

• LUXURY TIRES
• 100 LEVEL TIRES
• ECONOMY TIRES



TIRES

NEW TIRES

- AUTO
- TRUCK
- FARM
- FOREIGN
- INDUSTRIAL
- SPORT CAR

RECAPING

- PREMIUM
- 100 LEVEL
- ECONOMY

USED TIRES

- THOUSANDS

THE TRED-MILL TIRE & RUBBER CO.
8354 FOLSOM BLVD.
GL 7-6556
OPEN TILL 7 P.M.

Tire Dealers & Distributors (Cont'd)

GOODRICH B F TIRES

LOOK FOR THE SIGN OF THE SMILING TIRE

SMILING TIRE SMILEAGE

New and Used Tires. Retreading. Tire Service

"WHERE TO BUY THEM"

DEALERS

ARCH'S TIRE SERVICE
100 N 16th GI 3-3583

Baldwin's Texaco Service
3449 El Camino Av-IV 9-9065

GOODRICH B F TIRE CO
1200 J GI 2-3811

KELLY DAVIS TIRE CO
2230-16th GI 3-5831

KEN'S TEXACO SERVICE
5890 Stockton Bl- GA 8-7601

MICHAEL'S TEXACO SERVICE
6300 Power Inn Rd- GA 8-1436

NIELSEN AL CO
2341 Fulton Av IV 3-0471

O K TIRE STORES
2414 Del Paso Bl(NS)-WA 5-5545

OK TIRE STORES OF SACRAMENTO
5201 Franklin Bl- GL 5-5136

Roy's Texaco Service
2601 Fair Oaks Bl- IV 9-9603

SACRAMENTO TIRES BATTERIES & ACCESSORIES
2534 Del Paso Bl(NS)-WA 7-0563

Ted's Texaco Service
2593 Rio Linda Bl(NS)-WA 2-2430

Goodyear Tire & Rubber Co The
1724-10th GI 3-1736

Would other members of your family appreciate a separate listing in the telephone directory under their own names? The cost is small, the convenience great.

GOODYEAR TIRES

More people ride on Goodyear Tires than on any other kind.

Let the Goodyear dealer be your Tire Service Headquarters.

"WHERE TO BUY"

BERT McDOWELL CO
3301 Fruitridge GL 2-5281

BOB'S SHELL SERVICE
1731 Del Paso Bl(NS)-WA 2-3780

COOK BOSCOE D INC
Easy Budget Terms Wholesale & Retail

GOODYEAR SERVICE STORES
2125 Del Paso Bl(NS)-WA 2-5681

1630 J GI 8-9166

Town & Country Store
2621 El Camino Av-IV 3-4313

HAWINGTON'S SHELL SERVICE
3501 El Camino Av-IV 9-7961

HATLEY & MORRILL TIRE CO
16th & R GI 8-8289

HOPKINS TIRE CO
8631 Folsom Bl EM 3-0241

HORTON'S SHELL SERVICE
Stockton Bl & T GL 2-9478

MAC'S AUTO SERVICE
5701 Watt Av(NH)-ED 2-2615

Parker Wayne Shell Service
5021 Fair Oaks Bl(C) IV 7-3162

RANCHO CORDOVA SHELL SERVICE
10699 Folsom Bl EM 3-3016

Ranchito Cordova
2621 El Camino Av-IV 3-4313

VESSLES SHELL SERVICE
Park Bl & Jefferson Bl(WS)-FR 1-4859

Walt's Richfield Service
725-30th HI 7-5246

WILKINSON RECAPPING & TIRE SERVICE
3720 Stockton Bl GL 6-2693

Haginwood Union Oil Service
3231 Marysville Rd(NS)-WA 2-4077

HANNOHD TIRE SERVICE
2241 Fulton Av-IV 3-0471

HATLEY & MORRILL TIRE CO
COMPLETE TIRE SERVICE
RECAPING & REPAIRING NEW & USED TIRES For Truck & Passenger Cars GOODYEAR TIRES
16th & R GI 8-8289

Jerry's Hancock Service Stn
Grand Av & Marysville Rd- WA 5-9894

Karl's Flying A Service
4201 H- GL 5-1355

Kelly Davis Tire Co
2230-16th GI 3-5831

KELLY-SPRINGFIELD TIRES

DRIVE WORRY-FREE ON DEPENDABLE KELLY TIRES Famous For Quality Since 1894

"WHERE TO BUY THEM"

DEALERS

BERT McDOWELL CO
8301 Fruitridge Rd- GL 2-5281

Kelly Davis Tire Co
2230-16th GI 3-5831

SAVING CENTER AUTO SUPPLY
1647 Howe Av WA 2-5815

SUPERIOR TIRE CO
Rice Mill Rd(WS)-FR 1-5066

LEE OF CONSHOHOCKEN TIRES

QUALITY TIRES FOR EVERY TRANSPORTATION NEED

LEE TIRES

"WHERE TO BUY THEM"

DISTRIBUTORS

SIGNAL OIL CO
1506 Sproute Av GI 2-9011

LEE OF CONSHOHOCKEN TIRES

QUALITY TIRES FOR EVERY TRANSPORTATION NEED

LEE TIRES

"WHERE TO BUY THEM"

DISTRIBUTORS

SIGNAL OIL CO
1506 Sproute Av GI 2-9011

INDEX TO CLASSIFIED HEADINGS—SEE GREEN PAGES

Tire Dealers & Distributors (Cont'd)

N D Super Serv
2000-16th GI 2-1041

M & M TIRE SALES
2000-16th HI 7-9108

MAHER JOE TIRE STORES

Independent Franchise Dealer
Farm - Truck - Industrial - Passenger Tires
Batteries & Auto Accessories
Wholesale & Retail
Recapping & Repairing
Complete Tire Service
Auto - Trucks - Tractors
Alhambra & L Sts
1201 Alhambra Bl- GL 7-5013

MAHER JOE TIRE STORES

Downtown 911-16th GI 2-3826

Town & Country 1880 Fulton Av-IV 3-2403

MANFIELD TIRES

BERT McDOWELL CO
8301 Fruitridge Rd GL 2-5281

Marcelo Center Service Stn
1900 Auburn Bl(NS)-WA 5-6445

MARCUS AUTO SUPPLY CO
Never Undersold
NEW TIRES & RECAPS
BUDGET TERMS
First Quality At Low, Low Prices
Our 3 Locations To Serve You
12th & J GI 3-7421

MICHELIN X STEEL CORD TIRES

SUPERIOR TIRE CO
Rice Mill Rd(WS)-FR 1-5066

MONTGOMERY WARD & CO
824 L-HI 6-7923
(Please See Advertisement Page 628)

MUSTANG TIRES

LAHER SPRING & TIRE SERVICE
1616 L HI 6-0111

NIELSEN AL CO
1615 L GI 2-7689

OK TIRE STORES OF SACRAMENTO
5201 Franklin Bl- GL 5-5136

O'Neil Bros
1311 L GI 8-9131

PACIFIC TIRES

DISTRIBUTOR
SCHAAP-BRENNER TIRE CO
1617 J- GI 2-1811

PARSHALL GENERAL TIRES INC
Downtown Store 1815 J GI 2-0466

Aerofet Branch
2720 Citrus Rd-EM 3-9464

Southgate Branch
6530 Franklin Bl- GA 1-4700

Town & Country Branch
2835 Watt Av-IV 3-3439

Penn-Line Tire Stores
800 Alhambra Bl- GI 3-4803

PIRELLI TIRES

DISTRIBUTORS

VON HOUSES IMPORTED AUTO PARTS
1729 Fulton Ave-IV 3-4389

DEALERS

TRED-MILL TIRE & RUBBER CO THE
8354 Folsom Bl- GL 7-6555

Ray's Tire Exchange
4820-17th Av-GL 2-0350

Russell's Flying A Service
2450 Fulton Av-IV 7-7010

SCHAAP-BRENNER TIRE CO
1617 J- GI 2-1811

Schaap & Brenner Tire Co
2638 Marconi Av-IV 7-9328

Scheney's Auto Supply
2230-19th- GI 2-0488

Who handles that brand? Most widely advertised products are listed in the YELLOW PAGES.

Tire Dealers & Distributors (Cont'd)

SEIBERLING TIRES

RETAIL

CBS Automotive Department
3200 Arden Wy-IV 3-2701

Silva Shell Service
2755 W Capital Av(WS)-FR 1-8667

Star's Service Station
2334 Del Paso Bl(NS)-WA 5-9989

STICE CLIFF TIRE SUPPLY

NEW - USED - RECAPS
TRAILERS - TRACTOR & HOAT - MIDGOT
Aircraft, Wheels & Axles Complete
534 Broadway- GI 3-6072

SUPERIOR TIRE CO

AUTO & TRUCK RECAPPING
Kally Springfield- Complete Line
MICHELIN "X" STEEL CORD TIRES
For Truck & Auto
Heavy Equipment
Used Large Truck & Grades Tires
Complete Wheel Balancing Service
Rice Mill Rd(WS)-FR 1-5066

Tire Mart A C A Tred-Mill Tire & Rubber Co
The 8354 Folsom Bl- GL 7-6555

TRED-MILL TIRE & RUBBER CO THE

NEW TIRES - Auto - Truck - Farm
FOREIGN - RACING - INDUSTRIAL
Finest Luxury Tires
Low Cost 100 Level Tires
Lowest Cost Economy Tires
RECAPING - 3 Grades - All Guaranteed
USED TIRES - Thousands
OPEN TILL 7 PM
8354 Folsom Bl- GL 7-6555

The oldest of all the telephone industry's traditions is Service.

TIRE SPECIALISTS & RECAPING

ARCH'S TIRE SERVICE
Some Location Since 1938
CALL
GI 3-3583

100 N. 16th St. - 1 Block North of Underpass on Left

TIRELLI

five fine tires roll in from Milan . . .

Roller for imports, and U.S. compacts and non-compacts. Cinturato: unique cornering ability makes it the favorite of expert drivers. Stalvaco: distinctive tread pattern assures long life, high safety. Inverness: Winter safety, tested and developed on icy Alpine passes. Supersport: unchallenged choice of European racing drivers.

the right size of tire is not enough; make sure you get the right type.

IV 3-4389

Von Houses Imported Auto Parts
1729 FULTON AVE. NEAR ARDEN

Tire Dealers-Used & Retail

ARCH'S TIRE SERVICE
100 N 16th GI 3-3583

HATLEY & MORRILL TIRE CO
16th & R GI 8-8289

Parshall General Tires Inc
1815 I- GI 2-0466

Richerson's Tire Serv
4201 Stockton Bl- GL 5-6208

Roberts Tire Service
5101 Franklin Bl- GL 7-5407

STICE CLIFF TIRE SUPPLY
NEW - SURPLUS - USED & RECAPS
Farm - Tractor - Trailer - Airplane
Tires - Wheels & Axles Complete
534 Broadway GI 3-6072

Superior Tire Co
Rice Mill Rd(WS)-FR 1-5066

Tred-Mill Tire & Rubber Co The
8354 Folsom Bl GL 7-6555

WESTERN TIRE SUPPLY
5900 Franklin Bl- GA 8-5854

Willbur Bros
7542-28th Av-GL 5-9531

Wilkinson Recapping & Tire Service
3720 Stockton Bl- GL 6-2693

Wim's Tire Service Inc
3231 Fair Oaks Bl(C)-IV 7-7441

Tire Hubs

Firestone T B A Store
214-30th HI 1-4688

FIRESTONE TIRE & RUBBER CO THE
Wholesale Only
1811-12th GI 2-0445

GOODYEAR TIRE & RUBBER CO THE
1724-10th GI 3-4687

U S RUBBER CO
100 J HI 6-7071

U S Rubber Tire Distr
1617 J- GI 2-1811

Next time you want to make a call but aren't quite sure of the number, look it up in the latest telephone directory! Memory isn't always reliable . . . and you'll save time by looking up the right number.

SHOP IN THE YELLOW PAGES

Whenever you want information about an article, a service or a certain business

LOOK IN THE

Classified TELEPHONE SECTION

TIRES

WARDS
MONTGOMERY WARD

RIVERSIDE TIRES

SALES - SERVICE - RECAPING
TRUCK - PASSENGER - TRACTOR - IMPLEMENT
24-HOUR ROAD SERVICE



3 MOBILE SERVICE TRUCKS
FLEET SERVICE
WADE FAIN - Mgr.

Call HI 6-7923 or HI 7-5170

After 6 P.M. Call
IV 3-1709
If No Answer Call
GI 3-4910 or GA 8-3496

SACRAMENTO

824 L ST.

FREE PARKING FOR OUR CUSTOMERS