

Fish-Whsle

Alloto Frank Fish Co
 Ft of Leavenworth.....OR dway 3-5866
 Alloto N Crab Co 167 Jefferson.....GR ayton 4-2626
ATLANTA TRADING CORP
 Lobsters Trout & Frog Legs
 420 Market.....DOuglas 2-6236
 Atlantic Fish Co 203 Davis.....EX brook-2-1306
BALESTRIERI JOE & CO
 123 Jackson.....DO ugias-2-4400
 Bay City Shrimp Co 736 Sacramento.....YU kon 2-1297
BELL SMOKED FISH CO
 Smoked-Salted-Spiced & Canned Fish
 490 Jefferson.....TU xedo-5-4193

BETSEKAS BROS
 Fresh Frozen
 FILLETED FISH
 SHELL FISH
 1860 Polk.....TU xedo 5-1977
 Or.....TU xedo 5-4816

Fish-Whsle-(Cont'd)

Betsekas Bros 1860 Polk.....TU xedo 5-4816
CATTOLICA & LINDWALL
 Ft of Hyde.....PProspect 5-6474
CITY SEAFOOD CO
 Whole Distributors of Shellfish
 570 Clay.....EX brook-2-8372
CONSOLIDATED FISHERIES INC
 Fresh-Salt-Smoked-Mild Cured
 425 Washington.....EX brook 2-7012
 Cordova Fish & Cold Storage Co
 123 Jackson.....DO ugias 2-4400
 Cresci Bros Fisherman's Wharf.....GR ayton 4-8796
 Delicatessen Supply Co 432 Clay.....DO ugias 2-0950
DIAMOND SHRIMP & CLAM CO
 661 Clay.....SU tter-1-1720
 Dowden Henry Co 608 Montgomery,DO ugias 2-7064
FISHEROW MAX
 Lobsters & Trout-Frog Legs
 420 Market.....DOuglas 2-6236
 Florence Bryce B 608 Montgomery,DO ugias 2-7064
FRISCIA A & SONS
 Wholesale Shell Fish
 555 Francisco.....OR dway 3-3187
 General Fish Co ft of Hyde.....GR ayton 4-8600

Fish-Whsle-(Cont'd)

GENERAL FISH CO
 Everything In Fish Food
 535 Washington.....YU kon 6-0340
 Hop Long Clam & Shrimp Co
 666 Clay.....SU tter-1-6047
 Hunter's Point Shrimp Co
 Hunters Pt Blvd.....MI sn-7-7632
LA ROCCA A SEAFOODS
 Ft of Leavenworth.....PR ospect 5-9241
LA ROCCA A & SONS

**Wholesale & Distributors
 SHELL FISH**
 2350 Taylor.....GR ayton 4-5828

LINCOLN SHRIMP CO
 708 Commercial.....YU kon 2-2398
 (See Advertisement This Page)
PALADINI A INC 540 Clay.....EX brook-2-1432
 From San Mateo only (No Inter-City Charge)
 Ask "Operator" for Entrprise-9933
 (See Advertisement This Page)

PRODUCERS TRADING CO
 Prawns - Oysters - Scallops
 Abalone - Clams - Frogs
 Crab Meat - Shrimp Meat
 515 Sansome.....DO ugias 2-3103

PUCCINI A & SONS
 Prawns - Oysters - Scallops
 Crab Meat - Fresh Fish - Shrimp Meat
 Abalone - Clams - Frogs
 Ft of Leavenworth.....GR ayton 4-6770

PUGET OYSTER COMPANY
 73 Stewart.....EX brook 2-1487
ROMEO FISH & OYSTER CO
 1279 Pacific Av.....OR dway 3-5246

STANDARD FISHERIES CORPORATION
 FRESH, FROZEN & CURED FISH
 Fish Livers
 Foot of Leavenworth.....OR dway 3-5858

TARRANTO BROS CO
 Ft of Leavenworth.....PR ospect 5-3824
 Treasure Island Seafood Cocktails The
 7 Vandewater.....DOuglas 2-6208
 Union Fish Company
 Salt Fish.....YU kon 2-2155

UNITED SHELL FISH CO
 FRESH FISH - ABALONE - FROGS
 CRAB MEAT - OYSTERS - SCALLOPS
 PRAWNS - CLAMS - SHRIMP MEAT
 625 Gough.....JO rdan 7-3140

WEST COAST SEA FOOD CO
 Wholesale Shell Fish
 416 Bay.....OR dway 3-6151
WESTERN CALIF FISH CO
 556 Clay.....EX brook-2-6304

Fishing Bait
A-1 BAIT & TACKLE SHOP
 5252 Mission.....JU niper 5-7322
RAYVIEW BAIT & TACKLE SHOP
 4408-38.....AT water 2-3242
 Caruso Supply Co Pier 47.....TUxedo 5-6236
 Central Bait Dealers
 1335 Columbus Av.....GR ayton 4-5220
 Dom's Bait & Tackle Shop
 3127 Mission.....ATwater 2-3474
EXCELSIOR SPORTING GOODS
 4875 Mission.....JU niper 4-3007
 Fred's Bait & Tackle Shop
 3324-26th.....AT water 2-8093
 If no answer call.....AT water 2-4400
 Geary Blvd Bait & Tackle Shop
 5537 Geary Blvd.....SK yline 1-9284
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
LUCKY BAIT SHOP
 1605 Buchanan.....FI Imor 6-8220

MODERN BAIT & TACKLE SHOP
 "Fisherman's Headquarters"
 Hand Selected Sardines
 BOAT PARTIES LEAVING DAILY
 2975 Mission.....VA lencia 4-4971

MUNY BAIT & SPORT SHOP
 BAIT & TACKLE
 FISHING PARTIES ARRANGED
 3098 Polk.....OR dway 3-9815
 Or.....TU xedo 5-9791

Fishing Bait-(Cont'd)

Park Presidio Sporting Goods
 152 Clement.....SK yline 2-0800
SAL & DOM FISH CO
FISH & BAIT DEALERS
 WHOLESALE & RETAIL
 Fish from Santa Cruz &
 San Francisco - Half Moon Bay
 Monterey & Pt. Reyes
 Ft of Leavenworth.....OR dway 3-5318
 Or.....PR ospect 6-0065

Sam's Bait Shop
 Fresh Bait Daily-Open At 3 AM
 1657 O'Farrell.....WE st-1-9788
SULLIVAN SPORT SHOP
 5323 Geary Blvd.....SK yline 1-7070
 Wong's Bait & Tackle Shop
 1582 Post.....JO rdan 7-9819

Fishing Supplies
CINGOTTA BROS
 Complete Line
 COMMERCIAL FISHING
 SUPPLIES AND ACCESSORIES
 169 Jefferson.....PR ospect 5-8977

COAST MARINE SUPPLY
 COMPLETE COMMERCIAL SUPPLIES
 Netting - Twine - Cork Floats
 Anchors - Chains - Lanterns
 Ft of Leavenworth.....OR dway 3-1666

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

Leonhauser A O
 Crab Traps-Shop At 426 Tehama
 437A Tehama.....SU tter 1-3408

Fishing Tackle-Repairing
 Fred's Bait & Tackle Shop
 Outboard Motor Repair
 3324-26th.....AT water 2-8093
T & S TACKLE REPAIR SHOP
 351 Ellis.....OR dway 3-5777
 Winston R L Rod Co 684 Harrison.....SU tter-1-3979

Fishing Tackle-Retail
 See also Sporting Goods Headings
A-1 Bait & Tackle Shop
 5252 Mission.....JU niper 5-7322
AMERICAN APPLIANCE & SUPPLY CO
 1150 Sutter.....PR ospect 5-3711
 Chinatown Sports Center
 613 Jackson.....SU tter 1-9931
 Dave's Sullivan Sport Shop
 Rods & Reels Repaired & Repaired
 5323 Geary Blvd.....SK yline 1-7070
DAWSON'S SPORTING GOODS
 535 Mason.....TU xedo 5-4321
 Excelsior Sporting Goods
 4675 Mission.....JU niper 4-3007
FREDERICKSEN HARDWARE CO
 3029 Fillmore.....JO rdan 7-3970
 Fred's Bait & Tackle Shop
 3324-26th.....AT water 2-8093
GABE'S GUN AND SPORT SHOP
 3185 Mission.....AT water 8-0331
 Hamilton's Parkside Hardware
 1044 Taraval.....MO ntrose 4-0534
 Lamb J E & Sons 1076 McAllister.....FI Imor 6-6590
 Lamb's Bait Shop 1076 McAllister.....FI Imor 6-6590
 LEM'S 1044 Grant Av.....YUkon 2-1786
MCGAFFREY'S SPORT SHOP
 Formerly With Reos Bros
 260 Kearny.....YUkon 2-7121
 Miller's Outboard Shop
 1265-9th Av.....LO mbard 6-7813

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
 Nelson's Sporting Goods & Hardware
 1181 Market.....UN drhil 3-1367
 Park Presidio Sporting Goods
 152 Clement.....SK yline 2-0800
 Pride & Joy Studio 1851 Powell, EX brook 2-2491

Fishing Tackle-Retail-(Cont'd)
 Sam's Bait Shop
 Fresh Bait Daily-Open At 3 AM
 1657 O'Farrell.....WE st-1-9788
SAN FRANCISCO EXCHANGE
 Bought-Sold-Exchanged
 91-4th.....YU kon 2-6097
 Smith's Gun Shop 1313-24th Av.....LO mbard 4-2042
SPIRO'S INC
 Largest Selection
 740 Market.....SU tter 1-6181
STAR SPORTING GOODS CO
 43-3d.....GA rfd 1-0447
 Triangle Sales Co
 1000 Columbus Av.....GR ayton-4-6737
VIKING SPORTS CENTER
 1874 Market.....HE mlpck 1-8317
 White's Hardware 3111 Geary Blvd.....SK yline 2-1226

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

Fishing Tackle-Whsle & Mfrs
 American Commerce Company
 Importers Of Swivels-Jigs & Poles
 230 California.....DO ugias 2-1572
BLAICH ADOLPH INC
 Fishing Tackle - Athletic Goods
 Guns - Ammunition - Reloading Tools
 Wholesale to Dealers Only
 543 Howard.....DOuglas 2-0830

Forrest C E Co 1746 Clement.....SK yline 1-3622
FRENCH INDUSTRIES INC
 U.S. Distrib. for VM Fish Hooks
 Halfix Monofilament Lines
 Spin-Flye Spinning Reels
 170-2d.....GA rfd 1-0205

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

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

Fishing Tackle-Retail-(Cont'd)

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 Fresh Bait Daily-Open At 3 AM
 1657 O'Farrell.....WE st-1-9788
SAN FRANCISCO EXCHANGE
 Bought-Sold-Exchanged
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 Nationally Famous Brands
 221-1st.....SU tter 1-4947

Hunter D F Co 137-6th Av.....BA yview 1-0268
 Kay Novelty 5435 Geary Blvd.....SK yline 1-7150
 Linwiller M E Co 536 Mission.....SU tter 1-2875
McCUNE MERIFIELD CO
 Mfrs Rep of Fishing Tackle
 & Sporting Goods
 51 Fremont.....YUkon 6-1006
MILLER MFG CO
 Successors To S E Knowles Co
 1715 Yosemite Av.....VA lencia 4-4612
SANJO MFG CO
 7095 Mission Daily City.....PL aza 5-3558
 Shirai & Co 1332 Geary.....JO rdan 7-3241

TAKEUCHI BROTHERS
 QUALITY FISHING TACKLE
 Wholesale - Dealers Only
 341 Market.....SU tter 1-1872

Takeuchi Brothers 341 Market
 From telephones served from East Bay
 Zone only (No Inter-City Charge)
 Ask "Operator" for Entrprise 11133

WEEKS-HOWE-EMERSON CO
 Formerly With Reos Bros
 260 Kearny.....YUkon 2-7121
 Miller's Outboard Shop
 1265-9th Av.....LO mbard 6-7813

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

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 3098 Polk.....OR dway 3-9815
MUNY BAIT & SPORT SHOP
 3098 Polk.....OR dway 3-9815
 Nelson's Sporting Goods & Hardware
 1181 Market.....UN drhil 3-1367
 Park Presidio Sporting Goods
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 Pride & Joy Studio 1851 Powell, EX brook 2-2491

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

Fishing Trips

A-1 BAIT & TACKLE SHOP
 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

DAVIES BILL PARTYBOAT SKATE
 2131-44th Av.....PR ospect 6-1767
 Handy Donald H 3064 Polk.....PR ospect 6-1767

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

JOHNSTON RALPH D CAPT
 6925 Mission Daily City.....PL aza 5-2169
 Martinez Yacht Harbor Ferry Wharf.....Martinez 705

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

McQUE TAYLOR W CAPT
 419 Font Blvd.....JU niper 7-1582

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
 FISHING PARTIES
 ARRANGED
 20 BOATS
 Accommodations for Ladies
 SHIP TO SHORE RADIO-PHONE
 Licensed Skippers
 U. S. Coast Guard Inspected
 TACKLE RENTED
 3098 Polk.....OR dway 3-9815
 Or.....TU xedo 5-9791
 If no answer call.....Larkspur 277-J

NAPA VAL FISHING RESORT
 100 SKIFFS FOR RENT
 Marine Ways & Moist
 Open Year Round for Fishing Pleasure
 Sears Point Rd.....Vallejo 3-9645

PEDRO VALLEY TROUT FARM
 Pedro Valley.....FLndrs 5-3765
SEA FOX
 Deep Sea Fishing
 Princeton By The Sea.....MossBeach 2266

SMITH GEORGE
 For Salmon - Bass - Charter the "Dixie"
 Ladies Invited - Ship-Shore Radio Phone
 Charter or Individual Service
 36 Valley.....Missn 8-4055

**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.

For speed and accuracy on your
 dial calls, listen first for the dial
 tone. Dial each letter and digit
 carefully, drawing the dial all the
 way to the finger stop. Lift your
 finger each time to let the dial re-
 turn to position naturally.

Fishing Trips-(Cont'd)

VIRGIN ROBT
 Salmon Bass Parties Open or Charter
 36' Diesel Powered, Ladies Invited
 Radio Phone & D.F.
 36 Havelock.....JU niper 4-3205

**Five Cents to One Dollar
 Stores**
 Balboa Five & Ten Cent Store
 3615 Balboa.....BA yview 1-1911
 Bon Om'i Sc 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
 Newberry 5-10-25c Store
 2644 Mission.....VA lencia 4-6324
 Pacific 5-10-25c Stores
 2131 Irving.....OV erland 1-6530
 San Bruno 5-10-25c Store
 2488 San Bruno Av.....DE laware-3-3513
 Sprout-Reitz Co Inc 950 Geneva Av.....JU niper 4-4903
 Todd 5-10 To 1.00 Stores
 3739 Noriega.....MOntrse 4-0246
 3036 Taraval.....Lombard 4-6940
 Universal Sales Store 1130 McAllister, JOrdn 7-2787

Fixit Service
 A & B Locksmith Shop 3868-24th, VA lencia 4-2915
 Akron Key Shop 1617 Taraval.....SE abright 1-2151

HOME HEATING & APPLIANCE CO
 24-Hr. Household & Industrial Work
 What You Break We'll Fix
 See Ad Under Furnaces Heating
 3650-23d.....VA lencia 4-2464

MISSION REPAIR SHOP
 Between Mission & Gapp Sts
 3186-21st.....MI snn 7-6143
 Scott's Hardware
 Best's Repair Service
 1908 Lawton.....SE abright 1-1149
 Twentieth Avenue Repair Shop
 1267-20th Av.....LO mbard 4-2828
 Veteran Fixit And Locksmith Shop
 3868-24th.....AT water-2-7927

Advertise here-it pays.

Fixtures
 See Specific Kinds, i.e., Bar Fixtures;
 Display Equipment & Materials; Lighting
 Fixtures; Office Fixtures; Store Fixtures;
 Etc

Flag Poles
BOLANDER L PH & SONS
 1355 Evans Av.....Missn 8-5611
 Clark Ralph O-Steeplejack Co
 Painted-Re-gilded-Repaired
 742 Market.....SU tter-1-4464
 Engineered Metals Inc 575 Mission.....YUkon 2-3830

PATENT SCAFFOLDING GO ING THE
 "LINGO" Steel Flagpoles
 1695 Mission.....HE mlck 1-4278

Price Bldg Specialties Co
 Baortel Steel Flag Poles
 35 Gilbert.....UN drhil 1-6733
 Spencer-Masten Company
 American Flagpole Equip Co
 Pier 31/2.....YUkon 2-3875
STUART J L MFG CO 37 Front.....GA rfd-1-2560

Flags & Banners
A B O EMBLEM & PENNANT CO
 1251 Market.....MA rket-1-2808
 (See Advertisement This Page)
 Amer Flag Co 430 Hayes.....MA rket-1-3023
 Argonaut Flag Corp
 Off 4th Street Bet Bryant & Brannan
 147 Welsh.....YUkon 2-1794

ARGONAUT FLAGS AND BANNERS
 Manufacturers of
 FLAGS - BANNERS
 AND DECORATIONS
 "25 Years in Flag Making"
 All Types - Stock Or
 To Order
 For the Best in Flags
 "WHERE TO BUY THEM"
 Argonaut Flag Corp 147 Welsh.....YUkon 2-1794
 (Continued Next Page)

**BANNERS
 FLAGS
 PENNANTS**
 SEWED - PAINTED - PRINTED - ANY SIZE - ANY QUANTITY
 U. S. AND FOREIGN FLAGS
 PROMPT SERVICE
HOLLYWOOD ADVERTISING CO.
 363 Golden Gate Ave. Underhill 3-3100
 Banner & Flag Manufacturers for Over 25 Years

FLAGS · BANNERS · DECORATIONS
 INDOOR AND OUTDOOR
 NATIONAL · STATE · FOREIGN · MARINE
 ORGANIZATIONS · TRUCK · DANGER · GOLF
 INDUSTRIAL & ADVERTISING BANNERS
 RENOWNED BRAND NAMES
 Ajax - Para-Lite - Navy - Para-Cel
PARAMOUNT FLAG CO.
 520 FOLSOM Phone YUkon 6-3686

**A. PALADINI
 INC.**
 PRODUCERS & WHOLESALE
 DISTRIBUTORS OF
 Fresh Frozen & Filleted Fish
 Shrimp Oysters Abalone
 Purveyors to the Finest
 Hotel, Restaurant
 & Market Trade
 Call
EXbrook 2-1432
 We Operate Our Own Fishing
 Trawlers and Freezing Plants
 540-542 Clay St.
 San Francisco
 Branches
 Throughout
 California

**LINCOLN
 Shrimp Co**
 708-710 COMMERCIAL STREET
 YUkon 2-2398 YUkon 2-2361
 SAN FRANCISCO 8, CALIFORNIA
 PRODUCERS AND DISTRIBUTORS OF
 FRESH AND FROZEN FILLET FISH,
 PRAWNS, OYSTERS, ABALONE,
 CRAB MEAT.

The Yellow Pages save you time.