

NEW FREEWAY SIGNS POSTED

The Works Department took a step yesterday toward helping San Franciscans to find their way to the new freeway system.

New signs indicating the way to the freeway were installed on Market Street at Duboce,

South Van Ness Avenue, Eighth, Sixth, Fifth and Fourth Streets.

The signs at Duboce and South Van Ness read merely "Freeway," while those at the other intersections direct motorists to "Bay Bridge and Freeway."

The signs were prepared under the direction of Ross Shoaf, city traffic engineer. They are printed on a background of "shocking chartreuse"—an exceptionally bright color the engineers have found helpful in attracting attention to new traffic signs.

The engineers installed no new signs on the lower, or freeway side, of the approach streets. Shoaf said they felt that existing State markers, and the looming freeway structure itself, would be a sufficient guide to motorists.

NEW HOMES

2 BEDROOMS
FULL BASEMENT

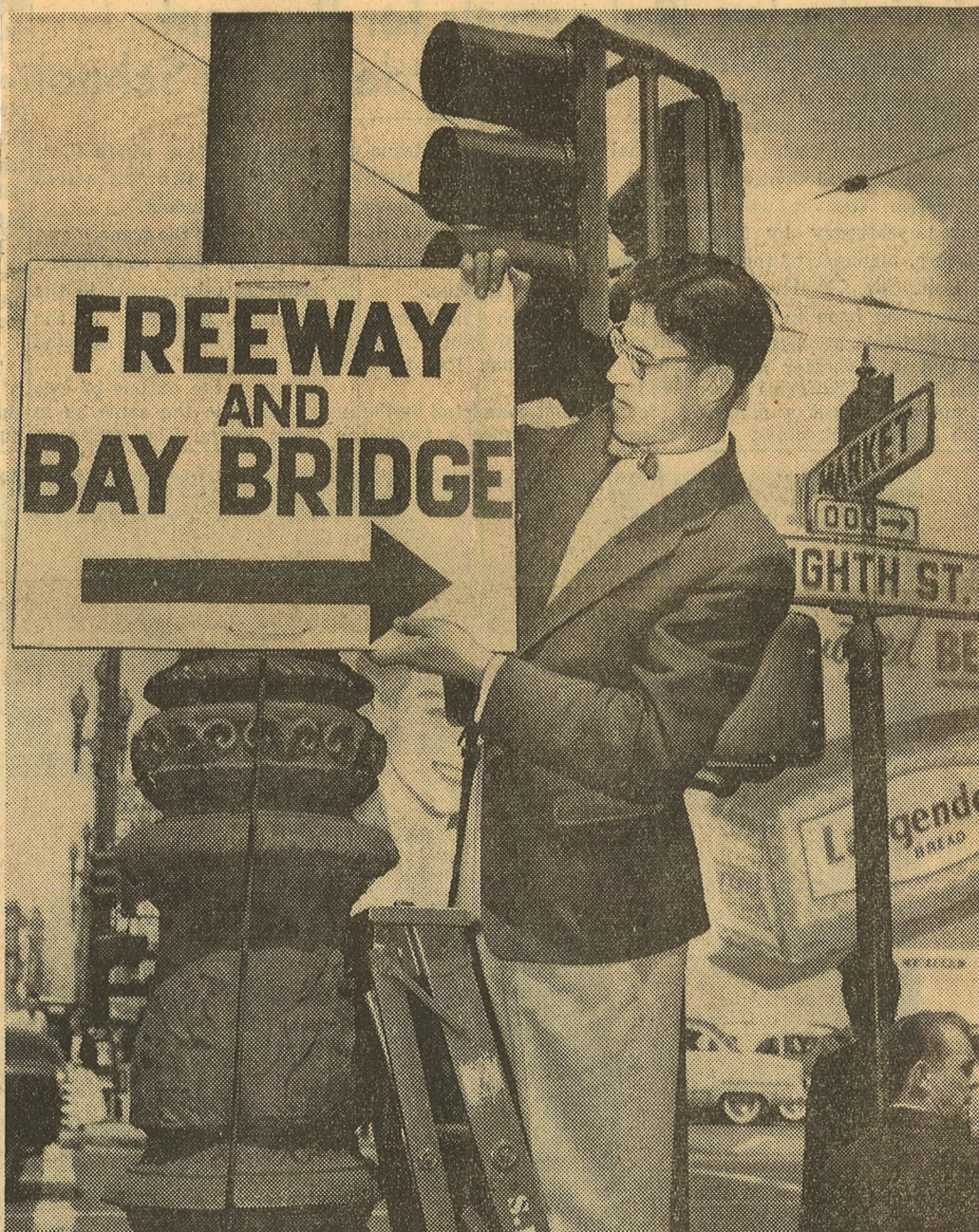
\$10,950

LOW, LOW DN. PAYMTS.

Excellent Location

RIGHT IN
SAN FRANCISCO

Standard Building Co.
2222 19th Ave. LO. 6-4422



HELP—William S. Nance, traffic engineering employe of San Francisco Works Department, posts new freeway directional signs at Eighth and Market Streets. It is one of several placed on Market. Background is "shocking chartreuse."