

LOANS PLUS THE BIG 4 AT Beneficial

Get the cash you need quickly and efficiently... at Beneficial... to pay medical or dental bills... vacation expenses... consolidate bills... or for any other worthy purpose. Phone first, then when approved get your loan in one trip.

- ★ 1-VISIT SERVICE... phone first, tailored to your needs and income.
- ★ NATIONWIDE SERVICE... over 1000 affiliated offices in the U.S. and Canada. You are never a stranger in a strange town.
- ★ CUSTOM-FITTED LOANS. Hand-Phone for 1-visit Loan Service... write or come in today!

Personalized LOANS \$25 to \$2000 on Salary, Furniture or Auto

Beneficial FINANCE CO.
FORMERLY PERSONAL FINANCE CO.



18 AFFILIATED Beneficial OFFICES IN SAN FRANCISCO AREA

- SAN FRANCISCO • 830 Market St., 2nd Fl. • GARfield 1-2500
- 681 Market St. (Near 2nd) • EXbrook 2-4002
- 2588 Mission St. (Cor. 22d St.) • VAlencia 4-7041
- 5524 Geary Blvd. • SKYlin 1-3266
- SO. SAN FRANCISCO—384 Grand Ave., Grd. Fl. • JUnipr 8-5152
- SAN MATEO—407 South "B" St., Grd. Fl. • DIamond 4-7658
- PALO ALTO—442 Romana St. • DAVenport 5-3273
- REDWOOD CITY—2658 B'way (Near El Comino Real) • ELkerrst 8-4611
- RICHMOND—1104 Macdonald Ave., Grd. Fl. • BEacon 5-6721
- SAN RAFAEL—1015 "B" St., Grd. Fl. • GLenwood 4-9430
- OAKLAND—1700 Franklin St., Grd. Fl. • GLenwood 1-2680
- BERKELEY—2048 Shattuck Ave. (Cor. Addison St.) • THornwell 5-4321
- ALAMEDA—2321 Santa Clara Ave., Grd. Fl. • LAkshurst 5-3891
- HAYWARD—445 Foothill Blvd., Grd. Fl. • LUcerne 2-8911
- SAN LEANDRO—532 Washington Ave. • LOckhven 9-4022
- SUNNYVALE—135 East El Camino, Grd. Floor • REgent 9-0596
- MARTINEZ—702 Main Street • MARTinez 3382
- WALNUT CREEK—1528 Davis • YELlowstone 5-4850

Loans—(Cont'd)

AL'S LOAN OFFICE
MONEY LOANED
On Anything of Value
159-3rd DOuglas 2-0512

AMERICAN TRUST LOANS

Automobile Financing
Home Improvement
Personal Needs
Real Estate



"WHERE TO CALL" OFFICES

- DOWNTOWN DISTRICT**
American Trust Company
464 California, DOuglas 2-7411
- Matson Building Office
225 Market, DOuglas 2-7411
- New Montgomery Office
100 New Montgomery, DOuglas 2-7411
- Savings Union Office
Grant Av & O'Farrell, DOuglas 2-7411
- Third-Brannan Office 601-3d. . . DOuglas 2-7411
- BAYVIEW DISTRICT**
American Trust Company
5048-3d, DOuglas 2-7411
- CIVIC CENTER DISTRICT**
American Trust Company
1215 Market, DOuglas 2-7411
- EXCELSIOR DISTRICT**
American Trust Company
4648 Mission, DOuglas 2-7411
- FILLMORE DISTRICT**
American Trust Company
1499 Fillmore, DOuglas 2-7411
- MARINA DISTRICT**
American Trust Company
2166 Chestnut, DOuglas 2-7411

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AMERICAN TRUST LOANS—(Cont'd)
OFFICES—(Cont'd)

- MISSION DISTRICT**
American Trust Company
498 Valencia, DOuglas 2-7411
- Twenty-Ninth-Mission Office
3299 Mission, DOuglas 2-7411
- Twenty-Second-Mission Office
2595 Mission, DOuglas 2-7411
- NORTH BEACH DISTRICT**
American Trust Company
468 Columbus Av, DOuglas 2-7411
- Broadway-Grant Av Office
571 Broadway, DOuglas 2-7411
- PACIFIC HEIGHTS DISTRICT**
American Trust Company
2100 Fillmore, DOuglas 2-7411
- POLK VAN-NESS DISTRICT**
American Trust Company
1498 Polk, DOuglas 2-7411
- PRESIDIO DISTRICT**
American Trust Company
Presidio of S F, DOuglas 2-7411
- RICHMOND DISTRICT**
American Trust Company
5455 Geary Bl, DOuglas 2-7411
- Seventh Av-Clement Office
599 Clement, DOuglas 2-7411
- STONETOWN DISTRICT**
American Trust Company
599 Buckingham Wy, DOuglas 2-7411
- SUNSET-PARKSIDE DISTRICT**
American Trust Company
1906 Irving, DOuglas 2-7411
- WEST PORTAL DISTRICT**
American Trust Company
145 W Portal Av, DOuglas 2-7411

(Continued Next Page)
KITCHEN CUE
Use a pipe cleaner for cleaning and polishing between the tines of a fork.

Loans—(Cont'd)

ARGONAUT LOAN OFFICE
"Across from Vets Adm."
WE LOAN ON EVERYTHING
Complete Line of Unredeemed Jewelry CASH RIGHT NOW
No Credit Investigation
No Red Tape
REPAY ANYTIME - ANYWAY
Courteous Friendly Service
94-4th SUttr 1-8886

Bay Area Mortgage Co 4493 Mission, JUnipr 4-9026

BAY BRIDGE LOAN OFFICE
"MONEY IN A MINUTE"
Loans on Any Article of Value
Across from The Crystal Palace Mkt.
1168 Market UNdrhl 1-0758

BAY VIEW FEDERAL SAVINGS-LOANS

F.H.A. Improvement Loans
Real Estate Loans
Savings Accounts
"Where Thousands Save Millions"
Since 1911



"FOR INFORMATION CALL"
BAY VIEW FEDERAL SAVINGS & LOAN ASSN
Main Office 3d & Palou Av. . . . SKYln 2-3200
Branch Office
Geary Bl & Palm Av. SKYln 2-3200
Branch Office 2640 Mission. . . SKYln 2-3200

Bay View Federal Savings & Loan Assn
Geary Bl & Palm Av. SKYln 2-3200
Beneficial Finance Co 5524 Geary Bl. . SKYln 1-3266
Beneficial Finance Co
386 Grand Av S S F. JUnipr 4-3400
BENEFICIAL FINANCE CO
681 Market EXbrk 2-6002
830 Market GARfld 1-2500
2588 Mission VAlencia 4-7041
(See Advertisement Page 466)

BENEFICIAL FINANCE LOANS

Loans \$25 to \$2000 on Salary, Furniture or Auto to employed people—sensible 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
681 Market EXbrk 2-6002
830 Market GARfld 1-2500
2588 Mission VAlencia 4-7041
386 Grand Av S S F JUnipr 4-3400
- SAN MATEO**
Beneficial Finance Co
407 South B St Mtn, Dimnd 4-7658
- REDWOOD CITY**
Beneficial Finance Co
2658 Broadway Blvd City, EMrsn 8-4611
- PALO ALTO**
Beneficial Finance Co
442 Ramona Palo Alto, DAVnprt 5-3273
- OAKLAND**
Beneficial Finance Co
1700 Franklin Oakland, GLncrt 1-2680
- ALAMEDA**
Beneficial Finance Co
2321 Santa Clara Av Almda, LAkhrst 3-3891
- BERKELEY**
Beneficial Finance Co
2045 Shattuck Av Brkly, THrnwl 5-4312
- SAN LEANDRO**
Beneficial Finance Co 1532 Washington Av Sn Leandro, LOckhvn 9-4022
- HAYWARD**
Beneficial Finance Co
645 Foothill Bl Hayward, ELgn 1-2575
- SAN RAFAEL**
Beneficial Finance Co
1015 B St Rafi, GLnwd 4-9430

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ONE call... ONE stop...
ONE day loan service
CALL BUDGET FOR CASH



Get rid of piled-up bills once and for all... reduce heavy instalment payments as much as 50%. Phone today for a speedy cash loan. You may borrow the money you need now... and later repay in convenient amounts that leave you more of each paycheck. No embarrassment or unnecessary delays. Always quick, courteous, confidential service.

\$25 to \$1500 LOANS ON SALARY, AUTO, OR FURNITURE



A NATION-WIDE SERVICE

- NOW LOAN BY PHONE!**
- SAN FRANCISCO**
2533 Mission St.
VAlencia 6-2533
727 Van Ness Ave.
- PROSPECT 5-3263**
- OAKLAND**
1400 Franklin St.
TWinoaks 3-7188
- SAN RAFAEL**
882 Fourth St.
GLenwood 4-4343



\$20 to \$1500
Loans made without endorsers—on salary, car or furniture.
Repay in monthly instalments—up to 24 months to repay.
Sensible terms.
Dependable service since 1878.

HOUSEHOLD FINANCE Corporations

- 4 SAN FRANCISCO OFFICES
- 742 Market St. or 49 Geary St., 2nd Floor. DOuglas 2-0480
 - 870 Market St., Flood Bldg., 3rd Floor. EXbrook 2-4371
 - 2731 Mission St., between 23rd & 24th Sts. VAlencia 2-2772
 - STONETOWN—290 Winston Drive. LOmbard 4-0440
 - SAN MATEO—414 South Ellsworth Ave. DIamond 4-6304
 - BERKELEY—2168 Shattuck Ave., 2nd Floor. THornwell 5-8109
 - HAYWARD—624 Foothill Blvd., at B Street. JEFFerson 7-1700
 - OAKLAND—1328 Washington St., 2nd Floor. Highgate 4-7051
 - RICHMOND—341-10th St. Just No. of Macdonald. BEacon 5-2066



FOR CASH IN RECORD TIME

CALL **SEABOARD** FINANCE COMPANY

Cash loans on Auto - Furniture - Salary.
Convenient repayment plans. Flexible terms.
Call now and let us prove "the difference with Seaboard's the service"!

- EXbrook 2-3715**
200 Phelan Bldg.
760 Market St.
- Underhill 1-5626**
1 Polk Street
- SAN MATEO:**
317 South San Mateo Drive
Diamond 4-7619
- PALO ALTO:**
473 University Ave.
DAvenport 5-6755
- RICHMOND:**
1333 Macdonald Ave.
BEacon 4-2641

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.
692 MARKET STREET • YUkon 2-5737
2399 MISSION STREET • MIssion 7-4672
Other branches in Oakland, San Leandro and San Jose



MONTHLY INSTALLMENT LOANS
\$50 to \$1500 on Salary
Auto, Furniture and Equipment
Central Credit Company
EXbrook 2-8484
870 MARKET STREET AT POWELL

PLEDGE LOAN DEPARTMENT
Single Payment Loans on Diamonds & Jewelry
UNDERGROUND SAFETY DEPOSIT VAULTS

CONFIDENTIAL 5 MINUTE SERVICE
NO CREDIT INVESTIGATION
LIBERAL APPRAISALS
STRICTLY A LENDING INSTITUTION
NO MONTHLY PAYMENTS
We Refinance Pledge Tickets without delay or service charges at State Permitted Rates



EXbrook 2-8484
CENTRAL CREDIT Company
FOURTH FLOOR FLOOD BUILDING
870 MARKET STREET AT POWELL
SAN FRANCISCO 2, CALIF.