

## Mark Morris Tire Co.

"The House of Easy Credit"

**TERMS TO FIT YOUR BUDGET**

- Tires and Tubes
- 24-Hour Recapping
- Tubeless Tires
- Brake Rotating
- Wheel Aligning & Balancing
- Accessories and Appliances

For Over 30 Years of Service

999 GEARY, CORNER POLK  
7201 MISSION - DALY CITY  
(WY 2-4950)



**OR 3-3441**

BANKAMERICARD INTERNATIONAL CARD

## KELLY TIRES

Springfield

EXCLUSIVE DISTRIBUTORS

EASY TERMS - IF DESIRED

PASSENGER AND TRUCK TIRE RECAPPING  
NEW BATTERIES AND SERVICE  
WHEEL ALIGNING - WHEEL BALANCING  
BRAKE SERVICE

**DAVE ELLIOT TIRE CO.**

HE 1-4408

PERSONALIZED SERVICE FOR OVER 35 YEARS  
740 VALENCIA ST., bet. 18th and 19th Sts.



DISTRIBUTOR INTERNATIONAL CREDIT CARD

## DUNLOP

Tires of Quality FOREIGN & DOMESTIC

### RECAPPING

AT ITS BEST WITH LATEST EQUIPMENT  
Exclusive Tread Design For 14 & 15 inch Tires  
GUARANTEED FOR 20,000 MILES  
NO TIME LIMIT

WHEEL ALIGNING & BALANCING  
BRAKES - BATTERIES

**UN 3-2066**

**WESTERN TIRE SALES**  
359 POTRERO AVE. Between 16th & 17th Streets



## GENERAL TIRE DISTRIBUTOR FOR S. F.

HAWKINSON TREADS FOR  
Automobiles, Trucks, Trailers, Graders,  
Earthmovers Implements, Industrials, Etc.

WHEEL ALIGNING • WHEEL BALANCING  
BRAKE LINING • BATTERIES

"Service Is OUR Business"

**GURLEY LORD TIRE CO.**

HE 1-1800 PR 1-0300

Mission At 11th LOCATIONS Columbus Ave. at Taylor



### Tire Dealers & Distrs—(Cont'd)

**EAST BAY TIRE CO**  
JOBBER - BROKERS  
DISTRIBUTORS & EXPORTERS  
Passenger - Truck - Tractor  
Earth Mover - Airplane  
New - Used - Recapped  
JOE M. FUETSCH  
Corner 3d & Oak  
221 Oak Oakland - HIgate 4-8811

**ELLIOT DAVE TIRE CO**  
740 Valencia HEmlck 1-4408  
(Please See Advertisement This Page)

**ELIIS & COX TIRE CO**  
849 Golden Gate Av. F1 imore 6-5080  
Fine Tire Co 370 S Van Ness Av. UNorhl 3-5730

**FIRESTONE TIRES**  
For Car and Truck  
For Home and Farm  
For Work and Play

**Firestone**

Extra Value Merchandise

"WHERE TO BUY IT"

DISTRICT OFFICE  
FIRESTONE TIRE & RUBBER CO THE  
101 Harrison - YU 6-4950

RETAIL STORES  
FIRESTONE STORES  
2800 Geary Bl - JO 7-5311  
TIRE SERVICE CO  
Mission & S Van Ness Av - MA 1-4650  
(Continued Next Column)

Purchasing agents use the YELLOW PAGES as their buying guide. Why not investigate the sales-building possibilities of advertising in the YELLOW PAGES? Just call nearest Business Office.

## TIRE HEADQUARTERS

DOMESTIC CARS

Exclusive Seiberling S.F. Distributor

SEIBERLING

FOREIGN CARS

**Continental**

MADE IN GERMANY  
LARGEST INVENTORY ON THE PACIFIC COAST

Regular • Hi-Speed  
Racing

Distributor  
No. California

CONTINENTAL

RECAPPING • WHEEL ALIGNING  
BALANCING

HOUSE OF BUDGET TERMS  
BUY NOW PAY LATER

**UN 3-2050**

**California Tire Co.**  
697 GOLDEN GATE AVE.




### FIRESTONE TIRES—(Cont'd)

DEALERS

**ADKINS TEXACO SERVICE** MO 4-1735

**BARRETT LARRY TIRE CO** HE 1-6064  
9th & Howard  
Stn No 4 Stonestown - LO 4-7579  
Stn No 5 2d & Howard - EX 2-6385

**BUFFA'S SHELL SERVICE** OVrind 1-6010  
19th Av & Lincoln Wy

**GIUSTO AUTOMOTIVE SERV** JU 6-2911  
4249 Mission

**KING'S JOE TEXACO SERVICE** JUNipr 7-8084

**LUTZ TIRE INC** 25 Lusk  
Nagel's Shell Service  
Bay & Buchanan - JOrdn 7-5060  
Royce Garage 925 Powell - EXbrk 2-9661  
Sanford Jack Shell Service  
Geary Bl & 9th Av - BA 1-0424

**Fisk Tire Sales Co 2760 Baker** - WE 1-7550  
Flying A Service Stn No 33  
Portola Dr & Teresta Bl SEabright 1-9860

**FLYING A SERVICE STN NO 83** MI 7-9774  
Earl Pasley-Prop  
3d & Ebert Av

**FOUR WHEEL BRAKE SERVICE & WHEEL ALIGNING CO 220 Fell** - HE 1-6745  
(Please See Advertisement Page 1011)

**GATES TIRES**  
Independent tests prove  
Gates Nylon Low Profile  
Tire give 25% more miles  
at no extra cost. Guarantees  
against any failure—  
blowouts, bruises, etc.—  
for full tread life on replacement basis.  
NO TIME OR MILEAGE LIMIT.

"WHERE TO BUY THEM"

FACTORY WAREHOUSE  
GATES RUBBER CO SALES DIVISION INC  
242 Shaw Rd SSF PLaza 6-3711

DISTRIBUTORS  
MASSEI AUTO SUPPLIES  
4995 Mission - JU 4-2612

**GENERAL TIRE & RUBBER CO DISTRS**  
Gurley-Lord Tire Co - PR 1-0300  
Columbus Av at Taylor

**GENERAL TIRE & RUBBER CO DISTRS**  
Gurley-Lord Tire Co Mission at 11th - HE 1-1800

**GENERAL TIRES**  
Goes A Long Way  
To Make Friends

**THE GENERAL TIRE**

"WHERE TO BUY THEM"

DEALERS  
**ANTHONY EARLE C INC** PRrpt 5-0444  
1901 Van Ness Av

**GURLEY-LORD TIRE CO** PR 1-0300  
Columbus Av at Taylor

**GURLEY-LORD TIRE CO** HEmlck 1-1800  
Mission at 11th

**GILLETTE TIRES**  
Division of United States Rubber Co.  
Automobile, Truck, Tractor and Implement Tires and Tubes engineered to highest quality standards by one of the world's largest tire manufacturers.

"WHERE TO BUY THEM"

DISTRICT OFFICE  
GILLETTE TIRES DIV OF U S RUBBER CO  
Soto & E 46th Los Angeles Ludlow 7-3161  
(Continued Next Page)

Don't forget to plan for concealed telephone conduit and convenient locations for telephone outlets when you build your new home. These built-in telephone facilities add real value to a home, yet their cost is very small if they are installed during construction.

### Tire Dealers & Distrs—(Cont'd)

**GOODRICH B F TIRES**  
LOOK FOR THE SIGN OF THE SMILING TIRE  
New and Used Tires. Retreading. Tire Service

"WHERE TO BUY THEM"

DEALERS  
**HUGHES TEXACO STNS** JOrdn 7-5868  
2098 Lombard

**Perry & Whitelaw Inc** UNdrhl 1-1801  
11th & Howard

**SOUTH SAN FRANCISCO TIRE SERVICE** UNdrhl 1-9415  
409 Airport Bl SSF Juno 8-9848

**THOMPSON AIRCRAFT TIRE CORP** PLaza 6-7300  
160 Beacon SSF

DISTRIBUTORS  
**PERRY & WHITELAW INC** UNdrhl 1-1801  
11th & Howard

DISTRICT OFFICE  
**GOODRICH B F CO** JU 6-9050  
325 Valley Dr Brisbn

**GOODYEAR TIRES**  
More people ride on Goodyear Tires than on any other kind.  
Let the Goodyear dealer be your Tire Service Headquarters.

"WHERE TO BUY"

**CIARDELLA BROS MOTOR CENTER** PL 5-5365  
7499 Mission Daly City

**DAVIS & MYERS** GR 4-0234  
Bush & Franklin

**Earl's Richfield Service 300-7th** UNdrhl 3-4613

**GOODYEAR SERVICE STORES** UNdrhl 1-2828  
Mission at 11th

**Hooker Al Shell Service** SKYln 2-1703  
We Give S & H Green Stamps  
Calif & Arguello Bl

**Jennings Richfield Service** SEabright 1-9965  
600 Portola Dr

**JIM'S RICHFIELD SERVICE** UN 1-5854  
17th & Nee

**JOHNNY'S SHELL SERVICE** VAlencia 4-1429  
Geneva Av & Schwerin DElaware 3-4544

**KAHN & KEVILLE TIRE & APPLIANCES** TURK & LARKIN DR 3-0200

**LAMBERT TIRE CO INC** HE 1-4360  
We Give S & H Green Stamps  
S Van Ness Av & Howard

**Mainwaring R B** PRrpt 5-9909  
2601 Van Ness Av

**MENARY W Q CO** VAlencia 4-1429  
3125 Mission

**Murphy-Crossler Richfield Service Sta** MA 1-4553  
376 Castro

**NEW MISSION SHELL SERVICE** AT 2-4544  
Mission & Ranca

**Paul's Battery & Tire Co** BA 1-9100  
4720 Geary Blvd

**Ray's Richfield Service Sta** JUNipr 5-5508  
5101 Mission

**RON'S SHELL SERVICE STN** FLImor 5-7454  
Lombard & Steiner

**Gurley-Lord Tire Co Mission at 11th** - HE 1-1800  
Columbus Av at Taylor - PR 1-0300  
(Please See Advertisement Page 1010)

**HENRY & GILES SIGNAL** GR 4-8544  
701 Lombard

**ITALIAN TIRES LTD** UN 3-1424  
1828 Market  
(Please See Advertisement Page 1009)

**J & J Tire Co 955 Folsom** SUttr 1-7955

**KAHN & KEVILLE TIRE & APPLIANCES** TURK & LARKIN DR 3-0200

**KELLY-SPRINGFIELD TIRES**  
DRIVE WORRY-FREE ON DEPENDABLE KELLY TIRES  
Famous For Quality Since 1894

"WHERE TO BUY THEM"

DISTRICT OFFICE  
**KELLY-SPRINGFIELD TIRE CO** Missn 6-5100  
200 Napoleon

DISTRIBUTORS  
**AI's Recapping Service** PL 6-8575  
3338 Mission Daly City

**ELLIOT DAVE TIRE CO** HEmlck 1-4408  
740 Valencia

**PAUL COHEN TIRE CO.**  
Distributors

## PACIFIC

TIRES - BATTERIES

### RECAPPING

USED TIRES  
Budget Terms

**\$ \$ SAVE \$ \$**

10th & Folsom St.  
CALL

**Market 1-3003**

**Lee of Conshohocken TIRES**  
Tires and Tubes  
Accessories  
Batteries  
Recapping

"WHERE TO CALL"

FACTORY BRANCH  
**LEE RUBBER & TIRE CORPORATION** OLYmpc 5-6426  
3637 Adeline Emryvl

DEALERS  
**A & A SERVICE** JU 4-9902  
4400 Mission

**Bill's Service Sta 501 Fulton** UN 1-2264

**CADEI BROS SAN BRUNO SERVICE** JU 5-7530  
2985 San Bruno Av

**Harris Signal Service 550 Randolph** JU 5-2863

**Kerns Terry Signal Stn 1600 Taraval** MD 4-9044

**Mart Signal Service 1390 Mission** MA 1-9415

**Sam's Signal Service 2 Brannan** EX 7-1553

**Signal Oil Co Fell & Franklin** HE 1-9381

**Sims & Tucker Signal Service** VA 4-2517  
6201-3d

DISTRIBUTORS  
**SIGNAL OIL CO** UN 1-1220  
1330-161th

**Lee Rubber & Tire Corporation** Ask Operator for Enrtprise 10903  
3637 Adeline Emryvl  
From telephones served by the following exchanges  
San Francisco  
(No Intercity Charge)

**LEVIN'S AUTO SUPPLY CO** HEmlck 1-7500  
11 Van Ness Av

**Lick Garage 55 Lick Pl** DO 2-1709

**Lido Tire & Battery Service** DO 2-1709

**Linderman Tire & Battery Distr** 782 Columbus Av DOuggis 2-3647

**60 Beale** YUkon 2-2248

**MARK MORRIS TIRE CO** ORoway 3-3443  
999 Geary  
(Please See Advertisement Page 1010)

**MARK MORRIS TIRE CO** WY 2-4950  
7201 Mission Daly City

**Mart Signal Service 1390 Mission** MA 1-9415

**MARTIN TIRE CO** GR 4-6900  
562 Golden Gate Av

**MASTER TIRE SHOP** MI 8-7838  
1058 Valencia

**MICHELIN STEEL CORD TIRES—DISTRIBUTOR**  
MURPHY'S TNC  
Engineered Retreads-Fctry Designs  
841-5th Av Oakland - TWInkps 3-2428

DEALER  
**J & J TIRE CO 955 Folsom** SU 1-7955  
R D M AUTO  
Terms-Also Foreign Car Service  
630 Van Ness Av - GR 4-0645

Make the YELLOW PAGES your buying guide—it can save you time and effort.

**PAUL COHEN TIRE CO.**  
Distributors

## PACIFIC

TIRES - BATTERIES

### RECAPPING

USED TIRES  
Budget Terms

**\$ \$ SAVE \$ \$**

10th & Folsom St.  
CALL

**Market 1-3003**

### MILLER TIRES

Designed and built for long, safe mileage. Priced for savings. A complete line of Miller car, truck and farm tires. Excellent Tire Service

"WHERE TO BUY THEM"

DISTRIBUTORS  
**SAVOY RUBBER CO** GR 4-5640  
820 Post

**TYRGO INDUSTRIES** OLYmpc 5-2979  
5880 Pejadeau Emryvl

**Misrack Tire Co 369-11th** HEmlck 1-3897

**MOHAWK TIRES**  
MANUFACTURERS OF QUALITY TIRES, TUBES, TREAD RUBBER AND REPAIR MATERIALS

"WHERE TO BUY THEM"

DISTRIBUTORS  
**LAMBERT TIRE CO INC** HE 1-4360  
S Van Ness Av & Howard

**MONTGOMERY WARD & CO** ANdow 1-9300  
29th Av & E 14th Oakland

**Murray's Texaco Service** SK 2-0373  
Turk & Masonic Av

**MUSTANG TIRES—LAHER SPKING & TIRE SERVICE** KL 2-2106  
98-12th

**Norwalk Marina Service** New & Used Tires  
Pierce & Lombard - JO 7-2244

**Oliver's Seaside Service** LD 4-1804  
22d Av & Taraval

**Olympic Garage 685 Sutter** GRaystn 4-1621

**OLYMPIC TIRE SERVICE CO** FLImv 6-0938  
U S Royal-Pick Up & Del  
661 Divisadero

**HE 1-0850**

## CUSTOM TIRE & BRAKE

363 VALENCIA

BRAKES  
WHEEL ALIGNING  
WHEEL BALANCING

TAILORED TO YOUR NEEDS

RECAPS FOREIGN & DOMESTIC  
One of S. F.'s Newest Modern Shops

**DUNLOP TIRES**



**4 GIVES MORE—MORE SERVICE**

## BRUNSWICK TIRES

LIFETIME NATION-WIDE ROAD HAZARD GUARANTEE

**HEmlck 1-6745**

- WHEEL ALIGNING AND BALANCING
- NO EXTRA COST FOR NIGHT-TIME INSTALLATION
- NO DOWN PAYMENT—SIX MONTHS TO PAY

220 Fell at Franklin  
San Francisco

Open 7 a.m. to Midnight  
Open Saturday

## 4 WHEEL BRAKE

Service Policy Honored at all shops: San Francisco, Oakland, Berkeley, Hayward, Burlingame, Redwood City, San Jose and Sacramento

**Paul Cohen Tire Co 10th & Folsom** - MA 1-9000  
(Please See Advertisement This Page)

**PAUL'S BATTERY & TIRE CO** BAYw 1-9100  
4720 Geary Blvd

**PERRY & WHITELAW INC** UNdrhl 1-1801  
11th & Howard

**PHILLIPS TIRE & RECAPPING SERVICE** MAkt 1-8897  
2362 Market

**PIRELLI TIRES**  
FOREIGN SPORT & TOURING CARS  
PIRELLI TIRES HOLD WHEN ALL THE REST LET GO  
Available in All Types & Sizes

"WHERE TO BUY THEM"

DISTRIBUTORS  
**ITALIAN TIRES LTD** UN 3-1424  
1828 Market

**Ramorno Chas 1998 Evans Av** - VAlencia 6-9857

**Roy's Chevron Service Sta** Fulon & Baker. FLImor 6-9755

**SAVOY MASTER TIRES—MANUFACTURER**  
SAVOY RUBBER COMPANY  
820 Post - GRaystn 4-5640

**Savoy Rubber Co 820 Post** - GRaystn 4-5640

**Seaview Tire & Brake Co** PL 6-8850  
66 W Manor Dr Pacifica  
(Continued Next Page)

**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.

**4 GIVES MORE—MORE SERVICE**

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LIFETIME NATION-WIDE ROAD HAZARD GUARANTEE

**HEmlck 1-6745**

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