

Fishing Bait

BAYVIEW BAIT & TACKLE SHOP
Sporting Goods-Fishing Tackle
Fishing Parties Arranged
4408-3d AT water-2-3242

DAVIS-KNOWLES CO
FISHING BAIT
WHOLESALE ONLY
11 Stewart EX brook-2-6143

DOM BAIT & FISH CO
FISH and BAIT
130 Bacon JU niper-4-3328

JERRY'S BASS BAIT & TACKLE SHOP
Parties 5 AM Daily Tackle Rented
1675 O'Farrell FI Imor-6-9822

LAMB'S BAIT SHOP
1076 McAllister FI Imor-6-6590

MODERN BAIT & TACKLE SHOP
"Fisherman's Headquarters"
Everything For Fishing
Hand Selected Sardines
Boat Parties Leaving Daily
Frank Hevrin, Owner
Bet. 25th & 26th Sts.
2975 Mission VA lencia-4-4971

MUNY BAIT SHOP
BAIT & TACKLE
FISHING PARTIES
ARRANGED
Fishing Tackle - Fresh Bull Heads Daily
BEER - SANDWICHES
Capt. Tony Caruso Fred Smith
3098 Polk OR dway-3-9815

Rite Place The 1269 Mason PR ospt-5-9190
SAL & TOM FISH & BAIT DLRS
FISH & BAIT DEALERS
WHOLESALE ONLY
Fish from Santa Cruz &
San Francisco - Half Moon Bay
Monterey & Pt. Reyes
Pt Leavenworth OR dway-3-5318

Sam's Bait Shop
Fresh Bait Daily-Open at 3 AM
1657 O'Farrell WE st-1-9788

SARDNETTES-
BENT-GOLDSMITH INC
655 Battery GA rfd-1-7042

SULLIVAN'S DAVE SPORT & BAIT SHOP
5323 Geary Blvd SK yline-1-7070
Tarantino Bros Ft of Leavenworth PR ospt-5-3824

WHITEY'S MISSION BAIT SHOP
At Mission & Valencia Junction
3177 Mission AT water-2-3474

Fishing Supplies
AMER APPLIANCE & SUPPLY CO
1150 Sutter PR ospt-5-3711

GINGOTTA BROS
Complete Line
COMMERCIAL FISHING
SUPPLIES AND ACCESSORIES
169 Jefferson PR ospt-5-8977

COTTINI CRAB TRAP CO
Crab Traps Built To Order
440 Bay GR ayston-4-6093

FISHERMEN & SHIP SUPPLY
Anchors-Lanterns-Flaots-Diving Gear
2257 Mason OR dway-3-4735

HENDRY O J CO
27 Main DO uglas-2-4242

Fishing Tackle-Repairing
Marina Cyclery & Sport Shop
3214 Fillmore WE st-1-5812

SPORTSMAN SPECIALTY CO
Rod-Reel & Gun Repairing
3583 Mission AT water-2-1958

Whitey's Mission Bait Shop
3177 Mission AT water-2-3474
Winston R L Rod Co 684 Harrison SU tter-1-3979

Fishing Tackle-Retail

See also Sporting Goods Headings
BAYVIEW BAIT & TACKLE SHOP
Party Boats Daily-Sporting Goods
4408-3d AT water-2-3242

Dawson's Sporting Goods 535 Mason TU xedo-5-4321
GILLON LUMBER CO 3931 Geary SK yline-1-3515
BOLCHER H O CO 508 Market GA rfd-1-0828

Granucci Co Inc 214 California DO uglas-2-5290
KING'S SPORTING GOODS STORE
6300 Geary Blvd SK yline-1-4557

Lamb J E & Sons 1076 McAllister FI Imor-6-6590
Lamb's Bait Shop 1076 McAllister FI Imor-6-6590

Marina Cyclery & Sport Shop
3214 Fillmore WE st-1-5812
Mistrack's Sporting Goods
2456 Mission MI ssn-7-9156

MODERN BAIT & TACKLE SHOP
2975 Mission VA lencia-4-4971
MUNY BAIT SHOP 3098 Polk OR dway-3-9815

OLYMPIC SPORTS SHOP
Complete Line of
Fishing Equipment & Supplies
FLIES CUSTOM TIED
565 Kearny SU tter-1-2622

PACIFIC GUN SIGHT CO
1418 Polk OR dway-3-0762

PHILLIPS SPORT SHOP
1646 Market HE mlock-1-7688

Sam's Bait Shop
Fresh Bait Daily-Open At 3 AM
1657 O'Farrell WE st-1-9788

STAR SPORTING GOODS CO
83-3d GA rfd-1-0447

Triangle Sales Co
1000 Columbus Av GR ayston-4-6737

VIKING SPORTS CENTER
1374 Market HE mlock-1-8317

WHITEY'S MISSION BAIT SHOP
3177 Mission AT water-2-3474

Winston R L Rod Co
Mfgs of Worlds Finest Fly Rods
684 Harrison SU tter-1-3979

Fishing Tackle-Whse & Mfrs
ACE MFG CO
Mfg-Fishing Rod Holders
1377 Haight UN drhil-1-8313

BENT-GOLDSMITH INC
Bengel Products-Sardettes Bait
655 Battery GA rfd-1-7042

BLAICH ADOLPH INC
FISHING TACKLE
GUNS - AMMUNITION
ATHLETIC GOODS
Cutlery - Camp & Sports Equipment
WHOLESALE ONLY
543 Howard DO uglas-2-0830

DAVIS-KNOWLES CO WIRE
Rust Proof Wire & Cable Fastenings
Fishing Tackle - Calcutta Bamboo
11 Stewart EX brook-2-6143

HARRIS & GORDON
FISHING TACKLE
SPORTING GOODS
WHOLESALE TO DEALERS ONLY
535 Mission GA rfd-1-0391

Hunter D F Co 137-6th Av BA yview-1-0268
Miller Mfg Co 1715 Yosemite Av VA lencia-4-4612

SCHOR MFG CO
203 S Linden Av South S F DE aware-3-5273

TAKEUCHI BROTHERS
WHOLESALE JOBBERS
QUALITY FISHING TACKLE
341 Market SU tter-1-1873

Weeks-Howe-Emerson Co
225 Mission EX brook-2-2681
Wilson Al Co 1539A Folsom HE mlock-1-1078

The men and women in the Bell System are used to meeting emergencies and they are trained and equipped to carry on in times of special need. For years they have known the test of fire, flood and storm. Always before them is the tradition that "the message must go through".

Let's Go Fishing!

FOR A REAL SPORTSMAN'S FISHING TRIP



MERRITT CHARTERS

For Reservations Phone Graystone 4-6814
Boat Phone WE st 1-0851
Leaves Foot of Buchanan St.

UNION MADE Flags & Banners

MADE-TO-ORDER
Flags for All Occasions
Lodges, Societies, Advertising Celebrations

Phone Market 1-2808

A.B.C. EMBLEM AND PENNANT CO.

1251 MARKET ST.

PARAMOUNT FLAG CO.

Manufacturers of FLAGS BANNERS - PENNANTS

YOUR COPY ANY SIZE IMMEDIATE DELIVERY

PHONE EXbrook 2-3223

626 4th Street S. F.

FLAGS & BANNERS

Manufacturers
OUTDOOR BANNER SIGNS
INDOOR DISPLAY BANNERS
LARGE & SMALL FLAGS
AMERICAN FLAGS - ALL SIZES

ORdway 3-4377

HOLLYWOOD ADVERTISING CO.
540 TURK ST.

Fishing Trips

A-I TACKLE SHOP
Bill Tripp's
Bass Fishing Party Boats
We Follow the Fish
FULL ACCOMMODATIONS
CAR LEAVES DAILY
For Reservations
Phone 6 AM TH 9 PM
5252 Mission JU niper-5-7322

Jerry's Bass Bait & Tackle Shop
Bass-Salmon Trips Daily-Nr Fillmore
1675 O'Farrell FI Imor-6-9822

Martinez Yacht Harbor Ferry Wharf Martinez
(Toll) Call "Operator" for Martinez-705
McGee Fred P 1661 Washington TU xedo-5-4712

Merritt Charters Ft of Buchanan WE st-1-0851
(See Advertisement This Page)

MODERN BAIT & TACKLE SHOP
BOAT PARTIES LEAVING DAILY
Charter Parties Our Specialty
Accommodations For Ladies
2975 Mission VA lencia-4-4971

MUNY BAIT SHOP
BASS FISHING PARTIES
TACKLE - BAIT - BEER
Capt Tony Caruso - Fred Smith
3098 Polk OR dway-3-9815

VIRGIN ROBY
Bass and Salmon Fishing Trips
Boat Parties Every Day
36 Havelock JU niper-4-3205
If no answer call AT water-2-3474

Five Cents to One Dollar Stores

Bon Omni 5c To 1.00 Stores
General Office 2004 Mission MA rket-1-9923

Store No 1 600 Clement BA yview-1-3118
Store No 2 479 Castro MA rket-1-7433

Pacific 5-10-25c Stores
2131 Irving OV erland-1-6530

Robert's Standard 5-10-25 Cent Store
5435 Geary Blvd SK yline-1-7150

San Bruno 5-10-25c Store
2488 S Bruno Av DE aware-3-3513

Sporouse-Reitz Co Inc
950 Geneva Av JU niper-4-6412

Viner's 5 & 10 Store
3301 Sacramento FI Imor-6-9649

Fixit Service.

ANDERSON JOBBING SHOP
438-15th BA yview-1-3735

Charles's Fixit Shop 528-28th Av BA yview-1-9197

House Repair Service 262 Juits Av JU niper-4-2088

Household Jobbing 329 Balboa BA yview-1-0550

Lloyd's Fixit Shop 1617 Taraval SE abright-1-2151

M & R STORE & FIXIT SHOP
3101 Fillmore WA lnut-1-6531

Tommy's Hobby Shop 3045-24th AT water-2-9580

Veteran Fixit & Locksmith Shop
3868-24th AT water-2-7927

XOEL FIXIT SHOP 4703 Mission JU niper-7-2273
If no answer call JU niper-4-8561

Flag Poles

BOLANDER L PH & SONS
954 Bryant UN drhil-1-1337

Clark Ralph O Steeple Jack Co
Painted - Re-gilded - Repaired
742 Market SU tter-1-4464

Cleveland Wrecking Co 2800-3d VA lencia-4-1411

PATENT SCAFFOLDING CO INC THE
"LINGO" Steel Flagpoles
270-13th HE mlock-1-4278

STUART J L MFG CO 37 Front GA rfd-1-2560

Flags & Banners-(Cont'd)

AMERICAN EMBLEM CO
We Flag the Nation
"WITH DETTRA"
Flags & Banners Made to Order
1212 McAllister FI Imor-6-8930

Amer Flag Co 430 Hayes MA rket-1-3023

AMERICAN TENT & AWNING CO
1132 Mission MA rket-1-2193

Belles Frank Banner Co 210 Post EX brook-2-3383

CALIFORNIA DECORATING & FLAG CO
Rented & Installed at Reasonable Rates
3420-25th AT water-2-0446

EMERSON FLAGS & BANNERS
LARGEST AND
OLDEST FLAG
FACTORY ON THE
PACIFIC COAST
All Our Products
Manufactured Right
on the Premises
For Any Occasion or Celebration
Marine - Advertising - Lodge
"WHERE TO BUY IT"
EMERSON MFG CO
161 Natoma GA rfd-1-8590

Garment Lettering Co
Mfg Truck Flags-Felt Novelties Etc
832-3d Av Oakland TW inoaks-3-9432

Hollywood Advertising Co 540 Turk OR dway-3-4377
(See Advertisement Opposite Page)

PARAMOUNT FLAG CO 626-4th EX brook-2-3223
(See Advertisement Opposite Page)

PASQUALE B CO
Quality Flags & Banners
In Stock & To Order
Back of Palace Hotel
654 Mission EX brook-2-1213

PERSTEIN MAURICE
1671 Market KL ondlie-2-2277

PIONEER FLAG & DECORATING CO
Official Decorators United Nations
Conference - Flags Rented & Sold
Street & Building Decorations
1671 Market KL ondlie-2-2277

STUART J L MFG CO 37 Front GA rfd-1-2560

Weeks-Howe-Emerson Co
255 Mission EX brook-2-2681

Flameproofing

ADMIRALTY MFG CO
Manufacturers and Processors of Approved
Flameproofing Solutions & Paints - Protects
Wood, Fabric and Other Materials
750-23d Av Oakland KE llog-2-0256

Amer Lumber & Treating Co
604 Mission SU tter-1-1028

BLENIO FLAME PROOFING CO
Established 1890
FLAMEPROOFERS
TEXTILES
Scenery and Exhibitions, Mullie, Duck, Linen,
Bunting, Burlap, Satens, Silks, Chesseloth.
Estimates for Spraying Furnished
National & State Approved
729 Minna UN drhil-1-2218

Braun-Knecht-Helmann-Co
1400-16th HE mlock-1-8800

CERTIFIED SERVICE CO
Flameproofing - Cleaning - Dyeing
All Fabrics - Draperies - Rugs & Carpets
On or Off Your Premises
On State Fire Marshals
Approved List of Applicators
and Member of California
Institute of Flameproofing
Free Estimates & Surveys Made
870 Market DO uglas-2-2150

COLORBAC AUTHORIZED SERVICE
12 Separate Services
Upholstery
Carpets Cleaned in
Your Home
or in Our
Plant
Moth Proofing & Flame Proofing
"SERVICE RENDERED BY"
Colorbac Carpet & Upholstery Cleaning Co
1503 Franklin OR dway-3-6160

Flameproofing-(Cont'd)

GRANE CHEMICAL CO
State Approved Flameproofing
Guaranteed Certificates Issued
Free Estimates
448 Larkin OR dway-3-9717

FLA-AND-MOTH-
KWITZ CHEMICAL CORP
425 Bryant GA rfd-1-4836

Flame Proofing Industry of Calif Inc
Hearst Bldg GA rfd-1-0551

FLAMORY CHEMICAL CO
Manufacturers of
Fire Retardants For
Fabrics, Wood and Other
Combustible Materials
Interior - Exterior
Flamort Protetxile
Combined Flame & Moth Proofing
The Products Are In Full
Compliance With California
State Requirements
746 Natoma MA rket-1-7825

Gordon A E & Company 1672-15th UN drhil-1-6977

Gronm System 210 Post EX brook-2-3383

Kwitz Chemical Corp 425 Bryant GA rfd-1-4836
(See Advertisement This Page)

Misner G E 750-23d Av Oakland KE llog-2-0256

PARAMOUNT PEST CONTROL SERVICE
3117 Fillmore WA lnut-1-2252

State Flame Proofing Co
1561 Masonic MA rket-1-5012

Flashers-Electric

AUTOMATIC ELECTRIC MFG CO
Flashers-On & Off-Speilers
Baillard Co Distr
407 Sansome SU tter-1-1988

Kay J H Co The 664 Howard DO uglas-2-6288

MACCHI & CO
Manufacturers of SAFETY
AUTOMOTIVE FLASHERS
Mechanical & Electrical Assembly
927 Larkin OR dway-3-1559

BOND ELECTRIC CORPORATION DIVISION OF
WESTERN CARTRIDGE CO
625-2d GA rfd-1-8828

BRIGHT STAR FLASHLIGHTS-
BRIGHT STAR BATTERY CO
1355 Market MA rket-1-3956

EVEREADY FLASHLIGHTS-
NATIONAL CARBON CO INC
114 Sansome EX brook-2-0339

Flavoring Extracts

ALBEK ALBERT INC
Growers of Food Products
Manufacturers of Flavor Bases,
Sauces, Condiments & Seasonings
15 Columbus Av EX brook-2-4907

Bear E A & Son 1846 Union WE st-1-3748

Kuster Laboratories Ltd
3741 Geary Blvd BA yview-1-5621

Chillo Products Co 298-7th MA rket-1-4222

Eng-Skell Co 1035 Howard UN drhil-1-2680

KATZ ALEXANDER & CO
Essential Oils - Concentrated
Fruit Flavors - Aromatic Chemicals
Perfume Oils - Certified Food Colors
948 Howard DO uglas-2-7538

KING EXTRACT CO 1779 Folsom HE mlock-1-0667

KUSTER LABORATORIES LTD
Meat & Fish Flavors-Soy Sauce
571-7th KL ondlie-2-3335

Liquid Carbonic Pacific Corp Ltd
THE 236 Stewart DO uglas-2-6557

LOWE JOE CORPORATION
1043 Mission HE mlock-1-5442

Lueders Geo Co 56 Main SU tter-1-3698

LYONS-MAGNUS INC 2545-16th MA rket-1-5665

Magnum Mabe and Reynard
1400-16th HE mlock-1-8800

MCGORMICK & COMPANY INC
Mfrs McCormick's Extracts
274 Brannan EX brook-2-1776

Mulhern John Co 173-13th HE mlock-1-5628

Rieser Paul & Co 220 Commercial DO uglas-2-3982

Staley's Coffee Products
1309 Harrison HE mlock-1-8255

STIEFVATER'S 750 Battery EX brook-2-3753

SUNBERRY CO THE
1250 Folsom HE mlock-1-8408

Display Mart 804 Mission DO uglas-2-8776

RAINBOW PAINTING&DECORATING CO
1452 Broadway TU xedo-5-0799

ROYAL FLOCKING CO 760 Mission GA rfd-1-8621

Flock Finishing

CELLSUEDE FLOCK-
ABBOT S L COMPANY
135 King SU tter-1-8802

Display Mart 804 Mission DO uglas-2-8776

Flood Lights
See Lighting Systems & Equipment

Floor Cleaning Service
ALLIED BUILDING SERVICE
FLOOR SPECIALIST
Asphalt Tile - Linoleum - Wood - Concrete
78 Henry HE mlock-1-2427

If no answer call SU tter-1-4464

Hanley Frank D 1519 Funston Av OV erland-1-5337

JOHN PERKINS JANITORIAL SERVICE
Hardwood Floors Cleaned & Polished
1363-7th Av SE abright-1-5871

There are 6,156 telephone companies serving the United States.

Flames-See Signals

Plan your shopping with the
Classified Telephone Directory.

KWITZ CHEMICAL CORP.
Manufacturers of
Fla and Moth
ODORLESS - COLORLESS - STAINLESS
FLAME PROOFING
MOTH PROOFING
Two Protections in One Spraying for
RUGS - DRAPES - UPHOLSTERY
FURNITURE - CLOTHES
MATTRESSES, ETC.
FOR
THEATRES - CLUBS - HOTELS
& All Places of Public Assembly
A fire retardant in full compliance with
the Calif. State Requirements.
GARfield 1-4836
425 BRYANT ST.

FLAME PROOFING
State Approved
MOTH PROOFING
ALL TYPES OF TEXTILES
CLOTHING
DRAPERIES
FURNITURE
YARDAGE
TENTING
THRIFTY CLEANERS
HEmlock 1-5881
69 DUBOCE

Flameproofing-(Cont'd)

Flame Proofing Industry of Calif Inc
Hearst Bldg GA rfd-1-0551

FLAMORY CHEMICAL CO
Manufacturers of
Fire Retardants For
Fabrics, Wood and Other
Combustible Materials
Interior - Exterior
Flamort Protetxile
Combined Flame & Moth Proofing
The Products Are In Full
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(See Advertisement This Page)

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3117 Fillmore WA lnut-1-2252

State Flame Proofing Co
1561 Masonic MA rket-1-5012

THRIFTY CLEANERS
69 Duboce HE mlock-1-5881
(See Advertisement This Page)

THUR-O-TEXTILE CLEANERS
See Our Adv Under Upholstery Cleaners
998 Oak MA rket-1-8589

Vowinkel Henry 350 Hayes HE mlock-1-5582

Floor Coverings

See Specific Kinds, i.e., Linoleum
Headings; Rugs & Carpets Headings

Floor Machines

A ONE SUPPLY CO 1147 Mission MA rket-1-7252

AMER FLOOR SURFACING MACHINE CO THE
Sanding-Polish-Grinding Machines
Floor Sanders-Bench Sanders & Suppls
735 Fillmore WE st-1-2844

BERG CHAS IMPLEMENT CO
Pontell
346 Washington EX brook-2-7082

CLARKE SANDING MACHINE SERVICE
690 Van Ness Av OR dway-3-4633

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