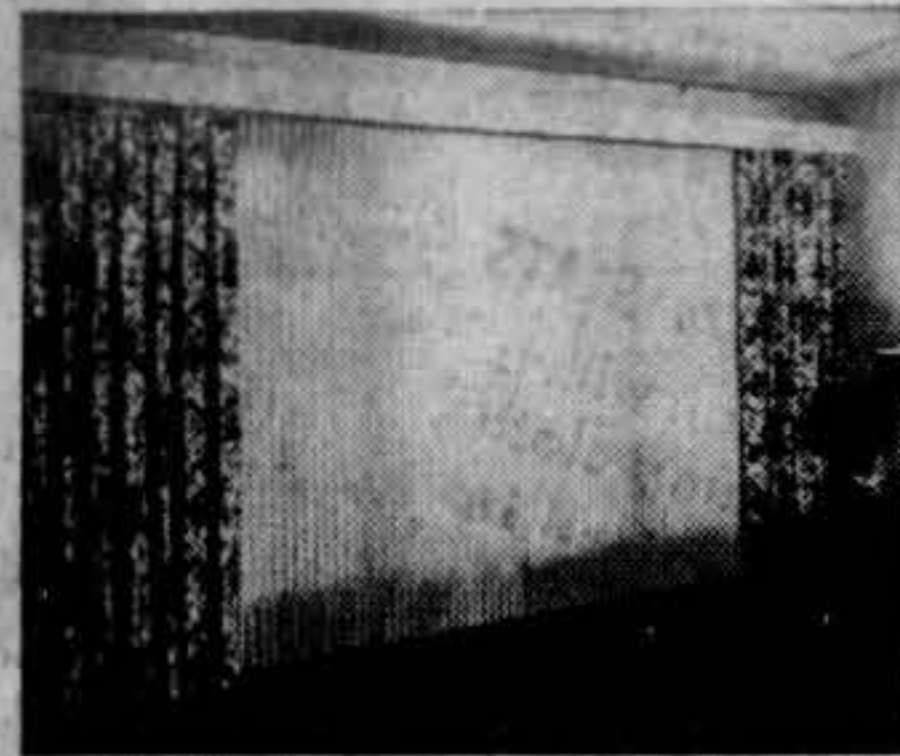


New VERTICAL Venetian Draw Draperies



Like Masters
THEY OPEN!
THEY CLOSE!
THEY DRAW!

They Are Dustproof
Need No Cleaning
F.H.A. Terms
As Little As \$5.00 Per Month
Estimates Day or Evenings

Juniper 5-1476

SPRINGLESS WINDOW SHADES
Of California
3932 Mission Near Richland

AAVON VENETIAN BLINDS

CLEANING — **R**ESLATING — REPAIRING
ETAPING
RECORDING

REPLACE OLD STYLE WOODEN SLATS WITH
PLASTIC COATED RUST PROOF ALUMINUM SLATS
"The Difference is in the Service"
RESIDENTIAL & COMMERCIAL
Estimates Cheerfully Given

Jordan 7-6885

CITY WIDE PICK-UP & DELIVERY
MADE TO ORDER
Venetian Blinds — Lambrequins — Cornices
Traverse Rods — Window Shades
450 FULTON



Shades INC.
EVERYTHING FOR WINDOWS
formerly Economy Shade Co.

20 years
specializing
exclusively in
window coverings
and light control
* largest selection in California

- DuPont Tontine washable shades in colors
- Cal-Craft wood fabric draw draperies & shades
- Flexalum venetian blinds
- Cloth draperies
- Transparent sun shades
- Roll-Away window screens

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CONTRACT AND RETAIL • COLOR STYLING

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535 Sutter Street • near Powell

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WEATHERSTRIPPING
INSTALLED BY YOU OR US
DISCOUNTS ON CASH & CARRY

SKyline 1-9926



Pioneers in the Industry
Pioneer Shade Company
1555 Clement at 17th Ave.



VENETIAN BLINDS
Wood • Aluminum • Steel
Laundered, Repaired, New
WINDOW SHADES
Lipproof • Washable • Transparent
Reversed, Repaired, New
Free Estimates On All Work
JUNiper 7-7966
If no answer call Juniper 5-0185
2477 San Bruno Ave.

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

MOHAWK WINDOW SHADE CO
225 Columbus Av. YU kon 6-0371
MOHAWK WINDOW SHADE CO
5090 Mission JUNiper 7-5018
Moore The Blind Man 500 Baker..... WA Inut 1-7500
Moore's Window Shade Co
1819 Market HE mlock 1-3663
P M VENETIAN BLINDS
2575-44th Av. LO mboard 6-5787
If no answer call EX brook 2-7360
Pacific Venetian Blind Factory
1475 Pine OR dway 3-7883
PARAMOUNT VENETIAN BLIND MFG CO
641 Van Ness Av. GR ayston 4-8471
(See Advertisement Page 802)

PARAMOUNT VENETIAN BLINDS

YOUR HOME
DESERVES
THE FINEST



"WHERE TO BUY THEM"

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Sun Stop Shade Service
2477 San Bruno Av. JUNiper 7-7966
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Keller H Clayton & Son Furniture Co
2877 California JOrdn 7-2828
LAKESHORE DISTRICT
Jules Furniture Co
21 Lakeshore Plaza LOmboard 6-4413
MISSION DISTRICT
Apex Venetian Blind Service Co
1397 Valencia MI ssn 7-5897
PARKSIDE DISTRICT
Hamill's Parkside Hardware
1044 Taraval MO ntrose 4-0534
PIONEER SHADE CO 1555 Clemnt. SK yline 1-9926
(See Advertisement This Page)
PROGRESS MANUFACTURING CO
"Since 1931"
MISSION DISTRICT
Venetian Blinds Made To Order
Repairing • Renovating
At
402 CORTLAND AV.
Frank Pereira - Owner
402 Cortland Av. MI ssn 8-0509
Rickenbacher Charles P 4051-18th ... MA rket 1-9903

The men and women in the Bell System are used to meeting emergencies and they are trained and equipped to carry on in times of special need. For years they have known the test of fire, flood and storm. Always before them is the tradition that "the message must go through."

MANUFACTURER WHOLESALE AND RETAIL



CLEANING • REPAIRING
1222 Sutter Street • San Francisco

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

ROLLA-HEAD CUSTOM-MADE BLINDS
The nationally advertised name to look for in Custom-Made Venetian Blinds. "Rolla-Head" with removable metal slats in all smart decorator colors. du Pont Plastics finish. Smooth EASY action.
"WHERE TO BUY THEM"
Pioneer Shade Co 1555 Clemnt. SKyline 1-9926
S F Window Shade Mfg Co
859 Golden Gate Av. WEst 1-6790

RUHLMAN-MACK CO

Quality
VENETIAN BLINDS AND WINDOW SHADES
Manufacturers - Contractors
Wallpaper - Draw Drapes
1416 Bush PProspect 6-1818
Evenings call. PProspect 6-0964

S F WINDOW SHADE MFG CO
859 Golden Gate Av. WEst 1-6790
SCHADE THE SHADE MAN
VENETIAN BLINDS
MADE TO ORDER
INSTALLED & REPAIRED
Anywhere in San Francisco
Estimates Gladly - No Obligation
Call Valencia 4-3312
Bet. 25th & 26th Sts
2937 Mission VAlencia 4-3312

SHADES INC 535 Sutter DOuglas 2-7092
(See Advertisement This Page)
SPRINGLESS WINDOW SHADES OF CALIF
3932 Mission JUNiper 5-1476
(See Advertisement This Page)
Style-Rite Venetian Blind Co
1311-25th Av. SEabright 1-4527
(See Advertisement Page 803)
SUN STOP SHADE SERVICE
2477 San Bruno Av. JUNiper 7-7966
(See Advertisement This Page)
SUNSET WINDOW SHADE & VENETIAN BLIND MFG CO
See Our Ad Under Window Shades
4355 California BAyww 1-5521
VENETIAN BLIND DOCTOR
741 Tehama HE mlock 1-0100
(See Advertisement Page 801)
VENETIAN BLIND LAUNDRY
See Our Display Ad Ven Bl Renovating
2047 Clement BAyww 1-4654

WESTERN VENETIAN BLIND CO
FLEXALUM VENETIAN BLINDS
FLEXALUM PLASTIC TAPE
TRANSPARENT SHADES
Cleaning - Repairing
CITY-WIDE SERVICE
Free Estimates
GERALD MAHONEY, Prop.
5646 Mission JUNiper 7-3726

Venetian Blind Mfrs-Whsle

AAVON VENETIAN BLINDS
VENETIAN BLINDS
Retail & Wholesale
MADE TO ORDER
Cornice Boxes & Traverse Tracks
Also Window Shades
Venetian Blinds
Cleaned - Repaired - Painted
PROMPT SERVICE
City-Wide Pick-Up & Delivery
Over 15 Years Experience
450 Fulton JOrdn 7-6885

ABBEY VENETIAN BLIND CO
Contn. Venetian Blinds-Window Shades
70 Otis MA rket-1-8120
ACE VENETIAN BLIND LAUNDRY
473 Bryant SU tter 1-7930
(See Advertisement Page 805)
Blitrite Venetian Blind Co
1020-23d Av Oakland
From telephones served from: S F
Zone only (No Inter-City Charge)
Ask "Operator" for "Enterprise 10187
(Continued Next Page)

Venetian Blind Mfrs-Whsle - (Cont'd)

Colberg Supplies
777 Golden Gate Av. MA rket 1-3415
CONSOLIDATED INTERIORS INC
Manufacturers & Distributors of
Console Custom Draperies
Console Drapery Fabrics
Ambassador Venetian Blinds
Sunset Venetian Blinds
Consolidated Decorative Cornices
Consolidated Lambrequins
Kane Kasements
Drapery Hardware
WHOLESALE ONLY
762-100th Av Oakland LOckhavn 9-2431

The Yellow Pages save you time.

Venetian Blind Mfrs-Whsle - (Cont'd)

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

DE FRIESE THEO & SONS INC
1222 Sutter ORow 3-9035

An extension telephone saves time and steps.

Ace ADD Beauty
VENETIAN BLINDS TO YOUR ROOM
VENETIAN BLINDS LAUNDERED
RETAPED - RECORDED
24-HR. SERVICE
"Guaranteed No Steam Cleaning"
Special Rates to Janitorial Contractors
REPAINTING - RESLATING
With Rust-Proof Slats
VENETIAN BLINDS CORNICE BOXES TRAVERSE RODS ROLLER SHADES
Free Estimates
No Job Too BIG or Too SMALL
Phone Sutter 1-7930
After 6 Call VAlencia 4-0222

Ace VENETIAN BLIND LAUNDRY
473 BRYANT STREET

MANUFACTURERS OF QUALITY BLINDS
VENETIAN BLIND DOCTOR

- Tape & Cord Renovating
- Cornices Made to Order
- Old Blinds Made Like New
- Draperies & Lambrequins Made
- Blinds Laundered

741 TEHAMA ST.
18 COLORS TO CHOOSE FROM
HEmlock 1-0100

Venetian Blind Mfrs-Whsle - (Cont'd)

EL REY VENETIAN BLINDS
Our custom made Venetian blinds feature the famous Kord-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
Mello-Lite Venetian Blind Co
10132 Edes Av Oakland LO ckhavn 8-2192
Moore's Cash & Carry Window Shade Co
1819 Market HE mlock 1-3663
Pac Venetian Blind Factory
1475 Pine OR dway 3-7883
PARAMOUNT VENETIAN BLIND MFG CO
641 Van Ness Av. GR ayston 4-8471

PARAMOUNT VENETIAN BLINDS
Manufacturers of PLASTIC LUME BLINDS
Rust Proof
Fully Guaranteed
Measuring & Installing Service

"WHERE TO BUY THEM"
PARAMOUNT VENETIAN BLIND MFG CO
641 Van Ness Av. GR ayston 4-8471

PIONEER SHADE CO 1555 Clemnt. SK yline 1-9926
RUHLMAN-MACK CO
1416 Bush PProspect 6-1818
Shades Inc
See Ad Under Venetian Blind Dealers
535 Sutter DOuglas 2-7092

SUNMATEY PRODUCTS CO
820 St Mateo Av Sn Bruno JUNo 8-2528
VENETIAN BLIND DOCTOR
741 Tehama HE mlock 1-0100
(See Advertisement This Page)

Venetian Blind Mfrs-Whsle - (Cont'd)

WALTER D N & E CO
562 Mission SU tter 1-0100
WESTERN VENETIAN BLIND CO
5646 Mission JUNiper 7-3726

Venetian Blind Renovating

A A A VENETIAN BLIND LAUNDRY
Complete Renovating Service
Free Estimates Pick Up & Delivery
24 Hour Service
1384 San Bruno Av. VAlencia 4-8649
A B A BLIND & SHADE CO
4901-3d VA lencia-4-1049

AAVON VENETIAN BLINDS
VENETIAN BLINDS
Cleaned - Repaired - Painted
PROMPT SERVICE
CITY-WIDE PICK-UP & DELIVERY
VENETIAN BLINDS
Retail & Wholesale
Made to Order
Cornice Boxes & Traverse Tracks
Window Shades
Over 15 Years Experience
450 Fulton JOrdn 7-6885

ABBEY VENETIAN BLIND CO
70 Otis MA rket 1-8120
(See Advertisement This Page)

ACE VENETIAN BLIND LAUNDRY
GUARANTEED NO STEAM CLEANING
24-Hr. Service • Pick Up & Delivery
See Ad Venetian Blind Mfrs-Whsle
473 Bryant SU tter 1-7930

APEX VENETIAN BLIND SERVICE CO
1367 Valencia MI ssn 7-5897
ART SHADE SHOP 2049 Market. HE mlock 1-5074
(Continued Next Page)

Please dial carefully . . . keep watching the dial.

Original VENETIAN BLIND LAUNDRY

CLEANING - RETAPING
RECORDING - REPAIRING
Complete Service

Our Scientific Cleaning Process Assures You of Complete Satisfaction

WORKMANSHIP & MATERIALS GUARANTEED

Replace Your Old Wooden Slats with Our New Plastic Coated Aluminum

MFRS., WHOLESALE & RETAILERS OF FLEXALUM - STEEL - WOOD

Traverse Tracks, Cornices, Window Shades - Screens - Bamboos
Interior Decorators Since 1922

ABBEY VENETIAN BLIND CO. Market 1-8120
70 OTIS ST. - Near Mission & So. Van Ness