



Continental

VENETIAN BLIND CO.
COMMERCIAL AND RESIDENTIAL

FROM FACTORY TO YOU

THE LATEST IN STYLE & ENGINEERING

Flexalum - Plastic Lume & Linen Fresh SLATS

IN A VARIETY OF COLORS
RUSLON (nylon) TAPES
CLEANS WITH A DAMP CLOTH

Flo-Fold VERTICAL BLINDS

COMPLETE RENOVATION
CLEANING, RESLATING, ETC.
FREE ESTIMATES

West 1-2602 • 2214 Lombard St.

24 HOUR SERVICE



Complete

BLIND LAUNDERING
PAINTING AND REPAIRING
NEW TAPES AND CORDS
NEW VENETIAN BLINDS
TRANSPARENT SUN SHADES
Cornices & Window Shades Made to Order
Replace Old Slats with New Aluminum Slats and Save \$ \$ \$

5648 MISSION

PICK-UP AND DELIVERY
CITY-WIDE SERVICE

UNIQUE

VENETIAN BLIND AND LAUNDRY Juniper 4-9323

Venetian Blind Dealers & Mfrs-Retail-

(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 UnionOR way 3-6784

FASHION VENETIAN BLIND CO
861 FloridaMI ssn 7-1093
(See Advertisement Page 797)

FRANKEN JAMES C CO

VENETIAN BLINDS
MADE TO ORDER
WITHIN 24 HOURS

Also
Shutters & Window Shades
1112 PolkGRaystn 4-5068

HOTTER J F & SON 1793 GearyFImor 6-6658
KENNEDY HAL 3444 BalboaBA yview 1-8530
Lam Arbie 461 Campbell Av.DElaware 3-1777

NEWSPAPER FIREWOOD

To make a small grate or stove fire, or to kindle a big one, use old newspapers which have been rolled up tightly, soaked overnight in water, squeezed out and allowed to dry for several days. The tighter they are squeezed, the better firewood they make.

LEVOLOR BUILT VENETIANS

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 SutterORway 3-0089
OAKLAND VENETIAN BLIND CO
10216 Pearmain OaklandSWeetw 8-6671
PARAMOUNT VENETIAN BLIND MFG CO
5929 MissionJUnipr 5-2436

DEALER

Art Shade Shop 2049 Market.HEmlok 1-5074

LITE MASTER VERTICAL VENETIAN STORE
3932 MissionJUnipr 5-1476

MARINA VENETIAN BLIND CO

Factory to You
FLEXALUM BLINDS
Flo-Fold Vertical Blinds
WINDOW SHADES
Made to Order - Repaired
Cleaning & Reslating 1 Day
2214 LombardWAlnut 1-2629

MAXWELL WINDOW SHADES

1101 IrvingOVRind 1-0333
(See Advertisement Page 799)

MOHAWK WINDOW SHADE CO

225 Columbus Av.YU kan 6-0371

MOHAWK WINDOW SHADE CO

5090 MissionJUnipr 7-5018
Moore The Blind Man 1819 Market.HEmlok 1-3663
Moore's Window Shade Co
1819 MarketHE mlock 1-3663

P M VENETIAN BLINDS

2578-44th Av.LO mbard 6-5787

Pacific Venetian Blind Factory

1475 PineORway 3-7883

PARAMOUNT VENETIAN BLIND MFG CO

5929 MissionJUnipr 5-2436
(See Advertisement Page 797)

(Continued Next Page)

VENETIAN BLINDS

MADE TO YOUR SIZES - WHILE YOU WAIT




DIAL
ORway 3-0089
or
ORway 3-9035

Attention: HOME OWNERS - APARTMENT HOUSES - HOTELS

WINDOW SHADES - 25% Cash & Carry
VERTICAL BLINDS & DRAPERIES - LOUVRE SHUTTERS
MADE TO ORDER & INSTALLED FOR-U AT LOWEST PRICES
Free Estimates - No Obligation

Theo. DeFriesse & Sons, Inc.
1222 SUTTER ST., S. F.

Venetian Blind Dealers & Mfrs-Retail-

(Cont'd)

PARAMOUNT VENETIAN BLINDS

YOUR HOME
DESERVES
THE FINEST



"WHERE TO BUY THEM"

MANUFACTURER & RETAIL
Paramount Venetian Blind Mfg Co
5929 MissionJUnipr 5-2436

PIONEER SHADE CO 1555 Clement St yline 1-9926
(See Advertisement This Page)

PROGRESS MANUFACTURING CO

402 Cortland Av.Mlssn 8-0509

The Yellow Pages save you time.

ROLLA-HEAD CUSTOM-MADE BLINDS-

ACE VENETIAN BLIND LAUNDRY
473 BryantDOuglas 2-2725

RUHLMAN-MACK CO

Est'd. 1925
VENETIAN BLINDS AND WINDOW SHADES
Manufacturers - Contractors
Wallpaper - Draw Drapes
1436 BushPRospt 6-1818
Evenings callPRospt 6-0964

S F Window Shade Mfg Co

859 Golden Gate Av.WE st 1-6790

Sears Roebuck & Co

Geary Bl & Masonic Av.JOrdn 7-7360
Mission & ArmyVAlencia 4-2400

SHADES INC 535 SutterDOuglas 2-7092
(See Advertisement This Page)

(Continued Next Page)

Advertise here—it pays.

SERVING YOU 40 YEARS SAME LOCATION

VENETIAN BLINDS

MADE-TO-ORDER & INSTALLED - RENOVATED
REPAIRED - RETAPED - SLATS REPLACED
WINDOW SHADES
MADE-TO-ORDER & REVERSED




- FLEXALUM SLATS
- PLASTIC TAPE
- TRANSPARENT SHADES
- VERTICAL BLINDS

JNO. R. DAVIS

3248-22nd STREET FREE PARKING PHONE
Bet. Mission & Valencia Mlssion 7-7971

AAVON VENETIAN BLINDS

CLEANING—RESLATING—REPAIRING
RECORDING

REPLACE OLD STYLE WOODEN SLATS WITH
PLASTIC COATED RUST PROOF ALUMINUM SLATS

"The Difference is in the Service"

RESIDENTIAL & COMMERCIAL
Estimates Cheerfully Given
JOrdn 7-6885
CITY WIDE PICK-UP & DELIVERY
MADE TO ORDER
Venetian Blinds - Lambrequins - Cornices
Traverse Rods - Window Shades - Vertical Blinds
450 FULTON




SEabright 1-4527

ALUMINUM - STEEL - WOOD
Expert Repairing

Also COMPLETE DRAW DRAPERIES
FINE FABRICS - LOVELY PRINTS
PADDED LAMBREQUINS

Easy Payments - Free Estimates
STYLE-RITE VENETIAN BLIND CO.
2126 IRVING ST. - Near 22nd Ave.



CALL FOR
FREE ESTIMATE ON
MADE-TO-MEASURE
OR READY-MADE

VENETIAN BLINDS

Also Free Estimates Given On
VERTICAL BLINDS - WOOD SHUTTERS
ALUMINUM AWINGS & WINDOW SHADES

SEARS ROEBUCK & CO.
SAN FRANCISCO
GEARY BLVD. MISSION & ARMY
JOrdn 7-7360 VAlencia 4-2400

22 years specializing in window coverings and light control

Shades Inc.

Everything for Windows

LOUVRE SHUTTERS—WINDOWS & DOORS
DuPont TONTINE WASHABLE SHADES
Flo-fold VERTICAL VENETIANS
Flexalum VENETIAN BLINDS
CLOTH DRAPERY ORIGINALS
TRANSPARENT SUN-SHADES
Cal-Craft WOOD FABRICS

• shoji panels and screens
• bamboo and wood fabric draperies, shades, accordian doors in any size and color to order
• window screens

CONTRACT AND RETAIL

DOUGLAS 2-7092
535 SUTTER near POWELL

MAXWELL VENETIAN BLINDS

Oldest Firm in the Sunset

NEW VERTICAL BLINDS
Repairing - Reslating - Cleaning
TAPE - CORD - PARTS
WINDOW SHADES - CORNICES
FREE ESTIMATES

Overland 1-0333 1101 Irving - Cor. 12th Ave.



VENETIAN BLINDS
Aluminum • Steel
Laundered, Repaired, New
WINDOW SHADES
Liteproof • Washable • Transparent
Reversed, Repaired, New
Free Estimates On All Work
JUniper 7-7966
Or Juniper 5-0185
2477 San Bruno Ave.

VENETIAN BLINDS

WINDOW SHADES
WEATHERSTRIPPING - SCREENS
DISCOUNTS ON CASH & CARRY

Skyline 1-9926



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