



FOR OUTDOOR SIGNS

LENGTH & MORE THAN WIDTH

Mrs. Alex L. Adams

SHIELD SIGN DIMENSIONS

WIDTH-Red-yellow field six times the width of the white band. LENGTH-1/6 longer than width. The black border background is from 1 to 2 ins.—just enough to set off the shield; black moulding instead of plain paint is nicer.

DISTANCE FROM GROUND-Where headlights at night will spot them; top 6 ft. from ground is about right.

LETTERING-Heavy block letters, deeper than wide.

SIZE—Avoid oversize; big signs and big letters are not quickly read and look cumbersome. Above signs are 24x28 ins.

THE SHIELD DESIGN is from old Spanish art works and heraldry.

BOULEVARD LIGHT SIGNS

The boulevard light signs will be supplied for \$1.25 ca., f.o.b. San Antonio. Heavy 18 gauge steel, rust-resisting coated, weather-proof baked enamel, deeply embossed, 20 ins. long.

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Mrs. J. T. Smith

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The Marking and Beautifying are now urged that the Old Spanish Trail may become more attractive and popular.



BOULEVARD LIGHT

Robert E. Lee Hotel, San Antonio, Tex.