

● **WINDOW SHADES**
● **VENETIAN BLINDS**

Made to Order
Repaired
Estimates Given

HI lcrest 6-0735

ZETTERLUND'S

Established 1923
874 - 57th St.

ALHAMBRA WINDOW SHADES

MADE TO ORDER
REPAIRED - REVERSED
VENETIAN BLINDS

Free Estimates
GI lbert 2-6336

Alhambra Window Shade Service
1037 BROADWAY
Harry L. Purcell, Prop.

WINDOW SHADES
ALL KINDS MADE TO ORDER

Fast Service



Venetian Blinds Droopies Linoleum Screens
Hudson 4-9359 Free Estimates

John's Building Specialties
400-12th Street (12th & D)

WINDOW SHADES

Washable
COLORS & DESIGNS
VENETIAN BLINDS
CUSTOM BUILT

MOORE'S
Window & Blind Supply

Free Estimates
Hudson 4-5545
229 W. St.

Window Shades-Retail-(Cont'd)

Rapp Wm A & Co 616-20th..... GI lbrt 2-3677
RIVETT H W CO 2300 Broadway..... HI lcrst 5-2637
Saco Window Shade Co 1624 J..... GI lbrt 3-2633
SIERRA WINDOW SHADE CO
5125 Broadway..... HI lcrst 5-1080
(See Advertisement Page 461)

SUN-STOP BLIND & SHADE CO
2011 Q..... HU dsn 4-8539
Superior Shade Co
Auburn Blvd N Sacto..... HI ckr 9-6212
Zetterlund's Shades & Blinds..... HI lcrst 6-0735
874-57th..... (See Advertisement This Page)

Window Shades-Whsle & Mfrs

SUN-STOP BLIND & SHADE CO
2011 Q..... HU dsn 4-8539
Volker William & Co 521 N 10th..... GI lbrt 2-9021

Windows-Metal

AMERICAN BLDG MATERIALS CO
SOULE STEEL WINDOWS
REYNOLDS ALUMINUM WINDOWS
2701 Stockton Blvd..... HI lcrst 6-3858

BLOMBERG'S

Getins Modular Steel Sash
Over 100 Modular Shapes & Sizes in Stock
We Specialize in Custom Made Sash
Sliding Glass Doors

5675 Fresnopt Blvd..... HU ntr 4-2803

CAIN T E

Since 1912
TRUSCON STEEL WINDOWS
TRUSCON STEEL DOORS
"The World's Finest!"
No Rattle - Warping - or Rottin'
"CAIN IS ABL!"

2416 J..... HU dsn 4-8225

CECO STEEL WINDOWS--

DISTRIBUTOR
PACIFIC COAST AGGREGATES INC
16th & A..... GI lbrt 3-6586

DEALER
DEL PASO GLASS CO
1019 Del Paso Blvd N Sacto..... HI ckr 9-4296

Fenestra Products Co 1829-22d..... HI lcrst 7-5781

FENESTRA STEEL WINDOWS--

BRANCH OFFICE
DETROIT STEEL PRODUCTS CO
1331 T..... GI lbrt 3-1576

DEALER
FRIEND & TERRY LUMBER CO
1920 Front..... GI lbrt 3-9091

HOKANSON BUILDING BLOCKS
Power Int. Rd..... HI lcrst 5-5625

KYLE & COMPANY 348 N Harrison Stockton
(Toll) Call "Operator" for..... Stockton 4-8741

Metal Windows

STEEL AND ALUMINUM WINDOWS ALL SIZES

• RUSTPROOF • TAMPER PROOF
• RATTLE FREE • WEATHER TIGHT

GI lbert 2-1288
Universal Mirror & Glass Co.
1610 J Ber. 16th & 17 Ss.

Windows-Metal-(Cont'd)

MILLWORK MART INC
1730 Alhambra Blvd..... HI lcrst 7-0441

OLYMPIC STEEL WINDOWS--
UNIVERSAL MIRROR & GLASS CO
1610 J..... GI lbrt 2-1288

Sunlight Pacific Inc 33 W 10th Santa Rosa
(Toll) Call "Operator" for..... Santa Rosa 117

TIMM ALUMINUM WINDOWS--
UNIVERSAL MIRROR & GLASS CO
1610 J..... GI lbrt 2-1288

TRIM-SET STEEL WINDOWS

"TRIM-SET" Are All Metal Windows That "COST NO MORE THAN WOOD" A Complete Package Including Frame, Sill, Trim, Glass & Hardware For All Types of Residential Construction

THE SUPERIOR METAL WINDOW

"WHERE TO BUY THEM"

PIONEER STEEL & SUPPLY CO
1215 North B..... HU dsn 4-8265

UNIVERSAL CORP

SEALUXE
Aluminum Windows and Building Accessories

C. A. McKellips F. K. Pinney, Inc.
Ochsner Bldg..... HU dsn 4-5646

Universal Mirror & Glass Co 1610 J..... GI lbrt 2-1288
(See Advertisement This Page)

Windows-Wooden

R O W REMOVABLE WINDOWS

Sash slides in spring-tensioned metal guides. No weights or pulleys. Fully weatherstripped. Won't leak, stick or rattle. Complete Window Comfort. "Roth Both Sides Inseor"

4400 R..... HU dsn 4-8277

"WHERE TO BUY IT"

WHOLESALE ONLY
Calif Builders Supply Co
1905-19th..... GI lbrt 2-0788

Wineries

FRASINETT'S WINERY Florin..... HI lcrst 5-1731

HILLS WINERY
Paul Kershaw Jr-Owner
Folsom Blvd..... HI lcrst 6-1702

Wines-Retail

A & J Liquor Store 1315-4th..... GI lbrt 2-9494
C & B Liquor Store
Free Delivery Service..... HI lcrst 5-2646

Frasinetti's Cocktail Lounge
4217 Stockton Blvd..... HI lcrst 5-9912

Wines-Whsle

ALMADEN-MADRONE WINES--
STERLING BRANDS 1800-22d..... HI lcrst 6-3845

ARGONAUT LIQUOR CO INC

DISTRIBUTORS OF:
Christian Brothers - Italian Swiss Colony
517 L..... GI lbrt 2-2933

Bell Distributing Co 1527 North C..... GI lbrt 2-4913

CAL-HI BEVERAGE CO

FAVAMOUS GALLO WINES
BERINGER BROS WINES
Rainier Krausen Beer - Ale - Stout
Windland's Beer & Ale
Van Merritt Beer
Warehouse 600 ft. So. of Tower Bridge
W Sacramento..... GI lbrt 3-4081
Dr..... GI lbrt 3-2294

(Continued Next Page)

Wines-Whsle-(Cont'd)

CAPITAL CIGAR & LIQUOR CO

Exclusive Distributors for
Virginia Dare & Gerratt's Wines
Honeywood Wines
IVC & Gerratt's Griginolino
Fountain Grove Wines
Biceglie Bros. Wine Co.

320 J..... GI lbrt 3-3761

CONCANNON WINES--
BEACON DISTRIBUTING CO
1401 North C..... GI lbrt 3-2506

DI NAPOLI BROS

Distributors of
San Josep & Di Napoli Brands
Table - Dessert Wines - Vermont - Champagne
2250 Harbor Blvd W Sacto..... GI lbrt 2-0855

ELEVEN CELLARS--
BEACON DISTRIBUTING CO
1401 North C..... GI lbrt 3-2506

Keating James P Co
Guld Wines
3609 E..... GI lbrt 2-1093

PAUL MASSON WINES & CHAMPAGNES--
BEACON DISTRIBUTING CO
1401 North C..... GI lbrt 3-2506

PETRI WINES--
WIRTS DISTRIBUTING CO
917-29th..... GI lbrt 3-4994

RAINBOW LIQUOR COMPANY INC
400 R..... HU dsn 4-8277

ROMA WINES--
SOLIGAN DISTRIBUTING CO
2910 N..... HI lcrst 5-3722

SACCANI DISTRIBUTING CO

Garden Deluxe Wines
Saccani Wines
Parma Wines
& Burgermeister Beer

2600-5th..... HU dsn 1-0213

SOLIGAN DISTRIBUTING CO

ROMA WINES
CRESTA BLANCA WINES
PONY EXPRESS WINES
Gibsons Famous Berry Wines
Vermouths - Champagne

2910 N..... HI lcrst 5-3722

WEINTE BROS WINES--
BEACON DISTRIBUTING CO
1401 North C..... GI lbrt 3-2506

WIRTS DISTRIBUTING CO

Distributors of
PETRI WINES
SPARKLING BURGUNDY
AND CHAMPAGNES
ANGELO PETRI SIGNATURE WINES

917-29th..... GI lbrt 3-4994

Wiping Rags-See Rags

Sacto Wire Wks 1811-10th..... GI lbrt 2-5361

Wine

Please distinguish between the black letter "O" and the red numeral "0" (zero) when dialing. Be sure to bring your finger all the way around to the finger stop for each letter or digit and then release the dial without forcing or retarding its return.

Wire Cloth

INDUSTRIAL WIRE PRODUCTS CORP

E. & POTTER
Mfrs. & Distrib. of
WIRE & WIRE PRODUCTS
WIRE CLOTH
All Meshes - All Weaves - All Metals
Specialty Manufacturers - Sale Ties

2417-17th St Francisco
(Toll) Call "Operator" for..... Underhill 1-3005

YANCEY COMPANY 2116 K..... GI lbrt 3-6518

Wire-Electric

See Electric Equipment Headings; also Electric Supplies Headings

Wire Netting

PACIFIC COAST AGGREGATES INC
16th & A..... GI lbrt 3-6586

Wire Products

BAKER & HAMILTON 1213 Front..... HU dsn 1-0155

KYLE & COMPANY 348 N Harrison Stockton
(Toll) Call "Operator" for..... Stockton 4-8741

LARKIN SPECIALTY MFG CO

Since 1912
AUTOMATIC FORMING OF
CLIPS - RINGS - HOOKS
LINKS - CLASPS - SPRINGS
From Round Wire to Ribbon Stock
288-1st St Francisco
(Toll) Call "Operator" for..... Sutter 1-8497

Wire Resistance

See Electric Equipment Headings; also Electric Supplies Headings

Wire Rope

BARNETT FRED E COMPANY
Columbia Tiger Brand
1121 E Bassettlaw Av N Sacto..... HI ckr 9-0265

BETHLEHEM WIRE ROPE--
PIONEER STEEL & SUPPLY CO
1215 North B..... HU dsn 4-8265

Broderick & Bascom Rope Co
607 Blackwood N Sacto..... HI ckr 9-7369

EDWARDS WIRE ROPE--
REPUBLIC SUPPLY CO OF CALIF
1331 T..... HU dsn 4-2807

GUNTERT & ZIMMERMAN
Lindsay & Monroe Stockton
(Toll) Call "Operator" for..... Stockton 4-8713

KYLE & COMPANY 348 N Harrison Stockton
(Toll) Call "Operator" for..... Stockton 4-8741

MACWHYTE WIRE ROPE--
WESTERN INDUSTRIAL SUPPLY CO
Logging-Fittings-Clackers-Arch Lines
905 G..... GI lbrt 2-7264

NATIONAL STEEL & EQUIPMENT CO
2980 Auburn Blvd N Sacto..... HI ckr 9-3539

SCOTT EQUIPMENT CO
16th & American River..... HI ckr 9-8551

STOCKTON IRON WORKS
Harrison & Lindsay Stockton
(Toll) Call "Operator" for..... Stockton 7-7091

Union Wire Rope Corp
903 Del Paso Blvd..... HI ckr 9-5124

UNION WIRE ROPES--
MOORE EQUIPMENT CO INC
903 Del Paso Bl..... HI ckr 9-2775

UNION WIRE ROPE CORP
903 Del Paso Blvd..... HI ckr 9-5124

WICKWIRE ROPE--
CAPITAL MACHINE & WELDING WORKS
83 N 17th..... GI lbrt 3-2556

Reasonable use, prompt answering, thoughtfulness of others, are helpful to all party line users. Telephone neighbors appreciate such teamwork.

Women's Coats & Suits-Whsle
Nadler Herman S 4121 Franklin Blvd. HI lcrst 7-8752

Women's Wearing Apparel-Retail

ANITA SHOPS 1002 K..... GI lbrt 2-3323

ARCEGA'S DRESS SHOP
3245 Folsom Blvd..... HI lcrst 5-0196

ARLEN FASHION SHOP
In Arcadia
"Everything For The Junior Miss To Mrs"
Open Evenings 7 To 9 PM Except Saturdays
546 La Sierra Dr..... IV nhe 9-0533

ARLEN'S

COATS - SUITS - DRESSES
SPORTSWEAR & LINGERIE
(Convenient Budget Terms)
700 K..... GI lbrt 3-4472

BENIOFF GEORGE FURS 1106 K..... GI lbrt 2-4476

BERNARD'S WOMEN'S APPAREL

Complete Selections
Junior - Regular & Half-Sizes
COATS - SUITS - DRESSES
LINGERIE & SPORTSWEAR

ORIGAL SALON
Phone or Write for Evening Appointment
Charge Act'l - Layaways - Cash Checks
814 J..... HU dsn 4-6102

Beverly Mason Dress Shop East Sacramento
3720 J..... HI lcrst 6-7268

Beverly Mason Dress Shop Town & Country Village
2634 El Paseo Ln..... IV nhe 9-5917

BON MARCHÉ 11th & K..... GI lbrt 3-6551

California Apparel Shops 3440-3d Av. HI lcrst 6-3873

Career Girl 1027 K..... GI lbrt 3-3282

CASUAL CORNER Fulton & Marconi IV nhe 9-9772

CASUAL CORNER
2231 Riverside Blvd..... HU dsn 4-7404

CASUAL CORNER
5679 Stockton Blvd..... HI lcrst 7-4512

CREST FASHIONS

COATS - SUITS - DRESSES
Formal and Bridal Salon Downstairs
Layaway - Charge - Budget Terms
1025 K..... HU dsn 4-9914

EASTERN THE
Convenient Budget Terms
1114 J..... GI lbrt 2-7641

Ellis's Ladies Apparel Shop 1012-9th..... GI lbrt 3-5319

El Mercado Dress Shop 3248 J..... HI lcrst 1-2013

Eugene's Women's Apparel
1948 N Fair Oaks Blvd Carmichael. IV nhe 9-3989

FEDERATED STORES 2949-35th..... HI lcrst 6-1392

Francesa Fashion Shop K & 13th..... GI lbrt 3-3721

GOOD WEAR STORE
Ready To Wear For Entire Family
516 K..... GI lbrt 3-8992

Grayson's 918 K..... GI lbrt 2-3687

HOUSE OF NINE
Size 9 Only
910-9th..... HI lbrt 3-0191

Kneeland's 918-9th..... HU dsn 4-2741

Kotton Korral
Fruitridge Manor Shopping Center
5671 Stockton Blvd..... HI lcrst 7-3845

Lawrence's 5121 Fresnopt Blvd..... HI lcrst 5-1931

Lerner Shops 806 K..... GI lbrt 3-4282

LEWIS'S WOMEN'S APPAREL 906 J. GI lbrt 3-0219

Madame's Dress Shop 1005 10th..... GI lbrt 3-3545

MAGNIN JOSEPH C INC 933 K..... GI lbrt 3-2561

Town & Country Shop
Fulton & Marconi Av..... IV nhe 9-3605

Mary Ann Shop 1006-11th..... HU dsn 4-3709

Mary & Lucy's Dress Shop
Mary Vargas-Owner
Covered Buttons & Belts Our Specialty
2921 J..... GI lbrt 3-5239

Merriman Dress Shop
1014 Cantalier N Sacto..... HI ckr 9-6581

Miles N Miles 1984 Fulton Av..... IV nhe 9-1350

MODE D'DAY 1012-10th..... GI lbrt 2-7041

Mystique 1509 Del Paso Blvd N Sacto..... HI ckr 9-0840

Naoma's Dress Shop
4774 Franklin Blvd..... HI lcrst 6-6767

Nauna Buck 1026 Alhambra Blvd..... GI lbrt 2-8679

OAK PARK FASHION SHOP
2518-35th..... HI lcrst 7-5757

PARIS SHOP
Coats-Suits-Dresses-Formals
913 K..... GI lbrt 2-1581

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