

**CENTRALLY LOCATED** **MOTEL Capri** **VERY QUIET**  
1 BLOCK OFF U.S. 101 NEAR LOMBARD

- 45 Units... Elevator
- Free TV and Phone... All Units
- Kitchenettes
- Tours



2015 GREENWICH ST. AT BUCHANAN  
**Fillmore 6-4667**

**MOTEL De Ville**  
2599 Lombard at Broderick U.S. Hwy 101

45 LUXURIOUS UNITS

Member of American Express



Complimentary 21 inch RCA Television & Radio & Coffee in Every Room

Beautiful Accommodations Families & Conventions

Telephones Elevator Snack Bar

**Fillmore 6-4660**

**Broadway Manor Motel**  
HOTEL SERVICE - ELEVATORS  
NEAR SHOPS - RESTAURANTS - THEATRES

PATIO GARDEN FREE TV

56 DE LUXE UNITS  
24-HOUR PHONE SERVICE



VAN NESS SAN FRANCISCO At BROADWAY PRospect 6-7900

TWO LOCATIONS - BOTH MOTELS CONVENIENTLY NEAR THE COW PALACE - "CANDLESTICK BALL PARK" - L&L CASTLE LANES

**Vinmar MOTEL**  
3255 GENEVA AVE. S.F. 24  
Dial DElaware 3-3000

FAMILY ACCOMMODATIONS - KITCHENETTE APARTMENTS - TV'S & RADIOS

Both Motels Centrally Located to Downtown S.F. & S.F. Int'l Airport  
Gray Line Tours Arranged

ATTRACTIVE WEEKLY & WINTER RATES  
PANEL RAY HEATERS

**Town MOTEL**  
3211 GENEVA AVE. S.F. 24  
Dial JUNiper 6-9400

VERY QUIET - OFF 101 BYPASS & GENEVA AVE.

**Motels-(Cont'd)**

**GENEVA MOTEL**  
MODERN UNITS  
KITCHENS  
INSIDE GARAGES - TELEVISION  
10 Minutes to Downtown S. F.  
Walking Distance to Cow Palace  
Close to Candlestick Ball Park

Bayshore Bl & Geneva Av  
3233 Geneva Av - DElaware 3-7817

**GOLDEN GATE CITY MOTEL**  
2707 Lombard JOrdn 7-8222

**GOLDEN GATE MOTEL**  
Trailer Accommodations  
7301 Mission PLaza 5-9922

**GOLDEN GATE MOTEL-MURRAY'S**  
2555 Lombard WAlnt 1-9482

Golden Gate Travelodge  
2230 Lombard WEst 1-3208

**HAROLD'S MOTEL**  
AAA APPROVED  
DELUXE ACCOMMODATIONS  
FREE RADIO IN ALL UNITS  
FREE TV IN DELUXE UNITS  
IN-THE-ROOM COFFEE SERVICE  
Dining Room & Cocktail Lounge Opposite  
Convenient - Pleasant - Quiet  
20 Minutes to All Points of Interest  
3971 Junipero Serra Bl Colma - PLaza 5-7171

**HILTON INN**  
S F Intnl Airport JUNo 9-0770

**HOLIDAY LODGE**  
See Our Adv Under Hotels  
Van Ness Av & Washington PRspt 6-4469

The men and women in the Bell System are used to meeting emergencies and they are trained and equipped to carry on in times of special need. For years they have known the test of fire, flood and storm. Always before them is the tradition that "the message must go through."

**HOLLAND MOTEL**  
First & Finest  
Motel Off G G Bridge  
CLOSE TO PRESIDIO & FORT MASON  
TV - PARKING SPACE  
In Center of All Points of Interest  
WEEKLY RATES  
YOUR PETS ARE ALWAYS WELCOME

On U S Highway 101  
Lombard & Richardson Av. - WAlnt 1-0923

Hotel Oxford Mason at Market PRspt 5-4600  
Hotels-Motels Reservations Center EXark 7-3030  
209 Post

**HYATT HOUSE MOTEL**  
1333 Old Bayshore Hwy Brngm... DIand 2-7741

**INTERNATIONAL INN THE**  
326 S Airport Bl S S F JUNo 3-9600  
(See Advertisement Page 588)

**LAKE MERCED LODGE MOTEL**  
2253 Junipero Serra Bl Daly City PLaza 6-2640  
(See Advertisement Page 591)

**LAKESIDE MOTEL**  
One of San Francisco's Finest  
TELEVISION  
KITCHENS  
GARAGES  
CLOSE TO EVERYTHING

1260 El Camino RI SSF JUNo 8-6025

**LANAI MOTEL APTS**  
2353 Lombard WEst 1-7810  
(See Advertisement Page 591)

Lombard Plaza Motel 2026 Lombard WAlnt 1-2444  
(See Advertisement Page 591)

**MANOR MOTEL**  
2358 Lombard WAlnt 2-2010  
(See Advertisement Page 591)  
(Continued Next Page)

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



**Belpaire Motel**

SLEEP OFF THE HIGHWAY

32 NEW UNITS - VERY MODERN - FULL TILE BATHROOM  
Phones - Free TV, Radio & Courtesy Coffee in All Rooms  
SIGHTSEEING TOURS

Fine Restaurants Within Walking Distance  
ONLY 6 MIN. TO CIVIC CENTER - DOWNTOWN & FISHERMAN'S WHARF  
For Reservations Call - WAlnt 1-5162  
3201 STEINER 1/2 BLOCK OFF LOMBARD (HWY. 101)

**Van Ness MOTEL**  
42 MODERN UNITS - SOME SUITES  
FAMILY ACCOMMODATIONS



FREE TELEVISION  
AMPLE PARKING  
TELEPHONES

ELEVATORS - GARRY & GRAYLINE TOURS  
Also Recording Tours  
Centrally Located - Minutes From Fisherman's Wharf  
Chinatown - Presidio - Beach & Downtown S F

MODERATE RATES 2850 VAN NESS AVE. At Chestnut St. PHONE PRospect 6-3220

**Motels-(Cont'd)**

**MAR MOTEL**  
AAA APPROVED  
NEW DELUXE ROOMS & APTS  
KITCHENETTES  
FREE TV - PHONE SERVICE  
Suites Accommodations for 2 to 8  
OCEAN VIEW  
End of Judah St - Near G.G. Park  
4340 Judah - MOrtse 1-2300

**MARINA MOTEL**  
Reasonable Rates  
Kitchens - Apartment Size  
AAA Locked Garages AAA  
Winter Rates  
Weekly Monthly  
TV AVAILABLE  
WAlnt 1-9406  
HWY 101  
2576 Lombard - WAlnt 1-9406

**MARKET DOLORES MOTEL**  
2051 Market MARKt 1-8062

**MARKET STREET TRAVEL LODGE**  
1707 Market MARKt 1-6775  
(See Advertisement Page 588)

**MART MOTEL** 101-9th MARKt 1-3655  
(See Advertisement This Page)

Millets Auto Court  
1 1/2 Miles South of City Limits  
of San Francisco on 101 Hwy  
50 Modern Courts-Tile Showers-Refrig  
7700 Mission Colma PLaza 5-3903

**MILLWOOD MOTEL**  
1375 El Camino RI Milbra JUNo 3-3955

**MISSION BELL MOTEL**  
6843 Mission Daly City PLaza 5-6161  
(See Advertisement Page 589)

**MISSION SERRA MOTEL**  
AAA APPROVED - 30 NEW UNITS  
Centrally Located - Quiet  
KITCHENETTES - TV - RADIO  
Public Transportation at Door  
One of San Francisco's Newest Motels  
5630 Mission - JUNiper 6-3990

**MOSSWOOD MOTEL**  
683 W MacArthur Bl Oakland Olympic 5-5817  
(See Advertisement This Page)

**MOTEL CABLE**  
1450 Lombard ORdwy 3-0691  
(See Advertisement This Page)

**MOTEL CARRI** 2015 Greenwich FIlmor 6-4667  
(See Advertisement Page 590)

**MOTEL DE VILLE**  
Broderick & Lombard FIlmor 6-4660  
(See Advertisement Page 590)

Advertise here - it pays.

**Lanai Motel**  
"LUXURIOUS BUT REASONABLE"

- ✓ APTS
- ✓ KITCHENS
- ✓ TV
- ✓ PHONES

34 UNITS FAMILY SUITES

WEst 1-7810  
2353 LOMBARD

**MOTEL TOWN**  
3211 Geneva Av JUNiper 6-9400  
(See Advertisement Page 590)

**MOTORVILLE MOTEL**  
7500 Mission Colma PLaza 6-4788  
(See Advertisement This Page)

**MOZZETTI'S MOTEL & TRAILER VILLAGE**  
15 Min. to Downtown San Francisco  
Units With or Without Kitchens  
San Bruno Av & Visitation Av  
Brishn JUNiper 7-9898

**MURRAY'S-GOLDEN GATE MOTEL**  
AAA APPROVED - TELEVISION  
COFFEE BAR - WINTER RATES  
Centrally Located to All Points of Interest  
WAlnt 1-9482  
On U. S. Hwy 101 Between Broderick & Divisadero Sts.  
2555 Lombard - WAlnt 1-9482

**NEW S F MOTEL & TRAILER COURT**  
New Modern Units With Garages  
15 Minutes From Downtown S.F.  
TRAILER ACCOMMODATIONS  
8925 Mission Daly City PLaza 5-5850

**NOB HILL MOTEL**  
AWAY FROM TRUCK TRAFFIC  
SOUND PROOF ROOMS  
KING SIZE BEDS  
LUXURIOUSLY FURNISHED KITCHENETTES  
PHONE FREE TV ELEVATOR  
1630 Pacific Av - PRspt 5-8160  
(Continued Next Page)

**MART MOTEL**



TWIN & DOUBLE BEDS  
STUDIO SUITES  
FREE TELEVISION  
TELEPHONES  
SHELTERED PARKING  
101-9th & MISSION SAN FRANCISCO  
Near Merchandise Mart at Market St.

Call Market 1-3655

**LOMBARD PLAZA MOTEL**  
FREE 21" TELEVISION  
WAKE UP SERVICE  
TELEPHONE SERVICE  
COFFEE SERVICE  
Sight Seeing Tours Arranged  
Near Fort Mason & Presidio

On U. S. 101 Near Golden Gate Bridge  
Close to Restaurants and Civic Center

WAlnt 1-2444  
2026 LOMBARD

**SLEEP BY THE SEA**  
**ROBERTS-AT-THE-BEACH**  
30 UNITS MOTEL



OPPOSITE S.F. ZOO & STORY LAND

S.F. ZOO STORYLAND  
STEPS AWAY: S. F. Zoo Story Land and Playground with World's Largest Heated Salt Water Pool

OPEN ALL YEAR  
Lombard 4-2610  
2828 SLOAT BLVD. Opposite S.F. Zoo

- Two Municipal Golf Courses
- Cliff House and Seal Rocks
- Golden Gate Park
- Laundrette on Premises
- Banquet Room Available 50 to 500
- Catering to Commercial Men
- AAA Approved

**MOTEL Cable**



On "Motel Row" Hi-Way 101

- S.F.'s ACCOMMODATING MOTEL
- TELEVISION - TELEPHONES
- CONTINENTAL BREAKFAST
- FAMILY ACCOMMODATIONS
- KITCHENS - SIGHTSEEING SERVICE
- SOUND PROOF

100% PARKING - 1450 LOMBARD  
Between Van Ness & Franklin  
ORdwy 3-0691

**LAKE MERCED LODGE**  
★ FREE CONTINENTAL BREAKFAST  
★ 20 MIN. DRIVE TO DOWNTOWN S. F.  
★ SOUNDPROOF UNITS

- ★ Near Lake Merced
- ★ Golfing - Boating
- ★ Swimming-Fishing
- ★ Away From Congested Area - Nice & Quiet
- ★ Member Diners' Club
- ★ American Express Credit Card Plan
- ★ Individual Unit Parking
- ★ For Reservations Call

2253 JUNIPERO SERRA BLVD. PLaza 6-2640  
AAA Approved

**Motorville Motel**  
P. BONFANTINI OWNER

30 LARGE UNITS WITH OR WITHOUT KITCHENS  
ON U.S. HWY. 101  
1 MI. South of City Limits  
Bordering Peninsula Towns & City Center  
PLaza 6-4788

7500 MISSION ST. COLMA

**MOSSWOOD MOTEL**  
IN OAKLAND  
15 MINUTES FROM S.F.



TELEVISION - TELEPHONE - RADIO  
TUB & SHOWER COMBINATION  
DINERS' CLUB - AMERICAN EXPRESS & HILTON'S CREDIT CARDS HONORED  
COFFEE IN OUR LOUNGE  
AAA & CONGRESS OF MOTOR HOTELS  
Olympic 5-5817  
683 WEST MACARTHUR BLVD.

**MOTEL ANOR**

Lombard Motel Strip  
• FREE TV • TELEPHONE  
• RADIOS  
• SOUND PROOF  
RESTAURANTS NEXT DOOR  
5 MINUTES TO DOWNTOWN S.F. OR FISHERMAN'S WHARF  
Near Presidio & Fort Mason  
WAlnt 2-2010  
2358 LOMBARD, ON U.S. 101