

**CHRYSLER-IMPERIAL**  
SALES • SERVICE • PARTS  
**PARAMOUNT MOTORS**  
3245 Geary Blvd. Bayview 1-4229  
S.F.'s Oldest Chrysler-Imperial Dealer

**NEW SMALL FORD**  
HEADQUARTERS  
IMPORTED FROM ENGLAND  
**SALES - SERVICE - PARTS**  
**ALPHA MOTORS**  
S.F.'s only exclusive English Ford dealer  
3301 GEARY BLVD. SKYLINE 2-6000

PICK UP THAT MERCEDES-BENZ OF YOUR DREAMS AT THE MERCEDES-BENZ FACTORY AND SAVE ENOUGH TO PAY FOR A TRIP TO EUROPE  
**SEE EUROPE BY motor AND SAVE**  
SEE MORE, SEE R-E-A-L EUROPE  
3 WAYS (UNLIMITED MILEAGE)  
REPURCHASE PLAN  
LEASE PLAN  
BRING BACK PLAN  
SHIPMENT HOME AT END OF TRIP  
**EUROPEAN AUTO TRAVEL CENTER**  
The West's oldest and most experienced European-delivery specialist  
323 GEARY - SAN FRANCISCO - YUKON 6-3881

**OPEL**  
Sales - Service - Parts  
A General Motors Product  
Imported from Germany  
**McALISTER BUICK**  
Post to Sutter on Van Ness Avenue  
PRespect 5-2400

**RAMBLER**  
NEW AND USED SALES  
Economize at  
**ECONOMY RAMBLER**  
2745 SO. EL CAMINO REAL  
SAN MATEO  
JUST SOUTH OF HILLSDALE  
Flreside 1-3443  
OPEN NIGHTS & SUNDAYS

**Automobile Dealers—New Cars—(Cont'd)**  
Hyde Motors  
1201 Van Ness Av. GRaystn 4-1100  
Parts Dept 1201 Van Ness Av. DRWay 3-0300  
**IMPERIAL SALES & SERVICE**  
FINEST EXPRESSION OF THE FORWARD LOOK  
**IMPERIAL**  
"WHERE TO BUY THEM"  
ANTHONY EARLE C INC  
901 Van Ness Av. PRespect 6-0444  
JACOPI LEO A  
698 El Camino RI SSF. JUno 8-5225  
PARAMOUNT MOTORS INC  
3245 Geary Bl Bayw 1-4229

INGOLD-OLSEN INC CHEVROLET DLR  
Van Ness Av & O'Farrell. GRaystn 4-7700  
Isotta-Distrs for Northern Calif  
1006 N Point. PRespect 6-6700  
Jacopi Leo A 698 El Camino RI S S F. JUno 8-5225  
**JAGUAR SALES & SERVICE—**  
BRITISH MOTOR CAR DISTRS LTD  
1701 Van Ness Av. PRespect 6-5120  
FELTON PAUL BRITISH CARS  
7555 Mission Daly City PLaza 6-7700  
**JAMES F WATERS INC RENAULT-PEUGEOT**  
Van Ness Av at Bush. TUxedo 5-1865  
**JOHNSON REYNOLD C CO VOLKSWAGEN**  
DISTR 1600 Van Ness Av. PRespect 6-0880  
(See Advertisement Page 62)  
**KAISER HENRY J SALES & SERVICE—**  
BAKER GENE MOTORS  
4885 Mission JUnipr 5-8400  
**KRIEGER HARRY & SONS**  
Marine Division 2835 Geary Bl. JOrdn 7-1200  
Oldsmobile Division 2950 Geary Bl. SKYln 2-1080  
Renault-Peugeot Division  
2835 Geary Bl. JOrdn 7-1200  
Used Cars 2955 Geary Bl. SKYln 2-1085  
(See Advertisement Page 61)  
**KRIEGER HARRY & SONS**  
2835 Geary Bl. JOrdn 7-1200  
(See Advertisement Page 64)

**SPENCER BUICK INC.**  
SALES SERVICE PARTS  
FOR THE LOW COST MONEY SAVING VOLUME BUICK DEAL  
CALL TODAY  
LOmbard 4-2111  
740 Taraval  
Corner of 18th & Taraval

**PORSCHE**  
Northern California Headquarters  
  
**Continental CAR CO.**  
ALWAYS A LARGE SELECTION NEW & USED  
Complete Parts & Service  
TUxedo 5-2635  
1529 VAN NESS AVE.

**LANCIA SALES & SERVICE—**  
EUROPEAN AUTO TRAVEL CENTER  
For European Deliveries  
329 Geary YUkon 6-3881  
**EUROPEAN MOTORS LTD**  
1740 Van Ness Av. DRWay 3-9109  
REZZAGHI CHAS 2715 Hyde. DRWay 3-4896  
Lancia Western States Distr  
2715 Hyde. ORWay 3-4896  
Lautze Fred Motors  
315 Airport Bl S S F. PLaza 5-2822  
**LESHER-MUIRHEAD MOTORS**  
1515 S Van Ness Av. VAlencia 4-1400  
**LINCOLN AND CONTINENTAL**  
PROMPT, COURTEOUS SALES AND SERVICE; FACTORY REGISTERED MECHANICS; LATEST EQUIPMENT.  
**“WHERE TO BUY THEM”**  
VAN ETTA MOTORS  
1301 Van Ness Av. ORWay 3-8800

**LLOYD**  
Germany's Fastest Selling Car in Its Field  
45-50 Miles Per Gallon  
Passenger - Sport - Commercial  
**“FOR INFORMATION CALL”**  
DISTRIBUTORS  
**S & J MOTOR CO IMPORT DIV**  
601 Tunnel Av. JUnipr 6-5635  
**M G SALES & SERVICE—**  
BRITISH MOTOR CAR DISTRS LTD  
1800 Van Ness Av. PRespect 6-5120  
FELTON PAUL BRITISH CARS  
7555 Mission Daly City PLaza 6-7700  
**MARATHON MOTORS INC**  
IMPORTED CARS  
6601 Mission Daly City PLaza 5-1400

Maserati Western States Distr  
2715 Hyde. ORWay 3-4896  
**McALISTER BUICK INC**  
1200 Van Ness Av. PRespect 5-2400  
(See Advertisement Page 60)  
**McAlister James W Inc**  
1200 Van Ness Av. PRespect 5-2400  
**McALISTER MOTORS**  
Between Post & Sutter  
1230 Van Ness Av. PRespect 5-2400  
6899 Mission  
Open Nites & Sundays  
Daly City PLaza 6-6060  
(See Advertisement Page 65)  
**MERCEDES-BENZ SALES AND SERVICE**  
INTERNATIONALLY FAMOUS MOTOR CARS Distributed by MERCEDES-BENZ SALES, INC. Subsidiary of Studebaker-Packard Corp.  
**“WHERE TO BUY THEM”**  
AUTHORIZED SALES AND SERVICE  
**PARAMOUNT MOTORS INC**  
3245 Geary Bl. Bayw 1-4229  
1930 Van Ness Av. Bayw 1-4229  
**ZONE OFFICE**  
**STUDEBAKER-PACKARD CORPORATION**  
701 Bryant. YUkon 6-4311  
**ZONE PARTS DEPOT**  
**STUDEBAKER-PACKARD CORPORATION**  
701 Bryant. YUkon 6-4311  
(Continued Next Page)

Next time you want to make a call but aren't quite sure of the number, look it up in the latest telephone directory! Memory isn't always reliable . . . and you'll save time by looking up the right number before you call!

**Automobile Dealers—New Cars—(Cont'd)**  
**MERCURY SALES AND SERVICE**  
Fully trained sales and service personnel, plus modern facilities and newest factory approved equipment for your convenience and satisfaction.  
**THE BIG M**  
**“WHERE TO BUY THEM”**  
VAN ETTA MOTORS  
1301 Van Ness Av. ORWay 3-8800  
**METROPOLITAN SALES & SERVICE—**  
BAUER AUTO SALES  
Sales Office 1358 Valencia. ATWtr 2-7474  
Service Dept. ATWtr 2-4514  
HARVEY MOTORS  
1601 Van Ness Av. PRespect 6-9300  
PRIOLA MOTORS  
4900 Mission JUnipr 7-7935  
**MORRIS SALES & SERVICE—**  
BRITISH MOTOR CAR DISTRS LTD  
1800 Van Ness Av. PRespect 6-5120  
FELTON PAUL BRITISH CARS  
7555 Mission Daly City PLaza 6-7700  
**MURPHY C M OLDSMOBILE**  
3950-19th Av. JUnipr 5-9561  
(See Advertisement Page 63)  
National Fleet Leasing Co  
2854 Mountain Bl Oakland  
From-telephones served by the following exchanges  
San Francisco  
(No Intercity Charge)  
Ask Operator for. Enterprise 12201  
**NEVILLE FORD**  
Sales & Service Dept  
7360 Mission Daly City PLaza 5-4813  
Body Shop  
Washington & Dunks Colma. PLaza 6-0400  
Used Car Dept  
7361 Mission Daly City PLaza 5-3908  
**NICHOLS FRED R CO**  
1509 Valencia ATWtr 8-0244  
(See Advertisement Page 63)  
Norwitt Motors 1245 Howard. UNdrlh 3-9100  
**OLDSMOBILE**  
ROCKET!  
HYDRA-MATIC!  
OLDSMOBILE HAS BOTH!  
**“WHERE TO CALL”**  
DEALERS  
**KRIEGER HARRY & SONS**  
2950 Geary Bl. SKYln 2-1080  
**LESHER-MUIRHEAD MOTORS**  
1515 S Van Ness Av. VAlencia 4-1400  
**MURPHY C M OLDSMOBILE**  
19th Av & Junipero Serra  
3950-19th Av. JUnipr 5-9561  
**VAN NESS OLDSMOBILE**  
1700 Van Ness Av. ORWay 3-9100  
**WHOLESALE ONLY**  
**OLDSMOBILE DIVISION GENERAL MOTORS CORP**  
360-22d Oakind. TEmplr 4-8260  
Oldsmobile Division General Motors Corp  
Zone Office  
360-22d Oakind. TEmplr 4-8260  
**OPEL SALES & SERVICE—**  
BROWN BUICK CO  
3700 Geary Bl. Bayw 1-0560  
CARL HAAS BUICK CO  
6888 Mission Daly City. PLaza 5-3828  
**McALISTER BUICK INC**  
1200 Van Ness Av. PRespect 5-2400  
**PARAMOUNT MOTORS INC**  
Auth Chrysler-Imperial-Mercedes-Benz & Studebaker Dealer  
3245 Geary Bl. Bayw 1-4229  
1930 Van Ness Av. Bayw 1-4229  
(See Advertisement Page 65)  
Paramount Motors Inc 3245 Geary Bl. Bayw 1-4229  
(See Advertisement Page 66)

**PLYMOUTH SALES AND SERVICE**  
**PLYMOUTH**  
Star of the Forward Look  
**“FOR INFORMATION CALL”**  
**B & H MOTORS INC**  
Broadway & Sansome. EXork 2-8338  
**DONAHUE JAS E**  
1849 Van Ness Av. ORWay 3-2121  
**FRATES PHIL INC**  
3030 Mission VAlencia 4-9700  
**FRENCH J E CO**  
Dodger & Plymouth  
1849 Van Ness Av. ORWay 3-2121  
**HUDKINS FRED INC**  
1540 Van Ness Av. ORWay 3-6733  
**WATERS JAS F INC OF SAN BRUNO**  
Sales Room Open Nites & Sundays  
750 El Camino RI Sn Brno. PLaza 6-7488  
**PONTIAC Motor Division General Motors Corporation Regional & Zone Office**  
2015 Lombard JOrdn 7-2468  
**PONTIAC SALES AND SERVICE**  
AMERICA'S NUMBER 1 ROAD CAR!  
**“WHERE TO BUY THEM”**  
DEALERS  
**ARATA PONTIAC 99 Linden Av**  
South San Francisco. PLaza 6-2000  
**BOAS PONTIAC**  
Largest Pontiac Dealer in No Calif Next to Kaiser Hospital  
2323 Geary. JOrdn 7-6060  
Van Ness at the Corner of Pine  
1465 Van Ness Av. JOrdn 7-6070  
**HANSON-THEROFF PONTIAC INC**  
1215 Ocean Av. JUnipr 7-1655  
**WHOLESALE ONLY**  
**PONTIAC MOTOR DIVISION GENERAL MOTORS CORPORATION REGIONAL & ZONE OFFICE**  
2015 Lombard JOrdn 7-2468  
**PRINZ N S U—**  
DISTRIBUTORS  
SALES INC 1006 N Point. PRespect 6-6700  
**RIOLA MOTORS 4900 Mission. JUnipr 7-7935**  
(See Advertisement Page 63)  
**RAMBLER-ECONOMY**  
2745 S El Camino RI Sn Mto. FResid 1-3443  
**FOUR THOUGHTFUL ITEMS OF TELEPHONE PROCEDURE**  
1. Please answer promptly.  
2. Please be on the line when the party you want answers.  
3. Please speak distinctly and without hurrying, with the lips close to the mouthpiece.  
4. Please replace the receiver gently when through talking.

Advertising in the **YELLOW PAGES** of the Telephone Directory is a direct way to keep your products before buyers. More and more people "Find it Fast in the **YELLOW PAGES**."

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**PEUGEOT SALES & SERVICE**  
DOMESTIC SALES AND EUROPEAN DELIVERY  
**“WHERE TO BUY THEM”**  
DISTRIBUTORS  
**GREEN JOHN CORP**  
1555 El Camino RI Rdwld Cty. EMrsn 9-5571  
**DEALER**  
**CARLSEN BROS INC**  
1900-19th Av. LOrbrd 4-5900  
**DALAND MOTORS INC**  
460 El Camino RI Mbra. OXfrd 7-8397  
**KRIEGER HARRY & SONS**  
2835 Geary Bl. JOrdn 7-1200  
**WATERS JAMES F INC IMPORTED AUTOMOBILES**  
Van Ness Av at Bush. TUxedo 5-1865  
3330 Army. MIsn 7-1770

**RENAULT SALES & SERVICE**  
DOMESTIC SALES EUROPEAN DELIVERY  
**RENAULT DAUPHINE & 4 C V**  
**“WHERE TO BUY THEM”**  
DISTRIBUTORS  
**GREEN JOHN CORP**  
1555 El Camino RI Rdwld Cty. EMrsn 9-5571  
**DEALER**  
**CARLSEN BROS INC**  
1900-19th Av. LOrbrd 4-5900  
**DALAND MOTORS INC**  
460 El Camino RI Mbra. OXfrd 7-8397  
**KRIEGER HARRY & SONS**  
JOrdn 7-1200  
**WATERS JAMES F INC IMPORTED AUTOMOBILES**  
Van Ness Av at Bush. TUxedo 5-1865  
3330 Army. MIsn 7-1770

**PONTIAC SALES AND SERVICE**  
AMERICA'S NUMBER 1 ROAD CAR!  
**“WHERE TO BUY THEM”**  
DEALERS  
**ARATA PONTIAC 99 Linden Av**  
South San Francisco. PLaza 6-2000  
**BOAS PONTIAC**  
Largest Pontiac Dealer in No Calif Next to Kaiser Hospital  
2323 Geary. JOrdn 7-6060  
Van Ness at the Corner of Pine  
1465 Van Ness Av. JOrdn 7-6070  
**HANSON-THEROFF PONTIAC INC**  
1215 Ocean Av. JUnipr 7-1655  
**WHOLESALE ONLY**  
**PONTIAC MOTOR DIVISION GENERAL MOTORS CORPORATION REGIONAL & ZONE OFFICE**  
2015 Lombard JOrdn 7-2468  
**PRINZ N S U—**  
DISTRIBUTORS  
SALES INC 1006 N Point. PRespect 6-6700  
**RIOLA MOTORS 4900 Mission. JUnipr 7-7935**  
(See Advertisement Page 63)  
**RAMBLER-ECONOMY**  
2745 S El Camino RI Sn Mto. FResid 1-3443  
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**RAMBLER SALES AND SERVICE**  
RAMBLER 6 or V-8  
AMBASSADOR  
**RAMBLER**  
METROPOLITAN  
**“FOR INFORMATION CALL”**  
DEALERS  
**AMERICAN MOTORS SALES CORP**  
Automotive Division  
2445 Mason. GRaystn 4-0620  
**BAUER AUTO SALES**  
Sales Office 1358 Valencia. ATWtr 2-7474  
Service Dept. ATWtr 2-4514  
**CONTINENTAL CAR CO**  
200 Taraval SEabright 1-6580  
**HARVEY MOTORS**  
1601 Van Ness Av. PRespect 6-9300  
**PRIOLA MOTORS**  
4900 Mission JUnipr 7-7935  
**REYNOLDS & SEILER RAMBLER**  
SF Oldest Rambler Dealer  
Geary Bl & 2d Av. SKYln 2-4111

**REMNESPERGER BROS**  
Studebaker-B M W Dealer  
2145 Market. Markt 1-1088  
601 Van Ness. ORWay 3-5900  
**RENAULT SALES & SERVICE**  
DOMESTIC SALES EUROPEAN DELIVERY  
**RENAULT DAUPHINE & 4 C V**  
**“WHERE TO BUY THEM”**  
DISTRIBUTORS  
**GREEN JOHN CORP**  
1555 El Camino RI Rdwld Cty. EMrsn 9-5571  
**DEALER**  
**CARLSEN BROS INC**  
1900-19th Av. LOrbrd 4-5900  
**DALAND MOTORS INC**  
460 El Camino RI Mbra. OXfrd 7-8397  
**KRIEGER HARRY & SONS**  
JOrdn 7-1200  
**WATERS JAMES F INC IMPORTED AUTOMOBILES**  
Van Ness Av at Bush. TUxedo 5-1865  
3330 Army. MIsn 7-1770

**REYNOLDS & SEILER RAMBLER**  
SF Oldest Rambler Dealer  
Geary Bl & 2d Av. SKYln 2-4111  
Rezzaghi Chas 2715 Hyde. ORWay 3-4896  
**ROLLS-ROYCE SALES & SERVICE—**  
BRITISH MOTOR CAR DISTRS LTD  
1701 Van Ness Av. PRespect 6-5120  
Rootes Motors Inc 2525 Van Ness Av. TUxedo 5-5931  
**ROVER & LAND-ROVER**  
A Symbol of Quality and Refinement  
Throughout the World of Motoring  
**“FOR INFORMATION CALL”**  
DISTRIBUTORS  
**ROVER MOTOR CO THE OF NORTH AMERICA LTD**  
373 Shaw Rd SSF. PLaza 6-7484  
Rover Motor Co The of North America Ltd  
373 Shaw Rd SSF. PLaza 6-7404  
**S & C MOTORS** 2001 Market. UNdrlh 1-6000  
S & J Motor Co Import Div  
601 Tunnel Av. JUnipr 6-5635  
**S & M MOTORS 4041 Geary Bl.** SKYln 1-0580  
**S & M Simca Sales 4019 Geary Bl.** SKYln 1-0587  
Sales Inc 1006 N Point. PRespect 6-6700  
**SAN BRUNO MOTORS**  
692 El Camino RI Sn Brno. PLaza 6-4388  
**SCHLOSS ANSEL J**  
1900 Van Ness Av. PRespect 6-8700  
Shapiro Herbert H  
391 Miller Av Mill Vly. DUnip 8-4757

Good party-line neighbors are sure the line is clear before they dial . . . when using a dial telephone. Good party-line neighbors get better party-line service.

**SIMCA SALES & SERVICE**  
IMPORTED FROM PARIS  
BY CHRYSLER  
**“WHERE TO BUY THEM”**  
**NICHOLS FRED R CO**  
1509 Valencia. ATWtr 8-0244  
**S & M SIMCA SALES**  
4041 Geary Bl. SKYln 1-0580  
**SCHLOSS ANSEL J**  
1900 Van Ness Av. PRespect 6-8700  
**WATERS JAS F INC OF SAN BRUNO**  
Sales Room Open Nites & Sundays  
750 El Camino RI Sn Brno. PLaza 6-7488  
**SINGER SALES & SERVICE**  
**“THE ELEGANT ECONOMY CAR”**  
A ROOTES PRODUCT  
**“WHERE TO BUY THEM”**  
DEALERS  
**CONTINENTAL CAR CO**  
1529 Van Ness Av. TUxedo 5-2635  
**SLOSS ANSEL J 1900 Van Ness Av** PRespect 6-8700  
Smallcomb Chevrolet of San Bruno  
601 El Camino RI Sn Brno. PLaza 5-4656  
**SPENCER BUICK INC**  
740 Taraval. LOrbrd 4-2111  
(See Advertisement Page 66)  
**SPRITE SALES & SERVICE—**  
BRITISH MOTOR CAR DISTRS LTD  
1800 Van Ness Av. PRespect 6-5120  
**STANWAY MOTORS**  
790 Van Ness Av. TUxedo 5-6267  
**STEWART CHEVROLET CO**  
3146 Mission. VAlencia 4-3322  
**STUDEBAKER**  
—for your new dimension in motoring, The LARK  
—for sports car fun for the family, The SILVER HAWK  
**“WHERE TO BUY THEM”**  
AUTHORIZED SALES & SERVICE  
**PARAMOUNT MOTORS INC**  
3245 Geary Bl. Bayw 1-4229  
1930 Van Ness Av. Bayw 1-4229  
**REMNESPERGER BROS**  
2145 Market. Markt 1-1088  
**SWEENEY WM J & SONS**  
6800 Mission Daly City. PLaza 5-6500  
**ZONE OFFICE**  
**STUDEBAKER-PACKARD CORPORATION**  
701 Bryant. YUkon 6-4311  
**ZONE PARTS DEPOT**  
**STUDEBAKER-PACKARD CORPORATION**  
701 Bryant. YUkon 6-4311  
**SUNBEAM RAPIER**  
The Car for PLEASURE and ACTION  
A Rootes Product  
**“WHERE TO BUY THEM”**  
**EUROPEAN AUTO TRAVEL CENTER**  
For European Deliveries  
323 Geary Bl. YUkon 6-3881  
**McALISTER MOTORS**  
Open Nites & Sundays  
6899 Mission Daly City. PLaza 6-6060  
**McALISTER MOTORS**  
Between Post & Sutter  
1230 Van Ness Av. PRespect 5-2400  
Sweeney Wm J & Sons  
6800 Mission Daly City. PLaza 5-6500  
(Continued Next Page)

Good party-line neighbors are sure the line is clear before they dial . . . when using a dial telephone. Good party-line neighbors get better party-line service.

Good party-line neighbors are sure the line is clear before they dial . . . when using a dial telephone. Good party-line neighbors get better party-line service.

Good party-line neighbors are sure the line is clear before they dial . . . when using a dial telephone. Good party-line neighbors get better party-line service.