

**Mortgages—(Cont'd)**

**CITIZENS FEDERAL SAVINGS & LOAN ASSOCIATION**  
ESTABLISHED 1885  
**HOME LOANS FOR ANY PURPOSE**  
"A Safe Place to Borrow and Save"  
THREE LOCATIONS TO SERVE YOU  
Opposite 3d  
706 Market .....GARfid 1-8735  
Stonestown .....MOntrse 4-3257  
1432 Franklin Oakind .....Hlgate 4-2431

**Coleley John Henry** 948 West Portal Av. SEabright 1-1614  
**COLDWELL BANKER & CO**  
See Our Ad under Real Estate  
37 Sutter .....SUTtr 1-5420  
Combes Gregory F 345 Franklin .....UNdrhl 1-2112  
Cutler Al 41 Sutter .....YUKon 2-5514  
Elmo Investment Co 244 Market .....SUTtr 1-7656  
Equitable Life Assurance Soc of U S  
120 Montgomery EXbrk 7-0800

**FILES W O & COMPANY** 225 Kearny EXbrk 2-5480  
Fitzsimon Co 9 Sutter .....SUTtr 1-0834  
**FRANKLIN SAVINGS AND LOAN ASSN**  
Founded 1875  
1201 Market .....KLondis 2-1356  
General Realty & Bldg Co  
1330 Noriega Lombard 4-4543  
Golden Gate Mortgage Investment Corp  
1030 Irving .....SEabright 1-5012  
Hancock John Mutual Life Ins Co  
243 Kearny DOuglas 2-5660

**HOME MUTUAL SAVINGS AND LOAN ASSOCIATION**  
Since 1885 - First in Home Loans for BUILDING-PURCHASING-REFINANCING  
120 Kearny .....GARfid 1-1830

**Housing Securities Inc** Russ Bldg ..... EXbrk 7-1534  
**HUL THING F B CO** 58 Sutter .....YUKon 6-2202  
Ingram Watson & Co Inc 2 Pine .....YUKon 2-5522  
Institutional Mortgage Co 870 Market YUKon 6-6371  
Institutional Mortgage Co  
870 Market YUKon 6-6372  
Johnson Ross 9 Sutter .....SUTtr 1-2990  
Lapin Raymond H  
Bankers Mortgage Co of Calif  
55 New Montgomery .....GARfid 1-7355  
Lowell Associates Inc of Calif  
605 Market .....SUTtr 1-1466  
Lowell Smith & Evers Inc 605 Market SUTtr 1-1466  
Minor Investment & Realty Co  
2390 Geary Bl. ....WEst 1-7783

**MARBLE MORTGAGE COMPANY**  
**REAL ESTATE LOANS**  
Life Insurance Company Funds  
Lowest Rates  
**HOMES - APTS - BUSINESS INDUSTRIAL - F.H.A. - G.I.**  
140 Montgomery .....YUKon 6-5215

**MASON-McDUFFIE CO**  
**Real Estate Loans**  
G.I. - FHA - Conventional  
Insurance Company Funds  
Homes - Commercial - Farms  
362 West Portal Av. ....MOntrse 4-6228

Massachusetts Mutual Life Ins Co  
9 Sutter .....SUTtr 1-2990

**McMILLAN MORTGAGE CO**  
**COMPLETE REAL ESTATE LOAN SERVICE**  
4216 El Camino RI Palo Alto-DAmprt 5-6791

Merit Mortgage Plan 260 Kearny .....SUTtr 1-3895  
**CORNER CLEANER**  
Whisk away dirt in hard-to-reach corners with an old whisk broom trimmed to a V-shaped point.

**Mortgages—(Cont'd)**

**MERRIMAN E S & SONS**  
Since 1906  
Loans on Income & Residential Property  
G.I. & FHA - Construction  
120 Montgomery .....YUKon 6-2456  
Montgomery Mortgage Corp  
704 Market DOuglas 2-7788  
New England Mutual Life Ins Co  
243 Kearny .....DOuglas 2-5660  
**NORRIS BEGGS & SIMPSON**  
243 Kearny DOuglas 2-5660

**NORTHERN CALIFORNIA MORTGAGE CO**  
**MORTGAGE LOANS**  
Conventional - F. H. A.  
G.I. Financing  
315 Montgomery .....EXbrk 7-1466

**NORTHWESTERN MUTUAL LIFE INSURANCE CO**  
Mortgage Loan Dept  
315 Montgomery .....YUKon 6-5054  
**PACIFIC MUTUAL LIFE INS CO**  
600 Calif YUKon 2-3216  
**PROPERTY MANAGEMENT CO**  
85 Post EXbrk 2-5581

**PRUDENTIAL INS CO OF AMERICA**  
S F Mortgage Loan Gtc  
100 Bush .....EXbrk 2-8833  
Randall Eldon H 704 Market .....DOuglas 2-7788  
Rasor R C & Co 1630 Taraval .....OVrind 1-3422  
Sadik Mortgage Co 375 San Carlos .....ATwtr 8-1035

**S F FEDERAL SAVINGS & LOAN ASSN**  
**HOME LOANS**  
For  
BUILDING - PURCHASING  
REFINANCING - REMODELING  
Prompt Service - Low Cost  
Post & Kearny .....DOuglas 2-0072

S F Mortgage Co 225 Kearny .....EXbrk 2-5480  
**SAN FRANCISCO REAL ESTATE CO**  
REAL ESTATE - LOANS ALL TYPES  
ARRANGED - BOUGHT - SOLD  
ASK FOR MR. MARSHALL ISRAEL  
2300 Irving .....Lombard 4-1100

Shuman Ray D 2507-16th Av. ....OVrind 1-0166  
Stallford Mortgage Company  
870 Market DOuglas 2-3661  
Stamwell Win Co 1 Montgomery .....SUTtr 1-8251  
**STATE MORTGAGE CORP**  
340 Market YUKon 2-7131  
Trans-Bay Federal Savings & Loan Assn  
1738 Post JOrdn 7-8160

**TRAVELERS OF HARTFORD MORTGAGES-**  
**TRAVELERS INS CO THE**  
315 Montgomery DOuglas 2-3600  
**VIKING MORTGAGE COMPANY**  
TO BUY - SELL - ARRANGE  
1st - 2nd - 3rd Mortgages  
Immediate Cash  
1122 Sutter .....PRspt 5-7500

Western City Mortgage Co  
19th Av & Ocean Av. Lombard 6-2056  
Western Mortgage Corp 432 Market .....YUKon 2-1600

**Mosaics**  
Rock Shop 3364 Sacramento .....WAlnt 1-3614  
The Yellow Pages save you time.

Please  
**DIAL CAREFULLY**  
Careless dialing puts other people to needless bother—and delays your call. Please make sure of the right number, listen for the dial tone, then dial carefully.

**TRAVE LODGE**  
FOR THE BEST REST IN THE WEST  
**AAA APPROVED DUNCAN HINES RECOMMENDED**  
**TV AVAILABLE**  
Tile Showers  
Beauty Rest Mattresses  
Wall to Wall Carpeting

Four Convenient Locations  
**Fisherman's Wharf TRAVE LODGE**  
Corner Columbus Ave. & Bay St.  
Prospect 5-6103  
Located in the heart of world famous restaurants  
5 minutes to center of city

**Golden Gate TRAVE LODGE**  
2230 Lombard  
Between Steiner & Pierce  
**Walnut 1-0664**  
Restaurants & Complete Shopping Area Within Walking Distance

**Presidio TRAVE LODGE**  
2755 Lombard  
WEst 1-9138  
QUIET LOCATION  
Near Golden Gate Bridge  
at entrance to Presidio  
1 Block Off U. S. 101

**Market Street TRAVE LODGE**  
1707 Market  
Market 1-6775  
Within walking distance from downtown  
5 blocks from Civic Center  
Phone in every room

**Motels**

**A-1 MOTEL**  
**DE LUXE ACCOMMODATIONS**  
SENSIBLE RATES  
Soundproof - Fireproof - Garages  
Steam Heat - Tub & Shower - TV  
On Hwy 101 Nr Golden Gate Bridge  
1940 Lombard .....WEst 1-1120

Alpine Motel 2644 Bay Shore Blvd. ....JUnpr 5-9884  
**AMIGO MOTEL** Union & Gough .....TUzedo 5-3457  
(See Advertisement Page 511)

**AUDITORIUM TRAVE LODGE**  
**SAN FRANCISCO'S NEWEST TRAVE LODGE - AAA**  
85 FIREPROOF  
ROOMS WITH PHONES  
RADIOS TV'S  
4 Blocks North of Civic Center  
EVERY CONVENIENCE - MAPS - TOURS  
Corner of Polk & Ellis Sts.  
Prospect 5-7612  
790 Ellis .....PRspt 5-7612

**BAYSIDE MOTEL**  
**A A A APPROVED**  
SPACIOUS QUIET GROUNDS  
OVERLOOKING BAY - TV - PHONES  
RADIOS - PRIVATE GARAGES  
44 Units Also 3 Rm. Furnished Apts.  
Close to Civic Center & Int'l Airport  
101 By-Pass Near 3rd St.  
2011 Bayshore Bl. ....JUnpr 4-4321

**BAYWOOD MOTEL**  
3 Blocks from Civic Center  
20 NEW SOUNDPROOF UNITS  
TV - TELEPHONE  
EVERY ROOM  
Ample Covered Parking  
9th & Harrison .....Off Freeway  
385-9th .....UNdrhl 3-1664

Beck's Downtown Motel  
Bet 5th & 6th on Harrison St  
.....EXbrk 7-0657  
(See Advertisement Page 510)

**BEL-AIRE MOTEL**  
Selected Restful Quiet Location  
In the Heart of S. F.  
TELEVISION - TELEPHONE  
AAA APPROVED  
1/2 Block off Lombard  
At Steiner on Hwy 101  
3201 Steiner .....WAlnt 1-8997

**BOB'S MOTEL**  
Clean And Modern 20 Minutes To S F  
300 Feet East of  
Junipero Serra Bl Colma .....PLaza 5-0594  
Brisbane Auto Court San Bruno Av &  
Visitation Av Brisbane JUnpr 7-9898  
Cavalier Motel 2263 Junipero Serra Bl  
Daly City PLaza 5-9415  
Caravan Lodge 601 Eddy .....PRspt 6-1380

**CORONET MOTEL**  
AAA Approved  
**RIGHT DOWNTOWN**  
2 Blocks from Market St.  
Theatres Shopping Restaurants  
Civic Center  
SOUND PROOFED, FREE TV & RADIOS  
240-7th .....UNdrhl 1-4469

**DINAH'S SHACK**  
Since 1926  
**MOTEL - HOTEL RESTAURANT**  
50 DeLuxe Units of Distinction  
Opening Aug. 1956  
4269 El Camino RI Palo Alto-DAmprt 3-9595  
(Continued Next Page)

Advertise here—it pays.

**Motels—(Cont'd)**

**DOWNTOWN MOTEL**  
**SCHOLTEN'S**  
NEW DE LUXE SOUND PROOF UNITS  
RADIO & TV  
COVERED PARKING  
3 BLS. FROM CIVIC AUDITORIUM  
111 Page .....MArk 1-6006

**E B MOTEL**  
**30 UNITS**  
Kitchens Available  
Weekly or Monthly Rates  
15 MIN. S.F. - 5 MIN. AIRPORT  
Just Off Bayshore Freeway  
Cor Airport Blvd & Randolph Av  
1201 Airport Bl (SSP) .....Juno 8-2694

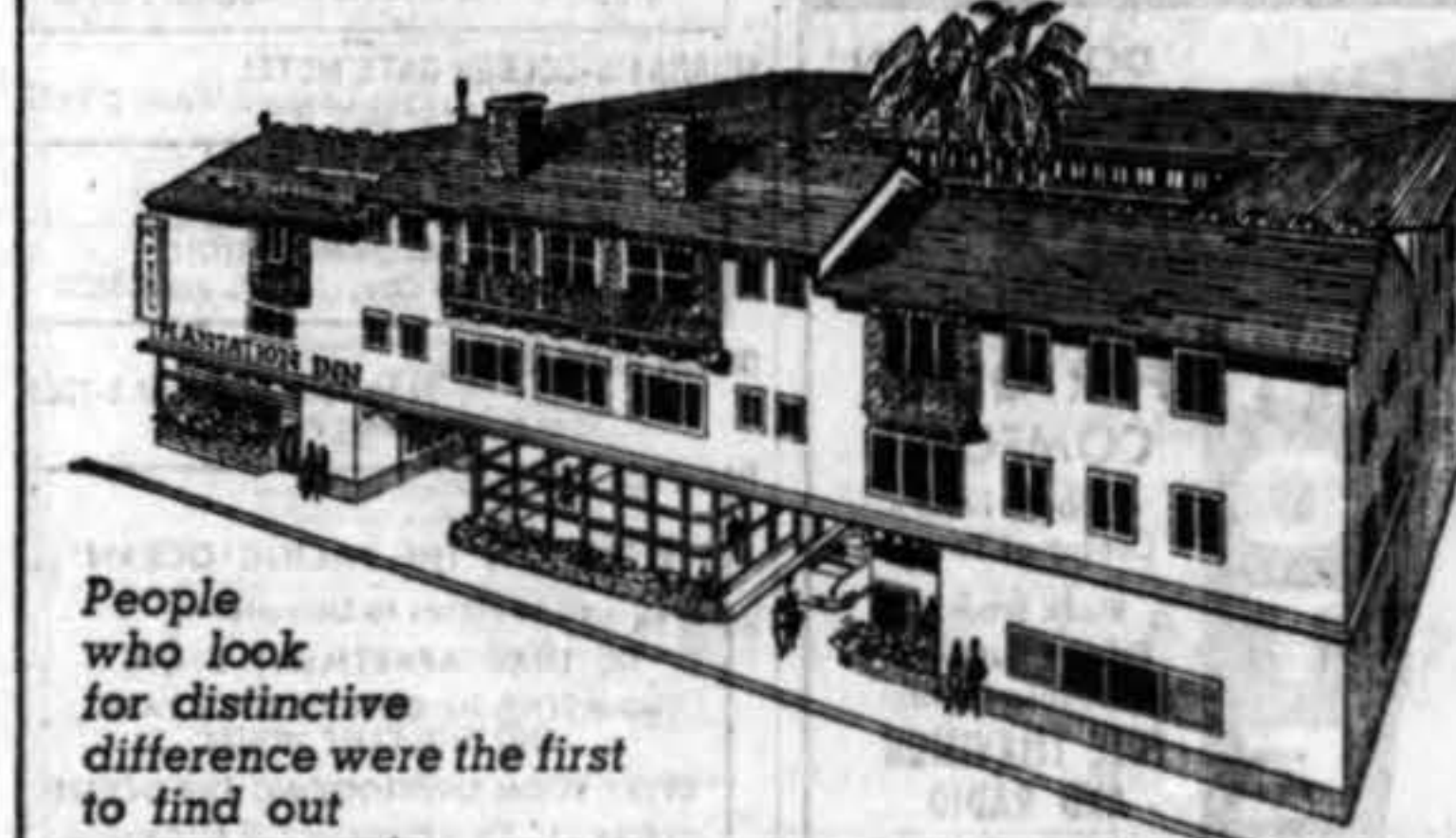
**EL CAMINO MOTEL**  
Highway 101 El Camino Daly City  
Mission & Valley Daly City .....PLaza 5-1088

**EL RANCHO MOTEL**  
**AT MILLBRAE**  
10 Minutes South of S F  
5 Minute Pick-Up & Deliver  
Service to S.F. Airport  
**Swimming Pool (Heated)**  
TV - Telephones & Restaurant  
Over 400 New Guest Accommodations  
**AAA APPROVED**  
Juno 8-2912  
1100 El Camino RI Millbrae .....Juno 8-2912

Fisherman's Wharf Travelodge  
1201 Columbus Av. PRspt 5-6103

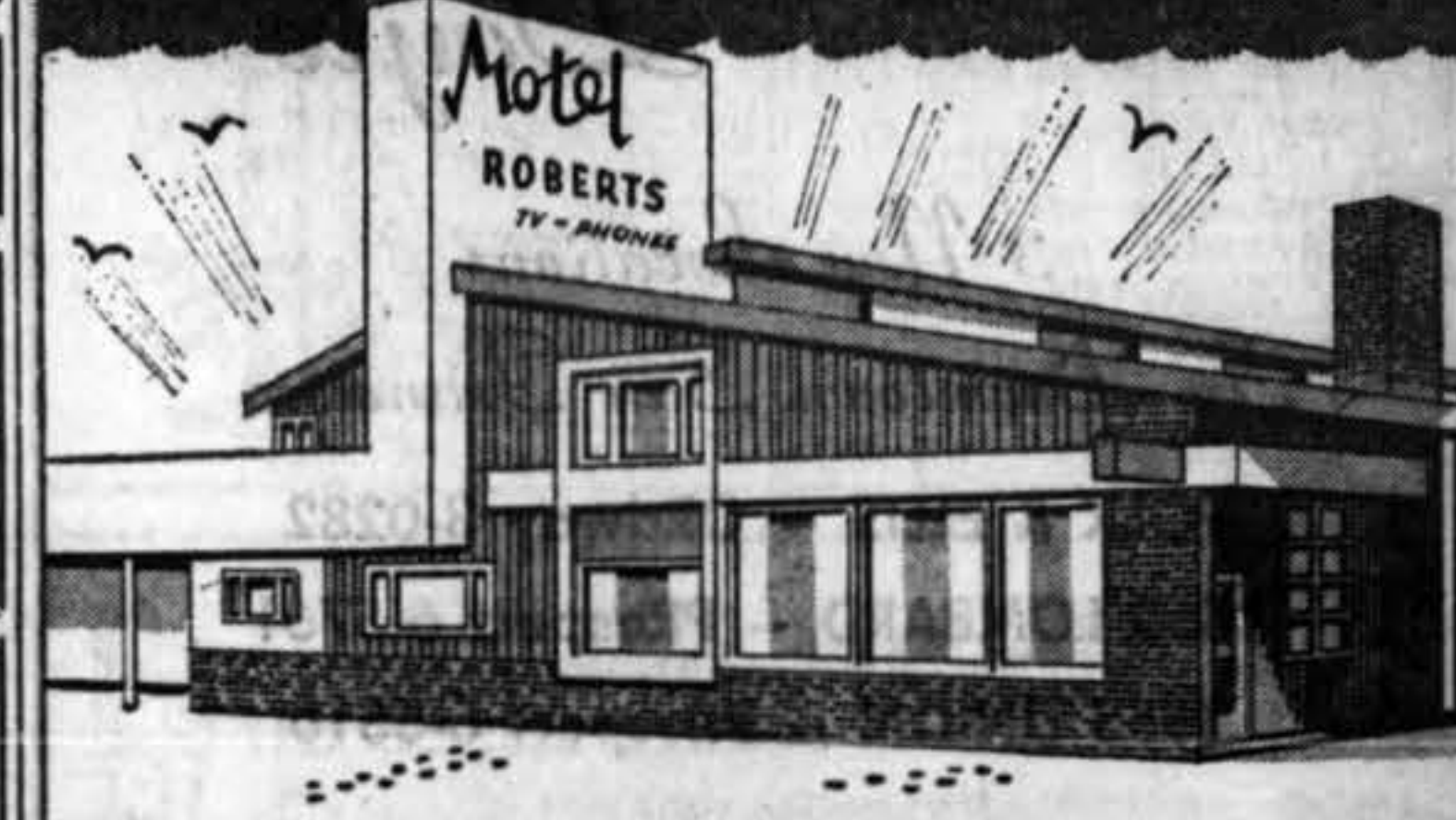
Prompt answering of a telephone's ring is thoughtful, courteous, and good business.

Who handles that brand? Many widely advertised products are listed in the Yellow Pages.



People who look for distinctive difference were the first to find out  
**PLANTATION INN MOTEL**  
**QUIET - 50 UNITS**  
BRIDAL AND CONVENTION SUITES  
KING SIZE BEDS - RADIANT HEATING  
RADIOS - TELEPHONES  
TELEVISION  
**HEATED SWIMMING POOL**  
**WAlnut 1-5520**  
**GREENWICH & WEBSTER**  
NE Corner  
In the Heart of San Francisco  
**MILONAS & SONS INC.**

**SLEEP BY THE SEA**  
**ROBERTS-AT-THE-BEACH MOTEL**  
30 UNITS  
OPPOSITE S. F. ZOO



Complete Gift Shop Gray Line Tours  
STEPS AWAY:  
• S. F. ZOO AND PLAYGROUND WITH WORLD'S LARGEST HEATED SALT WATER POOL  
• TWO MUNICIPAL GOLF COURSES  
• DEEP SEA FISHING FOR SALMON AT YOUR DOOR  
• CLIFF HOUSE AND SEAL ROCKS  
• GOLDEN GATE PARK  
• FABULOUS SUTROS  
**Lombard 4-2610**  
2828 SLOAT BLVD.  
JUST STEPS TO STREET CARS  
THEN MINUTES TO DOWNTOWN

**Flamingo MOTELS, Inc.**

PRESENTS  
TWO OF SAN FRANCISCO'S MOST BEAUTIFUL AND MODERN DOWNTOWN  
**"MOTELS"**

THE **VAN NESS MOTEL**  
ON HIWAY 101  
2850 VAN NESS AVE.  
NEAR LOMBARD  
**PRospect 6-3220**

THE **MART MOTEL**  
ON HIWAY 101  
OFF MARKET ST.  
AT 9th & MISSION  
**MArket 1-3655**

90 LUXURIOUS ROOMS, SUITES  
KITCHENETTES - PHONES  
ELEVATORS & FREE TV