

Tire Dealers & Distrs.—(Conf'd)

SEIBERLING TIRES
'A NAME YOU CAN TRUST IN TIRES'
High Safety Factor
Extraordinary Mileage
Costs Less Per Mile



'WHERE TO CALL'
DISTRICT OFFICE
SEIBERLING RUBBER CO
860-2d, Douglas 2-5838

DISTRIBUTORS
CALIFORNIA TIRE CO
697 Golden Gate Av. UN 3-2050

J & J TIRE CO
955 Folsom SU 1-7955
WESTERN TIRE SALES
359 Potrero Av. UN 3-2066

DEALERS
J & J TIRE CO
955 Folsom SU 1-7955

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

SUNSET UNION SERVICE
31st Av & Judah SE 1-9885

SUTTER-LARKIN GARAGE
WHOLESALE & RETAIL TIRES
FREE INSTALLATION
OPEN 7 DAYS - 8 AM - 9 PM

NEW, USED, RECAPS & TUBES
BALANCING & REPAIR
USE YOUR BANKAMERICARD
1101 Sutter PR 6-3252

Tobacco Supply 1621 Bush OR 3-7822

THOMPSON AIRCRAFT TIRE CORP
160 Beacon St. Plaza 6-7300

THOMPSON TIRE CO
160 Beacon St. Plaza 6-7300

TIEDERMANN & McMORRAN INC
Mainfield Tires
65 Berry GARfid 1-2178

Tire Sales Co
5236-3d VA 6-9800

Transport Tire Co
185 Bayshore Bl. Valencia 4-5535

U S ROYAL TIRES
QUALITY TIRES
QUALITY RECAPS
QUALITY REPAIRS



'WHERE TO CALL'
DISTRICT OFFICE
U S Rubber Co 6025-3d MI 8-3783

DEALERS
CADILLAC MOTOR CAR DIVISION
1000 Van Ness Av. PRspt 5-0100

CASTOR JOSEPH L CO
400 Illinois Douglas 2-4720

CITY TIRE CO
112 Sagamore JU niper 4-8723

MARK MORRIS TIRE CO
U S Tire Service
989 Geary ORdyw 3-3441

MARK MORRIS TIRE CO
U S Tire Service
7201 Mission Daly City WY 2-4950

MASTER TIRE SHOP
1058 Valencia MI 8-7838

OLYMPIC TIRE SERVICE CO
Pick Up & Del Serv
661 Divisadero Flimr 6-0938

Valle Gene Tire Co
50 Juniper UNdrl 3-0930

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.

Tire Dealers & Distrs.—(Conf'd)

VOGUE TYRES
Eye-Stopping Beauty
High Safety Factor
Extraordinary Mileage
Costs Less Per Mile
CUSTOM BUILT



'WHERE TO BUY THEM'
DISTRIBUTORS
CADILLAC MOTOR CAR DIVISION
San Francisco Branch

1000 Van Ness Av. PRspt 5-0100
3141-20th Av. Lombard 4-7400
Sutterland's
3326 Piedmont Av. Oakland TELmbr 2-0169

WESTERN TIRE SALES
359 Potrero Av. UNdrl 3-2066
Westlake Richfield Service
151 Southgate Av. Daly City. PLaza 5-4878

Tire Dealers—Used & Rebuilt

Andy's Tire Salvage
1375 Harrison UN 3-5082

CALIFORNIA TIRE CO
697 Golden Gate Av. UN 3-2050

City Tire Co
112 Sagamore JU 4-8723

Elliot Dave Tire Co
740 Valencia HE 1-4408

FREEWAY SERVICE STATION
RECONDITIONED TIRES
KEMSWAY TRUING
Siping - Grooving & Balancing

RETREADS & 1000 USED BARGAINS
COOPER TIRES & TUBES
Home of Re-Refined Oil - Save Money
1698 Mission MA 1-9443

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

GURLEY-LORD TIRE CO
Mission at 11th HE 1-1900

Herb's Tires
950-25th MI 8-6804

J & J Tire Co
955 Folsom SU 1-7955

Kapa Tire Service
1255 Evans Av. VA 4-5225

Life-Time Auto Service
2890-3d MI 7-1909

Lutz Tire Inc
25 Lusk YU 2-1167

Olympic Tire Service Co
661 Divisadero FI 6-0938

PAUL COHEN TIRE CO
USED & REBUILT TIRES
PACIFIC PREMIUM RECAPS
Plats Repaired & Wheels Balanced
10th & Folsom MA 1-3000

Western Tire Sales
359 Potrero Av. UN 3-2066

Tire Mfrs
ARMSTRONG RUBBER CO
Pacific Coast Office & Warehouse
601-2d SU 1-1229

CALIFORNIA TIRE CO
697 Golden Gate Av. UN 3-2050

COOPER TIRE & RUBBER CO
165 Valley Dr. Brisbane DE 4-1600

Dunlop Tire & Rubber Corp
1045 Bryant UN 3-7424

Fisk Tires-Div of U S Rubber Co
6025-3d MI 8-3783

Gillette Tires-Div of U S Rubber Co
6025-3d MI 8-3783

GOODRICH B F TIRE CO
325 Valley Dr. Brisbane JU 6-9050

GOODYEAR TIRE & RUBBER CO INC THE
1717 Harrison MI 1-3773

Kelly-Springfield Tire Co
200 Napoleon MI 8-5100

NICHELIN METALIC TIRES
MICHELIN TIRE CORP
Valley Dr. Brisbane JU 5-8323

Micelin Tire Corp
Valley Dr. Brisbane JU 5-8323

PACIFIC TIRES
WAREHOUSE DISTRIBUTORS
PAUL COHEN TIRE CO
10th & Folsom MA 1-3000

EXPORT DEPARTMENT
PAC TIRE & RUBBER CO
22 California YU 6-2548

MANUFACTURER
PACIFIC TIRE & RUBBER COMPANY
4901 E 12th Oakland KElog 2-3510

The Yellow Pages save you time.

Tire Mfrs.—(Conf'd)

PENNSYLVANIA TIRE CO
655 Kennedy Oakland KElog 3-7415

PIRELLI SALES INC
1828 Market UN 3-1862

SAVOY MASTER TIRES
MANUFACTURERS & EXPORTERS
SAVOY RUBBER CO
820 Post GR 4-5640

SEIBERLING RUBBER CO
Factory Branch
860-2d DO 2-5838

U S Tires Div of U S Rubber Co
6025-3d MI 8-3783

If you want to know how YELLOW PAGES advertising can help solve your marketing problems, call our nearest Business Office and we will be glad to give you full information.

Tire Recapping, Retreading & Repairing

AI's Recapping Service
7338 Mission Daly City Plaza 6-8575

BARRETT LARRY TIRE CO
9th & Howard HE mlack 1-6064

CALIFORNIA TIRE CO
697 Golden Gate Av UNdrl 3-2050

City Tire Co
112 Sagamore JUNipr 4-8723

Custom Tire & Brake
363 Valencia HE 1-0850

DAVIS & MYERS
IMPERIAL RETREADS
Lowest Cost Per Mile
Ask About Our
IMPERIAL RETREAD GUARANTEE
Xtra Tread Truck Tire Retreading
We Use Goodyear Quality Materials
Bush & Franklin GR 4-0234

(Continued Next Page)

RECAPPING GUARANTEED 25,000 MILES 4-HOUR SERVICE OPEN SATURDAYS
THIS SHOP IS TAILORED TO YOUR NEEDS
Clean—Efficient Modern
CALL ABOUT OUR FREE WHEEL BALANCE JOB
MA 1-8897
MEMBER BANK OF AMERICA CHARGE PLAN
PHILLIPS TIRE & RECAPPING SERVICE
2362 MARKET ST. - Between 16th & 17th Streets

TIRE RECAPPING BY EXPERTS - SINCE 1940
FULLY EQUIPPED TRUCKS FOR ROAD & FLEET SERVICE
NEW & USED TIRES - ALL SIZES
TUBELESS TIRES REPAIRED
CALL JU 4-8723
CITY TIRE CO. 112 SAGAMORE SAN FRANCISCO

Tire Recapping, Retreading & Repairing—(Conf'd)

ELLIOT DAVE TIRE CO
740 Valencia HE mlack 1-4408

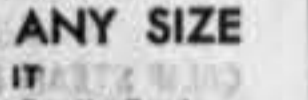
ELLIS & COX TIRE CO
RECAPPING - REPAIRING
Dunlop Tires & Tubes
Television and Appliances
649 Golden Gate Av. Flimr 6-5080

FINE TIRE CO
OPEN SAT. TILL 5
NEW FULL RECAPS
1 YR. GUARANTEE
ONE PRICE - ANY SIZE
CHARGE IT
We Honor All Major Credit Cards
370 S Van Ness Av. UNdrl 3-5730

FIRESTONE FACTORY METHOD TREADING
FIRESTONE STORES
2800 Geary Bl. JOrdn 7-3311

TIRE SERVICE CO
Mission & S Van Ness Av. MArkt 1-4650

GOODYEAR RETREADS
Save with Safety. Get Goodyear extra-mileage Retreads on your smooth tires. Retread protection at half the cost of new tires. Expert tire repairs.



'WHERE TO BUY'
DAVIS & MYERS
Bush & Franklin GR 4-0234

GOODYEAR SERVICE STORES
Mission at 11th UNdrl 1-2828

KAHN & KEVILLE TIRE & APPLIANCES
Turk & Larkin ORdyw 3-0200

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

HAWKINS AUTHORIZED TIRE TREAD SERVICE
GURLEY-LORD TIRE CO
Mission at 11th HEmlck 1-1800

Hilliard Tire Sales
1971 Oakdale Av. ATwtr 2-0654

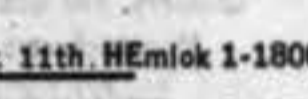
J & J TIRE CO
955 Folsom SUtr 1-7955

KAHN & KEVILLE TIRE & APPLIANCES
Turk & Larkin ORdyw 3-0200

LAHER SPRING & TIRE SERVICE
98-12th KL 2-2106

LAMBERT TIRE CO INC
RETREADING - ONE DAY SERVICE
Lowest Possible Prices - Easy Terms
S&H Green Stamps
S Van Ness Av & Howard HE 1-4360

LEE CAP RETREADING AND REPAIRS
Expert retreading and repairing of truck, passenger car tires, using high quality Lee Tread Rubber. Complete truck, passenger tire service facilities.



'WHERE TO CALL'
FACTORY BRANCH
LEE RUBBER & TIRE CORPORATION
3637 Adeline Emryvl OLYmpc 5-6426

LUTZ TIRE INC
25 Lusk YU 2-1167

MARK MORRIS TIRE CO
999 Geary ORdyw 3-3441

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

Martin Tire Co
562 Golden Gate Av GR 4-6900

MASTER TIRE SHOP
1058 Valencia MI 8-7838

Doctors, dentists, merchants... all kinds of products and services... are listed in the YELLOW PAGES... Keep the YELLOW PAGES directory handy—it saves you time and effort.

Tire Recapping, Retreading & Repairing—(Conf'd)

OLYMPIC TIRE SERVICE CO
RECAPPING - RETREADING
U.S. Tires & Tubes
Wholesale & Retail
WHEEL ALIGNING & BALANCING
Pick-up & Delivery
661 Divisadero FI 6-0938

PAUL COHEN TIRE CO
10th & Folsom MA 1-3000

PAUL'S BATTERY & TIRE CO
NEW TIRES & BATTERIES
Recapping & Repairing on Goodyear - US - Seiberling
ALL MAKES
WHOLESALE & RETAIL
4720 Geary Bl. BA 1-9100

PERRY & WHITELAW INC
See Our Adv Tires Dealers
11th & Howard UNdrl 1-1801

PHILLIPS TIRE & RECAPPING SERVICE
2362 Market MArkt 1-8897

RAMORINO CHAS
Portable Tire Repairing
1998 Evans Av. VA 6-9857

THOMPSON AIRCRAFT TIRE CORP
160 Beacon St. Plaza 6-7300

WESTERN TIRE SALES
359 Potrero Av. UNdrl 3-2066

Wilson Air Products
374 Funston Av. SKYln 1-9011

Tire Recapping, Retreading & Repairing—Equipment & Supplies
BONDED CAMELBACK
COMMERCIAL RUBBER CO
423-40th Oakland OLYmpc 2-8164

COMMERCIAL RUBBER CO
423-40th Oakland OLYmpc 2-8164

LORD TIRE SUPPLY INC
1130-22d Av Oakland KElog 6-2766

UNION RUBBER CO
FACTORY & GENERAL OFFICES
MANUFACTURERS & DISTRIBUTORS
UNION TREAD RUBBER
TIRE REPAIR MATERIALS
RECAPPING SUPPLIES & EQUIPMENT
SALE & SERVICE
BRANICK TIRE SPREADERS
COATES TIRE ACCOUNTING MACHINES
ACE TIRE RECAPPING MOLDS
QUINCY AIR COMPRESSORS
Daily Delivery Service
1002-77th Av Oakland NEptn 8-1901

Tires—Dealers
See Tire Dealers & Distrs

Tires—Retreading & Recapping Hgds
See Tire Recapping, Retreading & Repairing Hgds

Tires & Tubes—Repairing
See Tire Recapping, Retreading & Repairing

Tires—Used & Rebuilt
See Tire Dealers—Used & Rebuilt

Tires—Wholesale & Mfrs
See Tire Mfrs

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!

Titanium

CRUCIBLE TITANIUM
CRUCIBLE STEEL CO OF AMERICA
2058 Bryant ATwtr 2-8011

HARVEY ALUMINUM-TITANIUM
TITANIUM DIVISION
HARVEY ALUMINUM SALES INC
2015 Center Brkly THrml 5-3133

New Jersey Zinc Co
95 Market Oakland TELmbr 6-0741

Title Companies
Bay Counties Title Guaranty Co
5017 Geary Bl. SK 2-5673

BAY COUNTIES TITLE GUARANTY CO
YOUR TIME IS AN ASSET
We'll Help You Keep It That Way
MOBILE ESCROW SERVICE
Main Ofc
135 Hayes UNdrl 3-2120

Mission Branch
5315 Mission JUNipr 6-4480

CALIFORNIA PACIFIC TITLE INS CO
248 Montgomery SUtr 1-3500

Branch Office
5300 Geary Bl. SK 2-0286

Branch Office
1400 Noriega OV 1-1170

San Mateo County Office
2424 Broadway Redwood City YUKon 2-0209

Calif Tax Agcy Div of Realty Tax & Service Co
221 Pine YUKon 1-1465

CITY TITLE INSURANCE CO
Home Office
214 Van Ness Av. UNdrl 3-3080

Downtown Office
160 Sutter EX 2-2142

San Jose Office
4955 Mission DE 3-6900

San Jose Office
76 N 1st St. CYprss 8-4242

San Mateo Office
220-5th Av. DImnd 2-3261

NORTHERN COUNTIES TITLE INSURANCE CO
369 Bush SUtr 1-3251

Northwestern Title Co of San Francisco
3557 Geary Bl. SK 2-4770

Security Title Insurance Co
Brewster Av & Allerton Rd. Wd City
From telephones served by the following exchanges
San Francisco
(No Intercity Charge)
Ask Operator for Entprse 11236

Title Guaranty Co
240 Van Ness Av. UNdrl 3-0750

Title Insurance and Guaranty Co
260 Van Ness Av. UN 3-0750

U S GUARANTY & TITLE CO
2376 Junipero Serra Bl Daly City WY 2-0800

U S TITLE & GUARANTY CO
2376 Junipero Serra Bl Daly City WY 2-0800

Valley Title Co of Santa Clara County
38 N 1st St. Wd City
From telephones served by the following exchanges
San Francisco
(No Intercity Charge)
Ask Operator for Entprse 11253

WESTERN TITLE INSURANCE CO
Civil Center Ofc
240 Van Ness Av. UN 3-0750

Downtown Ofc
130 Montgomery UNdrl 3-0750

Geary Blvd Ofc
5138 Geary Bl. UNdrl 3-0750

Paradise Ofc
1100 Taraval UNdrl 3-0750

San Mateo Ofc
Middlefield Rd & Marshall Rowd City. EMrsn 8-2851

Tobacco—Wholesale & Mfrs
Benader's Pipe & Tobacco Shop
353 Sutter DOuglas 2-0961

Berry Jerry Inc
3371-17th FI Iner-6-7012

DeMartini Bros
2424 Polk GRaystn 4-4946

Dream Castle Tobacco Co
2660 Harrison AT 2-2724

Econ Dist Co
3222-17th MArkt 1-0720

El Primo Cigar Co
1545 Mission HEmlck 1-0800

Emmerman A T
701 Phelps AT 5-0640

Falm & Swanson Inc
137 Stewart YUKon 2-5544

Geary Wholesale Co
4499 Geary Bl. SKYln 2-2980

GLASER BROS
855 Harrison GARfid 1-7010

Greenfield & Wintner
2640 Harlin VA Inclca 4-7350

Jaffe A S Co
532 Larkin PR 6-2662

Lars & Brother Co Inc
Pac Coast Branch
274 Brannan GARfid 1-5567

Lorillard P Co
74 Dorman Av. ATwtr 2-3272

Merchant's Tobacco Co Inc
420 Market EX 2-7181

Ralph & Sons
775 Sacramento GARfid 1-3784

Seik Milton R
9829 Geary Bl. BAYwv 1-2757

Ship's Tobacco & Supply Co
151 King SU 1-3365

Silber Inc
36 Calif DO 2-0540

SOSNICK MELVIN CO
805 McAllister Flimr 6-4411

Sutliff Tobacco Co
681 Market EXbrk 7-1188

Washington Supply Co
873 Washington YU 2-6796

Western Tobacconist
251 Kearny SUtr 1-8413

Toilet Goods

COLGATE-PALMOLIVE CO
Sales Office
Toilet Article Division
1 Bush YUKon 1-1677

Accounting & Factory
2700-7th Berkeley THrml 5-1500

Diserik's Pharmacy
Mission & Precita Av. Valencia 4-4044

Eng's Wholesale
7 Tracy Pl. YUKon 6-5267

Luzier Cosmetic Studio
221 W Portal Av. LO 4-7154

Three Star Co
40 Brannan YU 2-2165

Tool Designers
AVEY TOOL & DIE WORKS
2511 Geneva Av. JUNipr 7-6110

Christie Machine Wks
Harrison & Main EXbrk 2-2187

S & R Machinists Inc
980 Martin Av Snta Cira AXmsnr 6-8020

Tool Grinding—Industrial
See also Grinding—Precision & Production; Sharpening Service
ACME SAW & GRINDING WORKS
Pick Up & Delivery Service
1012 Bryant HEmlck 1-2084

BELL & CRANDALL FORM TOOL CORP
916-86th Av Oakland LOKohn 7-7010

HAGEL & ZELLER SPECIAL TOOLS INC
CARBIDE & HI-SPEED
CUTTING TOOL MFRS
FLAT - CIRCULAR & DOVE TAIL
FORM TOOLS
COMBINATION STEP TOOLS
SHARPENING & REPAIR SERVICE
857 Estabrook St. Leandre ELgn 7-7781

OAKLAND CARBIDE ENGINEERING & MFG CO
Fabricating & Grinding of Cemented