

## Sacramento SPORTING GOODS

*We Specialize in*  
**SKI EQUIPMENT**  
SALES & RENTALS



Featuring **MAC GREGOR ATHLETIC & GOLF EQUIPMENT**  
**SUPPLYING TEAM & SCHOOL EQUIPMENT**

<p><b>HUNTING</b></p> <ul style="list-style-type: none"> <li>• GOLF</li> <li>• GUNS</li> <li>• BOXING</li> </ul>	<p><b>FISHING</b></p> <ul style="list-style-type: none"> <li>• ARCHERY</li> <li>• TENNIS</li> <li>• RESTRINGING</li> <li>• FOOTBALL</li> <li>• BASKETBALL</li> <li>• SOFTBALL</li> <li>• SKIING</li> <li>• SKIN DIVING</li> <li>• EQUIPMENT</li> </ul>
--	--

SINCE 1938

<p><b>DOWNTOWN</b> <b>GI 2-7298</b> 920 J St.</p>	<p><b>CARMICHAEL</b> <b>IV 3-9960</b> 2807 Fair Oaks Blvd.</p>
---	--

## SOUTH SACRAMENTO SPORTS SHOP INC.

**"EVERYTHING IN SPORTS"**

### WILSONS SPORTS EQUIP.

School & Team Youth League **OUTFITTERS**

**DISPLAYING**

GOLF - TENNIS - BADMINTON  
FOOTBALL - SHOES & GYM CLOTHING

**BOATING**

COMPLETE BOAT SUPPLIES  
MERCURY OUTBOARDS 6 TO 100 H.P.  
SKIS - TOW BOES - LIFE JACKETS  
MARINE HARDWARE

**FISHING**

COMPLETE SELECTION FISHING TACKLE  
AT POPULAR PRICES

**SNOW SKI EQUIPMENT**

RENTALS & SALES - SKIS - BOOTS  
CLOTHING & ACCESSORIES

HUNTING & CAMPING EQUIPMENT  
SUMMER & WINTER SPORTS SALES

**GL 2-2811**

4106 FRANKLIN BLVD.  
AT 16th AVE.

## SACRAMENTO'S SKIN DIVING SPECIALISTS

**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.

WEEK DAYS 9 A.M.-6:30 P.M. - FRI. 9 A.M.-9 P.M. - SUN. 10 A.M.-1 P.M.

## AQUA SHOP

**IV 7-8130**

3500 FULTON AVE. SACRAMENTO  
Near Auburn Blvd.

## ED'S SPORTING GOODS

IV 7-8023  
3121 Arden Way

**GUNS**

BROWNING - COLT  
WINCHESTER  
REMINGTON  
COMPLETE SELECTION OF  
AMMUNITION &  
RELOADING EQUIPMENT

**RACKET RESTRINGING**

HUNTING & FISHING  
CLOTHING

**CAMPING GEAR**  
RENTAL & SALES

ARCHERY • GOLF  
TENNIS • FOOTBALL  
BASEBALL • FISHING TACKLE

**SKIN DIVING EQUIPMENT**

Complete Selection of  
Skin Diving Equipment &  
Accessories For The  
Amateur & Professional  
Compressed Air Service

SNOW & WATER SKIS - SALES & RENTALS

"The Area's Most Complete Sports Store" OPEN DAILY 9-9 SUNDAYS 9-4  
ACROSS STREET FROM CBS

**Sporting Goods-Dealers-(Cont'd)**

**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  
San Mateo - Sun Valley, Idaho - Sacto  
Off Marconi Av  
2843 Howe Av -----WA 2-4611

Jack Samples Ski House  
Ski Equipment & Clothing Only  
1026 Alhambra Bl-----HI 6-5429

Jack Samples Ski House  
1026 Alhambra Bl-----HI 6-7461

Lombard Liquors  
3811 Fair Oaks Bl(C)-----IV 9-4968

**LORIS BROS MARINA**  
4350 Riverside Bl-HI 6-6645

McKinney Hardware  
2354 Florin Rd-----GA 1-3990

**MOTHER LODGE SKIN DIVING SHOP**  
1825 K-----GI 3-3237  
(Please See Advertisement Page 574)

**MURPHY'S SPORTING GOODS**  
5241 Walnut Av-----ED 2-8167  
(Please See Advertisement Page 574)

**NEWBERT HARDWARE & IMPLEMENT**  
CO 1700 J-----GI 2-3681

**OTTO'S SPORT SHOP**  
2910 Fair Oaks Bl(C)-----IV 7-0641  
(Please See Advertisement This Page)

Rio's Sport Shop 1016 1/2-6th --HI 7-3734  
Ritz Market 3000 O-----GL 7-0345

**ROSS'S SPORT SHOP**

ATHLETIC EQUIPMENT  
Baseball - Football - Tennis  
Gym Clothing - Wheel Goods  
Stockton Bl & 12th Av-----GL 6-0490

IN CARMICHAEL

## OTTO'S SPORT SHOP

SPAULDING ATHLETIC EQUIPMENT

GOLF • TENNIS • BOWLING • ARCHERY  
FOOTBALL • BASKETBALL • BOXING  
HUNTING - FISHING - SKIN DIVING

TENNIS RESTRINGING

GUN RENTAL - FREE CAMPFIRE PERMITS

**COMPLETE SKI EQUIPMENT**  
RENTAL & SALES

**IV 7-0641**

SPORT & ATHLETIC CLOTHING  
2910 FAIR OAKS BLVD.  
Fair Oaks Blvd. Near Marconi

OPEN MON. - WED. - FRI. 'TIL 9  
SUNDAYS 8:30 'TIL 2 P.M.

## MOTHER LODGE SKIN DIVING SHOP

★ SCUBA DIVING ★ CERTIFIED DIVING AIR  
★ CUSTOM MADE WETSUITS

CERTIFIED DIVING INSTRUCTION  
UNDERWATER MINING EQUIPMENT SPECIALISTS

**GOLD SUCKER**

**GI 3-3237**

1825 K SACRAMENTO

## FISHING & HUNTING HEADQUARTERS

In SACRAMENTO at  
**BROADWAY BAIT & TACKLE SHOP**

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

**GUNS & AMMUNITION**  
1609 BROADWAY

## SPAULDINGS

THE SPORTS STORE - M. SILVA

**HI 4-7475**

FREE PARKING  
IN REAR

2323 C STREET

SPECIALIZING IN SCHOOL &  
TEAM ATHLETIC EQUIPMENT

Exclusive Agents for  
**VOIT - LOUISVILLE "SLUGGERS"**  
**RAWLINGS - RIDDELL - SPOT-BILT**  
on School & Team Equipment  
COMPLETE DEPARTMENTS FOR  
GOLF - TENNIS & TROPHIES

**DISCOUNTS TO TEAMS AND STUDENT BODY CARD HOLDERS**

## 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

## ED'S SPORTING GOODS

GUNS  
BOUGHT - SOLD - TRADED - RENTED

- AMMUNITION • FISHING TACKLE
- HUNTING & FISHING LICENSES - LIQUORS

ZENITH TV

Open Till 11 P.M. - Fri. & Sat. Till Midnight

PHONE  
**WA 2-6620**

2328 FAIR OAKS BLVD. SACRAMENTO  
Between Howe & Fulton

IN FLORIN SQUARE

## SPORTING GOODS

COMPLETE LINES OF  
QUALITY SPORTING GOODS  
PRICED RIGHT

**CHALET SPORT SHOP**

GA 8-1566  
BOWLING PRO SHOP

2326 FLORIN RD. SACRAMENTO