

## JOINVILLE UPHOLSTERY & DRAPERY

35 YEARS EXPERIENCE  
UPHOLSTERING RESTYLING CUSTOM WORK  
SLIP COVERS • BEDSPREADS • LAMBREQUINS  
EASY BANK TERMS  
ALL WORK GUARANTEED  
PICK-UP & DELIVERY — CITY WIDE SERVICE  
S & H Green Stamps



**UN 3-9090** NIGHT PHONE HE 1-2740  
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### PACIFIC REFINISHING & UPHOLSTERING CO.

CUSTOM BUILDING  
REPAIRING AND REMODELING  
ART NEEDLE POINT MOUNTING  
ANTIQUE RESTORING



CALL  
**OR 3-1861** Since 1924  
Before 8:30 A.M. or After 5:30 P.M.  
Call JO 7-5073  
1385 Pacific Ave., Near Hyde St.

### DAINI BROS. CUSTOM UPHOLSTERS


Chair Frames for Needlepoint



Makers & Importers of  
**FINE FURNITURE**  
OR 3-4540  
2001 POLK STREET AT PACIFIC

### LIKERMAN UPHOLSTERY AND ASSOCIATES

AL GOLDMAN  
JOHN MACK  
WALTER ZAHARIN  
Upholstering Styled  
With the Trend



• Recovering • Makes to Order  
Bay Area Service • Prices Quoted

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\* Built to Specification  
\* Coiled Spring Construction

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CUSTOM MADE FURNITURE  
RESTYLING — RECOVERING  
FREE ESTIMATES — TERMS

**GLOBE FURN. MFG. CO.**  
FACTORY AT 3178-17th ST.  
Since 1912  
**Underhill 1-5964**

TAKE A LOOK  
AT AN EXPERT




Magic Touch  
in Reupholstering

### Progressive INTERIORS

H. MORRISON  
SERVING THE  
WESTLAKE — SUNSET  
AREA  
LO 4-3400  
1116 Taraval-near 21st Ave.

### UPHOLSTERY

A COMPLETE UPHOLSTERY SERVICE  
24 Years of  
Distinctive  
Upholstery  
Experience



A Wide Selection of  
Fine Fabrics in  
Upholstery  
Bugs — Draperies  
Recovering  
Repairing  
Restyling  
Modernizing  
Antiques a Specialty  
Pick-Up &  
Delivery

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**Frank  
Milanese** **PR 6-8656**  
FREE ESTIMATES  
539 Francisco — San Francisco

### Upholsters—(Cont'd)

Crown Upholstering Corp 1355 Market—MA 1-1857  
Custom Shop 1617 Pine—OR 3-1121  
**DAINI ALBERT FURNITURE CO**  
1529 Pine ORdwy 3-6316  
(Please See Advertisement Page 1077)  
**DAINI BROS** 2001 Polk—ORdwy 3-4540  
(Please See Advertisement This Page)  
**DAN FRANCO FURNITURE SERVICE**  
6731 Mission Daily City—OV 1-4600  
(Please See Advertisement This Page)  
Daugherty W H & Son 1921 Mission—HE 1-5800

**DECORA CREATIVE INTERIORS**  
DESIGN STUDIOS & WORKSHOPS  
CUSTOM UPHOLSTERING & DRAPERIES  
2401 Lombard—JO 7-0241  
Shop-2546 Greenwich—FI 6-6071

de Lange's Upholstering Shop  
3121 Laguna—PR 5-2107  
**DEPENDABLE UPHOLSTERING & DRAPERY**  
CO 2127 Irving—OV 1-4600  
Desmond's Upholstery 70-12th—MAkt 1-7687

### ANGELO'S FURNITURE & UPHOLSTERING CO.



**REMODELING - REFINISHING**  
FURNITURE & DRAPERIES  
Period • Modern  
Free Estimates — Pick-Up & Delivery  
Over 30 Years Experience  
Juniper 4-5862 2591 San Bruno Ave.

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• REMODELING  
• Refinishing  
• ANTIQUES  
• CUSTOM  
FURNITURE  
Custom Made  
Draperies

PRICES TO FIT ANY BUDGET  
FREE ESTIMATES — QUALITY WORK  
Credit  
If Desired  
**PL 6-8515**  
**DAN FRANCO**  
FURNITURE SERVICE  
6731 Mission Daly City

### CARROLL-BEAUPRE CUSTOM UPHOLSTERING

Slip Covers — Draperies  
Refinishing  
Over 30 Years Experience  
Trained in the Old Tradition of  
Hand Craftsmanship  
FULL LINE OF FABRICS  
All Work Guaranteed — Free Estimates  
IMPORTERS OF HAND CARVED  
FRENCH FURNITURE FRAMES  
**MO 4-0649 — Anytime**  
1358-9th AVE.  
Between Irving and Judah

### DE VILLE UPHOLSTERY CO CUSTOM UPHOLSTERY

2955-24th—MI 8-5252  
Or—MI 7-6444

**DE VILLE UPHOLSTERY CO**  
2955-24th—MI 7-6444  
**DE VILLE UPHOLSTERY CO**  
2955-24th—MI 8-5252  
(Please See Advertisement Page 1077)

**DINITS UPHOLSTERING CO**  
Formerly on Fillmore St.  
CUSTOM MADE WORK  
RECOVERING — REMODELING  
REPAIRING  
Any Style New Furniture Made to Order  
Free Estimates  
3710 Balboa—SKyline 1-5697

### DODGE FRANCES H

Expert On Upholstery & Rugs  
Insurance Claims a Specialty  
970 Post—GR 4-8909  
Dolph Herbert R 1942 Divisadero—WA 1-5225  
Drapery Shop The 1216 Polk—PRspt 5-8204

**DU PONT D F UPHOLSTERY**  
SERVICE & QUALITY  
Fine Custom Furniture to Order  
QUILTED FURNITURE A SPECIALTY  
Tufting — Period Upholstery  
Needlepoint Frames — Boat Upholstery  
Complete Reconstruction on All Pieces  
QUALITY WORK AT MODEST PRICES  
Evening Estimates by Appointment  
663 San Jose Av—VA 6-7755

**FAUST UPHOLSTERS**  
3476 Mission—VA 4-3140  
Fine Art Garment Reworking  
See Ad under Reworking—DO 2-8246  
Fitzgerald J F Co 1150 Folsom—KL 2-1701

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CUSTOM UPHOLSTERED  
FURNITURE  
3228 Sacramento—WE 1-5539

Futlerman Aaron 3749 Judah—MOntrse 4-3303  
G & Z Auto Upholstery  
2707 Geary Bl—JO 7-2646  
**GARTER FURNITURE CO**  
2137 Mission—UN 1-4288

**GINO'S UPHOLSTERY**  
MARINA DISTRICT  
Custom Upholstering & Restyling  
ESTIMATES GLADLY  
2841 Octavia—WAInt 1-3353

**GLADYSZ JULIUS & SON**  
Custom Upholstering — Draperies  
RECOVERING — RESTYLING  
Free Estimates — Work Guaranteed  
176 Farragut Av—DE 3-3900

Globe Furniture Mfg Co 3178-17th—UN 1-5964  
(Please See Advertisement This Page)  
Good Housekeeping Shop 1005 Guerrero—MI 8-3250  
(Continued Next Page)

An extension telephone in  
another part of the house saves  
time and steps. The cost is small.

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Serving San Francisco for  
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SAVE MONEY  
Repairing — Recovering — Reworking  
Supplies  
CUSTOM UPHOLSTERING  
CARPETING  
FEATURING NAUGAHYDE MATERIALS  
**MA 1-2623**  
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### Upholsters—(Cont'd)

**GOOD HOUSEKEEPING UPHOLSTERING**  
FABRIC SAMPLES BROUGHT  
TO YOUR HOME  
DAY OR NITE  
24 YEARS EXPERIENCE  
GUARANTEED WORK



"WHERE TO CALL"  
**GOOD HOUSEKEEPING SHOP**  
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Granz & Erman  
489 Haight—HEmlok 1-5567  
Or—HEmlok 1-7188  
Greer Drapery Shop 4669 Mission—JUUnipr 6-4663  
Hak-Mil 590 Bryant—SU 1-4887

**HAUSER ALBERT**  
CUSTOM UPHOLSTERING  
Manufacturing of Furniture  
Established Since 1925  
54 West Portal Av—MOntrse 4-4439

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**HENRIKSSON G CO**  
LEATHER & PLASTICS  
ARE OUR SPECIALTIES  
383 Valencia—MA 1-6074

Hines Lester Sr 5863 Mission—JU 7-1862

**HUGHES UPHOLSTERY**  
WHOLESALE ONLY  
Service For  
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1516 Divisadero—JOrdn 7-7077

**INTER-WOVEN UPHOLSTERY & RUG  
REWEAVERS**  
REWEAVING  
WE REGRET THAT WE ARE  
UNABLE TO SERVICE ANY NEW  
ACCOUNTS AT THE PRESENT TIME  
VA 4-4872

**IRVING UPHOLSTERING**  
2501 Taraval—LOmbrd 6-2720  
(Please See Advertisement Page 1077)  
Ish Albert D 2650 Ocean Av—LO 6-6025  
J E Mfg Co 1193 Valencia—VA 4-6965

Jackson T D D Upholsters  
1725 O'Farrell—FI 6-0467  
John's Upholstery—MI 7-0991

**JOINVILLE UPHOLSTERY & DRAPERY**  
(Please See Advertisement Page 1078)  
UN 3-9090

**JUST-RITE CUSTOM BUILT UPHOLSTERING**  
Recovering — Restyling — New to Order  
Some Owner Since 1938  
3900 Mission—DElaware 3-1421  
If no answer call—Plaza 6-5377

Kramer Emil 326-23d Av—BAyvw 1-7760  
Kristensen Tage 1000 Sansome—YU 2-8919  
Kroll Fine Upholstery 825 Valencia—MI 7-3755  
(Please See Advertisement Page 1076)

Langhorst Upholstery Co 1684-15th UNdrhi 1-8254

**LELAND UPHOLSTERING & DRAPERY**  
HOME FURNISHINGS  
NEW OR CUSTOM BUILT FURNITURE  
Draperies & Interior Decorating  
RUGS & CARPETS  
SLIP COVERS  
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Langfeld K H Inc 1409 Sutter—PRspt 5-3040  
**LEONARD INTERIORS & MARINE FURNITURE  
CO** 4080 San Pablo Av Emryvl—OL 5-6836

**LEW CHUNG**  
ANTIQUES  
Restored & Repaired  
CHAIR CANING — UPHOLSTERING  
RATTAN FURNITURE  
OFFICE EQUIPMENT  
REFINISHED & REPAIRED  
Free Pick-Up & Delivery  
806 Stockton—YU 2-4958  
If no answer call—BA 1-6464

Likerman Upholstery 701 Haight—MA 1-8116  
(Please See Advertisement Page 1078)  
Loggy John B 3001-19th—MI 7-6433  
Macia Upholstering 1320 Girard—JU 4-5800

**MARLEY UPHOLSTERING CO** 2101 Scott—JOrdn 7-0643  
**MARCO**  
Wholesale Only  
1000 Sansome—YU 1-3271  
Marina Drapery & Furniture Store  
2219 Chestnut—WA 1-3727

**MARINA UPHOLSTERING SHOP**  
Since 1932 — Some Location  
COMPLETE CHOICE OF FABRICS  
Pick-Up & Delivery — Free Estimates  
3230 Fillmore—WAInt 1-8616

Master-Graft Upholstery  
976 Valencia—MISsn 8-3906

**MCCARRICK'S DRAPERY & UPHOLSTERY  
SHOP**  
Custom Built Furniture — Draperies  
Upholstering — Floor Covering  
5025 Geary Blvd—SKyln 1-0721

Mercury Upholstering Co 547 Haight—MAkt 1-2937  
**MIKE'S UPHOLSTERING & HOME  
FURNISHING CO** 3848-24th—VAIencia 4-5171

**MILANESE FRANK**  
539 Francisco—PR 6-8656  
(Please See Advertisement Page 1078)

**MILLER FRANK J & SON**  
2311 Fillmore—WE 1-0131  
Miravalle Philip 1374 Sutter—PRspt 5-2620

**MISSION BEDDING & UPHOLSTERING CO**  
SINCE 1939  
FINE CUSTOM UPHOLSTERY  
Work Guaranteed — Free Estimates  
4935 Mission—DE 3-2506

**MODERN MATTRESS & UPHOLSTERING CO**  
Boat & Trailer Mattresses to Order  
3508 Mission—MISsn 8-6175  
Nello's Upholstery 1611 Jackson—ORdwy 3-1340

**NICHOLAS CUSTOM UPHOLSTERING**  
IMPORTED FABRICS  
ANTIQUE — PERIOD — MODERN  
Made to Order or Recovered  
2124 Union—JOrdn 7-6446

**PACIFIC REFINISHING & UPHOLSTERING CO**  
1385 Pacific Av—OR 3-1861  
(Please See Advertisement Page 1078)

**PAGANUCCI FRED**  
COMPLETE UPHOLSTERY SERVICE  
CITY-WIDE PICK-UP & DELIVERY  
25 YEARS EXPERIENCE  
2510 Bayshore Bl—JU 5-3250

**PALACE UPHOLSTERY REPAIR SHOP  
UPHOLSTERING**  
RESTYLING — REPAIRING  
MADE TO ORDER  
LATEST FABRICS  
FREE ESTIMATES  
OVER 30 YRS EXPERIENCE  
5791 Mission—JUUnipr 4-2471

**PARK-PRESIDIO UPHOLSTERY & DRAPERY  
SHOP** 565-8th Av—SKyln 1-7393  
**PEREZ R C & SON'S CO**  
1030 Polk—PR 5-7563  
(Please See Advertisement Page 1076)

Permastyle Made To Order Furniture  
2750 Hyde—PRspt 6-4742

Pisciotta Alfred 2060 Stockton—SUtr 1-6277

**PORTOLA UPHOLSTERY CO**  
Remodeling — Recovering — Restyling  
CUSTOM WORK — DRAPERIES  
Lambrequins — Free Estimates  
JU 7-7757

**PROGRESSIVE INTERIORS**  
1116 Taraval—LO 4-3400  
(Please See Advertisement Page 1078)  
Rance's Upholsters 324 Divisadero—UN 1-6635  
**RAVEN OF CALIFORNIA** 228 Minna—SUtr 1-6887  
Refinishers Inc 1220 Fairfax Av—VA 6-3773  
Reichhold Emil J 1642-24th Av—OVrind 1-0322

**RICHARD'S UPHOLSTERY**  
GOOD WORK FOR YOUR MONEY  
For Free Estimates Call  
Day or Evenings Also Open Sat  
3174-24th—MI 7-3771

Ross Upholstery 1068 McAllister—WEst 1-7232

You can shop at home . . . easily  
and comfortably . . . by thumbing  
through the YELLOW PAGES. It  
lists 'most every store in town . . .  
helps you find everyone who sells  
and serves.

**ROSS UPHOLSTERY**  
1068 McAllister—WEst 1-7232

**ROTHE UPHOLSTERING & FURNITURE**  
RE-UPHOLSTERING  
SINCE 1920  
CUSTOM WORK  
Work Guaranteed — Free Estimates  
FREE PICK-UP & DELIVERY  
DRAPERIES — SLIP COVERS  
864 Valencia—MI 7-8577

Ruiz S Chas 821 Market—GA 1-6789  
S & C Specialty Upholstery 538 Bryant—SU 1-7436  
S & H Custom Upholstering  
2635 Bayshore Bl—JU 5-8330  
**S & M UPHOLSTERING**  
6423 Calif—SK 2-3354  
If no answer call—SK 1-7026  
(Please See Advertisement Page 1077)

**ST FRANCIS UPHOLSTERY**  
2327 Polk—PRspt 5-0758  
**S F WIRE & IRON WORKS-FURNITURE DIV**  
53 Colton—MA 1-9650  
Schnitzer Michael 539 Washington—YUkon 2-2593  
Seely C V 983 Valencia—MI 7-0552  
Service Upholstering Co 556 Hayes—MA 1-2623  
(Please See Advertisement Page 1078)

**SINGER INTERIORS CUSTOM  
UPHOLSTERING & FURNITURE CO**  
BETTER VALUES FOR LESS  
Custom Built Furniture — Draperies  
Reupholster — Restyle — Remodel  
COMPLETE SELECTION OF FABRICS  
Geary Blvd Between 15th & 16th Av  
5133 Geary Bl—BAyvw 1-4164

Star Upholstery & Drapery  
Custom Made Draperies  
3236 Judah—MO 4-5815

**SUNSET UPHOLSTERING**  
FINE CUSTOM WORK  
ALSO SLIP COVERS  
Over 30 Years Experience  
Easy Terms — Dependable Service  
WHOLESALE & RETAIL  
A K Schwarz — Owner  
2245 Judah—LO 4-9912

**SUZANNE'S UPHOLSTERY**  
2118 Greenwich WEst 1-3130  
Sylvanus Drapery Shop 199 W Portal Av OVrind 1-8200  
Theresa Upholstery 2188 1/2 Sutter—WEst 1-2626  
**THOP'S UPHOLSTERING**  
2800 Bryant—MI 8-5777

**UNIQUE UPHOLSTERY**  
See St Francis Upholstery  
2327 Polk—PRspt 5-0758  
**VAN GALEN HENRY** 2150 Union—WAInt 1-4518  
Vella Jon 51 Reddy—MI 7-0704

**VOGUE UPHOLSTERING CO THE**  
1623 Ocean Av JUUnipr 7-7744

**VORMUS FURNITURE CO**  
In The Winston Shopping Center  
123 Hickey Bl 55F—PL 6-1935  
If no answer call—JU 5-5382

**WALCOM GEO C** 1526 California—OR 3-0458

**AMERICAN LATEX PRODUCTS—**  
AMERICAN LATEX PRODUCTS CORP  
2166 Market—MA 1-1430

American Latex Products Corp  
2166 Market—MA 1-1430

**ARTISTIC UPHOLSTERING**  
DO-IT-YOURSELF — FREE ADVICE  
WITH YOUR PURCHASE  
Foam Rubber — Fabrics — Supplies  
516 Castro—MA 1-4181

**BILL WOLINS**  
DO-IT-YOURSELF  
FOAM RUBBER — FABRICS — SUPPLIES  
MI 8-2873  
1005 Guerrero—MI 8-2873

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MFRS OF CURLED HAIR AND  
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FORMPAKS  
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### Upholsters' Supplies—(Cont'd)

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**CONSOLIDATED TRIMMING CO**  
210 Post—GA 1-2133  
Duzian's Inc 451 Jackson—YUkon 2-4094  
Dietrich Dick Associates  
1355 Market—KLondke 2-3611

**HOVERSTEN SALES CO**  
1102 E 12th Oakland GLncrt 1-4858

**KEYSTON BROS**  
Soft Goods-Naughayde-Foam Supplies  
755 Mission—DO 2-0470  
From telephones served by the  
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East Bay  
(No Intercity Charge)  
Ask Operator for—Enterprise 11132

**LA FRANCE FABRICS—**  
LA FRANCE INDUSTRIES INC  
Weavers of Decorative Upholstery Fabrics  
Jobbers of Supplies and  
U S Rubber Naughayde  
160-2d—SUtr 1-3328

**LA FRANCE INDUSTRIES INC**  
160-2d SUtr 1-3328  
From telephones served by the  
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East Bay Hayward  
(No Intercity Charge)  
Ask Operator for—Enterprise 10049

**LEDERMAN BROS**  
2915 Market Oakland—TEmpibr 6-1206

**MODERN FURNITURE & CABINET WORKS**  
2012 Bryant—VA 4-1390

### PACIFIC FELT PRODUCTS

Upholstery Cotton  
Dacron, Cotton, Wool Batting  
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Rubberized & Curled Hair  
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MANUFACTURERS  
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**PACIFIC WOODWORKING CO**  
Frames For Upholstered Furniture  
668 Guerrero—HEmlok 1-2411

Prudential Fabrics—MARKT 1-3047

Prudential Upholstery Supply Co—MARKT 1-3047

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Mfg Upholstery Cotton  
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**SCOVEL & SONS CO** 1133 Post—ORdwy 3-8300  
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236-8th—HEmlok 1-7161

Tresch J A 710 Sansome—YUkon 6-0241

**UPHOLSTERY SUPPLY CO**  
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East Bay  
(No Intercity Charge)  
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**WORTH-COATS INC**  
1355 Market—UN 3-9447

**Upholstery Cleaners**  
See Automobile Upholstery Cleaning; Carpet,  
Rug & Upholstery Cleaners

**Upholstery Cleaners' Equipment & Supplies**  
See Carpet, Rug & Upholstery Cleaning  
Equipment & Supplies

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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.