



Authorized
Sales Service

A Complete Stock of Genuine Ford Parts

TRUCK SERVICE By
TRUCK SPECIALISTS

COMPLETE SERVICE
For Your FORD

USED CARS BOUGHT & SOLD

"When it's a Ford" call

DOHERTY BROS.

28 YEARS OF CONTINUOUS FORD DEPENDABLE SERVICE

Mission 7-4000

24TH AND POTRERO AVE.

Night and Sunday Tow Service Call - ORdway 3-4242

PARAMOUNT MOTORS
— 1950 —
STUDEBAKERS

Immediate Delivery



AUTHORIZED SALES AND SERVICE

PARTS

Immediate delivery or shipment to any part of the state. Our stock is one of the largest in Northern California. Parts quotations given immediate attention.



SERVICE

By expert, efficient and reasonable service from our ultra-modern service dept. and shop. Free pick-up and delivery service.

PARAMOUNT MOTORS

SAN FRANCISCO'S FRIENDLY NEW STUDEBAKER DEALER

3245 GEARY BLVD.

BAyview 1-4229

Automobile Dealers—New Cars—(Cont'd)

Midtown Motors 950 Van Ness Av. PR ospct-5-8801 (See Advertisement Page 38)
MISSION AUTO CO 6465 Mission, JU niper-7-4834
Mission Chevrolet Co 3146 Mission VA lencia-4-3322
Mission Willys Dealer 740 Valencia UN drhil 1-2575
MORRISON BUICK INC Sales Dept 3910 Geary Blvd. SK yline 2-0396
Service Dept 2535 Clement SK yline 2-2730
Morrison Buick Inc 3910 Geary Blvd. SK yline 2-0396
Motors Holding Division General Motors Corp 405 Montgomery YU kon 6-5526

NASH SALES AND SERVICE

"THERE'S A NEW KIND OF AUTOMOBILE DEALER!"



"WHERE TO BUY IT" DEALER

JAMES MOTORS INC 1301 Van Ness Av. OR dway-3-7500

WHOLESALE ONLY

NASH MOTORS DIVISION-NASH KELVINATOR SALES CORP-ZONE OFFICE 2445 Mason GR ayston 4-0620

NEVILLE MOTORS 7360 Mission Daily City PL aza 5-4813 (See Advertisement Page 46)

New vacuum tube equipment that boosts the number of calls that present wires can handle is an important part of our current program to provide even better and faster long distance service.

Automobile Dealers—New Cars—(Cont'd)

OLDSMOBILE

The General Motors Car that features the "Rocket" Engine, Hydra-Matic Drive and Futuramic Styling.



"WHERE TO CALL"

DEALERS

CADILLAC MOTOR CAR DIVISION S F BRANCH 1000 Van Ness PR ospct 5-0100
MALKASON MOTOR CO OLDSMOBILE DEALER 2925 Mission VA lencia 4-7474
MASARIE & O'DONNOR OLDSMOBILE DEALER 4811 Geary Blvd. BA yview-1-2677
VAN NESS MOTORS INC 1700 Van Ness Av. OR dway 3-3412

WHOLESALE ONLY

OLDSMOBILE DIVISION GENERAL MOTORS CORP 508-16th Oakland TW inoaks 3-0088

Oldsmobile Division General Motors Corp Zone Office 508-16th Oakland TW inoaks 3-0088
Oldsmobile Dealers 1000 Van Ness Av. PR ospct-5-0100
1700 Van Ness Av. OR dway-3-3412
2925 Mission VA lencia 4-7474
4811 Geary Blvd. BA yview-1-2677

Ormond T F Co Dodge-Plymouth Sales & Service 3700 Geary Blvd BA yview-1-2643
Owens Tom Motor Sales 3151 Sacramento WE st-1-9950

(Continued Next Page)

An estimated 119,000,000 telephone conversations are completed daily in the United States—this includes both local and long distance calls.

WILLYS



AMERICA'S MOST USEFUL VEHICLES

Trucks...Panels...Station Wagons...Jeeps

COMPLETE STOCK JEEP SAN FRANCISCO'S JEEP & WILLYS PARTS HEADQUARTERS OLDEST WILLYS DEALER

AL PALEN MOTORS

AUTHORIZED FACTORY REPRESENTATIVE

5900 MISSION STREET • JUNiper 4-8567

Automobile Dealers—New Cars—(Cont'd)

PACKARD AUTHORIZED SALES & SERVICE

ASK THE MAN WHO OWNS ONE



"WHERE TO BUY IT"

DISTRIBUTOR

ANTHONY EARLE C INC California Distributor 901 Van Ness Av. PR ospct-5-0444

DEALERS

LAURENT & NIELLO 840 Post OR dway-3-3160
TARAVAL MOTORS INC 12th Ave At Taraval MO ntrose 4-2012
VENTURINO PETER 200 Taraval MO ntrose 4-2012
5975 Mission Daily City JU niper 7-4848

Packard Motor Car Dealer 840 Post OR dway-3-3160

PALEN AL MOTORS 5900 Mission JU niper-4-8567 (See Advertisement Page 44)

PARAMOUNT MOTORS INC Authorized Studebaker Dir 3245 Geary Blvd. BA yview 1-4229 (See Advertisement Page 44)

Would you like to get your share of business from customers in your neighborhood? Then why not advertise in the Classified Telephone Directory? You can call the business office of the telephone company and ask for the Directory Advertising Representative. He can help you plan an effective message.

Automobile Dealers—New Cars—(Cont'd)

PLYMOUTH

SERVICE WORTHY OF PLYMOUTH



"FOR SERVICE CALL"

DEALERS

ALLEN J W CO South Van Ness From 26th To Army 1515 S Van Ness Av. VA lencia 4-1400
B & H MOTORS INC Pacific & Montgomery EX brook-2-8338
DONAHUE JAMES E 6232 Mission JU niper-4-1631
FRENCH J E CO Dodge & Plymouth 1849 Van Ness Av. OR dway-3-2121
HAAS CARL MOTORS 7070 Mission JU niper 7-9288
JOHNSON BEN E MOTOR CO 19th Av & Ortega SE abright 1-9910
LANNING JESS MOTOR CO 2355 Mission MI ssn 7-3236
LEVEN BERNIE 2900 Geary Blvd. SK yline 1-5800
MACLAUGHLIN GORDON Successor To Kresteller Motor Co 3255 Market HE mlock 1-6060
MCALISTER JAMES W INC 1200 Van Ness Av. PR ospct 5-2400
MENZIES HAROLD MOTOR CO Geary Blvd at 5th Av. SK yline 1-5681
MISSION AUTO CO 6465 Mission JU niper 7-4834
ORMOND T F CO 3700 Geary Blvd. BA yview-1-2643
RAVEN-WAGAR MOTORS 780 Valencia MA rket 1-2255
Night Phone For Towing UN drhil 1-9158
RAYAL MOTOR SALES Bay & Columbus TU xedo 5-0674
WATERS JAMES F INC DE SOTO PLYMOUTH De Soto & Plymouth Distributors Van Ness at Bush TU xedo 5-1865

(Continued Next Page)



RAVEN - WAGAR MOTORS



Dodge

Plymouth

JOB-RATED TRUCKS

Parts and Service 3620 - 19th St. at Guerrero

Sales Dept. and General Offices Valencia Street at Nineteenth

Market 1-2255

EVERY AUTOMOBILE SERVICE

B & H MOTORS INC.



DE SOTO AND PLYMOUTH MOTOR CARS



SALES & SERVICE

GENUINE FACTORY PARTS

AUTOMOBILE RECONSTRUCTION

500 PACIFIC AVE.

EXbrook 2-8338

BANK CHEVROLET CO.
SALES - SERVICE - PARTS
"YOUR DOWNTOWN CHEVROLET DEALER"
Garfield 1-4300
735 MONTGOMERY
Guaranteed Used Cars • Van Ness & Turk • TUxedo 5-5600

HUDSON
Your Downtown Dealer
SALES - SERVICE - PARTS
METRO MOTORS
817-857 COLUMBUS AVE. GRaystone 4-3030
USED CAR DEPT. 1667 Market at Gough

HYDRAULIC BRAKES "HOTSHOT MOTORS"

CROSLLEY
Authorized Sales - Service - Parts

HOME OF THE FAMED "HOTSHOT" 50 Miles to a Gallon 73 Miles Per Hour Park Anywhere Drive Anywhere Hot Shot Motors Installed in All Crosleys

USED CARS BOUGHT - SOLD "TRUFAX" 90-Day Guarantee From Cadillacs To Crosleys After We Sell, We Serve

WAlnut 1-3738 WAlnut 1-3739

FRANK BATE MOTOR CO.
1730 - 38 Lombard Blvd., S. F.
COMPLETE MOTOR REPAIRING, PAINTING, & BODY WORK

Pontiac
NEW CAR SALES

A General Motors Hydramatic Equipped Car

DElaware 3-4978

SUNSET MOTORS CO.
1215 Ocean Ave. - Opposite City College