

"THE CARPET HEADQUARTERS FOR SAN FRANCISCO"

RUGS & CARPETS

BIGELOW • ALEXANDER SMITH
SANFORD • FIRTH
& Many Others

NEW
TACKLESS METHODS
Expert Work - Free Estimates
PHONE FOR SAMPLES
OPEN EVENINGS
MON. - TUES. - WED.
THUR. - FRI.
7 to 9

Robert Cole Carpet Co.

4690 MISSION (Near Ocean Ave.)
JUniper 4-2110

LUTHER T. EBRAHIM Since 1927

Presents

B'LOOM CARPET of quality
Made & guaranteed by the leading carpet Mills. Expertly installed.

ORIENTAL RUGS of distinction
From Iran, India, China
Large stock of modern and Antique Rugs.

Nothing Down Three Years to Pay. Appraisal Service.
Trade In Your Old Rugs for New. Residential - Commercial

1161 SUTTER ST. **TUxedo 5-3161**



- FAMOUS BRAND NAME BROADLOOM RUGS AND CARPETS
- WE SPECIALIZE IN THE TACKLESS METHOD
- CUSTOM DRAPERIES
- PERSONALIZED DECORATING
- "We Take Care of All Your Needs"
- Specialists in:
 - Rug & Carpet Cleaning
 - Repairing - Shifting
 - Re-Weaving - Binding
- SATISFACTION GUARANTEED
- Home Calls by Appointment

Lombard 4-6610
2415 NORIEGA

RUGS & CARPETS

From the World's Largest Mills

Wool-Carpet Mills

CARPET STORE ON WHEELS - NO MONEY DOWN - THREE YEARS TO PAY
SHOP AT HOME
WOOL-CARPET MILLS
7964 CASTRO VALLEY BLVD.
CALL COLLECT
Jefferson 7-2667
CASTRO VALLEY

WEST COAST CARPET & LINOLEUM

San Francisco's Leading Carpet House
Contractors & Retailers Since 1923

CARPETS & RUGS

- Alexander Smith
- Firth
- Gullison
- Art Loom
- Magee
- Other Brands
- Willians
- Friezes
- Broadloom
- Axminster
- Sculptured
- Velvets

FOR HOMES - STORES - OFFICES - HOTELS
APARTMENT HOUSES, ETC.

Expert Installation
PHONE
Valencia 4-4909
Or Valencia 4-4115

2689 MISSION - Between 22nd & 23rd Sts.

Rugs & Carpets-Retail-(Cont'd)

MISSION CARPET & FURNITURE CO.
4699 Mission
MODERN RUG & UPHOLSTERY CLEANERS
331 Clement
Morrow William Co 1236 Market...Mkrt 1-1591

OLSON RUG CO.
WE CALL FOR YOUR OLD RUGS
CARPETS, CLOTHING, ETC.
We'll Weave New Broadloom Rugs
In a Week - At Big Savings - Any Size
Free Catalog - 44 Colors - Patterns
Over 3 Million Customers.
San Francisco - Chicago - New York
209 Post...YUkon 2-0743

Padua A & Co 2225 Mission...ATwtr 2-8300
Pioneer Home Supply Co 7 Front...SUtr 1-2374
Redick-Newman Co 17th & Mission...Mkrt 1-1600
Reinert & Riley
1833 Fillmore...FI mor 6-9393
Richmond Furniture Co 933 Clement...SKyn 1-2866
Richter Rudolph A
331 S Mayfair Av Daly City Plaza 5-1911
ROBERT COLE CARPET CO.
4690 Mission...JUniper 4-2110

RUG MEN THE

More
For Your Carpet Dollar

OPEN EVENINGS
& SUNDAYS

2750 Junipero Serra Bl Colma...PLaza 5-5840

RUGMASTER THE GENE BRIED INC.
1585 El Camino RI Milbra JUn 3-2183
SAN FRANCISCO RUG COMPANY
1803 Market...HEmlok 1-0223
Shall's Furniture Co 2868 Mission...MI son 7-8580
SHEARER B F CO OF CALIF.
Karagheusian Gulistan Carpets
243 Golden Gate Av...UNdrl 1-1816
Sherry & Guglielmo Furniture & Appliances Co
621 Mission...EXbrk 2-6424

SLOANE W & J
Oriental & Domestic Rugs
216 Sutter...GA rld 1-2827

Rugs & Carpets-Retail-(Cont'd)

STANLEY FURNITURE CO.
739 Mission...SU tter 1-5670
Swan Bros Floor Covering Co
5616 Mission...JU niper 7-0815

TURKO-PERSIAN RUG CO.
1900 Van Ness Av. PRspt 6-2950
Turkey Furniture Co 4760 Mission...JUniper 7-8333

UNION FURNITURE CO.
2075 Mission...HE mlok 1-5600

WEST COAST LINOLEUM & CARPET CO.
2689 Mission...Valencia 4-4909
(See Advertisement This Page)

Woloski B Co 698 McAllister
UN drl 3-5845
7964 Castro Valley Bl Castro Vly Jfran 7-2667
(See Advertisement This Page)

Rugs & Carpets-Used

BRIED GENE THE RUGMASTER
1585 El Camino RI Milbra JUn 3-2183
Ebrahim Luther T 1161 Sutter...TUxedo 5-3161

FLOOR STYLES INC.
Rugs & Carpets Bought & Sold
1899 Mission...UNdrl 1-4646

FLOORCRAFT CARPET CO.
871 Mission...SUtr 1-8254

GEARY ST FURNITURE EXCHANGE
1749 Geary...FI mor 6-4878

RUGMASTER THE GENE BRIED INC.
1585 El Camino RI Milbra JUn 3-2183
Turko-Persian Rug Co
1900 Van Ness Av. PRspt 6-2950

WOLOSKI B CO.

BUY - SELL - EXCHANGE
NEW & USED CARPETS - RUGS
Large Selection for
Hotels & Apt. Houses
Fine Selection of Orientals
Closed Saturday Open Sunday
Cor Gough & McAllister
698 McAllister...UN drl 3-5845

Rugs & Carpets-Wholesale & Mfrs

Adamo Inc 1355 Market...UNdrl 3-2234
ALEXANDER SMITH INC.
1355 Market...UNdrl 1-6711
Armstrong Carpet Co 540-9th...MA rket 1-8433
Austin Mercantile Co 706 Larkin...OR dway 3-6426
BARKER BROS 946 Mission...EXbrk 2-7630
BARRETT CHARLES F.
Imported Rugs & Carpets
51-1st...GARld 1-2332

BARWICK E T MILLS-
PACIFIC FLOOR COVERINGS INC
Wholesale Distributors
1355 Market...HEmlok 1-0770
2554 West Oakland...Hlgate 4-2652

Beattie Manufacturing Co.
1355 Market...KLonkie 2-2311
Belrug Mills 5700-3d...Missn 7-5331

BERVEN CARPETS CORPORATION
Distributors and Importers
BERVEN RUG MILLS
BERVEN SOUTHERN MILLS
McCarthy Jack
IMPERIAL RUG MILLS
ROXBURY CARPET CO. - EDGEMASTER
DESERT TUFTED BROADLOOMS
LOMA LOOM PRODUCTS
HOOK RUGS & BROADLOOMS
INDIAN BROADLOOMS & IMPORTED WILTONS
Hair and Rubber Linings
301 Golden Gate Av...UNdrl 3-6700

BIGELOW-SANFORD CARPET CO INC
Sales Office 1355 Market...YU kon 6-3900
General Office & Warehouse
2 Bryant...YU kon 6-3900

CALLAWAY MILLS COTTON RUGS-
CALLAWAY MILLS INC
1355 Market...KLonkie 2-2311

Carpet Fashions Unlimited Inc.
980 Sutter...PRspt 5-0557
Carpetscrafts Inc 441 Jackson...SUtr 1-3640
Davis J C 415 Jackson...SUtr 1-5710
Deverell Warren 115 New Montgomery SUtr 1-5490
Downs Carpet Co Inc 1355 Market...HEmlok 1-0770

DOWNS CARPETS-
PACIFIC FLOOR COVERINGS INC
Wholesale Distributors
1355 Market...HEmlok 1-0770
2554 West Oakland...Hlgate 4-2652

EBRAHIM LUTHER T 1161 Sutter TUxedo 5-3161
Fieldcrest Mills 1355 Market...UN drl 3-0200

FLOOR DECORATORS INC
415 Jackson...SUtr 1-5710

(Continued Next Page)

Rugs & Carpets-Wholesale & Mfrs-(Cont'd)

FLOOR STYLES INC.
Mohawk & Less Carpets & Rugs
1899 Mission...UNdrl 1-4646
Frazier Don Inc 1 Balance...EXbrk 2-3381

GERTMEINER HENRY
Persian-Chinese-India & Domestic
Japanese-Hand Knotted & Hooked Rugs
552 Mission...GA rld 1-8593

GOTTFRIED CHAS CO 619 Mission YUkon 2-2472
Green Wm H Co 1355 Market...KLonkie 2-2311
Green Wm H Co 1355 Market...UNdrl 1-0964

GROSSMAN MIRON
Chinese & Japanese Hand Hooked Rugs
140 Spear...YUkon 6-2671

GULISTAN CARPETS-
KARAGHEUSIAN A & M INC
1355 Market...UNdrl 1-0613

Hardwick & Magee Co.
1355 Market...KLonkie 2-2311
Hightstown Rug Co 1355 Market...UNdrl 3-4038
Hollytex Carpet Mills 785 Market...YUkon 6-3962
Holmes Archibald & Son
1355 Market...UNdrl 3-4038

HUEBEL H H & SON
Capel-Katherine Rug Mills
1355 Market...KLonkie 2-1100
Huebel H H & Son 1355 Market...KL onkie 2-2311

JAEGER AND BRANCH

BEATTIE RUGS & CARPETS
BEACON RUGS
HARDWICK & MAGEE
CALIFORNIA HANDCRAFT
JAPANESE HAND HOOKED RUGS
RUG CUSHIONS - HAIR & RUBBER

1744 Rollins Rd Brngton...SUtr 1-5709
From telephone served by the
following exchange S F Zone
(No Inter-City Charge)
Ask Operator for-ENTRise 1-0881

Karagheusian A & M Inc.
1355 Market...KL onkie 2-2311
Karagheusian A & M Inc.
1355 Market...UN drl 1-0613
Karastan Rug Mills 1355 Market...UN drl 3-0200

KATHERINE RUG MILLS-
HUEBEL H H & SON
1355 Market...KLonkie 2-1100

Katz M A & Co 1355 Market...KL onkie 2-2311
Katz M A & Co 1355 Market...UNdrl 1-4474

LEES JAMES & SONS CO.
Sales Office 1355 Market...KLonkie 2-3500
Warehouse 1525 Bay Shore Bl...JUniper 5-2664
Magee Carpet Co 1355 Market...HEmlok 1-0271

MAGEE CARPETS-
DISTRIBUTOR
MOORE WALTON N DRY GOODS CO INC
Fremont & Mission...EXbrk 2-4282

MASLAND C H & SONS
Sales Office 1355 Market...KLonkie 2-1005
General Office & Warehouse 588-5th...EXbrk 2-8358

McCarthy Jack
Rosecrans Textiles-Rep
3320-20th...ATwtr 2-2466
Metro Trading Co Inc
Japanese Hand Hooked Rugs
200 Davis...EXbrk 2-5370

MOHAWK CARPET MILLS
1355 Market...UN drl 1-8335
MOORE WALTON N DRY GOODS CO INC
Fremont & Mission...EX brack 2-4282

MURRAY B MARSH CO INC
DISTRIBUTOR
MOHAWK CARPETS
SMOOTHEDGE

1661 Powell Emryl...OLympic 8-1800
From telephone served by the
following exchange S F Zone
(No Inter-City Charge)
Ask Operator for-ENTRise 1-1081

NYLU CORP 1355 Market...UNdrl 1-3080
Needtuff Rug Mills 1355 Market...UNdrl 1-3144

CORNER CLEANER

Whisk away dirt in hard-to-reach corners with an old whisk broom trimmed to a V-shaped point.

Rugs & Carpets-Wholesale & Mfrs-(Cont'd)

OLSON RUG CO.

WE CALL FOR YOUR OLD RUGS
CARPETS, CLOTHING, ETC.
We'll Weave New Broadloom Rugs
In a Week - At Big Savings - Any Size
Free Catalog - 44 Colors - Patterns
Over 3 Million Customers.
San Francisco - Chicago - New York
209 Post...YUkon 2-0743

P R M Floor Coverings Inc 442 Post...YUkon 6-5096
Pacific Floor Coverings Inc
1355 Market...HEmlok 1-0770

PACIFIC FLOOR PRODUCTS SHOW ROOM
470 Spear...YUkon 2-5207
Peirce & Co 1490 Mission...ATwtr 8-2900
Permanent Tuft Co 37 Clementina...YUkon 6-0217

PERSIAN MERCANTILE CO.
ORIENTAL RUGS
Direct Imports From Persia
Modern & Semi Antique in all Sizes & Weaves
552 Mission...GA rld 1-5135

PHILADELPHIA CARPET CO.
1355 Mkt...UN drl 3-4732
Regency House 407 Jackson...YUkon 2-0553
Rosecrans Textiles Sales
Jack McCarthy-Representative
3320-20th...ATwtr 2-2466

ROSENTHAL STANLEY & CO INC
Complete Carpet Service for Hotels-Motels
283 Ellis...TUxedo 5-1363

ROXBURY CARPETS-
DISTRIBUTORS
BERVEN CARPETS CORP
301 Golden Gate Av UNdrl 3-6700

Rugcrafters Inc
Custom Carpet & Rug Manufacturers
880 Sutter...PRspt 5-0557

SLOANE W & J 216 Sutter...GARld 1-2827
Smith Alexander Inc 1355 Market...UN drl 1-6711
Talbot W J 441 Jackson...SUtr 1-3660
Volker Wm & Co 631 Howard...EX brack 2-5727

V'Spoke Rugs & Carpets Inc
Brown & Brown Representative
436 Jackson...DOuglas 2-1100

WAITE WILLIAM J & CO INC
235 Calif...GA rld 1-0901
WALD CARL CO 268 Mission...SUtr 1-3044
WALTER D H & CO
562 Mission...SU tter 1-0100

WALTON & O'DAY CO.
1657 Market...KLonkie 2-1471
WEIL THEO D CO 109 New Montay...SUtr 1-7032

WEST COAST CARPET & LINOLEUM CO.
Since 1923

CARPETS & RUGS

WILTONS
FRIEZES
BROADLOOMS
AXMINSTERS
SCULPTURES
VELVETS

ALEXANDER SMITH
FIRTH
GULISTAN
ART LOOM
MAGEE
& OTHER BRANDS

FOR HOMES - STORES
OFFICES - HOTELS
APARTMENT HOUSES, ETC.
EXPERT INSTALLATION

2689 Mission...Valencia 4-4115
Or...Valencia 4-4909

Wunda Weve Carpet Co of Calif
1355 Market...UNdrl 1-6121

Rummage Sale Centers

Patrick's Rummage Center
999 McAllister...WAlnt 1-0911

Rust Preventives

BRAGAMONTE H M CO.
Government Specification
RUST PREVENTIVES
160 Spear...YUkon 6-6245

CATHODIC ENGINEERING CO
1530 Howard...KLonkie 3-0156
Ensign Products Co-Pac Div 605-3d...EXbrk 7-1579

GAMLEN CHEMICAL CO.
Guthrie J W Co 725-2d...DOuglas 2-6511

HOUGHTON RUST VETO AND COSMOLINE-
HOUGHTON E F & CO
Quint & Davidson...Valencia 4-3207

Inertol Co Inc 27 S Park...SUtr 1-4475

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

Rust Preventives-(Cont'd)

INTER-COASTAL PAINT CORP.
2411 Washington Av Sn Leandro...TRndad 2-3813

JENOLITE MFG CO.
Jenolite Rust Remover & Preventer
Aluminum Keying Solution - Chemical
Compounds for Metal Pre-Treatment
1526 Park Av Emeryville...OLympic 3-3457

Maintenance Materials Co 605-3d...EXbrk 7-1579

NITROSE COATINGS-
WALDRON DUFFY & SMITH
941-16th KLonkie 2-1370

NO-OX-ID RUST PREVENTIVES-
CHAS AYRES SUPPLY CO
698 Minnesota...Valencia 6-6266

RALPHS-PUGH CO INC.

RUST-OLEUM Inhibitive Primers
The Original Rust Preventive
Also All Colors
White - Aluminum Top Coatings
Eliminates Expensive Surface Preparation
Greater Coverage - Longer Lasting
Protection
532 Howard...SUtr 1-6505

RUST-SELE

Paint Right Over That Rusty Metal With
RUST-SELE
Rust-Sele Seals the Surface
Let Us Prove It to You
PAINTS IN ALL COLORS
The Dorcoid Co. of California
234-9th...UNdrl 1-6984

TOTRUST INSTANT-DRY METAL COAT-
MILLER & STERN SUPPLY CO
1439 Folsom...HEmlok 1-8844

VALVOLINE OIL CO 1300-17th...UNdrl 1-1278
Zincilate 2630-36th Av...LOmbard 4-8223

Rust Proofing

AMERICAN CHEMICAL PAINT CO 1st...Niles 3071

C & M PLATING WORKS

PRODUCTION BARREL PLATING
ZINC and CADMIUM
1184 Harrison...UNdrl 1-7575

Calif Industrial Plating Co
10 Bluxome...GARld 1-0066

CALIF PARKERIZING CO.
Parkerizing - Bonderizing
Parcolabirizing - Enameling
Specialists in Corrosion Problems
1535 Powell Emeryville...OLympic 3-3601

Industrial Enameling Co 1239-17th...HEmlok 1-0750
Leedy Plating Co 163 Clementina...GARld 1-4962

PROTECTIVE FINISHES
2310-17th UNdrl 1-4170

Standard Plating & Polishing Works Inc
896 Folsom...YUkon 2-5128

Veteran's Electro Plating
See Our Ad under Plating
1207 Shafter Av...Missn 8-5623

Advertise here-it pays.

To Find an AUTHORIZED Sales and Service Dealer

When you want the "genuine" in a nationally-advertised product or service

Look in the
Yellow PAGES
They Tell "Where to Buy It"

Rust Removing

Bipes W L Co 371-11th...HEmlok 1-2269
Kwitz Chemical Corp
551 Railroad Av SSF. Plaza 6-2107

Rustic Furniture

See Garden Furniture Headings

Sacks-See Bags Headings

Saddle Silver-See Silversmiths

Saddlery

See Riding Equipment; Also Harness

Safe Deposit Companies

BANK OF AMERICA NATL TRUST & SAVINGS
ASB 300 Montgomery...DOuglas 2-8112

BANK OF CALIF N A THE
Vaults for Bulky Objects
Calif & Sonoma...EXbrk 7-1922
Mission Branch 3060-16th...HEmlok 1-5010
Bank of Canton 555 Montgomery...GARld 1-4886

CANADIAN BANK OF COMMERCE THE
344 Pine...DOuglas 2-5210

CROCKER-ANGLO NATL BANK
Head Office 1 Sansome...DOuglas 2-8100
2 Montgomery Street Office...EXbrk 2-7760

FIRST WESTERN BANK & TRUST CO
405 Montgomery...EXbrk 7-2022

WELLS FARGO BANK
Market & Montgomery...SUtr 1-1500
Union Trust Office...SUtr 1-1500
Market & Grant...SUtr 1-1500
Western States Atomic Storage Vaults
55 New Montay...SUtr 1-3550

AT YOUR FINGERTIPS

To keep screws, nails, etc., handy and in view, attach the lids of glass jars to a rafter or shelf over your workbench. Screw jars in place.

Always keep Receiver On the HOOK

When you are through talking on the telephone, always see that you place the receiver back on the hook. Otherwise you may miss an important call.

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY