

HOTEL COMFORT
MOTOR CONVENIENCE



Pickwick MOTOR HOTEL

FREE DRIVE-IN PARKING GARAGE RIGHT IN HOTEL FOR GUESTS



"The Pick of the City"

- CONFERENCE ROOMS
- 200 ROOMS
- COFFEE SHOP
- COCKTAIL LOUNGE
- CENTRALLY LOCATED

Convenient to Theatres Shopping - Cable Cars

RATES TO SUIT EVERY BUDGET

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85 FIFTH CORNER OF FIFTH & MISSION

Hotels—(Cont'd)

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CARAVAN LODGE GARDEN HOTEL & RESTAURANT 601 Eddy, PR 6-1380

CARLTON HOTEL 1075 Sutter, OR 6-0242

CARMEL HOTEL 128-3d, GARfid 1-9236

CARTWRIGHT HOTEL 524 Sutter, GA rhd 1-2865

Casa Loma Hotel 610 Fillmore, UNdhril 1-9390

Casa Marina Hotel 1990 Lombard, WA 1-9788

Casa Mia Guest Home 575 Columbus Av., GA 1-9684

Casablanca Hotel 1951 Sutter, WA 1-9946

Castro Hotel 705 Vallejo, EXbrk 2-9802

Cavour Hotel 369 Broadway, SU 1-9826

CECIL HOTEL 433 Powell, OR 3-3733

CHANCELLOR HOTEL 545 Post, DO 2-2004

Chase Hotel 1278 Market, MA rkt 1-9456

Chatham Place 542 Bush, DO 2-9354

Chong Hing Hotel 933 Grant Av., YU 2-6200

The **YELLOW PAGES** tell purchasers where to buy your goods.

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AT UNION SQUARE

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Cindy Hotel 24 Leland Av., JU 7-9300

Civic Center Hotel 20-12th, UN dhril 1-2373

CLARK HOTEL
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217 Eddy, PRspt 5-0355

Clark Hotel of Los Angeles S F Office 442 Post, EX 2-7277

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 ugias 2-9988

Clement Hotel 524 Clement, SKYln 2-9961

Cleveland Hotel The 417-3d, SUtr 1-9667

CLIFT HOTEL Geary & Taylor, PRspt 5-4700

Club Fairfax 3900-3d, VAencia 4-9933

Colombo Hotel 615 Broadway, DOuglas 2-9383

Colonial Hall Hotel 27 Moore, GA rhd 1-9707

COLONIAL HOTEL 650 Bush, GARfid 1-4450

COLUMBIA HOTEL
DOWNTOWN OPPOSITE AIR LINE TERMINAL O'Farrell at Taylor, OR 6-3517

COMMODORE HOTEL Sutter at Jones, TU xedo 5-2464

Concord Hotel 25 DuBois Av., UNdhril 3-9872

CONTINENTAL HOTEL 127 Ellis, YU 6-0464

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NEW 300 ELEGANT ROOMS See Ad Motel Section Van Ness Av. & Filbert, PR 6-7500

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Delta Hotel 88-6th, UNdhril 1-6753

De Pau Hotel 1394 Evans Av., VA 6-0464

DEVONSHIRE HOTEL 335 Stockton, YU 6-1856

Diamond Hotel 229 Ellis, GR 4-9614

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SWIMMING POOL LAGOON - LANAI DINAH'S SHACK WORLD FAMOUS RESTAURANT Since 1926 4269 El Camino Ri Palo Alto-Danport 6-2844

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Donnelly Hotel 1272 Market, UNdhril 3-9664

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Downtown Hotel 140 Mason, DOuglas 2-3174

DRAKE SIR FRANCIS HOTEL Hotel Sir Francis Drake Sutter & Taylor, EXbrk 2-7755

DRAKE-WILTSHIRE HOTEL 340 Stockton, GA rhd 1-8011

De Mudi Hotel J P Arretche-Owner & Mgr 1362 Powell, GA 1-9571

Dunloe Hotel 141 Eddy, OR 3-9922

Dwaine Hotel Apartments 242 Turk, OR 3-4930

Eastman Hotel 1668 Market, MA rkt 1-2441

Edgeworth Hotel 770 O'Farrell, GRaystn 4-9531

Edward Hotel Corner of Scott & Lombard 3155 Scott, WA Inut 1-9776

Eight Thirty Five Hyde Residence Club 835 Hyde, TU xedo 5-9751

El Camino Hotel 7425 Mission Daly City, VA lencz 4-8667

El Capitan Hotel 2361 Mission, VA lencz 4-9847

EL CORTEZ HOTEL 550 Geary, PR spt 5-5000

El Dorado Hotel 150-9th, HEmlck 1-9468

EL DRISCO HOTEL Ector R Johnson-Manager Broderick & Pacific Av 2901 Pacific Av., FI 6-2880

El Forest Hotel 1255 Polk, PRspt 5-9655

Elfred Clark Hotel 486 Geary, TU xedo 5-9808

Elm Hotel 670 Eddy, TU xedo 5-9824

Elm Hotel 364 Eddy, OR 6-5636

Elma Hotel 632 Van Ness Av., GR 4-9887

EL RANCHO HOTEL 1100 El Camino Ri Milbra, JU 8-2912

(Please See Advertisement Page 481)

El Woods Hotel 1353 Bush, PR 5-0797

EMBASSY HOTEL 610 Polk, OR 6-3140

Empress Hotel 144 Eddy, PRspt 5-9504

Enid Hotel 1031 Fillmore, WA Inut 1-9688

Entella Hotel 905 Columbus Av., GRAYstn 4-9797

ESSEX HOTEL 684 Ellis, GRAYstn 4-4664

Eureka Hotel 345 Golden Gate Av, HE mlck 1-9166

Evans Hotel 89 Broadway, SU tr 1-9915

Exclusive Hotel Texas 1840 Fillmore, WAInt 1-9991

FAIRMONT HOTEL California & Mason, DO ugias 2-8800

Fairview Hotel 2793 Mission, MIsor 7-2207

Feather River Inn of Blairsden Calif S F Office 210 Post, GA 1-4196

FEDERAL HOTEL 1087 Market, UNdhril 1-4946

Federation Hotel 120 The Embarcadero, SU tr 1-4138

Fern Hotel 2477 Mission, VA 4-9934

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Flamingo City Center Hotel Mission at 7th, MA rkt 1-0701

FLAMINGO HOTEL SANTA ROSA See Our Ad Under Hotel & Motel Reservations 4th & Farmers Ln Santa Rosa, Liberty 5-6310

Franciscan Hotel 350 Geary, DOuglas 2-2200

Franciscan Hotel 6600-3d, JUInip 7-9425

Francisco Civic Center Hotel 9th & Sheridan, MA 1-2826

(Continued Next Page)

Villa ROMA
SAN FRANCISCO'S MOST ELEGANT MOTOR HOTEL 1212 Columbus Ave. corner of Bay at Fisherman's Wharf

- FREE STEAM BATHS
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- Suites
- King Size Beds
- Elevator
- TV & Phones

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TRANSIENT & PERMANENT RATES ONE BLOCK FROM AIR TERMINAL

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440 GEARY

Consult the Index in the Green Pages to help you find the proper heading.

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AMPLE PARKING - CAFES ADJOINING PERMANENT & OVERNIGHT GUESTS Convenient Downtown Location

308 Eddy, SU 1-0567

Hilary Hotel 116 Turk, TU 5-9590

Hilfen Hotel 1030 Geary, TU xedo 5-9631

Hillsdale Hotel 51-6th, SUtr 1-9256

HILTON HAWAIIAN VILLAGE 461 Post, YU 6-0575

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Hotels—(Cont'd)

Frank Hotel 712 Kearny, EXbrk 2-9894

Franklin Hotel 1380 Sutter, TU xedo 5-9734

FREMONT HOTEL OF LAS VEGAS NEVADA 590 Market, YU 2-8779

Fulton Hotel 900 Fulton, WA Inot-1-9653

GARTLAND HOTEL 909 Geary, OR 6-3131

Gates Hotel 140 Ellis, SUtr 1-0430

GAYLORD HOTEL
DRIVE-UP GARAGE SERVICE DINING ROOM - COCKTAIL LOUNGE RADIO & TELEVISION IN ROOMS 620 Jones, PRspt 5-6262

GEARY HOTEL 610 Geary, OR 6-3221

Gem Non Hotel 942 Grant Av, EX brook 2-9669

German Hotel 34 Ellis, DOuglas 2-9882

Gilmore Inn 465-14th Av., SKYln 2-0233

Glen Court Hotel 679 Pines, SUtr 1-9120

Glenburn Hotel 246 McAllister, UNdhril 1-9728

Glenwood Hotel 717 Sutter, OR 6-3646

Golden Eagle Hotel The 402 Broadway, EXbrk 2-9722

Golden Gate Hotel 549 Kearny, DOuglas 2-0573

GOLDEN STATE MOTOR HOTEL
UNSURPASSED DOWNTOWN LOCATION CONTINENTAL BREAKFASTS TV - Radios - Cocktail Lounge MOTOR ENTRANCE TO LOBBY Powell & Ellis, GA 1-7264

Goldfield Hotel 157-4th, GARfid 1-9446

Good World Hotel 688 Commercial, SU 1-9824

Gordon Hotel 112-7th, MA rkt 1-6734

Gotham Hotel New York City, EXbrk 7-1979

GOVERNOR HOTEL 180 Turk, OR 6-3201

GRAND HOTEL 1000 Sutter, OR 6-3211

Grand Central Hotel 1412 Market, MA rkt 1-9047

GRAND HOTEL 57 Taylor, GRAYstn 4-2881

(Please See Advertisement Page 482)

Graywood Hotel 3308 Mission, MIsn 7-9788

Great Eastern Hotel 614 Pine, GARfid 1-9865

HALL WILSON & ASSOCIATES 350 Post, DO 2-9817

Hansa Hotel 447 Bush, DO 2-9817

Harbor Hotel 132 Embarcadero, EX brook 2-9774

Harbor-Plaza Hotel 90 Embarcadero, SUtr 1-9485

Harcourt Guest House 1105 Larkin, OR 6-3720

Harold's Hotel 3071 Junipero Serra Bl Colma, Plaza 5-7171

Harolds Pony Express Lodge of Reno S F Ofc 459 Post, YU 6-5875

Harrison Hotel 397-4th, EXbrk 2-9252

Hart Hotel 93-6th, GA rhd 1-9836

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Hillsdale Hotel 51-6th, SUtr 1-9256

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(Please See Advertisement Page 481)

HOLIDAY LODGE
Van Ness Av & Washington, PRspt 6-4469

(Please See Advertisement Page 481)

HOLLAND HOTEL 1411 Stockton, EXbrk 2-9899

Hotel Albers 46 Jackson, EXbrk 2-9376

HOTEL ALBERT 2195 Mission, MA 1-9431

HOTEL ALEXANDER HAMILTON 631 O'Farrell, GR ayson 4-5500

Hotel Andrew 1661 Market, UN dhril 1-9219

Hotel Argus 149-3d, EX 2-9811

Hotel Arlington 480 Ellis, OR 6-3600

Hotel Astoria 510 Bush, DOuglas 2-3038

Hotel Atlanta 92-7th, MA rkt 1-0426

Hotel Auburn 481 Minna, DOuglas 2-9635

Hotel Baldwin 321 Grant Av., SUtr 1-6133

Hotel Barclay Downtown San Francisco 235 O'Farrell, GA 1-3655

Hotel Bellevue 905 Geary, GR ayson 4-3600

Hotel Belmont 730 Eddy, OR 6-3200

HOTEL BEREFOY-PLAZA Grant Av & Bush, SU tr 1-3566

Hotel Breagane 705 Broadway, SU tr 1-9821

Hotel Burbank 3491-20th, VA lencz 4-8859

HOTEL CALIFORNIAN Taylor & O'Farrell, TU xedo 5-2500

HOTEL GANTERBURY 790 Sutter, GR ayson 4-4464

Hotel Carlton 629 Golden Gate Av, MA rkt 1-9487

Hotel Carlton 1075 Sutter, OR 6-3242

HOTEL BARTWRIGHT 524 Sutter, GA rhd 1-2865

Hotel Cecil 545 Post, OR 6-3733

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Hotel Chicago 1223 Webster, WA 1-9865

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Hotel Clay 1736 Polk, TU xedo 5-9971

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HOTEL COLUMBIA 650 Bush, GARfid 1-4450

O'Farrell at Taylor, OR 6-3517

Hotel Commodore 127 at Jones, TU xedo 5-2464

HOTEL CONTINENTAL Sutter & Ellis, YUkon 6-0464

Hotel Cordova 521 Post, OR 6-3421

Hotel Corbin 691 Broadway, GA rhd 1-1815

HOTE CRANE 245 Powell, SU 1-1090

Hotel Dante 310 Columbus Av., EXbrk 2-9458

Hotel David 480 Geary, PR 1-1600

Hotel De Espana 781 Broadway, GARfid 1-9328

Hotel De France 780 Broadway, GARfid 1-9328

HOTEL DEVONSHIRE 335 Stockton, YU kon-6-1856

HOTEL DON 345 Taylor, OR 6-2332

Hotel Dorel 1507 California, GR ayson 4-9722

Hotel Drake 235 Eddy, PRspt 5-9904

HOTEL DRAKE-WILTSHIRE 340 Stockton, GA rhd 1-8011

HOTE DU MIDI J P Arretche-Owner & Mgr 1362 Powell, GARfid 1-9571

Hotel Dunlow 141 Eddy, OR 6-3922

Hotel Eddy 1430 Eddy, WAInt 1-0165

Hotel Edward 3155 Scott, WA 1-9776

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HOTEL EL DRISCO Ector R Johnson-Manager Broderick & Pacific Av 2901 Pacific Av., FI 6-2880

HOTEL EMBASSY 610 Polk, OR 6-3140

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Hotel Espanol 674 Broadway, GARfid 1-9412

Hotel Essex 684 Ellis, GR ayson 4-4664

Hotel Evans 89 Broadway, SUtr 1-9915

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Hotel Garland 505 O'Farrell, GR ayson 4-1814

Hotel Gartland 909 Geary, OR 6-3131

HOTEL GATES 140 Ellis, SUtr 1-0430

HOTEL GAYLORD
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Hotel Geary 610 Geary, OR 6-3221

Hotel Glenwood 717 Sutter, OR 6-3646

Hotel Gloria, 691 Folsom, SU 1-9064

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HOTEL GOVERNOR 180 Turk, GR 6-3201

HOTEL GRAND 57 TAYLOR, GRAYstn 4-2881

Hotel Grand Southern 1095 Mission, HEmlck 1-9221

HOTEL GRANT 753 Bush, GARfid 1-7540

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Hotel Hamilton 387 Eddy, PRspt 5-9712

Hotel Herold 308 Eddy, TU xedo 5-3151

Hotel Herbert 161 Powell, SUtr 1-0567

Hotel Hudson 3491-20th, VA lencz 4-8859

Hotel Hurley 201 Leavenworth, TU xedo 5-9946

Hotel Imperial 140-4th, DOuglas 2-9681

Hotel Iris 293 Golden Gate Av., UN dhril 1-9443

HOTEL IRVING 108-4th, GA rhd 1-1854

Hotel Ivanhoe 650 California, SU tr 1-9914

HOTEL JACK TAY
Sales Office Van Ness Av & Geary, PRspt 6-8200

Hotel Jefferson 440 Eddy, TU xedo 5-5052

Hotel Jessie 179 Jessie, SU tr 1-9830

Hotel Justice 640 Clay, DO ugias 2-9942

HOTEL KEYSTONE Next to Santa Fe Depot 54-4th, GARfid 1-0761

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Opposite Downtown Center Garage FIREPROOF BLDG. - MODEST RATES ALL OUTSIDE ROOMS - 100% BATHS

334 Mason, SUtr 1-5050

Hotel Kirkland 1701 Laguna, WAInt 1-5456

HOTEL KIT CARSON 342 Mason, YUkon 2-1060

Hotel Knut 600-4th, EXbrk 2-9152

HOTEL LAFAYETTE 240 Hyde, OR 6-34031

HOTEL LANKERSHIM
FIREPROOF HOTEL - MODERATE RATES 350 ROOMS RESTAURANT - COCKTAIL LOUNGE

55-5th, GA 1-6818

HOTEL LA SALLE 225 Hyde, OR 6-3642

Hotel Layne 545 Jones, GRAYstn 4-9834

Hotel Lenard 391 Leavenworth, PR 5-8993

Hotel Leona 692 Golden Gate Av, PRspt 5-9611

Hotel Lindy 465 Ellis, PRspt 6-1256

HOTEL MARX 616 Powell & O'Farrell, GA rhd 1-7070

Hotel Margaret 71-4th, GA rhd 1-9786

HOTEL MARK HOPKINS California & Mason, EX brook 2-3434

Hotel Marlow 619 Larkin, PRspt 5-9982

Hotel Mars 192-4th, GARfid 1-9567

Hotel Maryland 490 Geary, OR 6-3608

HOTEL MAURICE 761 Post, OR 6-3608

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Hotel Milano 426 Broadway, DOuglas 2-9302

Hotel Modern 162 Taylor, PR spt 5-9614

Hotel New Claremont 80-9th, HEmlck 1-9229

Hotel