

**Eastern's Star**  
THE HEAVENLY NEW VENETIAN



Utterly **NEW** concept in fashion, closure, visibility

S-SHAPED, DOUBLE-ARC SLATS FLOW TOGETHER CLOSED, IT LOCKS OUT LIGHT COMPLETE PRIVACY & DARKNESS OPEN, ITS FAR WIDER SLATS GIVES 38% GREATER VISIBILITY

ALSO VERTICAL VENETIANS BY EASTERN JUST LIKE FINE DRAPERIES

**ORdway 3-6784**  
Estimates Without Obligation

**EL Rey VENETIAN BLIND CO.**  
1723 UNION • NEAR GOUGH

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

**PIONEER SHADE CO**  
VENETIAN BLINDS & SHADES  
MADE TO ORDER  
Free Estimates - Prompt Service  
2047 Clement -----SKyin 1-9926

**PRICE-RITE CO**  
Made To Order  
VENETIAN BLINDS  
SCREENS  
SHADES  
WEATHER STRIPPING  
YOU'RE RITE WITH PRICE-RITE  
100 Scotia Av-----JUnipr 7-2556

**RUHLMAN ALBERT J**  
Now Associated With S.F. Window Shade Co. - Window Shades - Venetian Blinds - Bl. Gough & Octavia - Free Estimates  
859 Golden Gate Av-----WEst 1-6704

**RUHLMAN CO** 2256 Mission.....Klondike 2-3046  
S F Window Shade Mfg Co  
859 Golden Gate Av ..... WE st 1-6790  
**SHADES INC** 80 Tehama.....DOuglas 2-7092  
(See Advertisement Page 937)  
Springless Window Shades of Calif  
2515 Noriega, SEabright 1-1283  
Style-Rite Venetian Blinds  
1269-20th Av. SEabright 1-4527  
(See Advertisement Page 939)  
**SUN STOP SHADE SERVICE**  
2469 Sn Bruno Av. JUnipr 7-7966  
(See Advertisement Page 939)  
(Continued Next Page)

Please wait till you hear the dial tone . . . then dial.

Hear world famous musicians each Monday night over N.B.C. stations on the Telephone Hour's "Great Artist Series."

**MAXWELL VENETIAN BLINDS WINDOW SHADES**  
Oldest Firm in the Sunset  
**FACTORY TO YOU**  
Repairing - Reslating - Cleaning  
VERTICAL BLINDS & CORNICES  
FREE ESTIMATES  
**ORverland 1-0333** 1101 Irving - Cor. 12th Ave.

It's here!  
the **Flexalum TWI-NIGHTER**

VERTICAL BLINDS  
MODERN FOLDING DOORS  
WINDOW SHADES

not just DIM . . . but DARK

Factory to You - Fast City-Wide Service  
COMPLETE RENOVATING SERVICE

FOR FREE ESTIMATES Call or Visit  
**Continental BLIND CO. WEst 1-2602**  
2214 LOMBARD

**VENETIAN BLIND FACTORY**  
WINDOW COVERING EXPERTS

WINDOW SHADES  
DRAW DRAPERIES  
SCREENS

COMPLETE LAUNDRY SERVICE  
TIME PAYMENTS  
FREE ESTIMATES

CALL  
**Klondike 2-1583**

2091 FOLSOM ST.  
**FASHION VENETIAN BLIND CO.**

When Looking for a Dealer in your Neighborhood

Time and effort may be saved if the article or service you want to buy can be found in your neighborhood. You'll find the location of your neighborhood dealer when you

Look in the  
**Classified TELEPHONE SECTION**  
The Yellow Pages Tell You Where

**UNIQUE VENETIAN BLIND AND LAUNDRY**

NEW VENETIAN BLINDS  
NEW TAPES - CORDS  
TRANSPARENT SUN SHADES  
CORNICES & WINDOW SHADES

MADE TO ORDER - INSTALLED  
REPLACE OLD SLATS WITH NEW ALUMINUM SLATS & SAVE \$\$

**JUniper 4-9323** FREE ESTIMATES  
24-HR. SERVICE  
5648 MISSION

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

**SUNSET WINDOW SHADE & VENETIAN BLIND MFG CO**  
ESTABLISHED 1923  
Everything for the Window  
Made to Order  
RENOVATED - REPAIRED  
MEASURED & INSTALLED PROPERLY  
FACTORY SERVICE  
We Have No Branches  
4355 California -----BAYw 1-5521

Transparent Shade Co 1116 Irving. MOntrse 4-2000  
**UNIQUE VENETIAN BLIND LAUNDRY**  
5648 Mission ..... JUnipr 4-9323  
(See Advertisement Page 938)

**VENETIAN BLIND DOCTOR**  
741 Tehama HE mlock 1-0100  
(See Advertisement This Page)  
Western Venetian Blind Co  
5646 Mission ..... JUnipr 7-3726

**Venetian Blind Mfrs-Whsle**

**ABBEY VENETIAN BLIND CO**  
Contrs-Venetian Blinds-Window Shades  
316 Valencia ..... MArk 1-8120

**ACE VENETIAN BLIND LAUNDRY**  
473 Bryant. DOuglas 2-2725  
Apex Venetian Blind Service Co  
1367 Valencia. Missn 7-5897

**BRENEHAN-HARTSHORN INC**  
1280-45th Emyrvie. OLympc 8-2700  
From telephones served by the following exchange  
\$ F Zone  
(No Inter-City Charge)  
(Ask Operator for ENtrprise 1-0113)

Cash & Carry Window Shade Co  
1819 Market ..... HEmlok 1-3663

**CONSOLIDATED INTERIORS INC**  
762-100th Av Oakland ..... Lckwtn 9-2431

**DE FRIESE THEO & SONS INC**  
1222 Sutter ..... ORdwy 3-9035

**EL REY VENETIAN BLINDS**  
Our custom made Venetian blinds feature the new Twi-Nighter Blind. Makes any room not just dim but dark by keeping out 6 times more daylight than ordinary blinds.

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

**MOHAWK WINDOW SHADE CO**  
Venetian Blind Laundry  
5090 Mission ..... JUnipr 7-5018

Moore's Cash & Carry Window Shade Co  
1819 Market ..... HEmlok 1-3663

**PARAMOUNT VENETIAN BLIND MFG CO**  
5929 Mission ..... JUnipr 3-2436

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

"WHERE TO BUY THEM"  
**PARAMOUNT VENETIAN BLIND MFG CO**  
5929 Mission ..... JUnipr 3-2436

Shades Inc  
See Ad Under Venetian Blind Dealers  
80 Tehama ..... DOuglas 2-7092  
Tropicraft Woven Wood Products Inc  
568 Howard YUkon 2-4157

Venetian Blind Doctor 741 Tehama. HEmlok 1-0100  
Walker Chas D Co 189-13th ..... HEmlok 1-1132

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.

**VENETIAN BLIND DOCTOR**  
Manufacturers of Quality Blinds



TAPE & CORD RENOVATING  
OLD BLINDS MADE LIKE NEW  
CORNICES MADE TO ORDER

*Laundry Service*  
VERTICAL BLINDS  
Workmanship Guaranteed  
Estimates Cheerfully Given

**HEmlock 1-0100**  
741 TEHAMA  
Near 8th & Howard Sts.

**DO-ME-ARTS VENETIAN BLIND CO.**  
ARTHUR H TORRE - KOREAN VETERAN  
12 Years Experience  
VENETIAN BLINDS MADE TO ORDER  
★ LAUNDERED - RETAPED - RECORDED ★  
- The Only Co. Using Heliotherapy Drying -  
A COMPLETE RENOVATING SERVICE  
PROMPT CITY-WIDE SERVICE  
FREE PICK-UP & DELIVERY-FREE INSTALLATIONS  
ESTIMATES OUR PLEASURE  
"We Want to Satisfy You"  
CALL  
**Valencia 4-1091**  
1629 OAKDALE AVE - AT 3rd STREET

**VENETIAN BLINDS MADE TO ORDER**  
Vertical or Conventional  
**JAMES C. FRANKEN CO.**  
**GRaystone 4-5068**  
1112 POLK

**VENETIAN BLINDS FOR EVERY PURPOSE**  
Aluminum  
A COMPLETE SERVICE  
RECONDITIONING  
TAPES - CORDS - SLATS  
WASHING - PAINTING  
WINDOW SHADES - PAINTS  
"DOC" HAHN  
Mission 7-5897  
**APEX VENETIAN BLIND SERVICE CO.**  
1367 VALENCIA  
Between 24th & 25th Streets

**STYLE - RITE Venetian Blinds**  
FREE ESTIMATES  
**SEabright 1-4527**  
ALUMINUM BLINDS  
Sales - Repair - Laundry  
WINDOW SHADES  
SUNSET DISTRICT  
1269-20th Ave.

**SUN STOP SHADE SERVICE**  
Window Shades • • •  
and  
• • • Venetian Blinds  
Fraser S. Reay

VENETIAN BLINDS  
Aluminum • Steel  
Laundered, Repaired, New  
WINDOW SHADES  
Liteproof • Washable • Transparent  
Reversed, Repaired, New  
Free Estimates On All Work  
**JUniper 7-7966**  
If No Answer Call JUniper 5-0185  
2469 San Bruno Ave.

for Your Convenience

Directories for other cities are available in the Business Offices and at attended public telephone stations.

Why Not?

When you select someone to supply your needs, make it a point to tell them that you found their advertisement in the . . .

*Yellow Pages*