

SACRAMENTO SPORTING GOODS

We Specialize in
SUPPLYING TEAM & SCHOOL EQUIPMENT

WHOLESALE
RETAIL

—Featuring—
"MacGREGOR-GOLDSMITH" EQUIPMENT

- HUNTING
- Golf
- Guns
- Boxing
- Archery

- TENNIS
- Soft Ball
- Basketball
- Football

- FISHING
- Ski Equipment
- Skin Diving Equipment
- Racket Restringing

GI 2-7298
(Our New Location)
920 J. ST.

Speedometers

DE MARTINI ROY
Sangamo Instruments
1230-20th -----GI 3-5244

LAMUS-LUNDLEE CO
SPEEDOMETERS & TACHOMETERS
Authorized Service for
STEWART WARNER
AUTO-LITE - AC
KING-SEELY - WALTHAM
1411 I -----GI 3-5721

LEHR AUTO ELECTRIC
SPEEDOMETERS - TACHOMETERS
RECORDERS & GEAR BOXES
CABLES & CASINGS
1114-21st -----GI 2-8642

Speedometer Service Stn
1209-19th-GI 2-5941

STEWART-WARNER SALES & SERVICE AGENCY
1230-20th -----GI 3-5244

Spices

Coschik Coffee Co 920-24th -----GI 2-8201

FARMER BROS CO 915-20th -----GI 2-4472
Watkins Products Distr
3048-5th Av-GI 6-2833

Would you like to get your share of business from customers in your neighborhood? Then why not advertise in the Classified Telephone Directory? Simply call the Business Office of the telephone company and ask for the Directory Advertising Representative. He will help you plan a sales-building message.

Sporting Goods-Retail

ALHAMBRA SPORT SHOP
FORMERLY
JEFF'S BAIT & TACKLE SHOP
ED. QUIGLEY
SPALDING & WILSON
ATHLETIC EQUIP.
WHOLESALE & RETAIL
BOATS - MOTORS - TRAILERS
SNOW & WATER SKIS FOR RENT
Complete Line of
HUNTING & FISHING EQUIP.
FRESH BAIT
3715 Stockton Blvd-----GL 2-1392

ALLEN'S SPORT SHOP 1221 J-----GI 3-4216
(See Advertisement This Page)

AL'S SPORTING GOODS
Lures to Catch Fishermen Not Fish
LARGE VARIETY SPINNING REELS
FISHING & HUNTING EQUIPMENT
GUNS & AMMUNITION
3725 Marysville Rd(DPH)---WA 5-0440

Aqua Shop 2114 N-----HU 1-5171

BONNIE B SPORTSTORE
COMPLETE LINE OF
SPORTING GOODS
Hunting - Fishing - Swimming
Boats - Ski Equip & Clothing
Athletic Equip
Evinrude Outboard Motors
Sales & Service
Open Daily 10 A.M. to 8 P.M.
In Del Paso Manor Shopping Center
2458 Avalon Dr-----IV 9-7260

BROADWAY BAIT & TACKLE SHOP
1609 Broadway-HU 4-6338

CAPITOL DELUXE TRAVELER PICKUP TOPS
AUTO PRODUCTS MFG CO
3000 W Capitol Av(WS)-GI 3-7283

Christy Gun Works 875-57th -----GL 5-8416

COOK ROSCOE D INC
Store No 1
2125 Del Paso Blvd(NS)-WA 5-2754
Store No 2 2512 Franklin Bl-----GL 2-0203
D & D Hdw & Bldg Supply Co
2900 Franklin Blvd-GL 5-0948

DICK'S GUN SHOP
GUNSMITHING OF ALL TYPES
WE BUY - SELL - EXCHANGE
MODERN & ANTIQUE GUNS
1700 Watt Av-----IV 7-7303

Didon Hardware 4475 D-----GL 6-6002

ED'S
Too Late for a License?
Don't Worry
Ed's Is Open 'til 11 P.M.
GUNS - AMMUNITION
FISHING TACKLE
All Your Needs Under One Roof
Lots of Free Parking Space
2709 Riverside Blvd-----HU 4-3688

ENZLER'S HARDWARE
1913 Marconi Av-WA 5-3947

FEY'S HARDWARE & APPLIANCE
555 La Sierra Dr-IV 9-1377
(See Advertisement Page 353)

Frontier Archery 3032-5th Av-----GL 1-0042

FRUITRIDGE HARDWARE
5651 Stockton Bl-GL 5-0328
(Continued Next Page)

3409 EL CAMINO AV.
Opposite Country Club Centre

Sporting Goods-Retail-(Cont'd)

GOODWIN-COLE CO
RENT OR BUY
CAMPING EQUIPMENT
Use Our Parking Lot
515 L-----GI 2-8924

HOME HARDWARE & SPORTING GOODS
4261 Auburn Bl-IV 9-5660

JIMMY'S SPORT SHOP
FRESH BAIT
EVERYTHING FOR THE SPORTSMAN
FISHING & HUNTING EQUIPMENT
ATHLETIC EQUIPMENT & ACCESSORIES
OPEN SUNDAYS & HOLIDAYS
We Open Early
ROD & REEL REPAIR
HUNTING & FISHING LICENSES
Free Information
(In Oak Park) Ample Free Parking
2919-35th -----GL 1-7838

Johnston's Store
4613 Franklin Bl-GL 5-3586

LYON DARWIN HARDWARE CO
2901-35th-GL 6-4751

NEUBERT HARDWARE & IMPLEMENT CO 1700 J-----GI 2-3681

North Sacramento Rod & Gun
1017 Del Paso Blvd(NS)-WA 5-1214

North Sacramento Sport & Bait Shop
1029 Del Paso Blvd(NS)-WA 5-2303

OTTO'S SPORT SHOP
FISHING TACKLE & BAIT
GUNS - AMMUNITION
Sporting Goods - Archery Equipment
Licenses - Free Comp Fire Permits
Open Mon. - Wed. & Fri. 10 P.M.
2910 Fair Oaks Bl(C)-IV 7-0641

ROSS'S SPORT SHOP
ATHLETIC EQUIPMENT
Hunting & Fishing Licenses
Sporting Goods
Stockton Blvd & 12th Av-----GL 6-0490

Sacramento Sporting Goods 920 J.-GI 2-7298
(See Advertisement Page 352)

SAM'S SPORT SHOP
FISHING TACKLE
NEW & USED GUNS
SCOPES & CHOKES
COLEMAN GASOLINE
APPLIANCES
DOOR CLOSER REPAIRING
618 1/2 J -----GI 2-5243

SHARP'S SPORTS DEN
JIM MORRIS
SPORTING GOODS
OPEN EVENINGS UNTIL 9 P.M.
Fishing Tackle - Camping Equipment
Guns - Ammunition - Licenses
SKI RENTALS
Opposite Town & Country Village
2634 Marconi Av-----IV 9-5855

SHORROCK'S HARDWARE CO
HUNTING - FISHING &
CAMPING EQUIPMENT
Outboard Motors
Reelading Supplies
Telescopes & Binoculars
Fly Tying Materials
918 J -----GI 3-3711
2612 Marconi Av-----IV 9-2423
4303 Arden Wy-----IV 7-7891

SIMMS HARDWARE CO
Guns - Scope Sights - Fishing Tackle
Reelading Tools - Bullets - Powder
B & L Binoculars - Steaming Boxes
2801 J -----GI 2-3894

South Sacto Sports Shop
4106 Franklin Blvd-GL 6-0757
(See Advertisement Page 352)

Good party-line neighbors remember to space their calls.

Sporting Goods-Retail-(Cont'd)

SPALDINGS THE SPORTS STORE
WHOLESALE
ATHLETIC SUPPLIES
Fishing Tackle - Guns
Tennis - Golf - Ski Equip.
Ski Rentals
PARKING IN REAR
2120 K-----GI 2-8915

SPORTS CENTRE
3409 El Camino Av-IV 7-6282
(See Advertisement Page 352)

Sportsmen's Haven
4930 Auburn Bl-IV 7-8459
(See Advertisement This Page)

SWART'S HARDWARE
Fishing & Hunting Supplies
Evinrude Outboard Motors
Guns & Ammunition
1927 Del Paso Blvd(NS)---WA 5-0784

WESTERN AUTO ASSOCIATE STORE
Open Sundays 9 AM to 2 PM
2821 Fair Oaks Bl(C)-IV 7-2392

WESTERN HARDWARE
FISHING & HUNTING SUPPLIES
EVINRUDE OUTBOARD MOTORS
Open Sun. 9 A.M. to 2 P.M.
5817 Lloyd Way(C)-IV 9-4135

SHARP PRACTICE
Cutting through medium weight
sandpaper is a quick way to put
an edge on dull scissiors.

Sporting Goods-Wholesale & Mfrs

Allen's Sport Shop 1221 J-----GI 3-4216
Valley Distributors 710-12th -----HU 1-0238

Sports Promoters

Capitol Speedway Enterprise Inc
4200 W Capitol Av(WS)-HU 4-5681

Sportswear-Retail

Bon Marche
Women's Sportswear
11th & K-----GI 3-6551
Career Girl 1027 K-----GI 3-3282

CHAFFEE'S
Complete Line of Women's Sportswear
2613 Marconi Av-----IV 9-1806
Crest Fashions 1025 K-----HU 4-9914
EXCLUSIVELY HIS & HERS
Sportswear for Entire Family
3209 Marysville Rd(NS)-WA 2-2315
Kendall's Sportswear
In Town & Country Village Shops
2623 Marconi Av-----IV 9-6065
Mademoiselle Sport Shop 1024 K.-GI 3-4515
MARY ANN SHOP 1014-11th-----HU 4-3703
Mayhoad's Shop for The Man

MILES N' MILES 1026 K-HU 1-1205
Oak Park Fashion Shop
35th & 4th Av-GL 7-7537

Powell Men's Wear 1102 J-----GI 3-7709

ROOS BROS
Men's & Women's Sportswear
1901 K-----HU 4-9141

SALZMAN'S 1012 K-----GI 3-3216
Strickley Men's Shop
5693 Stockton Blvd-GL 6-3431

Spraying

See Crop Dusting, Spraying; also Metal
Spraying; also Painting Contractors; also
Tree Service
The Yellow Pages save you time.

Spraying Equipment

BINKS SPRAY SYSTEMS
Manufacturers—Spray Painting
& Finishing Equipment
Complete Systems, Spray Guns,
Spray Booths, Air Compressors,
Exhausts, Fans, Extractors,
Regulators, Hose & All Accessories,
Respirators.

"WHERE TO BUY IT"
BRANCH OFFICES
BINKS MANUFACTURING COMPANY
950 Newhall
San Francisco-ATWtr 2-4985

DEALERS
BURNETT & HARRIS
1510-16th-HU 1-4851

FULLER W P & CO 1725-10th-GI 2-1061
Henderson Bros 1501 K-----GI 3-8789

SHERWIN-WILLIAMS 1816-21st-GL 7-5749

SHERWIN-WILLIAMS PAINT CO
1024 J-GI 3-9056

TRICKEY M N PAINT CO
1716 L-HU 4-9376

DEVILBISS SPRAY EQUIPMENT

World's largest makers of
spray guns, spray booths, air
compressors, hose and auto-
matic coating machines for
industrial finishing, automotive
finishing, furniture, appliance re-
finishing, contract and main-
tenance painting & decorating.

"WHERE TO BUY IT"
Alhambra Bl & X-GL 6-6455
HENDERSON BROS 1501 K.-GI 3-8789
Sherwin-Williams Co 1816-21st-GL 7-5749
SHERWIN-WILLIAMS PAINT CO
1024 J-GI 3-9056

TRICKEY M N PAINT CO
1716 L-HU 4-9376

FULLER W P & CO 1013-12th-----HU 4-4764
Hefner Fred Enterprises
Rentals-Sales
1601 E El Camino Av(NS)---WA 5-7179

ORCHARD SUPPLY CO
1716-17th-GI 3-2509

WESTERN INDUSTRIAL SUPPLY CO
Hardie Pumps & Equipment
905 G -----GI 2-7264

Spraying Equipment-Renting

American Paint Co 1309 Broadway-GI 2-8335
Fuller W P & Co 1013-12th-----HU 4-4764

GENERAL PAINT CORP 1301 J.-GI 3-7201

HEFNER FRED ENTERPRISES
SPRAYING EQUIPMENT RENTED
All Types & Sizes
For the Amateur & Professional
1601 E El Camino Av(NS)---WA 5-7179

Mayo Paint Co 2318 J-----GI 3-9436

ALLEN'S Sport Shop

Everything for Every Sport
WHOLESALE & RETAIL
1221 JAY STREET
GI 3-4216

- Athletic Goods
FOOTBALL, BASEBALL
TRACK, TENNIS, GOLF
BADMINTON, BASKETBALL
- Fishing Tackle
- Guns & Ammunition
- Skiing Equipment

RENTALS & SALES
SKIS & GUNS FOR RENT
1221 JAY STREET

SOUTH SACRAMENTO SPORT SHOP

ONE OF SACRAMENTO'S
MOST COMPLETE SHOPS
"Everything for the Sportsman"

WILSON
ATHLETIC EQUIP
Wholesale & Retail

School & Team Equipment
Golf - Tennis - Baseball
Softball - Basketball - Football
Volleyball - Croquet Sets
Boxing Equipment - Ski Equipment

LARGE FLOOR DISPLAY
OF 10' to 14' BOATS

MERCURY OUT-BOARD MOTORS
Complete Line of
FISHING • HUNTING &
CAMPING EQUIPMENT
GL 6-0757

4106 FRANKLIN BLVD.
Good Parking Facilities

SPORTS CENTRE

- SPALDING
- REMINGTON
- VOIT
- SAVAGE
- BROWNING
- WINCHESTER

Scott-Alwater Bausch & Lomb
Outboard Motors Binoculars

- BOATS •

Rental & Sales of
SKI EQUIPMENT
CAMPING EQUIPMENT
CALL
IV 7-6282

3409 EL CAMINO AV.
Opposite Country Club Centre

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

SPORTSMEN'S HAVEN

GATEWAY TO THE MOUNTAINS
NIMBUS & FOLSOM LAKES
4930 AUBURN BLVD. - Between Oak & Madison
Open 7 Days a Week - Friday & Saturday Until 1 A.M.

Phone IV 7-8459

Fishing Tackle - Hunting Equipment - Boats
Motors - All Types Sporting Goods
Featuring Red Worms Grown in
Our Own Gardens
HUNTING & FISHING LICENSES

SPORTING GOODS

FISHING - HUNTING - CAMPING
ARCHERY - ATHLETIC GOODS
Wilson - Voit - Browning
Remington - Winchester

IV 9-1377 or IV 9-3931
Fey's HARDWARE & APPLIANCE
555 LA SIERRA DRIVE

Spraying Supplies

NIAGARA CHEMICAL DIV FOOD MACHINERY & CHEMICAL CORP
2115-16th-GI 2-0232
Standard Agricultural Chemicals
Forum Bldg-GI 3-4356

Sprays-See Insecticides Hds

FOUR THOUGHTFUL ITEMS
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.