

## Continental

SAN FRANCISCO'S  
**NEWEST Lodge**

300 Ultra Modern Rooms  
Soundproof & Fireproof  
Suites & Kitchens  
MARINE VIEW CONFERENCE ROOMS  
FREE PARKING

Located in the Heart of Downtown San Francisco & Fisherman's Wharf

RESTAURANT & COCKTAIL LOUNGES  
All Major Credit Cards Accepted

Member Master Hosts & AAA

FREE TRANSPORTATION FROM AIRPORT, BUS TERMINALS OR TRAINS, ETC.

CALL PROspect 6-7500

TV - HI-FI MUSIC TELEPHONE IN EVERY ROOM

ALL ROOMS HEATED SWIMMING POOL

CORNER OF VAN NESS & FILBERT • SAN FRANCISCO  
ON HWY 101 - 1 MILE SOUTH OF GOLDEN GATE BRIDGE

## HILTON INN

Hilton Hotels

SAN FRANCISCO INTERNATIONAL AIRPORT  
FACILITIES FOR: CONVENTIONS - WEDDINGS - FASHION SHOWS  
DINNER DANCES - LUNCHEONS - RECEPTIONS - BUFFETS - DISPLAYS  
TV, RADIO, & FM MUSIC IN EVERY ROOM

Completely Air Conditioned - Free Transportation to and from Airport  
HEATED SWIMMING POOLS

COFFEE HOUSE - DINING ROOM  
SPECIALTY RESTAURANT - "THE FRENCH CORNER" - SOMETHING REALLY DIFFERENT

INQUIRE ABOUT THE INTERNATIONAL CLUB - PRIVATE MEMBERSHIP  
COCKTAIL LOUNGE - BANQUET & MEETING ROOMS  
ROOM SERVICE - ACRES OF FREE PARKING  
MASSAGE - STEAM BATHS - DRY HEAT ROOMS  
BEAUTY & BARBER SHOPS

FOR RESERVATIONS PHONE OR WRITE  
JUnio 9-0770 SAN FRANCISCO INTERNATIONAL AIRPORT  
P. O. BOX 8355 SAN FRANCISCO, 28

**Hotel & Motel Reservations—(Cont'd)**

**MONTE CASSINO HOTEL OF MEXICO CITY**  
S F OFFICE 442 Post.....EXbrk 2-4330  
Morelia Travel Service 209 Post.....YUkon 6-5304  
Motel Cable 1450 Lombard.....ORdwy 3-0691  
Nuevo Fenix Hotel of Guadalajara SF Office  
Fairmont Hotel.....EXbrk 7-2717

**PALM SPRINGS RIVIERA HOTEL**  
S F OFFICE Fairmont Hotel.....EXbrk 7-2717  
Park Lane Hotel of New York S F Office  
Russ Bldg.....YUkon 2-6905  
Park-Shelton Hotel of Detroit S F Office  
Russ Bldg.....YUkon 2-6905  
Parker House Hotel of Boston S F Office  
Russ Bldg.....YUkon 2-6905

**PASO ROBLES INN OF PASO ROBLES**  
S F OFFICE  
Teletype Reservations No Chg  
442 Post.....EXbrk 2-4330

**PECK-JUDAH TRAVEL SERVICE**  
672 Market. GARfld 1-3505

**PLAYA DE CORTES HOTEL OF GUAYMAS MEXICO**  
San Francisco Office  
442 Post.....EXbrk 2-4330

Princess Kaiulani Hotel of Honolulu  
Sheraton Palace Hotel.....EXbrk 2-1517

**RICHARDSON MINERAL SPRINGS S F OFFICE**  
GARfld 1-0493

**RIVERSIDE HOTEL OF RENO S F OFFICE**  
Teletype Reservations No Chg  
442 Post.....EXbrk 2-4330

**RIVIERA HOTEL OF LAS VEGAS**  
350 Post (See Advertisement Page 457)  
Robles Del Rio Lodge of Carmel Valley S F Office  
442 Post.....EXbrk 2-4330

Roosevelt Hotel of New York S F Office  
Russ Bldg.....YUkon 2-6905

**ROOSEVELT HOTEL OF PORTLAND**  
S F OFFICE 442 Post.....EXbrk 2-4330

Royal Hawaiian Hotel of Honolulu  
Sheraton Palace Hotel.....EXbrk 2-1517

**SACRAMENTO INN**  
**A GARDEN HOTEL**  
Coffee House - Luncheons & Dinners  
COCKTAIL LOUNGE  
SWIMMING & DANCING  
Phone or Write for Reservations  
Next to Sears New Store  
Arden Wy & N Sacramento Freeway  
Sacto.....WABsh 2-8041

**SAHARA HOTEL THE**  
1724 W Capitol Av W Sacto.....FRntir 1-6632

**St Moritz Hotel of N Y S F Office**  
Fairmont Hotel.....EXbrk 7-2717

Sands Hotel Las Vegas Nevada SF Reservations  
Office.....EXbrk 7-2287  
(See Advertisement Page 457)

S F Hotel Association Military Reservations.....DOuglas 2-4141

**SANS SOUCI HOTEL**  
IN THE HEART OF THE STRIP  
A. T. ARMSTRONG, Mgr.  
Highway 91  
3360 Las Vegas Bl South  
Las Vegas Nev.....DUdly 2-6380

**SANTA BARBARA BILTMORE HOTEL OFFICES**  
Geary & Taylor PRsct 5-4700

**SANTA ROSA FLAMINGO HOTEL S F OFFICE**  
Fairmont Hotel.....EXbrk 7-2717

**SCOTT SHADY COUNTRY**  
**WINNEMCCA NEVADA**  
AAA APPROVED  
75 Modern Units - Steam Heated  
ELECTRIC KITCHENETTES  
COOL - QUIET  
2 Blocks Off Hwy US 40 & 95  
1st & Pavilion  
Winnemcca Nev.....MAdsn 3-2102

Sheraton In Hawaii  
Sheraton Palace Hotel.....EXbrk 2-1517

**SHOREHAM HOTEL OF WASHINGTON D C**  
S F OFFICE Fairmont Hotel.....EXbrk 7-2717

Skirvin Hotel of Oklahoma City S F Office  
Russ Bldg.....YUkon 2-6905

**SMITH GEO R**  
S F Office America's Leading Hotels  
Fast Service All Reservations  
442 Post.....EXbrk 2-4330

Somerset-Kenmore Hotel of Boston  
S F Office Russ Bldg.....YUkon 2-6905

**SONOMA INN**  
Write or Write for Reservations  
3d & Lay Winnemcca Nevada  
MAdsn 3-2511

**STARBUCK HOTEL OF LAS VEGAS**  
RESERVATIONS OFFICE  
San Francisco Office  
Direct Teletype Reservations No Charge  
248 Powell.....YUkon 2-9160  
(See Advertisement Page 457)

Use the latest directory. Get the right number... right away.

**Hotel & Motel Reservations—(Cont'd)**

**STATLER HILTON HOTELS**  
461 Post.....YUkon 6-0575  
From telephones served by the following exchanges  
East Bay  
(No Inter-city Charge)  
Ask Operator for. Entprise 11968

Surf Rider Hotel of Honolulu  
Sheraton Palace Hotel.....EXbrk 2-1517

Sutter Travel Service 422 Market.....DOuglas 2-2680

**TAMHO TAVERN RESORT CO**  
564 Market. GARfld 1-0909

Tetley John A Co Fairmont Hotel.....EXbrk 7-2717

**TOWN & COUNTRY TRAVEL AGENCY**  
NEVADA RESERVATION & TOUR HEADQUARTERS  
Transportation Arrangements  
245 Powell.....GARfld 1-1333

**TRAVEL INFORMATION CENTER INC**  
458 Post. YUkon 6-5210

**TROPICANA HOTEL OF LAS VEGAS**  
S F OFFICE  
Immediate Reservations & Confirmation  
Russ Bldg.....YUkon 2-6905

**TWILIGHTER HOTELS**  
Seattle, Los Angeles,  
San Diego, Santa Barbara  
San Francisco.  
Texas, Florida.

*A Twiligher*  
HOTEL

"FOR RESERVATIONS CALL"

**PICKWICK TWILIGHTER HOTEL**  
5th & Mission GARfld 1-7500

Utah Hotel & Motor Lodge of Salt Lake  
City S F Office Russ Bldg.....YUkon 2-6905

**VALLEY HO HOTEL OF SCOTTSDALE**  
S F OFFICE Fairmont Hotel.....EXbrk 7-2717

Villa Hotel of San Mateo S F Office  
Fairmont Hotel.....EXbrk 7-2717

Wagon Wheel Lodge  
1261 W Capitol Av W Sacto. FRntir 1-6933

**WARWICK HOTEL OF NEW YORK**  
S F OFFICE Fairmont Hotel.....EXbrk 7-2717

**WESTERN HOTELETYPE SERVICE—**  
WESTERN HOTELS RESERVATION BUREAU  
450 Powell EXbrk 7-1464

Western Hotels Reservation Bureau  
450 Powell EXbrk 7-1464

**WESTWARD HO HOTEL OF PHOENIX**  
S F OFFICE Fairmont Hotel.....EXbrk 7-2717

**WILBUR CLARK'S DESERT INN OF LAS VEGAS**  
RESERVATIONS OFFICE  
San Francisco Office  
Direct Teletype Reservations No Charge  
248 Powell.....YUkon 2-8070

Wilson Hall & Associates 350 Post. GARfld 1-0493

From telephones served by the following exchanges  
East Bay Sacramento  
Fresno San Jose  
Reno Nevada  
(No Inter-city Charge)  
Ask Operator for. Entprise 12119

From telephones served by the following exchange  
Portland Oregon  
(No Inter-city Charge)  
Ask Long Distance for. Commerce 9734

From telephones served by the following exchange  
Seattle Washington  
(No Inter-city Charge)  
Ask Long Distance for. Zenith 9400

Wonder Palms Hotel of Palm Springs  
70 Eddy. YUkon 6-1282

**Hotels**

Adelaide Hotel 9 Adelaide Pl.....TU vedo 5-9835

Adlon Hotel 438 O'Farrell.....ORdwy 3-4994

Admiral Hotel 608 O'Farrell.....TUxedo 5-9594

Adrian Hotel 493 Eddy.....PRsct 5-9808

Aetna Hotel 1617 Pine.....PRsct 5-9532

Alamy Hotel The 995 Harrison.....EXbrk 2-9237

Albany Hotel 187-3d.....EXbrk 2-9563

Albers Hotel 46 Jackson.....EXbrk 2-9376

Albion Hotel 293-4th.....DOuglas 2-9242

Alder Hotel 175-6th.....EX brook 2-9536

Aldrich Hotel 439 Jones.....GRaystn 4-9710

**ALEXANDER HAMILTON HOTEL & APTS**  
631 O'Farrell.....GR ayston 4-5500

Alexandria Hotel of Los Angeles  
442 Post.....YUkon 2-8494

Alger Residence Hotel 837 Oak.....HEmick 1-9022

Alger Residence Hotel 839 Oak.....HEmick 1-9291

Alkain Hotel 948 Mission.....SUter 1-9618

Allen Hotel 1693 Market.....MA rket-1-9264

Alpine Hotel 306 Minna.....DOuglas 2-9930

Alta Hotel 165-3d.....GARfld 1-8585

(Continued Next Page)

**Hotels—(Cont'd)**

**ALTA MIRA HOTEL**  
126 Harrison Av Sausalito.....Edgwtr 2-1350

Altamont Hotel 3048-16th.....HE mick-1-9237

Alton Hotel 355 Ellis.....GRaystn 4-9923

**AMBASSADOR DOWNTOWN HOTEL**  
In the Heart of San Francisco  
150 Rooms of Solid Comfort  
55 Mason.....ORdwy 3-3828

Ambassador Hotel of Los Angeles  
442 Post.....GARfld 1-6217

Amer Hotel 718 Howard.....EX brook-2-9693

Andalis Hotel The II 151-3d.....GARfld 1-9529

Anglo Hotel 241-6th.....EX brook-2-9642

Anna Lane Hotel 151 Ellis.....GARfld 1-4983

Annex Hotel 825 Howard.....EXbrk 7-2565

Ansonia The 711 Post.....ORdwy 3-2670

Apple Valley Inn of Apple Valley S F Office  
Fairmont Hotel.....EXbrk 7-2717

Arcade Hotel 66 Clay.....EXbrk 2-9383

**ARLIN HOTEL** 2186 Union.....WAInt 1-9955

Arlington Hotel 480 Ellis.....OR dway-3-9600

Arnoux Hotel 545 Turk.....OR dway-3-3211

Arrowhead Springs Hotel S F Office  
Fairmont Hotel.....EXbrk 7-2717

Artmar Hotel 433 Ellis.....GRaystn 4-9899

Ascot Hotel 1657 Market.....MA rket-1-9353

Astonia Guest House 2961 Pacific Av. WAInt 1-9848

**ASTORIA HOTEL**  
510 Bush.....DOuglas 2-3038

**ATLANTA HOTEL**  
92-7th.....MArkt 1-0426

Atlantic Hotel 226-6th.....UNdrhl 1-9056

Avenue Hotel The 524 Columbus Av DOuglas 2-9861

Avondale Hotel 227-4th.....GARfld 1-7537

Baker Hotel 1485 Pine.....ORdwy 3-3234

Bakersfield Inn S F Office  
Fairmont Hotel.....EXbrk 7-2717

Balboa Hotel 120 Hyde.....PR sct 5-9821

**BALDWIN HOTEL** 321 Grant Av.....SU ter 1-6133

Baldwin House 74-6th.....MArkt 1-1234

Balmoral Residence Club  
1010 Bush.....ORdwy 3-5070

Banner Hotel 827 Howard.....SUter 1-7970

**BARBIZON-PLAZA HOTEL OF NEW YORK**  
S F OFFICE 210 Post.....YUkon 2-5383

Barclay Hotel 235 O'Farrell.....GARfld 1-3655

Barr Hotel 1170 McAllister.....WA Int 1-9781

Bay Hotel 24 Sacramento.....DO uglas-2-3186

Bay Meadows Hotel 116 Mason.....GARfld 1-9809

Beach Hotel 438 Broadway.....EXbrk 2-9250

Beach Hotel 4211 Judah.....ORvnd 1-8618

Beck's Motor Lodge 15th & Market.....MArkt 1-8212

Belcrest Arms Hotel 624 Post.....PRsct 5-6757

Bell Hotel 37 Columbus.....SU ter 1-9642

**BELLEVUE HOTEL** 505 Geary. GR ayston 4-3600

**BELMONT HOTEL**  
Weekly & Monthly Rates - TV in Lobby  
Lite-Housekeeping Rooms Available  
Owners: James Daly - Cecelia Girovax  
730 Eddy.....ORdwy 3-4200

**BENJAMIN FRANKLIN HOTEL**  
44 E 3d Av Sn Mto.....DI mnd 4-2511

**BERESFORD HOTEL** 635 Sutter.....OR dway 3-9900

**BERNARD HOTEL**  
344 Jones.....PR sct 6-4542

Bernasconi Richino 444 Columbus Av GARfld 1-9642

Best Hotel 964 Howard.....GARfld 1-9293

**BEVERLY-PLAZA HOTEL**  
Grant Av & Bush.....SUtr 1-3566

Beverly Wilshire Hotel Beverly Hills  
EXbrk 7-1979

**BILTMORE HOTEL**  
Resident Hotel Overlooking Garden  
735 Taylor.....PRsct 5-0630

**BILTMORE HOTEL RESIDENCE CLUB**  
Resident Hotel Overlooking Garden  
735 Taylor.....PRsct 5-0630

**BOOKER T WASHINGTON HOTEL**  
1540 Ellis JOrdn 7-5978

Boyd Hotel 41 Jones.....MArkt 1-1046

Bridge Hotel 2524 Lombard.....JOrdn 7-9828

Bristol Hotel 56 Mason.....YU kon-6-1252

**BROADMOOR HOTEL** 1499 Sutter. ORdwy 3-1932

Broadway De Luxe Hotel  
461 Broadway.....DO uglas-2-9680

Broadway Hotel 2048 Polt.....PR sct 5-0866

Broadway Manor 2201 Van Ness Av. PRsct 6-7900

Cable Car Hotel 1388 California.....GRaystn 4-9857

Callif Hotel 380 Eddy.....OR dway-3-7223

Callif State Hotel 176-3d.....DOuglas 2-9823

**CALIFORNIAN HOTEL**  
Taylor & O'Farrell.....TU vedo 5-2500

Cameo Hotel 389-3d.....EXbrk 2-9339

**CANTERBURY HOTEL** 750 Sutter. GRaystn 4-6464

Carleton Hotel 274-4th.....DO uglas-2-8266

**CARLTON HOTEL** 1075 Sutter.....ORdwy 3-0242

Carmel Hotel 128-3d.....EXbrk 1-9236

Carrollton-Residence Club 623 Taylor. PRsct 5-9602

**CARTWRIGHT HOTEL** 524 Sutter. GAR fld 1-2865

Casa Loma Hotel 610 Fillmore.....UNdrhl 1-9390

Casablanca Hotel 1951 Sutter.....WAInt 1-9946

Castro Hotel 705 Vallejo.....EXbrk 2-9802

Cavour Hotel 369 Broadway.....SU ter 1-9826

Check the YELLOW PAGES for WHO sells WHAT.

**Hotels—(Cont'd)**

**CECIL HOTEL**  
BEAUTIFUL MODERN ROOMS  
SPLENDID GARAGE FACILITIES  
Near Union Square  
545 Post.....ORdwy 3-3733

**CHANCELLOR HOTEL** 433 Powell DO uglas-2-2004

Chapman Park Hotel of Los Angeles S F Office  
Fairmont Hotel.....EXbrk 7-2717

Chase Hotel 1278 Market.....MA rket-1-9456

**CHICAGO HOTEL** 1223 Webster.....WEst 1-9959

Chong Hing Hotel 933 Grant.....YU kon 2-6200

**CHRONICLE HOTEL**  
FAMILY RATES FOR TRAVELERS  
Convenient Parking - Modern  
At 5th  
936 Mission.....YUkon 6-2692

Civic Center Hotel 20-12th.....UN drhl 1-2373

**CLARK HOTEL**  
REASONABLE RATES TO FAMILIES  
DOWNTOWN LOCATION  
Corder Eddy & Taylor  
217 Eddy.....PRsct 5-0355

Clark Hotel of Los Angeles  
442 Post.....EXbrk 2-4330

**CLARK'S WILBUR DESERT INN OF LAS VEGAS**  
RESERVATIONS OFFICE  
San Francisco Office  
Direct Teletype Reservations No Charge  
248 Powell.....YUkon 2-8070

Clayton Hotel 657 Clay.....DO uglas 2-9988

Clement Hotel 524 Clement.....BAyvn 1-9167

Cleveland Hotel The 417-3d.....SUter 1-9667

**CLIFT HOTEL** Geary & Taylor.....PRsct 5-4700

Club Fairfax 3900-3d.....VAncias 4-9933

Coast Line Hotel 206 Townsend.....EX brook 2-7281

Colombo Hotel 615 Broadway.....DOuglas 2-9383

Colonial Hall Hotel 27 Monroe.....GA rld-1-9707

**COLONIAL HOTEL**  
620 Bush.....GARfld 1-4450

Colton Hotel 2244 Market.....GARfld 1-9767

**COLUMBIA HOTEL**  
DOWNTOWN  
OPPOSITE AIR LINE TERMINAL  
O'Farrell at Taylor.....ORdwy 3-8517

Columbo Hotel 615 Broadway.....YUkon 2-1764

**COMMODORE HOTEL**  
Sutter at Jones.....TU vedo 5-2464

Commodore Hotel of New York S F Office  
Fairmont Hotel.....EXbrk 7-2717

Concord Hotel 25 Duboce Av.....UNdrhl 3-9872

Congress Hotel 1414 Fillmore.....WEst 1-9965

**CONTINENTAL HOTEL** 127 Ellis. YUkon 6-0464

**CONTINENTAL LODGE**  
Van Ness Av & Filbert. PRsct 6-7500  
(See Advertisement Page 458)

Cordova Hotel 521 Post.....ORdwy 3-4321

Cornell The 715 Bush.....GARfld 1-3154

Corner Hotel 37-6th.....EXbrk 2-9294

Cosmo Hotel 700 Jones.....PRsct 5-9832

Crane Hotel 245 Powell.....SUter 1-1030

**CREST HOTEL** 210 Ellis.....PRsct 5-2900

Crown Hotel 528 Valencia.....HEmick 1-9259

Crystal Hotel 130 Eddy.....TUxedo 5-9705

Currie Studio Rooms 1572 Hayes.....WEst 1-9941

Curtis Hotel 559 Valencia.....MA rket-1-9357

Curtola Hotel 1068 Howard.....HEmick 1-4260

Dagmar Hotel 2191 Mission.....HE mick-1-9321

Dahlia Hotel 74 Turk.....TUxedo 5-9756

Dale Hotel 168 Eddy.....GRaystn 4-9618

**DALY HOTEL NEW** 54 Turk.....GR ayston 4-0700

Dante Hotel 310 Columbus Av.....EXbrk 2-9458

Dario's 1430 Larkin.....TU vedo 5-9768

Daton Hotel 175-3d.....GARfld 1-9421

Dawson Hotel 1734 Post.....JO rdn 7-5797

**DEL WEBB'S TOWNHOUSE MOTOR HOTEL**  
Market At 8th.....UNdrhl 3-7100

Delano Hotel 575 Columbus Av.....GARfld 1-9544

Delber Hotel 2126 Mission.....MA rket-1-9335

**DEL MONTE LODGE**  
Office & Reservations  
620 Market.....GA rld 1-4533

Delta Hotel 88-6th.....UNdrhl 1-6753

De Pau Hotel 1394 Evans Av.....AT water 8-0464

**DEVONSHIRE HOTEL**  
OFF UNION SQUARE  
Ben Jacobson, Mgr.  
335 Stockton.....YU kon 6-1856

Dewey Hotel 193-4th.....DO uglas-2-5383

Diamond Hotel 225 Ellis.....GRaystn 4-9875

**DINAH'S MOTOR HOTEL**  
SWIMMING POOL  
LAGOON - LANAI  
DINAH'S SHACK  
WORLD FAMOUS RESTAURANT  
Since 1926  
4269 El Camino RI Palo Alto-DWmpt 6-2844

(Continued Next Page)

A COMPLETE HOTEL SERVICE

Dancing Entertainment Nightly  
24-Hour Coffee Shop & 24-Hour Room Service

**THE HYATT HOUSE**  
DI 2-7741

1333 OLD BAYSHORE HIGHWAY  
(1 MILE SOUTH OF SAN FRANCISCO AIRPORT)  
AT THE BROADWAY BURLINGAME OVERPASS

WHEN IN LOS ANGELES VISIT THE HYATT HOUSE,  
ADJACENT L.A. INTERNATIONAL AIRPORT

One of the PENINSULA'S FINEST RESTAURANTS  
COCKTAIL LOUNGE BANQUET ROOMS  
FREE AIRPORT LIMOUSINE SERVICE  
HEATED POOL  
TENNIS COURTS  
COMPLETELY AIR CONDITIONED

**HOLIDAY LODGE**  
VAN NESS AT WASHINGTON  
PROspect 6-4469

RESORT GARDEN HOTEL  
IN THE HEART OF  
SAN FRANCISCO

- LUXURIOUS LIVING ROOM - BEDROOM COMBINATION
- DUPLEX SUITES WITH COMPLETE KITCHENETTES
- DINING ROOM AND COCKTAIL LOUNGE
- OVERLOOKING HEATED SWIMMING POOL
- RADIANT HEATED PATIO
- FREE PARKING IN OUR CONCRETE FIREPROOF GARAGE
- FREE TV AND RADIO
- BANQUET FACILITIES

**HOTEL SENATE**  
A Clean Family Hotel  
FAMILY RATES  
SPECIAL BABY FORMULA ROOM  
MODERN PARKING LOT  
GUEST RATES  
PROspect 5-3020  
At Larkin Near Civic Center  
467 TURK SAN FRANCISCO

**HOTEL STRATFORD**  
AT UNION SQUARE  
Center of Shopping & Theatre District  
Family Rates  
Reasonable Daily Rates  
Attractive Weekly Rates  
Comfort & Conveniences  
Excellent Parking Facilities  
GARfield 1-2807  
242 Powell (At Geary & Powell Sts.)  
TV and RADIO  
TRAVEL SERVICE  
Sight-Seeing Tours  
World Famous Cable Cars Pass Our Doors