

**Financing-(Cont'd)**

Debt Adjusters Inc 760 Market... YUkon 2-4569  
 Dymon Finance Co 25 Taylor... PRspct 5-3366  
 Emerson Ralph H & Co 870 Market... EXbrk 2-2959  
**FAMILY FINANCE CO** 760 Market SU ttr 1-3588  
 Federal Services Finance Corp of Calif  
 1407 Bush, ORdwy 3-9370

**FINANCIAL COUNSELLORS**

AMERICA'S FOREMOST  
**CREDIT COUNSELLORS**  
 Too Many Bills?  
 Can't Get a Loan?  
 One Place To Pay  
 Payments Based On Your Income



**"WHERE TO CALL"**  
**EXECUTIVE OFFICE**  
**FINANCIAL COUNSELLORS**  
 717 Market, Douglas 2-1766

**FRESNO**  
**FINANCIAL COUNSELLORS**  
 T W Patterson Bldg Fresno, AMhrst 8-4311

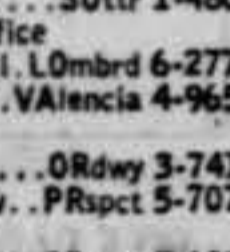
**HAYWARD**  
**FINANCIAL COUNSELLORS**  
 1197 A Haywood, JEtren 7-7000

**OAKLAND**  
**FINANCIAL COUNSELLORS**  
 1212 Broadway Oakland, GLncrt 2-4315

**SAN JOSE**  
**FINANCIAL COUNSELLORS**  
 American Trust Bldg Sn Jose, CYjrst 4-9940

Financial Counsellors 717 Market... Douglas 2-1766

**FIRESIDE THRIFT**  
**DEALER FINANCING**  
 Business Loans  
 LOANS \$100 to \$5000  
 or More  
**PERSONAL & REAL ESTATE**  
 Offices All Over California



**"WHERE TO CALL"**  
**DOWNTOWN**  
 Fireside Thrift Co 33 Grant Av... YUkon 2-0376

**OAKLAND**  
 Fireside Thrift Co  
 1437 Franklin Oakland, Hlgate 4-1494

**REDWOOD CITY**  
 Fireside Thrift Co  
 1 Manzanita Rdw City, EMrsn 8-2921

Friendly Loan Co 973 Market... SU ttr 1-4800  
 General Electric Credit Corp S F Office  
 1515 Sloat Bl, LOMbrd 6-2775  
 General Finance Corp 2721 Mission, VA lencia 4-9656  
 General Motors Acceptance Corp  
 2535 Van Ness Av... ORdwy 3-7411  
 Bank Relations 2535 Van Ness Av... PRspct 5-7077  
 Pacific Coast Regional Office  
 2535 Van Ness Av, PRspct 5-6011

**GUARDIAN THRIFT & LOAN**  
 Auto And Salary Loans  
 Furniture & Personal Loans  
 40 Post... YUkon 2-3300

**HOUSEHOLD FINANCE CORP**  
 870 Market... EXbrk 2-4371  
 742 Market... Douglas 2-0480  
 2751 Mission... VA lencia 6-2772  
 Stenestown 290 Winston Dr... LOMbrd 4-0440  
 Huston John 564 Market... EXbrk 2-5118  
 Interstate Finance Co 35 Grove... KLondke 2-0468

**KEY FINANCE CO INC**  
 21 Columbus Av... DO uglas 2-1875  
 Levin Dan  
 Insurance Securities Inc  
 210 Post... EXbrk 2-6730  
 Liberty Finance Co 901 Van Ness... PR spct 5-0444

**Financing-(Cont'd)**

**MERCANTILE ACCEPTANCE CORP OF CALIF**  
 See Our Ad under Loans  
 333 Montgomery... GARfid 1-5800  
 Head Office 333 Montgomery... GARfid 1-5800  
 Branch No 1 821 Market... SU ttr 1-1123  
 Branch No 2 1026 Market... UNdrl 1-2271  
 Branch No 3 2272 Mission... KLondke 2-3790  
 Branch No 4  
 187 Southgate Av Daly City, PLaza 6-3255

Mitchum Jones & Templeton  
 235 Montgomery, Douglas 2-2220  
**MORRIS PLAN COMPANY OF CALIFORNIA**  
 715 Market, EXbrk 2-0966

National Budget Plan Of Oakland  
 973 Market, YUkon 6-6250  
 National Consumers Credit Plan  
 988 Market... PRspct 5-1661  
 National Finance Co  
 Executive & Central Offices  
 973 Market... YUkon 6-6441  
 Managers Office 973 Market... YUkon 2-0965

**NATIONAL LOAN PLAN INC**  
 1440 Broadway Oakland, GLncrt 1-2722  
**NATIONAL LOAN PLAN INC**  
 821 Market, YUkon 2-4110

**NORTHERN CALIFORNIA THRIFT COMPANY**  
**QUICK CASH LOANS**  
 Small or Large to Suit Your Needs  
 Main Office-S.F.  
 20 O'Farrell... Douglas 2-1838  
 Oakland Main Office  
 1956 Webster... TEMplr 6-4410  
 Broadway-Grand Office  
 19 Grand Av... GLncrt 2-2144  
 Irvington Office  
 8 Rick-Mark Shopping Center  
 Irvingtn... OLivr 6-1800  
 Novato Office  
 826 Grant Av... TWInbrk 2-5000  
 Sunnyvale Office  
 613 Cherry Chase Center... REgnt 9-9501

Pac Finance 928 Van Ness Av... GRaystn 4-2004  
 Pacific Finance Loans 996 Market... PRspct 6-3383  
**PACIFIC FINANCE LOANS**  
 928 Van Ness Av, GRaystn 4-2004  
 Preferred Risk Finance Inc  
 740 Taraval, LOMbrd 4-2111

**PUBLIC FINANCE CORP**  
 1005 Market... UNdrl 3-1840  
 Redwood City  
 706 Winslow Rdw City, EMrsn 8-3971  
 Sunnyvale 338 S Murphy Av Sunnyvl, REgnt 9-0571  
 Oakland 347-13th Oakland... TWInks 3-8433  
 Berkeley 2079 University Av Brkly, THrnl 5-2633

**REDWOOD ENTERPRISES**  
 Accounts Receivable Factored  
 78-1st... SU ttr 1-2889  
**REDWOOD THRIFT OF CALIF**  
 644 Market, YUkon 2-5862  
 Regal Finance Co 4542 Mission... UNlpr 5-1500  
 Retailers Apparel Credit Service  
 969 Market... YUkon 6-5198  
 S & C Acceptance Corp 870 Market... GARfid 1-4665  
 S & C Finance 870 Market... GARfid 1-4665

**SAN FRANCISCO FINANCE CO**  
 1356 Van Ness Av, ORdwy 3-3434  
 San Francisco Provident Loan Association  
 See Our Display Ad-Loans  
 932 Mission... YUkon 2-4400

**SAN FRANCISCO REAL ESTATE CO**  
 REAL ESTATE - LOANS - ALL TYPES  
 ARRANGED - BOUGHT - SOLD  
 2300 Irving... LOMbrd 4-4530

**SEABOARD FINANCE CO**  
 750 Market... EXbrk 2-3715  
 1 Polk... UNdrl 1-5626  
**SECURITY FINANCE CO**  
 692 Market, YUkon 2-5737

**SECURITY FINANCE CO**  
 Security Finance Co  
 1740 Van Ness Av, PRspct 6-6100  
 Shaw Ralph T Associates 988 Market, TUvedo 5-4688  
 Sinton Maynard 400 Montg... SU ttr 1-1238  
 Sterling Acceptance Corp 870 Market, GARfid 1-4665

**STERLING FINANCE CO**  
 870 Market, GARfid 1-4665  
 Stone & Youngberg  
 Municipal Financing Consultants  
 Russ Bldg... SU ttr 1-5460  
 Universal C I T Credit Corp  
 995 Market... SU ttr 1-4985

**VIKING MORTGAGE CO**  
 REAL ESTATE LOANS  
 Bought - Sold - Arranged  
 1122 Sutter... PRspct 5-7500

Western Discount Corp, 41 Sutter... EXbrk 2-9035  
 Western States Finance Co  
 1336 Van Ness Av, ORdwy 3-7500

Make the Classified Telephone Directory your buying guide - it can save you time and effort.

**Fire Alarm Systems**

**A B A -**  
**PAC FIRE EXTINGUISHER CO**  
 142-9th UNdrl 1-7822

**A D T PROTECTION SERVICE -**  
**AMERICAN DISTRICT TELEGRAPH CO**  
 717 Market... DO uglas 2-3355

**ACME CORPORATION-FIRE PROTECTION**  
 82 Beale... DO uglas 2-1167  
**AUTOCALL CO** 1110 Howard... UN drl 1-2050

**BELL ALARM SYSTEMS INC**  
 "NOTIFIER"  
 AUTOMATIC FIRE DETECTION  
 COMMERCIAL - INDUSTRIAL - HOME  
 SPRINKLER - WATERFLOW SUPERVISION  
 U I Approved - Insurance Discounts  
 ELECTRONIC ENGINEERING  
 INTERCOMMUNICATION SYSTEMS  
 Hayward... ELgn 7-0744

**EDWARDS CO INC**  
 Underwriters Approved  
 Automatic & Manual  
 FIRE ALARM SYSTEMS  
 617-7th... UNdrl 1-5800

Fenwal Incorporated 420 Market... YUkon 2-3713  
 Good party-line neighbors are considerate party-line users. Remember these golden rules:

- Space your calls instead of making several without a break.
- Talk only as long as necessary on each call.
- When you finish talking replace the receiver properly.
- Make certain, if you are using a dial telephone, that the line is clear before you dial.
- Ask your youngsters to be considerate, too.

**Fire Alarm Systems-(Cont'd)**

**FIREYE DIV E C A**  
 Automatic Fire Detection Systems  
 Factory Office  
 1485 Bay Shore Bl... JUnlr 4-7078  
 Sales Office 82 Beal... DO uglas 2-1167

**GAMEWELL CO THE**  
 1099 MacArthur Bl Sn Leandro, LOKchw 9-5683  
**PAC AUXILIARY FIRE ALARM CO**  
 Established 1889... GARfid 1-5451  
**PAC FIRE EXTINGUISHER CO**  
 142-9th, UNdrl 1-7822  
 (See Advertisement This Page)

**PROTECTOWIRE ALARM SYSTEMS**  
 (See Advertisement This Page)  
 Personal Defense Co of America  
 1151 Market, UNdrl 1-1656

When Fire Occurs, delayed discovery is the factor which most often turns an incident into a disaster. "PROTECTOWIRE" Detects Fire When it starts and gives a Prompt Alarm.

**"WHERE TO BUY THEM"**  
**FACTORY REPRESENTATIVES**  
 Protectowire Pacific Co Div Leon Hampton Co  
 708-4th Av Oakland, TEMplr 2-0512

Safa-Fire Alarm Div Inc-The Fyr-Fyter Co  
 140 Hawthorne, YUkon 6-6845

**Fire Brick-See Brick-Fire**  
 TO REPAIR LINOLEUM  
 If you have a break in the edge of linoleum, take a good-sized piece of cloth (to reach well beyond the break at all points), cover it with glue and put it beneath the linoleum. Weight it down with heavy objects until it has had time to dry and set.

**PACIFIC FIRE EXTINGUISHER CO.**  
 Established 1894  
 FIRE PROTECTION ENGINEERS  
 Fire - Sprinkler - Burglar  
**Central Station Alarm Systems** **ABA**  
 UL & FM APPROVED  
**REICHEL AUTOMATIC FIRE ALARM**  
 State Fire Marshall Approved  
 FIRE PROTECTION EQUIPMENT  
**FOAM & CARBON DIOXIDE SYSTEMS**  
 Complete Recharge Service  
 HOSE - RACKS - REELS  
**UNderhill 1-7822**  
 OR  
**UNderhill 1-8992**  
 142-9th ST.

**Fire Escapes**

**ARNKE IRON WORKS** 780 Brannan, MA rket 1-0725  
**GOLDEN WEST IRON WORKS**  
 505 Railroad Av S S F, PLaza 6-0375  
 Kern F & Sons Iron Works 917-6th, EX brook 2-2171  
**MISSION IRON WORKS**  
 410 Bay Shore Bl, Valencia 6-5834  
 (See Advertisement This Page)

**NEW MISSION WIRE & IRON WORKS**  
 3910 Mission, DELaware 3-0322  
**PATTERSON & ELVIN IRON WORKS**  
 80 Duboce Av... MA rket 1-3646  
 (See Advertisement This Page)

**STAR IRON WORKS**  
 ESTABLISHED 1922  
 227 Bay... EX brook 2-1982

**WATERFRONT IRON WORKS**  
 335 Bay... SU ttr 1-4354

**Fire Exit Devices**  
**SMITH PANIC BOLTS -**  
 READE D A 420 Market... SU ttr 1-4798  
**Steffens-Amberg Co** 420 Market... SU ttr 1-4798

**Fire Extinguishers**  
**A-1 APPROVED FIRE CONTROL**  
**FYR-FYTER PRODUCTS**  
 "C-O-TWO" SYSTEMS  
 EXTINGUISHERS & HOSE  
 New & Used - Rentals  
 "ON THE SPOT" CO<sub>2</sub>  
 RECHARGING  
 Service All Types  
 140 Hawthorne... YUkon 6-6825

**A B C FIRE EXTINGUISHER SERVICE**  
 830 Market, EXbrk 2-6571  
**ABC Fire Protection Co** 830 Market, EXbrk 2-6571  
**AGE FIRE EQUIPMENT & SERVICE CO**  
 357 Monticello... JU niper 7-2299  
**AMERICAN FIRE EQUIPMENT CO**  
 11 Mission... GARfid 1-0996

**AMERICAN-LA FRANCE**  
 Established 1834  
 ALL TYPES  
 EXTINGUISHERS  
 Foamite Systems, Carbon Dioxide Systems, Fire Department Supplies, Fire Hose, Fire Apparatus.

**"WHERE TO BUY IT"**  
 American-La France Corp  
 24-12th, HEMlok 1-1811

**AMERICAN SALES CO**  
 684 McAllister, UNdrl 3-5377

**ANSUL FIRE EXTINGUISHERS**  
 CALL THE ANSUL MAN  
 A complete line of dry chemical fire extinguishing equipment:  
 • HAND PORTABLES  
 • WHEELED UNITS  
 • STATIONARY UNITS  
 • AUTOMATIC  
 PIPED SYSTEMS

**"WHERE TO BUY THEM"**  
**ANSUL CHEMICAL CO-FIRE EQUIP DIV**  
 5306 Grove Oakland, OLYmpic 8-1513

Arrow Fire Extinguisher Sales & Service  
 1010 Franklin... PRspct 6-1300

**BEACON FIRE EXTINGUISHER CO**  
 Recharge & Service on All Makes  
 SALES & SERVICE - QUICK SERVICE  
 3250 Folsom... ATwtr 2-3207  
 If no answer call... VALencia 4-9208

**KITCHEN CUE**  
 Use a pipe cleaner for cleaning and polishing between the tines of a fork.

**Fire Extinguishers-(Cont'd)**

**BROOKS EQUIPMENT CO**  
 Complete CO<sub>2</sub> Extinguisher Service  
 Hydrostatic Testing  
 Repair - Recharging  
 636 Potrero... VA lencia 4-8223

Buffalo Fire Appliance Corp  
 140 Hawthorne, YUkon 6-4445  
**BUFFALO FIRE EXTINGUISHERS -**  
**WESTERN FIRE EQUIPMENT CO**  
 69 Main, SU ttr 1-0618

**CALIFORNIA FIRE EXTINGUISHER COMPANY**  
 69 Main... SU ttr 1-0618  
**COAST FIRE EQUIPMENT CO**

**EXTINGUISHERS**  
**DISTRIBUTORS**  
 ALL APPROVED TYPES  
 Wholesale & Retail  
 1275 Connecticut... Missn 8-5785

**ETS-HOKIN & DALVAN**  
 Official C-O Two Pyrene Sls & Serv  
 551 Mission... EX brook 2-0432  
**Farwest Equipment Corp**  
 200 Paul Av, DELaware 3-5817  
**Fyr-Fyter Co** The 140 Hawthorne... YUkon 6-6845  
 (Continued Next Page)

Here's how you may be sure of getting your party more often when you dial:

1. Look up your number in the latest directory.
2. Listen for the steady hummm of the dial tone.
3. Keep your eye on the dial.
4. Wait a minute before you decide your party isn't home.

**MANUFACTURERS**  
**FIRE EXTINGUISHERS**  
**QUICKAID**  
**UNDERWRITERS APPROVED**  
**LARGE LOCAL STOCK**  
**RECHARGING SERVICE**  
**FIRE HOSE**  
**THE GENERAL PACIFIC CORP.**  
 127 TENTH  
 SAN FRANCISCO 3  
 CALL  
**Underhill 1-4754**

**IRON WORK**  
**FIRE ESCAPES**  
 Make your existing fire escape comply with new City and State Laws. "SAFEXIT" COLLAPSIBLE LADDERS, Approved by S. F. Fire Dept. and State of Calif. Supervisor of Housing Inspection. (Patented)  
**SAFEXIT**  
 NEW INSTALLATIONS, REPAIRS  
 SINCE 1927  
**Market 1-3646**  
**Patterson & Elvin**  
**IRON WORKS**  
 80 DUBOCE AVE.

**FIRE ESCAPES**  
 INSTALLED ON NEW AND REMODEL JOBS  
 PATENTED  
**Drop Ladders of All Types Installed**  
 Approved by State of California  
 Division of Housing  
 Also S. F. Fire Dept.  
 ESTABLISHED 1903  
 FREE ESTIMATES GIVEN  
**MISSION IRON WORKS**  
**Valencia 6-5834**  
 410 Bayshore Blvd.

**Emergency!**  
 An emergency arises - you need help quickly! Physician, hospital, ambulance, taxi or plumber! The quickest way of finding whom to call is to -  
 LOOK IN THE  
**Classified TELEPHONE SECTION**