

# 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 — EX 7-6644 or MI 7-4672 — NOW!  
Money Ready When You Call.

CONFIDENTIAL — NO CO-SIGNERS! UP TO TWO YEARS TO PAY!  
4 WEEKS BEFORE 1st PAYMENT! FRIENDLY, COURTEOUS SERVICE!  
PAYMENTS TO SUIT YOU! CONSOLIDATION LOANS OUR SPECIALTY!

Phone or Visit  
THREE CONVENIENTLY LOCATED OFFICES IN SAN FRANCISCO

## SECURITY FINANCE CO.

692 MARKET STREET AT GEARY • YUkon 2-5737  
544 MARKET AT SUTTER • EXbrook 7-6644  
2399 MISSION STREET • MISSION 7-4672  
87, E. SANTA CLARA SAN JOSE • CYPRESS 3-5034

# LOANS

ON SALARY FURNITURE AUTOMOBILE

Phone **MAC** Offers you

1. Money in 30 Minutes
2. A Payment Plan to Fit Your Income
3. Cash for Every Purpose

SAVE TIME and SAVE INCONVENIENCE  
\$50 to \$2500

**MERCANTILE ACCEPTANCE COMPANY**

SAN FRANCISCO OFFICES  
821 Market St. SUHr 1-1123  
1026 Market St. UNDERHILL 1-2271  
2272 Mission St. KLondike 2-3790

WESTLAKE OFFICE  
187 Southgate Ave. Daily City PLaza 6-3255

SAN BRUNO OFFICE  
441 El Camino Rd. JNo 8-7774

SAN RAFAEL OFFICE  
1134 Fourth St. GLenwood 4-8376

Loans—(Cont'd)

**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 ..... GARld 1-2500  
5524 Geary Bl. .... SKYin 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

SAN MATEO  
Beneficial Finance Co  
401 South B Sn Mto. .... DImnd 4-7658

PALO ALTO  
Beneficial Finance Co  
442 Ramona Palo Alto. DAvnprt 3-3273

REDWOOD CITY  
Beneficial Finance Co  
2658 Broadway Rdwd Cty. EMrtn 8-4611

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

SAN RAFAEL  
Beneficial Finance Co  
1015 B Sn Rafi. GLnwd 4-9430

OAKLAND  
Beneficial Finance Co  
Oakland Ofc  
1700 Franklin Oakind. GLncrt 1-2680  
East Oakland Office  
3246 E 14th Oakind. .... ANdowr 1-7603

BERKELEY  
Beneficial Finance Co  
2045 Shattuck Av Brkly. THrwl 5-4312

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

HAYWARD  
Beneficial Finance Co  
22708 Foothill Bl Hayward. ... ELgn 1-2575

SAN LEANDRO  
Beneficial Finance Co  
1310 E 14th Sn Leandro. ... LOKhtvn 9-4022

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

MARTINEZ  
Beneficial Finance Co  
702 Main Martnz. ACdmy 8-6627

WALNUT CREEK  
Beneficial Finance Co  
1528 Ygnacio Valley Rd  
Walnt Crk. YElosta 5-4850

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

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

MENLO PARK  
Beneficial Finance Co  
1011 El Camino RI Mnlo Prk. DAvnprt 6-5590

MILLBRAE  
Beneficial Finance Co  
449 San Mateo Av Sn Brno. ... JUno 9-5162

**BIG BEN LOAN OFFICE**  
I Loan the Most on Everything  
Largest Pawnshop on the Coast  
179-3d ..... DOuglas 2-5787

That steady hmmm of the dial tone is your telephone's way of asking, "Number, Please."

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  
1030 Van Ness Av. .... PRspt 5-3263  
2154 Mission ..... MARKt 1-8490

BERKELEY  
Budget Finance Plan  
137 Berkeley Sq Brkly. .... THrwl 5-2522

HAYWARD  
Budget Finance Plan  
12549 Foothill Bl Hayward. ... LUcern 2-9450

OAKLAND  
Budget Finance Plan  
1510 Franklin Oakind. .... TWineks 3-7188  
1730 Telegraph Av Oakind. ... TEmplr 6-2402

PITTSBURG  
Budget Finance Plan  
516 Railroad Av Pittsbry. ... HEmstd 9-9193

RICHMOND  
Budget Finance Plan  
332-10th Richmd ..... BEacn 3-6800

SAN RAFAEL  
Budget Finance Plan  
882-4th Sn Rafi. .... GLnwd 4-4343

WALNUT CREEK  
Budget Finance Plan  
1376 N Main Walnt Crk. ... YElosta 4-0800

**BUDGET FINANCE PLAN**  
1030 Van Ness Av. .... PRspt 5-3263  
(See Advertisement Page 539)  
Bussell J S 420 Market. .... GARld 1-7912

**CIT CORPORATION**  
Industrial Equipment Loans  
120 Montgomery ..... YUkon 6-5454

**CENTRAL CREDIT CO**  
Cash Makes the Difference  
\$50 to \$1500  
SALARY — AUTO — FURNITURE  
30 MINUTE SERVICE  
Locally Owned & Managed  
ONE PHONE CALL — ONE VISIT  
ONE PLACE TO PAY  
ALSO SEE OUR LARGE JEWELRY LOAN AD  
Powell At.  
870 Market ..... EXbrk 2-8484

Central Credit Co 870 Market. .... EXbrk 2-8484  
(See Advertisement Page 541)  
Century Finance Co 1095 Market. ... UNdrhl 1-1216  
Cohn's Abe Loan Office  
1454 Fillmore. FIlmor 6-1577

Cokeley John H Inc  
340 W Portal Av. .... SEabright 1-1614

**COLEMAN ATTELL'S**  
MONEY TO LOAN ON  
DIAMONDS — CLOTHING — CAMERAS  
GUNS — MUSICAL INSTRUMENTS — ETC.  
1515 Fillmore ..... WEst 1-2494

**COLUMBUS MOTORS**  
7276 Mission Daly City. .... PLaza 6-5485  
(See Advertisement Page 544)

**COMBES GREGORY F**  
1ST & 2ND  
MORTGAGES  
Near Civic Center  
331 Franklin ..... UNdrhl 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 Av. .... GRaystn 4-6563  
(Continued Next Page)

Loans—(Cont'd)

Commonwealth Thrift Co 583 Market. EXbrk 7-6242  
Consolidated Finance & Loan  
23 Main ..... EXbrk 7-6935

**CROCKER-ANGLO BANK LOANS—**  
CROCKER-ANGLO NATL BANK  
Administrative Headquarters  
1 Montgomery ..... YUkon 2-8000  
1 Montgomery St Ofc ..... YUkon 2-8000  
1 Sansome Street Ofc ..... YUkon 2-8000  
1 Sansome ..... YUkon 2-8000  
Fillmore & Geary Ofc. .... YUkon 2-8000  
Marina Ofc Chestnut & Fillmore. YUkon 2-8000  
Market & Ellis Ofc. .... YUkon 2-8000  
Market & Jones Ofc. .... YUkon 2-8000  
Mission & 16th Ofc. .... YUkon 2-8000  
Montgomery & Sacramento Ofc. YUkon 2-8000  
Parkmerced Ofc 38 Cambon Dr. ... YUkon 2-8000  
Potrero Ofc 3d & 20th. .... YUkon 2-8000  
Seaboard Ofc 101 Market. .... YUkon 2-8000  
20th Av & Geary ofc. .... YUkon 2-8000  
Van Ness Av Ofc ..... YUkon 2-8000  
1414 Van Ness Av ..... YUkon 2-8000

**DIAL FINANCE COMPANY**  
821 Market YUkon 2-4110  
(See Advertisement Page 542)

**DYNAN FINANCE CO** 25 Taylor. ... PRspt 5-3366  
(See Advertisement Page 544)

**EAGLE LOAN OFFICE**  
WE LOAN THE MOST OR  
PAY HIGHEST PRICES FOR  
Rifles — Shotguns — Revolvers  
Typewriters — Resides — Musical  
Instruments — Fishing Tackle — Field &  
Binoculars — Glasses — Microscopes  
Jewelry — Luggage — Clothing, etc.  
123-3d ..... DOuglas 2-3767

**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 538)

Federal Services Discount Corp  
1407 Bush DRdwy 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 33 Grant Av. .... YUkon 2-0376  
SAN MATEO  
FireSide Thrift  
2347 S El Camino RI Sn Mto. FIlresd 5-5734

FireSide Thrift 33 Grant Av. .... YUkon 2-0376  
(See Advertisement Page 543)

**FIRST WESTERN BANK & TRUST CO**  
405 Montgomery. EXbrk 7-2022

**FOURTH STREET LOAN OFFICE**  
SAME SIDE VETS ADMIN.  
PAWN SHOP LOANS  
Jewelry — Cameras — Guns — Typewriters  
75-4th ..... YUkon 2-6097

Friendly Loan Co 973 Market. .... SU ttr 1-4800  
Friendly Loan Co 973 Market. .... SU ttr 1-4801  
Fur Doctor The 116 Taylor. .... PRspt 5-2885

**G A C FINANCE CORP**  
1801 Junipero Serra Bl Daly City. PLaza 6-2620  
(See Advertisement Page 542)  
(Continued Next Page)

## DIAL FOR YOUR LOAN THEN STOP IN!

Two Convenient Dial Finance Company Offices

**\$25 to \$2500**

### 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 \$2500. 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 about 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.

# DIAL Finance Company

SAN FRANCISCO, 821 Market St., 860 Pacific Bldg., Ph: YUkon 2-4110  
OAKLAND, 1440 Broadway, 610 Syndicate Bldg., Ph: GLencourt 1-2722

# DIAMOND and Jewelry LOANS

\$5 TO \$5,000  
NO MONTHLY PAYMENTS

THE LOWEST INTEREST & MOST LIBERAL APPRAISALS IN SAN FRANCISCO

Friendly 5-Minute Service

UNDERGROUND VAULTS  
BORROW WITH CONFIDENCE IN BANKLIKE SURROUNDINGS

**EXbrook 2 8484**

## CENTRAL CREDIT Company

Fourth Floor Flood Building — 870 Market Street at Powell — San Francisco 2, Calif.  
SEE OUR LARGE INSTALLMENT LOAN ADV.

# MAXFERD'S LENDS LUCKY MONEY

(Copyrighted)

SINCE 1884 *ON DIAMONDS* SINCE 1884

## WATCHES & JEWELRY

### LOWEST INTEREST RATES

TAKE ONE YEAR TO PAY  
Since 1884

HIGHEST PRICES PAID

LOANS TO ANY AMOUNT  
Since 1884

Serving Bay Area For Over 76 Yrs

## MAXFERD JEWELRY CO.

958 Market St. TUxedo 5-1634  
REAR ENTRANCE 21 TURK ST.