

Diamond Drill

Out of the Past

March 2, 1961

A talent with a paint brush, 12 years of knock around experience in a dozen different sign and lettering shops and an old cow barn, converted into a year around workshop, has launched a Crystal Falls young man, Ted Paulow, into what has all the markings of a substantial local industry. Paulow first became interested in the work while a high school student in Two Rivers, Wisconsin where he did artwork for posters and advertising for school functions. After graduating in 1948 he put his talents to good use in the various sign shops in northern Wisconsin. While serving with the Army (1951 -1953) he was assigned a job classification of draftsman creating signs and displays used as training aids. Paulow had vacationed in Crystal Falls for many years before he returned in the spring of 1959 and has lived with his parents in the Paulow family home located at 16 Marquette Avenue. He has renovated an ancient well-built cow barn situated to the rear of the Paulow home to serve as his business headquarters. His business has boomed since he ran an advertisement in the Popular Mechanics Magazine with a circulation of 1.3 million featuring cut-out letters.



**TED PAULOW**, shown at his drawing board in his workshop to the rear of the family home on lower Marquette avenue, has put 12 years of experience as an artist and sign painter into the creation of a small but expanding business. Paulow came to Crystal Falls to stay in 1959, and has since then earned a reputation as a top notch craftsman. Paulow started out his business

by contracting for local sign painting jobs, and has expanded his operation to a mail-order business, offering cut out hardboard and plywood letters for "do it yourself" sign designers, and hand cut and carved rustic signs, especially appropriate for cottages and resorts, but applicable by home owners, also.

(Drill Photo)

*Finest Quality*  
**at... lowest prices**

**Carved**

**PREPAID**  
 ANYWHERE IN THE U.S.A.

**Rustic SIGNS**

**REFLECTIVE**

**Script**

**for HOMES + COTTAGES + RESORTS**

**YOU NAME IT** as far as signs are concerned, and Ted Paulow, of Ted Paulow signs, can produce it for you. These are a few samples of a new line of rustic type carved signs that the Crystal Falls man is in the process of introducing as a mail order line. Circulars on the new product will be circulated widely in the mails, and the signs will be advertised in a national magazine. The signs are made of wood cut in various shapes and sizes, and range from less than an inch thick to over two. The lettering is cut into the block to customer order, and the sign is finished in one of several finishes, also to the specifications of the customer.