



*Florida shopping center  
employs animation  
and size to advantage*

## MOTION, COLOR and LIGHT

**I**MPRESSIONS in its size and appearance, an internally-lighted pylon sign with acrylic plastic faces stands at the junction of five major highways near Panama City, Fla., inviting shoppers and passing motorists to patronize the Jitney Jungle Shopping Center. This commanding sign, towering 52 feet above the countryside, has become a landmark for the area—day and night.

The sign, manufactured by Freeman Electric Co. of Panama City, is distinctive in its appearance. Its design includes a giant wedge pointing in the direction of the stores, and embracing the words "Jitney Jungle", which are set in two 14 by 4-foot rectangles. The words, in red block letters, stand out in sharp contrast against the alternating yellow and corrugated white acrylic plastic background, boldly proclaiming the name of the shopping center.

An unusual feature of the sign is a steel ball, 3 feet in diameter, at the top of the central pylon. Extending in all directions from the sphere are 16 illuminated spikes in eight different colors. The sphere is split so that half of it revolves in one direction while the other part turns in the opposite. Moreover, the whole assembly rotates, resulting in a complex motion that is both eye-catching and fascinating.

The distinctive appearance and outstanding legibility of this sign, which is so noticeable during the day, is retained at night when the plastic sections become brilliant areas of light. By day or by night, this striking sign will continue to issue its cordial invitation to shop at Jitney Jungle. (Photo and information courtesy of Rohm & Haas Co., Philadelphia.)

## General Electric Plastic Sign Ballasts Are Available Off-the- shelf from these Service Centers

**ARIZONA, Phoenix**  
Regional Sign Supply, Inc., 2431 E. Madison Street

**CALIFORNIA, Los Angeles**  
Coastal Sales Co., 920 E. Pico Blvd., P.O. Box 21325  
Electrical Products Supply, 1200 N. Main St.  
Interstate Electric Co., 3641 10th Ave.  
Montroy Supply Co., 4165 Beverly Blvd.  
Underwood Supply Co., 820 S. Hoover St.

**San Francisco**  
Peterson Supply, 480 Fifth St.

**COLORADO, Denver**  
Murphy Supply Co., 711 Grant St.

**FLORIDA, Orlando**  
Tube Light Engineering Co., 1517 Sligh Blvd.

**GEORGIA, Atlanta**  
Pioneer Neon Supply Co., 675 Frisco St., N.W.

**HAWAII, Honolulu**  
American Factors, Ltd., Fort & Queen, P.O. Box 3230

**ILLINOIS, Chicago**  
International Neon & Fluorescent Products  
1161 West Madison  
Midwest Neon Supply Co., 2951 West Belmont Ave.

**MARYLAND, Baltimore**  
Martin Supply Co., 619-625 W. Franklin St.

**MASSACHUSETTS, Boston**  
J. Freeman Co., 171 Camden St.

**MICHIGAN, Detroit**  
Pioneer Sign Supplies, Inc., 12025 Woodrow Wilson

**Grand Rapids**  
Wholesale Electric & Neon Supply Co.  
1251 Plainfield, N.E.

**MINNESOTA, Minneapolis**  
Terminal Electric Corp., 1201 S. Third St.

**MISSOURI, Kansas City**  
American Neon Supply Co., 715 W. 23rd Trafficway

**NEW JERSEY, Moonachie**  
Tube Light Engineering Co., 300 Park St.

**NEW YORK, Buffalo**  
General Electric Supply Co., 960 Busti Ave.

**NORTH CAROLINA, Charlotte**  
Tube Light Engineering Co., 605 W. Morehead St.  
P.O. Box 3240

**OHIO, Cincinnati**  
Cincinnati Sign Supplies, 1111 Meta Drive

**Columbus**  
Tube Light Engineering Co., 303 Cleveland Ave.

**OREGON, Portland**  
Platt Electric Supply Co., 1305 N.W. Davis St.

**PENNSYLVANIA, Pittsburgh**  
Pioneer Neon Supply, 2734 Penn Ave.

**TENNESSEE, Memphis**  
Tubelite Co., 462 N. Decatur St.

**TEXAS, Dallas**  
Texas Sign Supply Co., 1715 Forrest Ave.

**Houston**  
Reece Supply Co., 102 Sampson St.

**UTAH, Salt Lake City**  
Regional Sign Supply, Inc., 352 Paxton Ave.

**WISCONSIN, Milwaukee**  
Neon Sign Supply, Inc., 2020-2040 W. Walnut St.

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