

**SALARY  
FURNITURE  
AUTOMOBILE  
Loans  
TO EMPLOYED PEOPLE**

**\$10 to \$300**  
on your SIGNATURE ONLY

The simple qualifications for a Loan are good character and steady earnings. Your signature and security is all that is required. Loans may be obtained for any reasonable requirement. The Anchor Plan meets the needs of the small borrower.

**UP TO 20  
MONTHS to PAY**

Loans may be repaid in installments to suit the convenience of the borrower. A loan of \$200—for example—may be extended over a period of twenty months. Consolidate all debts into one payment. Let us explain the advantages of this plan.

COMPARE OUR RATES

Telephone  
**Garfield  
5575**

**Anchor  
FINANCE COMPANY**  
"Friendly Help in Stormy Weather"

SUITE 906 PACIFIC BUILDING  
821 Market Street, Cor. 4th

**Loans.—(Cont'd)**

JOHNSON D & S 830 Market.....EX brook-6196  
Johnson Loan Co 830 Market.....EX brook-6196  
Kelly Desmond Co 315 Montgomery...DO uglas-5634  
Keystone Brokerage Co Phelan Bldg...EX brook-1478  
LINDOLN FINANCE CORP 901 Post,PR ospet-1349  
Lincoln Natl Life Ins Co  
Mortgage Loan Department 425 Bush,GA rhd-5754  
Local Loan Co Flood Bldg.....EX brook-3575  
LOGAN FINANCE COMPANY  
785 Market,EX brook 3972  
Marie Investment Co Flood Bldg.....EX brook-3575

**MAXFERD JEWELRY CO**  
Established 1884  
ADVANCES MADE ON DIAMONDS  
WATCHES AND GOLD JEWELRY  
Interest Rate 1% Per Month  
GOLD & SILVER BOUGHT  
DIAMONDS BOUGHT FOR HIGHEST PRICES  
Loan Dept. TU xedo 1635 or TU xedo 1636  
958 Market.....TU xedo-1634

Maxferd Loan Office 958 Market.....TU xedo-1635  
MODERN FINANCE CO 833 Market...SU tter-7389  
Morris Plan Co of S F 711 Market...EX brook-0966  
Mortgage Guarantee Co 43 Sutter...DO uglas-6300  
Motor Loans Ltd 1401 Van Ness...PR ospet-2828  
Mutual Finance Co de Young Bldg...SU tter-6478  
Mutual Loan Office 195-3rd.....EX brook-5178

**NATIONAL LOAN BROKERS**  
PERSONAL LOANS  
ARRANGED FOR SALARIED  
PEOPLE - WHILE YOU WAIT  
SIGNATURE ONLY - CONFIDENTIAL  
1002 Hobart Bldg.  
582 Market.....DO uglas-5944

**OLSON R W**  
LOANS  
\$5 TO \$500  
Just Phone Your Request  
Additional Information Appears in Our  
Display Advertisement on Page 228  
760 Market, Room 608  
Phelan Bldg.....EX brook-2043

(Continued Next Page)

**To Save You  
Time and Money**



You're a thrifter housekeeper than ever when you have a telephone. It keeps you in touch with the markets, the shops, the sales, and saves your strength.

May we tell you more about what it will do for you, and about the different types of service? Just call our Business Office.

**Loans.—(Cont'd)**

**PERSONAL FINANCE CO OF  
SAN FRANCISCO**  
See Our Advertisement on Loan Pages  
948 Market.....GA rhd-3228  
PERSONAL SERVICE CO 582 Mt. DO uglas-2891  
Pioneer Credit Co Monadnock Bldg....GA rhd-0653  
Provident Budget Plan 25 Taylor...OR dway-5801  
Provident Finance Co 25 Taylor...OR dway-5801  
Prudential Insurance Co of America  
Mortgage Loan Branch Ofc  
315 Montgomery.....EX brook-8833  
Quick Loan Service 785 Market.....SU tter-7852  
Raymond Acceptance Co 2001 Market,HE mlock-6060  
Reliable Loan & Mercantile Co 109-3rd,DO uglas-9689  
Reliable Mercantile & Loan Co  
109-3rd,DO uglas-9689

**RELIANCE FINANCE SERVICE**  
PERSONAL LOANS  
ARRANGED IN 5 MINUTES  
Your Signature Only  
Phone Your Request to  
V. G. WISE  
Room 802  
785 Market.....SU tter-3768

S F Acceptance Co 1101 Post.....OR dway-3434  
S F Federal Savings & Loan Assn  
705 Market,DO uglas-0072  
San Francisco Loan Office 41-3rd...DO uglas-9323  
S F Mortgage Corp 176 Sutter.....SU tter-6616  
S F REMEDIAL LOAN ASSN LTD  
932 Mission,EX brook-4610  
Scherer S A 1 Polk.....UN drhil-5626  
Security Loan Co 17-3rd.....GA rhd-9569  
SIGNATURE LOAN CORPORATION  
1 Montgomery,EX brook-5462  
Standard Credit Co Monadnock Bldg...GA rhd-0633

**STANDARD LOAN BROKERS**  
See or Call  
DICK ROBERTS  
For Financial Assistance  
PRIVATE MONEY  
LOW RATES  
Signature Only  
Room 308 Hobart Bldg  
582 Market.....EX brook-8989

(Continued Next Page)

**Friends are close when you  
talk by  
TELEPHONE**



Call people up to extend congratulations, to express thanks, to renew old times and to do any of the dozens of things that strengthen the bonds of friendship! "Long Distance" is easy to use, low in cost.

**Need Money**  
**\$5.00 \$200.00**  
**QUICK CASH LOANS**  
1 to 12 months to repay  
Organized to arrange loans for salaried men and women on their first call, at reasonable cost....  
NO CO-MAKERS OR SECURITY  
**Telephone—SU tter 3588**  
870 Market St.  
401 Flood Bldg.  
FOURTH FLOOR  
PHONE YOUR APPLICATION FOR QUICK SERVICE  
**THE BEACON COMPANY**  
WE TRY TO ARRANGE A LOAN FOR EVERY APPLICANT

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★  
**1ST CHOICE  
FROM COAST TO COAST**

More people borrowed from Personal Finance Co.'s in 1937 than from any other small loan company in the United States.

Here's ONE Reason—Sensible Terms:

- \$ 8.65 mo. Repays \$100 in 15 mo.
  - 12.84 mo. Repays 150 in 15 mo.
  - 20.42 mo. Repays 250 in 15 mo.
  - 32.26 mo. Repays 400 in 15 mo.
  - 40.27 mo. Repays 500 in 15 mo.
- More time to pay, if desired.

Here Are OTHER Reasons:

- ★ You deal DIRECT with us—NOT through Brokers.
- ★ No co-signers or special kind of security needed.
- ★ Complete service—individual consideration.
- ★ Special service if you're in a hurry.
- ★ No payment necessary for at least 30 days.
- ★ The quicker you repay—the less the cost.
- ★ We appreciate your business.

FREE CONSULTATION, in your own home if desired—or phone for full information, or FREE BOOKLET, "A Guide to Borrowing"—no obligation.

**Personal FINANCE COMPANY**

Liberty Bldg. — 948 Market St.  
THIRD FLOOR, OVER DAY AND NIGHT BANK  
San Francisco Telephone **GA rfield 3228**

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★