

MARINA SEA & SKI
 COMPLETE NEW RENTAL EQUIPMENT
 FREE ACCIDENT INSURANCE
 INCLUDED WITH RENTAL PACKAGE
 FINEST SKI EQUIPMENT & CLOTHING AVAILABLE
 WATER SPORTS CLOTHING & EQUIP.
 OPEN EVES. DURING SKI SEASON
 DON CAPPA—Mgr.
JO 7-0838
 1909 UNION ST.—AMPLE PARKING

SKI TOURS
 Service & Reservations

- SQUAW VALLEY
- HEAVENLY VALLEY
- RENO

GROUP OR INDIVIDUAL

SKI SPECIALISTS
 Widest Selection of Ski Equipment & Clothing
 The Most Complete Ski Rentals in the Bay Area
 Ski Instructors on Hand To Help and Advise You
 Ask About Our Clubs, Groups and Individual Ski Tours
GEO. B. GERAMONI
SKIHAUS
 131 Market St.
YU 2-5827
 HOURS 10:30 TO 8—Fridays 'Til 6
 SATURDAYS 9:30 TO 5:30—Thru Jan. 1st

KENNEALLY'S SKI SHOP

RENTALS
 Skis—Boots
 Clothing—Chairs

SALES
 IMPORTED BOOTS—SKIS—POLES
 CLOTHING & ACCESSORIES
 During Ski Season
 Mon. & Thurs. 9 P.M. **DO 2-3676**
 Tues.—Wed.—Fri. 7:30 P.M. **67-2d Street**
 Half Blk. Off Market

SKI SPECIALISTS

SALES • REPAIRS • RENTALS
 • TOURS • RESERVATIONS

DAWSON'S
 SQUAW VALLEY—SAN RAFAEL
 SAN FRANCISCO
 535 Mason St. Bet. Sutter & Post
TU 5-0830
 OPEN EVES.

SKI SPECIALISTS

If It's For **SKIING** Try **VIKING**
 "Where Experts Serve You"

TOPS FOR QUALITY—SELECTION—SERVICE
 RENTAL SKI EQUIPMENT
 Complete Outfits For The Entire Family

HE 1-8317 **YU 6-2498**
 1874 MARKET Fri. 'Til 9 P.M. 173 MAIDEN LANE

CONVENIENT CREDIT PLAN

Babarian Ski Shop
YU 6-0265
 ROGG-BOOTS
 HEAD • BOGNER • ZEILER
 CREDIT TERMS
 FREE SKI MOVIES
 Ey. Wed. 8 pm Oct.-Dec.
 58-3rd St. Off Market
 OPEN EVENINGS

WORLD FAMOUS NAMES IN SKI CLOTHING & EQUIPMENT

EXPERT REPAIR
 Open September Thru March
 Nights Monday - Thursday
 & Friday 'Til 9 P.M.
 Serving the Greater Bay Area
 AMPLE FREE PARKING

SKI SPECIALISTS
 ALSO IN SACRAMENTO
 CALL **Fireside 5-7072**
 39 WEST 43rd AVE.
 AT EL CAMINO BL., SAN MATEO

Skating Rinks—(Cont'd)

SAN FRANCISCO ICE ARENA
 OPEN DAILY
 FOR PUBLIC SKATING
 EXCEPT MONDAY
 SPECIAL GROUP RATES
 Complete Sales & Rentals
 FIGURE SKATING SCHOOL
 GROUP AND PRIVATE LESSONS
 ALL AGES
 ICE HOCKEY SCHOOL FOR BOYS
 3 Blocks From Lincoln Wy Bet. Lawton & Kirkham Sts.
 1557-48th Av. SE 1-9711
 Or SE 1-6410

SKATELAND AT THE BEACH ROLLER RINK
MATINEE'S
 2 PM to 5 PM Daily
 Evenings 7:30 PM to 10:30 PM
 LATE SESSIONS
 Every Sat Night 11 PM to 1 AM
 SPECIAL GROUP RATES
 Balboa & Great Hwy. SKYin 1-4717

SUTROS-WHITEAYS AT SEAL ROCKS
 1000 Pt Lobos Av. BAywn 1-7711

WHITNEYS-SUTROS AT SEAL ROCKS
ICE SKATING RINK
 SESSIONS DAILY: PUBLIC
 Junior - Dance - Children
 Speed - Private - Patch
 Week Days 3 to 5:30 PM
 Sat. & Sun. 2:30 to 5 PM
 Eves 8 to 10:30 PM
 SPECIAL GROUP RATES AVAILABLE
 For Information Call
 1000 Pt Lobos Av. BAywn 1-7711

Ski Resorts

Alpine Meadows of Tahoe Inc.
 420 Market. YU 1-0575

HALL WILSON & ASSOCIATES
 350 Post. GA 1-0493

Mt Rose Ski Bowl-Ski Tavern
 570 Market. YU 1-1425

Olympic Village of Squaw Valley S F Office
 Russ Bldg. YU 2-6905

Squaw Valley Lodge of Tahoe City S F Office
 Russ Bldg. YU 2-6905

Timberline Lodge of Mt Hood Oregon S F Office
 Russ Bldg. YU 2-6905

Skating Equipment—Retail

See Also Sporting Goods Headings

BATTENS & BOARDS
 Bridgeway & Pine Sausito. Edwtr 2-0212
 Bavarian Ski Shop 58-3d. YUson 6-0265
 (Please See Advertisement This Page)

DAVE SULLIVAN SPORT SHOP
 Skis-Ski Clothing-Rental-Sale-Repair
 5323 Geary Bl. SKYin 1-7070

DAWSON'S
 535 Mason. TU 5-0830
 (Please See Advertisement This Page)

FLYING GOOSE SPORTING GOODS
 Ski Equipment Sales & Rentals
 1404 Taraval. MO 1-1909

G & M SALES CO
 Rentals-Skis-Poles-Boots-Clothing
 1667 Market. UNdrl 3-2855

Geramoni Geo B-Skihaus 131 Market. YU 2-5827

HELM OF SUN VALLEY
 39 West 43d Av Sn Mto. FResd 5-7072
 (Please See Advertisement This Page)

Kenneally's Sport Shop 67-2d. DOuglas 2-3676
 (Please See Advertisement This Page)

LAND BROS SPORTING GOODS
 Rentals on Skis-Poles-Boots-Clothing
 725 Market. YU 6-5404
 Marina Sea & Ski 1909 Union. JO 7-0838
 (Please See Advertisement This Page)

PARK PRESIDIO SPORTING GOODS
COMPLETE RENTAL SERVICE
 SKIS—BOOTS—CLOTHING
 CHAINS—SKI RACKS
 152 Clement. SK 2-0800

Advertise here—it pays.

Skating Equipment—Retail—(Cont'd)

SIERRA SKI SHOP
 2123 Junipero Sierra Bl Daly City. PL 6-8511
 Skihaus 131 Market. YU 2-5827
 (Please See Advertisement This Page)

TEXDAHL & JOHNSON
 Ski Equip-Sales & Rentals
 571 Mission. GArd 1-6557

VIKING SPORTING GOODS
 1874 Market. HEmlot 1-8317
 (Please See Advertisement This Page)

WEST PORTAL SPORT SHOP
 COMPLETE SALES & RENTAL
 SKIS—CLOTHES—BOOTS
 CAR RACKS—TIRE CHAINS
 301 W Portal Av. MUntrse 4-7879

Skating Equipment—Wholesale & Mfrs

Alpine Crafts Co
 Wholesale to Dealers Only
 212 Mission. SU 1-3306

ANGLO-SCANDINAVIAN CO
 Koflach Ski Boots-Tyrolia Bindings
 121-2d. EXbrk 2-8651
 B A C O Skilifts & Cable Cranes
 607 Market. EX 7-3038

CREST GLIDER WATER SKIS—
 MAJOR WOOD PRODUCTS
 Slalom & Jumping Made to Order
 4630 Clement Oakland. KElog 6-4174

Curley-Bates Co 575 Mission. DOuglas 2-8677
 Gorrin Brothers Inc 55-1st. GArd 1-6355

LIBOR OF SWEDEN—
 ISELIN IMPORTS DIV OF PARROTT & CO
 231 Sansome. DOuglas 2-2400

Lipschultz Irving
 Apparel Only—No Retail Sales
 719 Mission. GA 1-7681

Ski Safe Co 884 Newman Dr SFF. PL 6-2696
 Specialty Importers Inc 4052 Balboa. SKYin 2-8200
 Wasserman & Associates
 2047 Ashby Av Brkly. THrml 3-7765

Skin Diving Equipment

G & M Sales Co 1667 Market. UNdrl 3-2855

MARTIN SUPPLY CO
 SKIN & LUNG DIVING EQUIPMENT
 SPECIALIZING IN UNDERWATER
 GOLD MINING EQUIPMENT
 3700 E 12th Oakland. KElog 3-5266

Pac Outdoor Sales Co Inc 743 Mission. GA 1-1846

PHANTOM PRODUCTIONS
 One of the Largest Skin Diving
 Shops North of Los Angeles
 1441 E Bayshore Rd
 E Palo Alto. DAMpr 6-4884

Seamless Rubber Co The 383 Brannan. EX 2-1493
 (Continued Next Page)

Please distinguish between the letter "O" and the numeral "0" when dialing. Be sure to bring your finger all the way around to the finger stop for each letter or digit and then release the dial without forcing or retarding its return.

DIVING & SURFING EQUIPMENT

Manufacturers of **TAILORED WET SUITS**
CUSTOM SURF BOARDS

Water Pumped Air
 Gold Diving
 Equipment

Terms—Rentals
 INSTRUCTIONS

Open
 Mon.—Wed. 10 A.M. to 8 P.M.
 Tues.—Thurs. 10 A.M. to 5:30 P.M.
 Sat. 9:30 A.M. to 5:30 P.M.

SURF SHOP
LO 4-4077
 2646 Great Hwy. Near Sloat Blvd.

Skin Diving Equipment—(Cont'd)

SEVEN SEAS WET SUITS
 CUSTOM MADE
SKIN DIVING SUITS
 LESSONS—RENTALS
 AIR & EQUIPMENT
 Open 9 to 9 Daily—Sunday 9 to 12 Noon
 Monterey Branch—623 Lighthouse Av
 514 S Bayshore Bl Sn Mto. DImnd 4-1400

Surf Shop 2686 Great Hwy. LO 4-4077
 (Please See Advertisement Page 928)

Viking Sporting Goods 1874 Market. HE 1-8317

Skin Treatments

BLUMENTHAL ELIZABETH
 Corrective Skin & Muscle Treatment
 Restoration of Face & Neck
ACNE—BLACKHEADS
PORE TREATMENTS
 Guaranteed Improvement
OSCIL—PULSATING VACUUM THERAPY
 Scientific Non-Surgic Contour Lift
KINESINO & OXYGENO THERAPY
 ATOM-CARBONISATION
 Individual Attention by European
 Experts Licensed by State Med. Bd.
 Call Elysee Scientific Skin Studio
 Suite 709-711
 133 Geary. GA 1-0096

ELYSEE LIFETIME TRANSFORMATION AND REHABILITATION SERVICE

LICENSED BY
 STATE MEDICAL BOARD

"CALL FOR APPOINTMENT"

ELYSEE SCIENTIFIC SKIN STUDIO
 133 Geary. GA 1-0096

MOST M LUCILLE
 Regain Your Youthful Appearance
FACE LIFTING—ACNE
 Eve's By Appointment
 463 Geary. TU 5-4590

Sai-Di-Gor Skin Medication
 551 Kearny. EX 7-4689

Skip Tracing
 Modern Adjustment Bureau of Northern Calif
 1141 Market. MA 1-6550

Skylights
ACME SHEET METAL & FURNACE WORKS
 SKYLIGHTS
 HOMES—INDUSTRIAL
 All Types & All Sizes
 228 Duncan. ATwtr 2-2506

Aluminox Incorporated 371-4th. SUttr 1-1100

APEX SHEET METAL WORKS
 1435 San Bruno Av. MI 8-8280
 1226-9th Av. LO 6-2048

BORDIN JAMES J DO
 1333 Noriega Lombro 6-3222
 GOSS WM P SHEET METAL WORKS INC
 3944 Geary Bl. SKYin 1-0393

HARMAC CO
 250 Bay Shore Bl. MI 7-2060

JEDCO SUPPLY PLASTIC DOMES
 PLEXIGLAS DOME SKYLITES
 NATURALITE, INC.
 Stock Stages from Mfrs S.F. Warehouse
 877 Cowan Rd Brngin. OXFr 7-7100

Lilly A E Co 285 So Van Ness Av. UN 3-4303

LILLY SKYLIGHTS
 PLASTIC SKYDOMES
 PLASTIC SANDWICH PANELS
 TRANSLUCENT PANELS
 CORRUGATED OR FLAT
 IMMEDIATE DELIVERY

"WHERE TO CALL"
 DISTRIBUTORS
LILLY A E CO
 285 So Van Ness Av. UN 3-4303

Skylights—(Cont'd)

McKUNE METAL PRODUCTS CO
 ALUMINUM
 PUTTYLESS SKYLIGHTS
 PLASTIC SKYLIGHTS—LOUVERS
 570 Bryant. EX 2-1185

O'KEEFE'S INC
 ALUMINUM PUTTYLESS
 SKYLIGHTS
 75 Williams Av. VAencia 6-5666

PACIFIC FAN & BLOWER CO
 ALUMINUM PUTTYLESS SKYLIGHTS
 QUICKLY INSTALLED
 Free Estimates
 1866 Folsom. UN 1-9663

PAM PLASTIC DOMES—
 WESTERN ASBESTOS CO
 Distributor-Local Stock
 240 Valley Dr Brisbn. DE 4-3100

Phoenix-Slimpton Co 920-6th. UNdrl 1-5606
 Schultz-Dewey And Co
 321 E 12th Oakland. HGate 4-2333
 Stalling Sheet Metal 2814-25th. ATwtr 2-0777

STRUCTOGLAS REINFORCED PLASTIC PANELS AND PANES—
SALES REPRESENTATIVES
 LILLY A E CO 285 So Van Ness Av. UN 3-4303

WASCO SKYDOMES-VENTDOMES—
 C & B SUPPLY CO 1671 Jerrild Av. MI 7-2462

Slate
ANDERSON ROOFING CO INC
 Slate Applied & Repaired
 2940 San Jose Av. JUNipr 4-9575
 Ralph-Mills & Co 371-4th. SUttr 1-1100
 Western States Stone Co
 10 Alice Oakland. TEmplr 4-4481

Sleep Teaching
 Sleep Learning Center 1382 Sutter. OR 3-2493
 (Please See Advertisement This Page)

Sleeping Bags
 Sullivan Awning Co 245 S Van Ness Av. UN 1-4572

Slicing Machines
 Amer Slicing Machine Agey
 Slicers-Choppers-Easyfed Saws
 1171 Folsom. MARkt 1-5110
 Doring K Co 4416-18th. UN 1-6694

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."

SLEEP LEARNING CENTER

DEN SWEETLAND
 World famous author,
 lecturer and noted psychologist
 Has developed a self improvement course that
 defies failure. Through repetition and auto sug-
 gestion, positive habit patterns of thinking are
 established in the subconscious. You develop
 more confidence, self mastery, harmony and a
 creative mind, etc. Wonderful results with both
 children and adults. Languages and special
 records—Free Brochure
 1382 Sutter St. OR 3-2493
 Wm C Steed, Director

Slicing Machines—(Cont'd)

GLOBE SLICING MACHINE AGCY
SLICING MACHINES
MEAT GRINDERS—SCALES
& SAWS
SALES & SERVICE
 All Makes Serviced & Repaired
 Bought—Sold—Exchanged
 D. A. MASON, Authorized Distributor
 993 Mission. EX 2-2125

HOBART MFG CO
 470 Bayshore Bl. MI 8-8900
 Howell Jas P 420 Market. EXbrk 7-1653
MASON BROS See Also Globe Slicing Machine
 1254 Mission. UNdrl 1-2757

U S-BERKEL SLICERS—
U S SLICING MACHINE CO INC
 Counter And Heavy Duty
 989 Howard. GArd 1-8429

U S Slicing Machine Co Inc
 989 Howard. GArd 1-8429

Slides & Filmstrips
ALLEN'S PHOTO SUPPLY CO
 Quick Service Slides & Dupes
 238 Market. EX 2-2871
 George Doug & Associates
 250 Golden Gate Av. ORdwy 3-0750

IMAGINATION INC
 Photo Photography
 See Our Ad Under Photographers Comm'l
 617 Howard. SU 1-3697
 Motion Picture Service Co 125 Hyde. OR 3-9162

STUDIO SIXTEEN
COMPLETE FACILITIES
FOR THE
PRODUCTION OF
COLOR FILM STRIPS & SLIDES
 INCLUDING SOUND
 ON TAPES OR DISCS
 ASK FOR FILM STRIP DEPT.
 2135 Powell. YU 2-2097

WILDING-BUTLER DIVISION OF WILDING INC
 109 Stevenson. DO 2-7789

Slings
COOK BELTING CO
 401 Howard. DO 2-3943

NORTHWEST WIRE ROPE CO
 966-77th Av Oakland. LOckhn 2-2953

Pacific Wire Rope Co
 607 Addison Brkly. THrml 5-6572

TUFFY SLINGS—
MARINE & SHIP SUPPLY INC
 390 Jefferson. OR 3-2709

UNION WIRE ROPES—
MARINE & SHIP SUPPLY INC
 390 Jefferson. OR 3-2709

WEST COAST WIRE ROPE & RIGGING INC
 See Our Ad for Wire Rope
 351 Embarcadero Oakland. HGate 4-6244

Slip Covers
 Aames Interiors 93 Stonestown. OV 1-3277
 C & H Upholstery 2064 1/2 Sutter. WA 1-5707
 1358-9th Av
 Dispawall R Slipcovers 1328 Irving. LO 4-4035
 Finlay's Inc Grace Finlay 915 Irving. MO 4-7636
 1999-3d
OCEAN SHORE IRON WORKS
 Custom Draperies & Fabric Available
 2417 California. FIlmor 6-3144
NEWMAN MAX 1619 Ocean Av. JUNipr 4-3510
 Sutherland Loom G 1644 Taylor. OR 3-0563

SUNSET UPHOLSTERING
SLIP COVERS
CUSTOM MADE TO FIT
 Dependable Service
 CUT & FITTED IN YOUR HOME
 SPECIAL RATES FOR WHOLESALE
 Reupholstering at Reasonable Rates
 2245 Judah. LO 4-9912

Sure-Fit Products Co 260 Kearny. GA 1-6880

Smelters

Amer Smelting & Refining Co
 405 Montgomery. DO upras 2-2145
 Amer Smelting & Refining Co Selby. CRckct 923
 Electric Smelting Co 1275 Indiana. ATwtr 2-2643
 Federated Metals Division Amer Smelting &
 Refining Co 1901 Army. ATwtr 2-3340
 From telephones served by the
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 San Jose (No Intercity Charge)
 Ask Operator for Entprise 10426

Globe Metals Co
 Aluminum Ingots
 Babbitts-Solders-Typemetal. HGate 4-7249
 Southern Peru Copper Corp
 405 Montgomery. DOuglas 2-2145
 Wildberg Bros Smelting & Refining Co
 Sales & Refining-Precious Metals
 349 Butler Av SFF. PO 1-1770

Smocks—Mirs

Calif Industrial Garment Co
 1254 Mission. UNdrl 1-2757

Hyman Edw Co 655 S Van Ness Av. MA 1-1556

Stevens Coveralls
 Smocks-Shop Coats-Shirts-Lettering
 3010 Clement. SKYin 1-1455

Smocks—Wholesale

Calif Industrial Garment Co
 1254 Mission. UNdrl 1-2757

Hyman Edw Co 655 S Van Ness Av. MA 1-1556

Smog Abatement Consultants

AMER STEEL FABRICATORS & ERECTORS
 444 Grove. MA 1-3480

ENGINEERS ASSOCIATED INC
 Reg Engrs-Lic Contrs-BAAPCD Specs
 1401 East Shore Hwy Brkly. LANSce 6-7027

HALES TESTING LABORATORIES
 Air Pollution Sampling Analysis
 646 Hegenberger Rd Oakland. LOckhn 2-2773

TRUESDAIL LABORATORIES INC
 Air Pollution Sampling & Analysis
 1300 Sansome. GArd 1-1771

Smog Abatement Equipment

ALADDIN HEATING CORP
 SMOG CONTROL &
 FILTERING EQUIPMENT
 ENGINEERED AND INSTALLED
 937 Harrison. DO 2-2526

AMER STEEL FABRICATORS & ERECTORS
 444 Grove. MA 1-3480

CATALYTIC COMBUSTION CORP
 1615 Cortland Av. VA 6-5541

De-More Products Corp
 583-16th Oakland. GLncrt 2-1691

HEAT & CONTROL INC
 Industrial Process Heating Engineers
GAS—ELECTRIC—OIL
 Sales—Service—Fabricating Facilities
 1615 Cortland Av. VA 6-5541

Pilbrico Sales & Service Co
 11836 San Pablo Av El Crtro. LANSce 5-6455

Rees Blow Pipe Mfg Co
 2929-5th Brkly. THrml 5-2345

Smoke Stacks

Clark Co
 Inspected-Cleaned-Painted-Repaired
 210 Post. DO 2-3680

COLE ENGINEERING INC
 24747 Clawliver Rd Hayward. JEFrsn 8-7100

CONSOLIDATED WESTERN STEEL DIVISION—
U S STEEL CORP 120 Montey
 SUttr 1-2500

McDONOUGH STEEL CO
 800-75th Av Oakland. NEptn 2-3300

MONTAGUE PIPE & STEEL CO
 1999-3d. HEmio 1-6910

OCEAN SHORE IRON WORKS
 1640 Jerrild Av. MIsn 7-5737

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

Soap Dispensers

BECK LEON CO
 Moore Bros Co Soap Dispensers
 1070 Folsom. UNdrl 1-2858

BORAXO-LURON HAND SOAPS & DISPENSERS—
 U S BORAX & CHEMICAL CORP-TWENTY
 MILE TEAM PRODUCTS DEPT
 260 Calif. YU 6-6077