

Vertical Blinds

ABBEY VENETIAN BLIND CO
Featuring the New
FLO-FOLD
VERTICAL SLAT
WINDOW BLINDS
RETAIL - WHOLESALE
Window Shades - Venetian Blinds
Complete Renovating Service
316 Valencia ... Markt 1-8120

ACE VENETIAN BLIND LAUNDRY
473 Bryant ... SUttr 1-7930
CONTINENTAL VENETIAN BLIND CO
2214 Lombard ... WEst 1-2602
FASHION VENETIAN BLIND CO
861 Florida ... MIsn 7-1093

FLO FOLD VERTICAL BLINDS
The New VERTICAL BLIND -
Made of Aluminum Slats.
FLO FOLDS Draw Open &
Close Like Draw Drapes.
Adjust to Any Desired Lighting. Completely
Dirt & Dust Free. Available in All Colors.



WHERE TO BUY THEM

MANUFACTURING
DISTRIBUTORS
Fashion Venetian Blind Co
861 Florida ... MIsn 7-1093
Knight Walter Marshall Av. ... Petaluma 2-2587
MELLO-LITE VENETIAN BLIND CO MEL'S
10132 Eden Av Oakland ... LOkcIn 6-2192
Pacific Venetian Blind Factory
1475 Pine ... OROw 3-7883

DEALERS
A B A Blind & Shade Co
1609 Palou Av. ... VAlencia 4-1049
Aaon Venetian Blinds 450 Fulton JOrdn 7-6885
Art Shade Shop 2049 Market ... HEmlck 1-5074
Atlas Weatherstrip Co 100 Naples JUnpr 4-1803
Continental Venetian Blind Co
2214 Lombard ... WEst 1-2602
Davis Jno R 3248-22d ... MIsn 7-7971
De Friesse Theo & Sons Inc
1222 Sutter ... OROw 3-9035
Marina Venetian Blind Co
2214 Lombard ... WAInt 1-2829
Maxwell Window Shades
1301-12th Av ... OVRnd 1-0333
Pioneer Shade Co 1555 Clement ... SKYIn 1-9926
Progress Mfg Co 402 Courtland Av MIsn 8-0509
Sunset Window Shade & Venetian Blind
Mfg Co 4355 California ... BAyW 1-5521
Venetian Blind Laundry
2047 Clement ... BAyW 1-4654
Walker Charles D Co
Wholesale Distributor Only
1254 Market ... HEmlck 1-0121

HOTTER J F & SON 1793 Geary ... FIlm 6-6658
Lan On Co
Bamboo Fan A Soft Effect
771 Sacramento ... YUkon 2-6152
Memory plays tricks. If in doubt
about a telephone number, please
look it up in the Directory.

LITE MASTERS
VERTICAL
VENETIAN
DRAW
DRAPERIES
Factory Trained Representative
They Open • They Close
They Draw
THEY ARE DUST PROOF
LOW BUDGET TERMS
Free Estimate - Day or Evening
JUniper 5-1476
SPRINGLESS WINDOW SHADES
OF CALIFORNIA
3932 MISSION

Vertical Blinds-(Cont'd)

Maxwell Window Shades
1301-12th Av ... OVRnd 1-0333
PARAMOUNT VENETIAN BLIND MFG CO
5929 Mission ... SUttr 5-2436
RELIABLE METAL WEATHER STRIP CO
2415-19th Av ... MOntrse 4-9526
SPRINGLESS WINDOW SHADES OF CALIF
3932 Mission ... JUnpr 5-1476
SUN VERTICAL SALES 2761-21st ATwtr 2-4286
UNIQUE VENETIAN BLIND LAUNDRY
5648 Mission ... JUnpr 4-3923

Vestments-See Caps & Gowns

Veterinarians

ASSOCIATION OF S F VETERINARIANS
An Association of Veterinarians.
Members of The American
Veterinary Medical Association
In an Emergency Only, between
the hours of 6 P.M. and 6
A.M., If Unable to Reach
Your Veterinarian, Call the
Association.



MEMBERS

ASSOCIATION HEADQUARTERS
Association Of S F Veterinarians ... EXbrk 2-0540
49 Geary ... In An Emergency Between
6 PM & 6 AM call ... EXbrk 2-0540

MEMBERS

Arbursa J M 26 Fell ... MArk 1-2670
Beretta G P 2043-19th Av ... MOntrse 4-3378
Carroll H F 2024 Lombard ... WAInt 1-0410
Chafets Albert 298 Monterey Bl ... JUnpr 5-4811
Cooper E S 3329 Balboa ... SKYIn 2-1952
Creely Andrew J 1210 Steiner ... WEst 1-9302
Fred Arthur J 298 Monterey Bl ... JUnpr 5-4811
Freid Norman T 298 Monterey Bl ... JUnpr 5-4811
Heno Gustave B 530 Arguello Bl ... SKYIn 1-3242
Kron Oscar J 1386 Golden Gate ... WEst 1-5550
Loy M C 26 Fell ... MArk 1-2670
McInnes John 26 Fell ... MArk 1-2670
McIntyre T M
1983 Junipero Serra Bl ... PLaza 5-0969
Miller's Dog & Cat Hospital
1001 Ocean ... DElaware 3-6026
Mission Dog & Cat Hospital
720 Valencia ... KLondke 2-0321
Monterey Veterinary Hospital
298 Monterey Blvd ... JU npr 5-4811
Pats Unlimited Inc 3170 Sacramento ... WE st 1-4929
S F Pet Hospital 1371 Fulton ... WE st 1-8312
Westlake Pet Clinic
30 Park Plaza Dr Daly City ... PLaza 5-4232

CHRISTMAN R S 3401 Mission ... DElaware 3-0813
When in doubt about a tele-
phone number, please look in the
telephone directory first. That
helps you, helps others, and helps
telephone people to do a better
job for you.

Veterinarians' Supplies

Burns H C Co Inc
1122 E 8th Oakland ... TEmplr 4-8911
Calif Stockmen's Supply Co
151 Mission ... SUttr 1-0580
Central City Chemical Consolidated
617 Howard ... SU ttr 1-2644
Pitman-Moore Co 698-14th ... KLondke 2-1700

Veterinary Hospitals

Animal Hospital S P C A 2500-16th, MA rket-1-1700
Arbursa McInnes & Levy Dog & Cat Hospital
26 Fell ... MA rket 1-2670
Avenues Pet Hospital ... MO ntrose 4-3369
Balboa Pet Hospital 3329 Balboa ... SK yline 2-1952
Blue Cross Dog & Cat Hospital
Andrew J Creely-Prop
1210 Steiner ... WE st 1-9302

CHRISTMAN R S
VETERINARY SURGEON
Modern Hospital
Tattooing for Identification
5601 Mission ... DElaware 3-0813

Civic Center Dog & Cat Hospital
530 Fulton ... WA Int-1-1717
Henner's Pet Hospital
1386 Golden Gate Av ... WE st 1-5550
Marina Pet Hospital 2024 Lombard, WA Int-1-0410
McConnick's Dog & Cat Hospital
3043-19th ... MOntrse 4-3378
McIntyre T M
1983 Junipero Serra Blvd ... PLaza 5-0969
Miller's Dog & Cat Hospital
1001 Ocean ... DElaware 3-6026
Mission Dog & Cat Hospital
720 Valencia ... KLondke 2-0321
Monterey Veterinary Hospital
298 Monterey Blvd ... JU npr 5-4811
Pats Unlimited Inc 3170 Sacramento ... WE st 1-4929
S F Pet Hospital 1371 Fulton ... WE st 1-8312
Westlake Pet Clinic
30 Park Plaza Dr Daly City ... PLaza 5-4232

Vials-See Bottles

Vibration Isolation

BARRYMOUNTS-
ROBERTS E V AND ASSOCIATES
988 Market ... GRaystn 4-6655
Fabreka Products Company
3871 Piedmont Av Oakland ... HU mbolt 3-1976
Kerfud Co 3473 Harrison ... MArk 1-3282
Korfund Co Inc The 171-2d ... SUttr 1-1100
M B Manufacturing Company
25 Stillman ... DO uglas 2-0934

M B VIBRATION CONTROL
VIBRATION ISOLATORS
ENGINE MOUNTS
VIBRATION TEST
EQUIPMENT
Products of
The M B Manufacturing Co., Inc.
New Haven, Conn.
"WHERE TO CALL"
PAC SCIENTIFIC CO
25 Stillman ... DO uglas 2-0934
ROBINSON VIBRATION & SHOCK MOUNTS-
PURDY WM J CO
Representing Robinson Aviation Inc
Vibration Control Engineers
Met-Flex Vibration Isolators
79-9th ... UNdrhl 3-4321

UNISONB-
FELTERS CO THE 718 Mission ... YU kon 6-0300
The men and women in the Bell
System are used to meeting emer-
gencies 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."

Vibrators

See also Concrete Vibrators
CLEVELAND AIR-POWERED VIBRATORS-
CLEVELAND VIBRATOR CO THE
7 Front ... SUttr 1-4151
INDUSTRIAL AIR & ELECTRIC VIBRATORS-
INDUSTRIAL VIBRATOR & MACHINERY
CO 7 Front ... SUttr 1-4151

Jeffrey Mfg Co

Engineered Projects
Vibrating Feeders & Conveyors
771 Clementine ... UNdrhl 3-6596

Mall Hi-Kik Vibrators

COAST EQUIPMENT CO 444-8th, Market 1-5740
RIDLEY CO 320-11th ... UNdrhl 1-7649

Syntron Electric Bin Vibrators

SYNTRON S F SALES CO
59-30th ... ATwtr 8-1317

Vinegar

FLEISCHMANN'S WHITE DISTILLED
PICKLING VINEGAR-
STANDARD BRANDS INCORPORATED
921-98th Av Oakland ... SWestw 8-3112

FOUR MONKS WINE VINEGAR-
AMERICAN INDUSTRIES CORPORATION
814 Montgomery ... GArd 1-8311

LADY'S CHOICE VINEGAR-
LADY'S CHOICE FOODS
1237 Minnesota ... ATwtr 2-5500

Pac Vinegar Co Inc 244 Calif. ... YUkon 6-4306
Spice Islands Co 610 Folsom ... YUkon 6-1375
Vinces Wine Vinegar 221-14th ... KLondke 2-3242

Violet Ray Apparatus

See Ultra Violet Ray Lamps & Apparatus

Violins

CHAPIN JOHN MUSIC CO
LARGE COLLECTION OF
VIOLINS - VIOLAS - CELLOS & BASSES
EXPERT VIOLIN REPAIRING
148 Jones ... PProspect 6-2836

CHAPIN ORVILLE MUSIC CO
Violins & All String Instruments Repaired
384 Ellis ... OROw 3-6313

JAGOB & ARCHIBALD
Violins-Bought-Sold & Repaired
406 Sutter ... EXbrk 2-4637

SCHUBERT RICHARD
Violins-Bought-Sold & Repaired
101 Post ... GA rfd 1-8513

Vises-See Tools Headings

Visible Record Systems

See Filing Equipment & Supplies; Also
Indexing Systems & Supplies

Visual Education Equipment & Supplies

Isoponica Incorporated 201-4th Av. ... SKYIn 1-4311
PHOTO & SOUND CO
Bell & Howell Special Representative
116 Natoma ... EXbrk 2-2103

Good party-line neighbors are
considerate party-line users. Re-
member these golden rules:
• Space your calls instead of mak-
ing several without a break.
• Talk only as long as necessary
on each call.
• When you finish talking replace
the receiver properly.
• Make certain, if you are using a
dial telephone, that the line is
clear before you dial.
• Ask your youngsters to be con-
siderate, too.

Vitamin Products-Dists

BREWSTER FOOD SUPPLEMENT
We invite You to Compare the Over All
Ingredients as Compared to Similar
Products - P. J. Marin, Authorized Distr.
1220 Polk ... PProspect 5-3355

Davis Professional Service
825 Bush ... GRaystn 4-0979
Landstrom Co 69 Green ... EX brook 2-6794

NUTRILITE

More than just "vita-
mined" NUTRILITE is the
only vitamin-mineral food
supplement with the ex-
clusive NUTRILITE nat-
ural plant-base. Never
sold in stores. Available
only through NUTRILITE Distributors.
"WHERE TO CALL"
Clark & Fields 1349 Taraval ... LOMBrd 4-2270
Cox Hugh W 1349 Taraval ... LOMBrd 4-4760
Fuller Warren P 575 Castro ... UNdrhl 3-1134

ROBINSON LABORATORY INC
180-1st ... SUttr 1-3993
Therapeutic Foods Co 988 Market ... OROw 3-8432
Vitamin Products Co 988 Market ... OROw 3-8432

Vitamin Products-Mfrs

Collett-Week-Niibecker Inc
1291-67th Emeryville ... OLYmpc 2-5484
Noppo Chemical Co
1141 S 14th Richmond ... LA nscape 6-2837
Organic Sea Products Corp
909 Harrison ... EXbrk 2-3186

Vitamins-Raw Materials

HOFFMANN-LAROCHE INC
167-1st ... DO uglas 2-6037
Petersohn John Co 544 Sansome ... DO uglas 2-2890

STERWIN CHEMICALS INC
Formerly Winthrop-Stearns Inc
Bulk Vitamins-Spec Chem Amino Acids
345-9th ... MArk 1-6729
WILBUR-ELLIS CO 320 California, GArd 1-1775

Vocal Instruction

See Music Instruction-Vocal

Vocational Consultants

ALTO VOCATIONAL COUNSELING CENTER
founded 1935
On Approved List, National
Vocational Guidance Association
948 Market ... DO uglas 2-4206

Barreau Personal Analysis Service
Scientific Analysis-Aptitude Testing
Pacific Bldg ... GA rfd 1-4236
Jobs In Calif 681 Market ... YUkon 2-1968
Personality Foundation 861 Post ... TUxedo 5-1050

Voice Developing

See Music Instruction-Vocal; Public
Speaking Instruction

Voice Recorders

See Recording Equipment & Supplies-
Sound

Vulcanizing

CITY TIRE CO 112 Sagamore ... JU nper 4-8723

Vulcanizing Equipment & Supplies

GURLEY-LORD TIRE CO
Mission & 11th ... HE mlock 1-1800

Waists-See Blouses-Retail

Wall Beds

See Beds-Disappearing
The Yellow Pages save you time.

Wall Board

ABEA SHEET ROCK INSTALLATION
LICENSED CONTRACTOR
Homes - Stores - Commercial
6458 10th Av ... SKYIn 1-7075

BIG BEAR LUMBER CO
1625 Junipero Serra Blvd ... PLaza 5-1242
BROOKMAN CO INC THE 2833-3d ATwtr 8-0644
CLEVELAND WRECKING CO
2800-3d ... VA lencia 4-1411

COLOTYPE TYLE-BORD

DISTRIBUTOR
WESTERN ASBESTOS SUPPLY CO
148 Townsend ... KLondke 2-3868

CUT-RATE WRECKING & LUMBER CO
1740 Folsom ... HE mlock 1-8165
DAVIDSON PLYWOOD & LUMBER CO
1150 Thomas Av ... MIsn 7-2132

DICKINSON LUMBER CO INC
Jerrod & Quint ... MIsn 7-2992
Fuller Warren P 575 Castro ... UNdrhl 3-1134

FIR-TEX INSULATING BOARD PRODUCTS

GREAT WESTERN BUILDING MATERIAL CO
Panel Board & Sheet Rock
1673 Mission ... UN drhl 1-4080

FIR-TEX OF NORTHERN CALIF
1455 Custer Av ... MIsn 8-4332
Forest Fiber Products Co 24 Calif. ... DO uglas 2-0222

FOREST HARDBOARD-
FOREST FIBER PRODUCTS CO
24 Calif. ... DO uglas 2-0222

GILLON LUMBER CO
3931 Geary Blvd ... SK yline 2-2400
GURIN J S & CO 455 Berry ... SU ttr 1-4696

HIGGINS LUMBER CO
All Types
MASONITE - UPSON BOARD
FLINTKOTE - PLYWOODS - PANELYTE
99 Bayshore Blvd ... VA lencia 4-8744

HOGAN ART 621 Bayshore Blvd ... JU npr 4-6670

HOMASOTE-
LILLY ALFRED E & ASSOCIATES
907 Post ... OROw 3-7542

JOHNS-MANVILLE WALL BOARD-
DISTRIBUTOR
WESTERN ASBESTOS SUPPLY CO
148 Townsend ... KLondke 2-3868

LILLY ALFRED E & ASSOCIATES
907 Post ... OROw 3-7542

MARLITE WALL PANELS
For creating beautiful
interiors, Large plastic-
finished panels, easy to
install and keep clean.
Plain colors, horizontal, tile, wood and marble
patterns. Sold by all leading lumber and build-
ing material dealers.

"WHERE TO BUY IT"
BRANCH OFFICE
MARSH WALL PRODUCTS INC
Latham Sq Bldg Oakland ... Higate 4-2472

WHOLESALE
Higgins Lumber Co
99 Bayshore Bl ... VAlencia 4-8744

APPLICATORS
Brookman Co Inc The 2833-3d ... ATwtr 8-0644
Reeder L D Co Of S F
1259 Sansome ... DO uglas 2-5050

Masonite Corporation 111 Sutter ... YU kon 6-3696

FOUR THOUGHTFUL ITEMS OF TELEPHONE PROCEDURE

- 1. Please answer promptly.
2. Please be on the line when the party you want answers.
3. Please speak distinctly and without hurrying, with the lips close to the mouthpiece.
4. Please replace the receiver gently when through talking.

Wall Board-(Cont'd)

MASONITE HARDBOARDS
STANDARD PRESWOOD,
TEMPERED PRESWOOD,
TEMPRITLE, PANEL-
WOOD, LEATHERWOOD.
Grainless Wood Fiber Hardboards made from
Exploded trees, 4 Ft. Wide to 12 Ft. Long.
For use in Construction and Industry.
"WHERE TO BUY IT"
DISTRIBUTORS
GROSS CO 960-7th ... MA rket 1-0789
HIGGINS LUMBER CO
99 Bay Shore Blvd ... VA lencia 4-8744
PACIFIC COAST AGGREGATES INC
400 Alabama ... KL ondke 2-1616

DEALERS
Cut-Rate Wrecking & Lumber Co
1740 Folsom ... HE mlock 1-8165
McFarlane & Brown 3650 MIsn MI ssn 8-4049
Oakley Lumber & Mill Co
1450 Powell ... EX brook 2-3385

FABRICATOR
WOODALL INDUSTRIES INC OF CALIF
1970 Carroll Av ... DElaware 3-2073

WESTERN DIVISION
SALES OFFICE
MASONITE CORPORATION
111 Sutter ... YU kon 6-3696

MAZZERA B BUILDING MATERIALS CO
4277 Mission ... JU nper 5-2371

PACIFIC COAST AGGREGATES INC
MASONITE
Tempered & Untempered Panels
SIMPSON INSULATING
WALLBOARD
Gypsum Wallboard - Plywood Panels
400 Alabama ... KL ondke 2-1616

Reusch Verne G 2720 San Jose Av. ... JU nper 7-1896

SHEETROCK DRY
PLASTERING
Costs no more. Approved by U. S.
Government (F.H.A.) Architects
and Builders for best walls and
ceilings. High grade-30 other
Wall and Insulation Boards.

"WHERE TO BUY IT"
WESTERN BUILDER'S SUPPLY CO
1811 Folsom ... UN drhl 1-1855

SUPER HARDBORD PLYWOODS-
HARBOR PLYWOOD CORPORATION
OF CALIF 3095-3d ... VA lencia 6-2411

SYMON BROS WRECKERS INC
1435 Market ... HE mlock 1-0441
U S PLYWOOD CORP 1100 Army AT water 2-1993

WESTERN ASBESTOS SUPPLY CO
DISTRIBUTOR
Johns-Manville Insulating Boards
Colotype Tyle-Bord Prefinished
Wallboard
Certain-lead Bestwall & Firastop
Bestwall Gypsum Wall Board
148 Townsend ... KLondke 2-3868

Western Wall Board Contractors
2 Meacham Pl ... TUxedo 5-0204

Wall Coverings

See Specific Kinds, i.e., Canvas Products;
Wallpaper Hdgs; Linoleum Headings

Don't forget to plan for con-
cealed telephone conduit and
convenient locations for tele-
phone outlets when you build
your new home. These built-in
telephone facilities add real value
to a home, yet their cost is very
small if they are installed during
construction.

Wall Washing

BRITE-W ALL MAINTENANCE CO
1387-5th Av ... LOMBard 6-5200
MEL'S SERVICE
Competent Work-Fair Prices
3490 Mission ... MIsn 8-6000

WALL WASHING & FLOOR WAXING SPECIALISTS

Homes - Apartments - Offices - Comm'l.
Estimates Given - Fully Insured
"San Francisco's Finest Service"
25 Years of Satisfied Customers
Is Our Best Recommendation
3101 Pierce ... FIlm 6-6111
If no answer call ... OVRnd 1-1758

WINDER S A
Guar Streakless-Odorless Chemical
Cleaning of all Painted Surfaces
1423-47th Av ... SE abright 1-6303

Wallpapers

See Leather Goods Headings

To Find Someone
In your NEIGHBORHOOD
WHO SELLS IT
Looking for someone else by
who sells or has a service you
want will be easy when you
LOOK IN THE
Classified
TELEPHONE
SECTION

Always
keep Receiver
On the HOOK
When you are
through talking on
the telephone, always
see that you place the
receiver back on the
hook. Otherwise you
may miss an impor-
tant call.

THE PACIFIC TELEPHONE
AND TELEGRAPH COMPANY