

# Venetian Blinds

*Lovely to look at*

**PARAMOUNT**  
VENETIAN BLIND MANUFACTURING CO.  
100 YEARS

**"Plastic Lume"**  
The Amazing Aluminum Slats with Baked Enamel Finish  
Direct from Factory to You  
**ALUMINUM - PLASTIC-COATED**  
**RUST PROOF - FULLY GUARANTEED**  
Various Colors  
**COMPLETE RENOVATION**

**Paramount**  
VENETIAN BLIND MFG. CO.  
Over 25 Years Manufacturing Experience

Free Estimates - Eve. Call by Appointment  
**GRaystone 4-8471**

W. E. Boyd Complete City & Bay Area Service H. L. Coulter

# Fashion VENETIAN BLIND CO.

*Our Work is Beautiful!*

**10% DISCOUNT TO VETS**

**YOUR TERMS**

NO CHARGE FOR ESTIMATES

- WHOLESALE
- RETAIL
- RENOVATING

All Colors of the Rainbow

**Mission 7-1093**  
861 FLORIDA STREET  
Office #2 - Marin County

**Venetian Blind Dealers & Mfrs-Retail-(Cont'd)**

**ABBEY VENETIAN BLIND CO.**  
Manufacturers of  
**FLEXALUM**  
**STEEL - WOOD**  
CONTRACT - RETAIL - WHOLESALE  
Cleaned - Repainted - Repaired  
Window Shades to Order  
See Adv. Under Venetian Blind Renovating  
70 Otis ..... Market 1-8120

**ACE VENETIAN BLIND LAUNDRY**  
VENETIAN BLINDS  
CORNICE BOXES  
ROLLER SHADES  
Made to Fit Your Windows  
3-Day Delivery - Free Estimates  
All Work Guaranteed  
24-Hr. Renovating Service  
473 Bryant ..... SU tter 1-7930

**APEX VENETIAN BLIND SERVICE CO.**  
1367 Valencia ..... MI ssn 7-5897  
(See Advertisement Page 803)  
**ART SHADE SHOP** 2049 Market ..... HErnick 1-5074  
**ATLAS WEATHERSTRIP CO.**  
100 Naples ..... JU niper 4-1803  
**BARRANGO JOE** 662 Athens ..... DE laware 3-5506

**BOWERS L.**  
VENETIAN BLINDS - WINDOW SHADES  
Made-to-Order & Repaired  
MARINA DISTRICT SINCE 1915  
2300 Lombard ..... FI lmor 6-5136

**CALIFORNIA STEEL VENETIAN BLIND CO.**  
VENETIAN BLINDS - CORNICES  
Window Shades - Since 1937  
Free Estimates - Fully Guaranteed  
662 Athens ..... DE laware 3-5506

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

**Venetian Blind Dealers & Mfrs-Retail-(Cont'd)**

**BLOT & SON**  
MARINA DISTRICT  
VENETIAN BLINDS  
Made To Order  
Repaired - Cleaned - Repainted  
Window Shades  
1969 Union ..... FI lmor 6-7424

**CONTINENTAL VENETIAN BLINDS**  
Manufactured With Sensational New Plastic Tape & Flexalum Slats.  
Tape & Slats Can Be Wiped Clean With a Damp Cloth. Won't Chip, Peel, or Rust.

**"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 Page 803)  
Cross Company 473 Bryant ..... SU tter 1-7930  
Curtain Craft Shoppe 2221 Clement ..... BA yview 1-1287

**DALY CITY BLIND & SHADE**  
Venetian Blinds - Window Shades  
Drapery Hardware  
Glidden Spred Satin - Paint Products  
40 Hillcrest Dr Daly City ..... PLaza 5-3100

**DAVIS JNO R**  
Window Shades & Venetian Blinds  
3248-22d ..... MI ssn 7-7971  
**DE FRIESE THEO & SONS INC**  
1222 Sutter ..... ORWay 3-0089  
Or call ..... ORWay 3-9035  
(See Advertisement Page 804)  
(Continued Next Page)

Advertise here—it pays.

# Window Shades Venetian Blinds

**National**  
The Nation's Finest Blinds

- JUST CLEAN TAPES WITH A DAMP CLOTH
- FLEXALUM SLATS RICH PLASTIC FINISH LASTS FOR YEARS
- WON'T CRACK, CHIP or PEEL
- TILTING DEVICE 10-YEAR GUARANTEE

This is **The Venetian Blind**  
Manufactured with FLEXALUM SLATS FLEXALUM PLASTIC TAPES  
National's patented CON-CAVE HEAD RAIL  
National's patented TILTING-DEVICE  
Guaranteed for 10 years  
Wide Choice of Colors

**GRaystone 4-5068**

**JAMES C. FRANKEN CO.**  
1112 POLK STREET GRaystone 4-5068

**Venetian Blind Dealers & Mfrs-Retail-(Cont'd)**

Drapery Shop The 1216 Polk ..... PR aspt-5-8204  
**DURKIN CHARLES A**  
VENETIAN BLINDS & WINDOW SHADES  
Sales - Refinishing - Repairs  
Traverse Tracks  
122 Joost Av. .... JUNipr 6-2212

**EL REY VENETIAN BLIND CO.**  
1723 Union ..... OR dway 3-6784  
(See Advertisement Page 801)

**EL REY VENETIAN BLINDS**  
Our custom made Venetian blinds feature the famous Kard-Key removable slat. Rust-proof plastic coated aluminum in decorative colors. Speed at a saving - from factory to you.

**"WHERE TO BUY THEM"**  
**EL REY VENETIAN BLIND CO.**  
1723 Union ..... OR dway 3-6784

**FASHION VENETIAN BLIND CO.**  
861 Florida ..... MI ssn 7-1093  
(See Advertisement Page 802)

**FRANKEN JAMES C CO**  
1112 Polk ..... GR ayston 4-5068  
(See Advertisement Page 802)

**GARCIA A J CO** 1528 Pacific Av. .... OR dway 3-6800

**HOTTER J F & SON**  
SALES - SERVICE - REPAIRS  
Venetian Blinds - Window Shades  
For Any or All Windows  
1793 Geary ..... FI lmor 6-6658

**KENNEDY HAL** 3444 Balboa ..... BA yview 1-8530  
Lan Arbie 461 Campbell Av. .... DElaware 3-1777

When you advertise in the Yellow Pages, you remind ready-to-buy customers to come to your business. Advertise in the Classified Directory . . . it pays.

**Venetian Blind Dealers & Mfrs-Retail-(Cont'd)**

**LEVOLOR BUILT VENETIAN**  
Custom Built With Levolor Enclosed Metal Head—Self Adjusting Tilt to Keep Tilt Cords Even and Sleek Metal Bottom Bar.

**"WHERE TO BUY THEM"**  
MANUFACTURERS  
**DE FRIESE THEO & SONS INC**  
1222 Sutter ..... ORWay 3-0089  
Mello-Lite Venetian Blind Co  
10132 Edes Av Oakland ..... LOKkhavn 8-2192  
**OAKLAND VENETIAN BLIND CO**  
10216 Pearmain Oakland ..... SWEetwd 8-4122  
**PARAMOUNT VENETIAN BLIND MFG CO**  
641 Van Ness Av. .... GRayston 4-8471

DEALER  
**Economy Shade Inc** 535 Sutter. D0uglas 2-7092

Lite Master Vertical Venetian Store  
3932 Mission ..... JUNipr 5-1476  
Marina Drapery & Furniture Store  
2219 Chestnut ..... WA lnut 1-3727

**MARINA VENETIAN BLIND CO**  
Flexalum Blinds - Window Shades  
Made to Order - Repaired  
Repainting (Enamel) - 1 Week  
Cleaning - 1 Day  
Reslating (Aluminum)  
Retaping - Recording - Cornices  
City Wide Pick-Up & Delivery  
2214 Lombard ..... WALnut 1-2829

Marvel Venetian Blind Co 830 Market. YUkon 6-0994  
**MAXWELL WINDOW SHADES**  
Corner of Irving  
1301-12th Av. .... OV erland 1-0333  
(See Advertisement This Page)  
Modern Home Improvements  
450 Sutter ..... YU kon 2-1995  
(Continued Next Page)

OVER 1/3 CENTURY IN THIS LOCATION

# VENETIAN BLINDS

FLEXALUM SLATS TRANSPARENT SHADES  
PLASTIC TAPE MADE TO ORDER  
★ INSTALLED ★ REPAIRED ★ RETAPED

**Columbia**  
WINDOW SHADES  
MADE TO ORDER & REVERSED

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

# MAXWELL VENETIAN BLINDS

Oldest Firm in Sunset

- ALL TYPES MADE TO ORDER
- REPAIRED • RESLATED • CLEANED

FREE ESTIMATES  
ACCESSORIES - PLASTIC TAPES - PARTS  
CORDS, ETC.

BRING IN ROLLERS FOR ONE DAY SERVICE ON WINDOW SHADES  
DRAPERY HARDWARE TRAVERSE RODS

**OVerland 1-0333** 1301-12TH AVE - Corner Irving

Guaranteed by Good Housekeeping

# Sensational NEW PLASTIC TAPE

with **Flexalum SLATS**  
clean with a damp cloth  
As Advertised in

Plastic tape won't shrink or stretch. Flexalum slats snap back into shape though you bend or abuse them. Their baked-on finish won't chip, crack, peel or rust.

**TUxedo 5-4567**

# Continental VENETIAN BLINDS

1695 JACKSON ST.  
FREE Home Demonstrations

# VENETIAN BLINDS

for Every Purpose

**ALUMINUM - A Complete Service**  
Complete Reconditioning - Tapes, Cords, Slats  
WASHING - PAINTING  
WINDOW SHADES - PAINTS - LINOLEUM  
Mission 7-5897

**APEX VENETIAN BLIND SERVICE CO.**  
1367 VALENCIA - Between 24th & 25th Sts.

# "WE FIT ANY WINDOW"

WATCH US GROW

VENETIAN BLINDS  
Aluminum  
Steel - Wood

DRAW DRAPERIES  
Matching  
Bedspreads

EXPERT REPAIRING  
• NEW TAPES  
• NEW CORDS  
• REPAINTING

MY DADDY SAYS:  
"If You Are BRIGHT  
You'll Buy Your  
BLINDS  
from STYLE-RITE"

Call **SEabright 1-4527**

**STYLE-RITE VENETIAN BLIND CO.**  
1311 - 25th AVENUE (Off Irving St.)