

SACRAMENTO SPORTING GOODS

We Specialize in
SKI EQUIPMENT — SALES & RENTALS

Featuring "MAC GREGOR ATHLETIC EQUIPMENT"



Wholesale & Retail
SUPPLYING TEAM & SCHOOL EQUIPMENT

- HUNTING
- GOLF
- GUNS
- BOXING

- ARCHERY
- TENNIS
- SOFT BALL
- RESTRINGING

- BASKETBALL
- FOOTBALL
- RESTRINGING
- EQUIPMENT

- TACKLE
- SKIN DIVING

DOWNTOWN
GI 2-7298
 920 J St.

CARMICHAEL
IV 3-9960
 2807 Fair Oaks Blvd.

SOUTH SACRAMENTO SPORTS SHOP INC.

EVERYTHING IN SPORTS



WILSONS SPORTS EQUIP.
WHOLESALE & TEAM OUTFITTERS

DISPLAYING
 GOLF — TENNIS — BADMINTON
 FOOTBALL — SHOES & GYM CLOTHING

BOATING
 COMPLETE BOAT SUPPLIES
 MERCURY OUTBOARDS & TO GO H.P.
 SKIS — TOW ROPES — LIFE JACKETS
 MARINE HARDWARE & PAINTS

FISHING
 COMPLETE SELECTION FISHING TACKLE
 AT POPULAR PRICES

SNOW SKI EQUIPMENT
 RENTALS & SALES — SKIS — BOOTS
 CLOTHING & ACCESSORIES
 HUNTING & CAMPING EQUIPMENT

GL 2-2811

4106 FRANKLIN BLVD.
 AT 16th AVE.

Sporting Goods—Dealers

Allen's Sport Shop 1316 J-----GI 3-4216
 (See Advertisement Page 561)
 Alpenhaus Ski Shop
 2760 Fulton Av-----IV 3-9529

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

AQUA-SHOP
 1317-20th-----GI 1-5171
 (See Advertisement This Page)

ARDEN SPORTS UNLIMITED
 3121 Arden Wy-----IV 7-8023
 (See Advertisement Page 561)

BONNIE B SPORTSTORE
SPORTING GOODS
 Schwinn Bicycles
 Sales — Gear, Repairs
 Snow Ski—Equip & Clothing Rental
 10 AM to 7 PM — Fri Tui 9 PM
 Sat 10 AM — 6 PM
 In Del Paso Manor Shopping Center
 2428 Maryal Dr-----IV 9-7260

Broadway Bait & Tackle Shop
 1609 Broadway—GI 8-6338
 (See Advertisement Page 561)

Bus Pendleton's Golf Shop
 Freeport BI—GA 8-9401
 (See Advertisement Page 562)

Capitol Roller Rink 9th & R-----HI 6-7176
 Christy Gun Works
 If It's a Gun It's Our Business
 875-37th-----GL 5-8416

Prospects ready to buy use the
YELLOW PAGES to find "Where
 to buy it."

COOK ROSCOE D INC
 GUNS — OUTBOARDS — BOATS
 Complete Line of Sporting Goods
 We Care Our Crew Budget
 2125 Del Paso Bl(NS)---WA 2-5681

Dan's Bait & Tackle Shop
 5200 Franklin Bl-----GL 1-1772
 Del Paso Country Club
 3333 Marconi Av-----IV 3-0401

DICK'S GUN SHOP
 1711 Fulton Av-----IV 7-8695
 (See Advertisement Page 561)

Didion Hardware 4475 D-----GL 6-6002
ED'S SPORTING GOODS
 2328 Fair Oaks Bl-----WA 2-6620
 (See Advertisement Page 562)

EWOLDT'S ROD & REEL REPAIR
 Specialist In
 ROD & REEL REPAIRS
 PARTS & SERVICE
 CUSTOM RODS
 3103 Del Paso Bl(NS)---WA 5-6101

FEY'S HARDWARE & APPLIANCES
 Sales — Equip. Repairs
 Snow Ski—Equip & Clothing Rental
 10 AM to 7 PM — Fri Tui 9 PM
 Sat 10 AM — 6 PM
 In Del Paso Manor Shopping Center
 2428 Maryal Dr-----IV 9-7260

FRONTIER ARCHERY CO
 North Calif's Largest
 ARROW MANUFACTURER
 LARGE SELECTION OF BOWS
 TRIL RANGE
 OPEN EVENINGS TOO
 3032-5th Av-----GL 5-2625
 (Continued Next Page)

Please wait for dial tone . . .
 then dial carefully.

SACRAMENTO'S SKIN DIVING HEADQUARTERS

Everything For the Diver



- LUNGS — FINS — MASKS
- SPEAR GUNS — DIVING SUITS
- COMPRESSED AIR SERVICE

Complete Line of Underwater Mining Equip.
 • DREDGES — CREVICING TOOLS — GOLD PANS
 ENGINES — AIR COMPRESSORS — PUMPS

SCUBA SKIN DIVING SCHOOL
 Staffed by Experienced Instructors
 Using Latest Techniques
 FREE DEMONSTRATION
 Personal Instruction — Equipment Furnished
 in
 Our New Pool
 Special Course for Mining Using Hookah Equip.
 Mon. Thru Sat. 9 A.M. to 6:30 P.M. — Sun. Till Noon

AQUA-SHOP

2 Locations To Serve You.

NORTH AREA
 3500 FULTON AVE.
 Near Auburn Blvd.
IV 7-8130

DOWNTOWN AREA
 1317-20th St.
GI 1-5171

Sporting Goods—Dealers—(Cont'd)

GOODWIN-COLE CO
 RENT OR BUY CAMPING EQUIPMENT
 "SKI-OLYMPIC" SKI SHOP
 Note — New Location & More Parking
 1315 Alhambra Bl-----GL 2-6641

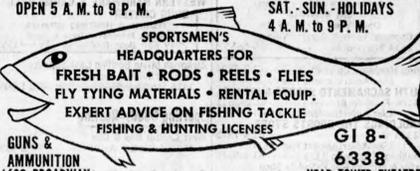
HELM OF SUN VALLEY
SKI SPECIALISTS
 Featuring the Largest & Finest Selection of
 IMPORTED & DOMESTIC
 SKI CLOTHING & EQUIPMENT
 BEST QUALITY IN
 EQUIPMENT & CLOTHING
 RENTALS
 Three Locations
 Sun Mateo — Sun Valley, Idaho — Sacto
 Off Marconi Av-----WA 2-4611
 2843 Howe Av-----WA 2-4611

In SACRAMENTO IT'S

BROADWAY BAIT & TACKLE SHOP

FISHING & HUNTING HEADQUARTERS

OPEN 5 A.M. to 9 P.M. SAT. — SUN. — HOLIDAYS
 4 A.M. to 9 P.M.



SPORTSMEN'S
 HEADQUARTERS FOR
 FRESH BAIT • RODS • REELS • FLIES
 FLY TYING MATERIALS • RENTAL EQUIP.
 EXPERT ADVICE ON FISHING TACKLE
 FISHING & HUNTING LICENSES

GI 8-6338
 NEAR TOWER THEATRE
 1609 BROADWAY

ALLEN'S Sport Shop

Everything for Every Sport

WHOLESALE & RETAIL

1316 JAY STREET

GI 3-4216

- Athletic Goods
- Fishing Tackle
- Guns & Ammunition
- Skiing Equipment

SKIS & GUNS FOR RENT
 1316 JAY STREET

SPALDINGS

THE SPORTS STORE — M. SILVA

HI 4-7475

SPECIALIZING IN SCHOOL &
 TEAM ATHLETIC EQUIPMENT

FREE PARKING
 IN REAR
 2323 C STREET

Exclusive Agents for
VOIT — LOUISVILLE "SLUGGERS"
RAWLINGS — RIDDELL — SPOT-BILT
 on School & Team Equipment
 COMPLETE DEPARTMENTS FOR
 GOLF — TENNIS — BOWLING & TROPHIES
DISCOUNTS TO TEAMS AND STUDENT BODY CARD HOLDERS

TO FILL CRACKS
 Cracks in wooden walls, etc., can
 be permanently repaired by filling
 them with a thick paste made of
 approximately 1 part linseed oil, 2
 parts hot glue, 3 parts whiting and
 4 parts sawdust.

ARDEN "SPORTS UNLIMITED"

IV 7-8023 3121 Arden Way

- Archery
- Tennis
- Skin Diving
- Golf
- Camp Gear
- Football
- Baseball
- Fishing Tackle
- Guns—Ammo
- Browning—Cof

RACKET RESTRINGING
 SNOW & WATER SKIS — SALES & RENTALS
 "THE AREA'S MOST COMPLETE SPORTS STORE"
 OPEN DAILY 9-9 SUNDAYS 9-4

DICK'S GUN SHOP

BUY — SELL — EXCHANGE



NEW & USED GUNS — TARGET EQUIP. — SCOPES — SIGHTS
 GUN STOCKS — RELOADING — CHOKES INSTALLED
 AMMUNITION — CUSTOM HAND LOADING
 Complete Repairs — Sales & Service

All Work Absolutely Guaranteed
 ANTIQUE WEAPONS
 REPAIRING — RESTORATION
 COLLECTORS ITEMS
 Terms on All Guns

CLOSED SUNDAYS
IV 7-8695
 1711 FULTON AVE.
 Near Arden Wy.

Jossi's College SPORT SHOP



SPECIALISTS IN TENNIS
 RACKET RESTRINGING

COMPLETE LINE OF SPORTING GOODS
 * GOLF * ARCHERY * WATER SKIS
 * BASEBALL * FOOTBALL * BASKETBALL

SALES — RENTALS
 SKI & CLOTHING EQUIP.
 SNOW & WATER

GL 7-7174

5535 H ST. SACRAMENTO

IN SACRAMENTO FOR
 YOUR SPORTING GOODS AND FISHING EQUIPMENT IT'S

FRAN & EDDY'S BAIT SHOP



BAIT
 FRESH — FROZEN — ALIVE
 MINNOWS — WORMS — GRUBS
 HELGRANITES — ROE
 SARDINES — NIGHT CRAWLERS
 Open Daily 5 A.M. — (In Season)
 Sat. — Sun. — Holidays 4 A.M.

EM 3-6885

Citrus Rd. & Folsom Blvd. — Bet. Mother & Aero Jet on Hwy. 50
 11160 FOLSOM BLVD.

SPORT SHOP

SPECIALISTS IN TENNIS
 RACKET RESTRINGING

COMPLETE LINE OF SPORTING GOODS
 * GOLF * ARCHERY * WATER SKIS
 * BASEBALL * FOOTBALL * BASKETBALL

SALES — RENTALS
 SKI & CLOTHING EQUIP.
 SNOW & WATER

GL 7-7174

5535 H ST. SACRAMENTO