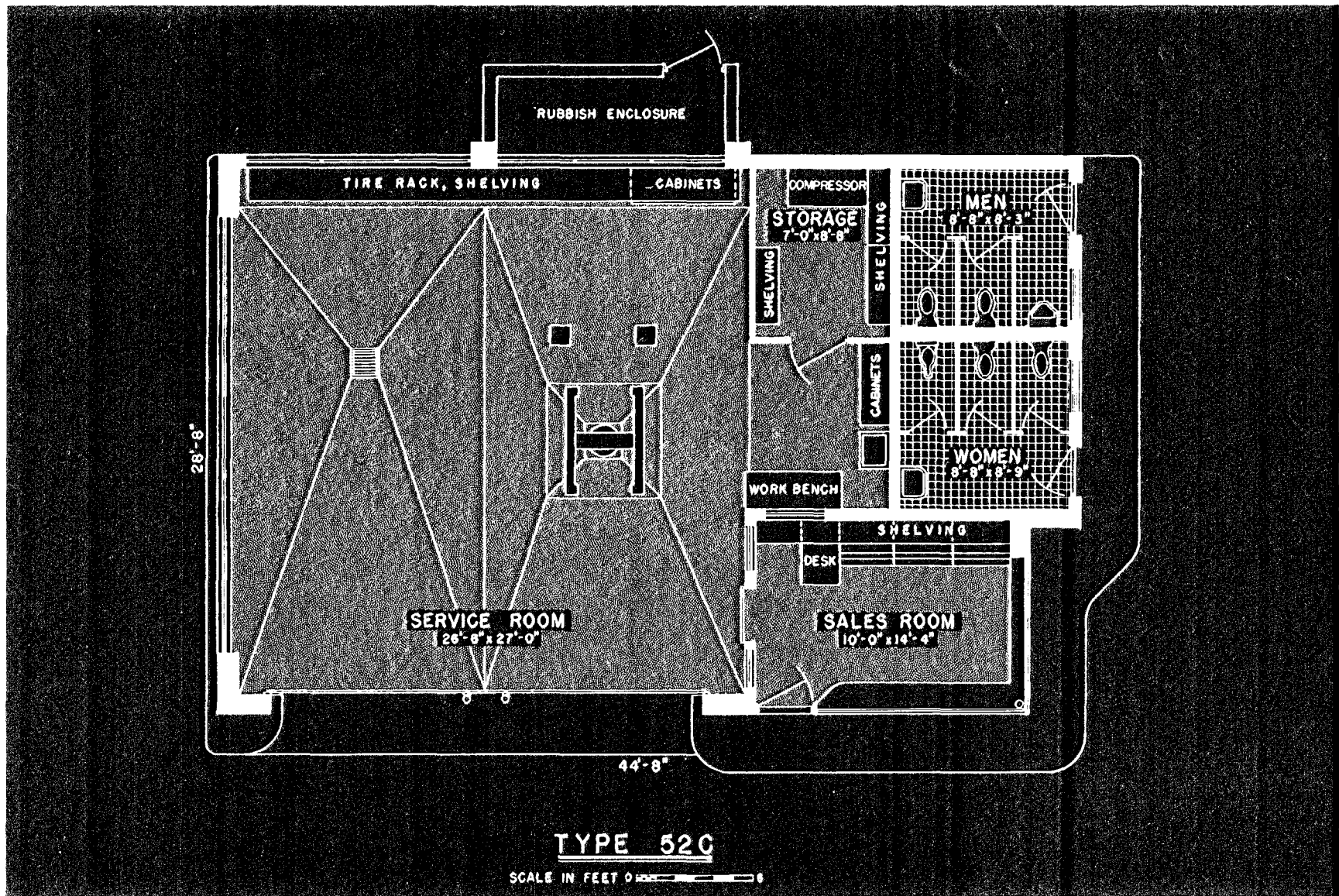


TYPE 52 B



### TYPE 52 C

This design is identical with the 52 B building, excepting that the storage area has been reduced to allow larger rest rooms without increasing the over-all dimensions.

The larger rest rooms may be considered for highway or resort areas where unusually high rest room requirements are anticipated.



## INTERNALLY ILLUMINATED PLASTIC LETTER ROOF SIGNS

The need this sign serves is two-fold. Primarily intended for highway locations where long distance visibility is essential this sign can also be used to advantage in meeting the requirements at those locations that are otherwise confronted with unusual advertising efforts by nearby competition. In some instances the installation of the sign on an elevated structure located at the edge of the yard area may command greater attention than a roof installation.

The individual 4-foot high letters are large adaptations of the service station plastic building letters. They are translucent Shell red acrylic plastic that is deep formed to give the effect of depth, individuality and a distinctive appearance that is not usually associated with advertising signs when viewed in the daytime.

Double-line red tubing protected from the weather inside the plastic letters produces brilliant red illuminated letters that are suitably discernible at night from a great distance.

## 5-FOOT PLASTIC HANG-OUT SIGN

The Shell hang-out sign that is the traditional identification of the Shell service station has gone modern.

Acrylic plastic used for the faces and letters of the sign is produced in Shell yellow and red and shaped to form an embossed replica of the Shell emblem. The translucent quality of this material is further enhanced by internal illumination supplied by 5 incandescent lamps that produce diffused illumination of the sign faces for night viewing.

Daytime appearance of the unlighted sign is also unusually attractive in that the sun's rays on the unlighted sign give the effect of artificial illumination.

