



Authorized
Sales  Service

A Complete Stock of Genuine Ford Parts

TRUCK SERVICE By TRUCK SPECIALISTS **COMPLETE SERVICE For Your FORD**

USED CARS BOUGHT & SOLD

It's Ford in 'Fifty

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 **SERVICE**

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.

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)

Johnson Ben E
19th Av & Ortega.....SE abright 1-0340
Johnson Ben E Motor Co
19th Av & Ortega.....SE abright 1-9910

KAISER-FRAZER SALES & SERVICE

Kaiser... world's biggest car value. Frazer... Pride of Willow Run. Complete, factory-approved service and parts. Service on all makes — wherever you go.



"FOR INFORMATION CALL"

HENRY J KAISER MOTORS-DIVISION OF HENRY J KAISER COMPANY
Sales Dept 1201 Van Ness... PR ospct 6-2100
Service Dept 1444 Green... PR ospct 6-2105

IMPEARTRICE BROS
7031 Mission Daly City... PL aza 5-3760

Kaiser Henry J Motors
Used Car Dept 1234 Post... PR ospct 6-2100
Used Car Dept Branch
3100 Geary Blvd... SK yline 2-1460

KRIEGER HARRY & SONS
Northern California's Oldest HUDSON DEALER
SERVICE - PARTS - SALES
"Ask the Man Who Has Dealt With Us"
2950 Geary Blvd... SK yline 1-7787
Nite & Sun Towing call... MA rket 1-0840

Lanning Jess Motor Co
3030 Mission... MI ssn 7-3236

Lautze Fred
315 Bayshore Hwy South S F... JU niper 4-6786
Leven Bernie 2900 Geary Blvd... SK yline 1-5800

For the best use of the dial telephone, please turn to the instruction pages of the Directory.

Automobile Dealers—New Cars—(Cont'd)

LINCOLN-MERCURY SALES AND SERVICE

Fully trained sales and service personnel, plus the newest factory-approved equipment for your convenience and satisfaction.



"WHERE TO BUY THEM"

VAN ETTA MOTORS
1155 Van Ness Av... OR dway 3-8800

WILLIAM & FREDERICK MOTORS
4249 Geary Blvd... BA yview 1-4570

LYTLE BUICK COMPANY
Authorized Buick Dealer
1601 Van Ness Av... GR ayston 4-2000
MacLachlan Gordon 2355 Market... HE mlock 1-6060

MALKASON MOTOR CO OLDSMOBILE DEALER
2925 Mission... VA lencia 4-7474

MASARIE & O'CONNOR OLDSMOBILE DEALER
4811 Geary Blvd... BA yview 1-2677

MCALISTER JAMES W INC
1200 Van Ness... PR ospct 5-2400
(See Advertisement Page 44)

McCULLOCH R W CO
1509 Valencia... AT water 8-0244

MENZIES HAROLD MOTOR CO
Chrysler-Plymouth Dealer
Geary Blvd at 5th Av... SK yline 1-5681
(See Advertisement Page 47)

MERCURY SALES AND SERVICE—

VAN ETTA MOTORS
Largest Lincoln-Mercury Dir In U S
1155 Van Ness Av... OR dway 3-8800

Metro Motors 857 Columbus Av... GR ayston 4-3030
(See Advertisement Page 48)

Midtown Motors 950 Van Ness Av... PR ospct 5-8801
(See Advertisement Page 41)

Mission Chevrolet Co
3146 Mission... VA lencia 4-3322

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

Motor Facts Sales Co 122 Valencia... HE mlock 1-4969

Motors Holding Division General Motors Corp
405 Montgomery... YU kon 6-5526
(Continued Next Page)

SALES **WILLYS** SERVICE



JEEP HEADQUARTERS
TRUCKS - PANELS - STATION WAGONS
JEEPS - JEEPSTERS

A Complete One Stop Service

LARGEST STOCK OF PARTS IN THE WEST

AL PALEN MOTORS


San Francisco's Oldest Willys Dealer

JUniper 4-8567
5900 MISSION STREET

Automobile Dealers—New Cars—(Cont'd)

NASH SALES AND SERVICE

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



"WHERE TO BUY IT"

DEALERS

BATE FRANK MOTOR CO
1734 Lombard... WA Inut 1-3738

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 Daly City... PL aza 5-4813

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'CONNOR OLDSMOBILE DEALER
4811 Geary Blvd... BA yview 1-2677


VAN NISS MOTORS INC
1700 Van Ness Av... OR dway 3-3412

WHOLESALE ONLY

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

ANSEL J. SCHLOSS

SAN FRANCISCO'S OLDEST ESTABLISHED STUDEBAKER DEALER



49 SOUTH VAN NESS
BETWEEN MARKET AND MISSION

PHONE
UNderhill 1-0438


Automobile Dealers—New Cars—(Cont'd)

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

PACKARD AUTHORIZED SALES & SERVICE



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"WHERE TO BUY IT"

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

DEALERS

VENTURING PETER
5975 Mission Daly City... JU niper 7-4848

WILLYS-NELSON PACKARD CO
1240 Post... PR ospct 6-4500


PALEN AL MOTORS
5900 Mission... JU niper 4-8567
(See Advertisement Page 46)

PARAMOUNT MOTORS INC
Authorized Studebaker Dir
3245 Geary Blvd... BA yview 1-4229
(See Advertisement Page 46)
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The charge for extra listings is small. You can obtain further information by calling our Business Office.

Berl Berry

FORD
Authorized Sales & Service



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CARS  TRUCKS

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Wholesale & Retail
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FOR TRADE ALLOWANCES - NO DEAL BEATS A BERL BERRY DEAL
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NEW MODERN BUILDING WITH NEWEST SCIENTIFIC EQUIPMENT FOR YOUR COMPLETE AUTOMOTIVE SERVICE FINE USED CARS

SKYline 1-5681

HAROLD MENZIES MOTOR CO.

GEARY BLVD. AT 5th AVE.