

# MAXWELL WINDOW SHADES

*Oldest Firm In The Sunset*  
MADE TO ORDER AND REPAIRED

**Bing In Rollers For One Day Service**

- VENETIAN BLINDS New & Repaired
- Pick-up & Delivery

**OVerland 1-0333** 1101 Irving Cor. 12th Ave.

# WINDOW SHADES AND VENETIAN BLINDS

SINCE 1920  
SAVE BY CASH & CARRY  
ATTENTION: HOME OWNERS  
APARTMENT HOUSES - HOTELS  
DIRECT FROM FACTORY  
MADE TO ORDER & REPAIRED

CALL ORdway 3-0089 Pick-Up & Delivery  
ORdway 3-9035 BANK TERMS

**THEO. DE FRIESE & SONS, INC.**  
1222 SUTTER Between Polk & Van Ness Ave.

# RICHMOND DISTRICT WINDOW SHADES

FREE ESTIMATES  
NEW - REPAIRED  
Discounts on Cash & Carry

**WE PICK-UP & DELIVER**

**PIONEER SHADE CO.**  
2047 CLEMENT **SKYline 1-9926** COR. 22nd AVE.  
EASY PARKING

# WINDOW SHADES & VENETIAN BLINDS

Established 1923  
Everything for the Window  
MADE TO ORDER  
RENOVATED

Repaired - Measured  
and Installed Properly  
FACTORY SERVICE  
Bayview 1-5521

**SUNSET WINDOW SHADE AND VENETIAN BLIND MANUFACTURING CO.**  
J. RAPHAEL, SR., Owner  
We Have no Branches  
4355 California St., Corner 6th Ave.

# "ART SCHADE THE SHADE MAN"

**WINDOW SHADES VENETIAN BLINDS MADE TO ORDER - INSTALLED**

Authorized Dealers in  
**DU PONT TONTINE**  
WASHABLE WINDOW SHADES

Telephone **Valencia 4-3312**  
**A. C. SCHADE CO.**  
2937 MISSION ST.  
Between 25th & 26th Sts.

# Window Shades-Retail-(Cont'd)

**DU PONT TONTINE WASHABLE WINDOW SHADES**

TONTINE, a quality shade cloth Pre-Tested under Florida Sun. Available in stunning colors; either opaque or translucent. This fabric can be cleaned repeatedly by soap & water. "TONTINE" - Reg. U.S. Pat. Off.

**"WHERE TO BUY THEM"**

**AUTHORIZED DEALERS**

Art Schade The Shade Man  
2937 Mission Valencia 4-3312

**CASH & CARRY WINDOW SHADE CO.**  
1819 Market. HEmluk 1-3663

Daly City Blind & Shade  
40 Hillcrest Dr. Daly City. PLaza 5-3100

Garcia A J Co 1528 Pacific Av. ORdway 3-6800

**MAXWELL WINDOW SHADES**  
1101 Irving OVRind 1-0333

**MOORE THE BLIND MAN**  
1819 Market. HEmluk 1-3663

**SHADES INC** 80 Tehama. 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

# FASHION VENETIAN BLIND CO.

Custom Draperies - Lumbraquins  
Window Shades - Traverse Rods - Shutters  
Folding Doors - Bamboo Products  
2091 Folsom. KLondak 2-1583

# FRANKEN JAMES & CO.

1112 Polk. GR ayston 4-5068  
(See Advertisement Page 1005)

# GARCIA A J CO WINDOW SHADES AND VENETIAN BLINDS

MADE TO ORDER REPAIRED

1528 Pacific Av. OR dway 3-6800

# HOTTER J F & SON

Sales - Service  
SHADES MADE TO ORDER  
Arthur J. Cowdery  
1793 Geary. FIlmor 6-6658

# HUNT'S VENETIAN BLIND LAUNDRY

2047 Clement. BAyview 1-4654

People can't reach you by telephone when the instrument is left "off the hook." Your line is "busy" to anyone calling.

# WINDOW SHADES MADE TO ORDER

Years of specializing in window coverings and light control

**PARAMOUNT VENETIAN BLIND MFG. CO.**  
Complete City & Bay Area Service  
5929 Mission Juniper 5-2436

# LEHMANN LINOLEUM

All Sizes of Window Shades  
2317 Irving. LOmbard 4-3740

# MARINA VENETIAN BLIND CO

WINDOW SHADES  
Made to Order & Repaired  
2214 Lombard. WAInt 1-2829

# MAXWELL WINDOW SHADES

1101 Irving. OVRind 1-0333  
(See Advertisement This Page)

# MIDTOWN PAINT STORE

413 Divisadero. UNdrhl 1-2544

# MOHAWK WINDOW SHADE CO

5090 Mission. JUNiper 7-5018

# MOORE THE BLIND MAN

1819 Market. HEmluk 1-3663  
(See Advertisement Page 1005)

# Neighborhood Home Furnishing

651 Divisadero. WAInt 1-2301

# PAINT HOUSE THE DISCOUNT FOR CASH & CARRY WINDOW SHADES

Made-To-Order & Repaired  
3122-16th. UNdrhl 1-9938

# PARAMOUNT VENETIAN BLIND MFG CO

5929 Mission. JUNiper 5-2436  
(See Advertisement This Page)

# PEDERSEN CHRIS LINOLEUM CO

150 Steiner. UN drhl 1-8446

# PIONEER SHADE CO

Richmond District  
NEW & REPAIRED  
DISCOUNTS ON CASH & CARRY  
Easy Parking  
FREE ESTIMATES  
WE PICK-UP & DELIVER  
Cor 22d Av. 2047 Clement. SKYin 1-9926

# Pioneer Shade Co

2047 Clement. SKYin 1-9926  
(See Advertisement This Page)

# PLASTIC VIEW TRANSPARENT SHADES

FADING IN DISPLAY  
W I N D O W S. Use our  
Copper, Amber, or Gold,  
GLARE in HOMES, OF-  
FICE, or FACTORY - Use  
transparent Green or Smoke. Only PLASTIC-  
VIEW type shades can give the VISION PLUS  
PROTECTION demanded by modern design.

**"WHERE TO BUY THEM"**

**DEALERS**  
Springless Window Shades of Calif  
2515 Noriega SEbright 1-1283

# 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

# Robertson Weatherstrip Co

2312 Market. MArket 1-8200

# Ruhlman Albert J

859 Golden Gate Av. WEst 1-6704

# S F WINDOW SHADE MFG CO

Est. 1906

Standard & Custom Made  
WINDOW SHADES  
VENETIAN BLINDS  
TRAVERSE RODS  
LATTIS SHADES  
SHANTUNG SHADES

859 Golden Gate Av. WEst 1-6790  
If no answer call. OVRind 1-6790

(Continued Next Page)

POTATO HOLDER  
Use muffin tins for baking potatoes. Keeps them from rolling all over - prevents burned fingers.

# Window Shades-Retail-(Cont'd)

# Schade Paint & Wallpaper Co

2937 Mission. VAlencia 4-3312

# SHADES INC

Everything for Windows. DOuglas 2-7092  
(See Advertisement Page 1005)

# Springless Window Shades of Calif

2515 Noriega. SEbright 1-1283

# STANDARD LINOLEUM CO

1836 Polk. PR espt-5-9263

# STYLE-RITE VENETIAN BLINDS

SUNSET DIST.  
SHADOW-PROOF WASHABLE WINDOW SHADES  
VENETIAN BLINDS  
DRAW DRAPERIES  
1269-20th Av. SEbright 1-4527

# SUN STOP SHADES

WINDOW SHADES  
SHADOWPROOF IN  
PASTEL COLORS  
&  
VENETIAN BLINDS  
MADE TO ORDER  
MEASURING & INSTALLING SERVICE  
"WHERE TO BUY THEM"  
SUN STOP SHADE SERVICE  
2469 San Bruno Av. JUNiper 7-7966

# Sunset Window Shade & Venetian Blind Mfg Co

4355 California. BA yview 1-5521  
(See Advertisement Page 1006)

# Susko Milk Paint Co

2577 Sn Bruno Av. JUNiper 7-3322

# TRANSPARENT SHADE CO

Exclusive Mfrs of Infra-Clam Shades  
323 Geary. YUkon 2-1441

# UNIQUE VENETIAN BLIND LAUNDRY

WINDOW SHADES  
BAMBOO SHADES  
VENETIAN BLINDS  
Made to Order  
Tapes & Cords Sold by the Yard  
FREE ESTIMATES - 24-HR. SERVICE  
Pick-Up & Delivery  
5648 Mission. JUNiper 4-9323

# WALOOM GEO C

1526 California. OR dway 3-0458  
Wemmer Paint 3444 Balboa. BAyview 1-8530  
Window Shades By Ralph  
1616 Ocean Av. DELaware 3-0474

# Window Shades-Whse & Mfrs

Ace Venetian Blind Laundry  
473 Bryant. DOuglas 2-2725

# ART SHADE SHOP

2049 Market. HE mluck 1-5074  
Austin-Wolfe Incorporated  
Wood Fabric Wholesale  
670 Howard. EXbrk 2-1477

# BRENNEMAN-HARTSHORN INC

1250-45th Emryvl. OLYmpic 8-2700  
From telephones served by the following exchange  
San Francisco  
(No Inter-City Charge)  
Ask Operator for. ENtrprise 1-0113

# CAL-CRAFT WOOD FABRICS

407 Jackson. DOuglas 2-1582

# Cash & Carry Window Shade Co

1819 Market. HEmluk 1-3663

# CLOPAY CORP

846 Folsom. SUttr 1-8556

# Davis Jim

3248-22d. MIson 7-7950

# Davis Jim R

3248-22d. MI son 7-7971

# DU PONT TONTINE SHADES-

SHADES INC 80 Tehama. DOuglas 2-7092

# Economy Shade Inc

80 Tehama. DOuglas 2-7092

# FRANKEN JAMES C CO

1112 Polk. GR ayston 4-5068

# HAUSER SHADE CO

1448-63d Emryvl. OLYmpic 4-8040

# ILLINOIS SHADE CLOTH & ROLLERS-

DISTRIBUTORS  
HAUSER SHADE CO  
1448-63d Emryvl. OLYmpic 4-8040

# Mohawk Window Shade Co

5090 Mission. JUNiper 7-5018

# MOORE THE BLIND MAN

1819 Market. HEmluk 1-3663

# SHADES INC

Everything for Windows  
See Ad Window Shades-Retail  
80 Tehama. DOuglas 2-7092

Advertise here-it pays.

# Window Shades-Whse & Mfrs-(Cont'd)

# TROPICRAFT WOVEN WOOD PRODUCTS INC

368 Howard. YUkon 2-4157  
Volker Wm & Co 631 Howard. EXbrk 2-5727

# WEST PAINT CO

1612 Market. HEmluk 1-1017

# Window Trimming

See Window Displays-Installation & Service

# Windows-Louvered

# ALL JALOUSIE WINDOWS-

S F GLASS CO 5234 Mission. JUNiper 5-8690

# CLEARVIEW DORWINDO CORP

3987 Pacific Bl Sn Mto. FIlred 5-8231

# CROWE GLASS CO

178 Fremont. YUkon 2-6630

# CROWE GLASS CO

675 Golden Gate Av. MArket 1-0591  
(See Advertisement This Page)

# Jones Wylie Furniture Co

2242 Lombard. FIlmor 6-9143

# ROYAL GLASS CO

LOUVERED WINDOWS  
SALES - SERVICE - INSTALLATION  
2545 Geneva Av. JUNiper 7-2478

# Windows-Metal

# A ALLSTATE GLASS CO

Distr for Truscen Doors & Sash  
8th & Pine Oakland. TEmlbr 2-0160  
Adams & Westlake Co 325-5th. SUttr 1-1100

# ADLAKE ALUMINUM WINDOWS-

ROLPH-MILLS & CO 325-5th. SUttr 1-1100

# Allied Fabricators Inc

1450 Army. ATwtr 2-4484

# ALLIED SLIDING ALUMINUM WINDOWS

ALL WELDED  
NYLON ROLLERS  
WEATHERSTRIPPED  
PRE-GLAZED

**"WHERE TO BUY THEM"**

**DISTRIBUTORS**  
STRUCTURAL GLASS CO  
1492 Mission. MArket 1-5266

# ALWINTITE SLIDING ALUMINUM WINDOWS-

EBSCO  
East Bay Sash & Glass Co  
1113 Jackson Hayward. JEfrsn 7-6211

Hundreds of purchasing agents have told us they use the Classified Telephone Directory as their first reference, because it is one of the quickest ways to locate a local source of supply.

# DO-IT-YOURSELF OR INSTALLED

**Louvre Leader**  
STAINLESS STEEL  
WINDOW JALOUSIES

**MARKET 1-0591**

# Crowe Glass Co.

675 GOLDEN GATE AVE.

# ARCADIA SLIDING DOORS & WINDOWS

Steel & Aluminum Sliding Glass Doors, Single & Double Glazing, Aluminum Windows, Adaptable Storm Sash. All Types Weather Stripping, Custom & Stock Sizes. Fully Guaranteed.

**"FOR INFORMATION CALL"**  
CROWE GLASS CO  
675 Golden Gate Av. MArket 1-0591

# ARISLIDE ALUMINUM SLIDING WINDOWS-

MICHEL & PFEFFER IRON WORKS INC  
212 Shaw Rd S S F. PLaza 5-8983

# Bayley William Co The

111 New Mtgy GArlfd 1-7087

# Brookman Co Inc The

2833-3d. ATwtr 8-0644

# CEGO STEEL PRODUCTS CORP

Steel & Aluminum Windows  
401 Tunnel Av. DE laware 3-3600

# CITY BUILDERS SUPPLY

1621 Mission. HEmluk 1-1512

# CLEARVIEW DORWINDO CORP

3987 Pacific Bl Sn Mto. FIlred 5-8231

# CROWE GLASS CO

675 Golden Gate Av. MArket 1-0591

# Engineered Aluminum Window Co

1116 Irving. LOmbard 4-4557

# Fenestra Inc

1310-63d Emryvl  
From telephones served by the following exchanges  
San Francisco  
(No Inter-City Charge)  
Ask Operator for. ENtrprise 1-0951

# FENTRON ALUMINUM & STEEL WINDOWS-

FENTRON INDUSTRIES INC  
Commercial 222 Commercial  
Sunnyvl. REgent 6-2020  
Residential 70 Dorman Av. MIson 7-2223

# Fenron Industries Inc

70 Dorman Av. MIson 7-2223

# Fuller W P & Co

301 Mission. EXbrk 2-7151

Please look up the number in the Telephone Directory if you are not sure of it.

# Windows-Metal-(Cont'd)

# ARCADIA

# ARCADIA SLIDING DOORS & WINDOWS

Steel & Aluminum Sliding Glass Doors, Single & Double Glazing, Aluminum Windows, Adaptable Storm Sash. All Types Weather Stripping, Custom & Stock Sizes. Fully Guaranteed.

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212 Shaw Rd S S F. PLaza 5-8983

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111 New Mtgy GArlfd 1-7087

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2833-3d. ATwtr 8-0644

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1621 Mission. HEmluk 1-1512

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FENTRON INDUSTRIES INC  
Commercial 222 Commercial  
Sunnyvl. REgent 6-2020  
Residential 70 Dorman Av. MIson 7-2223

# Fenron Industries Inc

70 Dorman Av. MIson 7-2223

# Fuller W P & Co

301 Mission. EXbrk 2-7151

# METAL WINDOWS to REPLACE WOOD

- WE MAKE STEEL OR ALUMINUM SASH TO ANY SIZE OR SHAPE
- PICTURE WINDOW ALTERATIONS
- ALL TYPES OF WINDOW REPAIRS
- A COMPLETE GLASS SERVICE
- SCREENS FOR ANY TYPE OF OPENING
- FREE ESTIMATES
- WE DO THE COMPLETE JOB

OPEN SATURDAYS 9 TO 5 P.M.  
- 3 LOCATIONS TO SERVE YOU -

MAIN OFFICE: 5234 MISSION JUNiper 5-8690  
BRANCH NO. 1: 3143 MISSION ATwater 2-2800  
BRANCH NO. 2: 790 LOMBARD ORdway 3-9506

24-HR. EMERGENCY SERVICE  
After 5 P.M. & Sundays Call DOuglas 2-1400

**S. F. GLASS CO.**

# Additional Listings

... for the growing-up son or daughter, for the relative or friend who lives under your roof ... what nicer thought than a separate listing in the Telephone Book?

# LIFETIME ALUMINUM WINDOWS by Bourne

Distributor  
**E. E. ROGERS & CO. INC.**  
LOckhaven 2-4500  
10811 RUSSET OAKLAND

# Windows-Metal-(Cont'd)

# GLIDE-PANAVIEW WINDOWS & DOORS-

DISTRIBUTORS  
ROGERS E E & CO INC  
10811 Russet Oakland. LOckhvn 2-4500

# LUPTON ALUMINUM & STEEL WINDOWS-

DISTRICT OFFICE & WAREHOUSE  
FLYNN MICHAEL MANUFACTURING CO  
Dealers In All Areas  
1441 W Fremont Stockton. HOwrd 6-7024

# MODERN WEATHERSTRIPPING

We Install & Recondition  
1703 Page. UNdrhl 3-6386

# PALCO ALUMINUM WINDOWS-

DISTRIBUTORS  
DEASY GLASS CO 834 Divisadero. JOrdn 7-8344

# POMEROY WINDOWS-

BATES WALTER D & ASSOCIATES  
693 Mission. GArlfd 1-6971

# REYNOLDS ALUMINUM WINDOWS

Aluminum windows designed and constructed to meet the rigid specifications of the Aluminum Window Manufacturers Association.

**"WHERE TO BUY THEM"**

SALES OFFICE  
**REYNOLDS METALS CO.**  
3201-3d MIson 7-2990

DISTRIBUTORS  
**ENGINEERED ALUMINUM WINDOW CO.**  
1130-5th Av Oakland. TEmlbr 4-8384

**WESTERN PLATE & WINDOW GLASS CO.**  
1550-17th. MArket 1-5546

(Continued Next Page)

The Yellow Pages - meeting place of buyers and sellers.