

Money

\$25 up to \$1000

QUICK LOANS BY PHONE ON SALARY ONLY, FURNITURE OR AUTO



\$25-\$100-\$300—up to \$1000 on just your salary, auto or furniture. Take your choice of convenient plans allowing up to 6, 12, 18 or even 24 months to repay. You pay only for the time you use the money. Come in or...

Phone for Your Loan

- *SAN FRANCISCO OFFICE:** 995 Market Street, (Corner 6th) 3rd Floor EXbrook 2-3575
- **SAN MATEO OFFICE:** 2925 So. El Camino Real, 1 Bk. No. of Macy's Fireside 1-2641
- *OAKLAND OFFICE:** 1815 Telegraph Ave., Fox Theatre Bldg., 2nd Floor GLencourt 1-5522
- **SAN LEANDRO OFFICE:** 201 W. Estudillo, (Cor. Washington) 2nd Floor Lockhaven 9-8736

LOCAL LOAN

HOURS: 9:30 to 5:30 — *MONDAY 'TIL 8:00 — **FRIDAY 'TIL 8:00
A Half Century Of Money Service

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

Beneficial Finance Co 830 Market. . . GARfld 1-2500
5524 Geary Bl. . . SKyln 1-3266
386 Grand Av SSF. . . JUNipr 4-3400
681 Market. . . EXbrk 2-6002
2733 Mission. . . VALencia 4-7041
4653 Mission. . . JUNipr 6-1656
(See Advertisement This Page)

BENEFICIAL FINANCE LOANS

The Beneficial Loan Man LIKES to say "Yes!" Get \$25 to \$2000 on your salary, furniture or auto. Beneficial International Identification Cards recognized here. Friendly service. Phone, write or come in.



"WHERE TO CALL"

SAN FRANCISCO
Beneficial Finance Co
681 Market. . . EXbrk 2-6002
830 Market. . . GARfld 1-2500
5524 Geary Bl. . . SKyln 1-3266
2733 Mission. . . VALencia 4-7041
4653 Mission. . . JUNipr 6-1656

SOUTH SAN FRANCISCO
Beneficial Finance Co
386 Grand Av SSF JUno 8-5152
(Continued Next Column)

The Yellow Pages save you time.

BENEFICIAL FINANCE LOANS—(Cont'd)

SAN MATEO

Beneficial Finance Co
407 South B St Mto. DImnd 4-7658

PALO ALTO

Beneficial Finance Co
442 Ramona Palo Alto. DAvnprt. 5-3273

REDWOOD CITY

Beneficial Finance Co
2658 Broadway Rdw. Cty. EMrsn 8-4611

RICHMOND

Beneficial Finance Co
1104 Macdonald Av Richmd. BEacn 5-6721

SAN RAFAEL

Beneficial Finance Co
1015 B St Rafi. GLnwd 4-4343

OAKLAND

Beneficial Finance Co
Oakland Ofc
1700 Franklin Oaklnd. GLnct 1-2580

East Oakland Ofc
3246 E 14th Oaklnd. ANdow 1-7503

BERKELEY

Beneficial Finance Co
2045 Shattuck Av Brkly. THrwnl 5-4312

ALAMEDA

Beneficial Finance Co
2321 Santa Clara Av Almda. LAkhrst 3-3891

HAYWARD

Beneficial Finance Co
708 Foothill Bl Hayward. ELgn 1-2575

SAN LEANDRO

Beneficial Finance Co
1532 Washington Av Sa Leandro. LCKhvn 9-4022

SUNNYVALE

Beneficial Finance Co
135 E El Camino RI Sunnyve. REgnt 9-0596

(Continued Next Page)

For the best use of the dial telephone, please turn to the instruction pages of the Directory.

Loans—(Cont'd)

BENEFICIAL FINANCE LOANS—(Cont'd)

MARTINEZ

Beneficial Finance Co 702 Main. . . Martz 3382

WALNUT CREEK

Beneficial Finance Co
1528 Ygnacio Valley Rd
Walnt Crk YElstn 5-4850

ALBANY

Beneficial Finance Co
924 San Pablo Av Albny. LANSce 5-4172

ANTIOCH

Beneficial Finance Co
418 W 2d Antch. PLateau 7-5170

MENLO PARK

Beneficial Finance Co
1011 El Camino RI Mnlto Prk. DAvnprt 6-5590

MILLBRAE

Beneficial Finance Co
43 El Camino RI Mlbra. OXFord 7-4153

BIG BEN LOAN OFFICE

I Loan the Most on Everything
Largest Pawnshop on the Coast
179-3d. DOuglas 2-5787

BORROW & STOR-IT FUR BANC

1480 Market. Mark 1-8181

NEWSPAPER FIREWOOD

To make a small grate or stove fire, or to kindle a big one, use old newspapers which have been rolled up tightly, soaked overnight in water, squeezed out and allowed to dry for several days. The tighter they are squeezed, the better firewood they make.

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
1030 Van Ness Av. PRospect 5-3263
2154 Mission. MARket 1-8490

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

1030 Van Ness Av. PRospect 5-3263
(See Advertisement This Page)

CIT Corp 525 Market. SUttr 1-5769

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 Page 508)

Central Credit Co 870 Market. EXbrk 2-8484
(See Advertisement Page 510)

Cohn's Abe Loan Office
1454 Fillmore. FIlmore 6-1577

COLEMAN ATTELL'S

MONEY TO LOAN ON
DIAMONDS - CLOTHING - CAMERAS
GUNS - MUSICAL INSTRUMENTS - ETC.
1515 Fillmore. WEst 1-2494

(Continued Next Page)

Advertise here—it pays.



\$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
2751 Mission St., between 23rd & 24th Sts. VALencia 6-2772
STONESTOWN - 290 Winston Drive. LOMBard 4-0440

BERKELEY - 2168 Shattuck Ave., 2nd Floor. THornwall 5-8109
HAYWARD - 612 Foothill Blvd. at B. ELgin 1-0166

OAKLAND - 1328 Washington St., 2nd Floor. Hlgate 4-7051
REDWOOD CITY - 2033 Broadway. BEacon 6-8464

RICHMOND - 341-10th St., Just No. of MacDonald. BEacon 5-2066
SAN LEANDRO - 1217 Washington. LCKhvn 2-3568

SAN MATEO - 414 So. Ellsworth St. DIAMond 4-6304
SAN RAFAEL - 887-4th Street. GLnwood 4-0112
VALLEJO - 416 Georgia Avenue. MIDway 2-6466

Loans

\$50. to \$1000

FURNITURE • SALARY • AUTOMOBILE

PHONE YOUR REQUEST

Arrange a Loan By Phone

Suffer 1-3588

FAST, FRIENDLY, ONE-STOP SERVICE

CONVENIENT TERMS
24 MONTHS TO REPAY
OPEN MONDAYS UNTIL 7 P.M.

FAMILY FINANCE Co

460 PHELAN BLDG.
4TH FLOOR
760 MARKET ST.

WANT A LOAN? YES!

PROOF: WE SAID "YES" TO OVER 2 MILLION LAST YEAR

Personal-IZED LOANS \$25 to \$2000 on Auto, Furniture or Salary

BENEFICIAL FINANCE CO.

25 AFFILIATED BENEFICIAL OFFICES IN SAN FRANCISCO AREA

- | | |
|---|--|
| SAN FRANCISCO • 830 Market St., 2nd Fl. GARfield 1-2500 | • 681 Market St. (Near 3rd) EXbrook 2-6002 |
| • 2733 Mission (Near 23rd St) VALencia 4-7041 | • 5524 Geary Blvd. SKyline 1-3266 |
| • 4653 Mission St., Grd. Fl. (Near Ocean Avs.) JUNipr 6-1656 | |
| SO. SAN FRANCISCO—386 Grand Ave., Grd. Fl. JUno 8-5152 | |
| SAN MATEO—407 South "B" St., Grd. Fl. DIAMond 4-7658 | |
| PALO ALTO—442 Ramona St., Grd. Fl. DAvensport 5-3273 | |
| REDWOOD CITY—2658 B'dway (Near El Camino Real) EMerson 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. GLencourt 1-2680 | |
| (2 Offices)—3246 East 14th St., Grd. Fl. (Near Fruitvale Ave.) ANdover 1-7603 | |
| BERKELEY—2045 Shattuck Ave. (Cor. Addison St.) THornwall 5-4312 | |
| ALAMEDA—2321 Santa Clara Ave., Grd. Fl. LAkhrst 3-3891 | |
| HAYWARD—708 Foothill Blvd., Grd. Fl. LUcerne 2-8911 | |
| SAN LEANDRO—1532 Washington Ave. LCKhvn 9-4022 | |
| SUNNYVALE—135 East El Camino, Grd. Fl. REgnt 9-0596 | |
| MARTINEZ—702 Main Street Martz 3382 | |
| WALNUT CREEK—1528 Ygnacio Valley Road YElstone 5-4850 | |
| ALBANY—924 San Pablo Ave., Grd. Fl. LANSce 5-4172 | |
| ANTIOCH—418 W. Second St., Grd. Fl. (Opposite Sears) PLateau 7-5170 | |
| MENLO PARK—1011 El Camino Real, Grd. Fl. DAvnprt 6-5590 | |
| MILLBRAE—43 El Camino Real, Grd. Fl. (Millbrae Theatre Bldg.) OXFord 7-4153 | |
| SAN LORENZO — 16090 Hesperian Blvd., Grd. Fl. ELgin 7-1145 | |

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

SINCE 1937
Budget FINANCE PLAN
A NATION-WIDE SERVICE

NOW LOAN BY PHONE!



SAN FRANCISCO

1030 Van Ness Ave.

PRospect 5-3263

2154 Mission

MARket 1-8490

OAKLAND

1510 Franklin St.

TWInoks 3-7188

SAN RAFAEL

882 Fourth St.

GLenwood 4-4343

are you a little short this month?



Call SEABOARD FINANCE COMPANY

\$25 TO \$2500 OR MORE

ON: AUTO - FURNITURE - SALARY

IN SAN FRANCISCO

EXbrook 2-3715 UNDERhill 1-5626

760 Market St. 1 Polk St.

In Oakland In Berkeley

GLencourt 1-5514 THornwall 3-1452

347 - 14th St. 100 Berkeley Square

In Richmond In Vallejo

BEacon 4-2641 MIDway 4-8901

1333 Macdonald Ave. 614 Marin St.

In Concord In San Leandro

MUlberry 2-4950 LCKhvn 2-5031

1800 Willow Pass Rd. 1394 E. 14th St.

In Hayward In Sunnyvale

JEfferson 7-9611 REgnt 9-9505

917 A St. 219 S. Francis St.

In San Mateo In Palo Alto

DIAMond 2-4141 DAvensport 5-6755

34 Second Ave. 473 University Ave.

The difference with Seaboard's the service.