

VENETIAN BLINDS

SINCE 1920
MANUFACTURED TO YOUR SIZES



DIAL
ORdway 3-0089
ORdway 3-9035

Attention: HOME OWNERS - APARTMENT HOUSES - HOTELS
VENETIAN BLINDS & WINDOW SHADES -- Save By Cash & Carry
VERTICAL BLINDS & DRAPERIES - LOUVRE SHUTTERS
MADE TO ORDER & INSTALLED FOR-U AT LOWEST PRICES
Free Estimates - No Obligation - Pick-Up & Delivery
BANK TERMS

Theo. DeFriesse & Sons, Inc.
1222 SUTTER ST., S. F. - BETWEEN POLK & VAN NESS AVE.



- **New Ideas** in blinds, draperies, shades and shutters from America's leading sources - DuPont, Flexalum and Cal-Craft.
- **Wide Selection** of new materials, colors, styles in all price ranges.
- **Promptly Made** to order or available from stock in any desired size and color.

Everything for Windows!

DOuglas 2-7092

- **For Over 25 Years** ... bay area specialists in shades, venetian blinds, bamboo and wood fabric draperies and shades, shoji panels, louvre shutters, sun and glare controls.

Phone for FREE MEASURING and ESTIMATING in your home or office.

COMMERCIAL INSTALLATIONS ... ask for our Contract Dept.

Shades INC.

FORMERLY SUTTER STREET
80 TEHAMA - DOUGLAS 2-7092

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

CLOT A & SON
MARINA DISTRICT
VENETIAN BLINDS
MADE TO ORDER
Repaired - Cleaned
Renovated
WINDOW SHADES
Fillmore 6-7424
1869 Union - Filmor 6-7424

CONTINENTAL VENETIAN BLIND CO
2214 Lombard - WEst 1-2602
(See Advertisement Page 1031)
DALY CITY BLIND & SHADE
40 Hillcrest Dr Daly City - Plaza 5-3100
DAVIS JNO R 3248-22d - Mission 7-7971
(See Advertisement Page 1031)

DECOREY BLINDS
Manufacturers of CUSTOM-MADE
VENETIAN BLINDS
WINDOW SHADES
LAMBREQUINS & CORNICES
Workmanship Guaranteed
Free Estimates



"WHERE TO BUY THEM"
MANUFACTURERS

VENETIAN BLIND DOCTOR
741 Tehama - HEmlok 1-0100

DE FRIESE THEO & SONS INC
1222 Sutter - ORdway 3-0089
OR call - ORdway 3-9035
(See Advertisement This Page)
DIZZY'S 2256 Mission - KLondke 2-3046
DO-ME-ARTS VENETIAN BLIND CO
1629 Oakdale Av. - VAencia 4-1091

Advertise here—it pays.

DURKIN CHAS A
MADE TO ORDER
Horizontal & Vertical Venetian Blinds
Lambrequins - Cornices
Window Shades - Wallpaper
CLEANING - REPAIRING & RESLATTING
BLINDS OUR SPECIALTY
Corner Greenwich - JOrdn 7-3593
3200 Buchanan - JOrdn 7-3593

EL REY VENETIAN BLIND CO
1723 Union - ORdway 3-6784
(See Advertisement Page 1029)
Everett's Venetian Blind Laundry
3813-24th - VAencia 4-6770

FASHION VENETIAN BLIND CO
FACTORY TO YOU
HORIZONTAL & VERTICAL
BLINDS
for
HOME - OFFICE & INDUSTRY
CITY-WIDE SERVICE
2091 Folsom - KLondke 2-1583

Fashion Venetian Blind Co
2091 Folsom, KLondke 2-1583
(See Advertisement Page 1032)

FLEXALUM TWI-NIGHTER BLINDS
Make any room NOT
JUST DIM - BUT
DARK. Complete privacy,
light and ventilation control.
Custom-made of famous Flexalum
spring-tempered aluminum slats,
easy wipe-clean plastic tapes,
whisper-quiet operation. Over
200 color combinations. Free estimates.



"WHERE TO BUY THEM"

MANUFACTURERS
EL REY VENETIAN BLIND CO
1723 Union - ORdway 3-6784
MARINA VENETIAN BLIND CO
2214 Lombard - WAlnt 1-2829
SHADES INC 80 Tehama - DOuglas 2-7092
DEALERS
CONTINENTAL VENETIAN BLIND CO
2214 Lombard - WEst 1-2602
(Continued Next Page)

Ace VENETIAN BLIND LAUNDRY

NOI NOI LADY,
THERE'S AN EASIER WAY



Call Ace
FOR EASTERN STAR
VENETIAN BLINDS
ALSO
Made to Order
CORNICE BOXES - TRAVERSE TRACK
ROLLER SHADES - VERTICAL BLINDS
SHUTTERS
FREE ESTIMATES
CITY-WIDE DELIVERY
VENETIAN BLINDS LAUNDRY
NO STEAM CLEANING 12-HOUR SERVICE
Retaping - Recording - Repainting
Reslating (With Rust-Proof Slats)
NO JOB TOO LARGE OR TOO SMALL
SPECIAL RATES TO CONTRACTORS

CALL
DOuglas 2-2725
473 Bryant • San Francisco

After 6 P.M. Call
JUniper 7-1805

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

Frank-Duncan Co 3749 Union - ORdway 3-8681
FRANKEN JAMES C CO
1112 Polk GRaystn 4-5068
(See Advertisement Page 1032)
Garcia A J Co 1528 Pacific Av. - ORdway 3-6800
Hotter J F & Son 1793 Geary - Filmor 6-6658
HUNT'S VENETIAN BLIND LAUNDRY
See Our Display Adv Vm Sl Renovatng
2047 Clement - BAyvw 1-4654

JOE'S MODERN VENETIAN
BLIND SERVICE
SALES - SERVICE
COMPLETE RENOVATING
206 Lisbon - DElaware 3-6179

KIRSCH SUNAIRE

The beautiful, distinctive
blind with the unique S-
shaped slats. Provides un-
matched control of light
and ventilation. Decorator
Colors!



"WHERE TO BUY THEM"

DEALERS
Unique Venetian Blind Laundry
5648 Mission - JUniper 4-9323
DISTRIBUTORS-FABRICATORS
PARAMOUNT VENETIAN BLIND MFG CO
5929 Mission - JUniper 5-2436
Lam Arbie 461 Campbell Av. - DElaware 3-1777

Don't forget to plan for concealed telephone conduit and convenient locations for telephone 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.

LEVOLOR VENETIAN BLINDS

Nationally advertised.
Available in Lites-Fresh
or a full line of Solid
Colors. Made by approved
manufacturers only.



IDENTIFIED BY THE MEDALLION ON THE
LIFT CORD AND THE SPIRAL TASSELS.

"WHERE TO BUY THEM"

FRANCHISED MANUFACTURERS
PARAMOUNT VENETIAN BLIND MFG CO
5929 Mission - JUniper 5-2436

DEALERS

DE FRIESE THEO & SONS INC
1222 Sutter - ORdway 3-0089
EAST BAY VENETIAN BLIND CO
1020-23d Av Oakland - KElog 4-3981
OAKLAND VENETIAN BLIND CO
10222 Pearmain Oakland - NEpin 8-6671
Rapley Venetian Blind Co
2766 Grove Oakland - TWinoks 3-1933

MARINA VENETIAN BLIND CO

Factory to You
FLEXALUM BLINDS TWI-NIGHTER
Vertical Blinds
WINDOW SHADES
Made to Order - Repaired
Cleaning & Reslating 1 Day
FREE ESTIMATES
2214 Lombard - WAlnt 1-2829

MAXWELL WINDOW SHADES
1101 Irving - OVRind 1-0333
(See Advertisement This Page)
MOHAWK WINDOW SHADE CO
5090 Mission - JUniper 7-5018
Moore's Shade Co 1819 Market - HEmlok 1-3663
(See Advertisement Page 1032)
P M Venetian Blinds 2928 Moraga - LOmbard 6-5787

PAC VENETIAN BLIND FACTORY
WOOD VENETIAN BLINDS
NEW - RENOVATED
1475 Pine - ORdway 3-7883
If no answer call - ORdway 3-4815

(Continued Next Page)

The Yellow Pages save you time.

SINCE 1914 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 FREE PARKING
3248-22nd STREET - Phone Mlssion 7-7971
Bet. Mission & Valencia - or Mlssion 7-7930

VENETIAN BLINDS - RENOVATING
★ NEW SLATS ★ TAPES ★ CORDS
★ LAUNDERING
\$ SAVE \$ ON NEW ALUMINUM SLATS
YOUR CHOICE OF OVER 32 COLORS
NEW VENETIAN BLINDS
WINDOW SHADES - SUN SHADES
Free Estimates
JUniper 4-9323
NEW CORNICES
TRAVERSE RODS
UNIQUE VENETIAN BLINDS
5648 MISSION CITY-WIDE SERVICE - SINCE 1944 SAN FRANCISCO

SAVE · SAVE · SAVE
Install them yourself
VENETIAN BLINDS
CASH AND CARRY AT OUR FACTORY
OR EXPERT INSTALLATION IF YOU PREFER
Why Pay More
J. H. MAXWELL
"SOLE OWNER OF MY NAME"
Oldest Firm In The Sunset
Our 30th Year
FOR FREE ESTIMATES, PICK-UP & DELIVERY
Call
Overland 1-0333
1101 IRVING...Corner 12th Ave.

VENETIAN BLINDS
FACTORY TO YOU
Flexalum
CONVENTIONAL - TWI-NIGHTER - VERTICAL
Window Shades - Modern Fold Folding Doors
Flexalum Aluminum Awnings
Special Rates to Apartment Houses
Office Buildings & Contractors
Complete RENOVATING
REPLACE OLD SLATS WITH RUST PROOF ALUMINUM
— FREE ESTIMATES —
CITY-WIDE PICK-UP & DELIVERY
ONE-DAY SERVICE
CALL WESt 1-2602
Continental VENETIAN BLIND CO.
2214 LOMBARD, S.F.