

"A TRIUMPH blind is the best you'll find"



Background for Enduring Beauty

Triumph
Flex-Metal Slats...Baked-On Enamel Finish
VENETIAN BLINDS

It Costs you NOTHING To Compare Our Low Prices, High Quality and Personal Service Before You Buy

TERMS TO FIT YOUR BUDGET

A phone call will bring a courteous, trained Venetian specialist to your home who will offer helpful suggestions on your requirements and give a free estimate.

Phone Today
2-6833

Satisfaction Guaranteed

THE NEW TRIUMPH VENETIANS - Removable Slats
Your favorite colors, self leveling hardware and many other features!
COMPLETE VENETIAN BLIND SUPPLIES & RENOVATING WINDOW SHADES - WINDOW SCREENS - WEATHERSTRIPPING

TRIUMPH MFG. CO. of Sacramento
Fast Service Retail - Wholesale 400 12th St.

VENETIAN BLINDS

FEATURING **MO-LITE VENETIAN BLINDS**

"Quality at Popular Prices"

STEEL • ALUMINUM • WOOD

CUSTOM MADE • CHOICE OF COLOR

TIME PAYMENTS

FREE ESTIMATES BY COURTEOUS REPRESENTATIVE

ALL BLINDS GUARANTEED

WINDOW SHADES & SCREENS

Call **5-7683**

SUPERIOR SHADE CO.
Successor to McRae-Slease Co.
2325-21st STREET 21st STREET & X

Venetian Blind Dealers--(Cont'd)

ARCADE INSULATION & MATERIALS
Auburn Blvd. N. Sacramento 9-3809

CAPITAL VENETIAN BLINDS

LEVOLOR—SELF-ADJUSTING VENETIAN BLINDS
NEW FLEXALUM INTERCHANGEABLE SLATS

Capital

"WHERE TO BUY THEM"
CAPITAL VENETIAN BLIND MFG CO
3510-44th 5-2995

CROWN VENETIAN BLINDS

The Luxurious Venetian Blind
"Styled for Tomorrow"

Crown

"WHERE TO BUY THEM"
RIVETT H W CO 2300 Broadway 5-2637

DURA-LUX BLIND CO 1219-2d 2-1275
ELLIS CO THE 2725 Stockton Blvd. 6-9992

FLEXALUM

The perfect venetian blind is made of Flexalum, the new flexible aluminum slat finished in rich plastic, advertised in leading magazines, guaranteed by Good House-keeping

Flexalum

"WHERE TO BUY THEM"
MANUFACTURERS

Capital Venetian Blind Mfg Co
3510-44th 5-2995
Sun-Stop Blind & Shade Co 2011 Q. 3-3951

DEALERS

Breuner John Co 604 K. 3-8061
Building Supply Co
24th St. Rd. & Sutterville Rd. 6-9688
Cohn Arthur L 3413 David Way 7-0735
Ellis Co The 2725 Stockton Blvd. 6-9992
Jackson Furniture Co 14th & K. 2-7604
Janak & Scurlfield 2980-35th. 6-3034
Lattins Inc 1519 Alhambra Blvd. 5-4825
Thompsons Home Furnishing 1209 J. 2-1424
Venetian Blind Laundry Ochsenr Bldg. 3-7461
Yancy Company 2116 K. 3-6518

Haney P B 1219-20th. 4-2762
HAYES HERB W 1817-17th. 4-6864
Janak & Scurlfield 2980-35th. 6-3034

METAL SEAL WEATHERSTRIP CO
1817-17th 4-6864
If no answer call 2-8991

MO-LITE VENETIAN BLINDS
Auburn Blvd. N. Sacramento 9-6212
(See Advertisement Opposite Page)

MOORE'S WINDOW & BLIND SUPPLY

CLOTH SHADES - WINDOW SCREENS
WEATHER STRIPPING
WINDOWS - WINDOW AWNINGS
STYLE-KING VENETIAN BLINDS

1219-2d 4-5545

RICKMAN-LEE CO 2031 Fulton Av. 9-2210
RIVETT H W CO 2300 Broadway 5-2637
Robin Anthony 523 U. 4-6395
SACTO WINDOW SHADE CO 1624 J. 3-5233
Sierra Window Shade Co 3125 Broadway 5-1080
(See Advertisement Opposite Page)

(Continued Next Page)

Everything possible is being done to furnish you the prompt and courteous service to which you've been accustomed. When there is a delay before you get the operator, remember that more people are placing more telephone calls than ever before.

Venetian Blind Dealers--(Cont'd)

SUNSET VENETIANS

"In the West, It's Sunset"
SNAP-OFF
Removable Slats

Unconditionally Guaranteed

"WHERE TO BUY THEM"
MANUFACTURER
Sunset-Venetian Co 762-100th Av Oakland
(Toll) Call "Operator" for . . . Lockhaven 8-1441

DISTRIBUTOR
Rapp Wm A & Co 618-20th 2-3677

DEALERS
Friedman M Paint Co Inc 1212 J. 3-3717
Jackson Furniture Co 14th & K. 2-7604

SUN-STOP BLIND & SHADE CO
2011 Q. 2-3951

SUN-STOP VENETIANS

MODERN AND PRACTICAL
Acme Steel, Port Orford
Cedar Wood Slats & Flexalum Slats - All Colors in Slats - Tapes & Cords

Sun Stop

"WHERE TO BUY THEM"
MANUFACTURER
Sun-Stop Blind & Shade Co 2011 Q. 2-3951

DEALERS
Breuner John Co 604 K. 3-8061
Building Supply Co
24th Rd & Sutterville Rd. 6-9688
Cohn Art 5570 Franklin Blvd. 7-1664
Ellis Company The 2725 Stockton Blvd. 6-9992
Jackson Furniture Co 14th & K. 2-7604
Janak & Scurlfield 2980-35th. 6-3034
Venetian Blind Laundry Ochsenr Bldg. 3-7461
Weinstock-Lubin & Co 12th & K. 3-6881
Yancy Company 2116 K. 3-6518

SUPERIOR SHADE CO 2325-21st. 5-7683
(See Advertisement Opposite Page)

TRIUMPH MFG CO OF SACRAMENTO
400-12th 2-6833
(See Advertisement Opposite Page)

Venetian Blind Laundry Ochsenr Bldg. 3-7461
(See Advertisement This Page)

ZETTERLUND'S SHADES & BLINDS
874-57th 6-0735

A thoughtful party-line user answers her telephone bell promptly . . . places her own calls accurately, so that they do not have to be placed again . . . does not monopolize the telephone at the inconvenience of others . . . teaches children, too, the little telephone kindnesses . . . and when her telephone is not in use, sees that it is hung up.

SHOP IN THE YELLOW PAGES

Whenever you want information about an article, a service or a certain business

LOOK IN THE
Classified
TELEPHONE SECTION

MO-LITE VENETIAN BLIND CO.
RT. 7, BOX 1068, AUBURN BLVD. - NORTH SACRAMENTO

THERE IS A DIFFERENCE

Check These Advantages

1. Low "Factory to You" Prices
2. Highest Quality Flexible Steel or Aluminum Slats
3. Guaranteed Fit
4. Free Estimates in Your Home
5. Terms If Desired
6. Over 15 Years Experience

Complete Renovating Service

RECORDING - RETAPING
REPAINTING - LAUNDERING
TED URBANI - TONY RUBIO



WE GIVE FREE ESTIMATES GLADLY

Phone
Sacramento 9-6212 . . . Day
4-6395 . . . Night

ALHAMBRA

VENETIAN BLINDS
MANUFACTURED TO ORDER

"FREE ESTIMATES"

CALL **2-6336**

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Alhambra Window Shade Service
1037 Broadway
HARRY L. PURCELL, Prop.

VENETIAN BLINDS
MADE TO ORDER - 3 Years To Pay on FHA

RETAPING - RECORDING
REPAIRING - REPAINTING

LAUNDERING
SALES & SERVICE
WINDOW SHADES

VENETIAN BLIND LAUNDRY
JACK P. MORGAN
Phone 3-7461 Res. 4-4389

VENETIAN BLINDS

AND

WINDOW SHADES
Made To Order
FOR HOME - OFFICE - STORE
FREE ESTIMATES

Dial **5-1080**

METAL WINDOW SCREENS

SIERRA
WINDOW SHADE CO.
3125 BROADWAY