

Sporting Goods-Retail
(Cont'd)

DAWSON'S SPORTING GOODS
A Complete Line of Equipment for
Golf - Tennis - Badminton
Archery - Fishing - Hunting
Camping & All Athletics
SKI EQUIPMENT
For Rent or For Sale
Rackets Restring
Cameras Repaired
Between Post & Sutter
1 1/2 Bk From Union Sq
535 Mason TU xedo-5-4321

Driver Equipment Co
Guns-Ammo & Shooters Supplies Only
1152 Valencia MI ssn 7-3989

EAGLE LOAN OFFICE
We Specialize in Sporting Goods
New & Used Fishing Tackle
Guns - Golf Clubs - Binoculars
123-3d DO uglas 2-3767

ED'S SPORT SHOP
For The Athlete & Sportsman
Rifles & Shotguns Rented
Skis & Boots Rented
We Repair All Types of
Sporting Equipment
Rackets Restring
3231 Pierce WA Inut 1-5017

Evo Golf Shop 1099 McAllister WA Inut 1-0895
Flores Ray
Boxing & Bag Gloves
401-6th DO uglas 2-2496

FUNKE FENCING ACADEMY
Calif Leading Fencing Equip Distr
1725 Washington TU xedo-5-9935
GOELCHER H & CO 508 Market GA rfd-1-0828

HARLIK & CO
ICE & ROLLER SKATING
SHOES CUSTOM MADE
1125 Market MA rket 1-0462

HIRSCH & PRICE
138 Kearny SU tter-1-0691
949 Kearny SU tter-1-0691
(See Advertisement This Page)
Hoch Carl 3225-21st AT water-2-6548
Holly Park Sporting Goods
3418 Mission AT water 2-9097

KENNEALLY'S TENNIS SHOP
Tennis - Skiing - Badminton
Restringing - Featuring Air Pressure
New & Used Tennis Rackets
67-2d GA rfd-1-5839

KING'S SPORTING GOODS STORE
TENNIS
Rackets Restring - Repaired - Rented
GOLF SUPPLIES
FISHING TACKLE
SKIING - ARCHERY
EQUIPMENT & SUPPLIES
Corner 27th Av
6300 Geary Blvd SK yline-1-4557

Ladd's Gun Store 339 Kearny EX brook 2-4447

LYNCH PHIL SPORTING GOODS CO
MacGregor - Goldsmith
Athletic Goods
Golf - Tennis - Baseball - Sweaters
Athletic Shoes - Jackets
Uniforms - Etc.
Wholesale & Retail
623 Mission SU tter-1-3198

MARINA OYOLERY & SPORT SHOP
5214 Fillmore WE st 1-5812
Mistrack's Sporting Goods
Fishing Tackle-Guns-Athletic Goods
Sportswear-Tennis Racket Restringing
2456 Mission MI ssn 7-9156

MOHR'S
EVERYTHING FOR
THE SPORTSMAN
2298 Fillmore WE st-1-2303

MURIO'S JOHN SPORT SHOP
Tennis - Badminton - Racquets
Restringing - Repairing
Sport Shirts - Sport Coats
1811 Haight BA yview-1-4044

OLYMPIC SPORTS SHOP
Fine Equipment For
TENNIS - BADMINTON
FOOTBALL - BASEBALL
SKATING - BOXING
GOLF - CAMPING
FISHING - HUNTING
SKIING
Also
Imported Cricket - Rugby
Soccer Equipment
565 Kearny SU tter 1-2622

Parkside Haberdashery
1050 Taraval OV erland-1-9611

PHILLIPS SPORT SHOP
FISHING TACKLE
GUNS - AMMUNITION
SPORTING GOODS
1646 Market HE mlock-1-7688

ROOS BROS INC
Market at Stockton SU tter-1-4040

SHEA & POSTON SADDLERY
GUNS - AMMUNITION
FISHING TACKLE
SADDLES & HARNESS
1422 Market MA rket-1-1800

SKI HUT THE
ICE SKATES - SKIING & CAMPING
EQUIPMENT AND CLOTHING
SKI RENTALS
2441 Durant Berkeley, TH ornull-3-10072

SMITH'S TENNIS SHOP
1895A Haight SK yline-1-4316
(See Advertisement This Page)
Spalding Shop 37 Post DO uglas 2-7891
SPINO'S INC 740 Market SU tter-1-6181
(See Advertisement Preceding Page)

SPORTSMAN SPECIALTY CO
Rod - Reel & Gun Repairing
Fisherman's Supplies - Reel Mfrs.
Precision Machine Works
3583 Mission AT water-2-1998

STAR SPORTING GOODS CO
83-3d GA rfd-1-0447
Sullivan's Dave Sport & Bait Shop
5323 Geary Blvd SK yline-1-7070
SULLIVAN'S GOLF SERVICE
All Makes Of Clubs Repaired
585 Mission SU tter-1-0446

SWANSON H C
ICE SKATES - SKIS - BOOTS
TENNIS - GOLF - ARCHERY
2205 Shattuck Av
Berkeley TH ornull-3-10337

Thompson's Bill Tennis & Golf Shop
111 New Montgomery EX brook 2-7731
Thurber Ernie 67-2d GA rfd-1-5878
Thurber Ernie Sporting Goods
67-2d EX brook 2-9531

TRIANGLE SALES CO
Complete Line Sporting Goods
FISHING TACKLE
GUNS - AMMUNITION
1000 Columbus GR ayton 4-6737

Uncle Roger's 2117 Taraval SE abright 1-3047

VIKING SPORTS CENTER
Equipment For Every Sport
Specialists In
Archery - Custom Made
Tennis Restringing
Skiing Repairs & Service
Rental Skis
Hunting & Fishing Supplies
Open Friday Eves, Till 9 PM
1874 Market HE mlock 1-8317

Winston R L Rod Co
Mfrs of Worlds Finest Fly Rods
684 Harrison SU tter-1-9979

Sporting Goods-Whse & Mfrs

BAKER & HAMILTON 700-7th HE mlock-1-2600
BANA COMPANY
Agents Calif Golf Products
116 New Montgomery DO uglas 2-2741

BAPTISTE WALT
BODY MODERNE
BARBELL CO.
Finest Barbell & Dumb-Bell
Adjustable "Home Sets" - Complete
Barbell Gym Equip - Leg Press
Pulleys - Iron Boots - Incline Boards
For Home Use - Look for Magazine
Body Moderne on News Stands
For Further Information Call
Wholesale & Retail
567 Sutter DO uglas 2-9531

Blach Adolph Inc 543 Howard
From East Bay Zone only (No Inter-City Charge)
Ask "Operator" for Entrance-10481

BLAICH ADOLPH INC
FISHING TACKLE
GUNS - AMMUNITION
ATHLETIC EQUIPMENT
Uniforms & Clothing
Everything for All Sports
WHOLESALE ONLY
543 Howard DO uglas 2-0830

BRAUN CLARENCE T CO
Sole Manufacturers of
Ski Levison Boxing Gloves
1207 Thomas VA lenclia 4-6776
Braun Clarence T Co
1207 Thomas Av VA lenclia 4-5712
BROOKS MFG CO 1380 Bush OR dway-3-4514
California Inc
Athletic Uniforms SU tter-1-7510
Cohen J A Knitting Co 151-9th HE mlock-1-4393
Curley-Bates Co 617 Mission DO uglas-2-8677

DALMO VICTOR 1414 El Camino RI San Carlos
California Inc
(Toll) Call "Operator" for San Carlos 2020
(Continued Next Page)

Sporting Goods-Whse & Mfrs
(Cont'd)

Driver Equipment Co
Guns-Ammo & Shooters Supplies Only
1152 Valencia MI ssn-7-3989
DUNHAM GARRIGAN & HAYDEN CO
Kansas & Division UN drill-1-3400
Dunlop Tire & Rubber Corp
1155 Mission UN drill-1-6556

FINIGAN E P CO
GYMNASIUM APPARATUS
Playground Equipment
SWIMMING POOL EQUIPMENT
314-12th HE mlock-1-6838

Forrest C E Co 1746 Clement SK yline-1-3622
Goldsmith Sports Products
60 Meadowbrook Dr SE abright-1-1585

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

Harris & Gordon 535 Mission GA rfd 1-0391
Hicks Bernard J & Co 585 Mission EX brook 2-0997
HIRSCH & PRICE 949 Kearny SU tter-1-0691
Hollerman A H 905 Mission SU tter-1-1469
Industrial Mfrs 2594 Taylor TU xedo-5-3043
Lipschutz Irving
Athletic Sox & Sports Clothing
718 Mission GA rfd-1-7681
Lowrey-Smith & Associates 150 Post, YU kon 6-4107

LYNCH PHIL SPORTING GOODS CO
623 Mission SU tter-1-3198
MacGregor-Goldsmith Inc
2011-30th Av SE abright-1-5019
Macgregor Golf Inc 163-2d EX brook-2-8103

MAR DISTRIBUTING CO
Manufacturers Rep Fishing Equip
820 Market DO uglas 2-2441

MCQUEEN MERFIELD CO
Mfgs Rep Of Fishing Tackle Eqp
51 Fremont YU kon-6-1006
Meacham Edw O Co 690 Market EX brook 2-7804
PALO PACIFIC CO 233-14th HE mlock-1-8555
Peters Cartridge Division of Remington Arms Co
Inc 55 New Montgomery EX brook-2-3176
Regent Jack H 609 Mission GA rfd 1-3934
Remington Arms Co Inc
55 New Montgomery EX brook-2-3176

ROLLER SKATE SUPPLY CO
Complete Rink Equipment
Supplies & Accessories
Factory Distributor
Roller Derby & Roll-Away Skates
Howard Wheels
251-12th St Oakland HI gate 4-2135

ROYAL ENGINEERING CO
Fishing Equipment
1335 Folsom HE mlock-1-2218
Scott Jim 163-2d EX brook-2-8103

SLOSS & BRITTAIN
SPORTING GOODS
FISHING TACKLE
GUNS & AMMUNITION
100 Potrero Av MA rket-1-0250

SULLIVAN'S GOLF SERVICE
All Makes Of Clubs Repaired
585 Mission SU tter-1-0446
Sunshine Tennis String Co
585 Mission EX brook-2-0997

TAKEUCHI BROTHERS
Wholesale Jobbers
Quality Fishing Tackle
341 Market SU tter 1-1873

THURBER ERNIE
Fac Rep Riddle Inc Athletic Shoes
67-2d GA rfd-1-5878
Tri-Pak Gun Kit Inc 60 Brady HE mlock-1-3715

VAN EVERA JANET
Winter Sports Clothing
68 Bret Harte Ter GR ayton 4-9074
VAN TASSEL W E & CO 121-2d, DO uglas-2-2377
Webster R W Co 1233 Howard HE mlock-1-1424
Western Cartridge Co 625-2d GA rfd-1-8484
Wilber & Son
Mfrs of Wilco Sleeping Bags
268 Market SU tter 1-0574
Wilson AJ Co 1539A Folsom HE mlock-1-1078
WILSON SPORTING GOODS CO
8th & Howard HE mlock-1-5745

ALICE OF CALIF
LADY ALICE & LIL ALICE
DRESSES & SPORTSWEAR
75 Fremont EX brook-2-5282

Altman Joseph 18-1st GA rfd-1-6829
Art Sportswear 341 Market SU tter-1-3668
ARTYQUE OF CALIF
Men's & Boy's Sportshirts
88-1st GA rfd-1-1811
Irving Levin
Res OV erland-1-3441
Barclay Sweater Co 833 Market EX brook-2-0876
BEEBE RICHARD W
Ladies And Men's Sportswear
833 Market GA rfd-1-5637
BLOCK H & L
Leather Coats-Gloves-Leisure
Wear-Sport Shirts
1563 Mission HE mlock-1-3606

More and more people are finding that by consulting the Yellow Pages as a buyers' guide they save both time and effort.

WINCHESTER REPEATING ARMS CO
DIVISION OF WESTERN CARTRIDGE CO
Guns-Ammunition-Roller Skates
Flashlights-Batteries
625-2d GA rfd-1-8484

WISLER WESTERN TARGETS
Shooting Supplies for Target & Hunter
OFFICIAL N. R. A. TARGETS
Guns - Ammunition - Telescopes
543 Clay EX brook 2-2913

Sports Promoters
S F Travel & Sport Show
Civic Auditorium UN drill-1-9541
Scaler Frank 3329-23d MI ssn 7-2749

Sportswear-Retail
Ayoub's Sport Shop DE laware-3-1207
2598 Sn Bruno OV erland-1-9539
Brumell Armand 393 Geary GA rfd 6-2909
353 Geary GA rfd 1-6884
Cochrane's Hosiery Bar 2182 Chestnut, WE st-1-5712
Crawford's Sport Shop
2512 Mission AT water-2-3677
Dagny And Del-2207 Irving OV erland-1-9539
Dales Slack Shop 5170 Mission JU niper 5-1940
Del Monte Sportswear 2336 Chestnut, FI Inor-6-1466

DEL MONTE SPORTSWEAR SHOP
Casual Wear - Sportswear
The Smartest Sportswear
in Town
240 Powell GA rfd-1-6966

FAIRSEX THE 511 Geary GR ayton-4-7373
5152 Polk OR dway-3-3933
FRANK'S SPORTSWEAR
555 Grant Av GA rfd 1-6129
Glenn Sportswear 1560 Haight MA rket-1-3075

HAMILTON'S
Exclusive Men's Furnishings
226 W Portal Av SE abright-1-3135

HASTINGS
Store Powell at Kearny SU tter-1-5400
Store Powell at Geary SU tter-1-5400
Store 882 Market SU tter-1-5400
Store 22 Powell SU tter-1-5400
Jay Vee Stores 2298 Chestnut WA Inut 1-6339
Jay Vee Stores 718 Mission EX brook 2-5278
Kirk Robert Ltd 626 Market DO uglas 2-7891

KNIT KRAFT SPORTSWEAR
2544 Mission AT water-2-1690

KNIT KRAFT SPORTSWEAR
51 Stockton EX brook 2-8348
Lang of California Inc 272 Post DO uglas-2-2277
Los Amigos Shop 1341 Taraval OV erland-1-3145
Mary's Sport Shop 4510 Minn Juniper-4-2030
Milady Shoppe 2256 Mission UN drill-1-9568
Miss Sportswear 2234 Chestnut JO rnan 7-9899
Nifty Sport Shops 1640 Fillmore FI Inor-6-8279
Polk St Mercantile Co 1623 Polk GR ayton-4-7145

RICHARD III 39 Grant Av DO uglas-2-8527
RICHMAN-SEID LTD
2666 Ocean Av SE abright-1-4154
Robinson's Specialty Shop
2277 Chestnut WA Inut-1-7788
Roller's Ladies Apparel 2352 Mission, MI ssn-7-0881

ROOS BROS INC
Men's and Women's Sportswear
Market at Stockton SU tter-1-4040
Schas Alfred 227 Kearny EX brook 2-0894
Town & Country Men's Shop
353 Sutter DO uglas 2-7396
Town & Country Shop 349 Market GA rfd-1-9722
Vener's Shop For Men
5017 Geary Blvd SK yline 1-8100

Sportswear-Whse & Mfrs
Adorador Sportswear Mfg Co
Women's Garments-Manufacturers Only
5451 Mission JU niper 5-3838
A-Jon & Carol of Calif 1937 Hayes, SK yline 1-5114

ALICE OF CALIF
LADY ALICE & LIL ALICE
DRESSES & SPORTSWEAR
75 Fremont EX brook-2-5282

Altman Joseph 18-1st GA rfd-1-6829
Art Sportswear 341 Market SU tter-1-3668
ARTYQUE OF CALIF
Men's & Boy's Sportshirts
88-1st GA rfd-1-1811
Irving Levin
Res OV erland-1-3441
Barclay Sweater Co 833 Market EX brook-2-0876
BEEBE RICHARD W
Ladies And Men's Sportswear
833 Market GA rfd-1-5637
BLOCK H & L
Leather Coats-Gloves-Leisure
Wear-Sport Shirts
1563 Mission HE mlock-1-3606

WISLER WESTERN TARGETS
Shooting Supplies for Target & Hunter
OFFICIAL N. R. A. TARGETS
Guns - Ammunition - Telescopes
543 Clay EX brook 2-2913

WILSON SPORTING GOODS CO
8th & Howard HE mlock-1-5745

More and more people are finding that by consulting the Yellow Pages as a buyers' guide they save both time and effort.

Sportswear-Whse & Mfrs
(Cont'd)

Budd & Volaw 663 Howard GA rfd 1-7575
Caletini Leo 833 Market YU kon-6-0662
Califurze Inc 138-4th SU tter-1-7510
Cameron & Co Inc 2321 Oak Napa
(Toll) Call "Operator" for Napa 84
Century Sportswear Co 833 Market GA rfd-1-5637
Cohn Goldwater Co 833 Market GA rfd-1-5637
Cole of California Inc 833 Market GA rfd-1-5637
Colorforma Ltd 585 Mission GA rfd-1-7636

CRAIG FRANCES OF CALIF
51-1st EX brook 2-4601
CROWN MANUFACTURING CO
Men's Pajamas-Sportswear-Shirts
19th & York VA lenclia 4-8567
De Grilla Bob 833 Market EX brook-2-6060
DI PROSPERO F 305 Grant GA rfd-1-6840
Farella F 669 Howard GA rfd 1-0258
Fish Clatin E 833 Market YU kon-6-1635

FLEISCHMAN M R CO
FLEISCHMAN OF CALIF.
APPAREL CITY
2285 Palou Av VA lenclia 4-6293

FRANCES CRAIG OF CALIF-
CRAIG FRANCES OF CALIF
51-1st EX brook 2-4601

Francisca of California
Shirts-Slacks-Jackets
375 Fremont EX brook-2-8400
Fuop Nate J Company 86-2d YU kon-6-1608
Fuzzylam Originals of Calif
334 Sutter SU tter-1-5695
Gateway Modes Co 95 Fremont GA rfd-1-2446
Gaylord Sportswear GA rfd-1-2446

GLOBE CLOAK & SUIT CO THE
609 Mission DO uglas-2-2609
Gold I & M 611 Mission EX brook-2-7277
Golson & Menzlin 500 Howard SU tter 1-5678

GOORIN BROS INC
Sweaters - Shirts - Shorts - Jackets
HEADWEAR FOR ALL SPORTS
DRESS GLOVES
51 Dornan Av MI ssn 7-8181

GORDON & MARX
Blouses-Slacks-Suits-Skirts-Slacks
833 Market SU tter-1-6419
H & S Sport Apparel Mfg Co 140-2d, SU tter 1-0167
Harris Jack 154 Sutter EX brook-2-2657
Hettrick Mfg Co The
Hunting Clothing-All Types
1355 Market HE mlock 1-5819
JARETT MARTIN J 154 Sutter EX brook-2-7241

JARVIS & MARGUS
Boys & Mens Sport Clothing
140-2d GA rfd-1-3347
Jess Sportswear Co
Blouses & Skirts
85 Post SU tter-1-4962
Kaufman Richard J 833 Market GA rfd 1-6509
Kay Co 376 Sutter EX brook-2-2357
Kayselvin 358 Sutter DO uglas 2-5905
Klein Joe 833 Market YU kon-6-0662
833 Market EX brook-2-0594

KORET AL CO
Creative Manufacturers
"PLEASURE-CRAFT"
SPORTSWEAR
For Men and Boys
Slacks, Leisure & Sport Coats, Sport Shirts
120-2nd YU kon 6-1813

KORET OF CALIFORNIA
Manufacturers of
SKIRTS - JACKETS
SLACKS - SUITS
Offices in New York
Chicago - Los Angeles
Boston - Honolulu
Main Offices & Show Rooms
611 Mission EX brook-2-8723

KORET OF CALIFORNIA
Manufacturers of
Sports Dresses - Blouses
Sweaters - Knitted Outerwear
611 Mission EX brook-2-8723

"WHERE TO BUY IT"
Binks Manufacturing Co
778 Brannan MA rket-1-7418

Brown E C Co The 500 Florida UN drill-1-0931
CARTER H V CO INC
Hand & Power For Garden & Farm
52 Beale SU tter-1-0562
DECORA MFG CO INC 1516 Park Emeryville
From S F Zone only (No Inter-City Charge)
Ask "Operator" for Entrance-10101
(Continued Next Page)

LANDACKER HERBERT
Slack Suits-Play Clothes Suits-Coats
833 Market EX brook 2-0594

LEON W A Co 754 Pacific Av GA rfd-1-5522
LEVY MAX 593 Mission YU kon 6-4031
Ladies Sweaters-Skirts & Sportswear
833 Market YU kon-6-2798
Lichtig Ben D & Son 239 Geary GA rfd-1-5842
Lindner Bros 535 Mission DO uglas-2-7713
Lindner Julius K Mrs 833 Market EX brook-2-4049
Lipschutz Irving
Tee Shirts-Sweat Shirts-Sport Shorts
833 Market GA rfd-1-7681
Mayer Mfg Co 100-1st EX brook 2-0930
Normandin Bros Co 552 Mission EX brook-2-5489
Notables Of Boston 833 Market YU kon-6-0662

OPPENHEIM HUGO
Blouses-Slacks-Skirts-Jumpers-Jackets
833 Market GA rfd-1-1364
Pendleton Woolen Mills 833 Market, SU tter 1-3191
Peninsula Sportswear Co 95 Minna GA rfd-1-4485
Ratner Mfg Co 703 Market DO uglas 2-6920
REHEISER PAUL 833 Market SU tter-1-6419
Seaman Mfg Co 151-2d SU tter-1-4888
Sanson Maurice 154 Sutter SU tter-1-7487

SKIPPER SPORTSWEAR-
WILSON BROTHERS
536 Mission DO uglas-2-5277
SNYDER CRAFT CO 335-5th SU tter 1-6279
335-5th EX brook 2-7549
Sport Products 605 Market DO uglas 2-7201
STADIUM OF CALIF
Mfg Of Men's Stadium Sportswear
330 Mission GA rfd 1-9201
Stearns of California 731 Market GA rfd-1-9212
Stearns of California 731 Market GA rfd-1-9212
Stettinmer Co 755 Market DO uglas-2-2700
Strom Callum & Hoppe 86-3d GA rfd-1-4608
Stylercraft Sportswear 1597 Howard, HE mlock-1-3619
SuedeCraft Of Calif 833 Market GA rfd-1-5637
Sun Valley Mfg Co 833 Market GA rfd-1-5637
Taylor Edmond & Sons 682 Mission, GA rfd-1-7974
Troy of California 783 Mission DO uglas-2-7351
UNITED SPORTSWEAR CO
Men's-Women's Leather Jackets
1349 Fillmore WE st-1-6522
Vella Modes California 222 Kearny GA rfd-1-7189

WHITE STAG-
WHITE STAG MFG CO
605 Market DO uglas 2-7201
White Stag Mfg Co 605 Market DO uglas 2-7201
Zinman Oscar
Corner Of Second St
95 Minna GA rfd-1-4485

Spray Painting & Finishing

Amer Finishing & Spraying Co
426 Natoma SU tter 1-3078
BECK BROS 527 Eureka AT water 2-0917

RADBRUCH W H
FURNITURE REFINISHING
Metal - Glass - Plastic, Etc
Baked Enameling - Wrinkle Finishing
479 Tehama DO uglas-2-2087

Spraying Equipment
ALEMITE CO OF NORTHERN CALIFORNIA
Alemite Paint Spray Pumps
601 Turk OR dway-3-8274
BERG CHAS IMPLEMENT CO
Hand-Orchard & Paint
346 Washington EX brook-2-7082

BINKS SPRAY SYSTEMS
Manufacturers - Spray
Painting and Finishing
Equipment - Spray Guns
Spray Booths - Air
Compressors - Pressure
Tanks-Extractors-Reg-
ulators - Hose and all
Accessories - Repairing
Factory Branch Complete
Stock

"WHERE TO BUY IT"
Binks Manufacturing Co
778 Brannan MA rket-1-7418

Brown E C Co The 500 Florida UN drill-1-0931
CARTER H V CO INC
Hand & Power For Garden