

Loans-(Cont'd)

**HOUSEHOLD FINANCE CORP**  
742 Market ..... DOuglas-0480  
(See Advertisement Preceding Page)  
**JAMIESON TOWLE WILLOUGHBY CORP**  
Real Estate Loans ..... GA rfd-3634  
Mills Bldg ..... DO uglas-5634  
Kelly Desmond Co 315 Montgomery ..... DO uglas-5634  
Liberal Loan Office Co 77-6th ..... SU tter-9583  
Lincoln National Life Ins Co 605 Market, GA rfd-5754

**LOCAL LOAN CO**  
3d Floor, Flood Bldg.  
LOANS UP TO \$1,000  
Salary - Furniture - Auto  
Phone Your Request  
Prompt, Courteous Service  
Repayment Plans  
To Suit Your Convenience  
Flood Bldg. .... EX brook-3575  
Oakland Office ..... GL encort-5522

Local Loan Co Flood Bldg ..... EX brook-3575  
(See Advertisement Page 320)  
**MAC'S LOAN CO** 173-3d ..... EX brook-8702

**MARBLE JOHN M C GO THE**  
Real Estate Loans  
Eastern Life Ins. Co. Funds  
Loans as Low as 4% On  
Homes, Apts. & Business Properties  
Also  
FHA & Construction Loans  
Offices: San Francisco - Los Angeles  
Russ Bldg ..... GA rfd-8952

Marble John M C Co The Russ Bldg S F  
From Burlingame-San Mateo, Palo Alto  
Exchanges only (No Inter-City Charge)  
Ask "Operator" for Entrance-10229

**MASON-McDUFFIE CO**  
Mortgage Loan Representative of  
Connecticut Mutual Life Ins. Co.  
111 Sutter ..... GA rfd-2241

Telephone for  
**QUICK SERVICE**  
AUTO-FURNITURE-SALARY-TRUCK

**LOANS**

OUT-OF-STATE CARS FINANCED

**SEABOARD FINANCE COMPANY**

**SAN FRANCISCO** COR POLK & FELL **UNderhill 5626**  
**2nd FLOOR, PHELAN BLDG., 760 MARKET ST., EX brook 3717**  
**Oakland - Cor 14th & Webster - GLencourt 5514**

**MAXFERD JEWELRY CO**  
Since 1884  
**LENDS LUCKY MONEY**  
on  
Diamonds - Watches & Jewelry  
Low Interest Rates  
958 Market ..... TU xedo-1634

Maxferd Loan Office 958 Market ..... TU xedo-1635  
**MERCANTILE ACCEPTANCE COMPANY**  
821 Market SU tter-1123  
**MERCANTILE ACCEPTANCE COMPANY**  
25 Taylor OR dway-5801  
Mintz I 206-3d ..... SU tter-6454

**MORRIS PLAN CO OF CALIFORNIA**  
715 Market ..... EX brook-0966  
Mortgage Guarantee Co 43 Sutter ..... DO uglas-6300

**MUTUAL LOAN OFFICE**  
MONEY LOANED ON ANYTHING  
QUICK READY CASH  
Cor. Howard & 3d  
195-3d ..... EX brook-5178

**PACIFIC FINANCE LOANS**  
LOANS \$50 to \$1000  
ON  
AUTO - SALARY - FURNITURE  
AIRCRAFT  
Up to 18 Months to Repay  
Between Ellis and O'Farrell  
928 Van Ness ..... TU xedo-4554  
(Continued Next Page)

The Classified Telephone Directory lists many local tradespeople, services and products. Keep it handy and make it your buying guide.

Loans-(Cont'd)

**PACIFIC MUTUAL LIFE INS CO**  
Lowest Rate  
First Mortgage Insurance Funds  
All Types Improved Properties  
F. H. A. Loans  
660 Market ..... DOuglas-7700

**PERSONAL FINANCE CO**  
681 Market ..... EX brook-6002  
830 Market ..... GA rfd-2500  
2588 Mission ..... VA lencia-7041  
(See Advertisement Page 321)

**PERSONAL FINANCE CO LOANS**  
\$25 to \$1000 on salary, furniture, auto, to employed people. Sensible monthly payments. "Personal" Nation-wide Credit Accounts honored and issued. Phone, Come in or Write.  
**"WHERE TO CALL"**  
Personal Finance Co ..... EX brook-6002  
830 Market ..... GA rfd-2500  
2588 Mission ..... VA lencia-7041

**Prudential Insurance Co of America**  
Mortgage Loan Branch Ofc  
315 Montgomery ..... EX brook-8833  
Prudential Loan Office 141-3d ..... SUTter-5594

**PUBLIC LOAN CORP**  
Furniture Loans  
625 Market ..... SU tter-2201  
(See Advertisement This Page)

**RAILWAY EMPLOYEES CREDIT UNION LTD**  
Railway Employees Only  
24 Market ..... EX brook-8989

**RELIABLE LOAN & MERCANTILE CO**  
109-3d ..... GARfld-5984  
Reliable Mercantile & Loan Co 109-3d ..... GARfld-5984  
(See Advertisement This Page)

**RELIANCE FINANCE SERVICE**  
785 Market SU tter-3768

**REMEDIAL S F LOAN ASSN LTD**  
"Founded to Protect Borrowers"  
Auto Loans  
Personal Loans  
Furniture Loans  
Loans from \$1 to Thousands  
on Diamonds, Jewelry, Watches,  
Silverware, Etc., 1% per month.  
See Our Large Ad on Page 321

Near 5th  
932 Mission ..... EX brook-4610

Royal Finance Co 1639 Polk ..... PR ospet-6412  
**SAN FRANCISCO BANK THE**  
226 California DO uglas-5757  
**S F FINANCE CO** 1354 Van Ness Av. OR dway-3434  
(See Advertisement This Page)

S F Remedial Loan Assn Ltd 932 Mission EX brook-4610  
(See Advertisement Page 321)

**SEABOARD FINANCE CO**  
740 Market ..... EX brook-3717  
**SEABOARD FINANCE COMPANY**  
1 Polk UN dhill-5626  
(See Advertisement Opposite Page)

**SECURITY FINANCE CO** 690 Market EX brook-7927  
Security Loan Co 17-3rd ..... GA rfd-9569  
Sensen Arthur A 605 Market ..... GA rfd-5754  
Standard Loan Office 217-3d ..... SU tter-7054

**STAR LOAN OFFICE**  
Jewelry-Pistols-Rifles-Cameras  
Sporting Goods-Complete Pawn Brokers  
83-3d ..... GA rfd-0447

**STATE FINANCE CO**  
AUTO - TRUCK - EQUIPMENT  
For 20 Years We Have  
Specialized in Truck Loans,  
& Truck Sales Financing  
PHONE, WRITE OR  
CALL IN PERSON  
Pacific Bldg-Mezz Floor ..... GARfld-3551

**THRIFTY LOAN & FINANCE CO**  
833 Market ..... EX brook-8731  
(See Advertisement Opposite Page)

**TRACHSLER LOUIS**  
Real Estate Loans  
Hearst Bldg. .... YU kon-6-2883  
Tremain V 833 Market ..... DO uglas-2465

The oldest of all the telephone industry's traditions is service.

Tri-State Livestock Credit Corp  
Livestock Loans Only  
604 Mission ..... GA rfd-4953  
**UMBSEN KERNER & STEVENS**  
FIRST & SECOND LOANS  
ON APTS. - FLATS & HOMES  
4% Flat or Installment 1st Loans  
I BUY MORTGAGES  
H. I. FITZSIMMONS  
64 Sutter ..... GA rfd-5740

**UNITED LOAN OFFICE**  
MONEY LOANED ON  
Diamonds - Watches - Jewelry - Luggage  
Musical Instruments - Binoculars, Etc  
WE BUY AND SELL  
Diamonds - Jewelry - Luggage  
Musical Instruments, Etc  
56-3d ..... EX brook-1297

Universal C I T Finance Corp 660 Mkt. SUTter-4985  
Voorsanger Walter Russ Bldg. EX brook-4908  
Werner Bros Loan Office 1186 Mkt. Market-7314

**WEST COAST LIFE INSURANCE CO**  
MORTGAGE LOANS  
San Francisco's Home Company  
Low Rates - Prompt Service  
605 Market ..... EX brook-6760

Western Finance Co 600 Market ..... SU tter-7852  
**WESTERN MORTGAGE CORP**  
Real Estate Loans Only ..... EX brook-4908  
43 Sutter ..... DO uglas-6300  
From East Bay Zone only (No Inter-City Charge)  
Ask "Operator" for Entrance-10014  
**WISE V G** 785 Market ..... SU tter-3768

**Loans-Real Estate**  
See Loans; also Banks; also Building & Loan Associations; also Financing; also Mortgages; also Savings & Loan Associations; Etc

There are 6,156 telephone companies serving the United States.

**LOANS**

\$50 - \$100 - \$200 OR UP TO \$1500  
Most Loans Completed  
IN 1 DAY

UP TO 18 MONTHS  
TO REPAY  
Except on "Listed Articles"

ON • Salary  
• Automobile  
• Furniture, or Other  
Personal Property

Loans are made for any purpose—home and family needs—paying past due bills—business needs and purchases.

**PUBLIC LOAN CORPORATION**

625 Market St., Suite 610  
Phone: SUTter 2201

OAKLAND: 209 Financial Center Bldg.  
405 14th St., Phone: Twinoaks 8433  
BERKELEY: 48 Shattuck Sq., Room 200  
Corner Shattuck & University  
Phone: Berkeley 2633

HEADQUARTERS FOR  
**AUTO LOANS**  
QUICK, COURTEOUS SERVICE  
**SAN FRANCISCO FINANCE CO.**  
1356 VAN NESS AVE. CORNER OF BUSH  
Convenient Parking  
Phone ORdway 3434

Phone for a loan  
OF \$25 TO \$2500 ON  
SALARY-FURNITURE  
AUTOS-EQUIPMENT  
15 MINUTE Service  
Call  
EXbrook 8484  
Ask for Mr. Beckes  
**CENTRAL CREDIT COMPANY**  
HOME OWNED AND OPERATED  
703 MARKET ST. AT THIRD

**FUR LOANS 1%**  
Confidential  
FROM \$5 TO \$1000  
SIX MONTHS TO PAY  
INSURED MOTHPROOF STORAGE  
LICENSED BY CITY AND STATE  
Unredeemed Furs For Sale  
**The FurbanC**  
LOANS ON FURS 1% WE STORE FURS  
Market 7930  
1525 MARKET ST.

When an  
EMERGENCY ARISES  
The convenient and quick way to locate someone in the immediate neighborhood is to  
LOOK IN THE  
Classified  
TELEPHONE SECTION  
Tells "Where to Buy It"

**MONEY LOANED**  
CLOTHING - LUGGAGE - RIFLES  
DIAMONDS - JEWELRY - ETC.  
Low Interest Rate. Unredeemed Pledges  
Can Not Be Bought ON CREDIT Here  
**RELIABLE MERCANTILE & LOAN CO.**  
109-3rd St.  
GARfield 5984

**LOANS BY PHONE**

- ★ Loans available in any amounts from \$25 to \$10,000.
- ★ Auto, Furniture, Equipment, paid for or not... or your steady salary the only security you need.
- ★ Action the Same Day... (Budget one-stop loans).
- ★ As long as 45 days to the First Payment. Special Budget Payments.
- ★ Direct Lenders, not Brokers.

**Budget FINANCE PLAN**

Phone  
**PRospect 3263**  
727 Van Ness Ave.

Oakland Office  
419-14th St. TWinoaks 7188

"Other Offices Throughout the State"

**Budget Loans**  
are made exclusively by  
**BUDGET FINANCE PLAN**

FREE PARKING AT ALL BUDGET OFFICES  
\*Guarantee  
If you can get the same loan from any lender in California at rates less than we offer—return the money within two weeks—and your loan with us is Free!

**\$5000**

Now you may borrow up to \$5000 at Thrifty Loan on your car, furniture, fixtures, equipment. A \$500 loan can be repaid in 15\* monthly installments of \$37.53. See table for other loan plans.  
\*Unless government regulations require a shorter period.

CASH YOU GET	12 PAYMENTS OF	15 PAYMENTS OF
\$100	\$9.18	\$7.51
200	18.36	15.01
500	45.90	37.53
1000	91.80	75.06
2500	226.66	184.83
5000	449.42	365.77

**THRIFTY RATES**

Thrifty's only charge is the monthly rate of 1 1/2% on loans up to \$1000 and 1% on that part of a balance above \$1000. No endorsers needed at Thrifty... and our service is fast.

**THRIFTY LOAN & FINANCE CO.**

833 MARKET ST. (Next to Emporium) Commercial Bldg., Room 304  
PHONE: EXbrook 8731