

\$50,000 WORTH OF NEW RUG CLEANSING EQUIPMENT AT YOUR SERVICE!

Established 1914

No finer equipment is obtainable than that used at New Process.

All types of rugs, from the most inexpensive floor coverings to treasured Orientals treated as your prized possessions.

Rugs are cleaned on a curved-drum surface—a small portion at a time—which opens the nap and permits complete removal of all soil. Rugs are returned clean as new—bright and colorful.

You are invited to telephone for free booklet—a picture-story of rug cleansing, the careful, thorough, New Process Way.

Twenty-five trucks serving San Francisco. No pick-up or delivery charge. All rugs insured. Fast service. Modest cost. Estimates gladly given.

HEmlock 1-6623

NEW PROCESS RUG CLEANSING PLANT

385 - 8th St., San Francisco 3

NOW: You Can Have Beautiful Clean Rugs by Calling ORIGINAL San Francisco's Finest Rug Cleaning



Licensed and Insured for Your Protection

FOR FAST EFFICIENT SERVICE
CALL
WEst 1-3023

THE BEST IN CLEANING AT LOWEST POSSIBLE PRICES
Tinting - Cleaning - Demoting - Sizing - Repairing

NEW COLOR - LIFE RESTORED TO WORN OR FADED UPHOLSTERY

ORIGINAL Rug & Upholstery Cleaners

CITY WIDE CALL AND DELIVERY

Rug & Carpet Cleaners— (Cont'd)

HAMPTON RUG SERVICE
348 Church MA sket 1-0189
(See Advertisement Page 614)

Hansen Jack Carpet Service
911 Divisadero WE st 1-3011

HOTEL CARPET SERVICE CO.
Carpets Cleaned on Your Floors
PROMPT SERVICE
Hardwood Floors Cleaned & Waxed
621 Frederick LO mbar 4-6295

KERMAN RUG & TRADING CO.
Efficient Fast & Expert Cleaning
Repairing of All Types of Rugs
See Our Ad Under Rugs & Carpets Refl
335 West Portal Av SE abright 1-2324

MODERN CARPET CLEANERS
331 Clement SK yline 1-6135
(See Advertisement Page 619)

Rug & Carpet Cleaners— (Cont'd)

Mortensen Rug Works
2937 Geary Blvd. SK yline 2-2285
(See Advertisement Page 617)

NEW PROCESS LAUNDRY & DRY CLEANING CO.
385-8th HE mlock 1-6623
(See Advertisement This Page)

O'DONNOR RUG & UPHOLSTERY CLEANERS
RUGS CLEANED IN YOUR HOME
Free Estimates - Work Guaranteed
131 Chester Av. JU niper 4-9424
Or JU niper 7-7664

O'Connor Rug & Upholstery Cleaners
131 Chester Av. JU niper 7-7664
(Continued Next Page)

Your telephone is one of today's best bargains.



'We Use Soft Water'

Complete Repair Department
Moth and Fire Proofing
Insured Against Fire & Theft
20% OFF CASH AND CARRY
Rugs and Upholstery Dyed

Call **TUxedo 5-6467**
2930 OCTAVIA • Visitors Welcome
Cleaning Also Done on Your Premises

To Locate an AUTHORIZED SALES and SERVICE DEALER

When you are interested in locating the local authorized dealer of a nationally-advertised product or service

Look in the
Classified TELEPHONE SECTION

Rug & Carpet Cleaners— (Cont'd)

ORIENTAL RUG CLEANING CO.
CLEANING - REPAIRING
Oriental & Domestic Rugs
By Expert and Experienced Workmen
KATCHIAN BROS.
In Our Present Location Since 1922
Near Franklin
1382 Sutter OR dway 3-3432

ORIGINAL RUG & UPHOLSTERY CLEANERS
648 Ash WE st 1-3023
(See Advertisement Page 616)

PEERLESS LAUNDRY INC.
444-5th EX brook-2-0510

RED FEATHER CARPET WASH CO.
4335 Geary Blvd. SK yline 1-7329
(See Advertisement Page 619)

Red Feather Rug Cleaning Co.
4335 Geary Blvd. SK yline-1-7329

Rug & Carpet Cleaners— (Cont'd)

RICE F A RUG CO.
More Than 50 Years
of Rug Cleaning
For Good Clean Service Phone
PLaza 5-4026

178 School Daly City PL aza 5-4026

Rite-Way Rug Cleaners 641 O'Farl. TU xedo 5-1461
(See Advertisement Page 615)

RUG MAN THE
178 School Daly City PL aza 5-5840
(Continued Next Page)

The oldest of all the telephone industry's traditions is service.

KEEP YOUR RUGS Newer With **ACE!**

Only Fast Drying
Soapless Chemicals Used

RUGS AND CARPETS
CLEANED IN YOUR
HOME, OFFICE OR
IN OUR PLANT

FURNITURE - AUTO UPHOLSTERY
TINTING - DYEING
DEMOTING
CARPET REPAIRING AND SHIFTING
Yes, We Clean Upholstered Furniture

FREE ESTIMATES - FREE PICK-UP & DELIVERY
\$100,000 INSURANCE

Ace RUG & UPHOLSTERY CLEANERS

Underhill 3-4197
726-15th St.

As one friend TO ANOTHER

Please speak distinctly, when you telephone, with lips close to the mouthpiece. It is just as important to talk directly into the transmitter as it is to keep your ear close to the receiver.

The Pacific Telephone and Telegraph Company

SUPREME RUG and CARPET CLEANING CO.



8x10 - 9x12
Ordinary Domestic Rugs
Cleaned & Demothed **350**

YOUR FINE ORIENTAL AND DOMESTIC RUGS & CARPETS INDIVIDUALLY CLEANED BY SKILLED EXPERTS

MOTH PROOFING - BEATING - SERGING
SIZING - FRINGING - HAND BINDING
SEWING - REPAIRING - DYEING

Your Rugs Are Insured While in Our Care
All Our Drivers Are Bonded

CHESTERFIELD SETS CLEANED & DEMOTED
Estimates Gladly Furnished

SKYline 1-1424

LET US RESTORE THE ORIGINAL BEAUTY OF YOUR RUGS
2933 GEARY BLVD.

Quality Rug Cleaning



\$250 ... 8 x 10 - 9 x 12

ORDINARY DOMESTIC RUGS
CLEANED AND DEMOTED

- MOTHPROOFING • REPAIRING
- SIZING • DYEING

UPHOLSTERED FURNITURE CLEANED AND DEMOTED

Free Estimates Gladly Given

Quality Work - Quick Service

MORTENSEN RUG WORKS

2937 Geary Blvd.

Telephone
SKYline 2-2283