








# Richmond Auctions Premier Advertising Auction - Day 2 - January 30, 2026

## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
600		Outstanding Modern Service Curved 48" Single Sided Porcelain Barber Pole - SSP curved sign has excellent color and gloss. The field is exceptionally clean with minor surface imperfections. The perimeter has chips at the mounting holes and minor factory blemishes on the lower sides. Marked Bob White Sign Co., Milwaukee. All in all a clean barber pole with strong eye appeal. 48" H x 8.25" W x 3.5" D. Condition: 9.	\$862.50
601		Coca Cola 24" Single Sided Tin Button Sign w/ Bottle - SST button sign has good color and shine. The field has paint chips with small dings and fine scratches. The perimeter has similar wear with bends along the outer edges. Marked AM 124. Overall an iconic Coke button that displays very well. 24" H. Condition: 7.75+.	\$977.50
602		Drink Bireley's Non-Carbonated Beverages Single Sided Tin Thermometer w/ Bottle - SST thermometer has excellent color and shine. The tube is present and works as it should. The display is very clean overall with a small paint chip on the upper right edge of the bottle graphic and minor surface imperfections in the outer fields and perimeter. Marked Form E 571 Printed in U.S.A. 25.5" H x 10" W. Condition: 8.75+.	\$805.00
603		Eveready Radio Battery 32" 3D Store Advertising Display - Large cardboard store advertising display with removable wooden lid with metal trim has good color. The display has general surface wear with areas of loss and toning. Overall a unique advertising display from the National Carbide Company. 32.5" H x 13" W x 13" D. Condition: 7.0+.	\$1,840.00
604		Superb Ice Cold Coca Cola "Enjoy That Refreshing New Feeling" Single Sided Tin Sign w/ Bottle - SST self-framed sign has outstanding color and shine. The field is clean. The perimeter has light wear, small paint chips and minor bends to the self-framed edges. Marked 007 M-C-A 2033. Overall a fantastic example with amazing color. 19.75" H x 27.75" W. Condition: 9.25+.	\$977.50
605		"Keep Regular" with Ex-Lax The Chocolated Laxative Single Sided Porcelain Thermometer - SSP thermometer has excellent color and gloss. The tube is present, however it reads higher than the actual temperature.. The field has a small chip in the "T" of Chocolated and fine scratches in the lower right outer field. The perimeter has small chips at the mounting holes with minor chips along the outer edges. Marked Made in U.S.A. -A7 - M27B. 36" H x 8.25" W. Condition: 8.75+.	\$373.75
606		1946 Coca Cola "I'll bring the Coke" Framed Cardboard Lithograph Sign w/ Young Lady - Single sided cardboard lithograph sign with a wooden frame has excellent color. The display has minor surface imperfections with a color matched scuff in the outer right field and two tiny pin holes in the lower fields. The perimeter has minor wear along the edges. The wooden frame is in excellent condition and the sign is marked Copyright 1946 The Coca Cola Company Litho in U.S.A. Overall a colorful Coke lithograph with wonderful graphics. 31.75" H x 60.5" W. Condition: 8.75+.	\$977.50
607		Skelly Go Modern Go Skelly and Save! 18" Jumbo Advertising Thermometer w/ Logo - Glass-faced advertising thermometer has excellent color. The inner face has excellent color with a clean field and areas of discoloration along the lower edges below the lettering. The retaining ring has a slight bend at the top and bottom and the metal can is in very good condition. Marked Made in U.S.A. Overall a clean example with vibrant colors. 18" H. Condition: 8.75+.	\$546.25









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608		Ford Reconditioned Engine & Parts Emb. Lighted Sign w/ Ribbon Logo - Single sided embossed plastic lighted sign with the original metal can has very good color. The sign lights as it should. The face exhibits slight toning with light wear and discoloration along the outer edges. The metal can is in very good condition with areas of paint loss and minor oxidation. Overall a seldom seen Ford sign that displays very well. 16" H x 20" W x 4" D. Condition: 8.25+.	\$2,185.00
609		Excellent Old Gold Cigarettes "Not a Cough in a Carload" Single Sided Porcelain Sign - SSP self-framed sign has outstanding color and gloss. The fields are clean with brilliant porcelain enamel colors. The perimeter is very similar with minor surface imperfections and a small color-matched chip area on the upper right edge. All ten factory grommets are intact and the sign is marked 3020 Mfg. By P. Lorillard Co., Inc. Overall a wonderful example that would be very difficult to improve upon. 12" H x 36" W. Condition: 9.25.	\$2,185.00
610		Fantastic Thirsty? Just Whistle "Morning Noon and Night" 5 Cents Emb. Single Sided Tin Sign - SST embossed sign has outstanding color and shine. The fields are very clean overall with storage imperfections. The perimeter has light wear with minor edge bends. Marked Copyright 1939 WR 305. Overall a clean example with brilliant color. 24.25" H x 12.5" W. Condition: 9.	\$1,610.00
611		Rare Standard Gasoline Polarine Oils for Motor Cars Single Sided Porcelain Sign w/ Logo - SSP sign with an added wooden frame has been clear coated. The display has areas of crazing, chips and surface wear with numerous areas of exhibits color match in the fields and perimeter. The wooden frame is in very good condition and the sign is marked Made by Standard Oil Co. Bayonne, N.J. This is a tough sign to find in any condition. 49.5" H x 20" W. Condition: Clear Coated.	\$5,290.00
612		Valvoline Motor Oil Single Sided Porcelain Thermometer w/ Logo - SSP thermometer has excellent color and gloss. The tube is present and appears to work as it should. The field has small chips at the tube opening, tube cover and a tiny chip in the lower edge of the logo in the upper field. The perimeter has light wear with small chips along the outer edges. Marked S.A. Artemail-Bruxelles T.P. Brux. 36108/13/1951. All in all a seldom-seen Valvoline thermometer that displays very well. 28.75" H x 7" W. Condition: 8.5.	\$1,840.00
613		Conoco Complete Greasing Service "Every Cup Every Time" Single Sided Porcelain Sign w/ Logo - SSP sign has very good color and gloss. The field exhibits light wear, small chips and areas of discoloration which are more prominent in the left field. The perimeter has minor crazing with chips at the mounting holes and edges. Marked Veribrite Signs - Chicago. The sign displays well with classic Conoco colors and a large logo in the center field. 28" H x 40" W. Condition: 7.9.	\$1,840.00
614		Early Berina Malted Milk Food "For Energy and Strength" Single Sided Porcelain Sign - SSP sign has excellent color and gloss. The sign features numerous porcelain enamel colors with detailed graphics of a Scotsman overlooking the water. The field has tiny factory imperfections with light surface wear. The outer fields have two chips in the upper lettering with marks in the lower fields. The perimeter has small chips at the mounting holes and edges with minor bends on the left hand corners. Marked Made in Scotland Hancor Mitcham. Overall a	\$4,370.00
615		Bewley's Best Enrich Flour Fort Worth Texas Single Sided Porcelain Sign w/ Logo - SSP sign with an added wooden frame has good color and gloss. The red porcelain enamel exhibits slight fading throughout. The display has light surface wear with marks, small color-matched chips and areas of minor crazing in the outer fields. The perimeter has additional color-matched chips along the edges. The wooden frame is in very good condition. Overall a scarce Bewley's Best sign from Bewley Mills. Fort Worth, Texas. 40" H x 27" W. Condition: 8.	\$3,680.00

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Lot Number		Title & Description	Selling Price
616		Industrial Goodyear Rubber Goods 4' Die Cut Single Sided Porcelain Sign w/ Wingfoot Logo - SSP die cut sign has good color and gloss. The display has minor surface wear with areas of discoloration to the blue porcelain enamel. The perimeter has chips at the mounting holes and minor edge chips. Marked Property of the Goodyear Tire & Rubber Co., Inc. PM 12-46. 26.5" H x 48" W. Condition: 8.	\$1,380.00
617		1941 Mobilgas Ask for Mobiloil Gasoline Die Cut Single Sided Tin Pump Plate Keyhole Sign w/ Pegasus - SST die-cut keyhole-shaped pump sign has excellent color and shine. The sign exhibits light wear with a minor bend in the lower left outer field and small bend on the upper right corner. Marked AM 11-41. The sign displays well with a large Pegasus graphic in the center field. 15.75" H x 11.25" W. Condition: 8.75+.	\$1,150.00
618		Be Good to Your Battery Use Gurd's Distilled Water Emb. Single Sided Tin Sign w/ Early Automobiles - SST crimped edge sign has very good color and shine. The field exhibits spotting with small scuffs and tiny paint chips. The perimeter has similar wear with areas of minor oxidation. The reverse edge is marked Ltd. Montreal (the first portion is not legible). Overall a scarce early automotive sign with outstanding graphics. 6" H x 21.5" W. Condition: 8.0+.	\$1,495.00
619		Wayne Model #188 Gas Pump Cart w/ Wheels - Wayne Model #188 gas pump cart with wheels has been restored. The cart features bright red paint with custom pin striped wheels. The paint exhibits light wear with paint chips. The tires have general wear with flat spots and age related cracks. The cart retains a factory Wane brass tag . Overall a unique early Wayne gas cart that displays very well. 64" H x 24" W x 36" D. Condition: Restored.	\$1,150.00
620		National Model A-1 Computing Gas Pump Restored Esso Extra Gasoline - National Model #A-1 computing gas pump has been restored. The pump features bright blue and white paint with good gloss. The finish has light wear, small paint chips with areas of wear and oxidation to chrome trim on the doors and upper ad glass. The pump includes porcelain contains lead signs, manufacturer tags, globe holder attachment, and Esso ad glass. ALI in all an excellent displaying pump with art deco accents. 73.5" H. Condition: Restored.	\$3,220.00
621		Gilbert & Barker Tru Meter Clock Face Gas Pump - Gilber & Barker Tru-Meter clockface pump has good color and shine. The pump features a partial restoration with repainted outer skins and top. The paint is in very good condition with areas of surface wear, dings and dents to the lower skins. The pump includes porcelain contains lead signs, porcelain faceplates, and a visi-gauge. The pump has a great look and displays very well. 75.5" H. Condition: Restored.	\$3,220.00
622		Gilbarco Calco-Meter Computing Gas Pump Restored Sunoco Gasoline - Gilbarco Calco-meter computing pump has been restored. The pump features bright paint with good gloss. The finish has areas of light wear with scuffs, fine scratches, and minor indentations. The original trim on the doors shows small dings with age-related wear and the porcelain faces have small chips with minor color match. The pump includes Blue Sunoco decals, a Chevrolet decal along one side, a hose, nozzle, porcelain contains lead signs, and a lighted complete 13.5" reproduction	\$2,760.00
623		Gilbarco Calco-Meter Computing Gas Pump Chevron Gasoline "Unrestored" - Gilbarco Calco-Meter computing gas pump is unrestored. The paint has a great look, showing numerous layers with areas of oxidation and loss. The skins and sides have general wear with edge bends, dents along the sides and added lettering with Chevron Hallmark logos on the doors. The pump includes porcelain faceplates, contains lead signs, hose, nozzle, Ethyl ad glass and a reproduction complete 13.5" Canco body globe. Overall a wonderful Gilbarco pump with great	\$2,990.00



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Lot Number		Title & Description	Selling Price
624		Wayne MS Model #80 Computing Gas Pump Restored Blue Sunoco - Wayne MS Model #80 computing gas pump has been professionally restored. The pump features vibrant "Sunoco" blue paint with high gloss. The finish is very clean overall, showing minor imperfections and small color matched chips on the inner porcelain faces. The pump includes reproduction porcelain pump plates, Contains Lead decals, hose, nozzle and internally lighted Blue Sunoco ad glass. The pump has a great look and displays very well overall. 62.5" H. Condition: Professionally	\$3,450.00
625		Tokheim Model #39 Computing Gas Pump Restored Texaco Fire Chief Gasoline - Tokheim Model #39 computing gas pump has been professionally restored. The pump features classic Texaco Fire Chief colors with bright paint, high gloss and minor surface imperfections. The pump includes Fire Chief decals, porcelain contains lead signs, porcelain faceplates, Fire Chief and Ethyl ad glass, a manufacturer plate, hose, nozzle, and a complete 15" reproduction Texaco Fire Chief high profile metal body gas pump globe. Overall an exceptional Tokheim	\$2,530.00
627		Wayne Model #60 Narrow Computing Gas Pump Restored Richfield Gasoline - Wayne Model #60 Narrow computing gas pump has been restored. The pump features classic Richfield colors with Richfield "Hi-Octane Gasoline" decals on the doors. The finish is clean with areas of light wear to the paint and general age wear to the original site glass, Wayne door emblems and manufacturer plate. The pump includes a cloth hose, nozzle and a lighted complete 13.5" reproduction Richfield Hi-Octane canco body gas pump globe. The pump displays very well	\$3,910.00
628		National Model # A38 Gas Pump Restored Flying A Gasoline - National A38 gas pump has been professionally restored. The pump features a highly detailed restoration with fantastic color throughout. The paint exhibits light wear with small scuffs and minor paint chips. The pump includes custom pinstriping, Flying A Gasoline decals, chrome accents, Flying A ad glass, hose and a polished nozzle. Overall an amazing National A-38 with eye catching colors. 72" H. Condition: Professionally Restored	\$5,060.00
629		Impressive Bennet Model #646B Computing Gas Pump Restored Chevrolet Corvette - Amazing Bennett Model # 646B computing gas pump has been professionally restored. The pump exhibits brilliant black, red and white colors with high gloss and minor surface imperfections. The pump includes custom graphics on the doors, Corvette emblems, highly detailed appointments, hose, polished nozzle, porcelain contains lead signs, premium ad glass and a complete reproduction Chevrolet Corvette 13.5" wide milk glass body gas pump globe	\$5,520.00
630		Stanocola Standard Oil Company of Louisiana 30" Single Sided Porcelain Logo Sign w/ Ring - SSP sign has good color and gloss. The field exhibits surface wear and chips with additional wear along the perimeter. The metal ring is in very good condition and the sign is marked Balto Enamel & Nov. Co., Balto & 200 Fifth Ave, N.Y., on the reverse. All in all a tough to find Stanocola sign that displays very well. 30" H. Condition: 7.5.	\$8,050.00
631		Harley Davidson Motorcycles 6' DS Lighted Advertising Sign w/ Logo - Double sided plastic internally lighted sign with the factory metal can has very good color. The sign lights as it should. Side #1 has light wear with slight toning throughout. The reverse has additional toning with small scuffs and tiny non-factory holes along the outer edges. The metal can is in very good condition. Overall an impressive Harley Davidson sign with strong eye appeal. 73" H x 61" W x 7.5" D. Condition: 8.5/8.0	\$7,475.00
633		Skelly Fortified Tagolene & Skelco Motor Oils 30" Double Sided Tin Logo Sign w/ Ring - DST sign has excellent color and shine. One side of the sign advertises Skelly Fortified Tagolene Motor Oil and the other advertises Skelly Skelco Motor Oil. Side #1 is exceptionally clean overall with light surface wear, fine scratches and an added hole at the 12 o'clock edge. The reverse has additional surface wear with a few small paint chips in the fields. The metal ring is in excellent condition and the sign is marked A	\$6,900.00







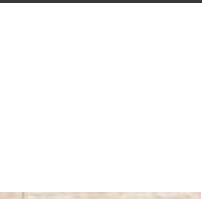
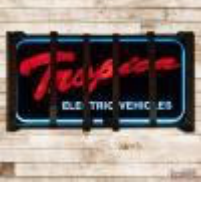
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Lot Number		Title & Description	Selling Price
634		Gargoyle Mobiloil Vacuum Oil Company Double Sided Porcelain Shield Sign w/ Pegasus - DSP die cut shield sign very good color and gloss. Side #1 has areas of surface wear with scratches in the field. The perimeter has chips at the mounting holes and edges. The reverse is in a similar condition with areas of crazing and discoloration in the field. Marked T.P. Bruxelles 359-136-1948, Emaillerie Belge - Bruxelles. Overall a unique Gargoyle Mobiloil shield sign featuring both the Gargoyle and Pegasus logos. 22" H x 19.75" W. Condition: 9.25+	\$3,680.00
635		Outstanding Ford Automobiles Double Sided Porcelain Oval Sign "Rare Size" - Amazing DSP sign has outstanding color and gloss. The display has a clean field with tiny chips at the upper left mount hole and outer edges. The reverse is in a similar condition to the display. The sign is marked E.B. T.P. BRUX 4/44/71. Overall a fantastic example in a rare size we have not seen before. 13" H x 34.75" W. Condition: 9.25+.	\$4,140.00
636		Superb Goodyear Tires 6' Single Sided Porcelain Sign w/ Frame & Wingfoot Logo - SSP sign with the factory wooden frame has exceptional color and gloss. The fields are clean with vibrant colors and heavy shelving. The perimeter has small chips at a few of the mounting holes with other small chips along the lower edges. The sign retains the factory grommets and original frame which is in excellent condition with added mount holes and age-related wear. Marked "M" on the lower left corner. All in all a superb example with exceptional color. 24" H x 66" W	\$5,750.00
637		Studebaker Authorized Service 42" Double Sided Porcelain Sign w/ Ring - DSP sign mounted in a metal ring has very good color and gloss. Side #1 has areas of discoloration and small scratches in the red porcelain enamel. The outer fields have light wear, and the perimeter has chips at the upper mounting holes and edges. The reverse has flea bites in the field with a chip in the "S" of Service. The metal ring is in excellent condition. Two factory grommets are present and the sign is marked Walker & Co. Detroit. Overall an iconic sign with strong eye appeal.	\$3,910.00
639		1968 Ya-Hoo! Drink Mountain Dew "It'll Tickle Yore Innards!" Emb Single Sided Tin Sign w/ Hillbilly - SST embossed self-framed sign has excellent color and shine. The sign features vibrant colors with a colorful Hillbilly graphic in the lower field. The display has light wear with small nicks in the red lettering. The perimeter has minor bends with scuffs and paint chips to the self-framed edges. Marked 301MD-1 Made in Canada, Barker 68. Overall a seldom-seen Mountain Dew sign featuring Willie the Hillbilly. 19.25" H x 27.25" W. Condition: 8.75+	\$4,830.00
640		Rare Wings Motor Oil Double Sided Porcelain Tombstone Sign - DSP tombstone sign has good color and gloss. Side #1 has light wear with a small chip in the upper field and larger chips in the lower field. The perimeter has chips with minor bends at the side mounting holes and lower corners. The reverse is in a similar condition to the display with areas of cloudiness in the upper field. All in all a tough to find Wings tombstone sign with outstanding graphics. 34.5" H x 26.5" W. Condition: 7.9+	\$4,600.00
641		Rare General Petroleum Corp of California SS Wooden Sign w/ Pegasus - Single sided wooden die cut sign has very good color and shine. The sign features a Safety Award shield in the upper field with reflective circle accents flanked by Pegasus graphics. The sign has light wear throughout with crackled paint, small paint chips and a red errant paint drip in the lower left field. The perimeter has age related wear with paint chips and a crack on the upper edge of the outer frame. Overall an amazing General Petroleum sign we have not seen before. 30.75" H x 44.75" W. Condition: 8.75+	\$3,220.00
642		Excellent 1961 Phillips 66 Gasoline Service Station 4' Double Sided Porcelain Die Cut Sign w/ Ring - DSP die cut sign with the original ring has outstanding color and gloss. The display has a clean field. The perimeter has chips at the upper mount holes and edges with minor crazing on the lower left edge and a small area of color match at the upper left mounting hole. The reverse has a clean field with an eraser-sized chip above the first "l" in Phillips and minor chips along the outer edges. The metal ring is in very good condition and the sign is marked SPS -	\$4,600.00

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Lot Number		Title & Description	Selling Price
643		Sinclair Gasoline 4' Single Sided Porcelain Sign w/Factory Ring ""Striped Logo" - SSP sign with the factory ring with eyelets has good color and gloss. The display has light surface wear with cloudiness to the green porcelain enamel and discoloration in the left outer fields. The perimeter has fine scratches, edge chips and errant white paint. The metal ring is in very good condition. All in all an iconic Sinclair sign that displays very well. 47.5" H. Condition: 8.	\$5,520.00
644		Ferrari 48" Plastic Lighted Advertising Sign w/ Prancing Horse Logo - Single sided plastic sign with a metal can and aluminum trim has outstanding color. The field are exceptionally clean with minor surface imperfections and scuffs on the lower left outer fields on the edge of the logo. The metal can and aluminum trim are in excellent condition. Overall an impressive lighted sign featuring the iconic Ferrari "Prancing Horse" logo. 48.75" H x 38.5" W x 6.5" D. Condition: Age Unknown.	\$2,530.00
645		Old Manhattan Beer 7' Single Sided Porcelain Factory Neon Sign - SSP factory neon sign with the factory bullnoses and a new metal can has good color and gloss. The display has general surface wear with cloudiness to the black porcelain enamel. The perimeter has chips with minor bends and wear along the edges. The bullnoses are in a similar condition with a small area of metal loss on the lower edge of the bullnose on the left side. The metal can is in good condition and the sign is marked Plummer Co. K.C. MO. Overall a seldom seen Manhattan Beer sign.	\$14,950.00
646		Dixie Oils Gasoline 4' Double Sided Porcelain Logo Sign w/ Frame - DSP sign with the factory frame and hangers has very good color and gloss. Side #1 has chips with areas of minor surface wear and discoloration. The perimeter has chips at the mounting holes and edges with a minor bend on the upper left corner. The reverse is in a similar condition with a larger color-matched chip in the "N" in the lower right field. The frame is in very good condition with areas of older reinforcement welds added on the lower edges of hangers. All in all a tough to find Dixie Oils sign with	\$7,475.00
647		NOS Tropica Electric Vehicles 8' Embossed Lighted Dealership Sign w/ Crate Art Kraft - The hammer price realized for this lot will be donated to the Antique Automobile Club of America Library & Research Center in Hershey, PA. Outstanding NOS double sided embossed plastic internally lighted sign with the original metal can and wooden crate. We believe this to be the only surviving example from the Tropica Electric Car Company. The Tropica electric car was a short lived project by Renaissance Cars, a small Florida-based electric vehicle manufacturer founded in the mid-1990s. It was envisioned as an affordable, fun, two-seater roadster aimed at urban commuters and compliant with early zero-emission vehicle mandates, particularly California's. However, due to regulatory changes and funding issues, production was extremely limited, with only about 16 prototypes or pre-series units ever built. Despite promising tests, the Tropica faced significant hurdles. It was limited to fair-weather use without climate control or weatherproofing, and cold weather degraded battery performance. Prototype issues included twitchy oversteer, steering play, and abrupt range drop-off (requiring coasting to a stop). More critically, California's ZEV standards were repealed in 1996, eliminating a key market driver. A second round of financing failed, halting expansion. By late 1995, Renaissance Cars produced only 16 units	\$1,265.00
648		Clean Rambler Parts Service 42" Double Sided Porcelain Sign - DSP sign has excellent color and gloss. The display is very clean overall with minor surface marks. The perimeter has chips at the upper mounting holes, edges and a minor bend on the edge at 4 o'clock. The reverse has additional surface imperfections with a small chip near the "P" in the outer field. All four factory grommets are intact and the sign is marked Walker & Co. Detroit. All in all a clean example with outstanding color. 42" H. Condition: 9.0/8.9	\$3,220.00

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Lot Number		Title & Description	Selling Price
649		Impressive Polly Gas Wilshire Oil Co. 15" Single Lens w/ Metal Body - Single 15" lens mounted in a metal body. The lens exhibits outstanding color and features a colorful graphic of the Polly Parrot in the center field. The lens has surface scratches in the center field with tiny paint chips along the outer edges. The lens has been siliconed to the metal body which is in excellent condition. Marked Property of the Wilshire Oil. Co. Overall an excellent display piece with amazing graphics. 19.25" H. Condition: 8.25+	\$10,925.00
650		Scarce Sinclair Aircraft OPE Milk Glass Globe w/ Airplane - Outstanding OPE one-piece etched milk glass globe with the original paint has very good color. The display features strong green paint with areas of wash and discoloration to the red in the airplane graphic. The reverse is in a similar condition to the display. The body has areas of errant paint along the perimeter and lower edges. The base has one good side with the other having large chips along the edges. The globe stands as it should and displays extremely well. Overall a highly desirable Sinclair.	\$8,625.00
651		Husky Hi-Power Gasoline 15" Complete HP Metal Gas Pump Globe w/ Dog - Two 15" lenses mounted in a high profile metal body have excellent color. Lens #1 has scratches in the field with minor cloudiness on the upper edges and minor paint chips along the outer edges. The reverse has light surface wear with small areas of discoloration in the fields. The metal body is in very good condition with areas of paint loss along one lower side. Overall an impressive Husky globe with fantastic graphics. 19" H. Condition: 8.75/8.75	\$3,220.00
652		Oil Creek Ethyl Gasoline 15" Single Lens w/ HP Metal Body Gas Pump Globe - Single 15" lens mounted in a high profile metal body. The lens has outstanding color with light fine scratches in the fields. The perimeter has tiny paint chips and nicks along the outer edges. The globe body is in very good condition with a small ding on one edge and a minor bend to the lip on the reverse. Overall a clean seldom-seen Oil Creek lens with eye catching colors. 19" H. Condition: 8.9+.	\$3,910.00
653		Lion Gasoline 13.5" Complete Milk Glass Body Gas Pump Globe - Two 13.5" lenses mounted in a milk glass body. Both lenses have outstanding color and feature the iconic "Lion on the Rock" graphic. Lens #1 has light surface wear with a small chip on the edge at 4 o'clock. The reverse lens is similar to the display with a minor factory blemish along the right hand side at 3 o'clock. The milk glass body is in excellent condition. Overall an outstanding globe with vibrant colors throughout. 16.75" H. Condition: 8.75+	\$2,760.00
654		Lion Gasoline 13.5" Complete Milk Glass Body Gas Pump Globe - Two 13.5" lenses mounted in a milk glass body. The lenses have outstanding color and feature the iconic "Lion on the Rock" graphic. Lens #1 has a clean field with small chips along the outer edges. The reverse lens has a small scratch in the lower field with scratches in the lion's head and upper left edges. The perimeter has small factory imperfections with a tiny chip on the edge at 12 o'clock. The milk glass body is in excellent condition. The globe displays very well with vibrant colors throughout.	\$2,760.00
655		Outstanding Kantex Aviation 13.5" Complete Milk Glass Body Gas Pump Globe w/ Plane - Two 13.5" lenses mounted in a milk glass body with a copper screw base have excellent color. The lenses feature vibrant colors with a large plane graphic in the lower field. Lens #1 is very clean overall with a few minor nicks in the upper field. The reverse lens has a clean field with a chip along the edge at 3 o'clock. The glass body is in excellent condition with tiny errant paint drips on the lower edge and nicks on the copper base. Overall an exceptional, highly	\$10,350.00
656		Esso Gasoline 15" Complete HP Metal Body Gas Pump Globe - Two 15" lenses mounted in a high profile metal body have excellent color. Lens #1 features a clean field with a small fine scratch in the upper field. The reverse lens has fine scratches in the lettering, minor spotting in the white and a factory imperfection along the right edge at 4 o'clock. The HP metal body has minor pitting and has been repainted. The globe displays very well with vibrant colors and the classic ESSO script lettering.	\$3,220.00




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657		Fantastic Litening 5 in One Oil Yale Billings Montana Metal Lead Top Handy Oiler - Outstanding 4-fluid ounce empty metal lead top handy oiler has day one color and shine. The oiler is exceptionally clean with a few minor surface imperfections in the fields and sides. Overall a spectacular Litening handy oiler from the Yale Oil Corporation, Billings, Montana. 5.5" H. Condition: 9.0+.	\$1,380.00
658		Beacon Motor Oil Colonial Filling Stations 1 Gallon Metal Advertising Can - One gallon empty metal can with lid and handle has moderate color and shine. The display has general wear with oxidation, fading and discoloration. The reverse and sides have heavier wear. The can features outstanding graphics of an early service station with touring car in the lower field. 11" H. Condition: 6.75/6.25.	\$431.25
659		Hancock Motor Oil Yale Oil Corporation 1/2 Gallon Metal Can - Empty 1/2 gallon metal can with cap and handle has very good color and shine. The display has fine scratches, small paint chips and light dents. The reverse has slightly more wear and the top has oxidation present. All in all a scarce can with strong eye appeal. 6" H. Condition: 7.9/7.75.	\$1,840.00
660		Stanocola Polarine Heavy X 5 Gallon Metal Motor Oil Can w/ Logo - Empty five-gallon metal can with a handle and cap has good color and shine. The display has fine scratches, paint chips and oxidation present. The reverse is in a similar condition. The sides have heavier wear present. The can displays very well with classic Stanocola colors and logo on all four sides. 15" H. Condition: 7.5.	\$2,300.00
661		Pair of Beacon Motor Oil 1 Gallon Slim Metal Advertising Cans - Pair of empty metal Beacon Motor Oil one gallon cans. The Beacon Penn gallon has moderate color and shine with general wear throughout - Rated 6.5. The Beacon gallon with service station graphic has wear with heavy oxidation throughout - Rated 5.0. Both cans have handles and caps. Overall a seldom-seen pair of Beacon Oil advertising cans. 11" H. Condition: 6.5 & 5.0.	\$747.50
662		Scarce Group of 3 Litening Oil & Weed Killer One Gallon Metal Advertising Cans Yale Oil Corporation - Scarce group of three Litening metal advertising cans with caps and handles. The Litening Eez can is painted and the other cans have paper labels. The Litening Eez has very good color and shine with paint chips and other light wear in the fields - Rated 7.9. The Dandelion and Weed Killer gallon has discoloration to the paper label, general wear and a stamped date of April 1940 in the lower field - Rated 7.0. The Dandelion Killer can label has wrinkles wear	\$1,265.00
663		Polarine Standard Oil Co. Heavy 5 Gallon Metal Advertising Can w/ Wooden Crate - Graphic empty five gallon metal can with handle, cap and wooden crate The can has great graphics of an early touring car on both sides. The display has general wear with errant penciled writing and oxidation. The reverse has similar wear with discoloration in the upper and right fields. The wooden crate is marked Polarine Transmission Oil "A" (Gear Oil) Standard Oil Company, (New Jersey). The crate is in good condition with age related cracks and wood chips along the outer edges	\$1,610.00
664		Group of Four Standard Polarine Grease & Oil Cans w/ Wooden Crates - The group includes two five pound grease cans with wooden crates, a Polarine BB 25 pound can with wooden crate and n Eureka Harness Oil 5 gallon can with wooden crate. The Polarine cans have very good color and shine with surface rubs, scratches and areas of discoloration - Rated 7.9 & 7.75. The Polarine BB can has general wear with fading, oxidation, and surface wear - Rated 6.75. The Harness oil five gallon has general wear with fading and discoloration - Rated 6.0. All of the	\$517.50






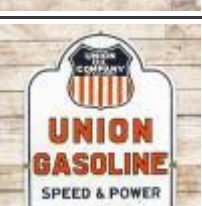


# Richmond Auctions Premier Advertising Auction - Day 2 - January 30, 2026

## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
665		NOS Complete Case 36 Texaco Home Lubricant Lead Top Handy Oilers w/ Box - Outstanding NOS complete case of Texaco metal lead top handy oilers with the original cardboard box. The cans have excellent color and shine with some exhibiting light wear from storage. The box is in good condition with general age wear and the upper lid has been cut along three sides. Overall an impressive group of graphic lead top handy oilers with the original box. 5.5" H x 11" W x 9" D. Condition: 9	\$2,990.00
666		Outstanding Group 2 Quart & Pint Litening Fly Killer Yale Oil Billings Montana Metal Cans - Graphic group of two empty metal Litening Fly Killer cans with the original lids have excellent color and shine. The group includes a pint and a quart. The pint can is very clean overall with minor surface imperfections on both sides. The quart can has slightly more surface wear with small dents along one edge and scratches in the logo on the reverse. Overall a superb pair of Litening cans with amazing color. 7.5" H. Condition: 8.9+ & 8.5	\$690.00
667		Group of 2 Litening Hand Separator Metal Cans 1/2 Gallon & Quart Yale Oil - Scarce pair of empty Litening Hand Separator Oil metal cans which include a half gallon and one quart. The half gallon has excellent color and shine. The fields have and perimeter have light wear present - Rated 8.5+. The quart can has good color and shine. The display has errant white paint in the field with areas of surface wear. The reverse and sides have larger paint chips and a dent on the lower edge. - Rated 8.0	\$920.00
668		Superb Havoline Wax Free Oil Indian Refining Company 4' Die Cut DS Porcelain Sign & Frame - DSP die cut sign with custom ornate frame has outstanding color and gloss. The display has a clean field with minor handling marks. The perimeter has small chips along the outer edges. The reverse is in a similar condition to the display with small factory imperfections and minor surface wear. The metal frame is in excellent condition and the sign is marked Property of Indian Refining Company. Overall a superb example that would be extremely difficult to improve	\$9,200.00
669		Scarce Linco Gasoline Oils 24" Double Sided Porcelain Sign - DSP sign has very good color and gloss. Side #1 has light wear with small chips in the fields. The upper left corner of the logo has an area of professional color match with clear coat to enhance the finish. The perimeter has edge chips with areas of minor discoloration. The reverse additional areas of color match in the logo with a similar outer field and perimeter. Marked Veribrite Signs - Chicago. Overall a seldom-seen Linco sign in an excellent display size. 24" H. Condition: 8	\$6,325.00
670		White Trucks 6' Double Sided Porcelain ID Sign - DSP sign has excellent color and gloss. Side #1 has fine scratches with marks in the fields. The outer fields and perimeter have color matched chips with a bend on the left hand edge, minor loss on the right edge and four added plates at the mounting holes. The reverse has similar wear with less gloss than the display. Overall a seldom-seen sign from The White Motor Company. 46" H x 72" W. Condition: 8.5+/8.0+.	\$9,200.00
671		Willys Approved Service 42" Double Sided Porcelain Sign - DSP sign has good color and gloss. The display has small chips in the field with light surface wear. The perimeter has chips at the upper mounting holes with minor discoloration and wear along the outer edges. The reverse has an eraser-sized chip in the field with light wear and discoloration to the white porcelain enamel. The perimeter has chips at the upper mounting holes with wear along the lower edge. All in all a seldom seen 42" Willys sign that displays very well. 42" H. Condition: 8.75/8.5	\$5,060.00
672		Outstanding A & N Men's Wear Stores Shoes Sport Goods "Outfitters for Work or Play" Porcelain Sign - SSP sign has excellent color and gloss. The field is clean and features a large eagle graphic with classic red, white and blue porcelain enamel colors. The outer field has a chip in the "Y" of Play. The perimeter has chips at the mounting holes and edges. Marked Baltimore Enamel, 200 Fifth Ave, N.Y. Overall a scarce early porcelain sign with exceptional graphics. 14" H x 46" W. Condition: 9	\$4,830.00

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## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
673		Impressive Harley Davidson DS Plastic Lighted Advertising Sign - Two single sided self-framed plastic signs mounted back to back with the original aluminum can have excellent color. The sign lights as it should and displays very well. Side #1 has minor imperfections in the fields with light wear to the self-framed edges. The reverse has discoloration in the left field which appears to be on the inside of the sign panel. The perimeter has light wear to the edges with a break with cracks on the lower right corner. The frame with eyelets is in very good condition. The	\$8,625.00
674		Exceptional 1965 Gulf Gasoline 6' Single Sided Porcelain ID Sign - SSP die cut sign has outstanding color and gloss. The sign has minor surface imperfections in the lettering with a tiny factory chip in the orange above the "L" and another tiny chip in the lower outer field. The blue porcelain enamel has slight discoloration throughout which appears to be a factory imperfection. The perimeter has small chips at some of the mounting holes and outer edges. Marked SPS 65. This is one of the cleanest examples we have seen and it displays extremely well. 73" H	\$4,600.00
675		Zenith Radios 5.5' Single Sided Porcelain Factory Neon Sign - SSP multi-piece factory neon sign with a new metal can has excellent color and gloss. The fields are very clean overall with minor surface imperfections and areas of slight discoloration to the white porcelain enamel lettering. The perimeter has chips at the outer mounting holes and edges. The privilege panel and metal can are in excellent condition. Overall an iconic Zenith sign with vibrant neon. 46" H x 66.5" W x 9" D. Condition: 8.5+	\$5,060.00
676		Red Crown Gasoline Polarine Motor Oil "For Power Mileage" 6' SS Porcelain Thermometer w/ Logo - SSP thermometer with an added wooden frame has outstanding color and gloss. The tube is present, however it is broken. The field is very clean overall with minor surface imperfections, a tiny flea bite in the upper field, a small chip at the tube opening and a chip on the edge of the Polarine logo. The perimeter has tiny chips at a few mounting holes with chips on the upper corners. The added wooden frame is in excellent condition and the sign is marked	\$5,520.00
677		Rare Ford Genuine Parts Double Sided Tin Oval w/ Fancy Script - DST sign has excellent color and shine. The display has light surface wear present with fine scratches and small paint chips in the outer fields and perimeter. The reverse is a rare factory error as it was painted upside down. The reverse has light surface wear in the fields with errant red paint on the upper right side and minor oxidation on the edges. Both factory grommets are present. Overall a fantastic seldom-seen Ford oval featuring the fancy Southeast script. 16.5" H x 24" W. Condition:	\$5,520.00
678		Union Gasoline Speed & Power Die Cut Double Sided Porcelain Sign "Union Oil Company of California" - DSP die cut sign has very good color and gloss. The display field has fine scratches with crazing and small bruises in the outer fields. The perimeter has chips at the mounting holes and edges. The reverse has additional surface wear with slightly less gloss and chipping in the "E" of Gasoline. Three factory grommets are present. Overall an excellent displaying early Union Oil sign with classic red, white and blue porcelain enamel colors. 32" H x 26" W.	\$5,290.00
679		Fantastic Wayne Model #80 Computing Gas Pump Restored Shell Gasoline - Outstanding Wayne Model #80 has been professionally restored. The pump features classic Shell colors with brilliant red and yellow paint with high gloss and minor surface imperfections. The pump includes reproduction porcelain Shell pump plates, porcelain faceplates, porcelain contains lead signs, manufacturer plate, hose, nozzle, detailed appointments and an original OPC Shell Gasoline milk glass globe. The globe is in very good condition with repainted lettering. The pump has a	\$3,680.00
680		Wayne Model #80 Martin & Schwartz Computing Gas Pump Restored Phillips 66 Gasoline - Amazing Wayne Model #80 computing gas pump has been professionally restored. The pump features vibrant orange and black paint with custom pinstriping and minor surface imperfections. The pump includes Phillips 66 decals, porcelain faceplates, a brass nozzle, a new cloth hose and a complete 13.5" reproduction Phillips 66 milk glass body gas globe. All in all a superb Wayne #80 gas pump with amazing color. 90" H. Condition: Professionally Restored	\$3,450.00



# Richmond Auctions Premier Advertising Auction - Day 2 - January 30, 2026

## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
681		National Model #A38 Computing Gas Pump Restored Flying A Ethyl Gasoline - National A38 gas pump has been professionally restored. The pump features a highly detailed restoration with fantastic color and custom pinstriping. The paint is exceptionally clean with minor surface imperfections. The pump includes Flying A Ethyl Gasoline decals, chrome accents, Flying A Gasoline ad glass, porcelain contains lead signs, hose and a polished nozzle. Overall a spectacular gas pump featuring an amazing restoration. 72" H. Condition: Professionally Restored.	\$6,325.00
682		Wayne Model #80 Martin & Schwartz Computing Gas Pump Restored Standard Gasoline - Amazing Wayne M&S Model #80 computing gas pump has been professionally restored. The pump features brilliant red, white and blue paint with high gloss and minor surface imperfections. The pump includes reproduction porcelain pump plates, contains lead signs, hose, nozzle, manufacturer tag, and a reproduction Red Crown Gasoline OPC milk glass body globe. Overall a spectacular example with strong eye appeal. 88" H. Condition: Professionally	\$7,475.00
683		Bennett Model #541 Computing Gas Pump Restored Sinclair HC Gasoline - Bennet Model #541 gas pump has been professionally restored. The pump features classic Sinclair colors with brilliant paint, high gloss and minor surface imperfections. The pump includes reproduction Sinclair pump plates, decals, porcelain contains lead signs, Sinclair H-C ad glass, manufacturer plate, hose, polished nozzle and a complete 13.5" reproduction Capco body gas pump globe. The pump displays very well with a restoration with attention to detail. 90" H.	\$6,900.00
684		Tokheim Model #39 Computing Gas Pump Restored Mobilgas Regular Gasoline - Tokheim Model #39 computing gas pump has been professionally restored. The pump features vibrant red and white paint with strong gloss. The paint has areas of light wear and scuffs with color matched chips to the porcelain faceplates. The pump includes reproduction Mobilgas pump plates, Mobilgas and Regular ad glass, manufacturer tag, porcelain contains lead signs, hose, polished nozzle, and a complete 13.5" reproduction Mobilgas metal body gas pump globe. The pump	\$4,140.00
685		Ten Gallon Visible Gas Pump Restored Texaco Gasoline - Ten gallon visible gas pump has been professionally restored. The pump features bright colors with high gloss and Gilmore Red Lion Gasoline decals along each side. The finish is very clean overall with small paint chips and other minor imperfections. The pump includes detailed hardware, hose and nozzle, a chrome handle, a clean glass cylinder, and a lighted 15" reproduction complete Gilmore Red Lion high profile metal body globe. All in all a wonderful visible gas pump with strong eye appeal.	\$7,475.00
686		Fry Mae West Ten Gallon Visible Gas Pump Restored Sinclair - Fry Mae West ten gallon visible gas pump has been restored. The pump features vibrant green and white paint with paint chips and light wear throughout. The pump includes the handle, decals on the display, a cylinder with one BB hole, and a lighted 13.5" reproduction Sinclair Capco body globe. The pump displays very well overall. 120" H. Condition: Restored.	\$10,925.00
687		National Model #A38 Computing Gas Pump Restored Esso Thriftane Gasoline - National Model #A38 computing gas pump has been professionally restored. The pump features vibrant red and white paint with areas of light wear, scuffs and small chips to the porcelain faceplates. The pump includes porcelain contains lead signs, manufacturer tag, with Thriftane and Esso ad glass. Overall an impressive example with strong eye appeal. 72.5" H. Condition: Professionally Restored.	\$2,990.00
688		Gilbarco Model #87 Clock Face Gas Pump Restored Esso Ethyl Gasoline - Gilbarco Model #87 clock face gas pump has been restored. The pump features bright red and white paint with high gloss and chrome trim along the sides of the door skins. The surface has areas of light wear, scuffs, chips on the pump plates and oxidation on the upper ad glass chrome trim. The pump includes porcelain contains lead signs, original porcelain Ethyl pump plates, lower ad glass covers, a manufacturer tag, and Esso ad glass. Overall a seldom-seen clock face pump.	\$4,830.00

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## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
690		Outstanding Mobil Pegasus Service Station Cookie Cutter Single Sided Porcelain Sign "Right Facing" - SSP four-piece cookie cutter sign has excellent color and gloss. The field is exceptionally clean with light wear and fine scratches in the outer fields. The perimeter has small chips along the outer edges with errant paint and minor discoloration on the visible cookie cutter edges. All in all a wonderful example with vibrant color throughout. 72" H x 108" W. Condition: 9.	\$14,950.00
691		Amazing RCA Victor Radios Records Single Sided Porcelain Factory Neon Sign w/ Nipper - SSP factory neon sign with a metal can has excellent color and gloss. The sign features two-color neon with a large graphic of their mascot, "Nipper" in the right field. The display is exceptionally clean with minor wear, which is mainly at the neon stand supports. The outer field has a small area of color match beside the "R" in Records. The perimeter has light wear with small chips and areas of minor color match. The metal can is in excellent condition. Overall a fantastic	\$80,500.00
692		Outstanding Quality OK Used Cars and Trucks 4' Single Sided Porcelain Factory Neon Sign - SSP factory neon sign with a new metal can has day one color and gloss. The sign features single-color neon with flashing "OK" lettering in the upper field. The display is exceptionally clean with minor factory surface imperfections. The perimeter has tin flakes at a few mounting holes with a chip on the edge of the upper left insulator. The metal can is in excellent condition and the sign is marked Walker & Co. Detroit. Overall a fantastic neon sign with rarity and	\$51,750.00
693		Outstanding GMC Trucks 48" Double Sided Porcelain Logo Sign w/ Bracket - DSP sign has excellent color and gloss. The display is exceptionally clean overall with small areas of cloudiness in the right fields and additional cloudiness in the upper left outer fields. The perimeter has tiny chips along the outer edges. The reverse is similar to the display with a flea bite in the field. The sign is mounted in a new hanging bracket which is in excellent condition. Overall a fantastic example that would be extremely difficult to improve upon. 24" H x 48" W. Condition: 9.0/8.9	\$20,700.00
694		Outstanding Autolite Electric Service 6' Single Sided Porcelain Factory Neon Sign - SSP factory neon sign with the original metal can has day one color and gloss. The sign features two-color neon with heavy shelved vibrant porcelain enamel. The field is clean with minor discoloration at the stand supports and a handful of unused factory stand support holes. The perimeter has a chip above the "E" in Electric with other light wear and small chips along the edges. The original metal can is in excellent condition with light wear and missing access panel covers	\$34,500.00
695		Amazing Robot Aligning and Axle Straightening Authorized Service Depot 5' Double Sided Porcelain Sign - DSP sign has very good color and gloss. The sign features a large robot graphic in the upper field with four-color porcelain enamel. The display field has a chip with a small non-factory hole at the "N" of Aligning. The perimeter has small chips with minor crazing and a non-factory hole on the lower edge. The reverse has a smaller chip in the field and presents with less gloss than the display. Overall a fantastic display piece with outstanding robot	\$17,250.00
696		Ford Authorized Sales and Service 6' Single Sided Porcelain Sign - SSP sign has very good color and gloss. The display has light wear with fine scratches, minor crazing and small chips. The perimeter has discoloration at the lower left corner with chips at the mounting holes and edges. Marked Crichton-Curl Enamel Co., Ellwood City, PA. All in all an iconic Ford sign that displays very well. 35.5" H x 71.5" W. Condition: 8.5	\$10,925.00
697		Amazing Packard Approved Service 5' Double Sided Porcelain Sign w/ Ring - DSP sign with the factory ring has outstanding color and gloss. The display has a clean field with tiny bruise near the upper edge of the "S" in Service. The perimeter has small chips at a few mounting holes with a tiny chip on the lower edge. The reverse has two eraser-sized chips in the left field with a larger chip in the lower field. The metal ring is in very good condition with oxidation and the sign is marked Burdick. Chi	\$8,625.00

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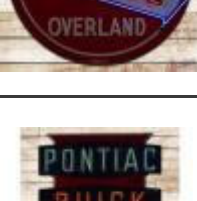



## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
698		Fantastic Buick Lubricare 7' Die Cut Single Sided Porcelain Factory Neon Sign - SSP die cut factory neon sign with the original metal can has outstanding color and gloss. The fields are clean with one unused stand support in the first "R" of Lubricare. The perimeter has small chips along the upper edges. The metal can is in excellent condition with light age-related wear and the sign is marked John D. Ziller. Neon Signs Meridian, Miss. Overall a fantastic example with vibrant porcelain enamel colors and eye-catching neon. 17.25" H x 86" W x 10" D	\$7,475.00
699		Impressive National Brewing Co. Eagle Beer New Orleans Louisiana 5' Double Sided Porcelain Sign - Scarce DSP sign has excellent color and gloss. This scarce brand was manufactured by the National Brewing Company during the 1930s and early 1940s. Side #1 exhibits light wear with small chips in the fields. The perimeter has chips at the mounting holes and edges with areas of minor cloudiness. The reverse is in a similar condition to the display. Overall a superb, historically significant Eagle Beer sign with amazing graphics. 30" H x 60" W	\$6,900.00
700		Iconic Pontiac Authorized Service 42" Double Sided Porcelain Sign w/ Native American Logo - DSP sign has outstanding color and gloss. The sign features the "Cut Feather" logo in the field on both sides. The display has marks with tiny nicks in the fields. The perimeter has small chips at the mounting holes and edges. The reverse is in a similar condition to the display with one chip in the field. Three of the four factory grommets are intact. All in all an iconic Pontiac sign with vibrant porcelain enamel colors. 42" H. Condition: 9.0/9C	\$9,775.00
701		Excellent GMC Trucks Sales & Service 42" Double Sided Porcelain Sign w/ Ring - DSP sign with a metal ring has outstanding color and gloss. Side #1 is exceptionally clean with minor surface imperfections and two tiny flea bites in the "C" of GMC. The outer fields have light wear with minor discoloration in the orange porcelain enamel and a small chip between the "E & S" of Sales. The perimeter has minor wear at the lower mount holes and small edge chips. The reverse has a clean field with a dime-sized chip in the "P" of Service. The metal ring is in	\$13,800.00
702		Flying A Gasoline 66" Single Sided Porcelain Die Cut Logo Sign - SSP die cut sign has excellent color and gloss. The field exhibits small chips at the mounting holes and the right side of the "A". The right wing has areas of cloudiness in the outer right field and edges. The reverse retains all four factory mounting tabs. Overall an impressive seldom-seen Flying A sign. 27.5" H x 66.5" W. Condition: 8.5.	\$10,925.00
703		Exceptional Signal Gasoline 6' Double Sided Porcelain ID Sign "Rare Version" - DSP sign has outstanding color and gloss. The display field is exceptionally clean with light marks and minor surface imperfections. The perimeter has small chips at the mount holes and outer edges. The reverse is in a similar condition to the display with additional surface marks and minor areas of discoloration in the outer fields. All in all a scarce Signal sign with brilliant color throughout. 72" H. Condition: 9.0/8.9+	\$28,750.00
704		Fantastic Shell Gasoline 48" Double Sided Porcelain Service Station Sign - DSP sign with factory hanging straps has excellent color and gloss. Side #1 has a clean field with factory discoloration in the right outer field. The perimeter has visible chipping at the upper left mounting strap. The reverse has a tiny chip in the "E" with areas of minor discoloration along the perimeter. Overall a fantastic example with brilliant color throughout. 47.75" H x 57.75" W. Condition: 9.0+/9C.	\$10,925.00
705		Superb Florsheim Shoes 6' Double Sided Porcelain Factory Neon Sign - DSP factory neon sign with the original metal can has day one color and gloss. The sign features vibrant two-color neon. Side #1 is exceptionally clean with two small flea bites in the field and small chips along the lower edges. The reverse is in a similar condition with a larger chip at a mounting screw beside the "R" in Florsheim. The original can is in very good condition with two factory tags on the side.	\$1,380.00







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## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
706		Rare Chevrolet Cars Trucks 36" Single Sided Porcelain Sign w/ Logo - Scarce SSP sign has excellent color and gloss. The sign features a large Chevrolet bowtie logo in the field with a unique red porcelain enamel background. The display has light wear with chips and crazing in the right fields. The perimeter has chipping at the mounting holes and edges. Overall an exceptional early Chevrolet sign we have not seen before. 36" H. Condition: 8.25+.	\$28,750.00
707		Scarce General Motors Products GM Red Crown Ethyl Gasoline 30" DS Porcelain Logo Sign w/ Hanger - Highly desirable DSP sign with an added ornate hanger & bracket has good color and gloss. The display has surface wear with areas of chips and crazing in the outer fields and perimeter. The reverse has additional wear with larger chips in the outer fields. The added decorative mounting bracket and hanger are in excellent condition and the sign is marked Burdick Consumers Bldg Chi & Balto Enl &	\$13,800.00
708		Rare Vincel Pontiac Automobiles 5' Die Cut SS Porcelain & Stainless Steel Factory Neon Sign - Outstanding SSP factory neon sign with a stainless neon backdrop, and the original metal can has excellent color and gloss. The sign was originally displayed at the famous Vincel Pontiac Dealership in St. Louis, Missouri. The field is exceptionally clean with slight cloudiness and tiny chips at the mounting hardware and neon support stands. The stainless outer fields and perimeter are in excellent condition. The stainless steel factory can with metal reverse retains a Union tag on the reverse. It is in excellent condition with errant paint along the edges and general wear on the reverse. Overall a fantastic	\$17,250.00
709		Willys Overland Service 5' Double Sided Porcelain Factory Neon Sign w/ Arrow - DSP factory neon sign with the original metal can has good color and gloss. The sign features two-color neon, which overlays the porcelain "Service" lettering and arrow graphic. Side #1 has light wear with small chips and areas of minor color match. The white porcelain enamel background behind the "Service" lettering and outer white band has an etched surface with discoloration and lower gloss. The perimeter has chips with areas of errant red paint. The reverse has additional areas of discoloration in the upper fields. The metal can is in good condition with	\$18,400.00
710		Rare Pontiac Buick GMC Trucks 7' SSP Neon Sign - SSP (Single Sided Porcelain) multi-piece sign with added neon and a new metal can has excellent color and gloss. The sign features brilliant four-color neon with a unique die cut shape. The field exhibits fine scratches with chips and a ding in the "O" in Pontiac in the upper field. The perimeter has minor cloudiness in the red porcelain enamel at the top of the signs with additional edge chips. The metal can is in excellent condition and the sign is marked Outdoor Neon Displays Ltd. Overall an impressive General	\$18,400.00
711		Rare Mobil Socony-Vacuum Die Cut 6' Single Sided Porcelain Factory Neon Sign w/ Pegasus - SSP die cut factory neon sign with a new metal can has good color and gloss. The sign features a large Pegasus graphic in the field with a brilliant single-color neon surround. The sign retains the factory porcelain enamel access panel on the front of Pegasus' chest. The display has small chips with areas of discoloration. The outer fields and lower lettering have marks with areas of crazing and cloudiness. The perimeter has chips along the outer edges and a minor bend	\$9,200.00
712		McColl Frontenac Red Indian Gasoline Motor Oils 36" DS Porcelain Sign w/ Native American & Ring - Iconic DSP sign has excellent color and gloss. The display features a clean Native American graphic with a few minor surface imperfections. The outer fields have areas of professional color match with added clear coat to enhance the finish. The perimeter chips along the left and right hand sides with color match at the upper mounting holes. The reverse has additional surface imperfections with small visible closed non-factory holes in the outer fields and	\$18,400.00
713		Pontiac Authorized Service 5' Double Sided Porcelain Sign w/ Factory Ring "Full Feather Logo" - DSP sign with the original metal ring has excellent color and gloss. The display features a large "Full Feather" Native American graphic with classic Pontiac porcelain enamel colors. The field has light wear with small chips. The perimeter has light wear with errant paint along the edges. The reverse is in a similar condition to the display. The metal ring is in good condition with oxidation throughout. Overall an impressive Pontiac sign with strong eye appeal. 60" H	\$18,975.00






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## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
714		Outstanding Red Indian Motor Oils Single Sided Porcelain Sign w/ Native American Graphic - SSP self-framed sign has excellent color and gloss. The display has light surface wear with a chip in the outer left field. The perimeter has chips to the self-framed edge with a minor bend with crazing on the lower right corner. Marked Vilas Enamel Products Limited. Overall a wonderful Petroliana sign with heavy shelving and vibrant porcelain enamel colors. 24" H x 17" W. Condition: 8.9+.	\$12,650.00
715		Authorized Bear Wheel Alining Axle & Frame Service 5.5' Single Sided Porcelain Die Cut Neon Sign - SSP die cut sign with added neon and a metal can has excellent color and gloss. The sign features four-color neon highlighting the iconic bear graphic. The display has light wear throughout with color-matched chips at the insulators. The perimeter has additional chips with areas of color match which are primarily on the ears.	\$12,650.00
716		Hudson Automobiles 11' Single Sided Porcelain Dealership Factory Neon Sign w/ Logo - SSP multi-piece factory neon sign with metal can has outstanding color and gloss. The field is exceptionally clean overall with small chips at mounting screws, neon insulators and the sign seam in the center. The perimeter has small chips along the outer edges. The metal can is in excellent condition. The sign displays very well with bold porcelain enamel colors and eye-catching neon. 134" H x 25" W x 9" D. Condition: 8.9+	\$17,250.00
717		Large Dairy Queen Die Cut Single Sided Porcelain 11' Factory Neon Sign w/ Chaser Bulb Arrow - SSP die cut multi-piece factory neon sign with chaser bulb arrow and metal can has excellent color and gloss. The sign features two-color neon with a chaser-bulb perimeter arrow. The field presents with non-factory holes, chips and areas of minor discoloration. The perimeter has similar wear with errant white paint and minor edge bends. The metal can is in excellent condition and the sign is marked Federal. Overall a unique five-color porcelain enamel sign.	\$13,800.00
718		Scarce The Famous Harris Oil for Stanley Cars Die Cut Double Sided Tin Sign Providence RI - Fantastic DST sign has very good color and shine. The sign features a unique design with a barrel shape and early A.W. Harris Oil Company colors. The display has fine scratches, small paint chips, and other light surface wear in the fields. The right outer field has a few tiny errant white paint drips and the perimeter has non-factory holes along the edges with minor edge bends. The reverse has similar wear with fading throughout. Overall an amazing find and the	\$17,250.00
719		Firestone Ground Grip Farm Tires Die Cut Double Sided Tin Flange Sign w/ Tractor Graphic DST flange sign has good color and shine. The display field exhibits general wear with oxidation and rubs. The perimeter has areas of paint loss with the heaviest being at the flange. The reverse is very similar to the display. The flange portion exhibits small bends with oxidation. Overall an extremely tough to find flange sign with outstanding graphics. 18" H x 24" W. Condition: 7.5.	\$9,200.00
720		Amazing NOS 1949 Mobilgas Socony-Vacuum Just Ahead Single Sided Tin Sign w/ Pegasus - Outstanding NOS SST sign with factory wooden frame has day one color and shine. The display is exceptionally clean with one scratch in the right field on Pegasus. The outer fields and perimeter have minor surface imperfections. The factory wooden frame is in excellent condition and the sign is marked AM 5-49. Overall a fantastic example with vibrant colors throughout. 60" H x 48" W. Condition: 9C.	\$13,800.00
721		United Motors Service 5' Double Sided Porcelain Sign w/ Factory Ring - DSP sign with the factory metal ring with hangers has very good color and gloss. The display has tiny chips in the field with cloudiness to the blue porcelain enamel. The perimeter has minor chipping with errant paint along the edges. The reverse has additional chips in the fields. The ring is in very good condition with a slight bend to one of the hangers. The sign has a great look with classic United Motors colors and large automobile graphic in the field. 35.5" H x 60" W. Condition:	\$13,800.00

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## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
722		Amazing NOS Mobilubrication Socony-Vacuum 8' SS Tin Pegasus Logo Sign w/ Factory Wooden Frame - SST sign with the factory wooden frame and four slat crated front has outstanding color and shine. The display is exceptionally clean with light wear and storage marks. The perimeter is clean and the factory wooden frame is in excellent condition with light storage wear. The front of the sign retains four factory crate slats which were placed over the sign during transport from the sign	\$11,500.00
723		Amazing Dodge 6.5' Double Sided Porcelain Factory Neon Sign - DSP factory neon sign with a metal can has day one color and gloss. The sign features brilliant porcelain enamel colors with classic double-stroked white neon lettering. Side #1 has a clean field and perimeter with minor edge chips and tiny added mount holes along the edges which are not visible from the display. The reverse is in a very similar condition to the display with an eraser-sized chip in the upper field above the D. The metal can is in excellent condition with minor age wear present. Overall	\$13,225.00
724		Chevrolet Super Service Die Cut 42" Single Sided Porcelain Sign w/ Logo - SSP die cut sign has excellent color and gloss. The field is clean with light wear and minor marks. The perimeter has edge chips, minor bends on the corners, areas of discoloration and errant paint drips. A faint portion of a Walker & Co. Detroit mark can be seen on the lower edge. Overall a scarce single-sided Super Service sign with exceptional color. 42" H x 48.5" W. Condition: 8.75.	\$10,925.00
726		Firestone Tires 10' Double Sided Porcelain Factory Neon Sign - DSP factory neon sign with the original metal can has excellent color and gloss. Side #1 has light wear with chips, unused stand supports and areas of toning to the lettering. The perimeter has chips with areas of discoloration. The reverse is in a similar condition with additional chips in the fields and marks in the outer right field. The metal can is in very good condition. Overall an iconic Firestone Tires sign with brilliant neon 38.5" H x 118" W x 25" D. Condition: 8.25/8.0	\$11,500.00
727		Chevrolet Automobiles 17' Horizontal Single Sided Porcelain Factory Neon Sign - SSP multi-piece factory neon sign with the original can and bullnoses has very good color and gloss. The sign features brilliant two-color neon, which pairs well with the two-color porcelain enamel surface. The black porcelain enamel is very clean overall with minor surface imperfections. The white porcelain enamel lettering and perimeter lines are etched with discoloration and lower gloss. The metal can is in very good condition. Overall a scarce large-sized Chevrolet sign	\$34,500.00
728		Scarce Urban F. Fidler Graham Automobiles 8' Double Sided Porcelain Factory Neon Sign - DSP factory neon sign with the original metal can has outstanding color and gloss. The sign features single-color neon with unique porcelain enamel colors. Side #1 has tiny chips at the mounting screws and a flea bite in the lower lettering. The reverse has a chip at a lower stand support and one at the "F" in Fidler. The original metal can is in excellent condition. Overall a scarce Graham neon sign	\$10,925.00
729		Impressive Derby Gasoline 48" Double Sided Porcelain Sign w/ Ring - DSP sign has outstanding color and gloss. Side #1 has an eraser sized chip below the "B" with other marks and minor imperfections in the fields. The outer fields and perimeter have other small chips with light wear. The reverse has slightly more surface wear with additional chips. The sign is mounted in a new metal ring which is in excellent condition. Overall a tough to find Derby 4' sign with fantastic color. 48"	\$29,900.00
730		Amazing State Farm Insurance "Drive Safe & Save" 7' SS Porcelain Factory Neon Sign - SSP factory neon sign with a new metal can has good color and gloss. The sign features vibrant four-color neon, flashing "Auto, Life and Fire" lettering and graphics of an early automobile, cornucopia and fire hat in the center field. The lower "Drive Safe & Save" neon lettering has been added. The sign has cloudiness with light wear and small chips at the neon supports and mounting hardware. The metal can is in excellent condition and the sign is marked Federal Signs. Overall a	\$21,850.00



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## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
731		Rare Marathon Gasoline "Best in the Long Run" 4.5' Emb Porcelain Service Station Marquee Neon Sign - SSP die cut embossed sign with added neon and a metal can has very good color and gloss. The sign features a large embossed "Running Man" graphic with brilliant two-color neon. The field has discoloration to the white porcelain enamel with small chips on the running man graphic. The outer fields have chips with unused factory mounting holes. The perimeter has additional chips which are primarily along the lower left corner and upper edges.	\$18,400.00
732		Outstanding Gulf No-Nox Ethyl Gasoline 30" Double Sided Porcelain Curb Sign w/ Logo - DSP sign with ring, pole and strap base has excellent color and gloss. The display has a clean field with heavy shelving and brilliant color. The perimeter has small edge chips with a few areas of minor color match to the white outer border. The reverse has small fine scratches in the logo with a chip and color match on the edge at 3 o'clock. The ring, pole and strap base are in excellent condition and both factory grommets are present. All in all a fantastic example with eye catching	\$25,875.00
733		Mobil Pegasus Right Facing Cookie Cutter Sign w/ Animated Neon - SSP multi-piece cookie cutter sign with added neon and metal can has very good color and gloss. The sign features highly detailed animated neon which gives the illusion of Pegasus' wings moving. The field exhibits areas of light wear, small color matched chips and clear coat to enhance the finish. The perimeter is very similar with discoloration along the outer edges. The metal can is in excellent condition. Overall an iconic Pegasus cookie cutter sign with eye catching animated neon	\$11,500.00
734		Mobil Pegasus Left Facing Cookie Cutter Neon Sign - SSP left facing cookie cutter sign with added neon and metal can has excellent color and gloss. The field has areas of color match and minor chipping at the insulators, a small unused stand support hole and added clear coat to enhance the finish. The perimeter has areas of color match and minor imperfections. The metal can is in excellent condition. Overall an iconic Mobil Pegasus cookie cutter with brilliant neon. 72" H x 108" W x 10" D. Condition: Clear Coated	\$10,925.00
735		1920s Chevrolet for Economical Transportation "It's Wise to Choose a Six" Lighted Countertop Sign - Outstanding single-sided internally lighted die cut Masonite countertop easel back display has excellent color and shine. When powered on, the panel in the center and the jeweled eyes light up. The sign portion features a detailed owl graphic sitting atop a Chevrolet bowtie logo. The field exhibits light wear with small paint chips and wear along the perimeter with a small non-factory hole on the lower left corner. The inner "It's Wise to Choose a Six" panel has wrinkling with small tears at the first "O" in Choose. The metal can and stand support are in excellent condition and the end of the electrical cord has been	\$19,550.00
736		Buster Brown Shoes 4.5' Single Sided Porcelain Factory Neon Sign w/ Tige - SSP die cut factory neon sign with a metal can has excellent color and gloss. The sign features seven-color neon with a "winking" Buster Brown eye. The fields are very clean overall with small chips at the neon support stands and unused stand supports. The perimeter has added mounting holes with small chips along the outer edges. The metal can is in excellent condition and the sign is marked Kirn Signs St. Louis. Overall an iconic sign with fantastic graphics and striking neon	\$31,625.00
737		Fantastic Buick "Valve in Head" Authorized Service 42" Double Sided Porcelain Sign w/ Ring - DSP sign has outstanding color and gloss. Side #1 has a clean field with areas of light surface wear which are mainly in the outer fields. The perimeter small chips along the outer edges. The reverse is in a similar condition to the display with a larger chip on the lower edge at 7'clock. The sign is mounted in a new metal ring with eyelets. Four factory grommets are intact and the sign is marked Walker & Co	\$11,500.00
738		Superb Texaco Gasoline 7' Single Sided Porcelain Neon Service Station ID Sign - SSP die cut sign with added neon and a new metal can has outstanding color and gloss. The sign features four-color neon with a "Speller" then "Flash" sequence on the Texaco lettering. Each letter lights from left to right and is followed by all letters flashing. The fields are exceptionally clean with minor surface imperfections and a few tiny surface nicks. The perimeter has a handful of tiny chips to the black porcelain enamel outer band. The metal can is in excellent	\$10,350.00

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## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
739		Sinclair Aircraft Gasoline "Green" 48" Double Sided Porcelain Sign w/ Ring & Plane - DSP sign has good color and moderate gloss. Side #1 has areas of cloudiness throughout with crazing and chips in the fields. The perimeter has small chips at the mounting holes with additional chips along the outer edges. The reverse has better gloss; however the fields have heavier crazing with additional chips. The metal ring with eyelets is in good condition. Overall an iconic Sinclair sign with fantastic graphics. 48" H. Condition: 7.5/7.25	\$15,525.00
740		GAS Single Sided Porcelain Factory Neon Arrow Sign w/ Flashing Bulbs - SSP three piece factory neon sign with bulbs and a new metal can has good color and gloss. The sign features three-color neon with triple stroked "GAS" lettering and the arrow portions have red bulbs with a sequenced flash. The field has light surface wear with marks and slight cloudiness to the GAS lettering. The upper and lower arrow portions have areas of discoloration, chips and lower gloss. The metal can is in excellent condition. The sign has strong eye appeal with vibrant neon.	\$23,000.00
741		Whitehead's Body Shop Frame Wheel Alignment 10' SS Porcelain Factory Neon Sign w/ Animated Wheel - SSP multipiece factory neon sign with a new metal can has good color and gloss. The sign features four-color neon with an animated wheel in the center. The fields have non-factory holes with chips, scratches and areas of discoloration in the upper fields. The perimeter has minor edge bends with chips along the outer edges. The metal can is in very good condition. Overall an impressive large-sized body shop sign with eye catching neon and an animated wheel.	\$20,700.00
742		Scarce Genuine Studebaker Parts Accessories 42" Double Sided Porcelain Sign - DSP sign has excellent color and gloss. The display has a clean field with minor scuffs and a small chip in the outer left field. The perimeter has chips at the upper mounting holes and outer edges with small areas of errant gray paint. The reverse is in a similar condition to the display with a small chip in the outer right field. All four factory grommets are intact and the sign is marked Walker & Co., Detroit. Overall a tough-to-find Studebaker sign with outstanding color. This is the best.	\$12,650.00
743		Sinclair Aircraft 48" Double Sided Porcelain Sign w/ Ring - DSP sign with the original ring has good color and moderate gloss. Side #1 has general surface wear with small chips and areas of discoloration in the fields. The perimeter has large chips with areas of metal loss. The reverse is in a similar condition to the display. The metal ring is in good condition with paint loss and oxidation. Overall a key Petroliana sign with fantastic "Monocoupe" plane graphics. 48" H. Condition: 7	\$14,950.00
744		Ford and Fordson Authorized Service Cars Trucks and Tractors 5' Single Sided Porcelain Sign - SSP sign with added wood support frame has amazing color and gloss. The field is exceptionally clean with light surface imperfections. The outer fields have areas of slight discoloration with a chip at the "V" in Service. The perimeter has chips at the mounting holes and outer edges. The wooden support frame is in excellent condition. Overall an outstanding example with heavy shelving and vibrant blue and white porcelain enamel. 24" H x 60" W. Condition: 7	\$10,925.00
745		Scarce Klenzoil "Union Oil of California" Aristo Emb. SS Tin Sign w/ Service Station & Touring Car - Amazing SST embossed sign with an added metal frame has very good color and shine. The sign features outstanding subject matter with an Aristo service station, touring car with ladies and an attendant pouring Aristo oil into the automobile. The display presents with surface imperfections, closed non-factory holes, bends and paint chips. The perimeter has scratches in the upper right corner with added mount holes and general wear. The added metal frame is in excellent condition.	\$8,050.00
746		Dairy Queen 15' Factory Die Cut Neon Sign w/ Ice Cream Cone - SSP multi-piece factory neon sign with a metal can has good color. The sign displays very well with brilliant six-color neon. The field has areas of lower gloss with chips and areas of discoloration. The perimeter has similar wear with minor edge bends and non-factory holes. The can is in very good condition and the sign is marked Leroy Sign on the lower edge. All in all an iconic Dairy Queen neon with outstanding graphics. 69" H x 178" W x 11" D. Condition: 7.5	\$17,250.00



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## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
747		Sterling Quality "L" Gasoline Double Sided Porcelain ID Sign - DSP sign has excellent color and gloss. Side #1 has light wear with small chips and minor discoloration in the fields. The perimeter has a bend on the lower left edge with areas of porcelain loss. The reverse is in a similar condition to the display. Overall a seldom seen Sterling ID sign with exceptional color. 59" H x 88" W. Condition: 8.25.	\$9,200.00
748		Amazing Haffner's Hi-Test It Kicks Single Sided Porcelain Animated Neon Sign w/ "Kicking Donkey" - SSP sign with added neon and a metal can has excellent color and gloss. The sign has fantastic graphics with three-color neon. The hind legs have a sequenced flash which gives the illusion of the donkey kicking. The field has small chips, minor color match, and unused added stand support holes. The perimeter has color-matched chips at mounting holes and the outer edges. The metal can is in good condition. Overall a scarce Haffner's service station sign with	\$12,650.00
749		Gilbarco Calco-Meter Computing Gas Pump Restored Standard Red Crown - Gilbarco Calco-Meter computing gas pump has been professionally restored. The pump features glossy, vibrant red and blue paint with custom decals and pinstriping. The finish is exceptionally clean overall with areas of discoloration and wear to the custom ad glass panels. The pump includes highly detailed hardware, chrome trim, new face plates, new cloth hose, brass nozzle, and the factory manufacturer tag. The pump displays very well with unique graphics and striking	\$11,500.00
750		Ten Gallon Visible Gas Pump Restored Rio Grande Gasoline - Ten gallon visible gas pump has been professionally restored. The pump features bright paint with high gloss and custom pinstriping. The overall finish is clean with a gold paint drip along one side and minor paint chips along the base. The pump includes Rio Grande decals, a cloth hose, nozzle, glass cylinder, and a lighted complete 15" reproduction Rio Grande H-O Gasolene low profile metal body globe. The pump displays very well overall with unique colors and the Rio Grande Gasoline theme	\$5,290.00
751		Tokheim Model # 34 Computing Gas Pump Restored Polly Gas - Tokheim Model #34 computing gas pump has been professionally restored. The pump features bright, glossy black and green paint with Polly decals on the doors. The finish is very clean overall with small paint chips and scuffs in the lower field of one door. The pump includes porcelain Contains Lead signs, hose, polished brass nozzle, visi-gauge, and a lighted 13.5" reproduction Polly Gas Capco gas globe. All in all an impressive pump with a striking restoration. 93" H. Condition: Professionally	\$5,060.00
752		Bennett Model #150 Clockface Gas Pump Restored Independent Gasoline - Bennett Model #150 clockface gas pump has been professionally restored. The pump features vibrant paint with high gloss throughout. The pump includes Power to Burn decals on the doors, a cloth hose, brass nozzle, visi-gauge, highly detailed appointments and a lighted complete 15" reproduction Independent high profile metal body gas pump globe. Overall an exceptional pump with a wonderful restoration. 96" H. Condition: Professionally Restored	\$16,100.00
753		National Simplex Clockface Gas Pump Restored Mobil Gasoline - Outstanding professionally restored National Simplex clock face gas pump. The pump features Mobiloil Gasoline colors with vibrant, glossy paint. The painted surface is very clean overall with small paint chips and crackled paint in the upper field on the display side. The spinner visi-gauge, clock faces and attached hardware are in superb condition. The pump includes a 15" reproduction Metro Mobiloil lenses mounted in a reproduction jewel body. Overall a fantastic clockface gas pump with	\$14,950.00
754		Waverly Ethyl Gasoline 30" Double Sided Porcelain Logo Sign w/ Ring - DSP sign with a metal ring has excellent color and gloss. The display has a clean field with small areas of cloudiness in the "Ethyl" logo and "Waverly" lettering. The perimeter has an added mount hole at 12 o'clock with discoloration and crazing at the 11 o'clock edge. The reverse has less gloss than the display with cloudiness and discoloration in the outer fields. The perimeter has chips with crazing, which are mainly along the upper edges. The sign is mounted in a new metal ring that is in	\$10,350.00









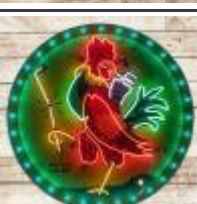

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## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
755		Rare Mojo Gasoline Dealer Double Sided Porcelain ID Sign w/ Ring & Dice - Scarce DSP sign has good color and gloss. The Mojo brand was used in the Florida panhandle areas, as well as southern Georgia and Alabama. The stations were purchased by The Crystal Oil Company in the early 1970s. Side #1 exhibits a vertical bow with chips and areas of discoloration in the field. The outer fields and perimeter have bends with larger chips and areas of discoloration along the edges. The reverse has low gloss with numerous small chips in the fields and larger chips in the outer fields. The sign is mounted in a new ring which is in	\$11,500.00
756		Impressive Wareco Gasoline Die Cut 8' Single Sided Tin Logo Sign w/ Attendant - Outstanding SST two-piece sign with a factory wooden support frame has excellent color and shine. The display is exceptionally clean with vibrant color. The perimeter is very similar with light wear at the sign seams and outer edges. The wooden frame is in excellent condition. Overall a fantastic example that would be extremely difficult to improve upon. 94" H x 88" W. Condition: 9.0+.	\$9,775.00
757		Chevrolet Super Service 42" Single Sided Porcelain Factory Neon Sign - SSP die cut factory neon sign with added neon lettering and a metal can has excellent color and gloss. The sign features vibrant four-color neon with a large Chevrolet bowtie graphic. The fields and perimeter exhibit light surface wear, chips and areas of color match and applied clear coat to enhance the finish. The metal can is in excellent condition. All in all an iconic Chevrolet sign with eye catching neon. 42" H x 49" W x 9" D. Condition: Original	\$10,350.00
758		Frontier Gasoline "Rarin' To Go" 6' Single Sided Porcelain ID Sign w/ Horse & Rider - SSP sign has very good color and gloss. The field has chips with areas of surface wear, oxidation, and a faint crease with porcelain loss, which proceeds from the horse's tail to the "O" in Frontier. The perimeter has additional chips with line chips and bends along the bottom edge. The sign is marked SP 62. Overall a highly desirable Petroliana sign with wonderful graphics. 72" H. Condition: 7.5+.	\$10,925.00
759		Dairy Queen 9' Die Cut Single Sided Porcelain Factory Neon Sign w/ Ice Cream Cone - SSP multi-piece factory neon sign with a new metal can has very good color and gloss. The sign features brilliant four-color neon with a detailed ice cream cone graphic in the field. The field exhibits light wear with areas of cloudiness and minor discoloration. The white porcelain enamel lettering, ice cream and outer edges have been repainted. Areas of surface variance are visible in the upper fields and the outer edges. The new metal can is in excellent	\$18,400.00
760		Amazing Boy Scouts of American Factory 16' Single Sided Porcelain Neon Sign - Scarce SSP multi-piece factory neon sign with a new metal can has excellent color and gloss. The sign features two-color neon which perfectly accents the porcelain enamel colors on the sign. The fields have minor surface imperfections with chips and areas of minor discoloration in the green porcelain enamel. The perimeter has edge chips with minor bends on the lower left and upper left corners. The metal can is in excellent condition. Overall an impressive 14' Boy	\$17,250.00
761		Twin Six Auto Court Single Sided Porcelain Factory Neon Sign ROUTE 66 - Historically significant SSP factory neon sign with the original metal can has very good color and gloss. The sign was originally displayed on Route 66 at the Twin Six Auto Court in Kirkwood, Missouri. The sign features two-color neon with decorative marquee accents on the upper edges. The fields have non-factory holes with chips and areas of color match. The perimeter has areas of minor discoloration with chipping along the outer edges. The metal can is in good	\$17,250.00
762		Richfield Gasoline 5' Single Sided Porcelain Neon Sign w/ Eagle - SSP sign with added neon and a new metal can has good color and gloss. The sign features highly detailed five-color neon with a large Richfield eagle graphic and added clear coat to enhance the finish. The display has light wear with areas of wash, discoloration and spotting in the outer fields. The perimeter has color-matched chips with unused added stand supports near the upper edge. The metal can is in excellent condition and the sign is marked Reg. U.S. Pat. Off. Overall an	\$21,850.00

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## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
763		Buick Valve in Head Authorized Service 42" Single Sided Porcelain Factory Neon Sign - SSP factory neon sign with a metal can has excellent color and gloss. The field is exceptionally clean with a small chip in the "C" of Buick and minor surface imperfections. The perimeter has small chips along the edges. The metal can is in excellent condition and the sign is marked Walker & Co. Detroit. Overall a wonderful example with heavy shelving and vibrant color throughout. 42" H x 42" W x 9" D. Condition: 8.9+	\$9,775.00
764		Smokey the Bear "Only You Can Prevent Forest Fires" 7.5' Single Sided Tin Neon Sign - Single sided metal die cut sign with added neon and a new metal can has good color and shine. The sign features brilliant five-color neon with a large detailed graphic of Smokey the Bear. The sign exhibits areas of general surface wear with fine scratches, paint chips and color match throughout. The sign is mounted on a new metal can which is in excellent condition. Overall an iconic sign with exceptional graphics and eye catching neon. 90" H x 61" W x 9" D. Condition: 8.9+	\$34,500.00
765		1958 Colonial Gasoline Die Cut 6' Double Sided Porcelain ID Sign w/ Eagle - DSP die cut sign has excellent color and gloss. Side #1 has light surface wear with small chips and areas of color match in the fields. The perimeter has minor metal loss at the upper mounting holes, small bends and color matched chips along the edges. The reverse has additional surface wear with vertical scratches and chips. Marked SP 58. The sign has a great look with classic red, white and blue porcelain enamel colors and a large eagle graphic in the upper field. 71.75" H x 61" W x 9" D. Condition: 8.9+	\$16,100.00
766		Scarce Wadham's Tempered Motor Oil 7' Single Sided Tin Smaltz Sign w/ Oil Bottle Logo - SST smaltz painted sign with the factory wooden frame has very good color and shine. The field has light surface wear with toning to the lettering and areas of scuffs to the black smaltz painted areas. The red and yellow logo in the upper field has light wear with tiny active paint chips. The wooden frame is in very good condition with age-related wear. The reverse is ink stamped Wadham's Oil Co. Sheboygan Wis. with a hand added For Henry Freicke. This is a very impressive early Wadham's smaltz sign that displays extremely well. 71.75" H x 61" W x 9" D. Condition: 8.9+	\$11,500.00
767		Wadham's Tempered Motor Oil 4' Double Sided Tin Smaltz Sign w/ Logo - DST smaltz painted sign features two SST signs mounted back to back in the original wooden frame. Side #1 presents with excellent even patina throughout with toning, small paint chips, crackled paint and areas of oxidation. The reverse has additional toning throughout. The wooden frame is in very good condition with areas of general wear and added eyelets along the upper edges. Overall an impressive early Wadham's smaltz sign that displays extremely well. 35.75" H x 61" W x 9" D. Condition: 8.9+	\$9,200.00
768		Exceptional Packard Approved Service 42" Double Sided Porcelain Sign - Impressive DSP sign has outstanding color and gloss. Side #1 has an exceptionally clean field with minor surface imperfections in the outer fields. The perimeter has a chip on the upper edge at 12 o'clock with other light edge wear. The reverse has slightly more surface wear with small factory imperfections. All four factory grommets are intact and the sign is marked Walker & Co. Detroit. Overall an exceptional example that would be extremely difficult to improve upon.	\$12,650.00
769		Amazing Chicken in the Rough Restaurant 4.5' SS Porcelain Factory Neon Sign w/ Bulb Perimeter - SSP factory neon sign with original lighted bulbed perimeter and a metal can has excellent color and gloss. The sign features six porcelain enamel colors with fantastic graphics of a rooster playing golf. The field is exceptionally clean with minor wear at the neon supports and mounting hardware. The outer fields have a few tiny chips at the mounting rivets, and the perimeter has chips at the bulb retainers and outer edges. The metal can is in excellent condition. 90" H x 61" W x 9" D. Condition: 8.9+	\$31,625.00
770		Rare AGA Lighthouse Aviation Airport Routing Beacon Display - Scarce airport Aviation Routing Beacon manufactured by the American Gas Accumulator Co. (AGA) of Elizabeth, New Jersey. The lighthouse beacon consists of four SSP signs with the factory frame, base, top and an added light at the top. The airport beacon states, Pilots depend on this beacon for their safety. Property of the U.S. Air Mail Service Post Office Department. The beacons would have been placed along air routes to help pilots navigate their mail routes. The SSP sides of the lighthouse are original and exhibit very good color and gloss. The display side has light wear with errant paint in the lower fields with chips along the perimeter. The metal can is in excellent condition. 90" H x 61" W x 9" D. Condition: 8.9+	\$9,200.00



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## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
771		Rare Allis Chalmers Tractors Road Machinery 8' Factory Single Sided Porcelain Neon Sign - SSP factory neon sign with the original metal can and bullnoses has excellent color and gloss. The field has light wear with a non-factory hole in the "H" and chips in the left fields. The lower "Road Machinery" has discoloration to the orange background and the outer edges have small chips. The bullnoses are very clean overall with minor edge chips. The factory can is in good condition with oxidation and a replaced bottom. Overall a colorful Allis Chalmers sign with heavy	\$9,775.00
772		Amazing Fleet-Wing Ethyl Gasoline w/ Large Bird & Red Ethyl Burst - Outstanding DSP sign with a metal hanging ring has excellent color and gloss. The sign features a large bird graphic in the field with a red Ethyl Burst logo in the lower field. The display field is exceptionally clean with a few minor surface imperfections. The perimeter has an added mounting hole on the upper edge with chips at the mounting holes and outer edges. The reverse has two small nicks to the right of the "With" on the upper edge of the Ethyl logo and a small chip in the	\$31,625.00
773		Lion Gasoline 5' Double Sided Porcelain ID Sign w/ Ring "Leaping Lion" - DSP sign with a metal ring has outstanding color and gloss. Side #1 is very clean overall with minor surface imperfections, small flakes in the field and two tiny chips along the upper edges of the Lion's head. The upper field has an indentation with a bruise and a tiny color matched eraser-sized chip. The perimeter has two small added mounting holes, errant paint and small chips. The reverse features a clean Lion graphic with surface wear and color matched chips in the upper field and the	\$19,550.00
774		Rare Chevrolet Truck Service Die Cut 4' Double Sided Porcelain Sign w/ Lighted Hanger & Bowtie - DSP die cut sign has very good color and gloss. The display has fine scratches and surface wear in the fields. The sign exhibits color-matched chips on the upper edge of the "C" in Chevrolet as well as the lower lettering. The perimeter has areas of discoloration with additional color-matched chips. The reverse has less gloss than the display. The fields have surface wear with small chips and crazing. The lower fields, outer fields, and perimeter have larger chips with areas of color match. The sign includes a hanger with two lighted porcelain	\$28,750.00
775		Amazing Drain and Refill with Gargoyle Mobiloil 5' Single Sided Porcelain Sign w/ Logo - SSP self-framed sign has outstanding color and gloss. The field is exceptionally clean with a bruise in the "B" and a chip in the "M" in the outer left field and minor factory imperfections in the right field. The perimeter has a chip below the "NOW!" lettering with other chips and light wear to the self-framed edges. These signs are extremely difficult to find in this condition. Overall a superb example with outstanding color and iconic Gargoyle graphic. 36" H x 60"	\$17,250.00
776		Flying A Service Gasoline 6' Double Sided Porcelain ID Sign w/ Logo - DSP sign has good color and gloss. Side #1 has small chips and scratches in the fields. The white porcelain enamel has areas of discoloration and errant green paint. The perimeter has chips at the mounting holes and edges. The reverse has additional discoloration in the logo and lettering with larger chips in the lower outer fields and edges. Marked R456. The sign displays very well with the large Flying A graphic in the center field. 72" H. Condition: 7.5/7.0	\$8,625.00
777		Oldsmobile Safety Tested Used Cars 48" Single Sided Porcelain Neon Sign w/ Logo - SSP sign with added neon and a new metal can has good color and gloss. The field has chips with three areas of color match in the logo. The outer fields and perimeter have fine scratches with additional chips and areas of color match. The metal can is in excellent condition and the sign is marked Walker & Co., Detroit. It displays very well with vibrant three-color neon which perfectly accentuates the sign's porcelain enamel colors. 48" H x 48" W x 9" D. Condition:	\$12,650.00
778		Rare Chevrolet Super Service Genuine Parts 5' Double Sided Tin Die Cut Sign w/ Frame - DST die cut sign with the factory pole mount frame has very good color and shine. Side #1 features reflective "Chevrolet Super Service" lettering with fine scratches and scuffs in the fields. The outer fields and edges have areas of oxidation with paint loss and minor bends on the upper corners. The reverse has non-reflective lettering with heavier wear in the fields and sticker residue in the upper left field. The factory frame is in good condition with oxidation and paint	\$11,500.00



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## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
779		Standard Oil of Texas Products 33" Double Sided Porcelain Sign w/ Ring - DSP sign with metal ring has outstanding color and gloss. The display has a clean field with minor surface imperfections. The perimeter has a tiny chip near the blue outer border with minor wear at the upper mount holes and a few minor edge chips. The reverse has a tiny chip in the "N" of Standard and chip beside the "A" in Texas. The metal ring is in excellent condition and the sign is marked McAX. All in all a superb example that would be extremely difficult to improve upon. 33" H	\$11,500.00
780		Drink Nehi Beverages Emb. Single Sided Tin Sign w/ Bottle - SST embossed self-framed sign has excellent color and shine. The field is very clean overall with light wear and horizontal fine scratches. The perimeter has light wear with paint chips, a bend on the lower left corner and areas of minor color match to the self-framed edge. Marked Robertson. The sign displays well with vibrant color and a detailed Nehi bottle graphic. 17.5" H x 53.5" W. Condition: 8.5+.	\$1,725.00
781		1933 Drink Coca Cola Emb. Single Sided Tin Sign w/ Christmas Bottle - SST embossed sign with added metal frame has outstanding color and shine. The field is clean with a handful of tiny paint chips in the lettering. The perimeter and added metal frame are in excellent condition. Marked Made in U.S. A. Robertson - Springfield, Ohio 1933. Overall a wonderful example with strong eye appeal. 11.5" H x 35" W. Condition: 8.9+.	\$2,530.00
782		Borden's Ice Cream "Very Big on Flavor" Single Sided Tin Sign w/ Elsie - SST sign has excellent color and shine. The display has small scratches and scuffs in the lettering. The outer fields and perimeter have additional wear with minor corner bends. Marked M-H CO. Phila - AFL 1159 624. The sign has a great look with vibrant colors and an iconic Elsie graphic in the left field. 24" H x 44.25" W. Condition: 8.	\$1,265.00
783		Striking Drink Coca Cola 21" Lighted Advertising Clock - Lighted advertising clock has excellent color. The clock and lighted portions both work as they should. The outer glass, hands and the inner face are clean with faint surface imperfections to the lower inner face. The metal clock body is all original minor oxidation and light age-related wear. The clock retains two original decals with a factory manufacturer tag marked Modern Clock Advertising Co., Inc., Brooklyn, N.Y. All in all a striking example in a superb display size. 21" H x 21" W x 4.5" D. Condition: 9.	\$1,265.00
784		1948 Drink Coca Cola "Lunch Refreshed" Framed w/ Lady & Bottle - Single sided Coke cardboard advertising has been framed under glass. The field has spotting, surface imperfections, creases and color match in and around the Drink Coca Cola logo. The perimeter has soiling with edge tears, bends and discoloration. The plexiglass and metal frame are in excellent condition. Marked Copyright 1948 - The Coca Cola Company, Litho in U.S.A. by Edwards & Deutsch Litho. Co., Chicago. The sign displays well with wonderful graphics. 27" H x 16" W. Condition: 9.	\$373.75
785		Excellent Chevron Gasoline 24" Single Sided Porcelain Sign w/ Hallmark Logo - SSP die cut sign has excellent color and gloss. The field is very clean overall with minor discoloration in the left field and a mark in the lower field. The perimeter has minor wear at a few mounting holes with tiny chips along the outer edges. Overall a clean example in a rare size. 24" H x 21" W. Condition: 9.0+.	\$1,955.00
786		Amazing Drink Coca Cola Fountain Service Single Sided Porcelain Sign - SSP sign has outstanding color and gloss. The field is clean with minor surface imperfections. The perimeter has a small scuff near the right edge with tiny chips along the outer edges. All six factory grommets are intact. Overall a wonderful Coke Fountain Service sign with strong eye appeal. 11.75" H x 29.5" W. Condition: 9.25+.	\$1,265.00

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## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
787		Exceptional Drink Squeeze "That Distinctive" Carbonated Beverage Emb. Single Sided Tin Sign w/ Kids - SST embossed sign with added metal frame has outstanding color and shine. The field is very clean with minor surface imperfections and areas of wrinkling. The perimeter is very similar with light fine scratches. The metal frame is in excellent condition and the sign is marked Litho by JV Reed & Co., Louisville, KY, U.S.A. Form S41. Overall an exceptional Squeeze sign with vibrant color. Condition: 9.0+	\$2,300.00
788		Fantastic Nesbitt's a Soft Drink Made from Real Oranges Emb. Single Sided Tin Sign w/ Bottle - SST embossed self-framed sign has excellent color and shine. The field is exceptionally clean with minor surface imperfections. The perimeter has light wear with paint chips to the self-framed edges. Marked 902 Wegand Mfg. Co. St. Louis. The sign has a great look with vibrant colors and a detailed bottle graphic in the right field. 23.75" H x 23.75" W. Condition: 9.0+	\$1,495.00
789		Orange Crush 29" Emb. Single Sided Tin Bottle Thermometer - SST embossed die cut thermometer has excellent color and shine. The tube is present and works correctly. The field is very clean overall with small nicks and light fine scratches, which are mainly in the outer fields. The perimeter has light wear at the upper mount hole and outer edges. Marked Made in U.S.A. NO. 1155 Orange Crush International, INC. All in all a wonderful thermometer with eye catching colors. 28.75" H x 7" W Condition: 8.9+	\$920.00
790		Excellent Hills Bros. Coffee Single Sided Porcelain Advertising Thermometer - SSP thermometer has outstanding color and gloss. The tube is present and works as it should. The display features a vibrant graphic of the Hills Bros. Coffee mascot, Taster. The field is very clean overall with light wear in the outer fields. The perimeter has small edge chips with a larger chip and a bend on the lower right corner. Marked Pat. March 16, 1915, Beach Coshocton, O. Overall a clean example with brilliant porcelain enamel colors. 21" H x 8.75" W Condition: 9.0+	\$1,840.00
791		Sinclair Service Station Clean Rest Rooms Windshield Service Double Sided Porcelain Sign - DSP sign has day one color and gloss. Side #1 is exceptionally clean with a tiny chip in the lower field. The perimeter has tiny chips at the mounting holes with small chips along the edges. The reverse has minor surface wear with small chips in the outer fields. The sign displays very well with brilliant porcelain enamel colors throughout. 37.25" H x 30" W. Condition: 9C/8.9+.	\$1,725.00
792		Coca Cola 24" Single Sided Porcelain Convex Button Sign w/ Bottle - SSP Coke button sign has excellent color and gloss. The field is clean with light surface wear in the outer fields. The perimeter has an eraser sized chip near 1 o'clock with small edge chips and an added mount hole at the top and bottom edges. All in all an iconic Coke sign that displays very well. 24" H. Condition: 8.9+.	\$1,150.00
793		Coca Cola 36" Single Sided Porcelain Convex Button Sign w/ Bottle - SSP Coke button sign has excellent color and gloss. The field has light surface wear with chips and factory imperfections in the bottle graphic. The perimeter has minor marks with chips along the edges with the largest area being along the lower right edge. All in all an iconic Coke button with wonderful color. 36" H. Condition: 8.5.	\$1,150.00
794		Drink Coca Cola Sign of Good Taste Single Sided Tin Button Sign w/ Kay Sprite Boy Display - Colorful multiple-piece sign with 12" SST button and Masonite Kay reverse back with Sprite boy has excellent color and shine. The button has light wear with marks and scuffs in the right fields. The Kay display portion features clean Sprite Boy factory decals with minor edge imperfections. The button is marked AM 60 and the Masonite sign is marked Kay Inc. on the reverse. All in all an exceptional sign featuring Coke's iconic button and Sprite Boy. 12" H x 32" W.	\$2,070.00

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## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
795		Superb Drink Coca Cola Sign of Good Taste 12" Single Sided Tin Button Sign w/ Arrow - SST multi-piece sign with 12" button and die cut arrow reverse has outstanding color and shine. The button is very clean overall with minor surface imperfections and tiny scuffs on the right hand edge. The arrow has a clean field with minor perimeter imperfections. The button is marked AM 128. All in all a superb example. 12" H x 20" W x 2" D. Condition: 9.	\$1,265.00
796		Excellent Texaco Let us Marfak Your Car Double Sided Porcelain Sign - DSP sign has excellent color and gloss. Side #1 is exceptionally clean with minor surface imperfections and areas of slight cloudiness in the fields. The perimeter has light wear with tiny chips and a manufacturer's blemish along the left hand edge. The reverse has areas of cloudiness in the right fields, crazing and chips along the perimeter. The sign has a great look with heavy shelving and classic Texaco colors. 21.25" H x 32" W. Condition: 9.25/9.0.	\$1,092.50
797		DeSoto Plymouth Approved Service Dept. Reverse on Glass DS Dealer Sign - Double sided reverse on glass sign with metal frame has good color. The display has light wear with moderate paint loss in the lettering and additional loss in the outer fields. The reverse has additional wear in the left field. The metal frame is in very good condition with small paint chips. Overall a unique seldom seen DeSoto Plymouth dealership sign. 8.25" H x 28.25" W. Condition: 7.75.	\$3,910.00
798		Drink Coca Cola "What I want is a Coke" Framed Cardboard Lithograph Sign w/ Lady & Beach Scene - Single sided cardboard lithograph sign with a wooden frame has very good color throughout. The sign features a highly detailed beach scene with logo and bottle graphics. The sign has scuffs in the logo with areas of wear and closed non-factory holes which have been reinforced from the reverse. The perimeter has similar wear with fine scratches, minor soiling and small edge tears. The wooden frame is in excellent condition and the sign is marked Coke is a	\$1,092.50
799		Drink Coca Cola "So Refreshing" Framed Cardboard Lithograph Sign w/ Fall Scene - Single sided cardboard lithograph sign has been framed under glass with a wooden frame. The sign has outstanding color with detailed graphics of a lady with a Coke bottle. The display is clean with minor imperfections in the outer fields. The perimeter has spotting along the outer edges, a fine scratch on the left edge in the red and a bend on the lower right hand corner. The wooden frame is in excellent condition and the sign is marked The Coca-Cola Company, Snyder &	\$747.50
800		Scarce Salada Tea Served Here Double Sided Porcelain Die Cut Display Sign w/ Base - DSP die cut cookie cutter edge sign with cast base has good color and moderate gloss. Side #1 has general wear with chips and cloudiness to the porcelain enamel. The reverse has additional fading with color matched chip in the upper outer fields and lower edge. The sign is mounted to a heavy cast base that is in good condition. Overall a scarce early porcelain enamel sign with a unique design. 29.5" H x	\$1,610.00
801		Impressive Goodrich Railroad Guide Post "Safety First" 20" Single Sided Porcelain Sign - SSP sign has outstanding color and gloss. The field are clean with minor factory imperfections. The perimeter has small chips along the outer edges. All in all an impressive early porcelain enamel sign with strong eye appeal. 20" H. Condition: 9.25.	\$2,070.00
802		Mobilgas Special Gasoline "Drop Leg" Single Sided Porcelain Pump Plate Sign - SSP die cut pump plate has excellent color and gloss. The sign has a slight vertical bow with small scratches in the fields and tiny chip in the left outer field. The perimeter has flea bites at the right hand mount holes with small chips along the right edge. Two of the four factory grommets are intact. Overall a tough to find Mobil pump sign featuring the "Drop Leg" logo. 11.5" H x 12" W. Condition: 8.75.	\$2,185.00



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## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
803		Gargoyle Mobiloil Service Station Double Sided Porcelain "Cloud" Sign w/ Ring & Bracket - DSP die cut sign has very good color and gloss. The display has light wear with slight discoloration to the red porcelain enamel in the upper field. The perimeter has areas of crazing, chips and errant paint along the edges. The reverse has additional crazing in the outer fields and edges. The sign is mounted in a custom ring with hanging bracket. Overall a unique Mobiloil "Cloud" sign with classic Mobil colors and Gargoyle graphics. 18" H x 35.75" W. Condition: 8.5.	\$6,900.00
804		Dutch Boy Southern Brand Pure White Lead Paint Double Sided Porcelain Flange Sign - DSP flange has very good color and gloss. The sign has outstanding graphics of the Dutch Boy painting in the field. The display has light wear with scuffs and minor discoloration to the litho graphic. The perimeter has small chips along the edges with a larger chip on the lower left corner. The reverse has slightly more surface wear with two tiny chips in the field. Marked E-164-16. Overall a seldom seen Southern Brand Dutch Boy Paints flange.	\$6,325.00
805		Fantastic Mobiloil Standard-Vacuum Die Cut Double Sided Porcelain Flange Sign w/ Pegasus - DSP die cut flange has outstanding color and gloss. The display is very clean overall with minor surface imperfections. The perimeter has areas of minor cloudiness in the outer fields with small chips along the outer edges. The reverse is in a similar condition. Marked Bengal Enamel. Overall an impressive flange with vibrant colors throughout. 16" H x 24" W. Condition: 9.0+.	\$3,910.00
806		Scarce The Seaboard Oil Company Pure WocoPep 6' Single Sided Porcelain Sign - SSP sign has good color and gloss. The display is cloudy with small chips and areas of surface wear. The perimeter has chips with crazing along the upper edges. Marked Veribrite Signs - Chicago. Seaboard Oil Company was a distributor for the Pure Oil and WocoPep brands during the 1930s in Florida. Overall a rare Seaboard Oil sign we have not seen before. 29.75" H x 71.75" W. Condition: 7.9+.	\$1,035.00
807		Outstanding Watson Standard Paints Quality Products Die Cut Double Sided Porcelain Flange Sign w/ Logo - DSP die cut flange has excellent color and gloss. Side #1 has a clean field with minor surface imperfections. The perimeter has discoloration and small chips along the edges. The reverse is in a similar condition to the display. The inner flange has chipping with minor bends at the mounting holes. All four factory grommets are intact. Overall a unique paint flange with wonderful graphics. 14" H x 24" W. Condition: 9.0+.	\$4,370.00
808		Superb 1954 Exide Batteries Horizontal Emb. Single Sided Tin Sign - SST embossed sign has outstanding color and shine. The field is exceptionally clean with minor storage imperfections. The perimeter has a few tiny paint chips and imperfections to the self-framed edges. Marked AD FORM 1482-A A-M 12 54. Overall a fantastic example with vibrant color throughout. 13.75" H x 39.75" W. Condition: 9.25.	\$1,725.00
809		Mohawk Tires Vertical 6' Emb. Single Sided Tin Sign - SST embossed self-framed sign has excellent color and shine. The field has minor surface imperfections with areas of yellowing to the white painted backgrounds in the outer and lower fields. The perimeter has light wear with areas of paint loss to the self-framed edges. Marked Stout Sign Co., St. Louis, Mo. Overall a clean example that displays very well. 69.75" H x 16.25" W. Condition: 8.75.	\$2,760.00
810		Excellent Singer Nahmaschinen Sewing Machines Single Sided Porcelain Sign - SSP rolled-edge sign has outstanding color and gloss. The sign features classic Singer graphics in the fields with vibrant porcelain enamel colors. The display is clean with tiny factory blemishes and light surface wear in the outer fields. The perimeter has chips at the mounting holes and edges. Marked Torpedo-Email Franfurter Emailir Werke Neu - Jsenburg. Overall a wonderful example that would be difficult to improve upon. 34.75" H x 23" W. Condition: 9.	\$1,610.00

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## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
811		The Lislecombe Herd of Golden Guernseys Double Sided Porcelain Sign w/ Frame & Hanger - DSP sign with factory frame and hanger has very good color and gloss. The sign features unique porcelain enamel colors with a large cow graphic in the center field. Side #1 has light wear with chips in the fields and perimeter. The reverse is in a similar condition to the display. The metal frame and hanger are in good condition with areas of paint loss present. The sign has a great look and displays very well. 18 25" H x 24 25" W. Condition: 7.9/7.75	\$3,450.00
812		Essolube Motor Oil 26" Double Sided Porcelain Sign w/ Pouring Bottle - DSP sign has very good color and gloss. The display has surface wear with areas of cloudiness and discoloration in the fields. The perimeter has chipping at the mounting holes and outer edges. The reverse has additional wear with lower gloss. Both factory grommets are present. Overall a seldom-seen Esso sign with great graphics. 26" H. Condition: 8.0/7.5.	\$3,910.00
813		1936 Coca Cola 45" Single Sided Tin Sign w/ Bottle - SST sign has excellent color and shine. The fields have scratches with paint chips and areas of blistering. The upper cap on the bottle has an area of active paint flaking. The perimeter has edge bends with areas of paint loss. Marked Made in U.S.A. A. A.W. 4-36. The sign displays well with vibrant colors and a large Coke bottle in the center field. 45.5" H. Condition: 8.25	\$2,990.00
814		Superb Mobilgas Special Gasoline Single Sided Porcelain Pump Plate Sign w/ Pegasus "Drop Leg" - SSP die cut pump plate has excellent color and gloss. The field is clean with minor surface imperfections. The perimeter has small chips at the mount holes and edges. Overall an excellent displaying example. 11.5" H x 12" W. Condition: 9.	\$2,070.00
815		1955 Phillips 66 Gasoline 4' Die Cut Double Sided Porcelain Service Station Sign - DSP die cut sign has good color and gloss. Side #1 has surface war with small chips and fine scratches in the fields. The perimeter has color-matched chips and a slight bend on the right hand edge. The reverse has heavier wear with fading and cloudiness to the orange porcelain enamel. Marked S.S.P. 55'. Overall an iconic sign that displays well. 47.5" H x 47.5" W. Condition: 8.0/7.25.	\$3,450.00
816		Signal Ethyl Gasoline Single Sided Porcelain Pump Plate Sign w/ Logo - SSP pump plate has excellent color and gloss. The sign features classic signal colors with the Ethyl logo in the lower field. The display has small nicks and fine scratches in the fields. The perimeter has minor flea bites along the outer edges and all four factory grommets are present. 12" H. Condition: 8.5.	\$4,830.00
817		Valvoline Motor Oil Double Sided Porcelain Sign w/ Logo - DSP oval sign with post mount bracket has excellent color and gloss. The display has light surface wear with crazing in the lower edges of the logo. The perimeter has a small added hole at 12 o'clock with chips along the outer edges. The reverse has a chip in the field with bruises and a small chip in the outer fields. Marked Valvoline Oil Company, New York. The sign features unique Valvoline colors and displays very well. 18" H x 27.75"	\$3,680.00
818		Pratts Motor Oil 21" Double Sided Porcelain Sign - DSP sign has good color and gloss. The display has slightly muted colors with light wear and small areas of crazing in the right outer field. The perimeter has small chips along the outer edges. The reverse has additional wear with areas of discoloration, lower gloss and crazing. Marked 12/29 Bruton, Palmers Green, N. 21" H. Condition: 8.5/8.25.	\$1,725.00

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## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
819		Rare Queen City of the Trails Die Cut Single Sided Porcelain Road Sign w/ Pioneer & Wagon - SSP die cut sign has excellent color and gloss. The field has slight cloudiness over the Truman Library lettering with minor marks and two attached SSP directional marks in the lower left field. The perimeter has small chips with light wear. The reverse has the factory mounting clips present for pole attachment. Overall a unique porcelain enamel sign with outstanding graphics from Independence, Missouri.	\$862.50
820		Shell Die Cut 24" Single Sided Porcelain Advertising Sign - SSP die cut sign has good color and moderate gloss. The sign exhibits general wear throughout with crazing, chips and discoloration. Overall a scarce early die Shell sign with heavy shelving. 21.75" H x 24" W. Condition: 6.9.	\$2,300.00
821		1963 NOS Kelly Springfield Tires 4' Single Sided Tin Bubble Sign w/ Factory Box - SST bubble sign with the factory box has excellent color and shine. The display has light wear with paper marks and a small scratch between the L's in Kelly. The left outer field has a small indentation and the lower edge has a small scratch. The factory box has general wear with tears and areas of loss. Marked A-M Sign Co., Lynchburg, Va., 3-63. The sign has a great look and displays very well. 29.5" H x 51.25" W. Condition: 8.75	\$3,680.00
822		Superb Goodrich Silvertowns Double Sided Porcelain Flange Sign - DSP flange has excellent color and gloss. Side #1 has light surface wear with small chips and factory imperfections along the perimeter. The reverse has additional surface wear in the field with flea bites in the right fields. Three of the five factory grommets are intact. A manufacturer mark is present on the inner flange however it is illegible. Overall a clean Goodrich flange with vibrant color throughout. 19" H x 23.5" W. Condition: 9.0/8.9+	\$3,450.00
823		Rare Red Hat Motor Oil Gasoline 32" Double Sided Porcelain Sign w/ Logo - Scarce DSP sign has good color. The sign features a large Red Hat logo in the field with the Independent Thunderbird graphic in the lower field. Side #1 has general surface wear with color matched chips, crazing and edge bends. The reverse has additional color match throughout with repaint to the 4" black band along the outer lettering. The sign is marked Reliance Adv. Co. Milwaukee. All in all a seldom seen Red Hat sign with fantastic graphics. 32" H. Condition: Original	\$12,650.00
824		Red Crown Gasoline 30" Double Sided Porcelain Logo Sign w/ Ring - DSP sign with ring has excellent color and gloss. The display has a clean field with minor surface imperfections in the outer fields. The perimeter has chips with small areas of crazing. The reverse is in a similar condition with tiny factory imperfections and an eraser sized chip in the upper field. The sign is mounted in a new metal ring which is in excellent condition. Overall a superb example with heavy shelving and vibrant porcelain enamel colors. 30" H. Condition: 9.0/8.9	\$28,750.00
825		Superb 1955 Phillips 66 Gasoline 4' Die Cut Double Sided Porcelain Shield Sign w/ Factory Ring - DSP die cut sign with the original ring and hangers has excellent color and gloss. Side #1 has a clean field with tiny errant paint drips in the outer fields. The perimeter has a small chip on the edge at 9 o'clock with minor edge chips. The reverse has discoloration in the second "I" in Phillips with a chip on the edge at 3 o'clock. The factory ring is in very good condition with areas of paint loss and the sign is marked S.S.P. 55'. All in all a superb example with vibrant	\$10,350.00
826		Amazing Shell Gasoline 48" Double Sided Porcelain Die Cut ID Sign - DSP die cut sign has day one color and gloss. Side #1 has a clean field small factory imperfections. The perimeter has small chips at the left hand mount holes and edges. The reverse has minor surface imperfections with a few tiny chips in the outer fields. The sign has a great look with heavy shelving and vibrant colors throughout. Overall a superb example. 48" H x 48" W. Condition: 9.25/9.0.	\$9,775.00



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## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
829		Buick Valve in Head 7.5' Die Cut Single Sided Porcelain Factory Neon Sign w/ Logo - SSP die cut multi-piece factory neon sign with a metal can has very good color and gloss. The sign features vibrant double-stroked neon lettering with the iconic "Valve in Head" logo in the upper right field. The display has light wear with small chips that are mainly at the neon support stands and a larger chip to the left of the "B" in the outer left field. The sign has areas of slight discoloration and cloudiness with minor color-matched chips at the upper mounting holes on the	\$8,050.00
830		Outstanding Gulf Gasoline 42" Double Sided Porcelain Sign w/ Blue Shaded Letters - DSP sign has excellent color and gloss. The display is exceptionally clean with light wear and minor factory imperfections. The perimeter has chips at the mounting holes. The reverse is in a similar condition with a small chip in the field. Overall a superb example with strong eye appeal. 42" H. Condition: 9.0 /8.9.	\$9,200.00
831		Hudson Automobiles 11' Die Cut Single Sided Porcelain Factory Neon Sign w/ Logo - SSP die cut two-piece factory neon sign with a new metal can has excellent color and gloss. The field has light wear with chips at the seam in the center, lower edge of the logo, and color matched chips at the neon insulators. The perimeter has light wear with chips along the outer edges. The metal can is in excellent condition. Overall an impressive Hudson sign with brilliant neon. 134" H x 25" W x 9" D. Condition: 8.75	\$12,650.00
833		Dodge Plymouth Trucks Dependable Service 48" Die Cut Double Sided Porcelain Sign w/ Arrow - DSP die cut sign has excellent color and gloss. The display has minor surface imperfections with a visible eraser-sized chip and other color matched chips in the lettering. The perimeter has small edge imperfections with color matched chips at the upper mounting holes and the outer edges. The reverse has additional color matched chips primarily in the lower field and outer edges. Marked Walker & Co. Detroit. Overall a tough to find Dodge Plymouth	\$11,500.00
834		United Motors Service 4' Single Sided Porcelain Factory Neon Sign w/ White Wheels - SSP factory neon sign with a metal can has excellent color and gloss. The sign features three-color neon with the seldom-seen white wheel automobile graphic. The field presents with two small chips between the "S & E" and another small chip at the insulator below the "U" in United. The outer fields and perimeter have light surface wear with additional chips. The metal can is in good condition and the sign is marked Walker & Co. Detroit. Overall an iconic neon sign that	\$9,775.00
835		Motor Sales 15' Die Cut Factory Neon Sign - Single sided multi-piece factory neon sign with metal can has excellent color and gloss. The sign is very clean overall with light surface wear, chips and unused mount holes in the fields and perimeter. The metal can is in excellent condition. All in all a unique Motor Sales neon sign with vibrant red and white porcelain enamel colors. 48" H x 182" W x 9" D. Condition: 8.5.	\$12,650.00
837		Bay Gasoline 5' Single Sided Porcelain Neon Service Station Shield Sign - SSP die cut sign with added neon and metal can has outstanding color and gloss. The field exhibits minor surface marks with an eraser-sized chip in the "B" and a dime-sized chip to the right of the "Y". The perimeter has small chips on the upper tips with a minor bend on the upper right corner. Overall a scarce-sized Bay Gasoline sign with exceptional colors. 60" H x 48" W x 9" D. Condition: 8.9+.	\$9,775.00
838		Towering 8' Native American Warrior Backlit Sign w/ 7 Color Neon - Die cut single sided backlit metal sign with added seven color neon. The sign features good color with numerous areas of older repaint, paint chips and surface imperfections. The sign has added LED back lighting with vibrant seven-color neon. Overall a highly desirable Native American neon sign with wonderful, even patina throughout. 96" H x 60" W x 7" D. Condition: Original.	\$43,125.00




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## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
839		Firestone Tires 15.5' Die Cut Single Sided Porcelain Factory Neon Sign - SSP two-piece die cut factory neon sign with the original metal can has excellent color and gloss. The display has light surface wear with chips in the lettering and outer fields. The perimeter has fine scratches with chips and edge wear. The factory can is in very good condition. Marked Bellows Electric Sign Corp. Akron, Ohio. The sign displays extremely well with vibrant neon and bold porcelain enamel colors. 45" H x 188" W x 10" D. Condition: 8	\$12,650.00
840		Leon's Pit Bar-B-Q 48" Single Sided Porcelain Neon Sign w/ Bulbs - SSP sign with added neon, eye bulbs and metal can has very good color and gloss. The sign features vibrant three-color neon with lighted bulb eyes. The field has light wear with small chips in the cow's ears and lower nose area. The outer field and perimeter have minor cloudiness with chips and light edge wear. The metal can is in very good condition and the sign is marked Federal. Overall a unique neon barbecue sign with fantastic graphics. 48" H x 48" W x 10" D. Condition: 8.5	\$6,900.00
841		Oldsmobile Service 42" Double Sided Porcelain Crest Logo Sign w/ Ring - DSP sign with ring has outstanding color and gloss. The display field has two dime-sized or smaller color matched chips with a few tiny flea bites. The perimeter has small areas of color match to the blue edges, mounting holes and the yellow edges have been repainted. The reverse is similar with two 2" color matched areas in the field and one dime-sized area in the lower lettering. The ring with hangers is in very good condition. The sign has heavy shelving with superb color throughout. 42" H x 42" W x 10" D. Condition: 8.5	\$6,325.00
842		Amazing Havoline "The Power Oil" Indian Refining Co. Die Cut DS Porcelain Sign "Rare Size" - Outstanding DSP die cut sign has outstanding color and gloss. The display has a clean field with minor surface imperfections and a slight bow on the upper portion of the sign. The perimeter has small chips along the outer edges. The reverse is in a similar condition to the display with a small bruise in the "O" of Havoline and light surface wear. Marked Reliance Adv. Co., Milwaukee, Prop. of Indian Ref. Co. Inc. Sign No 2 6-27. All in all a fantastic example that would be very difficult to improve upon. 30" H x 56.5" W. Condition: 9.25/8.9	\$5,290.00
843		General Motors Oldsmobile Viking 5' Double Sided Porcelain Die Cut Sign - DSP die cut sign has very good color and gloss. The display field has light wear with small chips and minor crazing. The perimeter has small chips which are primarily along the outer edges. The reverse has fewer chips with additional surface wear. All three factory grommets are present. Overall a scarce Oldsmobile sign that is likely one of the nicest surviving examples. 28" H x 60" W. Condition: 8.5.	\$4,830.00
844		Exceptional Hudson Terraplane Sales & Service Die Cut Double Sided Porcelain Sign w/ Lighted Hood - DSP die cut sign with a lighted hood has outstanding color and gloss. Side #1 has a clean field with small perimeter chips. The reverse is in a similar condition with a tiny chip in the outer field. The sign does have fine scratches that are visible. The metal hood is in excellent condition and two of the three factory grommets are present. Overall an exceptional example that would be very difficult to improve upon. 30" H x 56.5" W. Condition: 9.25/8.9	\$9,775.00
845		1965 American Gasoline 6' Double Sided Porcelain ID Sign w/ Factory Ring - DSP sign with the original metal ring has excellent color and gloss. The display has small chips in the fields with fine scratches in the right field. The perimeter has two small chips at the upper flame mounting holes. The reverse has additional chips in the fields and perimeter. The metal frame has been repainted and is in excellent condition. Marked S.P. 65'. The sign has a great look and displays very well overall. 45" H x 74.5" W. Condition: 8.75/8.5	\$9,775.00
846		NOS 1958 Ford America's Favorite V-8 Victoria Motor Co. 10' Single Sided Tin Reflective Sign - Outstanding NOS SST sign with a factory wooden support frame has day one color and shine. The sign features a reflective sheeting on the white painted lettering. The sign presents with light storage wear with small scratches. The wooden frame on the reverse is in excellent condition and the sign is marked A-M Sign Co., Lynchburg, VA., 12-58. Overall an impressive Ford sign from the Victoria Motor Co. Victoria, VA. 47" H x 117" W. Condition: 8.9	\$10,925.00

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## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
847		Shell Gasoline 30" Single Sided Porcelain Sign w/ Ring & Roxanne Logo - SSP sign with a custom wall mount ring has good color and gloss. The fields have chips with general surface wear. The perimeter has chips at the mounting holes and edges. The sign is mounted in a custom direct wall mount metal ring that is in excellent condition. All in all a scarce early Shell sign featuring the detailed "Roxanne" logo. 30" H. Condition: 7.5.	\$8,625.00
848		Diamond Trucks 6' Double Sided Tin Sign w/ Logo - DST sign has outstanding color and shine. Side #1 has light surface wear in the field with a paint chip in the right outer field. The perimeter has a slight bend on the right edge with scuffs and paint chips along the upper edges. The reverse has additional surface wear with areas of minor discoloration and a vertical scratch in the left field. The sign features brilliant color throughout and displays extremely well. Overall a fantastic example. 40" H x 71" W. Condition: 8.75+/8.25+	\$8,625.00
849		Dixie Auto Store 15' Horizontal Single Sided Porcelain Neon Sign - SSP self-framed two-piece sign with added neon and a new metal can has very good color and gloss. The fields have fine scratches with areas of minor discoloration and chips at the center seam. The perimeter has edge chips with a minor bend above the "X". The metal can is in excellent condition and the sign is marked Dutrow Progressive, Inc., Columbia, SC. Overall a rare Dixie Auto Store sign with brilliant two-color neon. 24" H x 180" W x 10" D. Condition: 7.9	\$8,050.00
850		Rare Mountain Dew "It'll Tickle Yore Innards!" DS Lighted Sign Evan Brown Gro. Boonville NC - Outstanding multi-piece lighted double-sided plastic signs with the original metal can have outstanding color. Side #1 features a clean Willy the Hillbilly graphic with original "Mountain Dew" lettering and the original green surround on the upper privilege panel. The "It'll tickle yore innards!", privilege lettering and outer red outer band on the lower sign have been repainted. The reverse is in a similar condition to the display. The sign is exceptionally clean	\$10,350.00
851		Bryant's Elgin Watches Double Sided Porcelain Factory Neon Sign w/ Clock - DSP factory neon sign with Elgin clock and the original can with bullnose has excellent color and gloss. Side #1 is very clean overall with minor discoloration at the insulators and left outer field. The outer edges and the sign seams have a few small chips and the clock retaining ring has oxidation with missing mounting screws. The reverse has additional surface wear with cloudiness to the maroon porcelain enamel and a few small chips in the lower fields. The clock face has paint loss on the lower edges and the retaining ring is in a similar condition to the display. The bullnose has cloudiness with small chips along the outer edges. The	\$9,200.00
852		Amazing Cities Service Koolmotor "The Perfect Pennsylvania Oil" Double Sided Porcelain Curb Sign - DSP die cut sign with the factory ring, pole and base has day one color and gloss. The display has an exceptionally clean field with a few tiny chips along the outer edges. The reverse is in a similar condition with a few additional edge chips. The ring, pole and marked base are in excellent condition with light age-related wear. All in all a superb example that would be extremely difficult to improve upon. 56.5" H x 24.25" W x 18.5" D. Condition: 9.25+/9.25	\$16,100.00
853		Rare Lion Gasoline Motor Oils 30" Double Sided Porcelain Sign w/ Ring - DSP sign has been professionally restored with brilliant color throughout. Side #1 exhibits heavy shelving with a highly detailed Lion graphic in the field. The reverse is in a similar condition to the display. The sign is mounted in a new metal ring which is in very good condition. Overall a scarce 30" sign with fantastic graphics. This sign is one of very few known examples. 30" H. Condition: Professionally Restored.	\$46,000.00
854		Amazing Dixie Maid "Freezer Fresh" 8' Die Cut SS Porcelain Ice Cream Cone Sign w/ Lady & Churn - SSP die cut two-piece sign has excellent color and gloss. The sign features a unique ice cream cone shape with graphics of the Dixie Maid lady and ice cream churn. The field exhibits minor marks with fine scratches in the "Maid" lettering. The perimeter has chips with areas of crazing, minor bends and color match. Overall a rare graphically significant Dixie Made sign we have not seen before. 96" H x	\$6,900.00



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## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
855		Early Phillips 66 Gasoline Motor Oils 48" Double Sided Porcelain Sign - DSP sign has excellent color and gloss. The display has small chips in the lettering with larger chips in the outer fields and perimeter. The reverse is in a similar condition to the display with areas of cloudiness in the outer fields. Marked Veribrite Signs - Chicago. The sign has a great look and displays very well overall. 47.5" H. Condition: 8.5/8.25.	\$10,925.00
856		Superb Mercedes Benz Service 42" Double Sided Porcelain Logo Sign - DSP sign has outstanding color and gloss. The display field is very clean overall with a small chip in the left field. The perimeter has a small chip at the upper right mounting hole and a minor bend with chips on the right hand edge. The reverse has a larger chip in the center field. All four factory grommets are intact and the sign is marked Walker & Co. Detroit. All in all a tough to find 42" Mercedes sign with spectacular color. 42"	\$7,475.00
857		Excellent Mobilgas Socony-Vacuum 6' Die Cut Single Sided Porcelain ID Sign w/ Pegasus - SSP die cut sign has excellent color and gloss. The fields exhibit minor surface imperfections with an eraser sized chip in the "L" in the lower field and crazing in the "S" of Socony. The perimeter has small chips at the mounting holes and edges. Overall an exceptionally clean example with vibrant color throughout. 72" H x 75" W. Condition: 9C.	\$6,325.00
858		Scarce Douglas Gasoline 5.5' Die Cut Single Sided Porcelain Neon Sign w/ Winged Heart Logo - SSP die cut cookie cutter edge sign with added neon and a new metal can has excellent color and gloss. The field is very clean overall with minor surface imperfections and two small color matched chips in the white porcelain enamel. The perimeter exhibits light wear with small areas of color match along the outer edges. The metal can is in excellent condition. Overall an exceptional Douglas Gasoline sign with eye catching neon. 66" H x 32" W x 9" D. Condition: 8.5	\$9,775.00
859		Cadillac Automobiles 13' 3D Single Sided Porcelain Neon Script Dealership Sign - SSP three-dimensional letter sign with added neon and a new steel support stand has excellent color. The sign features brilliant single-color neon which perfectly accents the Cadillac lettering. The letterers exhibit small chips in the fields and edges with areas of errant paint along the sides. The metal support stand is in excellent condition. Overall a fantastic sign from the late 1940s/early 1950s with striking pink neon. 164" H x 27" W x 17" D. Condition: 8.5	\$10,350.00
860		Mobilgas 6.5' Single Sided Porcelain Die Cut Service Station Neon Sign w/ Pegasus - SSP die cut sign with added neon and a new metal can has good color and gloss. The sign features a large Pegasus graphic in the field with two-color neon and "flashing" Mobilgas lettering in the lower field. The display has fading to the Pegasus graphic with tiny chips and areas of discoloration. The outer fields and perimeter have larger chips with areas of minor crazing and oxidation. The metal can is in excellent condition. The sign displays very well with the classic	\$6,900.00
861		Rare 1931 Texaco Aviation Products 24" Double Sided Porcelain Sign w/ Logo "Black T" - DSP sign has very good color and gloss. The display has areas of professional color match and clear coat in the logo to enhance the finish. The outer lettering and perimeter have areas of crazing with chips and edge wear. The reverse has a similar field with additional chips in the upper lettering. Marked 2-31. All in all an extremely scarce Texaco Aviation sign that displays very well. 24" H. Condition: Original	\$10,925.00
862		Outstanding Super Greyhound Motor Fuel Gasoline 5' Double Sided Porcelain Sign w/ Logo - DSP sign has excellent color and gloss. The display has a clean field with minor surface imperfections. The perimeter has small chips with edge wear and minor discoloration. The reverse has small bruises in the fields with errant paint drips in the right outer field. Marked Ing-Rich Beaver Falls, PA. Overall an outstanding example with wonderful graphics. 34" H x 58" W. Condition: 9.	\$10,350.00



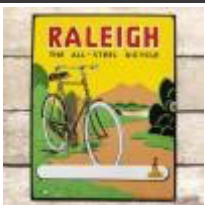


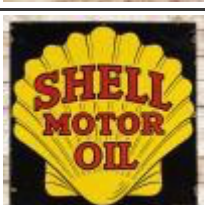


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## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
863		Buick Authorized Service "Valve in Head" 42" Double Sided Porcelain Sign "Small Logo" - DSP sign has excellent color and gloss. The display has small chips in the right fields with a minor bruise in the lower field. The perimeter has light wear with chips at the upper mount holes and edges. The reverse has small areas of discoloration in the "Buick" lettering with small chips and light wear. Overall a seldom seen version featuring the small "Buick" lettering. 42" H. Condition: 8.75.	\$6,900.00
864		Fantastic Amalie 100% Pure Pennsylvania Motor Oil Double Sided Porcelain Sign w/ Logo - DSP sign has excellent color and gloss. Side #1 has a clean field with small factory blemish in the upper field. The perimeter has chips at the mounting holes and edges. The reverse is in a similar condition with an additional chip near the lower right mounting hole. All four factory grommets are intact and the sign is marked I.R. 102-5-32. Overall a fantastic example with vibrant color throughout. 20" H x 30"	\$8,050.00
865		Magnolia Petroleum Company Gasoline For Sale Here 30" Double Sided Porcelain Sign - DSP sign has good color and gloss. Side #1 has surface wear with fine scratches in the fields. The outer fields and perimeter have chips with areas of color match, minor crazing and two tiny added mounting holes at 12 and 6 o'clock. The reverse has small chips with color match in the fields and perimeter. Marked Burdick. Overall a tough to find sign with outstanding graphics. 29.5" H. Condition: 8.25/8.0	\$6,900.00
866		Texaco Marine Products 8' Single Sided Porcelain Sign w/ Logo "White T" - SSP sign has good color and moderate gloss. The display has general wear with chips, scratches and areas of cloudiness. The perimeter has edge wear with chips and minor crazing. All eight factory grommets are present. All in all a seldom-seen Texaco Marine sign that displays well. 25.5" H x 96" W. Condition: 6.5.	\$5,750.00
867		Rare Texaco Authorized Motor Tune-Up Service "Pledge" Emb. Single Sided Tin Sign - Amazing SST embossed sign has outstanding color and shine. The field is clean with light surface wear and area of prior sticker discoloration in the right field above the "I" in Service. The perimeter has light handling marks present. All in all a fantastic example with vibrant color throughout. 9.75" H x 15.25" W. Condition: 9.	\$3,220.00
868		Polarine "The Perfect Motor Oil" Consult Chart 42" Single Sided Porcelain Neon Sign - SSP sign with added neon and a metal can has moderate color and gloss. The sign features vibrant two-color neon which outlines the lettering and logo perfectly. The sign exhibits fading with surface wear, discoloration and chips in the fields. The perimeter has edge wear with small non-factory holes and chips. The metal can is in very good condition and the sign is marked S-4501 Adv. 462. The sign has a great look and displays very well overall. 42" H x 42" W x 9" D	\$6,325.00
869		Impressive Clean Clear Golden Texaco Motor Oil Single Sided Porcelain Sign - SSP sign has day one color and gloss. The sign features brilliant colors with heavy shelving and a pouring oil graphic in the left field. The display is in exceptional condition with a few minor surface imperfections. The perimeter is in a similar condition with a slight factory bow on the upper left edge. All eight factory grommets are intact. All in all a fantastic example that would be nearly impossible to improve upon. 16" H x 15.5" W. Condition: 9.25+	\$7,475.00
870		Lowe Brothers Paints Emb. Double Sided Porcelain Factory Neon Sign - DSP embossed factory neon sign with bullnose has very good color and gloss. The display exhibits light surface wear with small chips in the fields and perimeter. The reverse has extra chips at the neon support stands. The porcelain enamel bullnose has edge chips and retains a factory Artkraft, Lima, Ohio, brass tag. The sign has a great look with embossed lettering and heavy shelving. 28" H x 72" W x 18" D. Condition: 8.5	\$3,220.00

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## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
871		Outstanding Sinclair Opaline Motor Oil 5' Single Sided Porcelain Sign - SSP sign has excellent color and gloss. The field is very clean overall with minor surface imperfections and a fine scratch in the lower left field. The perimeter has slight discoloration with small chips at the mounting holes. All in all a clean example with vibrant porcelain enamel colors. 60" H x 15" W. Condition: 9.	\$3,680.00
872		El Time Company 40" "Rotating" Internally Lighted Advertising Clock & Thermometer - Double sided internally lighted clock and thermometer with the factory metal housing and bracket has good color. The clock, thermometer and lighted portions work as they should. The bracket features a "rotator" which spins the unit within the bracket. The outer plastic faces have light wear and the black numbers and lettering have been repainted. The can and bracket are in very good condition with areas of general age wear and oxidation. Overall an impressive	\$5,290.00
873		Impressive Raleigh "The All-Steel Bicycle" Single Sided Porcelain Sign w/ Logo - SSP sign has outstanding color and gloss. The display features a detailed scene with Raleigh Bicycle and logo in the lower right field. The display is exceptionally clean with light wear in the outer fields and small factory imperfections in the lower fields. The perimeter has a chip at the right hand center mounting hole and other small chips along the outer edges. Marked Printed in England. Series No. 3809. Overall an impressive sign with fantastic graphics. 22" H x 17" W. Condition: 9.0+	\$4,370.00
874		Exceptional Phillips "The True Temper Steel Bicycle" Single Sided Porcelain Sign w/ Lion - SSP rolled-edge sign has outstanding color and gloss. The display features detailed graphics of a bicycle and a Lion with numerous porcelain enamel colors. The fields are clean with a small scratch near the lettering in the lower outer field. The perimeter has chips and minor crazing to the outer edges and mounting tabs. Marked V.E.S. P.27 (E). Overall an exceptional porcelain enamel sign with strong eye appeal. 28.5" H x 18.5" W. Condition: 9.	\$6,325.00
875		Goodyear Farm Tires Die Cut Double Sided Porcelain Sign w/ Wingfoot & Flag Logos - DSP die cut sign has excellent color and gloss. The display has light surface wear with fine scratches, small chips and a bruise in the left outer field. The perimeter has chips and areas of crazing along the outer edges. The reverse has additional chips in the right fields. The sign retains both factory grommets and displays very well overall. 35.5" H x 31.5" W. Condition: 8.25/8.0.	\$4,370.00
876		Shell Motor Oil 40" Single Sided Porcelain Logo Sign - SSP sign has excellent color and gloss. The field exhibits light wear with small chips in the outer fields. The perimeter has fine scratches with chips at the mounting holes and edges. Marked Bruton, London, Eng. Overall a scarce early Shell sign with brilliant porcelain enamel colors. 40" H x 40" W. Condition: 8.9.	\$16,100.00
877		Amazing NOS Chevron S.O. Automotive Diesel Fuel Die Cut SS Porcelain Gas Pump Plate Sign w/ Paper - NOS SSP pump plate sign with factory paper has day one color and gloss. The display field and perimeter are in outstanding condition with ever so faint paper marks in the outer fields. Both factory grommets are intact and the sign includes partial factory paper. Overall a scarce NOS Chevron pump sign you will never need to upgrade. 15" H x 12" W. Condition: 9.5.	\$5,060.00
878		Neon Sign Service Co. Die Cut 24" Single Sided Porcelain Sign - Outstanding SSP die cut sign has excellent color and gloss. The field is very clean overall with minor surface imperfections. The perimeter has chips at the mounting holes and outer edges. Overall a fantastic early die cut sign with heavy shelving and unique porcelain enamel colors. 24.25" H x 12.75" W. Condition: 8.75+.	\$11,500.00



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## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
880		Superb Chevrolet OK 36" Single Sided Porcelain Logo Sign - SSP sign has excellent color and gloss. The field is clean with small areas of errant white paint which are also present in the upper fields and edges. The perimeter has a chip at the 6 o'clock mount hole with other small chips along the outer edges. Overall a clean example with strong eye appeal. 36" H. Condition: 9.0+.	\$7,475.00
881		Firestone Tires "The Mark of Quality" 3' Die Cut Double Sided Porcelain Sign w/ Logo - DSP die cut sign has outstanding color and gloss. Side #1 has tiny chips in the lower fields with minor surface imperfections. The perimeter has chips at the upper mounting holes and edges. The reverse has similar wear with crazing in the right lower field. The sign has a great look with classic Firestone colors and their prominent logo in the lower field. 30" H x 36" W. Condition: 8.9/8.75.	\$2,530.00
882		Passengers Are Forbidden to Ride on Front or Rear Platforms of Trains 42" Single Sided Porcelain Sign - SSP sign with factory wooden support frame has excellent color and gloss. The field is very clean overall with light surface wear. The perimeter has minor chips at the mount holes and outer edges. The wooden support frame is in very good condition and the sign is marked Manhattan Dial Mfg. Co. Overall a superb early railroad sign with vibrant porcelain enamel colors. 18" H x 42" W. Condition: 8.75	\$6,900.00
883		Packard Automobiles 30" Single Sided Porcelain Neon Sign w/ Logo - SSP rolled edge sign with added neon and a metal can has good color and gloss. The sign features two-color neon which outlines the classic Packard logo in the center field. The display has light surface wear with discoloration to the red porcelain enamel, small chips at the neon insulators and minor cloudiness in the outer fields. The perimeter has color matched chips and areas of metal loss on the rolled edges. The metal can is in very good condition and the sign is marked	\$5,060.00
884		Amazing Jas Barker Rotating Cast Iron Barber Shop Pole w/ Globe - Professionally restored Jas Barker reproduction rotating barber pole with illuminated globe. The pole base is cast iron with aluminum rings, brass arms, rotating inner cylinder and glass outer cylinder. Topped with an older reproduction leaded glass lighted Barber Shop globe. The pole features a highly detailed glossy paint surface with areas of light surface wear. Marked Jas. Barker, Inc., Phila, PA. Overall an exceptional barber pole with an impressive restoration. 84" H x 12"	\$12,650.00
885		Fantastic Drink Orange Crush 4' Emb. Single Sided Tin Sign w/ Crushy & Krinkle Bottle - SST embossed self-framed sign with added metal frame has outstanding color and shine. The sign features a clean field with a large colorful Crush bottle graphic and logo. The perimeter has light wear, scuffs and paint loss along the lower edge. The added metal frame is in excellent condition and the sign is marked Stout Sign Co., St. Louis, MO. B-941. All in all a fantastic example with strong eye appeal. 48" H x 17.5" W. Condition: 9	\$5,290.00
886		Ask for an Orange Crush Carbonated Beverage "Served Ice Cold" Double Sided Tin Flange Sign w/ Crushy - DST flange has excellent color and shine. Side #1 has light wear with tiny paint chips and fine scratches. The perimeter has scuffs with areas of minor oxidation. The reverse is in a similar condition, and the inner flange has areas of paint loss with slight bends. Marked B-145 Made in U.S. A. Scioto Sign - Kenton, O. Overall a seldom seen Orange Crush flange featuring Crushy. 13.5" H x 18"	\$5,060.00
887		1947 Ask For A Orange Crush Carbonated Beverage "Served Ice Cold" Double Sided Tin Sign w/ Crush - DST sign has excellent color and shine. Side #1 is very clean overall with light wear and fine scratches in the fields. The perimeter has small paint chips present. The reverse has additional surface wear. Both factory grommets are intact and the sign is marked Scioto Sign - Kenton, O. Chicago, Ill, B-985 9-19-47. Overall an exceptional tough to find Orange Crush sign. 19.5" H x 27.5" W	\$3,220.00

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## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
888		NOS 1952 Come In! "We Serve the Best" Sunbeam Rolls Emb. Single Sided Tin Sign w/ Paper - SST embossed self-framed sign with factory paper has outstanding color and shine. The sign has heavily embossed graphics of Little Miss Sunbeam holding a tray in the field with embossed Sunbeam lettering in the lower field. The sign is exceptionally clean with faint paper marks throughout. The outer self-framed edge has light wear with small paint chips along the edges. <u>Marked A A W 9-52 Overall a superb example with fantastic graphics. 55" H x</u>	\$4,140.00
889		Exceptional D-X Motor Oil 6' Horizontal Emb. Single Sided Tin Sign w/ Logo - SST heavily embossed self-framed sign with factory wooden support frame has outstanding color and shine. The field is exceptionally clean with minor imperfections in the lettering. The perimeter has small paint chips with light wear to the self-framed edges. The factory wooden frame is in excellent condition. The reverse features a Grace Sign Co ink stamp and the sign is marked O-48 G-648. <u>Overall a fantastic example that would be extremely difficult to improve upon. 18"</u>	\$6,325.00
890		1941 Drink RC Royal Crown Cola "A Product of Nehi Corp" Emb. Single Sided Tin Sign w/ Bottle - SST embossed self-framed sign with the factory wooden support frame has excellent color and shine. The field has light wear with fine scratches, scuffs and indentations in the lower fields. The perimeter has scuffs, scratches and bends to the detailed self-framed edges. The wooden frame on the reverse is in very good condition. Marked A-M 11-41. The sign displays well with vibrant <u>color throughout and a detailed embossed RC bottle in the center field. 43" H x</u>	\$2,990.00
891		Pennzoil Gasoline 7.5' Double Sided Porcelain Service Station ID Sign w/ Factory Ring - DSP sign with the factory ring and hangers has very good color and gloss. The display has light wear with chips in the fields and light edge wear. The reverse is in a similar condition to the display with slightly less gloss. The ring and hangers are in good condition with oxidation and general age wear. The sign has a great look with classic Pennzoil colors. 56" H x 89" W. Condition: 8.	\$5,520.00
892		1934 Drug Store Drink Coca Cola "Delicious and Refreshing" 8' Single Sided Porcelain Sign - SSP self-framed sign has good color and gloss. The field exhibits fine scratches with minor crazing. The lettering and outer fields have color-matched chips, with the largest being in the lower right outer field by the "A" in Cola. The perimeter has wear to the self-framed edges with chips and minor bends. Marked Made in U.S.A. 1934, Tenn. Enamel Mfg. Co., Nashville. Overall a <u>striking large sized 1930s Coke sign. 54" H x 96" W. Condition: 8</u>	\$4,140.00
893		GAS Service Station Double Sided Tin Factory Neon Sign w/ Hangers - DST factory neon sign with the original metal frame and hangers shows general wear throughout. The sign features single-color flashing "GAS" lettering on both sides. The display and reverse exhibit paint loss with bends along the lower die cut edges of the sign. The bullnoses have indentations and bends in the fields and edges. <u>The metal can and hangers are in good condition with small non-factory holes and</u>	\$6,325.00
894		Fantastic 7up 36" Single Sided Porcelain Neon Sign w/ Logo & Animation - SSP rolled edge sign with added neon and a new metal can has day one color and gloss. The sign features three-color neon with alternating flashing bubbles in the lower and outer fields. The display is exceptionally clean with a few small fine scratches in the upper fields. The perimeter is in a similar condition with one small color matched chip on the upper left edge near the mounting screw. The metal can <u>is in excellent condition. Overall a fantastic example that would be extremely</u>	\$7,475.00
895		Squire's Arlington Hams Bacon Sausage Single Sided Tin Sign w/ Pig - Outstanding SST self-framed sign has excellent color and shine. The field exhibits light wear with minor spotting and a tiny indentation with paint chips on the pig's forehead. The outer fields and perimeter are very clean overall with a few minimal fine scratches and minor rubs. Marked The Litho-Etching Corp., N.Y. Overall a colorful sign with spectacular graphics. 24.25" H x 20.25" W. Condition: 8.5+.	\$3,910.00

# Richmond Auctions Premier Advertising Auction - Day 2 - January 30, 2026

## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
896		Rare Billups Supreme Regular Gasoline Single Sided Porcelain Pump Plate Sign - SSP pump plate sign has excellent color and gloss. The field has light surface wear with minor spotting. The perimeter has small chips with minor edge discoloration. All four factory grommets are present. Overall a scarce highly desirable Billups Supreme Regular pump sign. 11" H. Condition: 9.	\$5,520.00
897		NU-DA "Good Goods" Paints Die Cut 3' Single Sided Porcelain Neon Sign - SSP die cut sign with added neon and a metal can has good color and gloss. The sign features unique porcelain enamel with seven-color neon. The display has areas of surface wear with crazing and numerous color matched chips throughout. The perimeter has edge chips with minor metal loss on the upper edges. The metal can is in very good condition. Overall an outstanding seven-color neon sign in a fantastic display size. 24" H x 36" W x 8" D. Condition: 7.5+	\$6,900.00
898		Drugs Open All Night 7.5' Single Sided Porcelain Factory Neon Sign - SSP factory neon sign with a metal can has excellent color and gloss. The sign features three-color porcelain enamel with brilliant two-color neon. The field exhibits light wear, minor discoloration in the lettering, small chips and unused stand supports. The perimeter has small chips along the outer edges with a larger chip on the lower right corner. The metal can is in good condition and the sign is marked Flashtric. The sign has a great look and displays very well overall. 36" H x 90" W x 8" D.	\$16,100.00
899		Amazing Official The Gray Line Sight Seeing Information Bus Double Sided Porcelain Sign w/ World Logo - Amazing DSP sign has day one color and gloss. The display has a clean field and features a large Gray Line logo with world graphic. The perimeter has light wear with minor marks and a tiny chip near the left edge. The reverse is in a similar condition with minor marks in the field and additional edge chip. Overall a superb example that would be extremely difficult to improve upon. 28" H x 20" W.	\$2,530.00
900		Smoluch Chapel Die Cut Single Sided Porcelain Factory Neon Sign - SSP die cut factory neon sign with a metal can has excellent color and gloss. The sign features two-color porcelain enamel with decorative accents along the perimeter. The field is very clean overall with a few small chips, light wear at the stand supports and areas of minor discoloration. The perimeter has chips along the upper die cut corners. The metal can is in excellent condition and the sign is marked Alpha Neon. The sign has a great look with unique green and purple two-color neon.	\$4,600.00
901		EAT One Stop Truckers Double Sided Tin 4' Factory Neon Sign - DST factory neon sign with the original metal can and bullnoses has been repainted. The display has light wear, small paint chips, and bends along the perimeter. The reverse and bullnoses are in a similar condition. The factory can features light age-related wear with original paint and factory hangers. The sign displays well with brilliant single-color neon and a unique paint color arrangement. 30.25" H x 46" W x 15" D. Condition: Restored.	\$4,140.00
902		Impressive Martini Cocktail Bar Die Cut 4' Single Sided Porcelain Factory Neon Sign w/ Cherry - SSP die cut factory neon sign with the original metal can has excellent color and gloss. The sign features brilliant three-color neon which pairs nicely with the unique die cut shape of the sign. The field and perimeter exhibit light surface wear with color matched chips. The metal can is in excellent condition. Overall a wonderful neon sign we have not seen before. 48" H x 40" W x 9" D. Condition: 8.25.	\$31,625.00
903		Tango Restaurant Bar Die Cut 6' Single Sided Porcelain Factory Neon Sign - SSP factory neon sign with a new metal can has good color and gloss. The sign features a die cut shape paired with three-color neon. It exhibits general wear to the white porcelain enamel throughout with discoloration, marks and small chips. The perimeter has chips at the mounting screws and outer edges. The metal can is in excellent condition. Overall a unique sign with striking neon. 42" H x 72" W x 9" D. Condition: 7.	\$3,680.00



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## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
904		Smoke Player's Navy Cut Cigarettes Graphic Double Sided Porcelain Flange Sign - DSP flange has very good color and gloss. The display side has fantastic graphics of the Player's sailor with ships and a life ring buoy. The field exhibits fine scratches with small nicks, marks and a chip in the "E" in the upper field. The perimeter has chipping and wear along the outer edges. The reverse is in a similar condition to the display. The flange portion has chips with black paint covering the majority of the surface. The flange has a great look with vibrant colors and highly	\$5,290.00
905		Gargoyle Mobiloil D "For All Motor Cycle Engines" Single Sided Porcelain Sign - SSP sign has very good color and gloss. The sign features a large motorcycle graphic in the field with early Gargoyle logo in the upper left field. The display has light surface wear with slight toning to the white porcelain enamel background. The perimeter has chips at the mounting holes with light wear and minor crazing along the edges. Marked Regd. Trade Mark below the Gargoyle and "L" in the right field. 9" H x	\$4,830.00
906		Jenney Super Aero Gasoline Single Sided Porcelain Pump Plate Sign - SSP sign has outstanding color and gloss. The field is exceptionally clean with a tiny nick in the "E" of Jenney. The perimeter has chips at the mounting holes and two factory grommets are present. Marked Jenney Manufacturing Co. Boston, Mass. Overall a scarce pump sign with strong eye appeal. 9" H x 12" W. Condition: 8.75.	\$2,185.00
907		Oilzum Motor Oil "Choice of Champions" Single Sided Tin Quart Oil Can Shaped Sign w/ Oswald - SST self-framed sign has excellent color and shine. The field has light wear with small scratches in the lettering paint chip above the "I" in the upper field and marks in the outer fields. The perimeter has small bends and paint chips to the self-framed edge. Marked A-M 10-65. The sign has a great look with classic Oilzum colors and a large graphic of the iconic Oilzum man "Oswald" in the center field.	\$4,140.00
908		1969 Oilzum Motor Oil "Choice of Champions" 6' Single Sided Tin Sign w/ Oswald - SST sign with the factory wooden support frame has very good color and shine. The display has light surface wear with toning to the white painted areas. The perimeter has paint chips, small areas of oxidation, added mounting holes, and minor edge bends. Marked A-M, Inc., Lynchburg, Va., 10-69. Overall an impressive Oilzum sign with strong eye appeal. 36" H x 72" W. Condition: 8.25+.	\$3,910.00
909		Union 76 Gasoline 30" Single Sided Porcelain Logo Sign w/ Ring - SSP sign has excellent color and gloss. The field exhibits light wear with fine scratches. The perimeter has minor crazing with chips along the outer edges. The sign is mounted in a new metal ring which is in excellent condition. The sign has a great look and displays very well. 30" H. Condition: 8.9.	\$6,325.00
910		OK Chevrolet 36" Single Sided Porcelain Logo Sign w/ Ring - SSP sign has excellent color and gloss. The display has light wear with tiny chips in the fields. The perimeter has a chip near the 8 o'clock edge with other small chips along the outer edges. The sign is mounted in a new metal ring which is in excellent condition. All eight factory grommets are present and the sign is marked McAX. Overall a clean example with strong eye appeal. 36" H. Condition: 8.9.	\$7,475.00
911		Ford Automobiles 33" Double Sided Porcelain Logo Sign "Medium" - DSP sign has very good color and gloss. The display has light surface wear with areas of discoloration in the white porcelain enamel and tiny errant paint drips in the fields. The perimeter has chips at the mounting holes and edge wear. The reverse has additional surface wear and discoloration in the lettering. Marked Property of Ford Motor Co. Veribrite Signs - Chicago. The sign has a great look and displays very well. 22 7/8" H x 33" W. Condition: 8.25+/7.9.	\$5,060.00









# Richmond Auctions Premier Advertising Auction - Day 2 - January 30, 2026

## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
912		1950 Ask for Wolf's Head Oil 36" Single Sided Tin Neon Sign - SST sign with added neon and a new metal can has excellent color and shine. The sign features highly detailed three-color neon which accents the Wolf's Head colors perfectly. The field is very clean overall with small surface imperfections. The outer fields and perimeter have light wear with small paint chips, scuffs and minor oxidation on the right hand edges. The metal can is in excellent condition and the sign is marked AM 6-50. Overall an impressive neon sign in a fantastic display size. 36"	\$7,475.00
913		Chevron Gasolines 5' Emb. Single Sided Porcelain Die Cut Button Sign w/ Hallmark - SSP die cut embossed, convex sign has excellent color and gloss. The field has light wear with marks and minor nicks in the upper lettering. The lower field has a chip in the center and lower edge of the hallmark. The perimeter has chips at the mounting holes and outer edges. The sign has a great look with heavily embossed lettering and unique shape. 60" H x 50" W x 2" D. Condition: 8.9	\$10,350.00
914		Chevrolet OK 24" Single Sided Porcelain Neon Sign - SSP neon sign with a metal can has outstanding color and gloss. The sign features three-color neon with classic OK porcelain enamel colors. The field is clean with small chips at one insulator in the outer right field. The perimeter has other small chips at an insulator, mounting screws with chips and a minor bend on the right hand edge at 3 o'clock. The metal can is in excellent condition. All in all an impressive example with	\$3,910.00
915		DeSoto Plymouth Sales & Service Die Cut Double Sided Porcelain Sign - Early DSP die cut sign has excellent color and gloss. The display has light surface wear with factory imperfections in the fields. The perimeter has chips at the mounting holes and edges. The reverse has additional surface wear in the fields and both factory grommets are intact. The sign has a great look with heavy shelving and vibrant porcelain enamel colors. 18" H x 34.5" W. Condition: 8.5+/8.25.	\$4,370.00
916		Excellent Feel Fresh! Drink Orange Crush Carbonated Beverage 4' Emb. SS Tin Sign w/ Crushy & Bottle - SST embossed self-framed sign has excellent color and shine. The field is exceptionally clean with minor surface imperfections and tiny scratch in the lower edge of the "C". The perimeter has small paint chips and minor bends to the self-framed edges. Marked Form B-942 Made in U.S.A. Overall an impressive Orange Crush sign with outstanding colors and graphics. 16.75" H x 46.75" W. Condition:	\$4,600.00
917		Diamond Tires "Longer Service Lower Cost" 5' Single Sided Tin Sign w/ Wooden Frame - SST sign with factory wooden frame has excellent color and shine. The field exhibits light surface wear with a few small paint chips in the upper field. The perimeter has minor bends on the lower edges. The wooden frame is in very good condition with added mount holes and light age related wear. Marked 43 DT. Overall a fantastic example with outstanding color throughout. 20" H x 59.75" W. Condition: 8.75	\$5,520.00
918		Tydol Gasoline 48" Double Sided Porcelain Sign w/ Factory Ring - DSP sign with the original metal ring has good color. The display has cloudiness with slight fading throughout. The field has light wear with bruises and marks. The perimeter has small edge chips with "Green Farms" ghost lettering on the orange porcelain enamel. The reverse has additional surface wear with a chip in the lower left field. This side has ghost lettering stating "Green Farms Forest Products" on the orange porcelain enamel perimeter. The factory metal ring is in good condition with	\$3,450.00
919		Kellogg's Toasted Corn Flakes "Oh! Look Who's Here" Die Cut Double Sided Tin Flange Sign w/ Baby - DST die cut sign with custom flange mount bracket has excellent color and shine. The sign has outstanding graphics of a baby in a stroller staring at a box of Kellogg's Corn Flakes in the lower field. The display has light wear with minor oxidation along the outer edges. The reverse has additional surface wear in the right fields. Marked Copyright 1910 Kellogg Toasted Corn Flake Co. The American Art Works, Co. Dayton, Ohio. Overall a unique early tin	\$37,375.00

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## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
920		Outstanding NOS Drink Double Cola Die Cut Double Sided Tin Flange Sign w/ Paper & Logo - NOS DST die cut flange with factory paper has day one color and shine. The display is very clean overall with small areas of paper residue and minor nicks in the lower fields. The perimeter has light wear along the outer edges. The reverse has attached factory paper with paper marks and minor surface imperfections. Marked WFT Copyright By Seminole Flavor Co., Chattanooga, Tenn, DC-8. Overall an impressive NOS flange sign with vibrant color throughout. 19" H	\$3,910.00
921		Rare Drink Satanet 5 Cents "Smooth as Satin" Emb. Single Sided Tin Sign w/ Devil in Glass - Amazing SST embossed sign with an added wooden frame has very good color and shine. Satan-Et, of Norfolk, VA, was in business from the mid-teens through the early 1920's. The sign features a large glass of bubbling "Satan-et" soda with a devil graphic. The field has a horizontal bend with color match above the glass graphic. The upper black painted lettering exhibits small areas of color match to the black. The sign has areas of light wear and scuffs throughout with additional areas of color match along the outer edges. The wooden frame is in	\$18,400.00
922		National Benzole Mixture Gasoline Double Sided Porcelain Sign w/ Factory Frame & Mr. Mercury Logo - DSP sign with factory mounting ring has excellent color and gloss. Side #1 has a tiny flake in Mr. Mercury's cap and minor mark in the lower field. The perimeter has chips at the mounting holes with wear along the outer edges. The reverse is in a similar condition with additional chips in the fields. The metal ring is in very good condition. The sign has a great look with heavy shelving and impressive graphics. 21" H. Condition: 8 75/8 25+	\$2,990.00
923		Phillips 66 Battery Service 6' Emb. Single Sided Tin Sign w/ Logo - SST embossed self-framed sign with a factory wooden support frame has excellent color and shine. The field has small paint chips with fine scratches and light wear. The perimeter has additional wear with larger paint chips and minor edge bends to the self-framed edges. The factory wooden frame is in excellent condition. The sign displays well with vibrant colors and the early Phillips 66 logo in the upper field. 72" H x 18" W. Condition: 8 5	\$4,370.00
924		Incredible Little Tavern Shops Hamburger Restaurants 14' Single Sided Porcelain Sign - SSP multi-piece rolled edge sign has day one color and gloss. The fields are clean with vibrant colors and heavy shelving. The perimeters have minor wear with tiny edge chips. Overall a unique porcelain enamel sign with exceptional color. 41.25" H x 168" W. Condition: 9.5.	\$6,900.00
925		Interlux Marine Paints "Smartest Boat in the Fleet" Single Sided Porcelain Sign w/ Ships - SSP sign has outstanding color and gloss. The sign features vibrant colors with ships, painters and a can of Interlux Paint in the right field. The display has light wear with marks and fine scratches. The perimeter has a tiny chip at the lower right hand mounting hole and outer edges. All six factory grommets are intact and the sign is marked Veribrite Signs - Chicago on the reverse. Overall a iconic porcelain enamel sign with fantastic graphics. 14" H x	\$4,370.00
926		Exceptional Pevely Dairy Baby First Best Milk Single Sided Porcelain Truck Sign w/ Graphics - SSP sign has outstanding color and gloss. The sign would have been affixed to the sides of their horse drawn delivery wagons and eventually Pevely delivery trucks. The field is exceptionally clean with light surface imperfections and fine scratches which are primarily in the outer fields. The perimeter has areas of minor discoloration and chips at the mounting holes. Marked American Valve & Enameling Corp. Indianapolis, Ind. All in all an	\$5,060.00
927		1959 Mobil Gasoline Guillotine 8.5' Double Sided Porcelain ID Sign w/ Pegasus - DSP die cut guillotine sign has excellent color and gloss. Side #1 has light surface wear with fine scratches and two small chips in the right field. The perimeter has minor discoloration with chips and areas of frame wear lines on the lower edges. The reverse is in a similar condition with additional smaller chips and surface marks. Marked I.R. 59. Overall a colorful Mobil large sized service station sign featuring Pegasus. 51" H x 102" W. Condition: 8 5/8 25	\$4,370.00



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## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
928		1966 Phillips 66 Gasoline 6' Double Sided Porcelain ID Sign - DSP die cut sign has excellent color and gloss. Side #1 has light surface wear with small chips in the fields. The perimeter has minor chipping at the mounting holes and outer edges. The reverse is in a very similar condition, Marked SPS 66. Overall an iconic Phillips 66 sign with strong eye appeal. 70.7" H x 70.5" W. Condition: 8.5+.	\$4,830.00
929		Iconic Pontiac Automobiles 20" Single Sided Porcelain Sign w/ Full Feather Logo - SSP sign has outstanding color and gloss. The field is very clean overall and features a large Pontiac "Full Feather" logo with areas of light surface wear. The perimeter has light wear at the mounting holes with small chips along the outer edges. Overall a superb example with vibrant color and heavy shelving. 20" H. Condition: 9.25.	\$6,325.00
930		Case Tractors Implements "Old Abe" Fiberglass Eagle Statue - Die cut fiberglass "Old Abe" Case eagle statue has very good color. The statue has a great look and features Old Abe sitting atop the world. The statue features older paint with age-related wear throughout. Overall an exceptional display piece. 57.5" H x 20" W x 21" D. Condition: Age Unknown.	\$4,370.00
931		Lincoln Sales Service 42" Single Sided Porcelain Sign - SSP sign has very good color and gloss. The field exhibits chips with areas of surface wear and slight discoloration in the blue. The perimeter has chips with minor crazing. Marked Veribrite Signs - Chicago. Overall an iconic Lincoln sign that displays very well. 30" H x 42" W. Condition: 7.75.	\$4,370.00
932		Drugs Borden's Ice Cream "If it's Borden's It's Got to Be Good" DS Porcelain Sign w/ Factory Frame - DSP die cut sign with the factory frame has good color and gloss. The display has light wear with areas of discoloration, cloudiness and small chips in the outer fields and edges. The reverse has additional chips in the fields and cloudiness to the blue porcelain enamel. The metal frame is in very good condition with areas of general age wear present. Overall a seldom-seen Borden's Ice Cream and Drugs dual branded advertising sign. 42.5" H x 58" W. Condition: 8.	\$8,625.00
933		1938 Drink Coca Cola 5' Double Sided Porcelain Multipiece ID Sign w/ Bottles - DSP multi-piece Coke sign has outstanding color and gloss. The display field has small bruises, and eraser sized chip and a fine scratch with color match in the "A" of Cola. The perimeter has small chips along the outer edges. The upper privilege panel and lower bottle sign have chips at the mount holes and edges. The reverse is in a similar condition to the display with added Rosedale Market lettering to the upper privilege panel. Marked Tenn. Enamel Nashville Made in U.S.A 1938.	\$3,910.00
934		O'Neal Drilling Company Oklahoma City Die Cut Single Sided Porcelain Sign w/ Oil Derrick - Rare SSP die cut sign has excellent color and gloss. The field has outstanding graphics of an oil rig with light surface wear and small areas of weld spatter in the center and lower fields. The outer fields and perimeter have light wear with small scuffs, chips and areas of minor discoloration. Overall a unique O'Neal Drilling Company sign from the great state of Oklahoma. 22.5" H x 41.5" W. Condition: 8.9.	\$2,530.00
935		Thirsty? Just Whistle "Golden Orange Goodness" Emb. Single Sided Tin Sign w/ Elf & Bottle - SST embossed self-framed sign has excellent color and shine. The field has light paper marks with a fine scratch in the "W" in the upper left field. The perimeter has light wear with small paint chips and minor bends to the self-framed edges. Marked M3-14. Overall a wonderful soda pop sign with exceptional graphics. 30" H x 26" W. Condition: 8.9.	\$2,990.00









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## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
936		Drink Dr. Pepper "Good for Life!" Die Cut Double Sided Tin Flange Sign w/ Bottle - DST die cut flange has very good color and shine. Side #1 has light wear in the fields with scuffs and paint chips in the outer fields and perimeter. The reverse is in a similar condition with white factory blemishes in the lower fields and areas of oxidation and wear near the inner flange. Marked Robertson-Dualife, Springfield, Ohio, 11-26-1937. The flange displays very well with vibrant color and detailed bottle graphics. 14 7/8" H x 24" W. Condition: 8.25/8.0	\$3,910.00
937		Sunoco Motor Oils Die Cut Double Sided Porcelain Flange Sign - DSP die cut flange has excellent color and gloss. Side #1 minor surface imperfections with a tiny chip above the "I" in Oil. The perimeter has small edge chips with larger chips and two added mounting holes on the inner flange. The reverse is similar to the display with areas of crazing in the left outer fields and left edges. The sign displays well with classic Sunoco porcelain enamel colors. 15" H x 26.25" W. Condition: 8.9/8.75	\$5,750.00
938		Pure Pep The Pure Oil Company 15" Single Sided Porcelain Sign - SSP sign has very good color and gloss. The display has slight discoloration to the red porcelain enamel with areas of minor discoloration and cloudiness to the blue sawtooth outer fields. The perimeter has minor edge wear and all four factory grommets are intact. Overall a clean example with strong eye appeal. 15" H. Condition: 8.9.	\$4,600.00
939		Sinclair Opaline Motor Oil 5' Single Sided Porcelain Sign - SSP self-framed sign has outstanding color and gloss. The field is very clean overall, with a dime-sized chip in the right field. The perimeter has small chips at the mounting holes and edges. The sign has a great look with classic Sinclair colors and self-framed edges. 15" H x 60" W. Condition: 8.9+.	\$5,060.00
940		Superb Drink Frostie Root Beer 38" Die Cut Single Sided Tin Bottle Cap Sign w/ Elf & Snowflakes - SST die cut convex sign has outstanding color and shine. The sign features the Frostie elf with snowflakes in the background. The display is exceptionally clean with minor surface imperfections. The perimeter has light wear with small scuffs and tiny paint chips. Marked Stout Sign Co., St. Louis, Mo. Overall a superb example that would be very difficult to improve upon. 38.5" H. Condition: 9.	\$4,830.00
941		Impressive Rolls Royce Dealership Neon Advertising Sign - Single sided factory neon sign with the original metal can has outstanding color. The sign features striking single-color neon over a black background. The sign has a clean field with minor imperfections along the outer edges. The factory can is in very good condition, showing only light age-related wear. Overall a fantastic Rolls Royce dealer sign with brilliant neon. 9" H x 35" W x 7" D. Condition: 9.	\$11,500.00
942		Mobilgas 38" Single Sided Porcelain Die Cut Shield Sign w/ Pegasus - SSP die cut sign has very good color and gloss. The field has areas of discoloration and lower gloss in the white porcelain enamel with small chips and bruises. The perimeter has light wear with small chips along the outer edges. All eight factory grommets are present. Overall a rare-sized Mobilgas shield featuring Pegasus. 38" H x 39.25" W. Condition: 8.	\$5,060.00
943		Rare SOC Southland Oil Company 48" Embossed Service Station Single Sided Lighted Sign - Single sided internally lighted embossed plastic sign with the original metal can has excellent color. The sign lights as it should. The display is very clean overall with light surface wear in the logo and small scuffs along the outer edges. The metal can is in very good condition with areas of discoloration and age related wear. Overall a scarce Southland Oil Company sign with vibrant color throughout. This is the only complete example in this size we have seen. 48"	\$1,380.00

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## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
944		Exceptional Fina Hypower Gasoline Single Sided Porcelain Die Cut Pump Plate Sign w/ Logo - SSP die cut pump plate sign has day one color and gloss. The fields are clean with bright crisp porcelain enamel colors. The perimeter has a few tiny nicks along the right hand edge. All three factory grommets are present and the sign is marked P&M Orillia 57. Overall a superb example that would be extremely difficult to improve upon. 13.5" H x 10.5" W. Condition: 9.25+.	\$3,220.00
945		NOS Early Ford Used Cars Today's Specials Double Sided Tin Curb Sign - NOS DST curb sign with the original metal stand has excellent color and shine. Side #1 has a clean field with minor storage marks, slight discoloration in the "C" of Cars and a fine scratch below the "U" in Used. The reverse is in a similar condition with a scratch in the right field and minor surface wear along the perimeter. The metal stand is in excellent condition with minor age wear present. Overall an exceptional example that would be difficult to improve upon. 51.5" H x 29" W. Condition: 9.25+.	\$6,325.00
946		Outstanding Standard Automotive Diesel Fuel 12" Double Sided Porcelain Gas Pump Globe Sign - DSP sign has excellent color and gloss. Side #1 has a clean field with minor surface imperfections along the edges and a tiny flea bite on the left hand edge. The reverse has a tiny imperfection in the lower field with a tiny flea bite on the outer right edge. Both factory grommets are intact. Overall a fantastic example with rarity and condition. 12" H. Condition: 9.5.	\$5,060.00
947		Goodyear Tires 8' Single Sided Porcelain Sign w/ Flag & Wingfoot Logos - Large SSP die cut sign has excellent color and gloss. The display has marks with small chips in the right field. The perimeter has chips at the two of the mounting holes with small chips along the upper edges. All in all clean Goodyear sign in a seldom-seen size. 55" H x 98" W. Condition: 8.5.	\$2,990.00
948		We Recommend Icy Flo "The 30 Below Zero" Motor Oil 24" Double Sided Porcelain Curb Sign - DSP curb sign with the factory ring, pole and base has good color and gloss. Side #1 has chips and four non-factory holes in the field with additional wear in the outer fields. The reverse has larger chips than the display. The ring, pole and Icy Flo base are in good condition with areas of general surface wear. All in all a tough to find colorful curb sign that displays very well. 62" H x 24" W x 22" D. Condition: 7.25.	\$3,680.00
949		1948 Thirsty? Just Whistle Emb. Single Sided Tin Sign w/ Elf & Bottle - SST embossed self-framed sign has outstanding color and shine. The field is exceptionally clean overall with minor paper marks and a small factory imperfection in the "l" of Whistle. The perimeter has small scuffs, light wear and minor edge bends. Marked made in U.S.A. 1948 T.W. CO. MI-14. Overall a fantastic Whistle sign with amazing graphics. 30" H x 26" W. Condition: 8.9+.	\$6,325.00
950		Chevrolet America's First Choice "Over 23 Years" Emb. 3D Plastic Lighted 26" Dealership Sign - Single sided multi-piece three-dimensional internally lighted sign has very good color. The lighted portion works when the unit is powered on. The field is very clean overall with minor surface imperfections. The gold painted perimeter has light wear with fine scratches and minor scuffs. The reverse retains a factory GM decal stating General Motors Photographic Merchandising Aids Dept. Overall a striking seldom-seen Chevrolet Dealership sign. 26" H x 26" W x 7" D.	\$2,185.00
951		1962 Gillette Tires "A Bear for Wear" 4' Single Sided Tin Neon Sign w/ Logo - SST sign with added neon and a new metal can has excellent color and shine. The sign features three-color neon with a large graphic of the Gillette bear with tire in the upper field. The display exhibits light wear with fine scratches. The outer fields and perimeter have additional wear with oxidation, small paint chips and minor edge wear. The metal can is in excellent condition and the sign is marked Made in U.S.A. A-M 7-	\$6,325.00





# Richmond Auctions Premier Advertising Auction - Day 2 - January 30, 2026

## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
952		Fantastic Sunoco Mercury Made Motor Oil Framed Advertising Banner Sign w/ Mercury Man & Automobile - Single sided cloth banner has been framed under plexiglass. The banner has outstanding color with detailed graphics of the Mercury Man and an early roadster with speedlines. The banner is very clean overall with light wrinkling, minor areas of discoloration in the left fields and small areas of soiling along the perimeter. The plexiglass and frame are in excellent condition.	\$9,200.00
953		Exceptional RCA Victor Radio Television Double Sided Lighted Advertising Sign w/ Nipper - Double sided convex internally lighted plastic sign with the factory can has outstanding color. The sign lights up nicely with vibrant color and iconic "Nipper" graphics on both sides. Side #1 is exceptionally clean with minor surface imperfections and small scuffs along the perimeter. The reverse is in a similar condition to the display. The factory metal can is in excellent condition with light wear and a factory plastic badge on the side marked AD-Pact Pardeeville Wis.	\$2,990.00
954		NOS Woolsey Marine Paints Emb. Single Sided Tin Sign w/ Original Box - NOS SST embossed self-framed sign with factory box and paper has day one color and shine. The sign has a great look with mermaid, ships wheel and boat graphics in the upper fields. The display and perimeter are both exceptionally clean with minor edge bends and small paint chips to the self-framed edges. The factory box has minor wear and the sign is marked No. 2532 Made in U.S.A. Overall a fantastic example with eye catching graphics. 32" H x 56" W. Condition: 9.25+	\$4,140.00
955		Iconic Phillips 66 Gasoline Motor Oil 30" Die Cut Double Sided Porcelain Sign - DSP die cut sign has excellent color and gloss. The display has a clean field with small chips in the outer field, edges and a tiny bend on the upper left tip. The reverse is in a similar condition to the display with light surface wear and a larger chip near the edge at 6 o'clock. The sign is marked Veribrite Signs - Chicago. Overall an iconic Phillips 66 sign with brilliant porcelain enamel colors. 29.5" H x 29.5" W. Condition: 9.	\$3,450.00
956		Orange Crush "Refreshing Delicious" 56" Emb. Single Sided Tin Sign w/ Bottle - SST embossed self-framed sign has excellent color and shine. The field has light wear with fine scratches and faint paper marks in the outer fields. The perimeter has minor wear with small paint chips to the self-framed edges. Marked Made in U.S.A. Code No. 1141 Orange Crush is a Registered Trademark of Crush International Inc., Evanston, Ill. Overall, a wonderful Crush sign in a fantastic display size. 32" H x 56"	\$4,830.00
957		Amazing Hires Root Beer Emb. Die Cut Single Sided Tin Bottle Sign - SST die cut embossed sign has excellent color and shine. The field is clean. The lower outer field has a light fine scratch and the perimeter has a handful of tiny paint chips. Marked Made in U.S.A. BB-7 Press Sign Co., St. Louis. Overall a superb example that would be difficult to improve upon. 57" H x 15.75" W. Condition: 9.25+.	\$1,955.00
958		Amalie Pennsylvania Motor Oil 54" Single Sided Tin Bubble Sign w/ Logo - SST bubble sign has outstanding color and shine. The fields exhibit light wear with factory imperfections and fine scratches. The perimeter has small paint chips, light wear and minor paint loss on the lower edge. Marked AM Sign Co., Lynchburg, 7-50. Overall a clean example with vibrant color throughout. 35" H x 53.5" W. Condition: 8.5+.	\$10,925.00
959		Outstanding Pittsburgh Paints 6' Embossed Double Sided Porcelain Sign w/ Hangers - Outstanding multipiece embossed DSP sign with the original can, bullnose and hangers has exceptional color and gloss. The sign features 12-color porcelain enamel with embossed lettering. Side #1 is exceptionally clean with minor surface imperfections in the fields. The perimeter has light wear with small chips which are primarily along the edges. The reverse is in a very similar condition to the display. The porcelain can is in excellent condition with small	\$8,625.00

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## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
960		Surrette Storage Batteries Authorized Dealer Die Cut Double Sided Tin Sign w/ Logo - DST die cut sign has excellent color and shine. Side #1 has light surface wear with fine scratches, which are mainly in the outer fields and upper lettering. The perimeter has small bends on the upper corners with paint chips along the edges. The reverse is in a similar condition with additional surface imperfections. Both factory grommets are present and the sign is marked A-M Sign Co., Lynchburg Va. Overall an obscure battery sign with fantastic color. 40" H x 30"	\$3,680.00
961		Outstanding Friedman Shelby Shoes "For All The Family" Die Cut SS Porcelain Factory Neon Sign - SSP die cut factory neon sign with a metal can has very good color and gloss. The fields are clean with tiny chips at the mounting screws and areas of slight cloudiness. The perimeter has small chips along the outer edges. The metal can is in excellent condition. Overall a unique Friedman Shelby sign featuring brilliant two-color neon. 32" H x 52" W x 10" D. Condition: 8.75.	\$3,220.00
962		Ice Cream Cone Die Cut 5' Single Sided Porcelain Factory Neon Sign - SSP die cut factory neon sign with a metal can has good color and gloss. The sign has a great look with vibrant two-color neon. The display has surface wear with a color matched chip in the field with other areas of color match along the perimeter. The white porcelain enamel in the upper fields has discoloration throughout. The metal can is in excellent condition. Overall a superb factory neon sign with strong eye appeal. 60" H x 29" W x 9" D. Condition: 7.9+	\$9,775.00
963		Mobiloil Die Cut Double Sided Porcelain Lollipop Curb Sign w/ Base "West Coast" - DSP die cut sign with the original frame, pole and base has excellent color and gloss. Side #1 has light wear with small chips and a faint area of crazing with slight bend in the left outer field below Pegasus' front leg. The reverse is in a similar condition to the display with additional surface wear and a small bruise in the upper field. The frame, pole and Socony Vacuum Oil Company base are in very good condition with paint chips and general wear. The sign displays well with	\$3,220.00
964		Cocktail Bar Die Cut Double Sided Tin Factory Neon Sign - Scarce DST die cut factory neon sign with the original metal can has been restored. The sign features three-color neon which pairs well with the three-dimensional shape of the sign. The display has been repainted and exhibits surface imperfections with small paint chips along the edges. The reverse is in a similar condition to the display. The can is in good condition, showing repaint with a missing access panel on the top. Overall an exceptional sign with eye catching neon. 29.5" H x 26.5" W x 16" D.	\$4,830.00
965		Superb Mercedes Benz Used Cars Emb. Lighted Auto Dealer Sign - Single sided embossed plastic internally lighted sign with aluminum can has outstanding color. The sign lights as it should. The field is exceptionally clean overall with areas of light surface wear, which are primarily in the upper fields. The perimeter has small paint chips along the outer edges. The aluminum can is in excellent condition. Overall a superb Mercedes-Benz lighted sign in an excellent display size. 50" H x 38" W x 9"	\$3,680.00
966		Rare Gargoyle Mobiloil "A Socony-Vacuum Product" Die Cut Double Sided Tin Sign - Scarce DST die cut sign has good color and shine. The display features a large Gargoyle graphic with classic early Mobiloil colors. The field and perimeter exhibit areas of color match throughout with areas of surface wear, small paint chips and small edge bends. The reverse has additional surface imperfections with paint loss in the left outer field. Overall a rare find and the only example of this particular Gargoyle Mobiloil sign we have seen. 28" H x 24" W. Condition: Original	\$7,475.00
967		Mercedes Benz 39.5" Single Sided Tin Sign w/ Logo - SST sign has very good color and shine. The display has light wear with paint chips, fine scratches and tiny errant black paint drips. The perimeter is in a similar condition with an edge bend near 7 o'clock. All six factory grommets are present and the sign is marked S.A.A.A.G.O. The sign has a great look with classic Mercedes colors and logo. 39.5" H. Condition: 8	\$4,600.00

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## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
968		Trojan Deluxe Batteries Die Cut 45" Single Sided Tin Sign w/ Horse Logo - DST die cut sign has excellent color and shine. The sign features a large battery in the field with horse and lightning graphics. The display has a scratch in the "R" of Trojan with other light surface wear and small paint chips. The perimeter has fine scratches with minor wear at the mounting holes. The sign has strong eye appeal with brilliant color. 39.5" H x 45" W. Condition: 8.75+.	\$4,370.00
969		Bendix Brakes Stop Skidding use Bendix Peco Nu-Grip Process Restore Safety DS Porcelain Sign - Rare DSP sign has very good color and gloss. Side #1 has small chips in the field with areas of crazing in the inner and outer fields. The perimeter has small chips at the mounting holes and edges. The reverse has light surface wear with a chip in the field. The upper fields have heavier surface wear primarily to the white porcelain enamel lettering. The sign displays well with heavy shelving and unique porcelain enamel colors. 32" H x 30" W. Condition: 8.5	\$3,450.00
970		Miller High Life Beer 23.5" Single Sided Tin Charger Sign w/ "Moon Girl" - SST charger sign has very good color and shine. The field has even toning throughout with light wear. The outer fields and perimeter have tiny dings with fine scratches and small paint chips. Marked Copyright 1907 By A.C. Paul. The sign has a great look with outstanding graphics. 23.5" H. Condition: 8.	\$12,650.00
971		Coca Cola Curb Service Double Sided Porcelain Sign w/ Early Car & Carhop - DSP die cut multi-piece sign has very good color and gloss. The display has light wear with ghost traces of old paint at the "Curb Service" lettering. The perimeter has small chips along the edges with a slight bend on the upper right hand corner. The lower "convex Coke sign has a small chip in the field with chipping along the outer edges. The reverse is in a similar condition with slightly less gloss and additional discoloration. The sign is complete with the exception of one trim piece missing	\$3,910.00
972		U.S. Tires Rubber Co. 7' Single Sided Porcelain Sign w/ Logo - Impressive SSP sign has excellent color and gloss. The display is very clean overall with fine scratches and light wear. The sign has one small chip on the lower right edge of the logo with other small chips, light wear and one non-factory hole near the left hand edge. All in all an exceptional large US Tires sign with heavy shelving and vibrant colors throughout. 41.75" H x 83.5" W. Condition: 8.9+.	\$6,900.00
973		Scarce 1939 Feel Fresh! Drink Orange Crush Carbonated Beverages Emb SS Tin Baseball Scoreboard Sign - SST embossed self-framed scoreboard sign has amazing color and shine. The fields are clean with minor surface imperfections and faint paper marks in the white lettering. The lower scoreboard portion has faint ghost lettering where scoring was kept between the Giant's and A's at some point. The perimeter has small fine scratches, scuffs and small bends to the self-framed edges. Marked Printed in U.S.A. B-682 10/39 S.S. CO. Overall a scarce Crush	\$5,520.00
974		Fantastic 1937 MCF Motorcycle Club de France Single Sided Porcelain Sign w/ Automobile & Plane - SSP rolled edge sign has outstanding color and gloss. The fields are very clean overall with minor surface imperfections in the outer fields. The perimeter has chips on the lower left corner with minor edge wear. All four factory grommets are intact and the sign is marked Courteao-Paris Importe' De Belgique. Overall a graphically significant porcelain enamel sign with brilliant color. 16" H x 12" W. Condition: 9.25	\$2,990.00
975		Magnolia Motor Oil Gasoline 42" Double Sided Porcelain Sign w/ Flower Logo - DSP sign has good color and moderate gloss. The display has cloudiness with small chips in the field and larger chips in the outer fields and edges. The perimeter has five small added mounting holes. The reverse is in a similar condition to the display. Marked Veribrite Signs - Chicago. 41.5" H. Condition: 7.5.	\$3,220.00




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## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
976		Incredible Sweet Orr Union Made Clothes to Work In Double Sided Porcelain Sign w/ Logo - DSP sign has excellent color and gloss. The sign features heavy shelving with a detailed logo in the center field. The display has small chips in the fields and perimeter. The reverse is in a similar condition to the display with a larger chip in the "H" of Clothes in the lower field. Both factory grommets are intact. <del>The sign has a great look with brilliant porcelain enamel colors throughout. 40" H x 40" W.</del>	\$3,680.00
977		Gulf Gasoline 42" Die Cut Single Sided Tin Sign w/ Wings "Small" - SST die cut self-framed sign has very good color and shine. The field has small scratches with areas of slight discoloration in the orange painted areas. The perimeter has areas of light wear with small non-factory holes added along the top and lower edges. All four factory grommets are intact. Overall a seldom-seen Gulf sign in an excellent display size. 41.25" H x 47.75" W. Condition: 8.75+.	\$2,530.00
978		Outstanding Sinclair Opaline 12" Single Sided Porcelain Lubester Sign w/ Logo - SSP sign has excellent color and gloss. The display is clean with tiny factory blemishes and light surface wear in the outer fields. The perimeter has tiny chips along the outer edges. All four factory grommets are intact. Overall an outstanding example featuring the early striped Sinclair logo. 12" H x 12" W. Condition: 9.	\$3,910.00
979		Winchester Western 38" Double Sided Tin Sign w/ Horse & Rider - DST sign has excellent color and shine. Side #1 features a clean horse and rider graphics with scuffs, fine scratches and small paint chips in the outer fields. The perimeter has light wear with minor bends along the edges. The reverse has additional surface wear. Both factory grommets are intact and the sign is marked C27660 Stout Lite By Stout Industries, Inc. Overall an iconic sign with strong eye appeal. 38" H. <del>Condition: 8.25/8.0</del>	\$5,290.00
980		NOS 1954 Phillips 66 Gasoline 30" Double Sided Porcelain Shield Sign w/ Ring - Outstanding NOS DSP die cut sign with an added metal ring has excellent color and gloss. The display is exceptionally clean with areas of minor cloudiness in the fields and perimeter. The reverse is in a similar condition to the display, with a small scuff in the field below the "H". The metal ring with eyelets is in excellent condition. Both factory grommets are intact and the sign is marked S.P.S. '54. <del>Overall an outstanding example with exceptional color. 29.5" H x 29.5" W.</del>	\$8,625.00
981		Outstanding Drink Coca Cola Fountain Service Double Sided Porcelain Sign w/ Bracket - DSP die cut sign with the original hanging bracket has excellent color and gloss. Side #1 has a clean field with minor marks. The perimeter has three small added mounting holes along the upper edges with chips at the mount holes and edges. The reverse is in a similar condition to the display with discoloration in the right fields, a tiny flea bite in the lower outer field and errant paint along the edges. The metal bracket is in good condition with age related wear and the sign is marked S.P.S. '54.	\$5,060.00
982		Superb Mobiloil Die Cut Double Sided Porcelain Lollipop Curb Sign w/ Base - DSP curb sign with the factory frame and a marked Mobiloil base has day one color and gloss. Side #1 is exceptionally clean with a small bruise in the left outer field and minor marks in the lower lettering. The perimeter has small areas of oxidation on the lower edge at 6 o'clock. The reverse has a clean field with fine scratches in the lower lettering and small chips on the lower edge at 6 o'clock. The curb frame and base are in very good condition and the pole has been replaced.	\$4,830.00
983		Amazing Sunoco Winter Oil "For Trigger Quick Starting!" Framed Banner Sign w/ Mickey Mouse - Single sided cloth banner has been framed under plexiglass. The banner has amazing color with detailed graphics of Mickey Mouse hunting a turkey. The banner has an exceptionally clean field with fold marks and wrinkling. The perimeter has areas of minor discoloration with tiny areas of loss along the upper edges. The plexiglass and frame are in excellent condition with a minor imperfections.	\$28,750.00

# Richmond Auctions Premier Advertising Auction - Day 2 - January 30, 2026

## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
984		The Thompson Products TP Magnaliner Wheel Aligning Die Cut 7.5' Single Sided Tin Logo Sign - SST self-framed die cut sign with the original wooden support frame has excellent color and shine. The field exhibits light wear with small paint chips, minor bends and fine scratches. The perimeter has areas of wear to the self-framed edges with paint chips and edge bends. The wooden frame on the reverse is in very good condition. Overall an exceptional early sign featuring a large wheel and TP alignment machine graphics. 25" H x 89.75" W. Condition: 8.5	\$3,910.00
985		Dunlop Pneus Tires 39" Domed Tire Shaped Sign w/ Logo - SSP self-framed domed sign has excellent color and gloss. The field features a clean domed logo with minor surface imperfections and line chips at the top and lower edges of the logo. The perimeter has chipping at two of the upper mount holes, with other small edge chips. The sign has a great look and displays very well. 39" H x 39" W x 2" D. Condition: 8.5+.	\$3,450.00
986		Ford Automobiles "France" 1956 Double Sided Porcelain Shield Sign w/ World Logo - DSP sign has very good color and gloss. Side #1 has light surface wear with minor discoloration and lower gloss to the white porcelain enamel in the lower field, outer fields and perimeter. The mounting holes have chips and the outer edges have tiny chips and discoloration. The reverse has additional discoloration in the fields. The sign displays very well with heavy shelving and a detailed world graphic. 37.5" H x	\$3,220.00
987		Penno Motor Oil Vertical Single Sided Tin Sign w/ Crude Permit Logo & Wooden Frame - SST sign with a factory wooden frame has excellent color and shine. The display has slight toning throughout with tiny paint chips in the field. The perimeter has a few minor edge bends with light wear and a paint chip on the upper right edge. The factory wooden frame is in very good condition with a crack on the lower edge and the sign is marked f3611. The sign has a great look and displays extremely well. 60" H x 12" W. Condition: 8.75	\$6,900.00
988		Shelby Cobra Single Sided Tin Die Cut Neon Sign - Custom single-sided metal neon sign with a three-dimensional metal can has excellent color and shine. The sign features the iconic Shelby Cobra snake logo with Shelby lettering in the field. The sign is in excellent condition and the reverse has a factory Authorized Shelby Licensee decal in place. Overall an outstanding Shelby Cobra five-color neon sign. 44.5" H x 43" W x 6.5" D. Condition: Contemporary.	\$8,050.00
989		Rare Key Trucks 46" Die Cut Double Sided Porcelain Sign - DSP die cut sign has excellent color and gloss. The display field is clean with a minor mark in the right field and small chips along the edges. The reverse is in a similar condition with small areas of discoloration in the upper fields. Overall a unique die cut sign from Key Trucks. 46.5" H x 16" W. Condition: 9.	\$1,380.00
990		Excellent Goodyear Tires Double Sided Porcelain Oval Sign w/ Wingfoot & Flag Logos - DSP sign has excellent color and gloss. The display has a clean field with chips at the upper mounting holes and edges. The reverse is in a similar condition to the display with a small chip in the outer field ear the tip of the flag logo. The sign has a great look with dual logos and classic Goodyear porcelain enamel colors. 19.75" H x 27.75" W. Condition: 9.	\$4,140.00
991		Shell Penn 100% Pure Pennsylvania Motor Oil 30" Die Cut Single Sided Porcelain Sign - SSP sign has outstanding color. The display has areas of light surface wear in the fields and perimeter. The sign has areas of professional color-matched chips in the fields and at the mounting holes with added clear coat to enhance the finish. The sign displays very well with vibrant Shell colors and heavy shelving. 30" H x 29.25" W. Condition: Clear Coated.	\$5,290.00

# Richmond Auctions Premier Advertising Auction - Day 2 - January 30, 2026

## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
992		Fantastic NOS Chevron Supreme Gasoline Die Cut Single Sided Porcelain Pump Plate Sign w/ Paper - NOS SSP die cut pump plate sign with factory paper has outstanding color and gloss. The field is very clean overall with light surface wear in the red lettering and outer fields. The perimeter has minor surface imperfections. All four factory grommets are intact along with partial factory paper. Overall an obscure Chevron pump sign that would be extremely difficult to improve upon. 15" H x 12" W. Condition: 9.0+	\$5,290.00
993		Automobile Club of Southern California Official Garage "Good Roads" 34" Double Sided Porcelain Sign - DSP diamond-shaped sign has very good color and gloss. Side #1 has fine scratches, light wear, tiny chips, and a bruise in the left outer field. The perimeter has edge wear and chips, with the majority being along the upper point of the sign. The reverse is similar to the display with areas of color match along the perimeter, which correspond to the edge chips on the display. The sign is marked	\$7,475.00
994		Lacher's Chevrolet Sales & Service Heron Lake Minn SS Tin Sign w/ Reflective Lettering & Logo - SST sign with reflective lettering and a wooden support frame has very good color and shine. The field has toning to the reflective lettering with light wear and paint chips in the upper fields. The perimeter has areas of oxidation, paint loss and small edge bends. The wooden frame is in very good condition. Overall a seldom-seen early Chevrolet sign featuring reflective lettering from Lacher's Chevrolet of Heron Lake, Minnesota. 20" H x 28" W. Condition:	\$3,680.00
995		WocoPep Gasoline "King of Motor Fuel" 5' Double Sided Porcelain Sign - DSP sign has good color and gloss. Side #1 has marks with areas of chipping and crazing in the left outer fields. The perimeter has additional chips with discoloration along the edges. The reverse is in a similar condition to the display. Marked The Burdick Enamel Co. Chicago & Balto. The sign displays well with heavy shelving and classic WocoPep design. 30" H x 60" W. Condition: 7.75.	\$3,450.00
996		Packard Parts Accessories Art Deco Lighted Advertising Sign - Single sided reverse on glass advertising sign with the original metal can works as it should. The glass advertising face has been replaced and the metal can has been repainted. New Ohio Advertising Company decals have been added to the reverse. Overall an exceptional Packard sign with strong eye appeal. 10.5" H x 26" W x 3.5" D. Condition: Restored.	\$2,300.00
997		Striking 1953 Sinclair Extra Duty Motor Oil Double Sided Porcelain Sign - DSP sign has outstanding color and gloss. Side #1 is very clean overall with minor marks in the fields. The perimeter has slight discoloration near the right edge with tiny edge chips. The reverse has minor surface imperfections with factory blemishes in the outer fields and tiny edge chips. Both factory grommets are present and the sign is marked IR 2-53. Overall a striking example with brilliant color. 24" H x 18" W. Condition: 9.25	\$2,760.00
998		Ford Genuine Parts Double Sided Tin Oval Sign w/ Bracket - DST sign with mounting bracket has day one color and shine. Side #1 is very clean overall with minor factory imperfections and light fine scratches. The reverse is very similar to the display with a scratch below the "A" on the lower edge. The metal bracket is in excellent condition and both factory grommets are intact. Overall an exceptional example with fantastic color. 16.5" H x 24" W. Condition: 8.9+.	\$2,760.00
999		Wolf's Head Oil "A Revelation in Lubrication" Emb. Single Sided Tin Sign w/ Logo - SST embossed self-framed sign has excellent color and shine. The field has light wear with tiny paint chips and fine scratches in the outer fields. The perimeter has minor edge bends with discoloration along the lower left corner. The sign is marked Donaldson Art Sign Co., Covington, Ky. Overall an outstanding early Wolf's Head sign with superb graphics. 13.75" H x 19.75" W. Condition: 8.75.	\$3,220.00




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## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
1000		Superb Drain and Refill with Gargoyle Mobiloil "Make the Chart Your Guide" 36" SS Porcelain Sign - SSP sign has outstanding color and gloss. The field is clean with fine scratches and light wear in the outer fields and a bruise in the upper right outer field. The perimeter has small chips with areas of crazing along the edges. The sign has a great look with a large Gargoyle graphic and classic Mobil porcelain enamel colors. 30" H x 36" W. Condition: 9.	\$4,140.00
1001		Brilliant SWP Sherwin Williams Paints "Cover the Earth" 5' Single Sided Porcelain Die Cut Sign - SSP die cut sign has outstanding color and gloss. The display is exceptionally clean with a tiny scuff in the field and fine scratch in the upper right field. The perimeter has minor wear at a few of the mounting holes, tiny edge chips and errant paint along the right hand edge. Overall a fantastic example with brilliant porcelain enamel colors. 63" H x 35.5" W. Condition: 9.0+.	\$3,450.00
1002		Drink Frostie Root Beer 38" Die Cut Single Sided Tin Bottle Cap Sign w/ Elf & Bottle - SST die cut convex sign has excellent color and shine. The sign features wonderful graphics of the Frostie elf holding a bottle of root beer. The display is very clean overall with tiny nicks, factory blemishes and a tiny ding in the upper left outer fields. The perimeter has scuffs, paint chips and small areas of oxidation along the edges. The added wooden supports on the reverse are in good condition and the sign is marked Stout Sign Co. St. Louis, Mo. The 38.5" H	\$2,990.00
1003		Goodyear Tires 8' Horizontal Single Sided Porcelain Sign w/ Wingfoot Logo - SSP sign with an added wooden support frame with eyelets has very good color and gloss. The filed exhibits fine scratches with surface wear, tiny chips and a larger color matched chip on the edge of the "E" in Tires. The perimeter has small chips which are primarily along the outer edges. The wooden support frame is in excellent condition and the sign is marked IR on the lower left edge. Overall a seldom seen large sized Goodyear Tires sign with heavy shelving and bold colors.	\$2,760.00
1004		Impressive Shop Here Drink Coca Cola in Bottles Beverages DS Lighted Advertising Sign w/ Bracket - Double sided multi-piece, internally lighted Coke sign with an added metal bracket has outstanding color. Side #1 is exceptionally clean with minor surface imperfections in the fields and perimeter. The reverse is in a similar condition to the display. The factory can and bracket are in excellent condition. Two manufacturer decals are present on the side of the can, and one is marked Hanover Neon Electric Corp. Overall an impressive Coke sign that would	\$2,760.00
1005		NOS Firestone Tires Horizontal 6' Single Sided Tin Sign w/ Factory Box - SST die cut self-framed sign with the original shipping box has day one color and shine. The fields are exceptionally clean with light paper marks. The perimeter has a small bend with a paint chip on the lower left corner and minor wear along the lower edge. The original box and partial factory paper have numerous tears. All six factory grommets are present and the sign is marked Made in U.S.A. M-C-A - 1094. Overall a wonderful example that would be difficult to improve upon. 23 75"	\$3,220.00
1006		Crosley Radios - Appliances 6' Single Sided Porcelain Factory Neon Sign - SSP factory neon sign with bullnose and metal can has very good color and gloss. The sign features two color neon with a lightning bolt graphic in the upper lettering. The display has light wear with areas of discoloration and small chips at the mounting rivets. The perimeter has small chips on the outer edges. The bullnose on the right hand edge has been repainted and the metal can is in very good condition. Overall an attractive Crosley sign featuring three color porcelain enamel.	\$3,910.00
1007		Modern Repair System Die Cut Single Sided Porcelain Factory Neon Shoe Sign - SSP die cut factory neon sign with a metal can has good color and gloss. The display has light wear with small chips and areas of discoloration to the cream porcelain enamel. The perimeter has larger chips with edge bends. The metal can is in very good condition. Overall a unique die cut shoe repair sign featuring three-color neon. 34" H x 52" W x 9" D. Condition: 7.75.	\$5,750.00









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## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
1008		1936 Fountain Lunch Drink Coca Cola "Delicious and Refreshing" 5' Die Cut Single Sided Porcelain Sign - SSP self-framed sign has good color and gloss. The field exhibits surface wear with chips and tiny errant paint drips. The perimeter has chips along the self-framed edges and mounting holes with errant white paint along the upper edges. Marked Cameo - LA Made in U.S.A. 1936. The sign has a great look and displays very well. 46" H x 60" W. Condition: 7.9	\$4,140.00
1009		Veltex Motor Oils Gasoline 8' Horizontal Single Sided Porcelain Sign - SSP sign has excellent color and gloss. The field is very clean overall with light surface wear in the lettering. The perimeter has chips at the mounting holes and edges. The sign has been attached to a wooden support, which is in very good condition. Overall a tough to find Veltex sign with brilliant color. 12" H x 96" W. Condition: 8.5.	\$9,775.00
1010		Associated Flying A Gasoline 8' Single Sided Porcelain Service Station Strip Sign - SSP sign has very good color and gloss. The field has light wear with factory blemishes, discoloration, and areas of cloudiness in the lettering. The perimeter has light wear at the mounting holes and edges. The sign has a great look with classic Flying A colors. 10" H x 96" W. Condition: 8.25.	\$2,760.00
1011		Falcon High Grade Lubricating Oils & Greases Single Sided Porcelain Sign w/ Logo - Scarce SSP sign has excellent color and gloss. The display is clean with small bruises with minor cloudiness in the lettering and right fields. The perimeter has areas of edge wear with crazing and chips. Marked The Falcon Oil Company Ltd., Praed Road, Trafford Park, Manchester 17. Overall a fantastic Falcon Oil sign with outstanding graphics. 22" H x 12" W. Condition: 8.9+.	\$3,450.00
1013		Exceptional Jenney Aero Gasoline Single Sided Porcelain Pump Plate Sign - SSP sign has excellent color and gloss. The fields are clean. The perimeter has chips at the mounting holes and outer edges. All four factory grommets are present and the sign is marked Jenney Manufacturing Co., Boston, Mass. All in all a seldom-seen pump sign with outstanding color. 9" H x 12" W. Condition: 9.	\$1,380.00
1014		Scarce Civil Defense Air Raid Shelter Double Sided Porcelain Flange Sign "Cold War Era" w/ Logo - DSP flange has outstanding color and gloss. Side #1 has a clean field with minor discoloration to the lettering in the upper left field. The perimeter has chips on the lower edge of the inner flange with a few other minimal edge chips. The reverse is in a similar condition with a small mark along the lower edge of the sign. All three factory grommets are present. Overall a superb example with vibrant color throughout. 18" H x 22" W. Condition: 9.25	\$3,910.00
1015		Scarce 1957 Pepsi Cola Double Sided Tin Flange Sign w/ Bottlecap - DST die cut flange has excellent color and shine. The sign features a large detailed bottlecap in the field with a vibrant yellow and white candy cane striped background. The display has light wear with fine scratches in the fields and small paint chips along the outer edges. The reverse is in a similar condition to the display with a scratch on the upper right edge of the bottlecap. Marked XM 43 Neuhaus, France 9-57. Overall a scarce Pepsi flange with strong eye appeal. 21.5" H x 17" W. Condition: 8.5	\$2,990.00
1016		DeLaval Cream Separators "The World's Standard" Single Sided Tin Lithograph Sign - SST self-framed lithograph sign has very good color and shine. The field has light wear with spotting, small paint chips and areas of minor discoloration. The outer self-framed edges have surface rubs, fine scratches and minor edge bends. Marked The H.D. Beach Co. Coshocton, O. Pat Oct 10th, 1905. All in all a fantastic early DeLaval sign with exceptional graphics. 25.75" H. Condition: 8.	\$5,750.00

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## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
1017		Piedmont Tobacco Cigarette of Quality 4' Single Sided Porcelain Neon Sign - SSP sign with added neon and a new metal can has very good color and gloss. The sign features vibrant two-color neon with a Piedmont Cigarette pack graphic in the center field. The display has three chips in the graphic with additional surface imperfections and chips in the outer fields and perimeter. The metal can is in excellent condition. Overall an iconic Piedmont sign with striking neon. 46" H x 30" W x 9" D. Condition: 8.25+	\$3,680.00
1018		1971 Oilzum Motor Oil Double Sided Tin Sign w/ Oswald - DST sign has excellent color and shine. Side #1 is very clean overall with light wear and factory imperfections in the fields. The perimeter has a scratch on the lower left edge with other minor edge wear. The reverse has a scratch near the "Z" in the upper field with other light areas of wear. Both factory grommets are intact and the sign is marked A-M 6-71. Overall an iconic Oilzum sign featuring Oswald. 31.5" H x 30" W. Condition: 8.9	\$3,220.00
1019		Mercedes Benz Automobiles 38" Die Cut DS Lighted Logo Sign - Double sided die cut plastic lighted sign with the factory metal can and trim has very good color. The sign illuminates as it should. The display has minor marks in the logo with one small stress crack on the outer band of the logo. The reverse has a stress crack in the logo with minor surface marks. The metal can features the original paint with areas of age related paint loss and wear. The factory flange mount bracket is intact.	\$3,910.00
1020		Chevrolet Service 36" DS Plastic Lighted Sign w/ Arrow - Double sided internally lighted plastic sign with the factory metal can has good color and lights as it should. Side #1 has cloudiness in the upper lettering with areas of paint loss in the fields. The reverse is in a similar condition with additional cloudiness in the lower field. The metal can is in very good condition with a partial Everbrite manufacturer decal on the side. Overall a unique Chevrolet sign we have not seen before. 16" H x 36" W x 4.5" D. Condition: 7.75/7.5	\$8,625.00
1021		Excellent Valvoline Motor Oil "World's First - World's Finest" Emb. Single Sided Tin Sign - SST embossed sign has outstanding color and shine. The sign is exceptionally clean with minor surface imperfections and small areas of discoloration along the outer edges. Marked Made in U.S.A. Form No. AM 55-60. Overall a wonderful example that would be difficult to improve upon. 18" H x 36" W. Condition: 9.25+.	\$1,380.00
1022		Maserati Auto Dealer Lighted Advertising Sign w/ Logo - Single sided lighted plastic sign with metal can lights as it should. The raised trident logo and outer fields have light surface wear with areas of toning. The perimeter has paint chips along the outer edges. The metal can is in excellent condition. Overall a seldom seen sign from one of Italy's premier luxurious high-performance automobile brands. 37.5" H x 37.5" W x 9" D. Condition: 8.5.	\$1,035.00
1023		Derby Gasoline Service Station 6' Emb. Lighted ID Sign w/ Star Logo - Singled sided embossed plastic lighted sign with a metal can has excellent color. The field has areas of light surface wear and fine scratches in the Derby lettering. The perimeter has minor paint chips along the outer edges. The metal can and trim ring are in excellent condition. Overall a tough to find Derby service station sign with strong eye appeal. 72" H x 72" W x 10" D. Condition: 8.75+.	\$3,910.00
1024		Scarce Chevron Gasoline 12" Double Sided Porcelain Gas Pump Globe Sign w/ Winged "V" Logo - DSP sign has excellent color and gloss. Side #1 has a clean field with minor surface imperfections in the outer fields. The perimeter has tiny edge chips present. The reverse has a small nick in the upper edge of the wings with a chip on the upper edge at 2 o'clock. Both factory grommets are intact. Overall a scarce Chevron porcelain gas globe topper featuring bold colors and winged logo. 12" H. Condition: 9	\$4,600.00



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## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
1025		1954 Fisk Tires "Time to Re-Tire" Die Cut Double Sided Tin Sign w/ Fisk Boy - DST die cut sign has excellent color and shine. Side #1 has light wear and faint paper marks in the fields with scuffs and fine scratches in the outer fields. The perimeter has paint chips along the lower edge with a minor bend to the point at 6 o'clock. The reverse has small paint chips in the "Fisk" lettering, light wear and paper marks in the fields. Both factory grommets are intact and the sign is marked Made in U.S.A. A A	\$4,370.00
1026		Goodrich Colombes Tires Die Cut Single Sided Porcelain Sign - SSP die cut sign has excellent color and gloss. The field is very clean overall with light surface wear and minor discoloration and tiny chips in the lower outer fields. The perimeter has chips at the mounting holes and edges. Marked Email ALS Strasburg. 18" H x 31.5" W. Condition: 8.5+.	\$5,750.00
1027		Superb Veedol Motor Oils Double Sided Porcelain Flange Sign w/ Logo - DSP sign has excellent color and gloss. Side #1 has light wear with fine scratches in the fields and tiny chips along the outer edges. The reverse is similar with crazing in the outer fields and small chips with bends at the upper and lower portions of the flange. The flange features brilliant porcelain enamel colors and displays very well overall. 19.25" H x 20.75" W. Condition: 9.0/8.5+.	\$4,140.00
1028		Rare Ford Edsel Automobiles Green Light Cars 36" Single Sided Porcelain Sign - SSP sign has excellent color and gloss. The field exhibits light wear with added mounting holes, marks and small chips. The perimeter has minor discoloration with chips, crazing and errant red paint along the edges. Overall a scarce sign from Ford's short-lived Edsel brand. 36" H. Condition: 8.0+.	\$2,300.00
1029		Iconic Penn Drake "The Double Mileage" Oil Double Sided Tin Die Cut Logo Sign w/ Hanger - DST sign with hanger has excellent color and shine. The display has light wear and tiny paint chips. The reverse is in a similar condition with additional paint chips in the outer fields. The metal hanger is in good condition with oxidation throughout. Marked Made in U.S.A. The sign has a great look with the iconic Penn Drake and Pennsylvania Permit logos in the outer fields. 27" H x 21" W. Condition: 8.9	\$4,370.00
1030		Scarce The Pure Oil Company 8" Single Sided Porcelain Sign - SSP sign has good and gloss. The sign exhibits fading throughout with general surface wear in the fields. The perimeter has chips at the upper mounting hoes with wear and discoloration along the edges. All four factory grommets are intact. Overall an exceedingly rare Pure sign that displays very well. 8" H. Condition: 7.5+.	\$2,990.00
1031		Rare Dunlop Cycle Tyres Die Cut Double Sided Porcelain Pennant Flange Sign - DSP die cut pennant flange has very good color and gloss. The display has light surface wear with slight cloudiness to the black porcelain enamel. The perimeter has small edge chips with a bend with chipping on the right hand tip. The reverse is in a similar condition with small nick in the first "C" of Cycle and chips at the mounting holes on the inner flange. Marked Imperial Enamel Co. Overall a scarce flange with a unique pennant design. 10" H x 21" W. Condition: 8.75	\$2,530.00
1032		Coca Cola Norma Jean's Diner Colonial Single Sided Tin & Single Sided Porcelain Sign w/ Bottles - SST custom Coke sign with three original SSP signs has excellent color and shine. The custom SST has small surface scratches in the field with a paint chip on the right. The lower Coca-Cola convex sign has light wear in the field with chips around the perimeter. The die cut bottles have light wear. The porcelain colonial trim on the upper edge appears to be original; however it has been repainted.	\$2,530.00






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## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
1033		Coca Cola Hot Dog 5.5' Die Cut Emb. Single Sided Tin Sign - SST die cut embossed sign has excellent color and shine. The display has light wear with fine scratches. The perimeter has small added mounting holes with paint chips, minor edge bends and errant paint along the edges. Marked AM 51. Overall a seldom-seen Coke sign with fantastic graphics. 26.75" H x 66.5" W. Condition: 8.5.	\$6,900.00
1034		Fantastic Shell Motor Oils Depot 23.25" Convex Single Sided Porcelain Sign w/ Logo - SSP domed sign has excellent color and gloss. The field is clean with light wear and bruises in the right outer fields. The perimeter has chips at the mounting holes and a few along the right hand edge. The sign features classic Shell colors with heavy shelving and the legendary Shell logo in the upper field. 23.25" H. Condition: 9.	\$8,625.00
1035		Auto Club of Southern California Cars Left Here at Owners Risk LONG BEACH 42" SS Porcelain Sign - SSP diamond shaped sign has good color and gloss. The sign exhibits slight fading throughout with fine scratches in the lettering. The perimeter has color matched chips and minor bends at the corners. The sign has a great look and displays very well. 42" H x 42" W. Condition: 8.25.	\$2,300.00
1036		Penn-Viss Motor Oil Apex Motor Fuel Co. Chicago 100% Pure Pennsylvania DS Porcelain Sign w/ Logo - Scarce DSP sign has very good color and gloss. Side #1 has light wear with small chips in the field, a larger chip in the upper right outer field and a slight bow in the center of the sign. The perimeter has edge wear with chips. The reverse has crazing which runs from left to right at an angle through the logo. Marked Veribrite Signs Chicago. The sign has a great look with unique porcelain enamel.	\$10,925.00
1037		Exceptional Dunlop SP Tires 27.5" Double Sided Porcelain Sign w/ Logo - DSP sign has excellent color and gloss. The display is exceptionally clean with a flea bite in the field and chip at the "P" in the lower outer field. The perimeter has small chips at the mounting holes. The reverse is in a similar condition with small nicks and chips in the outer fields. All three factory grommets are intact. The sign displays well with vibrant colors and a large Dunlop logo in the center field. 27.5" H. Condition: 9C.	\$3,680.00
1038		Texaco Motor Oil Single Sided Porcelain Sign w/ Pouring Cone Can - SSP self-framed sign has excellent color and gloss. The sign features a clean cone-shaped can with pouring oil graphic in the center field. The display has a color matched chip above the "A" in Texaco with another in the upper field at the gray outer border. The perimeter has areas of crazing, chips and color match present. Overall a scarce Texaco Motor Oil sign with outstanding graphics. 27" H x 21.75" W. Condition: 8.25.	\$4,370.00
1039		Drink Ice Cold 76 "Here's Real Refreshment!" Emb. Single Sided Tin Sign w/ Mascot & Bottle Cap - SST embossed self-framed sign has excellent color and shine. The field has light wear with fine scratches and additional wear in the outer fields. The perimeter has small bends and areas of paint loss to the self-framed edges. Marked P 5582 A.A.W. Coshocton, O. Overall a seldom-seen 76 Beverages sign with vibrant colors and fantastic graphics. 18" H x 54" W. Condition: 8.5+.	\$9,775.00
1040		1946 Gulflube The High Mileage Motor Oil Multi-Sol Processed Emb. 4' Single Sided Tin Sign w/ Logo - SST embossed self-framed sign has excellent color and shine. The field exhibits light wear with fine scratches. The perimeter has an area of discoloration between the "E" and self-framed edge in the upper right corner. The perimeter has small edge bends, scratches with areas of paint loss. Marked A-M 11-46. The sign has a great look with classic Gulf colors and logo. 24" H x 48" W. Condition: 8.5.	\$2,530.00

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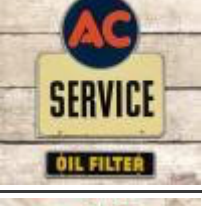


## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
1041		Skelly Gasoline "Buy It Here" Double Sided Porcelain Tombstone Sign w/ Logo - DSP tombstone sign has excellent color and gloss. Side #1 has small chips with light wear and marks in the fields. The perimeter has chips at the mounting holes and outer edges. The reverse is in a similar condition to the display with larger chips in the right field. The sign has a great look with vibrant color throughout and a large Skelly logo in the center field. 39.5" H x 28" W. Condition: 8.5+.	\$4,140.00
1042		Butler Model #71 10 Gallon Visible Gas Pump - Butler Model #71 visible gas pump has an older restoration. The pump features red and blue paint which exhibits areas of light wear, small dents, paint chips and minor pitting. The pump includes a handle, hose, brass nozzle, lock with key, porcelain Contains Lead signs, two brass manufacturer plates, and a blue glass cylinder. The cylinder has epoxy filled BB hits with a stress crack along one side. Overall an iconic Butler visible pump that displays very well. 101" H. Condition: Restored.	\$4,140.00
1043		Drink Coca Cola Delicious and Refreshing 8' Single Sided Porcelain Sign - SSP self-framed sign has very good color and gloss. The field has slight cloudiness to the red porcelain enamel with marks, chips and crazing in the right and lower fields. The perimeter has areas of discoloration and chipping to the self-framed edges. All an all an iconic sign with strong eye appeal. 47" H x 94.5" W. Condition: 8.	\$4,370.00
1044		Drink RC Royal Crown Cola "Best by Taste Test" 12' Emb. Single Sided Tin Sign "Large" - SST two-piece embossed self-framed sign with the factory wooden frame has excellent color and shine. The field exhibits light wear with small dings, fine scratches and small color-matched paint chips which are primarily at the mounting nails in the center. The outer fields have minor bends with fine scratches in the upper lettering. The outer fields and perimeter have additional surface wear with oxidation and paint chips. The wooden frame is in excellent condition and a	\$4,600.00
1045		Mobiloil Die Cut Single Sided Porcelain Keyhole Sign w/ Pegasus & Frame - SSP die cut, keyhole-shaped sign has excellent color and gloss. The field exhibits light surface wear in the lower lettering with minor imperfections in the upper fields. The perimeter has chips at the mounting holes and edges. The sign is mounted in a new ring, which is in excellent condition. Marked Bruxelles 359. Overall a seldom seen Mobil sign with outstanding color. 25.5" H x 45.25" W. Condition: 8.5+	\$3,450.00
1046		Impressive TIRES 3-Dimensional 7' Horizontal Factory Neon Sign - SSP 3D factory neon letters mounted on a porcelain and metal can have excellent color and gloss. The letters have clean fields with minor edge wear and four small added mounting holes on the upper edges of the "R". The porcelain and metal can is in excellent condition with light wear and small edge chips. Overall an exceptional 3D Tires sign with vibrant neon in an excellent display size. 17" H x 88" W x 9" D. Condition: 9.	\$9,775.00
1047		Rare The Ohio Oil Company Linco Single Sided Tin Sign w/ Gas Pump & Early Automobile - SST sign with an added wooden frame has good color and shine. The sign dates to the late 1920s era and features a large graphic of the Linco attendant driving a roadster with a clockface gas pump in the back seat. The sign has general wear throughout with bends, paint chips, and non-factory holes in the fields. The lower "Co." lettering and the upper edge has metal tears present. The heavy wooden frame with OSB reverse is in good condition. Overall a scarce Ohio	\$7,475.00
1048		Dawn Donuts Drive In Single Sided Porcelain Factory Neon Sign Skin - SSP multi-piece factory neon sign skins have very good color and gloss. The skins display well with chips, non-factory holes and areas of discoloration in the fields. The perimeters have edge chips with areas of loss along some of the cookie cutter edges. Overall a large-sized neon sign skin from the famous Dawn Donuts Drive-In. 96" H x 162" W. Condition: 8.	\$1,380.00



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## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
1049		Fantastic Veedol Motor Oil Single Sided Porcelain Thermometer w/ Logo & Skater Girl - SSP rolled edge thermometer with added SST die cut Veedol skater girl has outstanding color and gloss. The tube is intact and shows small areas of separation in the Mercury. The fields are clean with minor surface imperfections in the outer fields and edges. The SST die cut Veedol skater girl has excellent color with a minor bend at her legs. Marked Foremail - T.P.B. - 578/4/58. Overall a fantastic example that would be extremely difficult to improve upon. 35.5" H x	\$2,530.00
1050		NOS Bireley's "The Natural Thing to Drink" Double Sided Tin Die Cut Flange Sign w/ Bottle & Paper - NOS DST die cut flange with factory paper has excellent color and shine. The display is clean with light surface wear with minor paper residue. The perimeter has small paint chips on the inner flange. The reverse has small factory blemishes with light surface wear and small paint chips along the edges. Marked Printed in U.S.A. Form No. E - 48 40. All in all a superb example with fantastic graphics. 13.5" H x 18.25" W. Condition: 9.0/8.75+	\$4,600.00
1051		Excellent 1963 "Fresh Up" with 7up Single Sided Tin Bubble Logo Sign - SST self-framed bubble sign has outstanding color and shine. The field is exceptionally clean with minor surface imperfections and manufacturer blemishes. The perimeter has light wear to the self-framed edges. Marked #30 6-63 Stout Sign Co., St. Louis, Mo. Made in U.S.A. Overall a fantastic example that is likely NOS. 40.5" H x 30.75" W. Condition: 9.	\$1,725.00
1052		Superb Reach for Sunbeam Bread "At Its Best!" Emb. Single Sided Tin Sign - SST embossed self-framed sign has excellent color and shine. The sign features a heavily embossed graphic of Little Miss Sunbeam eating a slice of Sunbeam bread with embossed Sunbeam lettering in the lower field. The display fields are very clean overall with tiny surface imperfections and minor indentations in the lower outer fields. The perimeter has minor bends, paint chips and light wear to the self-framed edges. All in all a colorful Sunbeam Bread sign with amazing color. 55" H x	\$2,760.00
1053		NOS Ask for Wolf's Head Oil and Lubes "Finest of the Fine" Emb. Single Sided Tin Sign w/ Logo - SST embossed self-framed sign has excellent color and shine. The field has light wear with scuffs to the embossed black painted lettering. The perimeter has light wear and paint chips to the self-framed edges. The factory wooden frame is in excellent condition and the sign is marked A-M 9-56 174. Overall a fantastic example with vibrant color throughout. 34" H x 58" W. Condition: 8.9	\$6,325.00
1054		1947 AC Service Oil Filter Double Sided Tin Flange Sign - DST die cut flange with "Oil Filter" attachment has excellent color and shine. The display is exceptionally clean with a small factory blemish in the "S" in the lower left field and minor wear along the outer edges. The reverse has light storage wear with small, fine scratches in the upper left outer field and factory imperfections in the lower left field. The oil filter attachment sign is in excellent condition with minor wear. Marked Form A-20 18-A Made in U.S.A. 9-47 AMD. All in all a wonderful AC flange	\$2,760.00
1055		Coca Cola King Size 36" Single Sided Tin Die Cut 6 Pack Sign - SST embossed Coke sign has excellent color and shine. The field has light surface wear and areas of slight discoloration, which is more prominent in the lower white painted surface. The perimeter has fine scratches with minor wear at the mounting holes and a tiny bend on the lower edge. Marked AM 12. Overall an impressive Coca Cola sign with strong eye appeal. 36.5" H x 30.5" W. Condition: 8.5.	\$3,220.00
1056		Impressive Lee Tires 6' Emb. Single Sided Tin Sign "Phillips 66" - SST embossed self-framed sign with a factory wooden support frame has excellent color and shine. The fields are very clean overall with light wear and minor areas of discoloration in the lettering. The perimeter has minor bends with scuffs and small paint chips to the self-framed edges. The wooden frame is in excellent condition and the sign is marked G-748. Overall an impressive example with vibrant color throughout. 72" H x 18"	\$2,990.00

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## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
1057		Hotel Stowell 275 Fireproof Rooms Los Angeles Garage Cafe 51" Single Sided Porcelain Sign - SSP die cut sign has good color and gloss. The sign dates to the 1930s era and advertises "Fireproof" rooms with baths at the Hotel Stowell. The design closely resembles the Automobile Club of Southern California signs from the same time period. The display has chips with areas of discoloration and lower gloss. The perimeter has areas of edge wear with chipping at the mounting holes. The lower edge is marked Goodbar Barth Outdoor Advertising 412 W. 6th St. Los Angeles. Condition: 8.5	\$6,325.00
1058		Neon Products 21" Mopar Parts Accessories Octagon Neon Advertising Clock - Neon Products neon advertising clock runs and lights as it should. The inner face light wear with areas of discoloration. The outer glass has small paint chips with light wear along the perimeter. The metal can is in very good condition with errant paint drips and retains a partial Neon Products decal on the reverse. The clock has a great look and displays very well. 18.25" H x 18.25" W x 6.75" D. Condition: 8.5	\$2,530.00
1059		Wolverine Shell Horse Hide Work Shoes Single Sided Tin Sign w/ Logo - SST sign has excellent color and shine. The display has light wear with fine scratches in the outer fields. The perimeter has minor bends with areas of oxidation in the "DE" of Hide and the lower edges. Marked Nelke - New York. Overall a colorful Wolverine Shoes sign with fantastic graphics. 13.75" H x 19.75" W. Condition: 8.5+.	\$747.50
1060		Drink Chero-Cola "There's None So Good" Emb. Single Sided Tin Sign w/ Bottle - SST embossed sign with added frame has outstanding color and shine. The field is exceptionally clean with minor bends, discoloration in the right field and two small nicks in the right outer field. The lower corners have small bends and the added metal frame is in excellent condition. All in all a superb example with brilliant color. 14" H x 20" W. Condition: 8.75+.	\$2,185.00
1061		Fantastic Buy Genuine Anthracite Coal "With Less Ash Waste" Single Sided Porcelain Thermometer - SSP thermometer has outstanding color and gloss. The tube is intact and works correctly. The display is exceptionally clean with minor wear at the tube opening, flea bite on the upper edge, and a chip at the upper mounting hole. Marked General Steel Wares Limited. Overall a fantastic example that would be extremely difficult to improve upon. 30" H x 8" W. Condition: 9.25+.	\$4,370.00
1062		1958 Hartford Insurance Hammett Agency Single Sided Tin Die Cut Reflective Sign w/ Deer Logo - SST die cut sign with reflective sheeting has good color and shine. The fields have general surface wear, light bends, scratches and paint chips. The perimeter has similar wear with discoloration along the lower edges. Marked National Advertising Company 1958. Overall an impressive sign with outstanding graphics. 47" H x 90" W. Condition: 7.5.	\$1,840.00
1063		IH International Herman M. Brown Co. PAM Advertising Clock - Lighted Pam advertising clock runs and lights as it should. The clock face has excellent color. The field is clean and the perimeter has areas of discoloration and minor loss. The outer glass is clean and the metal can has moderate age wear with errant paint on the top, oxidation on the reverse and a factory PAM manufacturer label. All in all a scarce International clock with vibrant color throughout. 18" H x 15.5" W x 4" D. Condition: 8.5	\$488.75
1064		National Mazda Lamps Tin Litho Countertop Advertising Display - Double sided metal display with wooden base and five multi-colored bulbs works as it should. The display field has light wear with small paint chips and fine scratches. The reverse has additional surface wear present. The base features the factory finish with stenciled lettering and light age related wear. One upper lamp holder has loss along the upper edge and the factory power cord has been replaced. Overall a fantastic countertop display. 11.5" H x 17" W x 5.5" D. Condition: 8.5/8.0	\$2,990.00

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## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
1065		Fremlins Ale Die Cut Single Sided Porcelain Elephant Sign - SSP die cut sign has excellent color and gloss. The sign features a highly detailed elephant graphic with clean fields. The sign has a chip at the upper left mounting hole with additional chips and light wear to the edges. Overall an amazing early porcelain enamel sign with strong eye appeal. 12" H x 15.75" W. Condition: 8.9.	\$3,450.00
1066		Impressive Vulcan Plows and Roderick Lean Implements Single Sided Porcelain Sign - SSP sign has excellent color and gloss. The fields are very clean overall with minor surface imperfections and slight cloudiness to the blue porcelain enamel. The perimeter has light edge wear and some of the factory grommets have metal loss. Overall an exceptional example that would be difficult to improve upon. 10" H x 30" W. Condition: 9.	\$2,530.00
1067		Rare Hancock Litening Gasoline Motor & Tractor Oil Emb. Single Sided Tin Sign - Scarce SST embossed sign has moderate color and shine. The sign presents with general age-related wear throughout. The sign exhibits fading with areas of paint loss and a small non-factory hole beside the "S" in Oils. The perimeter has bends with added mounting holes. This is a tough sign to find in any condition. 11.25" H x 23.75" W. Condition: 5.5.	\$3,220.00
1068		Texaco Rats! Put Lunch Scraps in Trash Can Port Arthur TX Refinery Single Sided Tin Sign - SST sign with added wooden frame has excellent color and shine. The sign has minor wear in the field with a horizontal, slight bend through the "Rats are Dangerous" lettering. The perimeter is clean and the wooden frame is in very good condition. The sign has a hand-stripped Texaco star under the lower lettering. Overall a unique sign from Texaco. 16" H x 21" W. Condition: 8.5.	\$1,955.00
1069		Shell Motor Oil 33" Single Sided Porcelain Tanker Truck Sign - SSP sign has very good color and gloss. The sign has chips with areas of crazing and discoloration along the perimeter. Overall a tough to find Shell truck sign featuring classic Shell porcelain enamel colors. 5.5" H x 33.5" W. Condition: 7.75.	\$1,725.00
1070		Velvet The Smoothest Smoking Tobacco Sold Here Single Sided Porcelain Sign - SSP sign has very good color and gloss. The field has light wear with areas of minor cloudiness in the left field. The perimeter has chips with areas of cloudiness and discoloration, which are mainly along the right hand edge. Marked R692A. The sign has a great look with clean highly detailed graphics in the left field. 12" H x 39" W. Condition: 8.25.	\$1,150.00
1071		The New Zerolene The Standard Oil for Motor Cars 27" Double Sided Porcelain Sign w/ Polar Bear - DSP sign has good color and gloss. Side #1 has been restored and shows minor surface imperfections with slight discoloration along the edges. The reverse has chips with surface wear and errant paint along the perimeter. The sign displays well with a detailed Zerolene logo in the lower field. 27" H x 27" W. Condition: Restored.	\$2,990.00
1072		Large Collection of Service Station Maps Beacon Esso Grizzly Litening Humble Stanocola & More - Comprehensive collection of maps stored in a large binder from the 1920s through the 1940s. The group includes maps from Grizzly Gasoline, Litening/Yale Oil Company, Stanocola, Colonial Beacon, Esso, and Humble. Conditions range from poor to excellent with most being in very good condition. The binder shows some wear with detached plastic pages. All in all an exceptional group of tough to find service station maps. 10" H x 16" W x 6" D	\$7,475.00






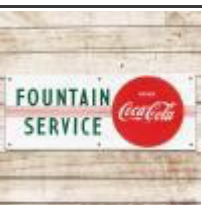
# Richmond Auctions Premier Advertising Auction - Day 2 - January 30, 2026

## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
1073		Esso Service Motor Oils Gasoline Horizontal Single Sided Porcelain Sign - SSP sign has excellent color and gloss. The field exhibits fine scratches, light wear and minor discoloration in the outer fields.. The perimeter has chips at a handful of the mounting holes and edges. Overall a seldom seen Esso Service sign in a great display size. 6" H x 43" W. Condition: 8.25.	\$977.50
1074		Stanocola Polarine The "Standard" Motor Oil Single Sided Porcelain Sign - SSP sign has good color and moderate gloss. The field has chips with areas of discoloration and lower gloss in the lettering. The perimeter has chips at the mount holes and outer edges. The sign is marked Ingram-Richardson, Beaver Falls, PA. All in all a seldom-seen Stanocola sign that displays very well. 14" H x 24" W. Condition: 7.25.	\$1,955.00
1075		1948 Exide Batteries Emb. Single Sided Tin Sign - SST embossed self-framed sign has excellent color and shine. The field exhibits light wear with fine scratches and small factory imperfections. The perimeter has small paint chips at the mounting holes with scuffs along the self-framed edges. Marked AD FORM 1482 AM 8-48. The sign has a great look and displays very well. 19" H x 49" W. Condition: 8.5+.	\$920.00
1076		Champlin Motor Oils "Smooth Dependable Power" Emb. Single Sided Tin Sign w/ Logo - SST embossed sign has good color and shine. The sign exhibits toning throughout with areas of discoloration and small paint chips. The perimeter has minor edge bends with small paint chips. Marked American Art Works Inc., Coshocton, Ohio. The sign has great even patina throughout and displays very well. 18" H x 23.5" W. Condition: 7.5+.	\$920.00
1077		United Motors Service Countertop Lighted 3D Advertising Sign w/ Early Automobile - Single sided lighted three-dimensional Masonite advertising sign with the original metal can has good color. The car graphic in the field exhibits areas of discoloration and wear. The orange background has general crazing throughout. The trim ring and metal can are in very good condition. Overall a seldom-seen United display with great graphics. 15" H x 25" W x 5" D. Condition: 7.	\$920.00
1078		Carter Carburetor Repairs Art Deco Lighted Advertising Sign - Single sided reverse on glass advertising sign with the original metal can has moderate color. The lighted portion works as it should. The face is very legible however, the background color has faded over the years. The metal can appears to be original paint with a factory stamp on the reverse. It has light wear throughout with small paint chips and a missing retaining screw on one of the aluminum trim pieces. The sign has a great look and displays very well. 11 25" H x 30 5" W x 4" D. Condition: 7.	\$920.00
1079		Neon Products 26" Aztec Advertising Clock - Neon Products advertising clock with two-color neon and a metal can. The neon works however the clock portion does not. The inner face has been replaced and features reflective numbers. The face has an area where prior lettering was painted over between the 10 and 2 o'clock markers. The metal can has been repainted and is in very good condition. The clock displays well with the iconic Aztec design and brilliant two-color neon. 26" H x 26" W x 7" D. Condition: Original	\$2,300.00
1080		Exceptional Drink Nehi Beverages Horizontal Emb. Single Sided Tin Sign w/ Bottle - SST embossed self-framed sign has outstanding color and shine. The field is exceptionally clean with minor surface imperfections. The perimeter has light wear, small paint chips and slight indentations to the self-framed edges. Marked 1504. Overall an exceptional example with brilliant color throughout. 17" H x 44" W. Condition: 9.25.	\$2,070.00

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## Prices Realized (includes 15% Buyer's Premium)

Lot Number		Title & Description	Selling Price
1081		Pittsburgh Paints Double Sided Porcelain Flange Sign - DSP flange has excellent color and gloss. The display is exceptionally clean with tiny chips in the left fields. The perimeter has light wear with small chips along the outer edges. The reverse has three eraser-sized chips in the right fields. Overall a clean Pittsburgh Paints flange featuring twelve different porcelain enamel colors. 16" H x 25" W. Condition: 8.9+/8.75+.	\$2,300.00
1082		Superb It's High Time for Hires Root Beer Emb. Single Sided Tin Sign w/ 6 Pack - SST embossed self-framed sign has excellent color and shine. The field is clean with a tiny paint chip and a small fine scratch in the outer field. The perimeter has light wear with small paint chips along the self-framed edges. Marked Stout Sign Co., St. Louis, Mo. No. 4144 Printed in U.S.A. The sign has a great look with vibrant colors throughout. 11.75" H x 29.75" W. Condition: 9.	\$1,150.00
1083		Striking Drink Hires Root Beer Die Cut Emb. Single Sided Tin Sign - SST die cut embossed sign has excellent color and shine. The field is exceptionally clean with a tiny paint chip in the lower edge of the "l" in Hires. The perimeter has minor edge imperfections and the sign is marked Press Sign Co. - St. Louis Made in U.S.A. BN-5. Overall a striking example in a superb display size. 15.5" H x 23.5" W. Condition: 9C.	\$977.50
1084		Fantastic Drink Coca Cola Fountain Service Single Sided Porcelain Sign - SSP Coke sign has outstanding color and gloss. The field is clean with minor imperfections in the logo. The perimeter has a tiny factory chip near the upper left mount hole, a minor indentation at the center mount hole and tiny chips along the outer edges. All six factory grommets are intact. Overall a fantastic example with vibrant porcelain enamel colors 11.75" H x 29.5" W. Condition: 9.25.	\$1,955.00