

PETERBILT TRUCKS

are designed and built to provide maximum pay loads within legal limitations, and the PETERBILT CO-E shown above, combines this concept with the greatest ease of servicing.

PETERBILT TRUCKS of conventional design are popular with freight haulers, excavators, loggers, etc. We also build the MacDonald Low Body Trucks, highly regarded by city freight distributors, as well as MacDonald Heavy Duty Lift Trucks for handling paper, sugar, steel, canned goods and other concentrated loads.

PHONE

EXbrook 2-2158

PETERBILT MOTORS COMPANY

757 Folsom Street
San Francisco, California



Authorized Sales and Service

One of the Largest Stocks of Ford Truck Parts in the West

**Prospect 5-8801
CECIL WHITEBONE**

San Francisco's Most Liberal Trading Ford Dealer

950 VAN NESS
At O'Farrell

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

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"

BEARE MOTORS
110 Linden Av So S F... DE laware 3-0121
FRENCH J E CO
1849 Van Ness Av... OR dway 3-2121
HAAS CARL MOTORS
7070 Mission... PL aza 5-3828
ORMOND T F CO
3700 Geary Blvd... BA yview 1-2643
RAVEN CHARLES MOTORS
3620-19th... MArket 1-2255
S & M MOTORS
200 Taraval... SE abright 1-5818

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

FWO MOTOR TRUCKS-
FOUR WHEEL DRIVE PACIFIC CO
Trucks-Sales-Service
469 Bryant... GA rfid-1-0395

FEDERAL TRUCKS-
DISTRIBUTOR
LEARNER'S
3800 San Pablo Av Oakland... OL ympic 2-9182

FORD TRUCKS SALES & SERVICE

FORD TRUCKS ARE "BONUS BUILT" TO LAST LONGER

"WHERE TO BUY IT"

BERRY BEAL MOTORS
1800 Van Ness Av... GR ayson 4-4372
DOHERTY BROS 1175 Potrero MI ssn 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 Daily City... PL aza 5-4813
S & G MOTORS
General Office... HE mlock 1-1810
Day & Night Service & Parts Depts
811-3d... YU kon 2-5500
WHITEBONE CECIL A
950 Van Ness... PR ospect 5-8801

M & G TRUCKS-
GENERAL TRUCK SALES
1144 Harrison... MA rket 1-7618
VENTURINO PETER
5975 Mission Daily City... JUnipr 7-4848

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 Entrprise 11051

Ford
J&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, Dealers-New - (Cont'd)

GENERAL TRUCK SALES
1144 Harrison... MA rket 1-7618
(See Advertisement Page 773)
HUGHSON WM L CO INC
1200 Larkin... OR dway 3-9541
International Harvester Co Motor Truck Division
200 Potrero... HE mlock 1-6681

INTERNATIONAL MOTOR TRUCKS
THE MOST COMPLETE TRUCK LINE BUILT
TRUCKS - SERVICE PARTS - ACCESSORIES

"FOR SERVICE CALL"
INTERNATIONAL HARVESTER CO MOTOR TRUCK DIVISION
200 Potrero Av... HE mlock 1-6681

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

JOE STERN TRUCK CO
2717 Peralta Oakland... TE mpbar-2-4101
Ken Royce Inc-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... JUno 8-7254
Lerer Bros 1750 Harrison... UN drhl 1-0740
Lerer David S Co 401-11th... MA rket 1-2943
MacDonald Truck & Mfg Co-Division Of Peterbilt
Motors Co 757 Folsom... EX brook 2-2158
MACK MOTOR TRUCK CORPORATION
1745 Folsom... UN drhl 1-1455

MARION-HERRINGTON ALL-WHEEL-DRIVE TRUCKS-
WESTERN TRACTION CO
2230-3d... MA rket 1-4913

Midtown Motors 950 Van Ness... PR ospect 5-8801
(See Advertisement This Page)
NELSON TRUCK & TRAILER CO
330 E 8th Oakland... TE mpbar 2-7717
PETERBILT MOTORS CO
757 Folsom... EX brook 2-2158
(See Advertisement This Page)
Reliance Trailer & Truck Co Inc
2765-16th... MA rket 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
2550 E 12th Oakland... KE llog 4-9582

S & G MOTORS
Day & Nite Service & Parts
811-3d... YU kon 2-5500
(See Advertisement This Page)

SCHLOSS ANSEL J INC
STUDEBAKER
We Specialize in Trucks
49 So Van Ness Av... UNdrhl 1-0438

When good party-line neighbors use a dial telephone, they always remember to make sure the line is clear before they dial. And they replace the receiver properly when they're through.

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

STERLING DIVISION-WHITE MOTOR CO
STERLING-WHITE
Diesel and Gasoline Trucks
Genuine Parts & Service for Sterling Trucks
ENGINE REBUILDING
470 Bay Shore Blvd... VA lencia 4-4889

STERLING MOTOR TRUCKS-
STERLING DIVISION-WHITE MOTOR CO
470 Bayshore 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 drhl 1-0438

TRUCK WRECKING CO INC
Complete Stock of Trucks & Parts
15th & Harrison... MA rket 1-6528
Or... MArket 1-6793
Venturino Peter
G M C Trucks
5975 Mission Daily City... JU niper 7-4848

VOGEL LES CHEVROLET CO
Market at Van Ness Av... UN drhl 1-1702
WESTERN TRACTION CO
2230-3d... MA rket 1-4913

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 drhl 1-4400
White Motor Co The
Trucks & Busses-Sales & Service
1195 Harrison... UN drhl-1-4400

Trucks-Motor, Dealers-Used

BAY CITY TRUCK PARTS CO
401-11th... HE mlock 1-0897
If Busy Call... MA rket 1-2943
Bay City Truck Parts Co 401-11th... MA rket 1-2943

BAYSHORE MOTORS
USED TRUCKS
G.I. Surplus - Conventional
430 Bayshore Blvd... ATwatr 2-4958

GRAHAM J H CO
Pick-Ups & Panels Specialist
1864 Market... KLandke 2-2913

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

LERER BROS
Large Stock Used Trucks & Parts
1750 Harrison... UN drhl 1-0740
Malkason Harry Motors
We Buy Or Sell
1325 Valencia... ATwatr 2-6600

SHELL TRUCK RENTAL
Trucks & Bodies Bought-Sold-Exchanged
1619 Market... MA rket 1-8998

TRUCK WRECKING CO INC
Complete Stock of Trucks & Parts
Logging Trucks & Trailers
15th & Harrison... MA rket 1-6528
Or call... MA rket 1-6793

VEACH JAY D
Panels - Pick-Ups - Heavy Duty
Listings on All Types Vehicles
280 S Van Ness Av... UNdrhl 3-4034

Purchasing agents and other buyers of materials and parts find the Yellow Pages of the Telephone Directory invaluable in locating local sources of supply.

Trucks-Motor, Equipment & Parts-New

BAY CITY TRUCK PARTS CO
401-11th... HE mlock 1-0897
If Busy Call... MA rket 1-2943
BAY ENGINE & PARTS CO
Hercules Power Units & Parts
540 Treat Av... VA lencia 4-2129
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
Forsburg & McLaughlin Inc
2d & Addison Berkeley... BE rky 7-8283
FOUR WHEEL BRAKE SERVICE & WHEEL ALIGNING CO
Shop No 1
Fell At Franklin
Open 7 AM 'til Midnite Open Saturday
220 Fell... HE mlock 1-6745
Shop No 2
Grove Near Van Ness
179 Grove... HE mlock 1-6745

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 TRUCKS SALES & SERVICE-
INTERNATIONAL HARVESTER CO MOTOR TRUCK DIVISION
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... JUno 8-7254
Lerer Bros Truck Salvage Co
1750 Harrison... UN drhl 1-0740
MISSION AUTOMOTIVE PARTS
Custom Mach Shop Service
741 Valencia... MArket 1-1316

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

PACIFIC WHEEL & RIM SERVICE
69 Bluxome... EXbrk 2-1691

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

Schuler & James Inc of San Francisco
160-7th... UN drhl 3-2955

STERLING GENUINE PARTS-
STERLING DIVISION-WHITE MOTOR CO
470 Bay Shore Blvd... VA lencia 4-4889

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

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

"WHERE TO BUY THEM"
HEIL EQUIPMENT CO
999-16th... KL onlike 2-3040
Many buyers turn to the Yellow Pages first.

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

VERANT & HEY
HARD TO GET PARTS & EQUIPMENT For Trucks & Passenger Cars OUR SPECIALTY
Army - Commercial - Civilian SPEEDY DELIVERY
We Also Supply Exporters
150 California... YU kon 2-1562

WATSON H S COMPANY
1316-67th Emeryville... Olympc 2-6106

Trucks-Motor, Equipment & Parts-Used
A & B Truck Equipment Co
275 Bay Shore Blvd... AT water 2-4741
(See Advertisement This Page)
ANDERSON BROS
Military Trucks & Truck Parts
15400 Hesperian Blvd
San Lorenzo... LOkhavn 9-5812

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 rket 1-2943

Bayshore Motors
430 Bayshore Blvd... AT water 2-4958
Blackburn Auto Parts Co
1749 Larkin... GR ayson 4-4620

BUY-RITE TRUCK & EQUIPMENT INC
GOVERNMENT SURPLUS
Trucks - Motors - Parts
Construction Equipment
911 Ferry Oakland... TE mpbar 6-0552

FOUR WHEEL BRAKE SERVICE & WHEEL ALIGNING CO
Shop No 1
Fell At Franklin
Open 7 AM 'til Midnite Open Saturday
220 Fell... 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 drhl 1-0740

When your telephone rings, it's thoughtful, courteous, and good business to answer it promptly.

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

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

Lerer David S Co 401-11th... MA rket 1-2943
STUBER FRANK & CO TRUCK WRECKERS
New & Used Truck Parts for All Makes
Repaired - Rebuilt & Exchanged
Differentials & Transmissions
A Specialty
380-10th... HE mlock 1-7782
If no answer call... JU niper 5-5028
Or Call Redwood City... EMrsn 6-4491

TRUCK WRECKING CO INC
TRUCKS BOUGHT & SOLD
Anywhere - Any Condition
New & Used Parts for Army & Civilian Trucks
Motors, Rear-Ends, Transmissions, Etc.
Out of Town Orders Promptly Shipped
Corner of 15th & Harrison... MA rket 1-6528
Or call... MA rket 1-6793

Trucks-Motor, Painting
See Automobile Painting

Trucks-Motor, Rental
A Abel Moving & Storage Co
244 Clement... SKYline 2-0620
A & B Truck Rental 1130 Stevenson... UNdrhl 3-3092

ADAMS R D CO
FORK LIFT TRUCKS
Rented - Sold - Repaired
863 Harrison... YU kon 6-4055

For some of the world's finest music, tune in each Monday night on the Telephone Hour's "Great Artist Series" over N.B.C. stations.

Trucks-Motor, Rental - (Cont'd)

ARMSTRONG'S U-DRIVE
TRUCKS FOR RENT WITHOUT DRIVERS
Low Rates
855 Geary... GR ayson 4-6600

ARROW AUTO & TRUCK RENTAL SERVICE
Trucks for Rent or Lease (WITHOUT DRIVER)
1/2 and 3/4 Ton Pick Ups
1 1/2 Ton Trucks
LOW RATES
Day - Week - Month - Year
1/2 Block off Market
38-8th... MArket 1-0192

BARRETT TRUCK AND AUTO RENTAL
Formerly Arrow Auto and Truck Rental Service
RENT A TRUCK DRIVE IT YOURSELF
LOW RATES - LATE MODELS
Real Insurance Protection
Member of National Truck Leasing System
38-8th... MArket 1-0192

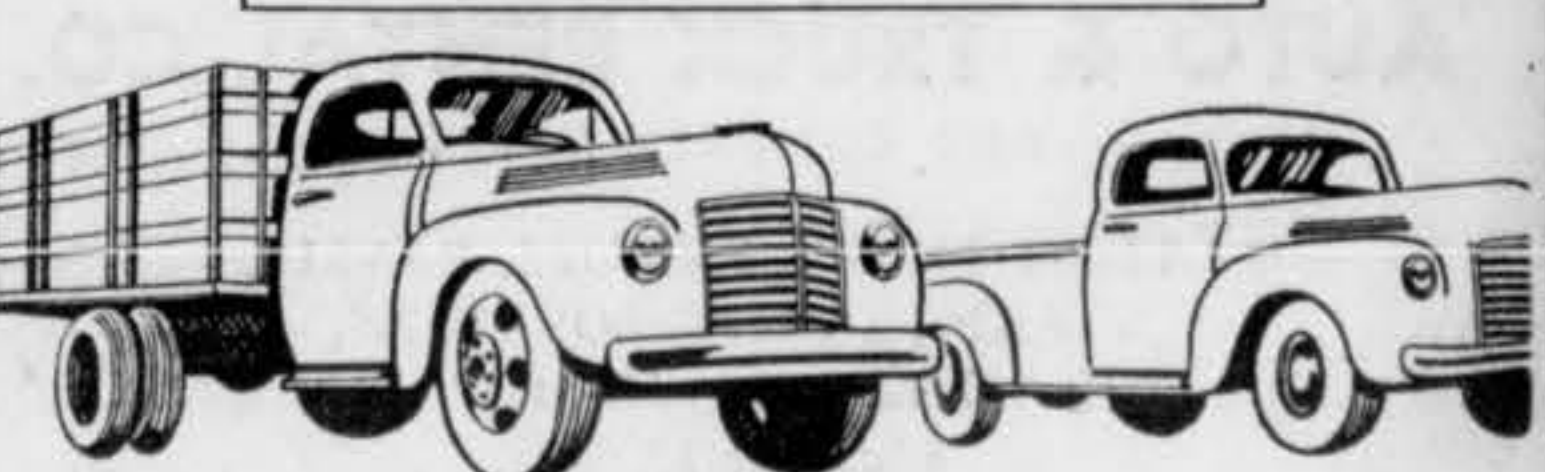
(Continued Next Page)
Advertise here—it pays.

LEASE A NEW TRUCK

2 LOCATIONS TO SERVE YOU
Everything Furnished Except the Driver
ALL MAKES, SIZES & BODIES AVAILABLE
LOW RATES
FINEST EQUIPMENT

Let Us Carry Your Capital Investment

ASK FOR DETAILS
TEmplebar 2-4546



NORTHERN CALIFORNIA
TRUCK RENTAL CO.
2801 SAN PABLO AVE. OAKLAND
7501 SAN LEANDRO ST. OAKLAND

TEmplebar 2-4546