

# Mercantile Acceptance Company

**UNderhill 7733**

**LOANS**  
AUTOMOBILE  
FURNITURE

with **MERCANTILE** you—  
Select your own Terms  
Set your own Due Date  
Arrange your own Contract



- No bucking down town traffic
- No stairs to climb
- No elevators
- Perfect privacy
- CONVENIENT



PRIVATE SALES FINANCED  
CONTRACTS REWRITTEN  
CASH ADVANCED • No Delay!

**NOTE:** When you come to our office drive right into the area surrounding our building. It is provided for your parking convenience. When making payments or renewing your contract you can drive right to our door, park within a few feet of it and step into the office in perfect privacy and comfort. You'll enjoy these convenient features.

A SAN FRANCISCO COMPANY SERVING THE PUBLIC SINCE 1920

Telephone **UNderhill 7733**

# MERCANTILE Acceptance Company

Loan Office: 11 SO. VAN NESS AVE. Home Office: 333 MONTGOMERY ST.

OFFICES IN: Auburn, Eureka, Fresno, Grass Valley, Oakland, San Louis Obispo, Santa Cruz, Santa Rosa, Stockton

## Loans—Furniture—(Cont'd)

S F Remedial Loan Assn Ltd  
932 Mission, EX brook-4610  
Scherer S A 1 Polk... UN drhil-5626  
**SEABOARD FINANCE CO**  
1430 Van Ness Av. TU xedo-6072  
**SIGNATURE LOAN CORPORATION**  
1 Montgomery, EX brook-5462  
**TOUSEY FRANK R & CO**  
\$75.00 TO \$1000.00  
PHONE YOUR REQUEST  
CONFIDENTIAL SERVICE  
Room 610  
625 Market... SU tter-2201

## Loans—Jewelry

**DIAMOND LOAN OFFICE** 93-3rd... DO uglas-9693  
**MAXFERD JEWELRY CO**  
Est 1884-Borrow In Safety  
958 Market... TU xedo-1634  
Murphy A J 958 Market... TU xedo-1634  
Reliable Mercantile & Loan Co  
109-3rd, DO uglas-9689  
(See Advertisement Page 240)  
S F Loan Office 41-3rd... DO uglas-9323  
S F Remedial Loan Assn Ltd  
932 Mission, EX brook-4610

## Loans—Livestock

Bankamerica Agricultural Credit Corp  
25 New Montgomery, DO uglas-6112  
Tri-State Livestock Credit Corp  
72 New Montgomery, GA rfid-4953

## Loans—Modernization

**AMERICAN TRUST CO**  
See Alphabetical Section For Branches  
464 California... DO uglas-7411  
**BANK OF AMERICA NATL TRUST & SAVINGS ASSN**  
For Branch Locations See Under Banks  
1 Powell... DO uglas-6112  
(Continued Next Page)



## CONTRACTORS

and home-builders can receive useful help regarding telephone arrangements by calling the business office and asking for Architects' and Builders' Service. Just call our Business Office.

## Loans—Mortgage

**BANK OF AMERICA NATL TRUST & SAVINGS ASSN**  
For Branch Locations See Under Banks  
1 Powell... DO uglas-6112  
**CITIZENS FEDERAL SAVINGS & LOAN ASSOCIATION** 654 Market, GA rfid-7640  
**FILES W O & CO** 309 Kearny... EX brook-5480  
Jamieson Towle Willoughby Corp  
Mills Bldg, GA rfid-3634  
Mutual Mortgage Company 111 Sutter, SU tter-7395  
Norris Beggs & Simpson 243 Kearny, DO uglas-5660  
**S F FEDERAL SAVINGS & LOAN ASSN**  
705 Market, DO uglas-0072  
Taylor Jackson B 111 Sutter... DO uglas-3241  
**WESTERN SERVICE CORP** 43 Sutr, DO uglas-6300

## Loans—Personal

**AMERICAN TRUST CO**  
See Alphabetical Section For Branches  
464 California... DO uglas-7411  
**BANK OF AMERICA NATL TRUST & SAVINGS ASSN**  
For Branch Locations See Under Banks  
1 Powell... DO uglas-6112  
S F Remedial Loan Assn Ltd 932 Miss, EX brook-4610  
(See Advertisement This Page)

## Loans Personal, Bank

**ANGLO CALIFORNIA NATIONAL BANK OF SAN FRANCISCO THE 1 Sansome** DO uglas-8100  
**BANK OF AMERICA NATL TRUST & SAVINGS ASSN**  
For Branch Locations See Under Banks  
1 Powell... DO uglas-6112

## Loans—Real Estate

**AMERICAN TRUST CO**  
See Alphabetical Section For Branches  
464 California... DO uglas-7411  
**BANK OF AMERICA NATL TRUST & SAVINGS ASSN**  
For Branch Locations See Under Banks  
1 Powell... DO uglas-6112  
Bay View Federal Savings & Loan Assn  
3rd & Palou Av, MI ssn-6491  
**BOWES BROTHERS & CO** 519 Calif, DO uglas-1806  
Caine Company The 110 Sutter... SU tter-7171  
**CITIZENS FEDERAL SAVINGS & LOAN ASSOC**  
654 Market, GA rfid-7640  
**COLDWELL BANKER & CO**  
Agents Aetna Life Ins Co  
57 Sutter... SU tter-5420  
Hamilton R G & Co 111 Sutter... DO uglas-7641  
Jamieson Towle Willoughby Corp  
Mills Bldg, GA rfid-3634  
Mason-McDuffie Co Inc 111 Sutter... GA rfid-2241  
McCollum Mortgage Co 1444 Franklin Oakland  
Call "Operator" for Loan Co... TW inoaks-1822  
Pacific States Savings & Loan Co  
745 Market, EX brook-1030  
Prudential Insurance Co of America  
Mortgage Loan Branch Office  
315 Montgomery... EX brook-8833  
**S F FEDERAL SAVINGS & LOAN ASSN**  
705 Market, DO uglas-0072  
San Francisco Mortgage Corp 132 Sutter, SU tter-6616  
Syndicate Mortgage Co  
F. H. A. and Apt House Loans  
Russ Bldg... GA rfid-0547  
(Continued Next Page)

Revive your inactive accounts. They are sometimes the best list of prospects that a business can have. Our special representatives will be glad to discuss with you the telephone plans that will do it. Just call our Business Office.

## FOLLOW UP THAT CONTACT

Keep the project **MOVING**

A Long Distance telephone call may be just the way to do it.



*At Personal You Get a Cash*

# LOAN

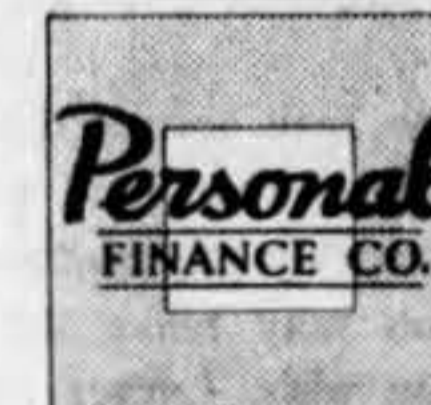
*PLUS THESE 5 ADVANTAGES!*

- SPECIAL ATTENTION**—We specialize in making personal loans, \$25 to \$500. Our staff is trained to give each customer special, individual attention whether the loan is large or small.
- RESPECT FOR YOUR HONESTY**—We make loans on your salary alone, without other security, or on your car or furniture. Co-signers seldom required.
- PRIVACY**—Your employer, friends or relatives are not notified.
- A SAFEGUARD CERTIFICATE**—which guarantees that if you're not satisfied for ANY reason, you can return the money in 30 days and there is no cost whatever.
- PERSONALIZED PAYMENTS**—You choose the payment that fits your purse and payment date most convenient to you.

CASH YOU GET	Amount You Repay Monthly, including all charges on loan for			
	5 Mos.	12 Mos.	18 Mos.	24 Mos.
\$ 25	\$ 5.38			
50	10.76	\$ 4.87		
75	16.14	7.31	\$ 8.83	
100	21.52	9.75	8.97	\$ 8.59
150	32.21	14.86	10.39	8.32
200	42.85	19.33	13.76	11.00
250	53.49	24.08	17.11	13.66
300	64.11	28.82	20.46	16.31
350	74.67	33.56	23.80	18.97
400	85.28	38.29	27.14	21.61
500	106.50	47.75	33.83	26.91

You get FULL AMOUNT you sign for and pay ONLY for exact time you use money

For a Personal Loan See THE



Look for the Square  Behind the Name  
3 Convenient San Francisco Offices  
**830 MARKET ST., 2nd Floor**  
Market & Ellis **GA rfield 2500**  
**2nd Floor, MONADNOCK BLDG.**  
681 Market St. **EX brook 6002**  
**2nd Floor, NEW MISSION BLDG.**  
(Over New Mission Market)  
2588 Mission St. **VA lencia 7041**

# LOANS

*without endorsers*

## FURNITURE—AUTO

**\$100 for ten months costs you \$5.50**

Charges are made on the unpaid principal balance only. No insurance. No fees or extras. Amounts from \$25 up.

Long term Loans... (\$250 for twenty months costs \$26.25)  
Loans... (\$300 for twenty months costs \$31.50)

TABLE OF PAYMENTS ON \$100 LOAN				
1st mo.	2d mo.	3d mo.	4th mo.	
11.00	10.90	10.80	10.70	
5th mo.	10.60	10.50	10.40	10.30
9th mo.	10.20	10.10		
				<b>TOTAL COST \$5.50</b>

Loans on Diamonds, Jewelry, Watches, Silverware, Etc.—1% per month. Sums from \$1 up to thousands.

Personal Loans with endorsers—1% per month. No other charges.

## REMEDIAL LOAN ASSN.

"Founded to protect borrowers"

932 MISSION, NR. FIFTH STREET  
EXbrook 4610

**1%**  
PER MONTH