

SEE EUROPE BY MOTOR AND SAVE
REPURCHASE PLAN
LEASE PLAN
BRING BACK PLAN

EUROPEAN AUTO TRAVEL CENTER
 The West's oldest and most experienced European delivery specialist
 323 GEARY • SAN FRANCISCO • YU 6-3881

Automobile Dealers—New Cars—(Cont'd)
EUROPEAN MOTORS LTD
 Authorized Dealer for
 MERCEDES-BENZ
 ALFA-ROMEO
 TRIUMPH — FIAT
 LARGE STOCK OF SELECT
 USED IMPORTS
 Factory Trained Mechanics
 ON MERCEDES-BENZ — TRIUMPH
 ALFA-ROMEO — FIAT
 Huge Parts Stock — Body Repairs
 1740 Van Ness Av.-----OR 3-9109

EXECUTIVE MOTORS
CITROEN
ROVER — LAND ROVER
MASERATI — SAAB
 Authorized
 SALES — SERVICE — PARTS
 1255 Calif -----GR 4-7779

FACEL VEGA SALES & SERVICE—
OVERSEAS DELIVERY ONLY
EUROPEAN AUTO TRAVEL CENTER
 323 Geary -----YU 6-3881

FAIRLANE SALES & SERVICE—
HUGHSON WM L CO INC
 Main Office 1200 Larkin-----OR 3-9541
 Display Room 1400 Van Ness Av-----OR 3-9541
 Fairway Chevrolet
 601 El Camino RI Sn Brno-----761-0196
 (Continued Next Page)

NON-SKID FOR MIXING BOWL
 A folded damp cloth placed under a mixing bowl keeps it from slipping and speeds mixing.

Daly City VOLKSWAGEN CO.
VOLKSWAGEN - PORSCHE
 Authorized — Sales — Service & Parts
 OPEN NIGHTS 'TIL 9 P.M. SAT. & SUN.
 One of the Largest — Most Complete Selections
 New & Used in Bay Area
 Check Our Lease Program
 6918 MISSION — PL 6-0202

EUROPEAN AUTOMOBILES
TOURIST DELIVERIES AT FACTORY PRICES
 JAGUAR, AUSTIN-HEALEY, RENAULT
 MERCEDES BENZ, CITROEN, VOLKSWAGEN,
 AND OTHER EUROPEAN CARS
 FOR FULL INFORMATION AND RATES WRITE, CALL OR VISIT
GERMAN SERVICES
YU 2-8250
 SAN FRANCISCO: 323 Geary Street, Suite 601, at Union Square

BUICK
HILLMAN — SUNBEAM — OPEL
 Authorized
SALES — SERVICE — PARTS
TU 5-1865
WATERS BUICK, INC.
 VAN NESS AVE. AT BUSH

SPENCER BUICK
INC.
 SAN FRANCISCO'S OLDEST BUICK DEALER
SALES - SERVICE - PARTS
SK 2-2565
 3700 GEARY BLVD. AT ARGUELLO

MERCEDES - BENZ
 FACTORY AUTHORIZED
SALES • SERVICE • PARTS
 LOCAL AND EUROPEAN DELIVERIES
 FACTORY TRAINED GERMAN MECHANICS
HAROLD MENZIES INC.
 SALES ROOM SERVICE & PARTS
 4249 GEARY BLVD. 3040 GEARY BLVD.
SK 2-4700

CHRYSLER
IMPERIAL
PLYMOUTH
VALIANT
 Headquarters
 Sales • Service • Parts Top Quality Used Cars
VAN NESS CHRYSLER-PLYMOUTH inc.
 Successor to Earle C. Anthony, Inc.
 901 VAN NESS AVENUE AT ELLIS • PR 5-0444

Automobile Dealers—New Cars—(Cont'd)
FALCON SALES & SERVICE—
HUGHSON WM L CO INC
 Main Office 1200 Larkin-----OR 3-9541
 Display Room 1400 Van Ness Av-----OR 3-9541
 S & C MOTORS 2001 Market-----UN 1-6000
 Federal Automotive Services 201-11th-----KL 2-3062
FELTON PAUL BRITISH CARS
MG — SPRITE — AUSTIN-HEALEY — JAGUAR
 Sales — Parts — Service
 7555 Mission Daly City-----PL 6-7700

FERRARI SALES & SERVICE—
NORTHERN CALIFORNIA DISTRIBUTORS
REZZAGHI MOTORS
 2715 Hyde -----OR 3-4896

FIAT AUTHORIZED SALES & SERVICE—
EUROPEAN MOTORS LTD
 Largest Stock of Cars in No Calif
 Overseas Delivery Specialists
 Factory Trained Mechanics
 Service Dept on Premises
 1740 Van Ness Av.-----OR 3-9109

FORD AUTHORIZED SALES & SERVICE
 It pays to bring your Ford "Back Home" for service. Your Ford dealer knows your car best. He uses genuine Ford Parts and Ford-approved methods and equipment.
"WHERE TO BUY IT"

ALEXANDER BEN FORD INC
GEARY MOTORS
 4700 Geary Blvd -----BA view 1-2300
HUGHSON WM L CO INC
 1400 Van Ness Av -----OR 3-9541
NEVILLE FORD
 7500 Mission Daly City PLaza 5-4813
S & C MOTORS
 2001 Market -----UNdrhl 1-6000
WHITEBONE CECIL INC
 950 Van Ness Av -----PRspt 5-8800

Foreign Car Center Inc
 6601 Mission Daly City-----PL 6-9557
 (Please See Advertisement This Page)
Frates Phil Inc 3330 Army -----VA 4-7777
Frates Phil Inc 3030 Mission -----VA 4-9700
FRENCH J E CO
 Volvo Sales Serv & Parts Hdqtrs
 1819 Van Ness Av -----PR 5-3700
Gateway Chevrolet Co
 7400 Mission Daly City -----PLaza 5-5500
GEARY MOTORS
 4700 Geary Bl -----BA 1-2300
GEER CHEVROLET CO
 3855 Geary Bl -----SK 2-5600
German Services 323 Geary -----YU 2-8250
 (Please See Advertisement Page 74)
Gil Hile Mercury Inc
 692 El Camino RI Sn Brno -----761-3045
GOLDEN GATE CHRYSLER-PLYMOUTH INC
 3245 Geary Bl -----SK 2-3400
 (Please See Advertisement Page 73)
HARVEY MOTORS
 1601 Van Ness Av -----PRspt 6-9300
 (Please See Advertisement Page 70)

HILLMAN MINX SALES & SERVICE—
EUROPEAN AUTO TRAVEL CENTER
 For European Deliveries
 323 Geary -----YU 6-3881
FIDELITY ENGLISH MOTORS
 2617 Shattuck Av Brkly -----Thrmw 1-4027
WATERS BUICK INC
 Van Ness Av at Bush -----TU 5-1865

HOLIDAY CHEVROLET
 740 Taraval -----LO 6-2121
HUGHSON WM L CO INC
 Main Office 1200 Larkin-----OR 3-9541
 Display Room 1400 Van Ness Av-----OR 3-9541
 Truck Dept 1415 Van Ness Av-----OR 3-5408
HYDE MOTORS
 817 Columbus Av -----GR 4-1100

INTERNATIONALLY FAMOUS MOTOR CARS FOR DOMESTIC AND EUROPEAN DELIVERY
 Distributed by
MERCEDES-BENZ SALES, INC.
 Subsidiary of Studebaker-Packard Corp.
"WHERE TO BUY THEM"
AUTHORIZED SALES & SERVICE
EUROPEAN MOTORS LTD
 Largest Stock of Cars in No Calif
 Overseas Delivery Specialists
 Factory Trained Mechanics
 Service Dept on Premises
 1740 Van Ness Av -----OR 3-9109
 (Continued Next Column)

IMPERIAL SALES & SERVICE
 "AMERICA'S MOST CAREFULLY BUILT CAR"
"WHERE TO BUY THEM"
GOLDEN GATE CHRYSLER-PLYMOUTH INC
 Jacopi Leo A 698 El Camino RI 55F-JU 8-5225
VAN NESS CHRYSLER-PLYMOUTH INC
 901 Van Ness Av -----PR 5-0444

INGOLD-OLSEN INC CHEVROLET HEADQUARTERS
 Van Ness Av & O'Farrell-----GR 4-7700
 Jacobs Dave 4150 Geary Bl -----SK 2-8696

JAGUAR SALES & SERVICE—
DISTRIBUTORS
BRITISH MOTOR CAR DISTRS LTD
 1200 Van Ness Av -----PR 6-7700
DEALERS
FELTON PAUL BRITISH CARS
 7555 Mission Daly City PLaza 6-7700

JEEP SALES & SERVICE—
BAKER GENE MOTORS
 4885 Mission -----JU 5-8400

JOHNSON REYNOLD C CO
 1600 Van Ness Av -----PR 6-0880
 (Please See Advertisement Page 70)
KRIEGER & SONS
 Oldsmobile Division 2950 Geary Bl-----SK 2-1080
 (Please See Advertisement Page 69)
 Used Cars 2955 Geary Bl-----SK 2-1085

LANCIA SALES & SERVICE—
MENZIES HAROLD INC
 Overseas Deliveries a Speciality
 4249 Geary Bl -----SK 2-4700
REZZAGHI MOTORS 2715 Hyde-----OR 3-4896

OVERSEAS DELIVERY ONLY
EUROPEAN AUTO TRAVEL CENTER
 323 Geary -----YU 6-3881
 Lautze Fred Motors 315 Airport Bl 55F-----761-0922
LESHER-MUIRHEAD MOTORS
 1515 S Van Ness Av VAValencia 4-1400

LINCOLN CONTINENTAL
CLASSIC BEAUTY IN A SMART NEW SIZE
 Sales and Service
"WHERE TO BUY THEM"
VAN ETTA MOTORS
 1301 Van Ness Av -----ORdrwy 3-8800

M G SALES & SERVICE—
BRITISH MOTOR CAR DISTRS LTD
 1200 Van Ness Av -----PR 6-7700
FELTON PAUL BRITISH CARS
 7555 Mission Daly City PLaza 6-7700

MELODY RAMBLER SAN BRUNO INC
 750 El Camino RI Sn Brno-----PO 1-1740
 (Please See Advertisement Page 72)
MENZIES HAROLD INC
 Overseas Deliveries a Speciality
 Complete Service Facilities
 Factory Trained German Mechanics
 4249 Geary Bl -----SK 2-4700
 (Please See Advertisement Page 74)
 Mercedes-Benz Sales Inc
 1598 Guster Av -----VA 6-4811

MERCEDES-BENZ SALES AND SERVICE
INTERNATIONALLY FAMOUS MOTOR CARS FOR DOMESTIC AND EUROPEAN DELIVERY
 Distributed by
MERCEDES-BENZ SALES, INC.
 Subsidiary of Studebaker-Packard Corp.
"WHERE TO BUY THEM"
AUTHORIZED SALES & SERVICE
EUROPEAN MOTORS LTD
 Largest Stock of Cars in No Calif
 Overseas Delivery Specialists
 Factory Trained Mechanics
 Service Dept on Premises
 1740 Van Ness Av -----OR 3-9109
 (Continued Next Column)

MERCEDES-BENZ SALES AND SERVICE—
 (Cont'd)
AUTHORIZED SALES & SERVICE—(Cont'd)
MENZIES HAROLD INC
 Overseas Deliveries a Speciality
 Complete Service Facilities
 Factory Trained German Mechanics
 4249 Geary Bl-----SK 2-4700
ZONE OFFICE
MERCEDES-BENZ SALES INC
 1598 Guster Av -----VA 6-4811
ZONE PARTS DEPOT
STUDEBAKER-PACKARD CORPORATION
 701 Bryant YUnion 6-4311

MERCURY SALES AND SERVICE
QUALITY HEADQUARTERS FOR SALES AND SERVICE—
MERCURY MERCURY MERCURY COMET METEOR MONTEREY

"WHERE TO BUY THEM"
VAN ETTA MOTORS
 1301 Van Ness Av ORdrwy 3-8800

METROPOLITAN SALES & SERVICE—
HARVEY MOTORS
 1601 Van Ness Av -----PRspt 6-9300
 Monisteri Tony C 2001 Market-----HE 1-7618

MORGAN SALES & SERVICE—
CAMP MOTORS
 444 El Camino RI Sn Brno-----JU 3-5032
MORRIS SALES & SERVICE—
BRITISH MOTOR CAR DISTRS LTD
 1200 Van Ness Av -----PR 6-7700
FELTON PAUL BRITISH CARS
 7555 Mission Daly City PLaza 6-7700

MOTORCADES-ROADTOURS
 323 Geary -----YU 2-8251
MURPHY C M OLDSMOBILE
 19th Av & Junipero Serra
 3950-19th Av -----JU 5-9561
 (Please See Advertisement Page 71)

N S U SALES & SERVICE—
AUTHORIZED SALES & SERVICE
SIRAKY MOTORS
 730 Larkin -----OR 3-5033
 1234 Post -----OR 3-9899

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 3019 Mission -----AT 2-0940
 Nichols Fred R 1509 Valencia -----VA 4-8283
NICHOLS FRED R
 1509 Valencia -----VA 6-0244
 (Please See Advertisement Page 72)
 Oldsmobile Division General Motors Corp
 Zone Office
 First Western Bldg Oakland-----TE 4-7900

OLDSMOBILE SALES & SERVICE
THERE'S A ROCKET TO FIT YOUR POCKET!
 Quality Built! Quality Sold! Quality Serviced!
"WHERE TO CALL"
DEALERS
KRIEGER & SONS
 2950 Geary Bl -----SKYln 2-1080
LESHER-MUIRHEAD MOTORS
 1515 S Van Ness Av VAValencia 4-1400
MURPHY C M OLDSMOBILE
 19th Av & Junipero Serra
 3950-19th Av -----JUUnpr 5-9561
VAN NESS OLDSMOBILE
 1700 Van Ness Av ORdrwy 3-9100

WHOLESALE ONLY
OLDSMOBILE DIVISION GENERAL MOTORS CORP
 First Western Bldg Oakland-----TE 4-7900
 O'Leary Paul 950 Van Ness Av-----GR 4-1265

Advertise here—it pays.

OPEL SALES & SERVICE—
CARL HAAS BUICK CO
 6888 Mission Daly City -----PLaza 5-3828
PEUGEOT SALES & SERVICE—
KRIEGER & SONS 2950 Geary Bl-----SK 2-1080
 (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.

Ben Alexander FORD
MI 8-1850
 USED CAR DEPT.
 CALL
MI 8-2050
 Mission at Army
BEN ALEXANDER FORD, INC.
 1175 POTRERO AVE.

VOLVO
SIMGA
 Sales—Service
 Parts
PL 6-4666
 Or
PL 6-9557
Foreign Car Center Inc.
 6601 MISSION DALY CITY

Jeep
GENE BAKER MOTORS
AUTHORIZED SALES & SERVICE
JU 5-8400
 4885 MISSION ST.