

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
★ COMPLETE RENOVATING SERVICE
Free Estimates - No Obligation - Pick-Up & Delivery
BANK TERMS

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

Venetian Blind Dealers & Mfrs-

Retail-(Cont'd)

CONTINENTAL VENETIAN BLIND CO
2214 Lombard West 1-2602
(See Advertisement Page 1071)
DALY CITY BLIND & SHADE
40 Hillcrest Dr Daly City Plaza 5-3100
DAVIS JNO R 3248-22d Mission 7-7971
(See Advertisement Page 1071)
DE FRIESE THEO & SONS INC
1222 Sutter ORdway 3-0089
Or call ORdway 3-9035
(See Advertisement This Page)
DIZZY'S 2256 Mission KLondike 2-3046
Do-Me-Arts Venetian Blind Co
1629 Oakdale Av VA 4-1091

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

EL REY VENETIAN BLIND CO
1723 Union OR dway 3-6784
(See Advertisement Page 1069)
Everett's Venetian Blind Laundry
3813-24th Valencia 4-6770

FASHION VENETIAN BLIND CO
FACTORY TO YOU
HORIZONTAL & VERTICAL
BLINDS
for
HOME - OFFICE & INDUSTRY
CITY-WIDE SERVICE
2091 Folsom KLondike 2-1583
Fashion Venetian Blind Co
2091 Folsom, KLondike 2-1583
(See Advertisement Page 1071)

Advertise in the YELLOW PAGES... it pays.

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 ORdway 3-6784
1723 Union
MARINA VENETIAN BLIND CO WAint 1-2829
2214 Lombard
PACIFIC WINDOW COVERINGS DO 2-4793
80 Tehama

DEALERS
CONTINENTAL VENETIAN BLIND CO West 1-2602
2214 Lombard
FRANKEN JAMES C CO
CUSTOM VENETIAN BLINDS
SALES AND SERVICE
EXPERT REPAIRING
COURTEOUS ESTIMATES
Established 1938
1112 Polk GR 4-5068

FRANKEN JAMES C CO 1112 Polk, GRaystn 4-5068
(See Advertisement Page 1072)
HOTTER J F & SON 3793 Geary FIlmor 6-6658
HUNT'S VENETIAN BLIND LAUNDRY
See Our Display Adv Ven Bl Renovating
2047 Clement BAyvw 1-4654
(Continued Next Page)

When good party-line neighbors use a dial telephone, they always remember to make sure the line is clear before they dial. And they replace the receiver properly when they're through.

Venetian Blind Dealers & Mfrs-

Retail-(Cont'd)

LEVOLOR VENETIAN BLINDS
Nationally advertised. Available in Linen-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
Oakland Venetian Blind Co
10222 Pearlmain Oakland NEptn 8-6671
PARAMOUNT VENETIAN BLIND MFG CO
5929 Mission JUNipr 5-2436
DEALERS
DE FRIESE THEO & SONS INC 1222 Sutter ORdway 3-0089
OAKLAND VENETIAN BLIND CO 10222 Pearlmain Oakland NEptn 8-6671
Rapeley Venetian Blind Co
2766 Grove Oakland TWInoks 3-1933

LOUVER DRAPES-
EL REY VENETIAN BLIND CO 1723 Union OR 3-6784
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 WAint 1-2829

MAXWELL WINDOW SHADES 1101 Irving, ORvind 1-0333
(See Advertisement Page 1070)
MOHAWK WINDOW SHADE CO 5090 Mission, JUNipr 7-5018
MOORE'S SHADE CO 1819 Market HE 1-3663
P M Venetian Blinds 2928. Moraga. LOMbrd 6-5787

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

PACIFIC WINDOW COVERINGS
Venetian Blinds
Wood Fabrics
Tontine Shades
Transparent Shades
Hardware
Wholesale Only
"WHERE TO CALL"
Pacific Window Coverings
80 Tehama DO 2-4793

PARAMOUNT VENETIAN BLIND MFG CO 5929 Mission JUNipr 5-2436
(See Advertisement Page 1069)
PARAMOUNT VENETIAN BLINDS
YOUR HOME
DESERVES
THE FINEST

"WHERE TO BUY THEM"
MANUFACTURER & RETAIL
Paramount Venetian Blind Mfg Co
5929 Mission, JUNipr 5-2436
TO REPAIR LINOLEUM

If you have a break in the edge of linoleum, take a good-sized piece of cloth (to reach well beyond the break at all points), cover it with glue and put it beneath the linoleum. Weight it down with heavy objects until it has had time to dry and set.

PIONEER SHADE CO

2047 Clement SKyln 1-9926
PRICE-RITE CO
Made to Order
VENETIAN BLINDS
SCREENS
SHADES
WEATHER STRIPPING
YOU'RE RITE WITH PRICE-RITE
100 Scottia Av JUNipr 7-2556

S F WINDOW SHADE & VENETIAN BLIND MFG CO 1006 Fillmore WE 1-6790
SHADES INC 80 Tehama DO 2-7092
Springless Window Shades of Calif
2515 Noriega SEabright 1-1283
STYLE-RITE VENETIAN BLINDS 1269-20th Av SEabright 1-4527
(See Advertisement Page 1072)
SUN STOP SHADE SERVICE 2469 Sn Bruno Av JU 7-7966
(See Advertisement Page 1072)
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 BAyvw 1-5521
(Continued Next Page)

KEEP LIGHT FROM MILK
Keep light from milk to prevent loss of riboflavin, its most important vitamin element. If you don't meet the milkman, leave out a covered, insulated box for bottles of milk. Remember that light hurts milk more than heat does in a short time.

Ace VENETIAN BLIND LAUNDRY

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 LAUNDERED
NO STEAM CLEANING 12-HOUR SERVICE
Retaping - Recording - Repointing
Reslating (With Rust-Proof Slats)
NO JOBS TOO LARGE OR TOO SMALL
SPECIAL RATES TO CONTRACTORS
CALL
DOuglas 2-2725
473 Bryant • San Francisco
After 6 P.M. Call
JUNipr 7-1805

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 31st Year
FOR FREE ESTIMATES, PICK-UP & DELIVERY
Call
OV 1-0333
1101 IRVING...Corner 12th Ave.

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LEVOLOR
TRADE MARK L.L. INC.
Identified by the Medallion on the Lift Cord and the Spiral Tassels.
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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.

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
Bot. Mission & Valencia
Phone Mission 7-7971
or Mission 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
JUNipr 4-9323
NEW CORNICES
TRAVERSE RODS
UNIQUE VENETIAN BLINDS
5648 MISSION CITY-WIDE SERVICE - SINCE 1944 SAN FRANCISCO