

Beverages—Non-Alcoholic— (Cont'd)

Dr Pepper Bottling Co 799 Beach...PR ospet 6-0211
ELLISON COMPANY THE
 Soda On Tap For Bars & Fountains
 4346 Mission...JU niper 5-7575
ENTERPRISE KIST BEVERAGE CO
 375 Potrero...HE mlock-1-9828
EVEREVES SPARKLING WATER—
PEPSI COLA BOTTLING CO
 640 Valencia...UN drhil 1-8820

Fong Bros 935 Stockton...YU kon 2-2779
 Gold Seal Beverage Co 34 Harriet...HE mlock-1-8088
 Golden State Lemon Juice Co
 36 Lafayette...MA rket-1-1567
 Hardan Distrs 814 Montgomery...GA rfd 1-8311

HIRES ROOT BEER—
HIRES CHARLES E CO THE
 695 Minnesota...AT water 2-2325

Hives Root Beer Bottling Co
 695 Minnesota...AT water 2-2315

KIST BEVERAGES—
ENTERPRISE KIST BEVERAGE CO
 375 Potrero...HE mlock-1-9828

Kist Beverages 540-47th Oakland
 From East Bay Zone only (No Inter-City Charge)
 Ask "Operator" for Enterprise 10389
 Kist Bottling Co 375 Potrero Av...HE mlock-1-9828
 Landau Economic Syphon Co
 1627 Howard...MA rket-1-0798
 Lesco True Fruit Beverages
 1627 Howard...MA rket-1-0798

LYONS ROOT BEER—
LYONS-MAGNUS INC
 2545-16th...MA rket-1-5665

NEHI BEVERAGES—
PAR-T-PAK BEVERAGE CO
 920 Folsom...GA rfd 1-8590

Orange-Crush Co Russ Bldg...SU tter 1-1937

PAR-T-PAK BEVERAGES

FULL FLAVOR BEVERAGES **PAR-T-PAK**

"WHERE TO BUY IT"
 Par-T-Pak Beverage Co
 920 Folsom...GA rfd 1-8590

PEPSI-COLA

"Bigger and Better"
 Order From Your Neighborhood Store

PEPSI-COLA

"WHERE TO BUY IT"
 PEPSI COLA BOTTLING CO
 640 Valencia...UN drhil 1-8820

Peppi Cola Bottling Co
 640 Valencia...UN drhil 1-8820
 Peppi Cola Co 690 Market...SU tter 1-8930

PIONEER BEVERAGES
 Since 1885
 MISSION ORANGE
 Not Carbonated
 GOLDEN BRIDGE BEVERAGES
 DR. SWEETS ROOT BEER
 343-10th Oakland
 From telephones served from S F Zone only
 (No Inter-City Charge)
 Ask "Operator" for...Entprise 10151

ROYAL CROWN COLA—
PAR-T-PAK BEVERAGE CO
 920 Folsom...GA rfd 1-8590

Royal Crown Cola Beverage Co
 920 Folsom...GA rfd 1-8590

RUMMY—
BLUE CREST BEVERAGE CO
 285 Naples...JU niper 7-0922

The Yellow Pages are just about the handiest guide you'll want for finding people who do things, sell things, fix things.

An extension telephone is a step-saver in any home.

Beverages—Non-Alcoholic— (Cont'd)

Seven Up Bottling Co
 Barneveld & Rickard...JU niper 4-3841

SHASTA BEVERAGES
 "IT HASTA BE SHASTA!"
 Shasta Water - Algae Water
 Gingerale - Club Soda
 Cola - Tom Collins
 Root Beer - Orange
 Whiskey Sour
 Order From Your Neighborhood Store

"WHERE TO BUY IT"
BOTTLING PLANT
SHASTA WATER CO THE
 699 Brannan...YU kon 2-2440

Shasta Water Co 699 Brannan S F
 From East Bay Zone only (No Inter-City Charge)
 Ask "Operator" for Entprise 10090

SQUIRT
 The QUALITY Soft Drink

"FOR SERVICE CALL"
 Enterprise Kist Beverage Co
 375 Potrero Av...HE mlock 1-9828

Sunny Isles Beverage Co
 1627 Howard...MA rket 1-0798
 Twang Bottling Co of S F
 285 Naples...JU niper 7-0922

TWANG ROOT BEER—
BLUE CREST BEVERAGE CO
 285 Naples...JU niper 7-0922

YESS COLA—
YOSEMITE BEVERAGE CO
 1501 Harrison...UN drhil 1-1717

WHITE ROCK BOTTLING CO OF S F
 1433 Illinois...AT water 2-1083

WONDER BEVERAGES—
BLUE CREST BEVERAGE CO
 285 Naples...JU niper 7-0922

YOSEMITE BEVERAGE CO
 1501 Harrison...UN drhil 1-1717
 (See Advertisement Page 103)
 Zil Co The 7 Front...EX brook 2-9954

Bibles—See Book Dealers

Bicycles—Renting

Al's Marina Golden Gate Cyclery
 2218 Lombard...WA Inut 1-7448
 Amer Cyclery 510 Frederick...MO ntrose 4-4545
BOB'S MARINA CYCLERY & SPORT SHOP
 3214 Fillmore...WE st 1-5812
FERGUSON'S CYCLERY
 L-Car to Beach & Zoo
 2701-46th Av...MO ntrose-4-2461
FISCHER BICYCLE SHOP
 Established 1912
 Renting & Repairing
 European Makes
 Special Rates to Groups
RENTING-SALES-REPAIRS
 640 Stanyan...SK yline-1-6617

HAIGHT STREET CYCLERY
 1895A Haight...SK yline 2-2520
 Lincoln Bicycle Shop
 743 Lincoln Wy...OV erland-1-9010

OHT BICYCLE RENTAL ACADEMY
 Lessons & Imported Bicycles
 854 Stanyan...SK yline 1-4726
 If no answer call Res...MO ntrose 4-7632

PARK CYCLERY 780 Stanyan...BA yview 1-0218
 (See Advertisement This Page)

The Yellow Pages are just about the handiest guide you'll want for finding people who do things, sell things, fix things.

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Bicycles—Renting— (Cont'd)

SHINN'S BIKE SHACK
 San Francisco's Largest
RENTAL & SALES CYCLERY
 Schwinn - Columbia - Raleigh
 Hercules and Seiber Custom Built
PARTS & SERVICE
 Open Daily - Sundays & Holidays
 Lincoln Way at the Beach
 1214 La Playa...MO ntrose 4-3459

STANYAN ST CYCLERY
 672 Stanyan...BA yview 1-7211

Bicycles—Repairing

Al's Marina Golden Gate Cyclery
 2218 Lombard...WA Inut 1-7448
 American Cyclery 510 Frederick...MO ntrose 4-4545

BOB'S MARINA CYCLERY & SPORT SHOP
 3214 Fillmore...WE st 1-5812
BORELLI HARDWARE & SPORTING GOODS CO
 Schwinn Dir-All Makes Sold & Rprd
 4537 Mission...JU niper-5-7480

CERVELLI BROS BICYCLE SHOP
 NEW & USED
 REPAIRS ON ALL MAKES
 SCHWINN - COLUMBIA
 4427 Geary Blvd...BA yview 1-1805

FERGUSON'S CYCLERY
 Bicycles-Wheeled Goods Repaired
 L-Car to Beach & Zoo
 2701-46th Av...MO ntrose-4-2461
 Fischer Bicycle Shop 640 Stanyan...SK yline-1-6617

FIX IT SHOP
 BICYCLES & WHEEL GOODS
 Repaired - Bought - Sold
 We Rebuild Bicycles Like New.
NEW PARTS
 For All Makes of Bicycles & Tricycles
PICK-UP & DELIVERY
 Call JUniper 4-2957
 6173 Mission...JU niper 4-2957

AMER APPLIANCE & SUPPLY CO
 1150 Sutter...PR ospet 5-3711
 American Cyclery 510 Frederick...MO ntrose 4-4545
BOB'S MARINA CYCLERY & SPORT SHOP
 3214 Fillmore...WE st 1-5812
 Cervel Bros Bicycle Shop
 4427 Geary Blvd...BA yview 1-1805

COLUMBIA-BUILT BICYCLES

AMER APPLIANCE & SUPPLY CO
 1150 Sutter...PR ospet 5-3711
 American Cyclery 510 Frederick...MO ntrose 4-4545
BOB'S MARINA CYCLERY & SPORT SHOP
 3214 Fillmore...WE st 1-5812
 Cervel Bros Bicycle Shop
 4427 Geary Blvd...BA yview 1-1805

COLUMBIA-BUILT BICYCLES

Advertise here—it pays.

BICYCLES RENTED AT GOLDEN GATE PARK

Sales Export Repairing Rentals Under New Management Robert Morell Jr.

PARK CYCLERY
 Phone BAYview 1-0218
 At Golden Gate Park opposite Kezar Pavilion
 Beulah & Stanyan St. Car Stop

SCHWINN-BUILT
 AUTHORIZED DEALER

HEADQUARTERS SCHWINN
 SALES - REPAIRING ALL MAKES
 We Service What We Sell!
W. G. MENARY CO.
 3125 Mission Near Army
 Phone YAlencia 4-1429

FERGUSON'S CYCLERY
 Bicycles-Wheeled Goods Repaired
 L-Car To Beach & Zoo
 2701-46th Av...MO ntrose 4-2461
 Fischer Bicycle Shop 640 Stanyan...SK yline-1-6617
 Houchin I W 1020 Valencia...AT water-2-6438
JESSE'S
 Bicycles-Toys-Repairs
 1126 Valencia...MI ssn 7-4800
 Marina Cyclery & Sport Shop
 3214 Fillmore...WE st 1-5812
 Meadows Home & Auto Supply
 Divisadero & Grove...FI Imor 6-9414
MENARY W & CO 3125 Mission, WA lencia 4-1429
 (See Advertisement This Page)
 Oht. Bicycle Rental Academy
 854 Stanyan...SK yline 1-4726
 Park Cyclery 780 Stanyan...BA yview 1-0218

RUDERMAN'S HOME & AUTO SUPPLY
 B. F. Goodrich
 Schwinn Bicycles - Accessories
 Taraval Cor 31st Av
 2100 Taraval...SE abright 1-2902
 (Continued Next Page)

Listen for the "dial tone" before you start to dial. It means that the equipment is ready to receive your call.

Bicycles—Repairing— (Cont'd)

Gilbert's Bicycle Repair Shop
 Repairs On All Makes
 6140 Geary Blvd...BA yview 1-7744
Haight Street Cyclery
 1895A Haight...SK yline 2-2520
 Houchin I W 1020 Valencia...AT water-2-6438
 Jesser's 1126 Valencia...MI ssn-7-4800
Oht. Bicycle Rental Academy
 854 Stanyan...SK yline 1-4726
Park Cyclery
 Repairs & Parts All Makes
 780 Stanyan...BA yview 1-0218
QUICK-WAY BICYCLE REPAIR SHOP
 Expert Repairs-Parts & Accessories
 287 Minna...YU kon 2-3002
RAY'S REPAIR SERVICE
 1961 Ocean Av...JU niper 7-1940
SAN FRANCISCO CYCLERY
 370 Golden Gate Av...OR dway-3-3219
 Shinn's Bike Shack
 1214 La Playa...MO ntrose-4-3459

STANYAN ST CYCLERY
 672 Stanyan...BA yview 1-7211

Bicycles—Retail

Al's Marina Golden Gate Cyclery
 2218 Lombard...WA Inut 1-7448
 American Cyclery 510 Frederick...MO ntrose 4-4545

BOB'S MARINA CYCLERY & SPORT SHOP
 3214 Fillmore...WE st 1-5812
BORELLI HARDWARE & SPORTING GOODS CO
 Schwinn Dir-All Makes Sold & Rprd
 4537 Mission...JU niper-5-7480

CERVELLI BROS BICYCLE SHOP
 NEW & USED
 REPAIRS ON ALL MAKES
 SCHWINN - COLUMBIA
 4427 Geary Blvd...BA yview 1-1805

FERGUSON'S CYCLERY
 Bicycles-Wheeled Goods Repaired
 L-Car to Beach & Zoo
 2701-46th Av...MO ntrose-4-2461
 Fischer Bicycle Shop 640 Stanyan...SK yline-1-6617

FIX IT SHOP
 BICYCLES & WHEEL GOODS
 Repaired - Bought - Sold
 We Rebuild Bicycles Like New.
NEW PARTS
 For All Makes of Bicycles & Tricycles
PICK-UP & DELIVERY
 Call JUniper 4-2957
 6173 Mission...JU niper 4-2957

AMER APPLIANCE & SUPPLY CO
 1150 Sutter...PR ospet 5-3711
 American Cyclery 510 Frederick...MO ntrose 4-4545
BOB'S MARINA CYCLERY & SPORT SHOP
 3214 Fillmore...WE st 1-5812
 Cervel Bros Bicycle Shop
 4427 Geary Blvd...BA yview 1-1805

COLUMBIA-BUILT BICYCLES

AMER APPLIANCE & SUPPLY CO
 1150 Sutter...PR ospet 5-3711
 American Cyclery 510 Frederick...MO ntrose 4-4545
BOB'S MARINA CYCLERY & SPORT SHOP
 3214 Fillmore...WE st 1-5812
 Cervel Bros Bicycle Shop
 4427 Geary Blvd...BA yview 1-1805

COLUMBIA-BUILT BICYCLES

Advertise here—it pays.

BICYCLES BY Columbia
 Since 1877...
 America's FIRST Bicycle

"WHERE TO BUY THEM"
 DISTRIBUTOR

Merry Sales Co
 Sales To Dealers Only
 378-7th...HE mlock 1-4480

DEALERS

Borelli Hardware & Sporting Goods Co
 4537 Mission...JU niper 5-7480
 Cervel Bros Bicycle Shop
 4427 Geary Blvd...BA yview 1-1805
 Fischer Bicycle Shop
 640 Stanyan...SK yline 1-6617
 Marina Cyclery & Sport Shop
 3214 Fillmore...WE st 1-5812

FERGUSON'S CYCLERY
 Bicycles-Wheeled Goods Repaired
 L-Car To Beach & Zoo
 2701-46th Av...MO ntrose 4-2461
 Fischer Bicycle Shop 640 Stanyan...SK yline-1-6617
 Houchin I W 1020 Valencia...AT water-2-6438
JESSE'S
 Bicycles-Toys-Repairs
 1126 Valencia...MI ssn 7-4800
 Marina Cyclery & Sport Shop
 3214 Fillmore...WE st 1-5812
 Meadows Home & Auto Supply
 Divisadero & Grove...FI Imor 6-9414
MENARY W & CO 3125 Mission, WA lencia 4-1429
 (See Advertisement This Page)
 Oht. Bicycle Rental Academy
 854 Stanyan...SK yline 1-4726
 Park Cyclery 780 Stanyan...BA yview 1-0218

RUDERMAN'S HOME & AUTO SUPPLY
 B. F. Goodrich
 Schwinn Bicycles - Accessories
 Taraval Cor 31st Av
 2100 Taraval...SE abright 1-2902
 (Continued Next Page)

Listen for the "dial tone" before you start to dial. It means that the equipment is ready to receive your call.

Bicycles—Retail— (Cont'd)

SAN FRANCISCO CYCLERY
 BICYCLES
 All Makes - New - Used - Rebuilt
TOP TRADE-IN ALLOWANCES
 Pick-Up & Delivery - Parts & Accessories
 Expert Repairs - Painting - Welding
 Designed and Built to Order
 Established 1919
 370 Golden Gate Av...OR dway 3-3219

SCHWINN-BUILT BICYCLES—
GILBERT'S BICYCLE REPAIR SHOP
 Sales & Service
 6140 Geary Blvd...BA yview 1-7744

STANYAN ST CYCLERY
 672 Stanyan...BA yview 1-7211

WHIZZER BICYCLE MOTORS—
LINCOLN BICYCLE SHOP
 743 Lincoln Wy...OV erland 1-9010

Bicycles—Used

Marina Cyclery & Sport Shop
 3214 Fillmore...WE st 1-5812

Bicycles—Whse & Mfrs

BEAN SON CO
 Schwinn Built Bicycles-Distributors
 Bicycle Accessories & Wheel Goods
 718 Mission...EX brook 2-8041

COLUMBIA-BUILT BICYCLES—
MERRY SALES CO
 Wholesalers of Bicycles & Supplies
 378-7th...HE mlock 1-4480

Lapkin-Myers Co 50 Otis...HE mlock 1-4242

MERCURY BICYCLES—
MURRAY OHIO MFG CO
 1355 Market...KL ondike 2-2311

Merry Sales Co 378-7th...HE mlock 1-4480
 Motor Rim & Wheel Service Of Calif
 Post & Franklin...OR dway 3-7810
 Murray Ohio Mfg Co 1355 Market...KL ondike 2-2311

PACIFIC CYCLE & SUPPLY CO
 DISTRIBUTORS
DAYTON BICYCLES
MURRAY OHIO
 JUVENILE WHEEL GOODS
 Complete Stock
 CYCLE PARTS & ACCESSORIES
 1900 Grove Oakland...TW Inoaks 3-7552

Billiard Equipment

AUGUST JUNGLUT U
 Tables-Repairs & Accessories
 833 Fillmore...WA Inut-1-0866

BRUNSWICK-BALKE-GOLLENDER CO
 Tables-Supplies-Repairs
 272-5th...SU tter 1-4508

OAKLAND BILLIARD SUPPLY CO
 All Supplies for the
 Bowling - Billiard and Pool Trade
 New & Used Tables
 363-2d Oakland...TE mlpbar 2-8266

PASSOW CHAS & SONS
 All Makes-New-Rebuilt-Terms/
 437 Eddy...TU xedo-5-2552

WEST COAST BOWLING & BILLIARD CO
 Export-Military-Commercial
 408 Stockton...GA rfd 1-1456

Billiard Parlors

Amon's Pool Hall 832 Kearny...GA rfd 1-9783
 Anchor Billiard Parlor 2435 Mission...MI ssn 7-9988
 Calif Billiard Parlor 1028 Market...UN drhil-1-0206
 Clement Sport Center 515 Clement...EV green 6-9568
 Collett's Charles
 Beer & Beverages-Open 6 PM To 4 AM
 2614 Geneva Av...DE laware 3-9955
 Cortland Billiards 324 Cortland Av...MI ssn 7-9749

DALY CITY BILLIARD PARLOR
 6380 Mission...PL aza 5-9840

DANTE BILLIARD PARLOR
 521 Broadway...GA rfd-1-9529
 Di quattro Recreation Parlor
 1421 Stockton...DO uglas-2-9345

DOWNTOWN BOWL BILLIARD SALON
 Jones & Eddy...OR dway 3-6977
 Gong Num Pool Parlor 615 Jackson...GA rfd-1-9676
 Hub Pool Room 3097-16th...UN drhil 3-5857
 Idle Hour 1323 Polk...TU xedo 5-9738

Billiard Parlors— (Cont'd)

INTERNATIONAL POOL HALL
 2611 Griffith...MI ssn 7-9931
 Joy Club 931 Kearny...EX brook-2-9913
 Julian Billiard Parlor 835 Kearny...SU tter 1-9800
 Maritime Billiard Parlor
 178 Embarcadero...SU tter 1-9761
 Mickey's 944 Columbus Av...TU xedo 5-9710
NINE-TWENTY-FOUR BILLIARD CLUB THE
 924 Market...GA rfd-1-5750
 Nippon Pool Hall 1700 Post...JO rdn 7-9613
 Nisei Pool Room 1672A Post...JO rdn 7-9740
PARK BOWL 1855 Haight...SK yline 2-2366
 Percy's Billiard Parlor
 1727A O'Farrell...JO rdn 7-9615
 Riato Billiard Parlor
 1138A Market...UN drhil 1-3582

S F BILLIARD PARLOR
 LARGEST IN THE WEST
 Fountain & Beer - Always Open
 Ladies Invited - Opposite Mason St.
 949 Market...SU tter 1-4175

Short H C 1225 Fillmore...FI Imor 6-4649
 Twentieth Century Social Club
 46 Clay...DO uglas 2-9740

Binders
 See Loose Leaf Systems & Supplies

Bindings

D'Avignon's Custom Leather Craft
 102 Santa Marina...MI ssn 8-5533
 Kirshenbaum Bros
 Bias Bindings
 109 New Montgomery...YU kon 2-5788

Binoculars

BELLING MONROE J
 Authorized Dealers For
 Zeiss-Bausch & Lomb
 Bought-Sold-Exchanged-Repaired
 1126 Market...HE mlock-1-3035

BROOKS CAMERAS & PHOTO SUPPLIES
 AUTHORIZED DEALER FOR
 BAUSCH & LOMB AND ZEISS
 45 Kearny...EX brook 2-7348

CAMERA CENTER
 Precision Binocular Repairing
 998 Market...PR ospet 5-5100
 Diamond Loan Office
 Bought-Sold or Exchanged
 93-3d...DO uglas-2-9693

FRIEDBERG BERT & CO
 718 Mission...SU tter 1-4154

FRIEDBERG-SMITH
 We Repair All Makes Binoculars
 See Our Ad-Photo Equip & Sup Repair
 177 Post...YU kon 2-3213

JENKEL-DAVIDSON OPTICAL CO
 Distributors of
BAUSCH & LOMB