

For those who... appreciate the finest

**VEL-RAY**

*Personalized*  
Every Blind a Perfect Fit

**VENETIANS**

With all up-to-date improvements. It costs you NOTHING to compare our LOW PRICES, High Quality and FAST Service before you buy.

**ROLLER SHADES TRVERSE RODS CORNICES, ETC.**

FOR COURTEOUS FREE ESTIMATES  
**400 - 12th St.**  
(12th & D)

Locally Manufactured and Sold Exclusively By  
**Johnie Sundseth**



COMPLETE VENETIAN BLIND SERVICE & SUPPLIES  
**John's Building Specialties**  
Dial Gilbert 2-6833  
LIBERAL TERMS

**VENETIAN BLINDS**

FEATURING

"Quality at Popular Prices"

**STEEL • ALUMINUM • WOOD**

CUSTOM MADE • CHOICE OF COLOR

TIME PAYMENTS

FREE ESTIMATES BY COURTEOUS REPRESENTATIVE

ALL BLINDS GUARANTEED

WINDOW SHADES

Hickory 9-5675 (Evenings Call Hillcrest 6-6264)

**SUPERIOR SHADE CO.**  
Corner of FLOYD STIMERS  
E. El Camino Ave. & Auburn Blvd.

**Venetian Blind Dealers—(Cont'd)**

HAYES HERB W 1817-17th.....HU dsn 4-6864  
Janak & Scurfield 2980-35th.....HI lbrt 5-3034  
JOHN'S BUILDING SPECIALTIES.....GI lbrt 2-6833  
400-12th (See Advertisement This Page)  
METAL SEAL WEATHERSTRIP CO  
Auburn Blvd.....HI ckry 9-5147  
MILBOURN & SONS WEATHER STRIP CO  
3904-21st Del Paso Hts.....HI ckry 9-5614

**MO-LITE SUPERIOR BLIND & SHADE CO**

VENETIAN BLINDS  
WINDOW SHADES  
Manufactured to Your Order

REPAIRING - RENOVATING  
Free Estimates - Guaranteed Work  
Reasonable Prices - Easy Payments  
Prompt, Courteous Service

Auburn Blvd N Sacto.....HI ckry 9-6212

**MO-LITE VENETIAN BLINDS**  
Auburn Blvd N Sacramento.....HI ckry 9-6212  
(See Advertisement Page 393)

**MOORE'S WINDOW & BLIND SUPPLY**

CLOTH SHADES  
VENETIAN BLINDS  
WINDOW SCREENS

Windows & Window Awnings

629 N 16th.....HU dsn 4-5545

RICKMAN-LEE CO 2031 Fulton Av.....HI ckry 9-2210  
RIVETT H W CO 2300 Broadway.....HI lbrt 5-2637  
(Continued Next Page)

**VENETIAN**

**BLINDS**

AND

**WINDOW SHADES**

Made To Order

FOR HOME - OFFICE - STORE

FREE ESTIMATES

**HI lcrest 5-1080**

METAL WINDOW SCREENS

**SIERRA**  
**WINDOW SHADE CO.**  
3125 BROADWAY

**Venetian Blind Dealers—(Cont'd)**

Rosebud Shops  
See Our Adv Under Upholsters.....GI lbrt 2-2447  
2017 J.....HI lbrt 5-3233  
**SACTO WINDOW SHADE CO**  
1624 J.....GI lbrt 3-5233  
**SENATOR VENETIAN BLIND CO**.....HI lbrt 5-6918  
5046 Perry Av (See Advertisement This Page)  
Sierra Window Shade Co  
3125 Broadway.....HI lbrt 5-1080  
(See Advertisement Page 392)

**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 616-20th.....GI lbrt 2-3677

DEALER  
Jackson Furniture Co 14th & K.....GI lbrt 2-7604

**SUN-STOP BLIND & SHADE CO**  
2011 Q.....GI lbrt 2-3951  
(Continued Next Page)

In these busy days when saving time is so important, more and more telephone users are following the thoughtful way of answering the telephone: "Harry Smith speaking." Such an introduction establishes identity, saves time and makes a good impression.

**ALHAMBRA**  
**VENETIAN BLINDS**  
MANUFACTURED TO ORDER

"FREE ESTIMATES"

**GILBERT 2-6336**

SHADES MADE TO ORDER  
Alhambra Window Shade Service  
1037 Broadway  
HARRY L. PURCELL, Prop.

Free Estimates



MATCHLESS BEAUTY  
**VENETIAN BLINDS**  
Steel - Aluminum  
Wood

- All Modern Features
- Quality at Low Cost
- Easy Terms
- Fast Service

Office  
Dial Gilbert 2-8991  
**Capital WEATHER STRIP CO.**  
"For Home Comfort & Economy"  
1224 I ST.

Res.  
Hickory 9-5440

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

WE GIVE FREE ESTIMATES GLADLY

Phone Sacramento  
**HI ckory 9-6212 . . . Day**  
**HU dson 4-6395 . . . Night**



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TED URBANI - TONY RUBIO

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

NEW-IMPROVED  
DE LUXE  
**TRIUMPH**  
FINEST QUALITY  
FLEXIBLE METAL  
**VENETIAN BLINDS**

5 DAY SERVICE  
FREE ESTIMATES

Fully Guaranteed

TAILORED TO FIT YOUR WINDOWS  
3 Years to Pay on F.H.A.

Exclusive Distributors of **TRIUMPH VENETIAN BLINDS** **HI lcrest 5-6918**

If Costs You NOTHING to Compare Our Low Prices, High Quality and Personal Service Before You Buy

RENOVATION INSULATION WEATHER STRIPPING  
VENETIAN SUPPLIES ROLLER SHADES

RESIDENTIAL COMMERCIAL

**SENATOR VENETIAN BLIND CO.**  
Dan Campbell  
5046 PERRY AVE.

Bob Sparre  
SACRAMENTO