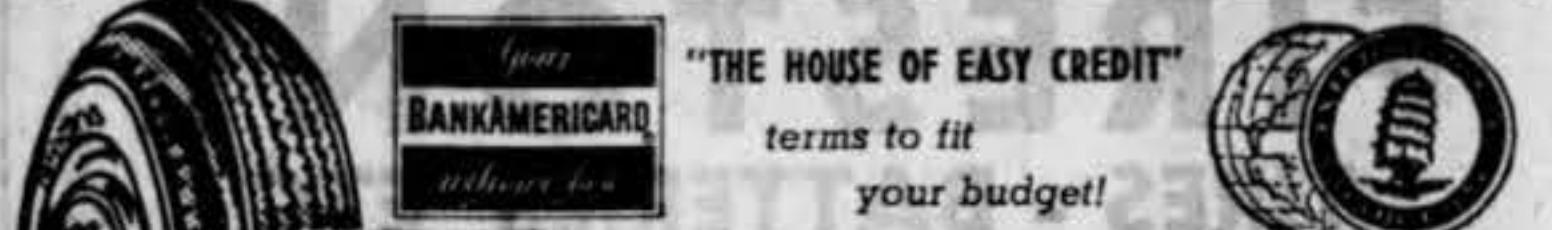


# MARK MORRIS TIRE CO.



"THE HOUSE OF EASY CREDIT" terms to fit your budget!

- TIRES • BRAKE RELINING
- WHEEL BALANCING & ALIGNING
- APPLIANCES & ACCESSORIES

SERVING SAN FRANCISCO FOR MORE THAN 30 YEARS.

**DOWNTOWN**  
999 GEARY  
OR 3-3441

**DALY CITY & WESTLAKE**  
7201 MISSION  
WY 2-4950

## 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.



## HEADQUARTERS for COMPACT & SPORTS CAR TIRES

Distributor

# DUNLOP SEIBERLING

Tires of Quality FOREIGN & DOMESTIC

## RECAPPING

ALL AUTO TIRE SIZES  
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 2 LOCATIONS PR 1-0300  
Mission At 11th Columbus Ave. at Taylor

### Tire Dealers & Distrs—(Cont'd)

**DAYTON THOROBRED TIRES**

Quality Famous Tires  
Backed by Strong  
Written Service Guarantees

"WHERE TO BUY THEM"  
DISTRIBUTORS  
**DAYTON TIRE SALES CO**  
130 E Grand Av SFF -----JU 9-2020

**DIAMOND TIRES**

- Long Mileage
- Safety
- Savings

They are combined in top quality Diamond passenger car tires.  
Fast Tire Service

"WHERE TO BUY THEM"  
**McKALE SERVICE STATION NO 10**  
S Van Ness & Mission -----UN 1-6688

Doc's 19th & Valencia Service  
800 Valencia -----Misson 8-1171

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.

### DUNLOP TIRES

For PASSENGER AND SPORTS CARS • TRUCKS • BUSES • FARM EQUIPMENT

"Founders of the Pneumatic Tire Industry"  
"WHERE TO BUY THEM"  
DIVISION OFFICE  
**DUNLOP TIRE & RUBBER CORP**  
1045 Bryant -----UN 3-7424

DEALERS

Al's Recapping Service  
7338 Mission Daly City -----PL 6-8575

**CUSTOM TIRE & BRAKE**  
363 Valencia -----HE 1-0850

**GLOWA GARAGE**  
387-21st Av -----SK 2-6677

**LINDERMAN TIRE & BATTERY DISTRS**  
60 Beale, YUkon 2-2248

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

**WESTERN TIRE SALES**  
359 Potrero Av. UNdrl 3-2066

**EAST BAY TIRE CO**

**JOBBERS - BROKERS DISTRIBUTORS & EXPORTERS**  
Passenger - Truck - Tractor  
Earth Mover - Airplane  
New - Used - Recapped  
**JOE M. FUETSCH**  
Corner 3d & Oak  
221 Oak Oakland -----HI 4-8811

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

Ellis & Cox Tire Co  
849 Golden Gate Av -----FI Imore 6-5080

Fine Tire Co 370 S Van Ness Av. .... UNdrl 3-5730

(Continued Next Page)

A color extension telephone adds beauty and comfort to your home.

## California Tire Co.

DOMESTIC CARS FOREIGN CARS

MADE IN GERMANY  
LARGEST INVENTORY ON THE PACIFIC COAST  
No. Calif. Distr.

★ RECAPPING ★ WHEEL ALIGNING & BALANCING  
★ BRAKE RELINING

• EASY CREDIT TERMS • 52 WEEKS TO PAY  
697 GOLDEN GATE AVE. UN 3-2050 1 Block West of Van Ness

## 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**

### INDEX TO CLASSIFIED HEADINGS—SEE GREEN PAGES

#### Tire Dealers & Distrs—(Cont'd)

**FIRESTONE TIRES**

For Car and Truck  
For Home and Farm  
For Work and Play

Extra Value Merchandise  
"WHERE TO BUY THEM"  
DISTRICT OFFICE  
**FIRESTONE TIRE & RUBBER CO THE**  
101 Harrison -----YU 6-4950

RETAIL STORES

**FIRESTONE STORES**  
2800 Geary Blvd -----JO 7-3311

**TIRE SERVICE CO**  
Mission & S Van Ness Av -----MA 1-4650

DEALERS

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

Stn No 4 Stonestown -----LO 4-7579

Stn No 5 2d & Howard -----EX 2-6385

**BELL'S LARRY TEXACO SERVICE**  
3855 Irving -----MO 4-1735

**BUFFA'S SHELL SERVICE**  
128th Av & Lincoln Wy -----OVrld 1-6010

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

**LUTZ TIRE INC**  
25 Lusk -----YU 2-1167

Napel's Shell Service  
Bay & Buchanan -----JOrdn 7-5060

**NEW MISSION SHELL SERVICE**  
1548 Mission -----AT 2-4544

Sanford Jack Shell Service  
Geary Bl & 9th Av -----BA 1-0424

Fisk Tire Sales Co 2760 Baker -----WE 1-7550

**FISK TIRES**

WHEN IT'S TIME TO RE-TIRE BUY FISK

... for almost 60 years "the world's best known symbol of tire quality"

PASSENGER • TRUCK • FARM

"WHERE TO BUY THEM"  
DISTRIBUTORS

Peck's Tire Center  
5001 E 14th Oakland -----KE 2-2556

Flying A Service Stn No 33  
Portola Dr & Tereita Bl SEabright 1-9860

**FOUR WHEEL BRAKE SERVICE & WHEEL ALIGNING CO**  
Open 7 AM 'Til Midnight  
Open Saturday  
Fell At Franklin  
220 Fell -----HE 1-6745

17th & Mission  
2100 Mission -----HE 1-7731  
(Please See Advertisement This Page)

G W White Union Service  
31st Av & Judah -----SE 1-9885

**GATES TIRES**

Independent tests prove Gates Nylon Low Profile Tire give 25% more miles at no extra cost. Guaranteed 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 SFF -----761-1494

DISTRIBUTORS

**MASSEI AUTO SUPPLIES**  
4795 Mission -----JU 4-2612

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

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

Prompt answering of a telephone's ring is thoughtful, courteous, and good business.

#### GENERAL TIRES

Goes A Long Way To Make Friends

"WHERE TO BUY THEM"  
DEALERS  
**CURLEY-LORD TIRE CO**  
Columbus Av at Taylor -----PR 1-0300

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

**VAN NESS CHRYSLER-PLYMOUTH INC**  
901 Van Ness Av -----PR 5-0444

DISTRICT OFFICES

**GENERAL TIRE & RUBBER CO**  
35 Ingold Rd Brimmg -----OX 7-1810

**GOODRICH B F TIRES**

"BIG EDGE" TIRES  
MORE SAFETY  
MORE MILEAGE

New Tires...Retreads...Used Tires...  
Batteries...Accessories and Service

"WHERE TO CALL"  
DEALERS

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

Jacoby's Texaco Service  
Portola Dr & Burnett -----VA 4-1937

Mohawk Super Service 3d Av & Calif-SK 2-1187

Perry & Whitelaw Inc  
11th & Howard -----UNdrl 1-1801

Texaco Service Station No 23  
50 Mission -----SU 1-9815

DISTRIBUTORS

**CRESTA BROS**  
35 Seneca -----JU 5-9373

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

**THOMPSON AIRCRAFT TIRE CORP**  
160 Beacon SFF -----761-1988

ZONE OFFICES

**GOODRICH B F CO**  
325 Valley Dr Brimmg -----JU 6-9050

**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"  
DEALERS

Al's Recapping Service  
7338 Mission Daly City -----PL 6-8575

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

**DAVIS & MYERS**  
Dush & Franklin  
Earl's Richfield Service 300-7th UNdrl 3-4613

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

(Continued Next Column)

**PAUL COHEN TIRE CO.**  
Distributor

# PACIFIC

TIRES - BATTERIES  
RECAPPING  
USED TIRES  
Budget Terms

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

CALL  
**MA 1-3000**  
10th & FOLSOM ST.

#### GOODYEAR TIRES—(Cont'd)

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

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

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

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

**KAHN & KEVILLE TIRE & APPLIANCES**  
Turk & Larkin ORow 3-0200

Mainwaring R B  
2601 Van Ness Av -----PRspt 5-9909

**MENARY W G CO**  
3125 Mission -----Valencia 4-1429

Murphy-Crossler Richfield Service Stn  
376 Castro -----MA 1-4553

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

Ray's Richfield Service Stn  
5101 Mission -----JUnipr 5-5508

**RON'S SHELL SERVICE STN**  
Lombard & Steiner -----FTImor 6-7454

Gurley-Lord Tire Co Mission at 11th -----HE 1-1800

Columbus Av at Taylor -----PR 1-0300  
(Please See Advertisement Page 1024)

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

**ITALIAN TIRES LTD**  
1828 Market -----UN 3-1424  
(Please See Advertisement Page 1023)

J & J Tire Co 955 Folsom -----SU 1-7955

Joe's Texaco 98 Ocean Av -----JU 5-3495

**KAHN & KEVILLE TIRE & APPLIANCES**  
Turk & Larkin ORow 3-0200

**KELLY-SPRINGFIELD TIRES**

"RIDE THE KELLY ROAD"

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

"WHERE TO BUY THEM"  
DISTRICT OFFICE

**KELLY-SPRINGFIELD TIRE CO**  
200 Napoleon -----Misson 8-5100

DEALERS

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

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

Ken's Flying A Service  
Bay Shore Bl & Geneva Av -----DElaware 3-2463

**LAMBERT TIRE CO INC**  
S Van Ness Av & Howard -----HE 1-2326  
(Please See Advertisement Page 1022)

Behind on orders? Let handy YELLOW PAGES introduce the suppliers you need. It's fast—convenient. Wise buyers say there's nothing like the YELLOW PAGES of your telephone book for getting in touch with almost everyone around who sells things, fixes things, does things. Try the YELLOW PAGES once ... you'll use it often.

**4 GIVES MORE—MORE SERVICE**

# BRUNSWICK TIRES

LIFETIME NATION-WIDE ROAD HAZARD GUARANTEE

HE 1-6745 220 FELL  
HE 1-7731 2100 MISSION AT 17th SAN FRANCISCO

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

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

#### LEE OF CONSHOCKEN TIRES

Tires and Tubes  
Accessories  
Batteries  
Recapping

"WHERE TO CALL"  
FACTORY BRANCH  
**LEE RUBBER & TIRE CORPORATION**  
3637 Adeline Emryl -----OLympc 5-6426

DEALERS

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

Bill's Service Stn 501 Fulton -----UN 1-2264

Bremont Signal Service 2399 Post -----WA 1-3029

Henry & Giles Signal 701 Lombard -----GR 4-8544

Kerns Terry Signal Stn 1600 Taraval-MO 4-9044

Ryan's 10 Gas  
We Give Blue Chip Stamps  
490 S Van Ness Av -----HE 1-3169

**SAM BRUNO SERVICE**  
2985 San Bruno Av -----JU 5-7530

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

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

DISTRIBUTORS

**SIGNAL OIL COMPANY**  
1330-16th -----UN 1-1220

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

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

Lido Tire & Battery Service  
782 Columbus Av. DOuglas 2-3647

Linderman Tire & Battery Distrs  
40 Beale -----YU 2-2248

**MARK MORRIS TIRE CO**  
999 Geary -----OR 3-3441  
(Please See Advertisement Page 1024)

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

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

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

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

**MICHELIN STEEL CORD TIRES—**  
DISTRIBUTOR

MURPHY'S INC  
Engineered Retreads-Fctry Designs  
841-5th Av Oakland -----TWINks 3-2428

**THOMPSON AIRCRAFT TIRE CORP**  
160 Beacon SFF -----761-1988

DEALERS

J & J TIRE CO 955 Folsom -----SU 1-6476

Or -----SU 1-7955

R D M AUTO  
Terms-Also Foreign Car Service  
630 Van Ness Av -----GR 4-0645

(Continued Next Page)

#### TO PAINT SCREENS

To paint a screen, or cover it with insect repellent, fasten a piece of old carpet to a block of wood. By using this implement instead of a brush, you will save lots of time and avoid lots of splattering.