

Manufacturer of the Nationally Known

# LEVOLOR

ALL METAL BLIND COLORED IN PERMANENT PLASTIC  
14 BEAUTIFUL COLORS TO CHOOSE FROM

- CHIP PROOF
- STAIN PROOF
- EASY TO KEEP CLEAN
- SELF ADJUSTING

Custom Made to Fit Your Windows  
Traverse Rods - Cornices  
Guaranteed Workmanship  
Free Estimates



Phone  
**HILLCREST 6-4440**

**DURA-LUX BLIND CO.**  
2331 S AT 24TH ST. SACRAMENTO

- Modern Scientific Method
- Fast Service
- Pick-Up & Delivery
- Liberal Cash & Carry Discounts

# VENETIAN

# BLINDS

AND

## WINDOW SHADES

Made To Order  
FOR HOME - OFFICE - STORE  
FREE ESTIMATES

Hillcrest 5-1080

METAL WINDOW SCREENS

# SIERRA

## WINDOW SHADE CO.

3125 BROADWAY

# Venetian Blinds

CLOTH SHADES  
CUSTOM MADE  
IN  
SACRAMENTO

Window Screens  
Weather Stripping

Phone  
**Hudson 4-5545**

Free Estimates

# Moore's

## WINDOW AND BLIND SUPPLY

229 W

### Venetian Blind Dealers & Mfrs—Retail—(Cont'd)

#### SUN-STOP VENETIANS

MODERN AND PRACTICAL  
Acne Steel, Port Orford  
Cedar Wood Slats &  
Platinum Slats - All  
Colors in Slats - Tapes & Cards  
Plastic Tapes - Removable Slats



"WHERE TO BUY THEM"

#### MANUFACTURER

Sun-Stop Blind & Shade Co  
2011 Q.....HU dsn 4-8539

#### DEALERS

Bowman & Long Furniture & Interiors  
5501 Freepost Blvd.....HI lcrst 7-6543  
Breuner John Co 604 K.....GI lbrt 3-8061  
Carmichael Paint Supplies  
Fair Oaks Blvd.....IV nhoe 9-1632  
Chase & Smith 1316 K.....HU dsn 4-3117  
Elders Drapery Studio 1827 J.....GI lbrt 2-0635  
Hale Brothers 9th & K.....GI lbrt 2-7871  
Jackson's Furniture Co  
14th & K.....GI lbrt 2-7604  
Janak & Scurlfield 2980-35th.....HI lcrst 6-3034  
Kriger W R & Co.....GI lbrt 2-3677  
200 E El Camino Av N Sacto.....HI ckr 9-3356  
Yancey Company 2116 K.....HI lbrt 3-6518

#### ZETTERLUND'S SHADES & BLINDS

874-57th.....HI lcrst 6-0735

### Venetian Blind Mfrs—Wholesale

Capital Venetian Blind Mart  
3116 Stockton Blvd.....HI lcrst 5-2995  
DURA-LUX BLIND CO 2331 S.....HI lcrst 6-4440  
SUN-STOP BLIND & SHADE CO  
2011 Q.....HU dsn 4-8539

### Venetian Blind Renovating

#### CAPITAL VENETIAN BLIND MART

3116 Stockton Blvd.....HI lcrst 5-2995  
DURA-LUX BLIND CO 2331 S.....HI lcrst 6-4440  
John's Building Specialties  
400-12th.....HU dsn 4-9359  
(See Advertisement Page 407)

#### MO-LITE VENETIAN BLINDS

See Adv Under Venetian Blind Dir & Mfr-Rtl  
Auburn Blvd N Sacramento.....HI ckr 9-6212  
Rapp Wm A & Co 616-20th.....GI lbrt 2-3677  
(See Advertisement Page 406)

#### SUN-STOP BLIND & SHADE CO

2011 Q.....HU dsn 4-8539

### Venetian Blind Supplies—Wholesale

#### NORTHWESTERN VENETIAN BLIND SUPPLY CORP

Flexible Metal Slats  
1216-24th Oakland  
(Toll) Call "Operator" for.....Templebar 2-5642  
SUN-STOP BLIND & SHADE CO  
2011 Q.....HU dsn 4-8539

### Ventilating Contractors

See Contractors—Heating & Ventilating

### Ventilating Equipment

Buffalo Forge Co Central Tower Bldg S F  
(Toll) Call "Operator" for.....Sutter 1-1014

### Veterinarians

Anderson A C 4227 Freepost Blvd.....HI lcrst 6-9953  
Bell Lebad J  
Practice Limited To Farm Animals  
Marconi Av.....IV nhoe 9-3887  
If no answer call.....GI lbrt 3-7461  
California Pet Clinic 1511-21st.....GI lbrt 2-3414  
Capitol Pet Hospital 2647 Stkn Blvd.....HI lcrst 6-1467  
Frater R B  
Practice Limited To Farm Animals  
2601 Patton Wy.....HU dsn 4-2722  
Gidley Joseph L 2647 Stockton Blvd.....HI lcrst 6-1467  
Goulding Robert C  
Practice Limited To Farm Animals  
1812 J.....GI lbrt 2-3003  
(Continued Next Page)

The Yellow pages save you time.

### Veterinarians—(Cont'd)

Hauge Ronald T  
Route 7 Box 1224  
Auburn Blvd.....HI ckr 9-1223  
Lee Phillip A 2647 Stockton Blvd.....HI lcrst 6-1467  
Lewis Robt F 5701 H.....HI lcrst 5-1819  
Nelson Geo W I  
Practice Limited to Dogs-Cats-Pets  
1234 N Wilson Wy Stockton  
(Toll) Call "Operator" for.....Stockton 3-1234  
North Sacto Dog & Cat Hospital  
Small Animals Only  
924 Del Paso Blvd  
N Sacramento.....HI ckr 9-2107  
Payen Ernestine K  
Small Animals  
¼ Mile East of Subway  
Folsom Blvd.....HI lcrst 6-5346  
Payen Louis J  
Ranch Animals  
¼ Mile East of Subway  
Folsom Blvd.....HI lcrst 6-5346  
Sepponen Carl M 5701 H.....HI lcrst 5-1819  
Stacy J E 1511-21st.....GI lbrt 2-3414  
Sucher Harry V 6001 Eastern Av.....HI lcrst 7-0726  
If no answer call.....GI lbrt 3-7461  
Warkentin C C  
Large & Small Animals  
Corner Fair Oaks Blvd & New York Av  
New York Av Fair Oaks  
(Toll) Call "Operator" for.....Fair Oaks 46-W

### Veterinarians' Supplies

Coast Creamery Equipment Co  
701-12th.....GI lbrt 3-7277  
ELCO VETERINARY SUPPLY OF SACTO  
1703 J.....GI lbrt 3-0234  
Florin Hardware Florin.....HI lcrst 6-0942  
GEORGE SALES CO 2326 Bony.....HI lcrst 5-6413  
WESTERN VETERINARY SUPPLY INC  
1413-18th.....HU dsn 1-0943

### Veterinary Hospitals

Auburn Blvd Veterinary Hospital  
Between Watt & Fulton On  
Auburn Blvd.....HI ckr 9-1223  
Brighton Animal Hospital  
Ernestine Payen & L J Payen  
¼ Mile East of Subway  
Folsom Blvd.....HI lcrst 6-5346  
California Pet Clinic  
Dr J E Stacy Veterinarian  
1511-21st.....GI lbrt 2-3414  
Capitol Pet Hospital  
2647 Stockton Blvd.....HI lcrst 6-1467  
Land Park Veterinary Hospital  
4227 Freepost Blvd.....HI lcrst 6-9953  
Nelson Geo W I  
1234 N Wilson Wy Stockton  
(Toll) Call "Operator" for.....Stockton 3-1234  
North Sacto Dog & Cat Hospital  
924 Del Paso Blvd  
N Sacramento.....HI ckr 9-2107  
Sacto Animal Hospital  
R F Lewis DVM-C M Sepponen DVM  
5701 H.....HI lcrst 5-1819  
Sucher Harry V  
Out East End Of J Street  
6001 Eastern Av.....HI lcrst 7-0726  
If no answer call.....GI lbrt 3-7461  
Warkentin C C  
Large & Small Animals  
Corner Fair Oaks Blvd & New York Av  
New York Av Fair Oaks  
(Toll) Call "Operator" for.....Fair Oaks 46-W

### Vinegar

Karo Products  
Wine-Distilled & Cider Vinegars  
2116-19th.....GI lbrt 2-6224

### Vineyard Equipment & Supplies

See Specific Kinds, i.e., Farm Equipment & Supplies;  
Insecticides Hdgs; Orchard Equipment & Supplies;  
Spraying Equipment; Etc

### Vises—See Tools Headings

### Visible Record Systems

See Filing Equipment & Supplies; Also Indexing  
Systems & Supplies

### Visual Education Equipment & Supplies

Audio-Visual Supply Company Inc  
2505 Camborn Wy.....IV nhoe 9-6576

### Vitamin Products—Distributors

#### NUTRILITE FOOD SUPPLEMENT

More than just "vitamins!" NUTRILITE is the only vitamin-mineral food supplement with the exclusive NUTRILITE natural plant-base. Never sold in stores. Available only through NUTRILITE Distributors.



"WHERE TO CALL"

FIELDS ROBT W  
4421 Fkin Blvd.....HI lcrst 5-1052

### Vocal Instruction

See Music Instruction—Vocal

### Wall Board

FRIEND & TERRY LUMBER CO  
1920 Front.....GI lbrt 3-9091  
PACIFIC COAST AGGREGATES INC  
16th & A.....GI lbrt 3-6586

### Wall Coverings

See Specific Kinds, i.e., Canvas Products;  
Wallpaper Headings; Linoleum Headings

### Wallpaper—Dealers

BOYSEN WALTER CO 2400 J.....HU dsn 4-8261  
DU POINT PAINT SERVICE STORE  
1723 L.....GI lbrt 3-9089  
1323 J.....GI lbrt 3-7493  
DUTCH BOY PAINT STORE  
FRIEDMAN M PAINT CO INC  
1212 J.....GI lbrt 3-3717  
Fruitridge Wallpaper & Paints  
56538 58th Blvd.....HI lcrst 7-3963  
FULLER W F & CO 1013-12th.....GI lbrt 2-1061

### GENERAL PAINT CORP

SACRAMENTO'S  
LIBRARY OF WALLPAPER  
Distributors of the National  
Advertised "Old Favorites"  
UNITED & BIRGE WALLPAPERS  
Plus  
EXCEPTIONALLY FINE HANDPRINTS  
1301 J.....GI lbrt 3-7201

### GOOD NEIGHBOR PAINT CO

WHOLESALE & RETAILERS  
ENTERPRISE WALLPAPERS  
EXCLUSIVE PATTERNS  
1233 J.....GI lbrt 2-6222

### IMPERIAL WASHABLE WALLPAPERS

IMPERIAL  
WALLPAPERS  
Are Color-Locked  
and Guaranteed for  
3 Years - Sturdy for  
Conservative and  
Modern Decorative  
Living



"WHERE TO BUY IT"

### DISTRIBUTOR

FRIEDMAN M PAINT CO INC  
1212 J.....GI lbrt 3-3717

### DEALERS

MASON & DUBEY PAINT STORES  
1225 J.....HU dsn 4-9348  
2049 Fulton Av N Sacto.....IV nhoe 9-1398

### KUNST BROS 1318 J.....GI lbrt 2-4681

LANE CALDER

Sacramento's Largest Selection of  
BEAUTIFUL WALLPAPER  
Thousands of Nu-Hue Colors  
in Martin Senour Paint  
Free Color Consultant Service  
8520 H.....HI lcrst 6-8536

Mason & DubeY Paint Stores 1225 J.....HU dsn 4-9348

### Wallpaper—Dealers—(Cont'd)

#### PITTSBURGH PLATE GLASS CO

Wholesalers and Retailers of  
UNITED WALLPAPERS  
Dorothy Liebes Weaves, Style Album and  
Salon Selections, DDT Treated Papers,  
Scenics and Screen Prints  
1131 J.....GI lbrt 2-3673

### REIS MILDROD WALLPAPER

"EXCLUSIVE WALLPAPERS"  
IMPORTS - HAND PRINTS  
Scenics - Hand Painted Murels  
1414 Broadway.....HU dsn 4-6875

### SACTO WALLPAPER & PAINT CO

2324 L.....GI lbrt 3-7614

### SHERWIN-WILLIAMS PAINT CO

Style Perfect & Park Ave. Wallpapers  
A COMPLETE SELECTION  
IN STOCK  
Our Color Consultant Will Come to  
Your Home Without Obligation  
1024 J.....GI lbrt 3-9056

Throne A E 1014-18th.....GI lbrt 2-0686  
TRICKEY M W PAINT CO 1716 L.....HU dsn 4-9376  
Trimble's Paints & Unfinished Furniture  
631 Fulton Av.....IV nhoe 9-4369  
Village Paint & Art Shop  
Fulton & Marconi.....IV nhoe 9-4886

### WILKINS RAY PAINT STORES

Visit Our Modern Wallpaper Salon  
EXCLUSIVE  
IMPORTS - SCENICS - BLOCKS  
Wallpaper Steamers - Rented  
2623 J.....HU dsn 4-6639  
2202 Del Paso Blvd.....HI ckr 9-4487

### Wallpaper—Wholesale & Mfrs

GENERAL PAINT CORP 1301 J.....GI lbrt 3-7201  
National Lead Company 1323 J.....GI lbrt 3-7493  
TRICKEY M W PAINT CO 1716 L.....HU dsn 4-9376

### War Surplus Merchandise

See Salvage & Surplus Merchandise

### Warehouses—Private

Olson's Warehouse W Sacramento.....GI lbrt 2-2716  
2975-35th.....GI lbrt 3-3754  
Purity Stores Ltd Westgate Rd.....GI lbrt 3-3754  
Sacto Appliance Co Whsele 501 I.....HU dsn 4-8535

### Warehouses—Public

#### AERO MAYFLOWER WAREHOUSE & MOVING SERVICE

AMERICA'S FINEST  
Statewide & Nationwide  
MOVING SERVICE  
Covering All 48 States By  
Through Vans



"SERVICE RENDERED BY"

#### LAWRENCE WAREHOUSE 1930 J GI lbrt 2-0735

#### BOONE'S TRANSFER & STORAGE CO

2975-35th.....GI lbrt 3-6576  
Globe Transfer & Warehouse Co  
Front & N.....GI lbrt 2-1873  
Hastlett Warehouse Co W Sacramento.....GI lbrt 2-1873  
(Continued Next Page)

Unless you wait for the steady humming sound of the dial tone, the equipment cannot put through your call. Please wait for the dial tone before you start to dial.