

El Rey

"KING OF THE BLINDS"



Venetian BLINDS

RUST PROOF - BAKED ENAMEL
Aluminum or Steel

FACTORY-TO-YOU
1455 BUSH STREET
NEAR VAN NESS AVENUE

FREE ESTIMATES
ORdway
3-6784

VENETIAN BLIND DOCTOR

Venetian Blinds Tailored to Fit Your Windows
Manufacturer - Retail - Wholesale

HOME - COMMERCIAL

FREE ESTIMATES
REPAIRING

TAPE & CORD
RENOVATING

OLD BLINDS MADE
LIKE NEW

CORNICES
MADE TO ORDER

All Work & Materials
Guaranteed



PICKED UP AND RE-HUNG AT YOUR CONVENIENCE

741 TEHAMA ST.
MArket 1-5614

Venetian Blind Dealers- (Cont'd)

AMBASSADOR VENETIANS

THE FINEST THAT MONEY CAN BUY

"WHERE TO BUY THEM"

CHINA TOWN DISTRICT
TI Sun Co 1005 Grant Av. CH ina-5-1940

DOWNTOWN DISTRICT
Dehn E C & Co Hearst Bldg. GA rfd-1-0562
Hale Bros 867 Market. SU tter-1-8000

EUREKA VALLEY DISTRICT
Demers Dan 4805-19th. HE mlock-1-0903

MARINA DISTRICT
Marina Venetian Blind Co
2214 Lombard. WA lnut-1-2829

MISSION DISTRICT
Apex Venetian Blind Service Co
1567 Valencia. MI ssn-7-5897
Davis John R 3248-22d. MI ssn-7-7971
Hale Bros 2558 Mission. MI ssn-7-4890
Lachman Bros Mission & 16th. HE mlock-1-3300
Uneda Shade Co 155 Church. MA rket-1-7293

POLK DISTRICT
Bellach Furniture Co
1540 California. OR dway-3-4554

POTRERO DISTRICT
Gunn Carle & Co 20 Potrero. UN drhil-1-5480

RICHMOND DISTRICT
McCarrick's Drapery & Upholstery Shop
5025 Geary Blvd. SK yline-1-0721

SUNSET DISTRICT
Sunset Furniture Co
1300 Noriega. SE abright-1-1644

WESTERN ADDITION DISTRICT
S F Window Shade Mfg Co
859 Golden Gate Av. WE st-1-6790

ART SHADE SHOP 2049 Market. HE mlock-1-5074

ATLAS WEATHERSTRIP CO
Metal Venetian Blinds
Made To Order
15 Jersey. MI ssn-7-7973

Blind-Brite Co 245 Natoma. DO uglas-2-2466
Bowers L 2300 Lombard. FI lmar-6-5136

CHARLES' VENETIAN BLIND SERVICE
4051-18th. MA rket-1-9903

CONTINENTAL VENETIAN BLINDS
Warranted Venetian Blinds
Manufactured by Northern California's oldest complete metal blind manufacturing retailer. Measured, installed and serviced only by factory trained men.

"WHERE TO BUY THEM"

CONTINENTAL BLIND CO
Corner Van Ness & Jackson TU xedo-5-4567

CONTINENTAL VENETIAN BLINDS
1695 Jackson. TU xedo-5-4567
(See Advertisement Preceding Page)

Cross Co 4147-19th. UN drhil-1-0604

DAVIS JOHN R
A Shade Better
3248-22d. MI ssn-7-7971
(See Advertisement Opposite Page)

DE FRIESE THEO & SONS
2046 Franklin. OR dway-3-0089
(See Advertisement Opposite Page)

Demers Dan 4805-19th. HE mlock-1-0903

Drapery Shop The 1216 Polk. PR ospect-5-8204

ECONOMY SHADE CO 535 Sutter. DO uglas-2-2043
(See Advertisement Preceding Page)

EL REY VENETIAN BLIND CO
1455 Bush. OR dway-3-6784

Often it is a convenience for various members of your household or business to have personal listings in the Telephone Directory. The cost of these extra listings is small.

FASHION VENETIAN BLIND CO

Aluminum - Steel - Wood
CUSTOM MADE
Installed & Serviced
Completely Insured
For Your Protection
861 Florida. MI ssn-7-1093

FLEXALUM VENETIAN BLINDS
Custom made of Flexalum the new flexible aluminum slat with a rich plastic finish—light, durable, beautiful. A product of Hunter Douglas Corporation.

"WHERE TO BUY THEM"

EL REY VENETIAN BLIND CO
1455 Bush. OR dway-3-6784

Franken James Co 1112 Polk. GR ayson-4-5068
GARCIA A J CO 1591 Jackson. OR dway-3-6800

GUNN CARLE & CO
VENETIAN BLINDS
METAL OR WOOD
FOR HOMES & OFFICES
INSTALLED & SERVICED
20 Potrero. UN drhil-1-5480

HOTTER J F & SON
WINDOW SHADES
MADE TO ORDER
REPAIRED
VENETIAN BLINDS
MADE TO ORDER
CLEANED - REPAIRED
Near Fillmore
1793 Geary. FI lmar-6-6658

JERSIG WEATHER STRIP CO
421-9th Richmond
(Toll) Call "Operator" for... Richmond 7661
Marina Drapery & Furniture Store
2219 Chestnut. WA lnut-1-3727

MARINA VENETIAN BLIND CO
Venetian Blinds Del In 10 Days
2214 Lombard. WA lnut-1-2829
Marvel Venetian Blind Co 830 Market. YU kon-6-0994
Moore's Window Shade Co
1819 Market. HE mlock-1-3663
(See Advertisement Opposite Page)

Pac Venetian Blind Factory
1475 Pine. OR dway-3-7883

PARAMOUNT VENETIAN BLIND CO
641 Van Ness Av. PR ospect-5-1838
(See Advertisement Opposite Page)

Re-New Blind Co 61 Brady. MA rket-1-5602
Richenbacher Chas P 4051-18th. MA rket-1-9903
RICKMAN-LEE CO 2241 Market. UN drhil-1-8367
(See Advertisement Opposite Page)

(Continued Next Page)

You'll get quicker service when you dial if you follow these simple steps:

1. Listen for the dial tone. This tone is your signal that the equipment is ready to take your call.
2. Dial each letter and digit of the number in its right order.
3. Draw the dial all the way to the finger stop.
4. Remove your finger and let the dial return naturally, without forcing or hurrying.
5. If you make a mistake while dialing, hang up for a few seconds and then start your call again.

Venetian Blind Dealers- (Cont'd)

ROBERTSON WEATHERSTRIP CO
VENETIAN BLINDS
MADE TO ORDER
REPAIRED
REPAINTED
RENOVATED
Also WINDOW SHADES
MA RKET 1-8200
2312 Market. MA rket-1-8200

BUSCO METAL VENETIAN AWNINGS- STEVENSON THOS D & SONS
Merchants Exchange Bldg. GA rfd-1-2484

SHADE THE SHADEMAN
VENETIAN BLINDS
MADE TO ORDER
INSTALLED & REPAIRED
MISSION DISTRICT
Estimates Gladly - No Obligation
Call VA lencia 4-3312
2937 Mission. VA lencia-4-3312

SUNSET FURNITURE CO
1300 Noriega. SE abright-1-1644
If no answer call. SK yline-1-8617

SUNSET VENETIANS
"America's Finest"
Newest Features
Decorative
Yet Practical
Unconditionally Guaranteed
AVAILABLE NOW
"WHERE TO BUY THEM"
MANUFACTURER
Sunset-Venetian Co
762-100th Oakland. LO ckhavn-8-1441

DEALERS
Balboa Paint & Wall Paper Co
3444 Balboa. BA yview-1-9371
Koss Paul Supply Co
900 Folsom. YU kon-6-2323
Shade Art The Shade Man
2937 Mission. VA lencia-4-3312

A store may not immediately come to the mind of a prospect when special services are desired, such as are offered by a Beauty Salon, Radio or Watch Repairing Department. Many establishments, realizing this, advertise under several classifications in the Classified Directory. Thus they direct more business their way.

WESTERN VENETIAN BLIND CO.

TRANSPARENT SHADES
FREE ESTIMATES
F.H.A. TERMS
JUniper 7-3726
VENETIAN BLINDS
ASK ABOUT OUR 5-UNIT NEIGHBORHOOD PLAN — THIS WILL SAVE YOU \$\$\$
ALUMINUM OR STEEL
RUST PROOF — BAKED ENAMEL
REPAIR SERVICE
NEW ALUMINUM SLATS - CORDS - TAPES
Clear Vee Transparent Sun Shades Protect Window & Interior Displays
Eliminate Glare, Faded & Dust Covered Merchandise
Mahoney & Waldron 5515 Mission St.

SUNSET WINDOW SHADE & VENETIAN BLIND MFG CO

See Our Ad Under Window Shades
4355 California. BA yview-1-5521
Sustarich R W 1609-29th Av. SE abright-1-4527

SUSTARICH WEATHER STRIP CO
VENETIAN BLINDS
MADE TO ORDER
ALUMINUM - WOOD - STEEL
524 Ashbury. HE mlock-1-9908

UNEEDA SHADE CO 155 Church. MA rket-1-7293
VENETIAN BLIND DOCTOR
741 Tehama. MA rket-1-5614
(See Advertisement Opposite Page)

WESTERN VENETIAN BLIND CO
5515 Mission. JU niper-7-3726
(See Advertisement This Page)

Services of all kinds, including dozens that you ordinarily never think about, are listed conveniently in the Classified Telephone Directory.



THEO DE FRIESE
VENETIAN BLINDS
AND WINDOW SHADES
2046 FRANKLIN ST.
San Francisco, California

TRANSPARENT SHADES
Sun Protection Plus
VISIBILITY FOR "VIEW"
& STORE WINDOWS
ALUMINUM
VENETIAN BLINDS
Cleaning & Repairing
Wholesale & Retail
FREE ESTIMATES
Phone ORdway
3-0089

Paramount

VENETIAN BLIND MFG. CO.

"Plastic-Lume"

ALUMINUM VENETIAN BLINDS

DIRECT FROM FACTORY TO YOU

RUST PROOF
FREE ESTIMATES



PLASTIC ENAMELED
PROMPT DELIVERY

A QUALITY PRODUCT • SATISFACTION GUARANTEED
COMPLETE RENOVATION
F. H. A. TERMS
20 Years Manufacturing Experience

PRospect 5-1838

H. L. COULTER 641 VAN NESS W. E. BOYD

MOORE'S VENETIAN BLINDS

BUY DIRECT FROM FACTORY
BAKED ENAMEL STEEL OR ALUMINUM

Repairing
Cleaning
Repainting

HEmlock 1-3663

Measured
and
Installed

MOORE'S CASH & CARRY SHADE CO.
The Name Moore Is Your Guarantee
1819 Market St. Opposite Octavia

De Luxe ALUMINUM - STEEL - WOOD
VENETIAN BLINDS

Choice of 9 Colors in Aluminum & Steel
Any Special Color in Wood
Decorative and Plain Cornices
BLINDS & CORNICES MITERED
TO FIT ANY WINDOW

New Removable Slats
Now Available

Call **UNderhill 1-8367**
Quick Delivery - Time Payments

RICKMAN-LEE CO.

OAKLAND 478 Santa Clara TWInoaks 3-8220
SAN FRANCISCO 2241 MARKET Between Sanchez & Noe Sts.
BELMONT 1408 El Camino Real (Toll) Call Belmont 913