPB office.

## Kentucky O. A. A. Meets in Louisville

After omitting a 1943 annual meeting due to wartime conditions, the Outdoor Advertising Association of Kentucky met at the Kentucky hotel, Louisville, on May 26 to discuss informally its present and postwar problems and opportunities.

The subjects of the Fifth War Loan drive, starting June 12, and opportunities in local selling occupied the attention of the members to a considerable extent. As pointed out by Vice-President G. V. McDermott, members of the Kentucky association have sold a good many sponsored posters for the forthcoming Bond drive with some already past their record of participation in the Fourth War Loan drive, but with others not yet up to their previous record.

War activities and postwar plans also came in for considerable discussion, with presentations on these subjects being made by J. B. Stewart and Joseph C. Hodges of the national association.

Among other speakers were Frank Uher, National Outdoor Advertising Bureau, Chicago, who discussed wartime service; J. A. Hughes, Victor G. Bloede Company, Baltimore, Md., who explained latest regulations governing the sale of poster adhesives. C. D. McCormick, vice-president, Outdoor Advertising Incorporated, New York City, gave an interesting presentation on "The Middletown Market" which he had developed and which served to explain to members the work OAI is doing on their behalf. George W. Caspari, sales manager, General Outdoor Advertising Company, Louisville, gave presentation on local sales, with charts and photographs illustrating and describing how local business had been developed by the plant.

All officers were reelected and one change was made in the directorship: president, Estil Morehead, Morehead Brothers Advertising Service, Mayfield; vice-president, G. V. McDermott, General Outdoor Advertising Company, Louisville; secretary-treasurer, Wilbur H. Otting, J. F. Otting Poster Advertising Company, Newport; national director, D. C. Craig, Craig Poster Advertising Company, Mt. Vernon. State directors

## COMING EVENTS

June 5—Annual meeting of the Outdoor Advertising Association of the Northern States; Hotel Radisson, Minneapolis.

June 6—Annual meeting of the Porcelain Enamel Institute, Inc.; Cleveland, Ohio.

June 7—Annual meeting of the Outdoor Advertising Association of Wisconsin; Hotel Pfister, Milwaukee.

are W. H. Anderson, Mountain Poster Company, Broadhead; James Howe, Howe Poster Advertising Company, Carrollton; D. C. Craig, and the officers.

## MGM to Use Railway Express Posters

As part of a huge advertising campaign in celebration of its twentieth anniversary, Metro-Goldwyn-Mayer is using Railway express posters. Carrying huge eye-arresting



HOWARD DIETZ, vice-president of MGM in charge of advertising (right), expresses his approval of the Railway Express poster announcing "The White Cliffs of Dover," to O. A. Kingbury (left), of Donahue & Co., advertising agents for the film company, and A. H. Stockwell, general manager of Douglas Leigh Poster Advertising.

posters of currently playing MGM pictures, 4,200 express trucks will be traveling 2,100,000 miles each month through the busy downtown districts of seventy-three of the largest U. S. cities.

MGM will have exclusive use of this medium in the film industry under the new arrangement with the Railway Express Company and Lt. Douglas Leigh.

## Becomes Sole Owner

William H. Searight, vice-president of the Western Cataphoto Company, Toledo, Ohio, has become sole owner of the business with the purchase of the half interest held for years by Charles T. Harther, president. The company has been in business since 1930, when it started as an affiliate of the Libbey Glass Company. In 1930 the business was acquired by Harther and Searight and its name changed to Western Cataphoto. The company does an extensive highway and other sign business, and manufactures reflecting house numbers.

## Neon Firm Buys Outdoor Plant

William F. Kuerst announces that the name of the Nevada Electric Neon Company, Las Vegas, Nev., has been changed to the Nevada Electric Advertising Company. This was done upon the purchasing of the Williams Advertising Service of that city.

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Yes, Mr. Sign Contractor, it's true . . . . .

If you can qualify for an Associated Sign Contractor's franchise, national advertising accounts will "drop in your lap." ASC franchise holders will retain their identity, but will participate in national campaigns covering their EXCLUSIVE territories.

ASC will solicit business on a "Continental Coverage" basis for painted bulletins, walls, barns, highway signs and other out-of-doors media, thus giving franchise holders the advantage of national representation.

**ASC** is directed by business men like yourself, *including one of the most successful sign contractors in the country.*

A few exclusive territories are still open.  
Investigate the **ASC** plan now!

Send for our booklet, "**ASC SPELLS PROFITS.**" Don't delay! Write today!



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**ASC SHOPS.**

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unusual postwar opportunities. Write  
for details.

Whatever **SIGNS OF THE FUTURE** may advertise...



... they're bound to be painted with

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BULLETIN BOARD FINISHES • METAL SIGN FINISHES • SCREEN PROCESS MATERIAL • SHOW CARD AND ART COLORS

