

**"A SHADE BETTER"**

Over 1/3 Century in This Location  
We Measure and Hang Your  
**WINDOW SHADES**  
AND  
**VENETIAN BLINDS**  
PROPERLY

Shades scalloped to order in our shop. Bring your rollers and SAVE money.  
Stock shades, 3x6, 50c each

**WINDOW SHADES MADE TO ORDER • REPAIRED • REVERSED**

**JNO. R. DAVIS**  
3248-22nd Street Bet. Mission and Valencia Phone Mission 7-7971

**window shades**

- VENETIAN BLINDS
- BAMBOO SHADES
- TRANSPARENT SHADES
- WOVEN-WOOD

DRAW DRAPES & PORCH SHADES

**DOUGLAS ECONOMY SHADE CO.**  
535 Sutter Factory 78-80 Tehama  
2-2043 • 2-0691

**MOORE'S CASH AND CARRY**  
WINDOW SHADES

Authorized Dealers in  
**DUPTONT TONTINE**

Shades Sold Retail at Wholesale Prices  
REVERSING - RENEWING - REPAIRING  
**VENETIAN BLINDS**  
CASH AND CARRY SHADE CO.  
1819 Market St. • Opp. Octavia  
HEmlock 1-3663

**WINDOW SHADES & VENETIAN BLINDS**

MADE TO ORDER  
RENOVATED  
Repaired • Measured  
and Installed  
Property  
Blockout Shades in  
Light Colors  
FACTORY SERVICE

**Bayview 1-5521**  
SUNSET WINDOW SHADE  
AND VENETIAN BLIND  
MANUFACTURING CO.  
4335 California St., Corner 6th Ave.

"Art Shade the Shade Man"

**WINDOW SHADES VENETIAN BLINDS**  
MADE TO ORDER - INSTALLED  
EXPERTLY REPAIRED

Authorized Dealers in  
**DUPTONT TONTINE**

Telephone VAencia 4-3312  
**A. C. SCHADE CO.**  
2937 MISSION ST.

**WINDOW SHADES VENETIAN BLINDS**  
By "ART" COST LESS

For Proper Owners Homes Apartments Hotels

CASH AND CARRY Or Call and Delivery Service

Repairing • Reversing • Shades on Your Rollers

**ART SHADE SHOP**  
HEmlock 1-5074  
2049 MARKET ST., Bet. 14th & Dolores Sts.

**Window Displays— Installation & Service**

Acme Displays 440 Bryant... SU tier-1-4972  
Art Service Co 728 Montgomery... SU tier-1-9235

**BARRANCO & CO**  
Complete Display Equip & Material  
579 Market... GA rfd-1-8700  
Bedbury Bob 714 Market... DO uglas-2-2499  
Black Phillip Displays  
2600-18th... MA rket-1-0727

**COHEN SYLVAN DISPLAYS INC**  
254 Sutter... EX brook-2-4538  
**DISPLAY MART** 804 Mission... DO uglas-2-8776  
Donofrio Tony 821 Market... GA rfd-1-3676  
Haugan Advertising 2600-18th... MA rket-1-0727  
Hearney Mardi 821 Market... GA rfd-1-3676  
Keon Advertising Service 61 Brady... MA rket-1-5602  
Kehoe Display Fixture Co  
Complete Window & Interior Display Equip  
541 Market... DO uglas-2-3469

**LAM-STY JEWELRY DISPLAY**  
Jewelry Displays Exclusively  
245 Natoma... SU tier-1-4289  
Leeb John Displays 1026 Market... UN drhil-1-3260

**PARMLEY WINDOW DISPLAY SERVICE**  
2385 Folsom... AT water-2-7557  
Pelzner Morton 406 Natoma... HE mlock-1-7358  
Scott Display Co 2600-18th... MA rket-1-0727  
Silverman Louis 2825 Pierce... WE st-1-3428  
Silverman Louis 2829C Pierce... WE st-1-3428  
Standard Window Display Service  
J Demingo-Owner  
451 Turk... PR opect-5-1477  
Sun Advertising Co 479 Bryant... DO uglas-2-7993  
Trees 1424 Grant... SU tier-1-0426

**TUNIK HERMAN**  
See Adv Under Display Equip & Mtrls  
150 Powell... GA rfd-1-8662

**Window Shades—Cleaning & Repairing**

**A B A BLIND & SHADE CO**  
WINDOW SHADES  
VENETIAN BLINDS  
Serving Bayview - Portola - Visitacion Valley  
Brisbane - Potrero & Mission Districts  
CLEANING - REVERSING  
REPAIRING  
4901-3d... VA lencia-4-1049

**APEX VENETIAN BLIND SERVICE CO**  
WINDOW SHADES  
MADE TO ORDER  
REPAIRED AND REVERSED  
VENETIAN BLINDS  
INSTALLED, WASHED, WAXED  
& REPAIRED  
Near 25th St.  
1367 Valencia... MI ssn-7-5897

**CASH & GARRY WINDOW SHADE CO**  
DuPONT TONTINE  
WASHABLE WINDOW SHADES  
Reversing & Repairing  
1819 Market... HE mlock-1-3663

**Window Screens**  
See Screens—Window

**Window Shades—Retail**

**A B A BLIND & SHADE CO**  
4901-3d... VA lencia-4-1049  
Abby Venetian Blind Co... MA rket-1-8120  
70 Otis... HE mlock-1-5074  
**ART SHADE SHOP** 2049 Market... HE mlock-1-5074  
**BALBOA PAINT & WALLPAPER CO**  
3444 Balboa... BA yview-1-9371  
Bowers L 2300 Lombard... FI lmor-6-5136  
**CALIFORNIA STEEL VENETIAN BLIND CO**  
662 Athens... DE lawars-3-5506  
Cash & Carry Window Shade Co  
1819 Market... HE mlock-1-3663

The Bell System is owned by approximately 735,000 stock and bond-holders throughout the United States.

**Window Shades—Retail— (Cont'd)**

**GLOT & SON**  
MARINA DISTRICT  
WINDOW SHADES  
Made to Order and Repaired  
VENETIAN BLINDS  
A. Glot & Son  
1869 Union... FI lmor-6-7424

**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  
1695 Jackson... TU xedo-5-4567

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

**Davis John R 3248-22d... MI ssn-7-7971**  
(See Advertisement This Page)

**De Friese Theos & Sons**  
2046 Franklin... OR dway-3-0089

**DUPONT TONTINE WINDOW SHADES—**  
FRANKEN JAMES C CO  
1112 Polk... GR ayston-4-5068

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

**FRANKEN JAMES C CO**  
1112 Polk... GR ayston-4-5068  
Franzen Henry 3730 Geary Blvd... SK yline-1-5316

**FREDERICKSEN'S HARDWARE CO**  
3029 Fillmore... WA lnut-1-2869

**GARCIA A J CO**  
WINDOW SHADES  
AND  
VENETIAN BLINDS  
MADE TO ORDER  
REPAIRED  
1591 Jackson... OR dway-3-6800

**GREENBLAT'S HARDWARE STORES**  
Bring In Your Roller And Save  
1426 Fillmore... WE st-1-5427  
2526 Noriega... SE abright-1-0531  
Hotter J F & Son 1793 Geary... FI lmor-6-6658  
(See Advertisement Opposite Page)

**INOHAM R L**  
RICHMOND WINDOW  
SHADE FACTORY  
Shades Repaired  
The Man Who Stopped the Great  
Fire of 1906  
4430 California... SK yline-1-3274

**Lun On Co**  
Bamboo Window Shades  
771 Sacramento... CH ina 5-2093  
Maxwell F 1301-12th Av... OV erland 1-0333  
(See Advertisement Opposite Page)

**MOHAWK WINDOW SHADE CO**  
225 Columbus... YU kon-6-0371  
Mohawk Window Shade Co  
5036 Mission... JU niper-7-5018  
Moore's Window Shade Co  
1819 Market... HE mlock-1-3663  
Moretti's Home Shoppe 1445 Haight... UN drhil-1-0241

**PARAMOUNT VENETIAN BLIND CO**  
"PLASTIC LUME"  
ALUMINUM VENETIAN BLINDS  
Rustproof Plastic Enameled  
DIRECT FROM FACTORY TO YOU  
Free Estimates Prompt Delivery  
COMPLETE RENOVATION  
F.H.A. Terms If Desired  
641 Van Ness... PR opect 5-1838

Telephone service is one of the unifying forces of the nation.

**Window Shades—Retail— (Cont'd)**

**PIONEER SHADE CO**  
GRANT U. HALSING  
CUSTOM MADE  
WINDOW SHADES  
VENETIAN BLINDS  
CLEANING - REPAIRING  
Corner 16th Av & Clement  
301 1/2-16th Av... SK yline-1-9926

**Richmond Window Shade Factory**  
4430 California... SK yline-1-3274

**RUHLMAN A J & CO**  
WINDOW SHADES  
AND  
VENETIAN BLINDS  
MANUFACTURERS - CONTRACTORS  
REPAIRS  
3910 Geary Blvd... BA yview-1-4340

**S F WINDOW SHADE MFG CO**  
Est. 1908  
WINDOW SHADES  
AND  
VENETIAN BLINDS  
MADE TO ORDER - INSTALLED - REPAIRED  
WHOLESALE AND RETAIL  
859 Golden Gate Av... WE st-1-6790

**Schade Art The Shademan**  
2937 Mission... VA lencia-4-3312

**SEABOARD SUPPLY CO**  
2235 Polk... GR ayston-4-1463

**Sun Stop Shade Service**  
2469 San Bruno Av... DE lawars 3-8937  
Sunset Window Shade & Venetian Blind Mfg Co  
4355 California... BA yview 1-5521  
(See Advertisement Opposite Page)

**Superior Shade Co** 859 Golden Gate Av... WE st-1-6790

**STANDARD LINOLEUM CO**  
1836 Polk... PR opect-5-9263

**UNEEDA SHADE CO**  
WINDOW SHADES &  
VENETIAN BLINDS  
Made to Order & Repaired  
City Wide Service  
155 Church... MA rket-1-7293

**VENETIAN BLIND DOCTOR**  
VENETIAN BLINDS  
For Home & Commercial  
Old Blinds Made Like New  
Cornices Made To Order  
Picked Up & Rehung At Your  
Convenience  
All Work & Materials Guaranteed  
741 Tehama... MA rket-1-5614

**WEST PAINT CO** 1612 Market... HE mlock-1-1017

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

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.

**METAL VENETIAN BLINDS**  
Warranted quality made to measure in our own factory and installed. Repairing-Parts-Service. Estimates Given.

**Continental VENETIAN BLINDS**  
Call  
**TUxedo 5-4567**  
FACTORY: 1695 JACKSON ST. corner of VAN NESS

**JOSEPH F. HOTTER & SON**  
Sales • Service • Repairs  
VENETIAN BLINDS  
WINDOW SHADES  
For Any or All Windows

Call  
**Fillmore 6-6658**  
1793 GEARY STREET

**MAXWELL WINDOW SHADES**  
Oldest Firm in the Sunset

VENETIAN BLINDS  
MADE TO ORDER  
REPAIRED  
Pick-up & Delivery  
Irving, Cor. 12th Ave.  
1301 - 12th Ave.  
**Overland 1-0333**

**CLEARVIEW TRANSPARENT SUN SHADES**  
STORE - OFFICE - SHOP - FACTORY  
Protects Window & Interior Displays  
Eliminates Sun Glare Loss  
From Faded Merchandise

VENETIAN BLINDS  
Aluminum or Steel  
Resist Repair Service  
**JUniper 7-3726**  
Free Estimates - F.H.A. Terms

**Western Venetian Blind Co.**  
MAHONEY & WALDRON  
5515 MISSION ST.

**Window Shades—Wholesale & Mfrs**

A & D Shade Co 4805-19th... HE mlock-1-0903

**ABBEY VENETIAN BLIND CO**  
Contrs-Window Shades-Venetian Blinds  
70 Otis... MA rket-1-8120

**BRAZELL A M CO**  
Manufacturers & Contractors Of  
Window Shades-Venetian Blinds  
Sales Office  
715 Bryant... DO uglas-2-3010

Calif Shade Cloth Co... MI ssn 7-8175  
210 Bay Shore Blvd... MI ssn 7-8175

**Cash & Carry Window Shade Co**  
1819 Market... HE mlock-1-3663  
(See Advertisement Opposite Page)

**Columbia Mills Inc** The 32 Otis... UN drhil-1-1237

**Continental Blind Co** 1695 Jackson... TU xedo-5-4567

**Davis John R 3248-22d... MI ssn-7-7971**

**DE FRIESE THEOS & SONS**

**WINDOW SHADES MADE TO ORDER**  
Transparent Shades  
Sun Protection Plus Visibility  
For "View" & Store Windows

**VENETIAN BLINDS**  
Steel - Wood - Aluminum  
CLEANING & REPAIRING  
WHOLESALE & RETAIL  
2046 Franklin... OR dway 3-0089

**Dehn E C & Co**  
Venetian Blinds & Shades  
Heard Bldg... GA rfd-1-0562

**DUPONT TONTINE WINDOW SHADES—**  
FRANKEN JAMES C CO  
1112 Polk... GR ayston-4-5068

**Economy Shade Co**  
See Ad Under Window Shades-Retail  
535 Sutter... DO uglas-2-2043

**Factory 80 Tehama... GA rfd-1-5918**

**FRANKEN JAMES C CO**  
1112 Polk... GR ayston-4-5068

**RUHLMAN A J & CO**  
3910 Geary Blvd... BA yview-1-4340

**Volker Wm S Co** 631 Howard... EX brook-2-5727

**Walter D H & Co** 562 Mission... SU tier-1-0100

**Windows—Metal**

**ARISTON METAL PRODUCTS—**  
MICHEL & PFEFFER IRON WORKS INC  
Harrison & 10th... MA rket-1-9566

**BATES WALTER D & ASSOCIATES**  
693 Mission... GA rfd 1-6971

**DEO STEEL PRODUCTS CORP**  
1280 Indiana... MI ssn-7-3381  
Cleveland Wrecking Co 2800-3d... VA lencia 4-1411  
Detroit Steel Products Co Russ Bldg... DO uglas-2-0890  
Fenestra Steel Window Co Russ Bldg... DO uglas-2-0890

**GETTINGS STEEL CO**  
235 Bay Shore Blvd... VA lencia-4-9832

**Mesker Brothers Iron Co** 693 Mission... GA rfd-1-6971

**POMEROY S H CO INC** 693 Mission... GA rfd 1-6971

**Security Products Co**  
Ventrolite-Presto Commercial Etc  
666 Mission... SU tier 1-6700

**SOULE STEEL COMPANY**  
1750 Army... VA lencia-4-4141

**TRUSCOON STEEL CO** 604 Mission... DO uglas-2-7135

**Wineries**

**AMER INDUSTRIES CORP**  
814 Montgomery... GA rfd-1-8311

**Anderson John M 510 Battery... GA rfd-1-4733**

**ARAKELIAN K ING** 731 Folsom... DO uglas-2-3416  
(See Advertisement This Page)

**Bay View Winery** 1110 Hollister... JU niper-7-3957

**Beaulieu Vineyard** 300 Montgomery... EX brook-2-0157

**BISGEGLIA BROTHERS WINE CO**  
12 Madison Oakland... TW inoaks 3-6557

**Butte & Co** 55 New Montgomery... EX brook 2-8897

**Cal-Best Wine Co** 2700-18th... HE mlock-1-5050

**Calif Cellars** 530 Folsom... GA rfd-1-8727

**California Champagne Co**  
2798 Hyde... GR ayston-4-3326

**California Grape Products Corp**  
55 New Montgomery... SU tier 1-3931

**Cassin Vineyards** 210 California... EX brook 2-4314

**Christian Brothers Winery Agency**  
717 Market... GA rfd-1-7341

**Grape Gold Vineyards**  
2444 Sn Bruno Av... JU niper-6-1172

**GUSMANO PRODUCTS**  
41 Sacramento... GA rfd-1-1421

**Inglebrook Winery** 503 Market... DO uglas-2-3593

**ITALIAN SWISS COLONY**  
751 Beach... OR dway 3-9420

**Madera Wineries & Distillers**  
731 Folsom... DO uglas-2-3416  
(Continued Next Page)

**K. Arakelian, Inc. DBA**  
Madera Wineries & Distilleries  
Producers of  
**Mission Bell Wines**  
Madera Wines  
From East Bay zone only  
(no inter-city charge). Ask  
"Operator" for Enterprise 10450

Branch Office:  
**DOuglas 2-3416**  
731 FOLSOM ST.  
SAN FRANCISCO, CALIF.

**Mission Bell SPECIAL RESERVE WINE**  
America's Finest  
PRODUCED BY K. ARAKELIAN, INC.  
MADERA WINERIES & DISTILLERIES

for Your Convenience

Directories for other cities are available in the Business Offices and at attended public telephone stations.

**CHAMPAGNE**  
Champ d'Or and  
Palais Royal  
BRANDS  
CALIF. CHAMPAGNE  
SPARKLING BURGUNDY  
Alamac and  
Valencia  
BRANDS  
WEST COAST  
VINTNERS CO.  
855 Sansome  
Garfield 1-0644