

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
1030 Van Ness Ave.
PROspect 5-3263
2533 Mission St.
VALENCIA 6-2533
OAKLAND
1510 Franklin St.
TWInoaks 3-7188
SAN RAFAEL
882 Fourth St.
GLenwood 4-4343

Loans-(Cont'd)

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. SKYn 2-3200
Branch Office
Geary Bl & Palm Av. SKYn 2-3200
Branch Office 2640 Mission... SKYn 2-3200
Branch Office 370 Grand Av SSF JUnO 3-7151

Beneficial Finance Co 830 Market... GARfid 1-2500
5524 Geary Bl... SKYn 1-3266
386 Grand Av SSF... JUNipr 4-3400
681 Market... EXbrk 2-6002
4653 Mission... JUNipr 6-1656
2588 Mission... VALENCIA 4-7041
(See Advertisement Page 495)

BENEFICIAL FINANCE LOANS
The Beneficial Loan Man LIKES to say "Yes!" Get \$25 to \$2000 on your salary, furniture or auto. Beneficial National-wide Identification Cards recognized here. Friendly service. Phone first for your loan in 1-visit, write or come in.

"WHERE TO CALL"
SAN FRANCISCO
Beneficial Finance Co
681 Market... EXbrk 2-6002
830 Market... GARfid 1-2500
2588 Mission... VALENCIA 4-7041
5524 Geary Bl... SKYn 1-3266
4653 Mission... JUNipr 6-1656

SOUTH SAN FRANCISCO
Beneficial Finance Co
386 Grand Av SSF JUnO 8-5152
SAN MATEO
Beneficial Finance Co
407 South B St Mto. Dimnd 4-7658

PALO ALTO
Beneficial Finance Co
442 Ramona Palo Alto. DAVnpt 5-3275
REDWOOD CITY
Beneficial Finance Co
2658 Broadway Rowd City. EMrsn 8-4611

RICHMOND
Beneficial Finance Co
2104 Macdonald Av Richmnd. BEacn 5-6721
SAN RAFAEL
Beneficial Finance Co
1015 B St Rafi. GLnwd 4-9430

OAKLAND
Beneficial Finance Co
Oakland Ofc
1700 Franklin Oakind. GLnrt 1-2680
East Oakland Ofc
3246 E 14th Oakind. ANdow 1-7603

BERKELEY
Beneficial Finance Co
2045 Shattuck Av Brkly. THrml 5-4312
ALAMEDA
Beneficial Finance Co
2321 Santa Clara Av Almda. LAkhrst 3-3891

HAYWARD
Beneficial Finance Co
708 Foothill Bl Haywr. ELgn 1-2575
SAN LEANDRO
Beneficial Finance Co 1532 Washington
Av Sn Leandro. LQcktnv 9-4022

SUNNYVALE
Beneficial Finance Co
135 E El Camino RI Sunnyvl. REgnt 9-0596
MARTINEZ
Beneficial Finance Co 702 Main... Martnz 3382

WALNUT CREEK
Beneficial Finance Co
1528 Davis Walnut Crk. YElostin 5-4850
(Continued Next Column)

Advertise here—it pays.

BENEFICIAL FINANCE LOANS-(Cont'd)

ALBANY
Beneficial Finance Co
924 San Pablo Av Albrn. LANscpe 5-4172
ANTIOCH
Beneficial Finance Co
418 W 2d Antch. PLateau 7-5170
MENLO PARK
Beneficial Finance Co
1011 El Camino RI Mlnr Prk. DAVnpt 6-5590
MILLBRAE
Beneficial Finance Co
43 El Camino RI Mbra. OXfrd 7-4153

BIG BEN LOAN OFFICE
I Loan the Most on Everything
Largest Pawnshop on the Coast
179-3d... Douglas 2-5787
Bingley Emery L Company 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, auto or furniture. No delays - no embarrassment. Quick, convenient, courteous and confidential.

"WHERE TO CALL"
SAN FRANCISCO
Budget Finance Plan Inc
2533 Mission... VALENCIA 6-2533
1030 Van Ness Av... PRspt 5-3263

OAKLAND
Budget Finance Plan
1510 Franklin Oakland. TWInoks 3-7188
SAN RAFAEL
Budget Finance Plan
882-4th St Rafi. GLnwd 4-4343

Budget Finance Plan Inc
2533 Mission. VALENCIA 6-2533
BUDGET FINANCE PLAN INC
1030 Van Ness Av. PRspt 5-3263
(See Advertisement This Page)
CIT CORPORATION
Industrial Loans
120 Montgomery... YUkon 6-5454

CENTRAL CREDIT CO
Confidential 15 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 This Page)

COLEMAN ATTELL'S
MONEY TO LOAN
Diamonds - Clothing - Jewelry
Watches - Cameras - Luggage
Fire Arms - Musical Instruments
Radios - TV Sets & Other
Articles of Value
ESTABLISHED 1884
1515 Fillmore... WEst 1-2494

COMBES GREGORY F
1st & 2nd REAL ESTATE LOANS
CALL GREG
Near Civic Center
345 Franklin... UNdrlh 1-2112

Commercial Credit Plan Inc
1237 Van Ness Av. GRAYstn 4-6563
COMMERCIAL CREDIT PLAN LOANS - BRANCH OFFICE
COMMERCIAL CREDIT PLAN INC
1237 Van Ness. GRAYstn 4-6563
Commonwealth Thrift Co 270 Sutter... EXbrk 2-8043
(Continued Next Page)

Please look up the number in the Telephone Directory if you are not sure of it.

Loans-(Cont'd)

CROCKER-ANGLO BANK LOANS
LOANS FOR ALL PURPOSES
Business
Personal
Automobile
Property Improvement
Life Insurance Policy
"WHERE TO CALL"
CROCKER-ANGLO NATL BANK
Head Office 1 Sansone... DOuglas 2-8100
1 Montgomery Street Ofc... EXbrk 2-7700
See Alphabetical Section For Branch Locations

DYNAN FINANCE CO
MONEY
\$25 to \$1500
AUTO - FURNITURE
SALARY
ONE DAY SERVICE
25 Taylor... PRspt 5-3366
Mayfair Market
3660 Broadway Oakland... OLYmpc 8-2600
235-3rd Av Sn Mto... DIMnd 4-7127

EARLE 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

Enjoy the Guest Artists series on "The Telephone Hour" - N.B.C., Monday nights.

FAMILY FINANCE CO

LOANS
\$50 to \$1,000
FURNITURE - SALARY
AUTOMOBILE
Up to 24 Months to Repay
760 Market... SU tter 1-3588

Family Finance Co 760 Market... SU tter 1-3588
(See Advertisement Page 494)
Federal Services Finance Corp of Calif
1407 Bush. ORwy 3-9370
Files W O & Company 225 Kearny... EXbrk 2-5480

FILLMORE LOAN OFFICE
MONEY LOANED ON EVERYTHING
Diamonds - Cameras - Typewriters
Clothing - Guns - Ask for Dept. A
1725 Fillmore... FIlmor 6-4807

FIRESIDE THRIFT
LARGE LOANS OUR
SPECIALTY
\$100 to \$5,000 or More
PERSONAL & REAL ESTATE
Quick, Convenient, Courteous &
Confidential Service
Offices All Over California

"WHERE TO CALL"
DOWNTOWN
Fireside Thrift Co 33 Grant Av. YUkon 2-0376
MARIN COUNTY
Fireside Thrift Co
631-4th St Rafi. GLnwd 6-2311

RICHMOND DISTRICT
Fireside Thrift Co 3512 Geary Bl. SKYn 2-2674
SAN MATEO
Fireside Thrift Co
2347 S El Camino RI Sn Mto. FIrES 5-5734

WESTLAKE DISTRICT
Fireside Thrift Co 1801 Junipero Serra Bl
Daly City. PLaza 6-2620
(Continued Next Page)

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! CONSOLIDATION LOANS OUR SPECIALTY!

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

Loans on Diamonds and Jewelry
in any amount from \$5.00 to \$5,000.00
PLEDGE LOAN DEPARTMENT
CONFIDENTIAL 5 MINUTE SERVICE
Thousands of discriminating borrowers prefer our service to any other for the following reasons:
1. NO MONTHLY PAYMENTS.
2. Underground Bank Vault Protection.
3. Digitized Surroundings. Individual interviewing rooms guarantee PERSONAL PRIVACY.
4. The most liberal appraisals in the Bay Area.
5. Strictly Legal Rates fixed by California State Law.
EXbrook 2-8484
FOURTH FLOOR FLOOD BLDG.
870 MARKET AT POWELL

CENTRAL CREDIT COMPANY
MONTHLY INSTALLMENT LOANS
Salary Auto Furniture
Bring your financial problems to us. Debts are Consolidated - Budgets Balanced and Extra Cash provided. Low monthly payments to FIT YOUR PERSONAL REQUIREMENTS.
CONFIDENTIAL 5 MINUTE SERVICE
Salary Loans to \$500.00
Furniture and Auto Loans to \$2,500.00
Whatever your needs may be phone or come in today, it will be a pleasure to serve you.
EXbrook 2-8484
CENTRAL CREDIT COMPANY
870 MARKET ST. AT POWELL SAN FRANCISCO

**PHONE FOR YOUR LOAN
THEN STOP IN!**
Two Convenient National Loan Plan Offices
\$25 to \$1500



SALARY LOANS - FURNITURE LOANS - AUTO LOANS
Convenient Monthly Payments
WHO IS ELIGIBLE—Loans are made to both men and women, married or single. Our service is designed for people in all walks of life and meets most borrower's needs.
NO ENDORSERS REQUIRED—You may borrow on your salary or on such security as your furniture or your car.
FOR MONEY YOU NEED—You may borrow the amount YOU need... \$25, \$100, \$200, \$500, up to \$1500. Consolidate your bills, pay doctor or dentist, provide help in emergencies or for any other purpose.
MONTHLY PAYMENTS—Use our Budget Payment Plan... payments are the same amount each month and are designed to fit your budget.
COMPLETELY CONFIDENTIAL—Our service is a personal business deal between us. Your friends, employer and relatives will not know of your loan. Phone from the privacy of your home.
QUICK ACTION—By phoning us first, your loan, when approved, is ready when you come in. If you prefer, visit our office in person. We specialize in one-trip service.

National Loan Plan
— SAN FRANCISCO OFFICE —
821 MARKET STREET 860 Pacific Bldg. PHONE: YUkon 2-4110
1440 BROADWAY 610 Syndicate Bldg. PHONE: GLencourt 1-2722

LOANS

ON SALARY FURNITURE AUTOMOBILE
Phone **MAC** **MAC**
For Your **LOAN** to **MAC**
SAVE TIME and SAVE INCONVENIENCE
\$50 to \$2500
Offers you
1. Money in 30 Minutes
2. A Payment Plan to Fit Your Income
3. Cash for Every Purpose

MERCANTILE ACCEPTANCE COMPANY
SAN FRANCISCO OFFICES
821 Market Street SUHer 1-1123
1026 Market Street UNderhill 1-2271
2272 Mission Street KLondiko 2-3790
WESTLAKE OFFICE
187 Southgate Ave., Daly City PLaza 6-3255
SAN BRUNO OFFICE
441 El Camino RI. JUnO 8-7774