

NEED MONEY?

BE SURE TO SEE US...

We make loans for a thousand-and-one good reasons, and service is both fast and convenient. You'll like our way of doing business because we try to arrange everything to suit your pocket-book. Loans \$25 to \$1500

G.A.C. FINANCE CORPORATION

- DALY CITY—1801 Junipero Serra Blvd. Plaza 6-2620
- SAN BRUNO—612 San Mateo Ave. Juno 3-1450
- REDWOOD CITY—2628 Broadway. Emerson 9-2585
- PALO ALTO—2411 El Camino Real. Davenport 5-0034
- MOUNTAIN VIEW—54 El Camino Real at Grant Rd. Yorkshir 7-5711
- CONCORD—1819 Willow Pass. MULberry 2-2531
- FAIRFIELD—1320 Texas Street. Harrison 5-2921
- ROSEVILLE—113 Vernon. Sunset 3-8146
- LIVERMORE—174 South "K" Street. Hilltop 7-1444
- TRACY—1138 Adam Street. Terminal 5-2383

LOANS HOME OWNERS

LOWEST MONTHLY PAYMENTS IN CALIFORNIA

Up to 4 Years to Pay

8 LOCATIONS TO SERVE YOU

- SAN FRANCISCO
- OAKLAND
- HAYWARD
- SAN LEANDRO
- SAN MATEO
- MENLO PARK
- SAN JOSE
- (2 LOCATIONS)

PACIFIC PLAN

Overland 1-5431
STONESTOWN

577 BUCKINGHAM WAY • SAN FRANCISCO

Loans—(Cont'd)

G A C LOANS

Under the GAC plan, loans are made quickly and conveniently for a thousand-and-one reasons. What's more, an entire loan transaction may be handled by mail.



"FOR INFORMATION CALL"

- DALY CITY**
G A C Finance Corp
1801 Junipero Serra Bl
Daly City PLaza 6-2620
- SAN BRUNO**
G A C Finance Corp
612 San Mateo Av Sn Brno. Juno 3-1450
- REDWOOD CITY**
G A C Finance Corp
2628 Broadway Rowd Cty. Emerson 9-2585
- PALO ALTO**
G A C Finance Corp of Palo Alto
Concord Shopping Center
2411 El Camino RI Palo Alto. Davenport 5-0034
- MOUNTAIN VIEW**
G A C Finance Corp of Mtn View
54 El Camino RI Mtn Vw. Yorkshir 7-5711
- CONCORD**
G A C Finance Corp
1819 Willow Pass Rd Concrd. MULberry 2-2531
- FAIRFIELD**
G A C Finance Corp
1320 Texas Fairfld. HArison 5-2921
- ROSEVILLE**
G A C Finance Corp
113 Vernon Rosevl. SUNst 3-8146
- LIVERMORE**
G A C Finance Corp
174 South K Livermor. HIltop 7-1444
- TRACY**
G A C Finance Corp
1138 Adam Tracy. TErminl 5-2383

GALLAGHER FRANK J REALTY CO
3271 Mission VAencia 4-5180
General Appliance Home Corp MArkt 1-7778
369 Fall VAencia 4-9656
General Finance Corp 2966 Mission VAencia 4-9656
(See Advertisement Page 543)

GENERAL FINANCE LOANS

OUR SPECIALTY
REFINANCING CONTRACTS
AND
LOANS
For The Purpose of
REDUCING PAYMENTS



"FOR INFORMATION CALL"

MISSION DISTRICT OFFICES
General Finance Corp
2966 Mission VAencia 4-9656

GUARANTY LOAN OFFICE

Established 1924
We Loan Money or We Buy
Diamonds - Jewelry - Luggage
Cameras - Radios - Guns
Musical Instruments - Binoculars
77-3d EXbrk 2-8889

Guaranty Savings & Loan Assn
200 Stockton SUTtr 1-0160
GUARDIAN THRIFT & LOAN
582 Market YUkon 2-3300
Hise Harley 316 Monty EXbrk 7-1466
HOME MUTUAL SAVINGS AND LOAN ASSOCIATION 120 Kearny GARfld 1-1830
Hongkong & Shanghai Banking Corporation of California 89 Sutter GARfld 1-3077
Household Finance Corp
742 Market DUGlas 2-0480
(See Advertisement Page 539)

When you need quick repairs use the YELLOW PAGES. It has a convenient listing of thousands of dealers and services.

HOUSEHOLD FINANCE LOANS

For extra fast service on loans of \$20 up to \$2500 phone, write, or visit Household Finance. The principal requirement for borrowing at HFC is ability to make regular monthly payments.



"WHERE TO CALL"

- SAN FRANCISCO**
Household Finance Corp
742 Market DUGlas 2-0480
870 Market EXbrk 2-4371
2751 Mission VAencia 6-2772
Stonestown 290 Winston Dr. LOMbrd 4-0440
- ALAMEDA**
Household Finance Corp
22612 Foothill Bl Hayward. JEfrsn 7-1700
- BERKELEY**
Household Finance Corporations
2168 Shattuck Av Brkly. THrwl 5-8109
- CONCORD**
Household Finance Corp
Concord Shopping Center
1681 Willow Pass Rd Concrd. MULberry 2-7170
- CORTE MADERA**
Household Finance Corporations
Corte Madera Shopping Center
Corte Mdra WAbsh 4-3901
- EL CERRITO**
Household Finance Corporation of El Cerrito
260 El Cerrito Plaza
El Crrto LANsco 5-8318
- HAYWARD**
Household Finance Corp
612 Foothill Bl Hayward. JEfrsn 7-1700
- OAKLAND**
Household Finance Corporations
1328 Washington Oakind. HIGate 4-7051
- REDWOOD CITY**
Household Finance Corp of Redwood City
2033 Broadway Rowd Cty. EMrsn 6-8464
- RICHMOND**
Household Finance Corp
341-10th Richmond BEach 5-2066
- SAN LEANDRO**
Household Finance Corporation of San Leandro
1217 Washington Av
Sn Leandro LOKhvn 2-3568
- SAN MATEO**
Household Finance Corp
414 S Ellsworth Av San Mateo. DIMnd 4-6304
- SAN RAFAEL**
Household Finance Corporations
887-4th Sn Rafi GLrwd 4-0112

IMPERIAL REYNARD CO

1ST & 2ND MORTGAGES
Near Civic Center
331 Franklin UNdrhl 1-2112

JORGENSEN & CO REALTORS

REAL ESTATE LOANS
IMMEDIATE CASH
1st and 2nd Mortgages
Arranged - Bought - Sold
Near Polk
1122 Sutter GRaystn 4-4555

Kearny Loan 801 Kearny. YUkon 6-0200
Leslie Finance & Leasing Co
1464 Market. UNdrhl 1-3460
Liberal Loan Office 77-6th. SUTtr 1-9583
LIBERTY LOAN CORP 870 Market. GARfld 1-4665
Lingsch Ed Realtor 3232 Mission. MISSn 8-1516
Local Loan Co 995 Market. EXbrk 2-3575
(See Advertisement Page 538)

(Continued Next Page)

Loans—(Cont'd)

LOCAL LOAN CO LOANS

Any amount - \$25, \$50, \$100, \$500 - up to \$1500 on your salary, auto or furniture. Up to 6, 12, 18 or even 24 months to repay. Confidential, one-visit service. Phone or stop in.



"WHERE TO CALL"

- SAN FRANCISCO**
Local Loan Co
3rd Floor-Corner 6th & Market
995 Market. EX brook 2-3575
- SAN MATEO**
Local Loan Co
One Block North of Macy's
2925 S El Camino RI Sn Mto. FIrse 1-2641
- OAKLAND**
Local Loan Co
2nd Floor-Fox Theatre Bldg
1815 Telegraph Av Oakland. GLnct 1-5522
- SAN LEANDRO**
Local Loan Co
2d Flr-Corner Washington & W Estudillo Av
201 W Estudillo Av
San Leandro LOKhvn 9-8736
- Manor Investment & Realty Co
2190 Geary Bl West 1-7784
- MARBLE MORTGAGE COMPANY**
REAL ESTATE LOANS
HOMES - APTS. - BUSINESS
INDUSTRIAL - F.H.A. - G.I.
140 Montgomery YUkon 6-5215
- MASON-McDUFFIE CO**
REAL ESTATE LOANS
G.I. - F.H.A. - Conventional
INSURANCE COMPANY FUNDS
HOMES - COMMERCIAL - FARMS
362 West Portal Av. MOntrse 4-6228

MAXFERD JEWELRY CO
958 Market. TUvedo 5-1634
(See Advertisement Page 541)
Maxferd Loan Office 958 Market. TUvedo 5-1635
Maxwell Realty Co 2166 Market. UNdrhl 1-8341
Mercantile Acceptance Company
Head Office 333 Monty. GARfld 1-5800
Branch No 1 821 Market. SUTtr 1-1123
Branch No 2 1026 Market. UNdrhl 1-2271
Branch No 3 2272 Mission. KLondke 2-3790
(See Advertisement Page 540)

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.

PERSONAL & HOME CONSOLIDATION

LOANS to \$10,000 AND MORE

NOW! LOWER PAYMENTS AS MUCH AS 3 YEARS TO PAY NO Prepayment Penalties!

FIRESIDE Thrift ALSO OAKLAND SAN MATEO
33 GRANT AVE., Near Market
YUkon 2-0376

MERCANTILE ACCEPTANCE LOANS

SALARY LOANS
FURNITURE LOANS
AUTOMOBILE LOANS
Money And Courtesy



"WHERE TO CALL"

- DOWNTOWN DISTRICT**
Mercantile Acceptance Company
Branch No 1 821 Market. SUTtr 1-1123
Branch No 2 1026 Market. UNdrhl 1-2271
- MISSION DISTRICT**
Mercantile Acceptance Co
Branch No 3 2272 Mission. KLondke 2-3790
- SAN BRUNO OFFICE**
Mercantile Acceptance Co
441 El Camino RI Sn Brno. Juno 8-7774
- SAN RAFAEL OFFICE**
Mercantile Acceptance Company
1134-4th Sn Rafi. GLrwd 4-8376
- WESTLAKE OFFICE**
Mercantile Acceptance Co
187 Southgate Av Daly Cty. PLaza 6-3255
- MERCHANDISE & FUR BANC**
116 Taylor. PRspt 5-2885
(See Advertisement This Page)
Merit Mortgage Plan 260 Kearny. SUTtr 1-3895
Morris Plan Company of California
715 Market. EXbrk 2-0966
- MORRIS PLAN LOANS**
PERSONAL
BUSINESS
FURNITURE
AUTO
"Since 1916, Serving the Financial Needs of Thousands of Californians"
"WHERE TO CALL"
Morris Plan Company of California
715 Market. EXbrk 2-0966
Morris's Loan Co 110-6th. UNdrhl 1-3239
- MUTUAL LOAN OFFICE**
MONEY LOANED ON ANYTHING
QUICK READY CASH
Cor Howard & 3d
195-3d EXbrk 2-5178
- NORTHERN CALIFORNIA MORTGAGE CO**
MORTGAGE LOANS
Conventional - F. H. A.
G.I. Financing
315 Montgomery EXbrk 7-1466
- Northern California Thrift Company
20 O'Farrell DUGlas 2-1838
Northwestern Mutual Life Insurance Co
Mortgage Loan Regional Office
315 Monty YUkon 6-5054
O'Callaghan Chas J 650 Taraval. LOMbrd 4-3660
Otto's Loan Office 43-6th. YUkon 2-4606
(Continued Next Page)

The buying public won't forget you when you advertise in the YELLOW PAGES.

- FAST - CASH AT ONCE

MIDTOWN LOANS YOU MORE

On most things of value, including: TV, radios, typewriters, sewing machines, cameras, luggage, silverware, firearms, musical instruments, tools, golf clubs, furs, diamonds, watches, small elec. equipment top \$ for furs

TO GET A LOAN - TO BUY - TO SELL - PHONE US FIRST
SELL TO US FOR CASH

MERCHANDISE & FUR BANC

PARK FREE ADJOINING PARKING LOT
116 TAYLOR NEAR MARKET ST.
PProspect 5-2885
UNREDEEMED PLEDGES FOR SALE AT TERRIFIC BARGAINS

PUBLIC

LOANS

MONEY IN 1 DAY

PUBLIC FINANCE CORPORATION

\$25 - \$100 - \$200 up to \$1500
On Sensible Plans

When you want money for any worthwhile purpose - look for this sign. It is your assurance of prompt, expert financial advice and service. When you want a loan, it is your assurance of a plan tailored to fit your individual requirements.

Phone us or come in at any time

San Francisco - 1005 Market St. UNderhill 3-1540
3512 Geary Blvd. SKYline 2-8233
Oakland - 347 13th Street. TWineaks 2-8433
1440 Broadway. Hightgate 4-8288
Berkeley - 2079 University Ave. THornwall 5-2833
Redwood City - 706 Winlow. EMerson 9-8871
Sunnyvale - 538 S. Murphy Street. REgent 9-8872

GENERAL FINANCE CORPORATION

Our Specialty Is
REFINANCING CONTRACTS
and LOANS for the purpose of
Reducing Payments
LOANS from \$50 to \$2500

296 6 Mission St. • San Francisco • VAencia 4-9656
Between 25th & 26th Streets

THE SAN FRANCISCO PROVIDENT LOAN ASSOCIATION

Successor to S.F. Remedial Loan Association
A Lending Agency Since 1915

JEWELRY LOANS

On Diamonds - Jewelry - Watches - Silverware
Portable Typewriters - Shotguns - Rifles
Cameras - Binoculars & Other Valuables

PRIVATE CONFIDENTIAL LOANS TO ANY AMOUNT.
NO CHANGE IN OUR LOW INTEREST RATES

PHONE
932 Mission Near 5th
HOURS 9 TO 5 P.M.

YUkon 2-4400

San Francisco
CLOSED SATURDAY