

BUY DIRECT
from our factory
and save

Shades INC.

Formerly Economy Shade Co. - 535 Sutter Street

- DuPont Tontine washable shades in decorator colors made to measure
- Flexalum Venetian blinds vertical and horizontal
- Cal-Craft bamboo and wood fabric draperies, shades, accordion doors, room dividers
- Transparent sun shades

everything for windows

DOuglas 2-7092

- Skylight controls
- Custom Shoji panels and screens
- Louvre shutters & doors all promptly made to your exact order CONTRACT & RETAIL

80 TEHAMA STREET
Enter from First Street
between Howard & Folsom

Shades INC.
Our 24th Year

"A SHADE BETTER"

SINCE 1914 SAME LOCATION
WE MEASURE AND HANG YOUR
WINDOW SHADES

SAVE MONEY!

BRING IN YOUR ROLLERS - SHADES
Made to Order Same Day or Repaired
FREE PARKING

VENETIAN BLINDS
TRANSPARENT SHADES - MADE TO ORDER

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

WINDOW SHADES

FACTORY TO YOU
SAVE YOURSELF
25% to 40%
CASH AND CARRY

Reversing - Renewing - Repairing
SHADOWPROOF - LITEPROOF - WASHABLE OIL SHADES

Moore THE BLIND MAN

Resist Fading, Cracking,
Fraying or Pinholing! Rain
or Sun Won't Hurt Them!

VENETIAN BLINDS
HEmlock 1-3663
1819 MARKET (opp. Octavia)

Window Displays-Installation & Service

BARRAGO & CO
Complete Display Equip & Material
579 Market.....GA rfd 1-8700

BAY AREA DISPLAY SPECIALISTS
SEASONAL DISPLAYS
DECORATIONS - TRIMMINGS
1355 Market.....KLondon 2-2311

Bedbury Bob 690 Market.....DO uglas 2-2499
Black Phillip Displays
1140 Plymouth Av.....JU niper 7-0145

COHEN SYLVAN DISPLAYS INC
Pictures Mankins-Display Materials
254 Sutter.....EX brook 2-4538
Cowdroy Display Co 1040 Larkin.....ORDwy 3-2567

DEG-ART
12 Geary.....EX brook 2-7417

DERIEG DAN CO
Complete Display Equip & Materials
555 Mission.....EXbrk 2-3187
Display Mart Inc 325 Minna.....EXbrk 2-3914
Hearney Mardi 821 Market.....GA rfd 1-3676
Kehoe Display Fixture Co
Complete Window & Interior Display Equip
541 Market.....DO uglas 2-3469
Lampel's Jewelry Displays Mfrs
830 Market.....DOuglas 2-8460
Motron Ave 821 Market.....GA rfd 1-3676

SALES PAPER & SUPPLY CO
760 Mission.....EXbrk 2-5251
Sinclair Co 1012 Mission.....HEmlock 1-5172
Singer's Displays 325 Minna.....YUkon 2-7044

STANDARD DISPLAY CO
DISPLAY INSTALLATIONS
EXHIBITS - SHOWS
FOODS - BEVERAGES - DRUGS
449 Bryant.....GARfld 1-5971

Sun Advertising Co 323 Fremont.....YUkon 6-6826

Window Glass

See Glass-Auto, Plate, Window, Etc

Window Guards

See Guards-Door & Window

Window Operating Devices

Byers O H 268 Market.....DOuglas 2-3526

DALMO WINDOW HARDWARE
CONTINENTAL BUILDING PRODUCTS CO
178 Fremont YUkon 2-6630

Universal Window Co
Awning Type Windows
950 Parker Berkeley.....THrmvl 1-1600

WYCO PRODUCTS
WILEY & CO 760 Stone Oaklnd Locklwn 9-7057

Window Screens

See Screens-Window & Door

Window Shade Cloth

Cash & Carry Window Shade Co
1819 Market.....HEmlock 1-3663

Window Shades-Cleaning & Repairing

A B A BLIND & SHADE CO
WINDOW SHADES
VENETIAN BLINDS
Serving Bayview - Portola - Visitacion
Valley - Brisbane - Potrero &
Mission Districts
CLEANING - REVERSING
REPAIRING
1609 Palou Av.....Valencia 4-1049

Abbey Venetian Blind Co
316 Valencia.....MARKt 1-8120

APEX VENETIAN BLIND SERVICE CO
1267 Valencia.....MI son 7-5897

ART SHADE SHOP 2049 Market.....HEmlock 1-5074
Cash & Carry Window Shade Co
1819 Market.....HEmlock 1-3663

DAVIS JNO H 3248-22d.....MI son 7-7971

DE FRIESE THEO & SONS INC
See Ads Under Window Shades Retail
1222 Sutter.....ORDwy 3-0089
Or call.....ORDwy 3-9035

Advertise in the Classified
Directory . . . it pays.

Window Shades-Cleaning & Repairing

Maxwell Window Shades 1101 Irving.....OVrind 1-0333
Moore's Window Shade Co
1819 Market.....HEmlock 1-3663

WESTERN VENETIAN BLIND CO
WINDOW SHADES - TRANSPARENT
MADE TO ORDER - REPAIRED
Venetian Blinds - New & Repaired
5646 Mission.....JUnipr 7-3726

Window Shades-Retail

A B A BLIND & SHADE CO
1609 Palou Av.....Valencia 4-1049

ABBEY VENETIAN BLIND CO
WINDOW SHADES
VERTICAL & VENETIAN BLINDS
Made to Order
Repaired - Cleaned
Workmanship & Materials Guaranteed
316 Valencia.....MARKt 1-8120

ACE VENETIAN BLIND LAUNDRY

WINDOW SHADES
Sales & Service
VENETIAN BLINDS RENOVATED
PROMPT SERVICE
FREE PICK-UP & DELIVERY
473 Bryant.....DOuglas 2-2725
If no answer call.....JUnipr 7-1805

APEX VENETIAN BLIND SERVICE CO
1367 Valencia Missn 7-5897

ARMSTRONG CARPET & LINOLEUM CO
626 Clement.....SKyln 1-2827

ART SHADE THE SHADE MAN
2937 Mission.....Valencia 4-3312
(See Advertisement Page 919)

ART SHADE SHOP 2049 Market.....HEmlock 1-5074

BOWERS L
MARINA DISTRICT SINCE 1915
Window Shades - Venetian Blinds
Made-to-Order & Repaired
2300 Lombard.....FLmr 6-5136

CASH & CARRY WINDOW SHADE CO
1819 Market.....HEmlock 1-3663
Chester H Moore Furniture Co
1819 Market.....HEmlock 1-3663

GLOT A & SON
MARINA DISTRICT
WINDOW SHADES
Made to Order and Repaired
VENETIAN BLINDS
Repaired - Cleaned - Repainted
1869 Union.....FLmr 6-7424

CONTINENTAL VENETIAN BLIND CO

2214 Lombard.....WEst 1-2602

DALY CITY BLIND & SHADE
WINDOW SHADES
Made to Order - Reversed - Repaired
ONE-DAY SERVICE
40 Hillcrest Dr Daly City.....PLaza 5-3100

DAVIS JNO H 3248-22d.....MI son 7-7971
(See Advertisement This Page)

DE FRIESE THEO & SONS INC
1222 Sutter.....ORDwy 3-0089
Or call.....ORDwy 3-9035
(See Advertisement Page 919)

Don's Paints & Wallpaper
107 Leland Av. DElaware 3-1870
(Continued Next Page)

TO PAINT SCREENS
To paint a screen, or cover it
with insect repellent, fasten a
piece of old carpet to a block of
wood. By using this implement in-
stead of a brush, you will save
lots of time and avoid lots of
splattering.

Window Shades-Retail (Cont'd)

DUPONT TONTINE
WASHABLE WINDOW SHADES

TONTINE, a quality shade
cloth Pre-Tested under Flor-
ida Sun. Available in stun-
ning colors; either opaque or
translucent. This fabric can
be cleaned repeatedly by
soap & water. "TONTINE"-Reg. U.S. Pat. Ofc.

"WHERE TO BUY THEM"

AUTHORIZED DEALERS

Art Shade The Shade Man
2937 Mission Valencia 4-3312

CASH & CARRY WINDOW SHADE CO
1819 Market.....HEmlock 1-3663

Daly City Blind & Shade
40 Hillcrest Dr Daly City Plaza 5-3100

Garcia A J Co 1528 Pacific Av.....ORDwy 3-6800

MAXWELL WINDOW SHADES
1101 Irving.....OVrind 1-0333
(See Advertisement This Page)

MIDTOWN PAINT STORE
413 Divisadero UNdrhl 1-2544

Mohawk Window Shade Co
5090 Mission.....JUnipr 7-5018

MOORE THE BLIND MAN
(See Advertisement Page 918)

Neighborhood Home Furnishing
651 Divisadero.....WA Int 1-2301

PARAMOUNT VENETIAN BLIND MFG CO
"PLASTIC LUME"
Aluminum Venetian Blinds
Rustproof Plastic Enameled
DIRECT FROM FACTORY TO YOU
Free Estimates Prompt Delivery
Complete Renovation
Complete City & Bay Area Service
5929 Mission.....JUnipr 5-2436

MOORE THE BLIND MAN
1819 Market.....HEmlock 1-3663

SHADES INC 80 Tehama.....DOuglas 2-7092

Economy Shade Inc 80 Tehama.....DOuglas 2-7092

EL REY VENETIAN BLINDS
For Quality, Service,
Dependability, Low Cost
Call El Rey Today

VENETIAN BLINDS
WINDOW SHADES

"WHERE TO BUY THEM"

EL REY VENETIAN BLIND CO
1723 Union.....OR dway 3-6784

FRANKEN JAMES C CO
1112 Polk.....GR ayton 4-5068
(See Advertisement This Page)

GARCIA A J CO
WINDOW SHADES
AND
VENETIAN BLINDS
MADE TO ORDER
REPAIRED
1528 Pacific Av.....OR dway 3-6800

HOTTER J F & SON
Sales - Service
SHADES MADE TO ORDER
Arthur J. Cowdrey
1795 Geary.....FLmr 6-6658

HUNT'S VENETIAN BLIND LAUNDRY
2047 Clement.....BAyvw 1-4654

MALHOUSE PAINT HOUSE
25% OFF CASH & CARRY
WINDOW SHADES
Made-to-Order & Repaired
3122-16th.....UNdrhl 1-9938

MARINA VENETIAN BLIND CO
Window Shades - Venetian Blinds
Made to Order Factory to You
We Clean-Repair-Resist Venetian Blinds
2214 Lombard.....WAInt 1-2829

The Yellow Pages save you time.

SUN STOP SHADE SERVICE
Window Shades and Venetian Blinds
Fraser S. Reay

WINDOW SHADES
Liteproof • Washable • Transparent
Reversed, Repaired, New
VENETIAN BLINDS
Aluminum • Steel
Laundered, Repaired, New
Free Estimates On All Work
JUnipr 7-7966
If No Answer Call JUnipr 5-0185
2469 San Bruno Ave.

MAXWELL WINDOW SHADES
1101 Irving.....OVrind 1-0333
(See Advertisement This Page)

MIDTOWN PAINT STORE
413 Divisadero UNdrhl 1-2544

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Aluminum Venetian Blinds
Rustproof Plastic Enameled
DIRECT FROM FACTORY TO YOU
Free Estimates Prompt Delivery
Complete Renovation
Complete City & Bay Area Service
5929 Mission.....JUnipr 5-2436

PEDERSEN CHRIS LINOLEUM CO
150 Steiner.....UN drhl 1-8446

PIONEER SHADE CO
Richmond District
NEW & REPAIRED
DISCOUNTS ON CASH & CARRY
Easy Parking
FREE ESTIMATES
WE PICK-UP & DELIVER
Cor 22d Av.....SKyln 1-9926
2047 Clement.....SKyln 1-9926
(See Advertisement This Page)
(Continued Next Page)

PERK-UP FOR HAT VEILS
To restore crisp freshness of hat
veils and light laces, iron them on
a piece of waxed paper.

WINDOW SHADES
AND
VENETIAN BLINDS
Established 1923
Everything for the Window
MADE TO ORDER
RENOVATED
Repaired - Measured
and Installed Properly
FACTORY SERVICE
Bayview 1-5521

SUNSET WINDOW SHADE
AND VENETIAN BLIND
MANUFACTURING CO.
J. RAPHAEL, SR., Owner
We Have no Branches
4355 California St., Corner 6th Ave.

"ART SHADE THE SHADE MAN"
WINDOW SHADES
VENETIAN BLINDS
MADE TO ORDER - INSTALLED

Authorized Dealers in
DU PONT
TONTINE
WASHABLE WINDOW SHADES

Telephone Valencia 4-3312
A. C. SHADE CO.
2937 MISSION ST.
Between 25th & 26th Sts.

It's **FRANKEN'S** for
All Types of
WINDOW SHADES

DIAL
GRaystone 4-5068

1112 POLK ST. - BETWEEN POST & SUTTER
We Pick Up and Deliver - Or Cash & Carry Discounts

JAMES C. FRANKEN CO.

✓ Home Owners
✓ Apt. Houses
✓ Hotels
✓ Industrial
✓ Skylights

MAXWELL WINDOW SHADES
Oldest Firm In The Sunset
MADE TO ORDER AND REPAIRED

Bring In Rollers For One Day Service

• VENETIAN BLINDS
New & Repaired
Pick-up & Delivery

Overland 1-0333 1101 Irving Cor. 12th Ave.

DU PONT
TONTINE
WASHABLE WINDOW SHADES
Authorized Dealer

WINDOW SHADES
AND
VENETIAN BLINDS
25% OFF
CASH & CARRY

ATTENTION: HOME OWNERS
APARTMENT HOUSES - HOTELS
Buy Direct from Factory
Made to Measure - While You Wait
CALL
ORDway 3-0089 Pick-Up
or ORDway 3-9035 Delivery
BANK TERMS

THEO. DE FRIESE & SONS, INC.
1222 SUTTER Between Polk & Van Ness Ave.

THEO. DE FRIESE & SONS, INC.
VENETIAN BLINDS
AND
WINDOW SHADES

RICHMOND DISTRICT
WINDOW SHADES

FREE ESTIMATES
NEW - REPAIRED
Discounts on Cash & Carry

Pioneers in the Industry
WE PICK-UP & DELIVER

PIONEER SHADE CO.

2047 CLEMENT **SKYline 1-9926** COR. 22nd AVE.
EASY PARKING