

VENETIAN BLINDS

MADE TO YOUR SIZES - WHILE YOU WAIT



DIAL
ORdway 3-0089
ORdway 3-9035

WINDOW SHADES - 25% Cash & Carry
VERTICAL BLINDS & DRAPERIES
LOUVRE SHUTTERS
MADE TO ORDER & INSTALLED FOR-U AT LOWEST PRICES
Free Estimates - No Obligation

Theo. DeFriesse & Sons, Inc.
1222 SUTTER ST., S. F.

VENETIAN BLINDS

for Every Purpose

ALUMINUM - A Complete Service

Complete Reconditioning - Tapes, Cords, Slats
WASHING - PAINTING
WINDOW SHADES - PAINTS - LINOLEUM
Mission 7-5897

APEX VENETIAN BLIND SERVICE CO.
1367 VALENCIA - Between 24th & 25th Sts.

MAXWELL VENETIAN BLINDS

Oldest Firm in the Sunset

NEW VERTICAL BLINDS
Repairing - Reslating - Cleaning
TAPE - CORD - PARTS
WINDOW SHADES - CORNICES

FREE ESTIMATES

Overland 1-0333 1301-12TH AVE. Corner Irving

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

FLEXALUM VENETIAN BLINDS-(Cont'd)
DEALERS-(Cont'd)
Reliable Metal Weather Strip Co.
2415-19th Av. MOnrse 4-9526
Shades Inc.
"Everything For Windows"
535 Sutter DOnglas 2-7092
STYLE-RITE VENETIAN BLIND CO
1311-25th Av. SEabright 1-4527
Sylvanus Drapery Shop
199 W Portal Av. OVerland 1-8200
Unique Venetian Blind Laundry
5648 Mission JUnpr 4-9323

FRANKEN JAMES C CO
VENETIAN BLINDS
MADE TO ORDER
WITHIN 24 HOURS
Also
Shutters & Window Shades
1112 Polk GRaystn 4-5068

GARCIA A J CO 1528 Pacific Av. OR dway 3-6800
HOTTER J F & SON
SALES - SERVICE - REPAIRS
Venetian Blinds - Window Shades
For Any or All Windows
1793 Geary FI lmar 6-6658

KENNEDY HAL 3444 Balboa. BA yview 1-8530
Lam Arbie 461 Campbell Av. DElanare 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.

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

LEVOLOR BUILT VENETIANS
Custom Built With Levolor Enclosed Metal Head-Self Adjusting Tilter to Keep Tilt Cords Even and Sleek Metal Bottom Bar.



"WHERE TO BUY THEM"

MANUFACTURERS
DE FRIESE THEO & SONS INC 1222 Sutter OR dway 3-0089
PARAMOUNT VENETIAN BLIND MFG CO 5929 Mission JUnpr 5-2436
Mello-Lite Venetian Blind Co Mel's 10132 Edes Av Oakland LOkhyn 8-2192
OAKLAND VENETIAN BLIND CO 10216 Pearlmain Oakland SWestwood 8-4122

DEALERS
Art Shade Shop 2049 Market. HEmlok 1-5074
Economy Shade Inc 535 Sutter DOnglas 2-7092

Lite Master Vertical Venetian Store 3932 Mission JUnpr 5-1476

LUN ON CO
BAMBOO
For a Clear View - Dustproof
771 Sacramento YUkon 2-6152

Marina Drapery & Furniture Store 2219 Chestnut. WA lnut 1-3727

MARINA VENETIAN BLIND CO
Factory to You
FLEXALUM BLINDS
WINDOW SHADES
Made to Order - Repaired
CLEANING - 1 DAY
RESLATING (ALUMINUM)
2214 Lombard WAlnut 1-2829
(Continued Next Page)

OVER 1/2 CENTURY IN THIS LOCATION

VENETIAN BLINDS

FLEXALUM SLATS MADE-TO-ORDER & INSTALLED
PLASTIC TAPE RENOVATED - REPAIRED - RETAPED
SLATS REPLACED
TRANSPARENT SHADES

A SHADE BETTER

Columbia
WINDOW SHADES
MADE TO ORDER & REVERSED

3248 - 22nd Street Bet. Mission & Valencia JNO. R. DAVIS Phone ... Mission 7-7971

AAVON VENETIAN BLINDS

CLEANING - RESLATING - REPAIRING

REPLACE OLD STYLE WOODEN SLATS WITH PLASTIC COATED RUST PROOF ALUMINUM SLATS

"The Difference is in the Service"

RESIDENTIAL & COMMERCIAL
Estimates Cheerfully Given
JORDAN 7-6885
CITY WIDE PICK-UP & DELIVERY
MADE TO ORDER
Venetian Blinds - Lambrequins - Cornices
Traverse Rods - Window Shades - Vertical Blinds
450 FULTON

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

MAXWELL WINDOW SHADES
Corner of Irving 1301-12th Av. OVerland 1-0333
(See Advertisement This Page)

MOHAWK WINDOW SHADE CO
225 Columbus Av. YU kon 6-0371
MOHAWK WINDOW SHADE CO
5090 Mission JUnpr 7-5018
Moore The Blind Man 500 Baker. WA lnut 1-7500
Moore The Blind Man 1819 Market. HEmlok 1-3663
Moore's Window Shade Co 1819 Market. HE mlck 1-3663
P M VENETIAN BLINDS
2575-44th Av. LO mbard 6-5787
Pacific Venetian Blind Factory 1475 Pine. OR dway 3-7883
PARAMOUNT VENETIAN BLIND MFG CO
5929 Mission JUnpr 5-2436
(See Advertisement Page 826)

PARAMOUNT VENETIAN BLINDS
YOUR HOME DESERVES THE FINEST

"WHERE TO BUY THEM"

BAYVIEW DISTRICT
Sun Stop Shade Service 2477 Sn Bruno Av. JU niper 7-7966

FILLMORE DISTRICT
Keller H Clayton & Son Furniture Co 2877 California JOrdn 7-2828

LAKESHORE DISTRICT
Jules Furniture Co 21 Lakeshore Plaza. LO mbard 6-4411

MISSION DISTRICT
Apex Venetian Blind Service Co 1397 Valencia. MI ssn 7-5897

PARKSIDE DISTRICT
Hamill's Parkside Hardware 1044 Taraval. MO ntrose 4-0534

VENETIAN BLINDS WINDOW SHADES
WEATHERSTRIPPING
INSTALLED BY YOU OR US
DISCOUNTS ON CASH & CARRY
Skyline 1-9926

Pioneers in the Industry

Pioneer Shade Company

1555 Clement at 17th Ave.

VENETIAN BLINDS
Aluminum - Steel
Laundered, Repaired, New
WINDOW SHADES
Liteproof - Washable - Transparent
Reversed, Repaired, New
Free Estimates On All Work
JUNIPER 7-7966
Or JUNIPER 8-0185
2477 San Bruno Ave.

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

PIONEER SHADE CO 1555 Clement. SK yline 1-9926
(See Advertisement This Page)

PROGRESS MANUFACTURING CO
"Since 1931"
MISSION DISTRICT
Venetian Blinds Made To Order
Repairing - Renovating
At
402 CORTLAND AV.
Frank Pereira - Owner
402 Cortland Av. MI ssn 8-0509

Rickenbacher Charles P 4051-18th. MA rket 1-9903

ROLLA-HEAD CUSTOM-MADE BLINDS
The nationally advertised name to look for in Custom-Made Venetian Blinds. "Rolla-Head," with removable metal slats in all smart decorator colors... du Pont Plastics finish. Smooth EASY action.
"WHERE TO BUY THEM"

Ace Venetian Blind Laundry 473 Bryant. SU tter 1-7930
Fashion Venetian Blind Co 861 Florida. MI ssn 7-1093
Pioneer Shade Co 1555 Clement. SK yline 1-9926
Progress Manufacturing Co 402 Cortland Av. MI ssn 8-0509
S F WINDOW SHADE MFG CO 859 Golden Gate Av. WE st 1-6790

RUHLMAN-MACK GO
Quality
VENETIAN BLINDS AND WINDOW SHADES
Manufacturers - Contractors
Wallpaper - Draw Drapes
1416 Bush. PRospect 6-1818
Evenings call. PRospect 6-0964

S F WINDOW SHADE MFG CO 859 Golden Gate Av. WE st 1-6790

SCHADE THE SHADE MAN
VENETIAN BLINDS
MADE TO ORDER
INSTALLED & REPAIRED
Anywhere in San Francisco
Estimates Gladly - No Obligation
Call Valencia 4-3312
Bet. 25th & 26th Sts
2932 Mission. VA lencia 4-3312

SHADES INC
"EVERYTHING FOR WINDOWS"
Blinds, Shades, Wood Fabric
Draperies, Louver Shutters
Colors & Sizes to Order
535 Sutter. DOnglas 2-7092

SPRINGLESS WINDOW SHADES OF CALIF
Venetian Blinds - Springless Shades
LITE MASTERS
VERTICAL VENETIANS
DRAW DRAPERIES
See Our Advertisement Vertical Blinds
Free Estimates - Day or Evening
3932 Mission. JUnpr 5-1476

STYLE-RITE VENETIAN BLIND CO
IN THE SUNSET
Aluminum - Steel - Wood
VENETIAN BLINDS
EXPERT REPAIRING
Also Complete Drapery Service
Fine Fabrics - Lovely Prints
Padded Lambrequins
PERSONAL ATTENTION
1311-25th Av. SEabright 1-4527

SUN STOP SHADE SERVICE
2477 San Bruno Av. JU niper 7-7966
(See Advertisement This Page)

SUNSET WINDOW SHADE & VENETIAN BLIND MFG CO
See Our Ad Under Window Shades
4355 California. BA yvw 1-5521

UNIQUE VENETIAN BLIND LAUNDRY
5648 Mission. JUnpr 4-9323
(See Advertisement Page 827)

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

VENETIAN BLIND DOCTOR
741 Tehama. HE mlck 1-0100
(See Advertisement Page 826)

VENETIAN BLIND LAUNDRY
See Our Display Ad Ven Bl Renovating
2047 Clement. BA yvw 1-4654

WESTERN VENETIAN BLIND CO
FLEXALUM VENETIAN BLINDS
NEW - CLEANING - REPAIRING
TRANSPARENT SUN FILTER SHADES
5646 Mission. JUnpr 7-3726

Venetian Blind Mfrs-Whsle
AAVON VENETIAN BLINDS
BLINDS MADE TO ORDER
Cornice Boxes & Traverse Tracks
Window Shades & Vertical Blinds
CLEANED - REPAIRED - RESLATTED
24-Hr. Renovating Service
450 Fulton. JO rdn 7-6885

ABBEY VENETIAN BLIND CO
Contra-Venetian Blinds-Window Shades
336 Valencia. MA rket 1-8120

ACE VENETIAN BLIND LAUNDRY
473 Bryant. SU tter 1-7930
(See Advertisement This Page)

Bitrite Venetian Blind Co
1020-23d Av Oakland
From telephones served by the following exchange
S F Zone
(No Inter-City Charge)
Ask "Operator" for Enterprise 10187

When you need quick repairs use the Classified Telephone Directory. It has a convenient listing of thousands of dealers and services.

(Continued Next Page)

EL REY VENETIAN BLINDS
Our custom made Venetian blinds feature the famous Kord-Key removable slat. Rust-proof plastic coated aluminum in decorative colors. Speed at a saving - from factory to you.
"WHERE TO BUY THEM"
EL REY VENETIAN BLIND CO
1723 Union. OR dway 3-6784

The oldest of all the telephone industry's traditions is service.

Venetian Blind Mfrs-Whsle-(Cont'd)

BREHEMAN-HARTSHORN INC
1975-1st Av San Leandro. LOkhyn 9-2727
From telephones served by the following exchange
S F Zone
(No Inter-City Charge)
Ask "Operator" for Enterprise 10113
Colberg Supplies
777 Golden Gate Av. MA rket 1-3415

CONSOLIDATED INTERIORS INC
Manufacturers & Distributors of
Console Custom Draperies
Ambassador Venetian Blinds
Sunset Venetian Blinds
Consolidated Decorative Cornices
Consolidated Lambrequins
Kane Kosements
Drapery Hardware
WHOLESALE ONLY
SHOWROOM
WESTERN MERCHANDISE MART
1335 Market S. F. 3, Calif.
Space 294
782-100th Av Oakland. LOkhyn 9-2431

CONTINENTAL VENETIAN BLIND CO
2214 Lombard. WE st 1-2602

DE FRIESE THEO & SONS INC
1222 Sutter. OR dway 3-9035

EL REY VENETIAN BLINDS
Our custom made Venetian blinds feature the famous Kord-Key removable slat. Rust-proof plastic coated aluminum in decorative colors. Speed at a saving - from factory to you.
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EL REY VENETIAN BLIND CO
1723 Union. OR dway 3-6784

(Continued Next Page)

The oldest of all the telephone industry's traditions is service.

Ace ADD Beauty

VENETIAN BLINDS TO YOUR ROOM

VENETIAN BLINDS LAUNDERED
RETAPED - RECORDED
24-HR. SERVICE
"Guaranteed No Steam Cleaning"

Special Rates to Janitorial Contractors

REPAIRING - RESLATING
With Rust-Proof Slats
VENETIAN BLINDS
CORNICE BOXES
TRAVERSE RODS
ROLLER SHADES
VERTICAL BLINDS

Free Estimates
No Job Too BIG or Too SMALL
Phone SUTTER 1-7930
If no answer call VALENCIA 4-0222

Ace VENETIAN BLIND LAUNDRY

473 BRYANT STREET