

Fishing Supplies

Alber's Trolling Spoon Co
1655 Polk... OR dway 3-3602
DINOOTTA BROS
Complete Line
COMMERCIAL FISHING
SUPPLIES AND ACCESSORIES
169 Jefferson... PR oct 5-8977

Cottini Crab Trap Co
Crab Traps Built To Order
444 Bay... GR ayson 4-6093

FISHERMEN & SHIP SUPPLY
COMPLETE COMMERCIAL SUPPLIES
Netting - Twine - Floats - Diving
Gear - Anchors - Lanterns
Pt. of Leavenworth... OR dway 3-2061

HENDRY O J CO
Ederer Netting Morse Diving Gear
Chris-Craft - Outboards - Sport Fish. Equip.
Complete Equipment Carried in Stock
27 Main... DO uglas 2-4242

JOHNSON & JOSEPH CO
Heco Rods-Sport Fishing Equip
56 Sacramento... DO uglas 2-2710

Fishing Tackle-Repairing

ALLEN'S SPORTING SUPPLIES
Repairing On All Rods & Guns
2236 Market... MA rket 1-3954
Fred's Bait & Tackle Shop
Outboard Motor Repair
3324-26th... AT water 2-8093

SPORTSMAN SPECIALTY CO
Rod-Reel & Gun Repairing
3983 Mission... MI ssn 8-1958
Winston R L Rod Co 684 Harrison... SU tter 1-3979

Fishing Tackle-Retail

See also Sporting Goods Headings
AMERICAN APPLIANCE & SUPPLY CO
1150 Sutter... PR oct 5-3711
BOB'S MARINA CYCLERY & SPORT SHOP
3214 Fillmore... WE st 1-5812

Excelsior Sporting Goods
4675 Mission... JU niper 4-3007

FREDERICKSEN HARDWARE CO
3029 Fillmore... JO dan 7-3970

GABE'S GUN AND SPORT SHOP
3185 Mission... AT water 8-0331

GOLDBERGER H & CO 508 Market... FI rmo 6-5920

MODERN BAIT & TACKLE SHOP
"Fisherman's Headquarters"
EVERYTHING FOR FISHING
Bet 25th & 26th Sts
2975 Mission... VA lencia 4-4971

Municipal Bait & Sport Shop
3098 Polk... OR dway 3-9815

MUNY BAIT & SPORT SHOP
3098 Polk... OR dway 3-9815

One Dollar Radio Service
Fishing Tackle-Guns-Ammunition
2916-24th... AT water 2-1935

Park Presidio Sporting Goods
352 Clement... SK yline 2-0800

Pride & Joy Studio 1851 Powell... EX brook 2-2491

STAR SPORTING GOODS CO
83-3d
Triangle Sales Co
1000 Columbus Av... GR ayson 4-6737

YIKING SPORTS CENTER
1874 Market... HE mlock 1-8317

WINSTON R L ROD CO
We Stock the Best in Lines, Leaders
Files, Reels, Waders & Other Items
(PARKING NO PROBLEM)
684 Harrison... SU tter 1-3979

An extension telephone saves time and steps.

Fishing Tackle-Whse & Mfrs

American Commerce Company
Importers Of Swivels-Jigs & Poles
230 California... DO uglas 2-1572

BLAICH ADOLPH INC
Fishing Tackle - Sporting Goods
Guns & Ammunition
Wholesale to Dealers Only
543 Howard... DO uglas 2-0830

Cottini Crab Trap Co
444 Bay... GR ayson 4-6093

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

HEBGEN B H CO LTD
Fishing Tackle Jobbers
Nationally Famous Brands
221-1st... SU tter 1-4947

Hunter D F Co 137-6th Av... BA yview 1-0268

MILLER MFG CO
Successors To S E Knowles Co
1715 Yosemite Av... VA lencia 4-4612

REELON CORPORATION
Glass Fibre Rods-Voo Doo Lures
100 S Linden Av South S F... DE laware 3-5273

Sampo Mfg Co
7099 Mission Daly City... PL aza 5-3558

SHIRAL & CO 1332 Geary... JO dan 7-3241

TAKEUCHI BROTHERS
QUALITY FISHING TACKLE
Wholesale - Dealers Only
341 Market... SU tter 1-1873

Takeuchi Bros 341 Market... SU tter 1-0973

WEEKS-HOWE-EMERSON CO
255 Mission... EX brook 2-2681

Wilson AI Co 1539A Folsom... HE mlock 1-1078

Wilson Bent Co The 1010 Franklin... PR oct 6-1300

Fishing Trips
BILL TRIPP'S
Bass Fishing Party Boats
Salmon and Deep Sea Fishing
AGENTS FOR RAY GARDNER
WE FOLLOW THE FISH
FULL ACCOMMODATIONS
CAR LEAVES DAILY
For Reservations
Day or Night Phone
5252 Mission... JU niper 5-7322

Handy Donald H 3064 Polk... PR oct 6-1767

HARVEY'S SAUSALITO BOAT & TACKLE
SHOP 558 Bridgeway Sausalito
(Toll) Call "Operator" for... Sausalito 1005

JACOBS KENNETH M 1223-40th Av... LO mbar 6-4184

JERRY'S BASS BAIT & TACKLE SHOP
DAILY FISHING TRIPS - 7 BOATS
Bass - Salmon - Etc.
Bait & Tackle Rented
1675 O'Farrell... FI mbr 6-9822

LAKE MERCED CO
FISHING & BOATING
RAINBOW TROUT
Picnic Grounds & Dining Room
Harding Rd... LO mbar 6-8442

Martinez Yacht Harbor Ferry Wharf Martinez
(Toll) Call "Operator" for... Martinez-705

Mason Francis 1560 Underwood Av... MI ssn 8-2810

McGEE FRED P CAPT
For Salmon-Bass-Charter The "Texas Rocket"
Diesel Powered - Large Cockpit
Ladies Invited - Ship-Shore Radio Phone
475 Dewey Blvd... SE abright 1-1162

McGEE TAYLOR W CAPT
SALMON - BASS & ROCK FISH
Fish With the Lucky Irishman on the
"Lilly B" - Radio Phone - Clean Rest Rm.
419 Font Blvd... JU niper 7-1582

Fishing Trips-(Cont'd)

MERRITT CHARTERS
Let's Go Fishing
FOR A REAL SPORTSMAN'S
FISHING TRIP
Charter Base Only
Pt of Buchanan... WE st 1-0851

MODERN BAIT & TACKLE SHOP
FISHING TRIPS EVERY DAY
Bass & Salmon Trips - Tackle Rented
Hrs 5 AM to 9 PM - For Reservations Call
2975 Mission... VA lencia 4-4971

MUNY BAIT & SPORT SHOP
BASS FISHING PARTIES
TACKLE - BAIT - BEER
Corner North Point
3098 Polk... OR dway 3-9815

Napa Vall Fishing Resort
Sears Pt Rd Vallejo
(Toll) Call "Operator" for... Vallejo 3-9645

SMITH GEORGE
For Salmon - Bass - Charter the "Dixie"
Ladies Invited - Ship Shore Radio Phone
Charter or Individual Service
"Fish With Smitty"
By Appointment only
TACKLE RENTED
36 Valley... MI ssn 8-4055

VIRGIN ROBT
Bass and Salmon Fishing Trips
BOAT PARTIES EVERY DAY
36 Havelock... JU niper 4-3205

Five Cents to One Dollar
Stores
Bon Om 5c To 1.00 Stores
General Office 2004 Mission... MA rket 1-9923

Farrell Jas E
KEYS MADE
LOCKS REPAIRED
SAWS FILED
630 Fulton... FI mbr 6-4384

MISSION REPAIR SHOP
3186-21st... MI ssn 7-6143

Scott's Hardware
Bert's Fixit Service
1908 Lawton... SE abright 1-1149

Veteran Fixit And Locksmith Shop
1267-20th Av... LO mbar 4-2828

Fixtures
See Specific Kinds, i.e., Bar Fixtures;
Display Equipment & Materials; Lighting
Fixtures; Office Fixtures; Store Fixtures;
Etc
Simplify your buying - know
where to buy it. The dealers in many
nationally advertised articles are
listed in the Yellow Pages. Make it
a habit before buying to "Look in-
side the Classified."

Flag Poles

BOLANDER L PH & SONS
954 Bryant... UN drhil 1-1337
Clark Ralph O Steepie Jack Co
Painted - Re-gilded - Repaired
742 Market... SU tter 1-4464

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

Price Bldg Specialties Co
Baartol Steel Flag Poles
35 Gilbert... UN drhil 1-6733

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

ARGONAUT FLAG CO
1450-40th Av... DV erland 1-8990

CALIFORNIA DECORATING & FLAG CO
FLAGS AND DECORATIONS
Streets - Buildings - Halls - Autos
Costumes Rented for All Occasions
3420-25th... AT water 2-0446

COLBY MANUFACTURING CO
147-10th... KL ondkie 2-2686

CUSH DECORATING CO
1808 Jefferson Oakland... TE mpibar 2-0476

PRINCE ROLAND H
1450-40th Av... DV erland 1-8990

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

TENNANT LEE 1671 Market... KL ondkie 2-2277

Western Flag & Pennant Co
233 Onondaga... JU niper 7-4544

OUTDOOR - INDOOR
BANNERS
FLAGS
PENNANTS
FLUORESCENT
CANVAS • SATIN
CLOTH • FELT
Any Size, Any Quantity
Any Wording
AMERICAN FLAGS
Complete Factory in S. F.
23 YEARS
OF BANNER SERVICE
HOLLYWOOD
ADVERTISING CO.
363 GOLDEN GATE AVE.
San Francisco, Calif.
Phone UNderhill 3-3100

Flags & Banners-(Cont'd)

EMERSON FLAGS & BANNERS
Manufacturers of Flags
Banners and Decorations.
U. S., State & Foreign Flags
Marine Flags and Pennants
Promotion & Advertising Items
Decorations & Fraternal Flags
The oldest and largest flag factory on the
Pacific Coast.
"WHERE TO BUY THEM"
Emerson Mfg Co 161 Natoma... GA rfd 1-8390

HOLLYWOOD ADVERTISING CO
363 Golden Gate Av... UN drhil 3-3100

MARSHALL ALEX M
1671 Market... KL ondkie 2-2277

MILLER FLAG DISPLAY
Flag & Banner Rentals
364-9th... MA rket 1-1294

PARAMOUNT FLAG CO 520 Folsom... YU kon 6-3686

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 ondkie 2-2277

PIONEER FLAG & DECORATING CO
OFFICIAL DECORATORS
Original "Pole Gulch"
United Nations Conference 1945
Shrine Victory Convention 1946
Lions International Conv. 1947
Portola Festival & Pageant 1948
California Centennials 1948 - 49 - 50
Street & Bldg. Decorations
Xmas Decorations and Lighting
1671 Market... KL ondkie 2-2277

EDWARDS ROBERT
Fire Retardant Paints
666 Mission... SU tter 1-6700

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

FLAMORY CHEMICAL CO
Manufacturers of
FLAMEPROOFING COMPOUNDS
for fabrics, wood, cellulose board,
paper, Christmas trees & other com-
bustible mat. Combined flame-and-
mothproofing for fabrics
STATE APPROVED
LISTED BY UNDERWRITERS' LAB.
Distr. of Albi fire-retard. paints
746 Natoma... MA rket 1-7825

KWITZ CHEMICAL CORP
Manufacturers of
FLA - AND - MOTH
Odorless - Colorless - Stainless
Flame Proofing
Moth Proofing
Two Protections In One Spraying
A Fire Retardant in Full Compliance
With the Calif. State Requirements
425 Bryant... GA rfd 1-4836

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

Thur-O-Textile Cleaners
998 Oak... MA rket 1-8589

Vovisiket Henry 350 Hayes... HE mlock 1-5582

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

Macchi & Co 927 Larkin... OR dway 3-1559

PARAMOUNT FLAG CO.
Manufacturers of
FLAGS • BANNERS • DECORATIONS
All Types • All Sizes
DYED • APPLIED • EMBROIDERED
for
CLUBS • LODGES • THEATRES
SPECIALTY • INDIVIDUAL
Any Quantity
Phone YUkon 6-3686
for Quality • Quick Service
520 FOLSOM SAN FRANCISCO

FLASHERS-ELECTRIC
Bond Electric Corporation-Division Of Oil
Industries Inc 625 Folsom... GA rfd 1-8828

BOND FLASHLIGHTS-
BOND ELECTRIC CORPORATION-DIVISION
OF OIL INDUSTRIES INC
625 Folsom... GA rfd 1-8828

BRIGHT STAR FLASHLIGHTS-
BRIGHT STAR BATTERY CO
1355 Mission... MA rket 1-3956

RAY O VAC FLASHLIGHTS-
RAY O VAC CO 461 Market... SU tter 1-4135

WINCHESTER FLASHLIGHTS-
WINCHESTER REPEATING ARMS CO
ELECTRICAL DIVISION
625 Folsom... GA rfd 1-8828

Winchester Repeating Arms Co Electrical
Division 625 Folsom... GA rfd 1-8828

Flameproofing

ADMIRALTY MFG CO
Manufacturers & Processors of
Fire Retardant Paints & Solutions
For Protection of Wood & Fabrics
825-27th Av... KE llog 2-0256

Albi Fire Retardant Paints
825-27th Av Oakland... KE llog 2-0256

ALBI-R-
SOC-CO PLASTIC COATING CO
U-L Approved Fire Retardant Paint
3534 E 22d Los Angeles
(Toll) Call Long Distance for Angelus 2-2689

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

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

Braun-Knecht-Heimann-Co
1400-16th... HE mlock 1-8800

Colorbac Systems 2140 Bush... JO dan 7-7400

EDWARDS ROBERT
Fire Retardant Paints
666 Mission... SU tter 1-6700

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

FLAMORY CHEMICAL CO
Manufacturers of
FLAMEPROOFING COMPOUNDS
for fabrics, wood, cellulose board,
paper, Christmas trees & other com-
bustible mat. Combined flame-and-
mothproofing for fabrics
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Odorless - Colorless - Stainless
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Two Protections In One Spraying
A Fire Retardant in Full Compliance
With the Calif. State Requirements
425 Bryant... GA rfd 1-4836

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Thur-O-Textile Cleaners
998 Oak... MA rket 1-8589

Vovisiket Henry 350 Hayes... HE mlock 1-5582

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

Macchi & Co 927 Larkin... OR dway 3-1559

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Manufacturers of
FLAGS • BANNERS • DECORATIONS
All Types • All Sizes
DYED • APPLIED • EMBROIDERED
for
CLUBS • LODGES • THEATRES
SPECIALTY • INDIVIDUAL
Any Quantity
Phone YUkon 6-3686
for Quality • Quick Service
520 FOLSOM SAN FRANCISCO

FLASHERS-ELECTRIC
Bond Electric Corporation-Division Of Oil
Industries Inc 625 Folsom... GA rfd 1-8828

BOND FLASHLIGHTS-
BOND ELECTRIC CORPORATION-DIVISION
OF OIL INDUSTRIES INC
625 Folsom... GA rfd 1-8828

BRIGHT STAR FLASHLIGHTS-
BRIGHT STAR BATTERY CO
1355 Mission... MA rket 1-3956

RAY O VAC FLASHLIGHTS-
RAY O VAC CO 461 Market... SU tter 1-4135

WINCHESTER FLASHLIGHTS-
WINCHESTER REPEATING ARMS CO
ELECTRICAL DIVISION
625 Folsom... GA rfd 1-8828

Winchester Repeating Arms Co Electrical
Division 625 Folsom... GA rfd 1-8828

Flavoring Extract Mfrs

Supplies
D & O FLAVORING BASES-
DODGE & OLCOTT INC
503 Market... YU kon 6-5061

MAGNUS MABEE AND REYNARD
1400-16th... HE mlock 1-8800

Polak's Fruit Works Inc
310 Sacramento... YU kon 6-1611

Berwick Extract Co
3741 Geary Blvd... BA yview 1-5621

Chillo Products Co Inc 921 Howard... YU kon 6-4664

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

FELTON FLAVOR RAW MATERIALS-
FELTON CHEMICAL CO INC
2242 Purdie Av West Los Angeles
(Toll) Call Long Distance for Brighton 0-4156

FLORASYNTH LABORATORIES INC
Manufacturers Raw Materials for
Flavoring - Essential Oils - Aromatic
Chemicals - Certified Food Colors
1 South Park... GA rfd 1-4994

FRITZSCHE BROTHERS FLAVOR RAW
MATERIALS-
FRITZSCHE BROTHERS INC
116 New Montgomery... GA rfd 1-0838

KING EXTRACT CO 1779 Folsom... HE mlock 1-0667

KOHNSTAMM FLAVORS-
KOHNSTAMM H & CO INC
898 Isabella Oakland
From telephones served from San Francisco
Zone only (No Inter-City Charge)
Ask "Operator" for Entrprise 10194

LIQUID GARBONIC CORP
236 Steuart... DO uglas 2-6557

LOWE JOE CORPORATION
1043 Mission... HE mlock 1-5442

LUEDERS FLAVORING MATERIALS-
LUEDERS GEO & CO 36 Main... YU kon 2-5580

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

MAGNUS MABEE AND REYNARD
1400-16th... HE mlock 1-8800

Marbac Corporation 12 Hale... JU niper 7-6115

MASSEYS FLAVORING EXTRACTS-
LEE CHAS M CO
Vanilla Specialists For The Ice
Cream And Confectionery Trade
Curers & Importers Of Vanilla Beans
461 Market... DO uglas 2-1453

Masseys Inc 461 Market... DO uglas 2-1453

Rieger Paul & Co 220 Commercial... DO uglas 2-3962

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

STIEFVATERS 750 Battery... YU kon 6-4018

SUNBERG O THE
1250 Folsom... HE mlock 1-8408

Flexible Shafting-See Shafting

FLOCK FINISHING
COLBY MANUFACTURING CO
147-10th... KL ondkie 2-2686

HEWITT PROGRESS CO
589 Howard... SU tter 1-3437

MASTER-FINISHERS
1610 Armstrong Av... VA lencia 6-6001

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

ROYAL FLOCKING CO
Home Decorating-Display-Commercial
474 O'Farrell... PR oct 6-5455

BEHR-MANNING CORP
Behrlon Micro-cut Fibers
3159 Howard... UN drhil 1-3933

ROYAL FLOCKING CO
Flock-Adhesive And Equipment
474 O'Farrell... PR oct 6-5455

Screen Process Supplies Mfg Co
Flock-Adhesives-Guns
W MacArthur Blvd & Telegraph
Oakland... HU mbolt 5-5577

Flood Lights
See Lighting Systems & Equipment

Floor Cleaning Service

ACE HOUSE CLEANING CO
Floors Cleaned-Polished-
Waxed-Bleached-Refinished
6406 California... SK yline 1-3982

ALLIED BUILDING SERVICE
78 Henry... HE mlock 1-2427

Associated Building Maintenance Co
1213A Folsom... MA rket 1-8406

BRITEN ALL MAINTENANCE CO
500 Hayes... KL ondkie 2-1967

DEYVETTO JOE CO
Floors Cleaned-Waxed & Polished
35 Columbus Av... YU kon 2-1556

GOLDEN STATE BLDG MAINTENANCE
Cleaning Waxing & Polishing
383 Shotwell... UN drhil 1-3263

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

JOHN PERKINS HOUSE CLEANING SERVICE
Walls & Windows Washed
Floors Cleaned - Waxed & Polished
1363-7th Av... SE abright 1-5871

SIMMONS BROS BUILDING MAINTENANCE
SERVICE CO
Established 1928
Wall Washing & Floor-Waxing
Specialists
Homes - Apartments - Offices - Comm'l
Free Estimates - Fully Insured
"San Francisco's Finer Service"
3101 Pierce... FI mbr 6-6111

OR... FI mbr 6-5266

Eves & Sats... OV erland 1-1758

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

Floor Machines
AMERICAN FLOOR SURFACING MACHINE
CO THE
F W Ted Larson Distr-Sales & Service
1131 Folsom... UN drhil 3-5858

CLARKE SANDING MACHINE CO
SALES & SERVICE
SERVICE ON ALL MAKES
A. M. "Bob" Roberts, Mgr.
799 Golden Gate Av... KL ondkie 2-2613

COLBERG SUPPLIES
EXCLUSIVE DISTRIBUTORS
Floor Polishers & Scrubbers
Carpet Cleaning Equip. & Vac