

**Window Shades-Retail-(Cont'd)**  
 Economy Shade Inc 535 Sutter... DOuglas 2-7092  
**EL REY VENETIAN BLINDS**  
 For Quality, Service, Dependability, Low Cost Call El Rey Today  
 VENETIAN BLINDS WINDOW SHADES  
**"WHERE TO BUY THEM"**  
 EL REY VENETIAN BLIND CO  
 1723 Union... OR dway 3-6784

**FRANKEN JAMES C CO**  
 1112 Polk... GR ayson4-5068  
**BARDIA & J CO**  
**WINDOW SHADES AND VENETIAN BLINDS MADE TO ORDER REPAIRED**  
 1528 Pacific Av... OR dway 3-6800

Miral J M  
 115 Clement... SKYline 1-0463  
**HOTTER J F & SON** 1793 Geary... Filmor 6-6658  
**KENNEDY MAL** 3444 Balboa... BA yview 1-8530  
**LUN ON CO**  
**BAMBOO SHADES & DRAPERIES**  
 Outdoor & Indoor Stock or Custom Cut See Our Exclusive Sheer SILK SHEEN BAMBOO Matting - Hemp Rugs Poles - Rattan Furniture SINCE 1908  
 Between Grant & Kearny 771 Sacramento... YUkon 2-6152

**MALHOUSE PAINT HOUSE**  
 25% OFF CASH & CARRY WINDOW SHADES Made-To-Order & Repaired  
 3122-16th... UNdrl 1-9938

**MARINA VENETIAN BLIND CO**  
 Window Shades - Venetian Blinds Made to Order Factory to You We Clean-Repair-Resist Venetian Blinds  
 2214 Lombard... WAint 1-2829

**MAXWELL WINDOW SHADES**  
 1101 Irving... OVrind 1-0333  
 Mohawk Window Shade Co 5090 Mission... JUNipr 7-5018  
**MOORE THE BLIND MAN**  
 1619 Market... HEmlck 1-3663  
 Neighborhood Home Furnishing 651 Divisadero... WA Int 1-2301  
 Noriega Hardware & Appliance 2526 Noriega... SEabright 1-0531

**PARAMOUNT VENETIAN BLIND MFG CO**  
**"PLASTIC LUME"**  
 Aluminum Venetian Blinds Rustproof Plastic Enamelled DIRECT-FROM FACTORY TO YOU Free Estimates Prompt Delivery Complete Renovation Complete City & Bay Area Service  
 5929 Mission... JUNipr 5-2436

**PEDERSEN CHRIS LINOLEUM CO**  
 150 Steiner... UN drrhl 1-8446  
**PIONEER SHADE CO**  
 1553 Clement... SK yline 1-9926

**THIS TAKES THE CAKE**  
 To split layer cake, or slice an angel food cake, "saw" through it with silk or nylon thread.

**Window Shades-Retail-(Cont'd)**  
**RICHMOND WINDOW SHADE CO**  
**RICHMOND WINDOW SHADE FACTORY**  
 NEW SHADES MADE TO ORDER Repairing a Specialty Artistic Scallop Shades BRING IN YOUR OLD ROLLERS & WE WILL SAVE YOU MONEY The Man Who Stopped the Great Fire of 1906  
 R. L. INGHAM  
 4430 California... SKYline 1-3274

**RUHLMAN-MACK CO**  
 Est'd. 1925  
**WINDOW SHADES AND VENETIAN BLINDS**  
 Manufacturers - Contractors Wallpaper - Draw Drapes  
 1416 Bush... PProspect 6-1818

**S F Window Shade Mfg Co**  
 859 Golden Gate Av... WEST 1-6790  
**SEABOARD HARDWARE & SUPPLY CO**  
 2253 Polk... GRaystn 4-1463  
**SHADES INC** 535 Sutter... DOuglas 2-7092  
**SPRINGLESS WINDOW SHADES OF CALIF**  
**LITE MASTER DRAW DRAPERIES**  
 BAMBOO DRAW DRAPERIES Free Estimates - Day or Evening  
 3932 Mission... JUNipr 5-1476

**STANDARD LINOLEUM CO**  
 1836 Polk... PR espt 5-9263  
 Advertise here - it pays.



Extruded K-D Aluminum or Redwood-Framed Stainless Steel Weather-stripped. Complete Surround or Jamb Only. Optional Inside Snap-On Screens & or Storm-Sash for Windows, Porches, Doors & Picture Windows.

5-In-1 Lifetime Comb. Adjust. Outside Venetian Blind, Full View Awning, Window Guard, Rain, Draft, Glare & Illumination Control. Choice of Baked Enamel Colors for Homes - Schools - Apts. & Hotels.

EVERY WINDOW A PICTURE WINDOW  
**CLEARVIEW®**  
 LOUVER WINDOW CORP.  
 Established 1935  
 260 KEARNY

**Sutter 1-1543**  
 In San Mateo - Diamond 3-3501

**Window Shades-Retail-(Cont'd)**  
**SUN STOP SHADE SERVICE**  
 PORTOLA DISTRICT WASHABLE WINDOW SHADES MADE TO ORDER - REVERSED VENETIAN BLINDS  
 2477 San Bruno Av... JUNipr 7-7966

Sunset Window Shade & Venetian Blind Mfg Co 4355 California... BA yview 1-5521  
 Transparent Shade Co The 323 Geary... YU kon 2-1441  
**UNIQUE VENETIAN BLIND LAUNDRY**  
 5648 Mission... JUNipr 4-9323  
**VENETIAN BLIND DOCTOR**  
 741 Tehama... HE mlck 1-0100  
**VENETIAN BLIND LAUNDRY**  
 2047 Clement... BA yw 1-4654  
**WALOOM GEO G** 1526 California... OR dway 3-0458

**Window Shades-Whse & Mirs**  
 Ace Venetian Blind Laundry 473 Bryant... DOuglas 2-2725  
**ART SHADE SHOP** 2049 Market... HE mlck 1-5074  
**AUSTIN-WOLFE INCORPORATED**  
 Sunvue & Bamboo Wood Fabrics Wholesale 672 Howard... YUkon 2-2713  
**BRENNAN-WARTSHORN INC**  
 1280-45th Emeryville... Pledmt 5-6227  
 From telephones served by the following exchange S F Zone (No Inter-City Charge) Ask "Operator" for Entrprise 10113  
**CAL-CRAFT WOOD FABRICS**  
 407 Jackson... DOuglas 2-7096  
 Cash & Carry Window Shade Co 1819 Market... HEmlck 1-3663  
 Clapp Corp 5700-3d... MIson 7-5204  
 Davis Joe B 3248-23d... MIson 7-7971  
**DE FRIESE THEO & SONS INC**  
 See Adv Under Window Shades Retail 1222 Sutter... ORdwy 3-0089  
 Or call... ORdwy 3-9035  
**Economy Shade Inc** 535 Sutter... DOuglas 2-7092  
**FRANKEN JAMES C CO**  
 1112 Polk... GR ayson4-5068

**Window Shades-Whse & Mirs-(Cont'd)**  
 Hartshorn Stewart Co 1280-45th Emeryville... Pledmt 5-6227  
**HAUSER SHADE PRODUCTS CO**  
 Wholesale Distributor Illinois Shade Cloth & Rollers Judd Products-Tension-Tite Screens 1448-63d Emeryville... HUmbit 3-7978  
**ILLINOIS SHADE CLOTH & ROLLERS-**  
 HAUSER SHADE PRODUCTS CO 1448-63d Emeryville... HUmbit 3-7978

**MOHAWK WINDOW SHADE CO**  
 225 Columbus Av... YU kon 6-0371  
**MOHAWK WINDOW SHADE CO**  
 5090 Mission... JUNipr 7-5018  
**MOORE THE BLIND MAN**  
 1819 Market... HEmlck 1-3663  
**RUHLMAN-MACK CO** 1416 Bush... PR ospt 6-1818  
 Shades Inc See Ad Under Window Shades-Retail 535 Sutter... DOuglas 2-7092  
 Volker Wm & Co 631 Howard... EXbrk 2-5727  
 From telephones served by the following exchange East Bay Zone (No Inter-City Charge) Ask "Operator" for Entrprise 11108  
**WALTER D N & E & CO**  
 502 Mission... SU tter 1-0100

**Window Trimming**  
 See Window Displays-Installation & Service  
**Windows-Louvered**  
**CLEARVIEW LOUVER WINDOW CORP**  
 260 Kearny... SU tter 1-1543  
**JALOUSIE WINDOWS-**  
 CONTINENTAL BUILDING PRODUCTS CO 450 Mission... YUkon 2-6630

**Windows-Metal**  
**ALWINTITE ALUMINUM WINDOWS**  
 By GENERAL BRONZE CORP. Standard stock sizes of Double-hung, Sliding, Picture-Sliding, and VIEWall windows. Also screens and storm sash  
**"FOR INFORMATION CALL"**  
**EAST BAY SASH & GLASS CO**  
 1113 Jackson Hayward... JEfran 7-8211

Arcadia Metal Products 171-2d... SU tter 1-1100  
**ARISLIDE HORIZONTAL SLIDING DOORS-**  
 MICHEL & PFEFFER IRON WORKS INC 212 Shaw Rd South S F... PLaza 5-8983  
**ARISTON METAL PRODUCTS-**  
 MICHEL & PFEFFER IRON WORKS INC 212 Shaw Rd South S F... PLaza 5-8983  
 Bayley William Co The 171-2d... SU tter 1-1100  
**DEGO STEEL PRODUCTS CORP**  
 Steel & Aluminum Windows 401 Tunnel Av... DE laware 3-3600  
**DEGO WINDOWS & SCREENS-**  
 PACIFIC COAST AGGREGATES INC 400 Alabama... KLandke 2-4616

Church Art Glass Studio Leaded Glass Windows 359 Waller... UNdrl 1-8148  
 Clearview Louver Window Corp 260 Kearny... SU tter 1-1543  
 Detroit Steel Products Co 921 Larkin... ORdwy 3-3575  
 Fenestra Steel Window Co 921 Larkin... ORdwy 3-3575  
**FENESTRA STEEL WINDOWS-**  
 DETROIT STEEL PRODUCTS CO 921 Larkin... ORdwy 3-3575  
 Fox Walter R Co The 666 Mission... SU tter 1-6700  
**GETTING STEEL CO**  
 Steel & Aluminum Windows 235 Bayshore Blvd... VA lencia 6-3026

**TO DARN A BIG HOLE**  
 To furnish a firm base on which to work, baste a piece of mosquito netting over hole in garment.

**Windows-Metal-(Cont'd)**  
**LUDMAN CORP**  
 137 Caperton Av Oakland... Pledmt 5-6542  
**LUPTON ALUMINUM & STEEL WINDOWS-**  
 DISTRICT OFFICE & WAREHOUSE  
 FLYNN MICHAEL MANUFACTURING CO Dealers In All Areas 1441 W Fremont Stockton... HOwrd 6-7024

**POMEROY S H CO INC** 693 Mission... GA rfd 1-6971  
**ROGERS E E & CO INC**  
**"DUAL-FIN"**  
**"PANAVIEW"**  
 ALUMINUM CASEMENTS SLIDING WINDOWS  
 6672 Bancroft Av Oakland... LOKchvn 9-4046

Rolph-Mills & Co 171-2d... SU tter 1-1100  
**RUSCO PRIME WINDOWS-**  
 SON-NEL SUPPLY CORPORATION 10222 Pearmain Oakland... LOKchvn 2-1717  
**SON-NEL SUPPLY CORPORATION**  
 10222 Pearmain Oakland... LOKchvn 2-1717  
**SOULE STEEL COMPANY**  
 1750 Army... VA lencia 4-4141  
**STEELBILT HORIZONTAL SLIDING WINDOWS-**  
 Pioneer Producer of Patented Frames for easy sliding, weather-tight, glass doorwalls and horizontal sliding windows. No rattle. Custom made, or low cost stock sizes and models.  
**"WHERE TO BUY THEM"**  
 McKane Metal Products Co 500 Bryant... EXbrk 2-1185

**STRUCTURAL GLASS CO**  
 PREMIER Aluminum Horizontal Sliding Windows  
 1492 Mission... MARkt 1-5266

**TIMM ALUMINUM SASH-**  
 DISTRIBUTOR  
**CROWE GLASS CO**  
 675 Golden Gate Av... MA rket 1-0591  
**TRIM-SET STEEL WINDOWS-**  
 WINDOW SALES INC 4805 Tidewater Av Oakland... KElog 4-1651  
**TRUSCO STEEL DIVISION OF REPUBLIC STEEL CORP** 10 Beale... YUkon 2-4680  
 Universal Window Co 950 Parker Berkeley... THrwl 1-1600

**Windows-Wooden**  
**ANDERSEN WINDOW WALLS-**  
 MILL BUILT DISTRIBUTORS INC 2500 Union Oakland... TWinks 3-5535  
**BUCKLEY DOOR CO F S**  
 1698 Evans Av... AT water 2-2277  
**CUT-RATE WRECKING & LUMBER CO**  
 1740 Folsom... HE mlck 1-8165  
**EUREKA SASH DOOR & MOULDING MILLS**  
 Since 1906  
**SASH - ALL SIZES**  
 ALSO MADE TO ORDER WINDOW SCREENS Manufacturers of Famous "DEAN SASH"  
 Reversible Double Hung Windows and Reversible Casement Sash FREE ESTIMATES  
 Near 13th St 1673 Mission... UNdrl 1-1646

**PELLA CASEMENT AND MULTI-PURPOSE WINDOWS-**  
 ROLPH-MILLS & CO 171-2d... SU tter 1-1100

**Windows-Wooden-(Cont'd)**  
**REINHART LUMBER & PLANING MILL CO**  
 6th & Channel... UN drrhl 1-4262  
**WESTERN PINE SUPPLY CO**  
 Wholesale Only 5700 Shellmound Emeryville From telephones served by the following exchange S F Zone (No Inter-City Charge) Ask "Operator" for Entrprise 11044

**Wineries**  
**ALMADEN VINEYARDS** 37 Drumm... SU tter 1-1424  
 American Industries Corporation 814 Montgomery... GA rfd 1-8311  
 Bay View Winery 1110 Hollister... JU niper-7-3957  
 Beauclieu Vineyard 300 Montgomery... EXbrook 2-0157  
 Bisceglia Brothers Wine Co 816-8th Av Oakland From telephones served by the following exchange S F Zone (No Inter-City Charge) Ask "Operator" for Entrprise 10148  
 Cal-Best Wine Co 2700-18th... HE mlck 1-5050  
 California Grape Products Corp 55 New Montgomery... JU niper-7-3957  
**CALIFORNIA WINE ASSOCIATION**  
 900 Minnesota... VA lencia 4-8631  
 Christian Brothers Winery Agcy 717 Market... GA rfd 1-7341  
 Emile's Wines 4006 Mission... JUNipr 4-1365  
 Franzia Bros Winery 20 Pacific Av... UNdrl 6-6646  
 From telephones served by the following exchange East Bay Zone (No Inter-City Charge) Ask "Operator" for Entrprise 11946  
 Gomborg Louis R 26 O'Farrell... DOuglas 2-5071  
 Hallcrest Vineyard 351 California... GA rfd 1-2470  
**ITALIAN SWISS COLONY** 615-4th... SU tter 1-0082  
 Korbel F & Bros 465 Calif... DOuglas 2-2642  
 Mission Bell Wineries 601-4th... GA rfd 1-1010  
 Montebello Wine Co of Calif 2507 Bryant... ATwtr 2-3231  
 Napa & Sonoma Wine Co 703 Market... GA rfd 1-8727  
 Old St Helena Winery 400 Templeton Daly City... JU niper 5-4499  
 Pac Coast Brands 2700-18th... HE mlck 1-5050  
 Pellegrini Bros Winery 2340-3d... VA lencia 4-6411  
 Petri Wine Co 601-4th... GA rfd 1-3213  
 Taylor W A & Co 1000 Brannan... KLandke 2-1727  
 White Brook 5 New Montgomery... YU kon 6-2465  
**WESTERN UNITED COMPANY**  
 2444 San Bruno Av... JUNipr 7-2273

**Winery Equipment & Supplies**  
**ALCOA ALUMINUM CLOSURES-**  
 ALUMINUM CO OF AMERICA Russ Bldg... YU kon 6-6484  
 Baird B V 2945 Pacific... WAInt 1-8391  
 Brown-Knecht-Heimann-Co 1400-16th... HE mlck 1-8900  
 Butcher H Co 15th & Vermont... MA rket 1-4210  
**DRIB-**  
 BAIRD B V 2945 Pacific... WAInt 1-8391  
 Eyre Company 1539 Folsom... KLandke 2-3352  
 King & Anderson 1355 Market... KL andike 2-1963  
**KRENZ OSCAR INC**  
 Still-Pasteurizers-Coolers Astby & 6th Berkeley From telephones served by the following exchange S F Zone (No Inter-City Charge) Ask "Operator" for Entrprise 11000  
 Latchford-Marble Container & Supply Co 1823 Egbert Av... JUNipr 5-1006  
 Machinery & Equipment Co Pkg & Process Equip New-Used-Rebuilt 514 Bryant... GA rfd 1-1380  
 Montrose Co The Conveyor Chain Lubricants-Detergent 2166 Market... UNdrl 3-3780  
**REBIZZO M & CO** 1025 Battery... DOuglas 2-2999  
**SCHNIER I F CO INC**  
 Bottle Caps & Bands 683 Bryant... GA rfd 1-1746

**Winery Equipment & Supplies**  
 Mazoni Winery 1537 Powell... DO uglas 2-1725  
**MONTE CARLO WINE CO**  
 717 Vallejo... DO uglas 2-4106  
**PARK WALKER THE** 3440 Geary... SK yline 2-2333  
 Pellegrini Bros Winery 2340-3d... VA lencia 4-6411  
 Piloni Julius 1398 Grant Av... EXbrook 2-8410  
 Royal Liquors 1400 Polk... GRaystn 4-4400  
 Seabiscuit Liquor Store 310 Bay Shore Bl... VA lencia 4-9936  
 Serres Jean M 3542 Sacramento... WA Int 1-3240  
 Sunnydale Wine Co 2926-24th... VA lencia 6-9911  
 Super X Liquors 646 Clement... BA yw 1-0541  
 Toschi Liquor Co 332 Clement... SK yline 1-9852  
 Union Bayshore Liquor Store 2446 Bay Shore Bl... JUNipr 5-9942  
 Walker John & Company 111 Montgomery... YUkon 6-2707  
 Wilking Wine & Liquor Store 3273 Sacramento... WE st 1-3124  
 Wine Cellar 4200-18th... MA rket 1-6021

**Wines-Retail**  
 Acme Wine & Liquor Supply Co 5210 Mission... JU niper-5-9871  
**ALTA NAPA WINE CO**  
 3542 Sacramento... WA Int 1-3240  
 Bay View Winery 1110 Hollister... JU niper-7-3957  
**BEAULIEU VINEYARD**  
 FINE WINES FROM NAPA VALLEY  
**"FOR INFORMATION CALL"**  
 DISTRIBUTOR  
**CRISTIANI & COMPANY**  
 573 Washington... SU tter 1-0162  
**BERINGER BROS** 1401-16th... HEmlck 1-0153  
 Casa Di Vino 701 Columbus Av... DOuglas 2-4628  
 Corbett's Wine & Liquor Store 1798 San Jose Av... JUNipr 5-6657  
 Corbett's Wine & Liquor Store 16th & S Van Ness Av... UNdrl 1-7745  
 D & M Liquors Sacramento & Fillmore... Filmor 6-0959  
 De Martini Bros Wines & Liquors 2035 Powell... DOuglas 2-4263  
 Dumont Wine & Liquors 3020-16th... HEmlck 1-0944  
 El Fore Wine & Liquor Co 1521 Ocean Av... JUNipr 6-2000  
 Excelsior Wines & Liquors 4501 Mission... JUNipr 5-9910  
 Feldmeyer's Wines & Liquors 1542 Polk... ORdwy 3-1833  
 Florence Wine Co 1569 Haight... HE mlck 1-4724  
 Foy's Wine Shop 324 Balboa... SKYline 2-1675  
 Foster Fred O Co 51-3d... DO uglas 2-4775  
 Freemark Abbey Wines 518 Taylor... PR ospt 5-7200  
 Golden Eagle Wine & Liquor Co 5123-3d... VA lencia 4-9400  
**HAPPY'S WINE & LIQUOR STORE**  
 731 Columbus... DOuglas 2-5068  
 Harris Jack 1207 Fillmore... WAInt 1-9923  
 Italian California Wine Co 1542 Polk... VA lencia 4-0446  
 Joe's Wine Shop 324 Balboa... SKYline 2-1675  
 Lido Market 785 Lombard... ORdwy 3-5488

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 573 Washington... SU tter 1-0162

**Wines-Whse-(Cont'd)**  
**C V A CORPORATION**  
 Nat'l Sales & Adv Office 582 Market... YU kon 6-554  
 Cal-Best Wine Co 2700-18th... HE mlck 1-5050  
 Cal-Western Wine Sales 29 Pacific Av... DOuglas 2-3886  
 California Grape Products Corp 55 New Montgomery... SU tter 1-3931  
 Calif Vineyards Association 383 Brannan... YU kon 6-5544  
**CALIFORNIA WINE ASSOCIATION**  
 (See Advertisement This Page)  
 Calif Wine Co 221-14th... HE mlck 1-3533  
 Clicquot Champagne Agcy 582 Market... VA lencia 4-8631  
**CRESTA BLANCA WINE CO**  
 900 Minnesota... VA lencia 4-8631  
**CRESTA BLANCA WINES-**  
 JUILLARD INC 840 Tennessee... AT water 8-1338

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