

## Caruso's

**BAIT, TACKLE AND SUPPLIES**

### Fishing Parties Arranged

**SALMON • BASS**



**CHARTER DAY BOATS**

Accommodations For Ladies

**COMPLETE FISHING SUPPLIES & EQUIPMENT RENTAL TACKLE**

RESTAURANT ON PREMISES  
OPEN 5 A.M. TO 6 P.M.

FOR RESERVATIONS PHONE  
**Edgewater 2-1015**

FOOT OF GATE 5 MARINSHIP SAUSALITO

## MUNY BAIT & SPORT SHOP

FISHING PARTIES ARRANGED

20 Boats

Accommodations for Ladies

Ship to Shore Radio-Phone

Launches Available

Fishing Tackle - Ammunition Rentals

Call ORday 3-9815  
Or Prospect 5-9901

If no answer call  
Lombard 6-3540



3098 POLK

## FISHING TACKLE

**VA 4-5450**

RESERVATIONS FOR  
RAY GARDNER'S DEEP SEA

**ROD & REEL REPAIRS FRESH SARDINES**

SPINNING TACKLE - FISHING SUPPLIES AMMUNITION

OPEN EVENINGS 'TIL 9

**MODERN BAIT & TACKLE SHOP**  
2975 MISSION

### Fishing Bait—(Cont'd)

**SAN FRANCISCO-MONTEREY BAIT DISTRIBUTORS**  
Wholesale

Ft of Leavenworth ..... PRpact 5-3824  
Slims Bait & Tackle Shop 5256-3d ..... AT 2-3062  
**SULLIVAN'S SPORT & BAIT SHOP** ..... SKyln 1-7070  
5333 Geary Bl  
**WONG'S BAIT & TACKLE SHOP** ..... JO 7-9819  
1588 Post

### Fishing Supplies

**GINGOTTA BROS**  
Complete Line  
COMMERCIAL FISHING  
SUPPLIES AND ACCESSORIES

169 Jefferson. PR aspect 5-8977

Frank's Fisherman's Supply  
350 Jefferson. PRpact 5-1165

**HENDRY C J CO**  
139 Townsend ..... DO 2-4242  
Net Products Co 112 Market ..... SUTtr 1-4091  
Pedone Mfg Co 90 Welsh ..... SUTtr 1-9492  
Red's Bayview Bait & Tackle Shop  
4408-3d ..... AT 2-3242

### Fishing Tackle—Repairing

**Frederick's Bait & Tackle Shop**  
Outboard Motor Repair  
3324-26th ..... AT water 2-8093

**McCLINTIC SPORTING GOODS CO**  
927 Broadway Oakland GLcrt 1-4224  
Modern Bait & Tackle Shop 2975 Mission-VA 4-5450

**SUMI'S FISHING TACKLE**  
1724 1/2 Sutter ..... WE 1-0467  
T & S Tackle Repair Shop 474 O'Farrell ..... OR 1-5771  
Winston R L Rod Co 486 Harrison ..... SUTtr 1-3979

**WONG'S BAIT & TACKLE SHOP**  
EXPERT TACKLE REPAIRS  
PARTS - SALES & SERVICE  
WORK GUARANTEED

1588 Post ..... JO 7-9819

### Fishing Tackle—Retail

See also Sporting Goods-Dealers

A-1 Bait & Tackle Shop ..... JU niper 5-7322  
Bob's Liquor & Tackle Shop  
Open Sundays & holidays-Sunset Dist  
1934 Lawton ..... MOntrse 4-8049  
Danny's Bait & Tackle Shop  
Ft of Leavenworth ..... OR 3-5318

**ELLERY ARMS CO**  
Fishing Tackle Specialists  
260 Kearny ..... YU 2-7121  
Flying Goose Sporting Goods  
1404 Taraval ..... MO 1-1909

**Frederick's Bait & Tackle Shop**  
3324-26th ..... AT water 2-8093  
G & M Sales Co 1667 Market ..... UN 3-2855  
Golden Gate Bait & Tackle  
3177 Mission ..... MI 8-3135  
Lake Merced Boat House Harding Rd ..... LO 6-8442  
Land Bros Sporting Goods 725 Market ..... YU 6-5404

**MODERN BAIT & TACKLE SHOP**  
EVERYTHING FOR FISHING

Bet 25th & 26th Sts  
2975 Mission ..... VA 4-5450

**Municipal Bait & Sport Shop**  
3098 Polk ..... ORday 3-9815  
Or ..... PRpact 5-9901

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

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Let's go Fishing!

**SALMON BOATS**  
Bass and Deep-Sea  
Sport Fishing Trips  
Boats Leave Daily  
From Fisherman's Wharf  
Tackle Sales & Rentals  
Charters Daily

1675 O'FARRELL  
FI Ilmore 6-9822  
or  
FI Ilmore 6-9823  
or  
West 1-0785  
Night Phone  
SEabright 1-4072

**Jerry's**  
BASS BAIT & TACKLE SHOP

### Fishing Tackle—Retail—(Cont'd)

**OAR HOUSE THE-BAIT & TACKLE**  
3439 Taraval ..... SE 1-9722  
Park Presidio Sporting Goods ..... SK yline 2-0800  
152 Clement

**STAR SPORTING GOODS CO**  
83-3d ..... GA rnd 1-0447  
Sullivan's Sport & Bait Shop  
Rods & Reels Rented & Repaired  
5323 Geary Bl. .... SKyln 1-7070  
Sumi's Fishing Tackle 1724 1/2 Sutter ..... WE 1-0467

### T & S TACKLE REPAIR SHOP

Custom Rods a Specialty

**Large Paris Dept.**  
All Makes

Rods & Reels Repaired and Renewed

474 O'Farrell ..... OR 3-5777

### WINSTON R L ROD CO

We Stock the Best in Rods, Reels, Lines  
Files, Leaders, Waders, Etc.

**PARKING NO PROBLEM**

686 Harrison ..... SUTtr 1-3979

Wong's Bait & Tackle Shop 1588 Post ..... JO 7-9819

### Fishing Tackle—Whse & Mtrs

Amer Distributing Co  
154 Florentine Av. JUnipr 5-6154

Amer Import Co The 1167 Mission. HEmlok 1-9670

**ENGLISH BROS PATTERN WORKS**  
ENGBRO FISH ROD HOLDER  
Fixed or Portable  
Aluminum or Bronze

1023-41st Av Oakland ..... ANdovr 1-6347

**FISHEE TACKLE CO**  
2975 Mission ..... VA 4-5450  
Forrest C E Co 1746 Clement ..... SK yline 1-3622

**HARRIS & STROH**  
FISHING TACKLE  
SPORTING GOODS - GUNS - AMMO  
WHOLESALE TO DEALERS ONLY

231 Adrian Rd Milbra ..... OXfrd 7-5470

### Heddon's James Sons 731 Market

Jacobson J And Sons  
Mirs of Salmon & Bass Trolling Spoons  
Novato-Double Reflector-Bass-ooka  
1208 Channing Wy Brkly ..... THrswl 5-5561  
Kay Novelties 5435 Geary Bl ..... SK 1-7150  
Krona Ralph S 154 Florentine Av. .... JUnipr 5-6154  
Miller Mfg Co 1715 Yosemite Av. .... VAencia 4-4612  
**P G SALES & EXPORT INC** 153-2d. SUTtr 1-2349  
**STAN PHILLIPS & ASSOC**  
Mirs Rep of Fishing Tackle  
& Sporting Goods  
20 W 41st Av Sn Mto ..... FTrsed 1-2662

**STEPHENS MARINE INC**  
Fishing Tackle - Water Sports  
Sporting Goods - Boating Equip.  
Boats - Trailers  
Guns & Ammunition  
WHSE. TO DEALERS ONLY

237-1st ..... EX 2-1929

### TAKEUCHI BROTHERS

**QUALITY FISHING TACKLE**  
Wholesale - Dealers Only

543 Howard ..... SUTtr 1-1872

Takeuchi Brothers 543 Howard ..... SUTtr 1-1872

From telephones served by the following exchanges:  
East Bay  
(No Intercity Charge)  
Ask Operator for Enterprise 11133  
**WEEKS-HOWE-EMERSON CO**  
645 Howard. EXOrt 2-2681

Behind on orders? Let handy **YELLOW PAGES** introduce the suppliers you need. It's fast—convenient. Wise buyers say there's nothing like the **YELLOW PAGES** of your telephone book for getting in touch with almost everyone around who sells things, fixes things, does things. Try the **YELLOW PAGES** once . . . you'll use it often.

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."

### Fishing Trips

A Cruise With Lewis Family  
Fisherman's Wharf Pier 45 ..... PR 6-6540

**A-1 BAIT & TACKLE SHOP**  
LEONA KELLEY'S  
FISHING PARTIES  
ARRANGED

Bass - Salmon & Deep Sea Fishing Trips

Open Daily 5 A.M.  
Sat. - Sun. & Holidays 4:30 A.M.  
Closed Monday

**ALL KINDS OF FISHING BAIT**  
Full Line Fishing Equipment  
FOR RESERVATIONS

5252 Mission ..... JUnipr 5-7322

### ANDERSON LEE BAIT & TACKLE SHOP

DAILY SALMON CHARTER TRIPS  
OUTSIDE GOLDEN GATE

Parties Picked Up in San Francisco

6702 San Pablo Av Oakland-Olympic 4-9262

### CARUSO'S BAIT TACKLE & SUPPLIES

Gate 5 Sausalito. Edgwr 2-1015  
(Please See Advertisement This Page)

**DAVIES WM PARTY BOAT MY THREE**  
55 Ft Fully Equipped Modern Boat  
2131-44th Av. .... MOntrse 4-2874  
Gruzmacher Chris ..... MO 4-8904

**JERRY'S BASS BAIT & TACKLE SHOP**  
1675 O'Farrell ..... FI 6-9822  
Jerry's Bass Bait & Tackle Shop  
1675 O'Farrell ..... WEst 1-0785  
Moderns Bait & Tackle Shop  
2975 Mission ..... VA 4-5450  
(Please See Advertisement This Page)

**MOORE SID M**  
Sea Dog III  
1445 Illinois ..... VA 6-2047  
Morini & Bianchi 3098 Polk ..... ORday 3-9815

**MUNY BAIT & SPORT SHOP**  
Fishing Trips Daily  
TACKLE RENTED  
Leave from Fisherman's Wharf

3098 Polk ..... ORday 3-9815

Muny Bait & Sport Shop 3098 Polk. ORday 3-9815  
(Please See Advertisement This Page)

### PEDRO VALLEY TROUT FARM

Public Fishing Daily Except Monday  
April 1 Thru Nov 15  
Pacifica ..... Elmwd 9-0731

**SAUSALITO BOAT & TACKLE SHOP**  
SPORT FISHING TRIPS ARRANGED  
SALMON - BASS - ROCK COD  
BAIT - TACKLE - TACKLE REPAIRS  
Waldo Point Sausalito ..... Edgwr 2-2599

### TIDES WHARF

**ON BODEGA BAY**  
FISHING-CHARTERS-BAIT-TACKLE

Breakfast served from 5 a.m.

**MOTEL - DINNERS - COCKTAILS**

P.O. Box 186  
Bodega Bay ..... UPTon 5-3595

**TROUTMERE HATCHERY**  
Trout Fishing Daily Except Tues  
San Gregorio Rd La Honda ..... PIoner 7-0231

### Five Cents to One Dollar Stores

Bargain Center 2336 Mission ..... VA 6-6688  
Boe Om 5c to \$1.00 Stores  
Store No 1 600 Clement ..... BA yview 1-3118  
Store No 2 479 Castro ..... MArkt 1-7433  
Store No 3 General Office  
2010 Mission ..... MA 1-9923  
Harrison Stores Inc 2185 Fillmore. . . . FIImor 6-5555  
Newberry 5-10-25c Store  
2664 Mission ..... VA lencia 4-6324  
San Bruno 5-10-25c Store  
2480 Sn Bruno Av. DELaware 3-3513  
Vella 5-10-25c Store  
2556 San Bruno Av. JUnipr 4-5127

### Fix-It Service

Appliance Repairs 24-29th ..... VA 4-1148  
Avenue Home Repair Shop 4007 Balboa ..... BA 1-0716  
Bartz Sales & Service 1906 Polk ..... OR 3-1832  
Fillmore-Ellis Key Shop 1580 Ellis. . . . FIImor 6-3817

**GENERAL FIDELITY WORKS**  
WE FIX EVERYTHING  
G. F. WOO-BS. CE-MR. FIX-IT  
832 Hyde ..... PR 1-1028

Larkell-Fixit Shop 670 Larkin. . . . TUXedo 5-0166  
Lo Sue General Repairs 356 Buchanan. . . . MI 7-3921  
Low's Radio & Fixit Shop 940 Geary. . . . OR 3-8391  
Mesley Fix-It Shop 720A Baker. . . . JO 7-2611

### Fixtures

See Specific Kinds, I.e., Bank Fixtures; Bar  
Fixtures; Display Equipment & Materials;  
Lighting Fixtures Hdgs; Office Fixtures; Store  
Fixtures

**ANDERSON LEE BAIT & TACKLE SHOP**  
DAILY SALMON CHARTER TRIPS  
OUTSIDE GOLDEN GATE

Parties Picked Up in San Francisco

6702 San Pablo Av Oakland-Olympic 4-9262

### Flagpoles

**A A A Amer Flag & Banner Co**  
Wood-Aluminum-Steel Sales Service  
593 Market ..... YU 1-8005  
Acme Building Specialties Inc  
1624 Folsom ..... UN 8-2100

**BOLANDER L PH & SONS**  
1355 Evans Av. .... MIssn 8-5611  
Clark Co  
Repaired-Installed-Removed  
210 Post ..... DO 2-3680

**OUTDOOR PRODUCTS CO**  
1761 Smith Av Sn Jse. CYpres 2-3092

**PATENT SCAFFOLDING CO INC THE**  
"LINGO" Steel Flagpoles

1695 Mission ..... HEmlok 1-8440

**PHELAN J C CO**  
Paint and Repairs  
Call Anytime-Day or Night  
319. Eglise ..... MI 7-9302

### Flags & Banners

**A A A AMERICAN FLAG & BANNER CO**  
Bunting - Pennants - Mourning Drapes  
Decorations Rented and Installed  
Promptly Anywhere in Bay Area

593 Market ..... YU 1-8005

**AAA Emblem & Embroidery Co**  
3434 Mission. ATwtr 2-9843

**A B C EMBLEM & PENNANT CO**  
UNION MADE  
FLAGS & BANNERS  
MADE-TO-ORDER

Flags for All Occasions  
Lodges, Societies,  
Advertising Celebrations

151 Church ..... MArkt 1-2806

### ADMAR CO

Key Tags & D M V Legal Forms  
5510 College Av Oakland ..... OLYmpic 6-3525  
Amer Flag & Banner Co 593 Market. . . . YU 1-8005  
(Please See Advertisement This Page)

**Arponaut Flag Corp** 33 Fremont. . . . YUkon 2-9002

**BERGMAN BANNER CO**  
Advertising Displays  
BANNERS - FLAGS  
PENNANTS - DISPLAY  
SILK SCREENED & SEWED  
Manufactured Locally

1822 Steiner ..... JO 7-8772

Bower Co The 533 E 12th Oakland. . . . TEmplr 4-9291  
(Please See Advertisement This Page)

**CALIF COSTUME & FLAG DEC CO**  
1152 Valencia ATwtr 2-0446

When your telephone rings, it's thoughtful, courteous, and good business to answer it promptly.

### Flags & Banners—(Cont'd)

**DEL MAR FLAG & BANNER CO**  
FLAGS OF ALL NATIONS  
BANNERS  
PENNANTS  
STREET DECORATIONS  
FLAGS AND BANNERS OF EVERY TYPE  
MADE TO ORDER  
COMPLETE STOCK OF U.S. FLAGS

260 Kearny ..... GA 1-8781

Display Productions Inc. . . . MI 7-4440  
**DISPLAY PRODUCTIONS INC**  
Photographic Silk Screen Printers  
634 Polk ..... PR 6-5606

### BRIGHT MEALS FOR A SICK CHILD

Serve small portions in colorful  
paper muffin cups set inside muffin  
tins. Small glass fits in tin, too.



## FLAGS BANNERS

Manufacturers of ALL TYPES

BADGES - RIBBONS AND ACCESSORIES

ADVERTISING - CHURCH SCHOOL - FRATERNAL NATIONAL - STATE - FOREIGN

SEWED - EMBROIDERED - PRINTED

**YUkon 2-9002**

**PARAMOUNT FLAG CO.**  
33 FREMONT - SAN FRANCISCO

"The Largest Flag Makers in the West"

### THE BOWER CO.

SILK SCREENED & SEWED

WE SPECIALIZE IN DECORATING  
AUTOMOTIVE AND SERVICE  
STATION LOCATIONS  
U.S. FLAGS

**The BOWER Co.**  
533 EAST 12TH ST. OAKLAND  
Templebar 4-9291

### AMERICAN FLAG & BANNER CO.

Or Made to Order at Short Notice

**SALES & RENTALS**  
ALL NATIONS & STATES  
COMPLETE OUTFITS

Parade & Display Outfits  
Organization - Industry - Church  
School - Camp - Municipality  
Flags - Poles & Accessories  
Pennants - Mourning Drapes

Wholesale - Retail - Manufacturers

**YU 1-8005**  
593 Market San Francisco

### EMERSON FLAG MFG CO

21 Hawthorne ..... GA 1-8390  
(Please See Advertisement This Page)

**PARAMOUNT FLAG CO** 33 Fremont. YUkon 2-9002  
(Please See Advertisement This Page)

1017 California Dr Brngm. . . . DIImnd 3-3803

Tell your sales story in the **YELLOW PAGES**—they'll help you reach new prospects, promote new business, bring new profits.



## FLAGS & BANNERS

Manufactured On Our Premises

Every Conceivable Type of Flag

U.S. Flags & Outfits  
Nylon-Wool  
Rayon-Cotton  
Silk-Nylon-Taffeta

Church Flags & Outfits  
Poles & Accessories  
Ship & Yacht Flags  
Decorations  
Advertising Flags  
Foreign Nation Flags

Desk & Table Flag Sets  
Service & Fraternal  
Flags  
City & State Flags  
Post Flags for Veterans  
Org.  
School & Fraternal  
Flags

**GA 1-8390**

**EMERSON FLAG MFG. CO.**  
The oldest and largest flag factory  
on the Pacific Coast

**Hawthorne at Howard**  
21 HAWTHORNE

### AMERICAN FLAG & BANNER CO.

Or Made to Order at Short Notice

**SALES & RENTALS**  
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Pennants - Mourning Drapes

Wholesale - Retail - Manufacturers

**YU 1-8005**  
593 Market San Francisco

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### PASQUALE BROS

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

**PIONEER FLAG & DECORATING CO**  
OFFICIAL DECORATORS  
American Legion Conventions  
United Nations Conference  
Shrine Victory Convention  
Lions International Convention  
Portola Festival & Pageant  
California Centennials  
S. F. Festival of Progress  
Xmas Decorations and Lighting

1671 Market ..... KLondis 2-2277

### STUART SAUTER CO

100 Utah Av SFF ..... PL 6-3300  
Sullivan Co  
Flags-Banners-Canvas Signs & Bunting  
245 S Van Ness Av. . . . UN 1-4572  
Weeks-Howe-Emerson Co  
645 Howard. EXOrt 2-2681

### ACE DYE WORKS

FLAME RETARDING  
All Types of Yencage - Mill Finished  
State Approved

2085 Bryant ..... ATwtr 2-7736

**ALBI FIRE RETARDANT PAINTS**  
ALBI MFG CO INC 2530-18th. . . . UN 1-4442

**BAXTER J H & CO**  
120 Montgo ..... YU 2-0200

### BLenio FLAME PROOFING CO

Established 1890  
**FLAMEPROOFERS**  
TEXTILES

Scenery and Exhibitions - Muslin - Duck  
Linen - Bunting - Burlap - Sateens  
Suits - Checkcloths  
Estimates for Spraying Furnished  
NATIONAL & STATE APPROVED

729 Minna ..... UNdrl 1-2218

### FLAMORT CHEMICAL CO

Mfrs of Colorless Fire Retardants  
For Wood-Wood Prods-Textiles  
Fire Retard Paints U L Ltd  
State Approved  
746 Natoms. . . . MA 1-7825

**GLIDDEN CO THE**  
DUO-TEX  
FIRE RETARDANT PAINT  
STATE FIRE MARSHALL APPROVED

1000-16th ..... MArkt 1-0200

**MODERNE CURTAIN & DRAPERY CLEANERS**  
FLAMEPROOFING  
STATE APPROVED  
ESTIMATES GIVEN FOR SPRAYING

3338-17th ..... HEmlok 1-4047

### SULLIVAN CO

ALL FABRICS FLAMEPROOFED &  
WATERPROOFED FOR INDOOR OR  
OUTDOOR USE

2 Plants To Serve You  
CALIF. STATE FIRE MARSHALL APPROVED  
Chemicals Furnished or Applied  
Material Supplied or Fabricated

245 S Van Ness Av. . . . UN 1-4572

Talcott C Co  
1620 Doolittle Dr Sn Leandro. NEptn 8-8484

### Flashers-Electric

**A A A Amer Flag & Banner Co**  
Weatherproof Multicolor Rotating Lights  
593 Market ..... YU 1-8005

**KAY-LAB FLASHERS**  
MACCHI & CO  
Heavy Duty Warning & Directional  
Flashers For Truck Fleets  
Emergency Vehicles-School Buses  
819 Valencia ..... VA 6-0175

Macchi & Co 819 Valencia. . . . VAencia 6-0175

Please dial carefully . . . keep watching the dial.