



**UNDERGROUND SAFETY DEPOSIT VAULTS**  
 CONFIDENTIAL 5-MINUTE SERVICE  
 NO CREDIT INVESTIGATION  
 LIBERAL APPRAISALS  
 STRICTLY A LENDING INSTITUTION  
 WE REFINANCE LOANS - BILLS AND CONTRACTS WITHOUT DELAY OR SERVICE CHARGE AT STATE PRESCRIBED RATES

**MONTHLY INSTALLMENT LOANS**  
 \$50 TO \$1500 ON SALARY  
 AUTO - FURNITURE EQUIPMENT  
**SINGLE PAYMENT LOANS**  
 6 MONTHS OR 12 MONTHS OPTION  
 ANY AMOUNT ON DIAMONDS AND JEWELRY



**CENTRAL CREDIT Company**

NEW LOCATION FOURTH FLOOR FLOOD BUILDING  
 870 MARKET ST. AT POWELL SAN FRANCISCO 2, CALIF.



**CASH!** Money in minutes when YOU need it!  
**PERSONAL LOANS FROM \$25 to \$2,500!**  
 ON SALARY, FURNITURE, CAR - PAID FOR OR NOT!  
 Phone for your loan - YU 2-5737 or MI 7-4672 - NOW!  
 Money ready when you call.

CONFIDENTIAL - NO CO-SIGNERS! UP TO TWO YEARS TO PAY!  
 6 WEEKS BEFORE 1ST PAYMENT! FRIENDLY, COURTEOUS SERVICE!  
 PAYMENTS TO SUIT YOU! \$50 COSTS ONLY 29¢ FOR 1 WEEK!  
 Phone or call  
 IN SAN FRANCISCO - TWO CONVENIENTLY LOCATED OFFICES  
**SECURITY FINANCE CO.**  
 ROOM 215, 690 MARKET STREET • YUkon 2-5737  
 2399 MISSION STREET • Mission 7-4672  
 Other branches in Oakland, San Leandro and San Jose

**Loans-(Cont'd)**

**BENEFICIAL FINANCE CO LOANS**  
 Loans \$25 to \$2000 on Salary, Furniture or Auto to employed people—enable monthly payments. Friendly service. Come in or phone—we like to say yes.  
**"WHERE TO CALL"**  
**SAN FRANCISCO**  
 Beneficial Finance Co. Formerly Personal Finance Co. 830 Market ..... CA-Hfd 1-2500  
 481 Market ..... EXbrk 2-6002  
 2588 Mission ..... VAencia 4-7041  
 384 Grand Av S S F. .... JUnipr 4-3400  
**SAN MATEO**  
 Beneficial Finance Co. 407 South B St Mto. DImnd 4-7658  
**REDWOOD CITY**  
 Beneficial Finance Co. 2658 Broadway Rdwd Cty. EMrsn 8-4611  
**PALO ALTO**  
 Beneficial Finance Co. 842 RAlmora Palo Alto. DAVmpt 5-3273  
**OAKLAND**  
 Beneficial Finance Co. 433-14th Oaklnd. GLncrt 1-2680  
**ALAMEDA**  
 Beneficial Finance Co. 2324 Santa Clara Av Almda. LAkhrst 3-3891  
**BERKELEY**  
 Beneficial Finance Co. 2045 Shattuck Av Brkly. THrplw 5-4312  
 (Continued Next Column)

**BENEFICIAL FINANCE CO LOANS-(Cont'd)**  
**SAN LEANDRO**  
 Beneficial Finance Co 1532 Washington Av. Sn Leandro. LOKctvn 9-4022  
**HAYWARD**  
 Beneficial Finance Co. 645 Foothill Bl. Haywr. ELgn 1-2575  
**SAN RAFAEL**  
 Beneficial Finance Co. 1015 B St Rafi. GLnwd 4-9430  
**BIG BEN LOAN OFFICE**  
 I Loan the Most on Everything Largest Pawnshop on the Coast  
 179-3d ..... DOuglas 2-5787  
 Bingley Emery L. 690 Market. .... YUkon 2-1422  
**BORROW & STOR-IT FUR BANC**  
 1525 Market ..... MArkt 1-4084  
**BUDGET FINANCE PLAN**  
**LOANS BY PHONE**  
 One-stop service for cash. Loans in a hurry from \$25 to \$1500 on salary, apto or furniture. No delays - no embarrassment. Quick, convenient, courteous and confidential.  
**"WHERE TO CALL"**  
**SAN FRANCISCO**  
 Budget Finance Plan Inc. 727 Van Ness Av. .... PRspt 5-3263  
 2533 Mission ..... VAencia 6-2533  
**OAKLAND**  
 Budget Finance Plan 1400 Franklin Oaklnd. .... TWInks 3-7188  
**SAN RAFAEL**  
 Budget Finance Plan 882-4th St Rafi. GLnwd 4-4343  
 (Continued Next Page)

Good party-line neighbors make sure their children don't monopolize the telephone. Others may want to call you.  
 For the best use of the dial telephone, please turn to the instruction pages of the Directory.

**LOANS**

**ON SALARY FURNITURE AUTOMOBILE**  
 Phone **MAC** **MAC**  
 For Your **LOAN** to **Offers you**  
 SAVE TIME and SAVE INCONVENIENCE \$50 to \$2500  
 1. Money in 30 Minutes  
 2. A Payment Plan to Fit Your Income  
 3. Cash for Every Purpose  
**SAN FRANCISCO OFFICES**  
 821 Market Street SUlter 1-1123  
 1026 Market Street UNderhill 1-2271  
 2272 Mission Street KLondike 2-3790  
**SAN BRUNO OFFICE**  
 441 El Camino RL. JUn6 8-7774  
**MERCANTILE ACCEPTANCE COMPANY**

**Loans-(Cont'd)**

**BUDGET FINANCE PLAN INC**  
 727 Van Ness Av. PR spt 5-3263  
 (See Advertisement Page 437)  
**B I T CORPORATION**  
 Industrial Loans 660 Market ..... YU kon 6-5454  
**CASSIDY MORTGAGE COMPANY**  
 1st - 2nd - 3rd REAL ESTATE LOANS  
 3412 Geary Blvd. .... SKyn 2-2810  
**CENTRAL CREDIT CO**  
 Confidential 5 Minute Service  
 INSTALLMENT LOANS - \$25 TO \$2500  
 24 Mo. to Pay on Furniture - Salary - Auto  
 870 Market ..... EXbrk 2-8484  
 Central Credit Co. 870 Market. .... EXbrk 2-8484  
 (See Advertisement Page 438)  
**COLEMAN ATTELL JEWELERS**  
**MONEY TO LOAN**  
 Diamonds - Clothing - Jewelry  
 Watches - Cameras - Luggage  
 Fire Arms - Musical Instruments  
 Radios - TV Sets & Other  
 Articles of Value  
 ESTABLISHED 1886  
 1515 Fillmore ..... WEst 1-2494  
**COMBES GREGORY F**  
 1st & 2nd REAL ESTATE LOANS  
 Call Greg  
 1116 Irving ..... LQmbrd 4-2020  
 Commercial Credit Plan Inc.  
 1237 Van Ness Av ..... OR dway 3-4969  
**COMMERCIAL CREDIT PLAN LOANS--**  
**BRANCH OFFICE**  
 COMMERCIAL CREDIT PLAN INC  
 1237 Van Ness ..... OR dway 3-4969  
**CROCKER FIRST NATIONAL BANK OF S F**  
 Member Federal Deposit Insurance Corp.  
**BANKWAY LOANS**  
 FOR ALL PURPOSES AT BANK RATES  
 PROMPT - CONFIDENTIAL SERVICE  
 Automobile - Home Improvements  
 Personal - Television - Radio  
 Home Appliances  
 Suite 209 1 Montgomery ..... EXbrk 2-7700  
 Crocker First National Bank of S F  
 1 Montgomery ..... EXbrk 2-7700  
 (See Advertisement Page 441)  
**DOMESTIC FINANCE CORP**  
 1005 Market ..... ULMarh 3-1340  
 1440 Broadway Oaklnd. .... Hlgate 4-8285  
 1364 E 14th St Leandro. .... LOKctvn 8-0645  
 (See Advertisement Page 441)  
**DYNAM FINANCE CO**  
 We Like to Say O K for Money Today  
 25 Taylor ..... PRspt 5-3366  
 (See Advertisement Page 440)  
**EAGLE LOAN OFFICE**  
 WE LOAN THE MOST-OR PAY HIGHEST PRICES FOR  
 Rifles - Shotguns - Revolvers  
 Typewriters - Radios - Musical Instruments - Fishing Tackle - Field & Binoculars - Glasses - Microscopes  
 Jewelry - Luggage - Clothing, etc.  
 123-3d ..... DOuglas 2-3767  
**FAMILY FINANCE CO**  
**LOANS**  
 \$50 to \$1,000  
 FURNITURE - SALARY AUTOMOBILE  
 Up to 24 Months to Repay  
 760 Market ..... SU lter 1-3588  
 (Continued Next Page)



When YOU think of money think of **FIRESIDE Thrift**  
 FIRESIDE THRIFT  
 Our Guarantee:  
 If you can get the same loan from any other lender in California at rates less than we offer, loan with us is FREE!  

CASH YOU MAY BORROW	REPAYMENTS	
	15 Mos.	24 Mos.
\$100	\$8.10	\$5.59
\$500	\$38.33	\$25.81
\$700	\$52.81	\$35.25

**CASH**  
 \$25 to \$1000  
**DOWNTOWN**  
 33 Grant Ave. EXbrook 2-6620  
 Open 9:30 to 5 Mondays Till 7 P.M.  
**UPTOWN**  
 3512 Geary Blvd. SKylline 2-2674  
 No. Palm Open 9:30 to 5:30  
 Mondays Till 8 P.M.  
 Branches Near You

**Quick Loans**  
**PHONE**  
 ...then stop in  
 Only one trip to office necessary  
**NATIONAL LOAN PLAN**  
 Call **YUkon 2-4110**  
 821 MARKET ST. PACIFIC BLDG. Room 864  
 NEXT TO THE EMPORIUM  
**NATIONAL LOAN PLAN**  
 "Where Character Counts Most"

**THE SAN FRANCISCO PROVIDENT LOAN ASSOCIATION**  
 This Location Has Been Known As a Leading Institution Since 1815  
**JEWELRY LOANS**  
 PRIVATE CONFIDENTIAL LOANS TO ANY AMOUNT  
 DIAMONDS - JEWELRY - WATCHES - SILVERWARE  
 PORTABLE TYPEWRITERS - SHOTGUNS - RIFLES  
 CAMERAS - BINOCULARS & OTHER VALUABLES  
**LOWEST INTEREST RATES IN BAY AREA**  
 FOR EXAMPLE: \$ 50.00 Costs 75c Month  
 \$ 100.00 Costs \$ 1.50 Month  
 \$ 200.00 Costs \$ 2.50 Month  
 \$ 500.00 Costs \$ 5.50 Month  
 \$1000.00 Costs \$10.50 Month  
**NO PAYMENT DUE FOR SIX MONTHS**  
 932 Mission San Francisco YUkon 2-4400  
 Near 5th HOURS 9 TO 5 P.M. CLOSED SATURDAY