

# FORD TRUCKS

Bonus Built



115 Models 1/2 Ton to 10 Ton Trucks. 95 to 145 H.P. Jobs. 94000 Sq. Ft. of Truck Service Space, Centrally Located. One of the largest Stocks of Ford Truck Parts in the West.

**PROspect 5-8801**

Your San Francisco Ford Truck Dealer

## Cecil Whitebone's MIDTOWN MOTORS

950 VAN NESS AT O'FARRELL

**Peterbilt**

**PETERBILT HEAVY DUTY TRUCKS**

DESIGNED FOR HARD SERVICE

**Peterbilt TRUCKS**

are designed and built to meet the specific needs of HEAVY HAULERS, whether operating on the highways or in off-highway service. They are popular among cross-country freight haulers, excavators, contractors, loggers. We also make the MacDonald "low body" trucks, favorably known among city freight distributors, and the MacDonald Lift Trucks.

PHONE  
**EXbrook 2-2158**

**PETERBILT MOTORS COMPANY**

757 Folsom Street  
San Francisco, California

SALES SERVICE

**General Truck Sales**

Day & Night Service

**55 Potrero Ave.**

Phone **MArket 1-7618**

**S&C MOTORS**

"The WEST'S LEADING FORD DEALER"

Home of the **Miracle Deal**

**NEW & USED TRUCKS**

Day & Night Parts & Service

**811 Third St. - YUKON 2-5500**

In the East Bay  
Broadway at 26th St.  
TEmplebar 2-8800

**Trucks-Motor, Bodies-New- (Cont'd)**

**RELIANCE TRAILER & TRUCK CO INC**  
Manufacturers of  
**TRUCK & TRAILER BODIES  
PAINTING - LETTERING  
REBUILDING & REPAIRS**  
Trailers - Semi-Trailers  
Logging Trailers

2765-16th ..... MA rkt 1-4894

**RIANDA THATCHER BODY CO**  
1445 Fairfax ..... AT water 2-5779

**SHERMAN EARL & CO**  
Transportation Engineers  
and Designers  
Bakery Transportation Equipment  
Refrigerated Truck Bodies  
Truck Bodies - Trailers  
Thermo King Dealer

2526 Wood Oakland ..... TW Inoaks 3-2107

**SUPERIOR TRUCK & BODY CO INC**  
Designers & Builders  
Of All Types Of  
Truck & Trailer Bodies

Also  
Remodeling - Repairing  
Trimming and Painting

4175 Mission ..... JU niper 4-9731

**THATCHER BODY CO**  
1445 Fairfax ..... AT water 2-5779

**TRAILMOBILE COMPANY THE**  
901 Gilman Berkeley ..... LA nscapc 5-0570

**UNITORK TRUCK BODIES—  
UNITORK TRUCK BODIES**  
4725 Tidewater Av Oakland ..... KE ilog 4-7199

**VETTER AUGUST SONS**  
Commercial Truck Body Building  
190 Potrero ..... UN drhil-1-7562

**WATERFRONT IRON WORKS**  
Manufacturers-Repairs  
335 Bay ..... SU tter 1-4354

**WORK HOIST & BODY CORP**  
DAYBROOK HOISTS & BODIES  
PICK-UP TRUCK HOISTS & BODIES  
Fowler Gates - Coleman Conversions  
2817-7th Berkeley ..... BE rky 7-1900

**Trucks-Motor, Dealers-New**

**AUTOCAR SALES & SERVICE CO**  
750-18th ..... MA rkt 1-7929

**BERRY BEAL MOTORS INC**  
1800 Van Ness Av ..... GR ayston 4-4373

**CHEVROLET TRUCKS**  
Carry the load... cut the cost. Choose from Chevrolet's Advance Design line of trucks for transportation unlimited. Wide choice of models to meet every need.

**"WHERE TO BUY IT"**

**BANK CHEVROLET CO**  
Montgomery & Jackson ..... GA rfd 1-4300

**BILMORE DON**  
Van Ness & Golden Gate Av ..... UN drhil-1-1026

**INGOLD ERNEST COMPANY**  
Van Ness Av & O'Farrell ..... GR ayston 4-7700

**SCHOMER L M**  
3855 Geary Blvd ..... SK yline-1-3563

**STEWART CHEVROLET CO**  
3146 Mission VA lencia-4-3322

**VOGEL LES CHEVROLET CO**  
Market at Van Ness Av ..... UN drhil-1-1702

De Martini Motor Truck Co Inc  
457 Pacific ..... SU tter-1-2127

**DIAMOND T MOTOR TRUCK CO OF  
SAN FRANCISCO**  
Edward W Engs-Jr  
2225 Folsom ..... AT water 2-4884

The Yellow Pages save you time.

**Trucks-Motor, Dealers-New (Cont'd)**

**DIVCO TRUCKS**  
THE FAMOUS  
LONG LIFE DIVCO  
WALK-IN TRUCK

Considered By Fleet Operators To Be  
One of America's Most Economical  
Route Delivery Vehicles.

**"FOR INFORMATION CALL"**

**NORTHERN CALIFORNIA  
DISTRIBUTOR**

Divco Truck Sales Co  
1143 Harrison ..... UN drhil 3-6600

**DODGE JOB-RATED TRUCKS**  
Fit the Job... Save Money  
Last Longer

ONLY DODGE BUILDS  
"JOB-RATED" TRUCKS

Sales, Service and Factory Engineered Parts

**"FOR INFORMATION CALL"**

**FRENCH J E CO**  
1849 Van Ness Av ..... OR dway 3-2121

**HAAS BARK MOTORS**  
7070 Mission ..... PL aza 5-3828

**ORMOND T F CO**  
3700 Geary Blvd ..... BA yview 1-2643

**RAVEN CHARLES MOTORS**  
780 Valencia MA rkt 1-2255

**EUCLID ROAD MACHINERY CO**  
3710 Sn Pablo Av Oakland ..... PI edmt 5-6380

**FWD MOTOR TRUCKS—  
FOUR WHEEL DRIVE PACIFIC CO**  
Trucks-Sales-Service  
469 Bryant ..... CA rfd-1-0395

**FORD TRUCKS SALES & SERVICE**  
FORD TRUCKS ARE  
"BOHUS BUILT"  
TO LAST LONGER

**"WHERE TO BUY THEM"**

**BERRY BEAL MOTORS INC**  
1800 Van Ness Av ..... GR ayston 4-4373

**DOHERTY BROS** 1175 Potrero. MI sun 7-4000

**GEARY MOTORS**  
4700 Geary Blvd ..... BA yview 1-2300

**HUGHSON WM L CO INC**  
1200 Larkin ..... OR dway 3-9541

**NEVILLE MOTORS**  
7360 Mission Daly City ..... PL aza 5-4813

**S & C MOTORS**  
General Office  
2001 Market ..... HE mlock 1-1810

Day & Night Service & Parts Depts  
811-3d ..... YU kon 2-5500

**WHITEBONE CECIL A MIDTOWN MOTORS**  
950 Van Ness PR espc 5-8801

**G M C TRUCKS—  
GENERAL TRUCK SALES**  
55 Potrero ..... MA rkt-1-7618

General Motors Corp G M C Truck & Coach Div  
Fleet Sales Dept 2121 Peralta Oakland  
From telephones served from S F  
Zone only (No Inter-City Charge)

Ask "Operator" for Enterprise 11051  
General Truck Sales 55 Potrero ..... MA rkt-1-7618  
(See Advertisement This Page)

International Harvester Co  
Motor Truck Division  
200 Potrero Av ..... HE mlock 1-6681

**INTERNATIONAL TRUCKS**  
NEW & USED  
TRUCKS

Axles  
Transmissions  
ENGINES  
Day & Night  
Service

**"WHERE TO BUY IT"**

**INTERNATIONAL HARVESTER CO  
MOTOR TRUCK DIVISION**  
200 Potrero Av ..... HE mlock-1-6681

**JENKINS J T COMPANY**  
1140 Folsom ..... HE mlock 1-2762

(Continued Next Page)

**Trucks-Motor, Dealers-New (Cont'd)**

**JOE STERN TRUCK CO**  
2717 Peralta Oakland ..... TE mpibar-2-4101

Ken Royce Co-Motor Sales Div  
185 Bay Shore Blvd ..... AT water-2-1830

Kenworth Motor Truck Distr  
1140 Folsom ..... HE mlock 1-2762

**KENWORTH TRUCK SALES & SERVICE**  
NEW TRUCKS - PARTS  
Complete Service Facilities  
Complete  
Line of Service Parts

**"WHERE TO BUY THEM"**  
DISTRIBUTOR

**JENKINS J T COMPANY**  
1140 Folsom ..... HE mlock 1-2762

**KNUCKEY TRUCK CO**  
46 S Linden Av South S F  
(Toll) Call "Operator" for ..... Juno 8-7254

Lerer Bros 1750 Harrison ..... UN drhil 1-0740

Lerer David S Co 401-11th ..... MA rkt 1-2943

MacDonald Truck & Mfg Co-Division Of Peterbilt  
Motors Co 757 Folsom ..... EX brook 2-2158

**MACK INTERNATIONAL MOTOR TRUCK  
CORPORATION** 1745 Folsom ..... UN drhil 1-1455

**MARMON-HERRINGTON ALL-  
WHEEL-DRIVE TRUCKS—  
WESTERN TRACTION CO**  
2230-3d ..... MA rkt 1-4913

Midtown Motors 950 Van Ness ..... PR espc 5-8801  
(See Advertisement Page 704)

**NELSON TRUCK & TRAILER CO**  
330 E 8th Oakland ..... TE mpibar 2-7717

**PETERBILT MOTORS CO**  
757 Folsom ..... EX brook 2-2158  
(See Advertisement Page 704)

Reliance Trailer & Truck Co Inc  
2765-16th ..... MA rkt-1-4894

**REO TRUCK SALES AND SERVICE**  
REO TRUCKS AND  
TRACTORS GIVE YOU —

- More maneuverability
- Easier servicing
- Longer life

Ask about More-Load design!

REO TRUCKS & BUSES

**"WHERE TO BUY THEM"**

**REO MOTORS INC**  
686-20th Oakland ..... HI gate 4-7969

**S & C MOTORS**  
Day & Night Service & Parts  
811-3d ..... YU kon 2-5500  
(See Advertisement Page 704)

**STERLING MOTORS CORPORATION**  
STERLING  
Diesel and Gasoline Trucks,  
Genuine Parts & Service for  
Sterling Trucks  
ENGINE REBUILDING

470 Bay Shore Blvd ..... VA lencia 4-4889

**STUDEBAKER TRUCKS—  
GLIKBARG J L CO**  
1701 Van Ness Av ..... OR dway 3-6733

**PARAMOUNT MOTORS INC**  
3245 Geary Blvd ..... BA yview 1-4229

**SCHLOSS ANSEL J INC**  
Truck Specialists  
49 S Van Ness Av ..... UN drhil 1-0438

**TRUCK WRECKING CO INC**  
Complete Stock of Trucks & Parts  
15th & Harrison ..... MA rkt 1-6528

**VENTURING PETER**  
G M C Trucks  
5975 Mission Daly City ..... JU niper 7-4848

**WESTERN TRACTION CO**  
2230-3d ..... MA rkt 1-4913

People can't reach you by tele-  
phone when the instrument is left  
"off the hook". Your line is "busy"  
or "out of order" to anyone calling.  
For full use of your telephone,  
please keep your instrument "hung  
up" — ready for service!

**Trucks-Motor, Dealers-New (Cont'd)**

**WHITE TRUCKS  
COACHES**  
Parts, Repair Service  
"For More Than 45 Years  
The Greatest Name  
In Trucks"

Direct Factory Branch, Genuine Parts  
Authorized Repair Service

**"FOR INFORMATION CALL"**

BRANCH OFFICE

**WHITE MOTOR CO THE**  
1195 Harrison ..... UN drhil 1-4400

White Motor Co The  
Trucks & Buses-Sales & Service  
1195 Harrison ..... UN drhil-1-4400

**Trucks-Motor, Dealers-Used**

**BAY CITY TRUCK PARTS CO**  
401-11th ..... HE mlock 1-0897

If Busy Call ..... MA rkt 1-2943

**BAYSHORE MOTORS**  
USED TRUCKS  
G.I. Surplus - Conventional  
Bought - Sold - Rented  
430 Bayshore Blvd ..... AT water 2-4958

**DIVCO TRUCK SALES CO**  
1148 Harrison ..... UN drhil 3-6600

**INTERNATIONAL HARVESTER CO MOTOR  
TRUCK DIVISION**  
200 Potrero Av ..... HE mlock-1-6681

**JOE STERN TRUCK CO**  
Large Stock of Used Parts  
2717 Peralta Oakland ..... TE mpibar-2-4101

**LERER BROS**  
Large Stock Used Trucks & Parts  
1750 Harrison ..... UN drhil 1-0740

**LUDDOLPH & WHITE TRUCK EXCHANGE**  
Trucks-Tractors-Trailers  
8th & Harrison ..... MA rkt 1-1721

Malkason Harry M Co  
We Buy Or Sell  
1325 Valencia ..... AT water 2-6600

**NIELSEN & DUNWOODY**  
Trucks-Tractors-Trailers  
2550 Bayshore Blvd ..... DE lware 3-5580

**SKYLARK LIQUIDATORS**  
Army - Civilian Trucks  
Van to 10-Ton  
Cash - Terms  
777 Potrero ..... VA lencia 4-2924

**TRUCK WRECKING CO INC**  
Complete Stock of Trucks & Parts  
Logging Trucks & Trailers  
15th & Harrison ..... MA rkt 1-6528

**WHITE & LUDOLPH TRUCK EXCHANGE**  
Trucks Bought-Sold & Exchanged  
8th & Harrison ..... MA rkt 1-1721

**Trucks-Motor, Equipment & Parts-New**

**BAY CITY TRUCK PARTS CO**  
401-11th ..... HE mlock 1-0897

If Busy Call ..... MA rkt 1-2943

**BAY ENGINE & PARTS CO**  
Hercules Power Units & Parts  
540 Treat Av ..... VA lencia 4-2129

Brown's Piston Ring Service  
560 Eddy ..... GR ayston 4-6002

**CARTER CHARLES W CO**  
Parts For All Makes Of Trucks  
525-4th ..... SU tter 1-3391

**DIAMOND T MOTOR TRUCK CO  
OF SAN FRANCISCO**  
Hercules Motors & Parts  
2225 Folsom ..... AT water 2-4884

If no answer call ..... PI edmt 5-8383

Divco Truck Sales Co  
1148 Harrison ..... UN drhil 3-6600

Forsburg & McLaughlin Inc  
2d & Addison Berkeley ..... BE rky 7-8283

**FOUR WHEEL BRAKE SERVICE &  
WHEEL ALIGNING CO**  
Shop No 1  
Fall At Franklin  
Open 7 AM 'til Midnight Open Saturday  
220 Fall ..... HE mlock 1-6745

Shop No 2  
Grove Near Van Ness  
179 Grove ..... HE mlock 1-6745

The Classified Directory has  
solved many a buyer's problem.

**Trucks-Motor, Equipment & Parts-New-(Cont'd)**

**HERCULES MOTOR PARTS—  
BAY ENGINE & PARTS CO**  
540 Treat Av ..... VA lencia 4-2129

**DIAMOND T MOTOR TRUCK CO  
OF SAN FRANCISCO**  
2225 Folsom ..... AT water 2-4884

**INTERNATIONAL HARVESTER CO MOTOR  
TRUCK DIVISION**  
Motors - Timken Axles - Transmissions  
Exchange Rebuilt Units - Accessories  
200 Potrero ..... HE mlock 1-6681

**KENWORTH GENUINE SERVICE PARTS—  
JENKINS J T COMPANY**  
Timken Brown-Lipe Spicer Etc  
1140 Folsom ..... HE mlock 1-2762

**KNUCKEY TRUCK CO** 46 S Linden Av South S F  
(Toll) Call "Operator" for ..... Juno 8-7254

Lerer Bros Truck Salvage Co  
1750 Harrison ..... UN drhil 1-0740

**MODERN VEHICLE COMPANY**  
Northern California Distributors  
Tulsa Truck Winches  
Vickers Hydraulic Power  
Steering System  
Manufacturers of  
Special Steel Truck Bodies  
Winches and Cranes  
2044 Bryant ..... AT water 2-7414

**PAG WHEEL & RIM SERVICE**  
69 Bluxome ..... EX brook 2-1691

**RICHTER E E & SON**  
FACTORY REPRESENTATIVE  
LIPE-ROLLWAY CLUTCHES  
Trucks & Industrial  
Clerk Transmissions, Axles & Wheels  
YATES-AMERICAN  
Cooling Radiators  
Automotive & Industrial  
5725 Hollis Emeryville ..... PI edmt 5-6116

**S & H TRUCK EQUIPMENT & SERVICE**  
Distrs Holland Hitches  
824 Ashby Av Berkeley ..... TH ornwall 3-8649

**SCHULER & JAMES INC OF SF**  
Truck & Tractor Parts  
Contractors' Supplies  
160-7th ..... MA rkt 1-1323

Spicer Mfg-Div of Dana Corp  
1145 Harrison ..... UN drhil 1-8261

**STERLING GENUINE PARTS—  
STERLING MOTOR CORPORATION**  
470 Bayshore Blvd ..... VA lencia 4-4889

**SURPLUS TRUCK PARTS CO**  
WHOLESALE DEALERS IN  
ARMY TRUCK PARTS  
5600-3d ..... AT water 2-1689

Good party-line neighbors make  
sure their children don't monopolize  
the telephone. Others may want to  
call you.

**TRUCK PARTS  
NEW & USED**  
Any Make & Model  
ALL PARTS GUARANTEED  
PHONE  
ATwater 2-4741  
**A & B TRUCK  
EQUIPMENT CO.**  
275 Bay Shore Blvd.

**TRUCK WRECKING CO INC**  
Complete Stock of Trucks & Parts  
Logging Trucks & Trailers  
15th & Harrison ..... MA rkt 1-6528

**WHITE & LUDOLPH TRUCK EXCHANGE**  
Trucks Bought-Sold & Exchanged  
8th & Harrison ..... MA rkt 1-1721

**Trucks-Motor, Equipment & Parts-New-(Cont'd)**

**BAY CITY TRUCK PARTS CO**  
401-11th ..... HE mlock 1-0897

If Busy Call ..... MA rkt 1-2943

**BAY ENGINE & PARTS CO**  
Hercules Power Units & Parts  
540 Treat Av ..... VA lencia 4-2129

Brown's Piston Ring Service  
560 Eddy ..... GR ayston 4-6002

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Parts For All Makes Of Trucks  
525-4th ..... SU tter 1-3391

**DIAMOND T MOTOR TRUCK CO  
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Hercules Motors & Parts  
2225 Folsom ..... AT water 2-4884

If no answer call ..... PI edmt 5-8383

Divco Truck Sales Co  
1148 Harrison ..... UN drhil 3-6600

Forsburg & McLaughlin Inc  
2d & Addison Berkeley ..... BE rky 7-8283

**FOUR WHEEL BRAKE SERVICE &  
WHEEL ALIGNING CO**  
Shop No 1  
Fall At Franklin  
Open 7 AM 'til Midnight Open Saturday  
220 Fall ..... HE mlock 1-6745

Shop No 2  
Grove Near Van Ness  
179 Grove ..... HE mlock 1-6745

**Trucks-Motor, Equipment & Parts-New-(Cont'd)**

**VENCO TAILGATE LOADER**  
The Original Tail-  
gate Loader for  
Pick-up Trucks-  
Hand Operated-  
Low Cost

**"WHERE TO BUY THEM"**

**NEIL EQUIPMENT CO**  
999-16th ..... KL ondlke 2-3040

**WATSON H & COMPANY**  
WATSON - BROWN - LIPE  
Auxiliary Transmissions & Parts  
Spicer Universal Joints  
And Power Take-Offs  
Wholesale & Retail  
1145 Harrison ..... UN drhil 1-8261

**Trucks-Motor, Equipment & Parts-Used**

**A & B Truck Equipment Co**  
275 Bay Shore Blvd ..... AT water 2-4741  
(See Advertisement This Page)

**BAY CITY TRUCK PARTS CO**  
David S. Lerer, Prop.  
ARMY TRUCK PARTS  
New - Used - Rebuilt  
Parts for All Make Trucks  
Motor, Axles, Transmissions  
Transfer Boxes, Rear Ends,  
Gears, Etc.  
401-11th ..... HE mlock 1-0897  
Or call ..... MA rkt 1-2943

Bayshore Motors  
430 Bayshore Blvd ..... AT water 2-4958

Blackburn Auto Parts Co  
1749 Larkin ..... GR ayston 4-4620

**BUY-RITE TRUCK & EQUIPMENT INC**  
911 Ferry Oakland ..... TE mpibar 6-0552

**FOUR WHEEL BRAKE SERVICE &  
WHEEL ALIGNING CO**  
Shop No 1  
Fall At Franklin  
Open 7 AM 'til Midnight Open Saturday  
220 Fall ..... HE mlock 1-6745

**LERER BROS** Established! 1917  
New and Used  
**TRUCKS - PARTS**  
Army Truck Parts Our Specialty  
Parts for All Makes of Trucks  
Between 13th & 14th Streets  
1750 Harrison ..... UN drhil 1-0740

Lerer David S Co 401-11th ..... MA rkt 1-2943

Nielsen & Dunwoody  
2550 Bayshore Blvd ..... DE lware 3-5580

**SKYLARK LIQUIDATORS**  
G.I. & Conventional Parts  
Rear Ends - Transmissions - Axles  
Motors & Attachments  
777 Potrero ..... VA lencia 4-2924