

ESTABLISHED SINCE 1884

MAXFERD'S

LENDS LUCKY MONEY

(Copyrighted)

ON DIAMONDS WATCHES JEWELRY

★

LOWEST INTEREST RATES

SERVING BAY AREA FOR OVER 76 YRS



★

TAKE ONE YEAR TO PAY

★

LOANS TO ANY AMOUNT

★

HIGHEST PRICES PAID

★

958 MARKET ST. REAR ENTRANCE 21 TURK

TUxedo 5-1634

Paving Materials

Amer Bitumuls & Asphalt Co
All Grades of Asphalt
Including Emulsified Asphalt
General Office 320 Market... GARfld 1-6653
Sales Office 4525 San Leandro... KElog 3-0341

JENNITE J-16

The time-tested protective coating for asphalt pavements. Stops oxidation... oil, gas, salt, frost and sun damage.

"FOR SERVICE CALL"

DISTRIBUTORS
Sovig Conrad Co 875 Bryant... HEmlor 1-1345

National Expansion Joint Co 288-7th UNdrhl 1-7172
National Expansion Joint Co
1601 Embarcadero Oakland
From telephones served by the following exchange
San Francisco
(No Intercity Charge)
Ask Operator for Entprise 12386

Pawnbrokers

ABE COHN'S LOAN OFFICE
1454 Fillmore FIMor 6-1577
Ace Loan Co 87-6th... SUttr 1-4498
Al's Loan Office 159-3d... DOuglas 2-0512
Argonaut Jewelry & Loan Co
Across From Vets Adm
We Loan on Everything
94-4th... SUttr 1-8886

BAY BRIDGE LOAN OFFICE
CASH IN 3 MINUTES
CENTRAL MARKET ST. LOCATION
LOANS ON ANYTHING
Jewelry - Cameras - Guns - Luggage
TVs - Tools - Appliances - Musical Inst.
Bet 7th & 8th Across From Crystal Palace
1168 Market... UNdrhl 1-0758

BAY BRIDGE LOAN OFFICE

PAWN BROKERS

Cash in 3 Minutes on Anything of Value

• DIAMONDS • GUNS • WATCHES • CAMERAS
• JEWELRY • TOOLS • RADIOS & TV • MUSICAL INSTRUMENTS

ALL LOANS STRICTLY CONFIDENTIAL

• CENTRAL MARKET ST. LOCATION •
1168 MARKET Bet. 7th & 8th
Across from Crystal Palace Market
UNderhill 1-0758

MERCHANDISE BANC LOANS

NEW LOCATION MIDTOWN
116 Taylor St. Near Market St.
ADJOINING PARK LOT - PARK FREE

BIG CASH LOANS AT ONCE
Jewelry - Guns - TV - Radio - Tools
Furs - Power Tools - Small Equip - Top S

TRY US FIRST
Whatever you Have -
SELL TO US FOR CASH

Prospect 5-2885

SAN FRANCISCO
Bargains in Unredeemed Pledges

Pawnbrokers—(Cont'd)

Bay Bridge Loan Office 1168 Market UNdrhl 1-0758
(See Advertisement This Page)

BIG BEN LOAN OFFICE
MOST MONEY LOANED ON EVERYTHING
179-3d... DOuglas 2-5787

CENTRAL CREDIT JEWELRY LOANS
Strictly Confidential
Single Payment
5 Minute Service
Legal Rates
Underground Vaults
Salary - Furn. Loans

"FOR INFORMATION CALL"
Central Credit Co 670 Market... EXbrk 2-8484

City Loan Office 166-3d... YUkon 2-2750
COLEMAN ATTELL'S EAGLE LOAN OFFICE 123-3d... DOuglas 2-3767
Ezekiel A 121 Market... DOuglas 2-3380
Fillmore Loan Office 1725 Fillmore FIMor 6-4807

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

GUARANTY LOAN OFFICE 77-3d... EXbrk 2-8889
Keary Loan 801 Keary... YUkon 6-0200

LIBERAL LOAN OFFICE
PAWN BROKER LOANS
On DIAMONDS - JEWELRY - SUITS
LUGGAGE - TYPEWRITERS - TOOLS
RIFLES - PISTOLS - CAMERAS
MUSICAL INSTRUMENTS
RADIOS - TELEVISION
ELECTRICAL APPLIANCES
77-6th... SUttr 1-9583

Mac's Loan Co 122-3d... EXbrk 2-8702

BAY BRIDGE LOAN OFFICE

PAWN BROKERS

Cash in 3 Minutes on Anything of Value

• DIAMONDS • GUNS • WATCHES • CAMERAS
• JEWELRY • TOOLS • RADIOS & TV • MUSICAL INSTRUMENTS

ALL LOANS STRICTLY CONFIDENTIAL

• CENTRAL MARKET ST. LOCATION •
1168 MARKET Bet. 7th & 8th
Across from Crystal Palace Market
UNderhill 1-0758

4,600 People-

In the Bell Telephone Laboratories there are about 4,600 people constantly developing new tests, new materials, and new methods leading toward a better and cheaper telephone service for America.

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

(Continued Next Page)

Pawnbrokers—(Cont'd)

MAXFERD JEWELRY CO
958 Market TUxedo 5-1634
(See Advertisement This Page)

MERCHANDISE & FUR BANC
116 Taylor... PRapct 5-2885
(See Advertisement This Page)
Morry's Loan Co 110-6th... UNdrhl 1-3239

MUTUAL LOAN OFFICE
MONEY LOANED ON EVERYTHING
195-3d... EXbrk 2-5178

RELIABLE MERCANTILE & LOAN CO
MONEY LOANED ON EVERYTHING
Jewelry - Typewriters - Rifles - Pistols
Tools - Cameras - Musical Instruments
109-3d... GARfld 1-5984

SAN FRANCISCO LOAN ASSN
MONEY LOANED ON ANYTHING
On Sixth St just off Market
6-6th... UNdrhl 3-2313

SECURITY JEWELRY & LOAN CO
MONEY LOANED ON EVERYTHING
NO LIMIT
Examiner Bldg
17-3d... DOuglas 2-4901

STAR LOAN OFFICE
Jewelry-Pistols-Rifles-Cameras
Sporting Goods-Loans
83-3d... GA rfd 1-0447

STATE LOAN CO
LOAN ON ANYTHING OF VALUE
Jewelry - Clothing - Rifles - Radios - TVs
Typewriters - Musical Instruments
103-3d... YUkon 6-1224

STEVIE'S LOAN OFFICE
Most Loaned on Power
Shop, Carpenter or Any Type Tools
Camera Equip Etc
154-6th... MArkt 1-8306

United Loan Office 56-3d... EXbrk 2-1297

Peanut Butter

LANE E F & SON 32 Beale... SU tter 1-5830

LAURA SCUDDER—
LAURA SCUDDERS BLUE BIRD POTATO
CHIPS INC 1240 Fitzgerald Av. MIssn 7-3927

PLANTERS NUT & CHOCOLATE CO
500 Paul Av... DElaware 3-5192

Peanut Oil

PLANTERS NUT & CHOC CO
500 Paul Av DElaware 3-5192
Veronica Olive Oil Co
310 Broadway Oakland GLncrt 1-0893

Pearls

BAUER FRANK
PEARL SPECIALIST
CUTTING - DRILLING
STRINGING - MOUNTING
Shreve Bldg... GARfld 1-1932

C & H PEARL & DIAMOND CO INC
Harrison Fisher-Charles Cherwin... YUkon 2-9116
830 Market
Chaput Eugene
Importers Onkko Cultured Pearls... YUkon 6-2107
210 Post... DOuglas 2-0276
Commercial Pac Co 209 Post... DOuglas 2-0276

CULTURED PEARL DISTRIBUTORS INC
DIRECT IMPORTERS OF
CULTURED PEARLS
Hd Ofc - Imperial Hotel, Tokyo, Japan
704 Market... EXbrk 7-0308

FARBER GUS 704 Market... SUttr 1-1144
Fisher Harrison
See C & H Pearl & Diamond Co Inc
830 Market... YUkon 2-9116

FUJI PEARL CO INC
Cultured Pearls-Wholesale... SUttr 1-1243
704 Market

HOUSE OF CULTURED PEARLS THE
172 Geary GARfld 1-0481
Mikimoto Cultured Pearls 209 Post... DOuglas 2-0276
MOSER BROS Phelan Building... SUttr 1-2779
Nanny's Design In Jewelry

251 Grant Av EXbrk 2-4563
Nisel Vet Jewelry 934 Clement... BAYvee 1-1939

(Continued Next Page)

Pearls—(Cont'd)

PEARL EMPIRE
One of San Francisco's
Largest - Exclusive - Cultured Pearl Store
Hd Ofc - Imperial Hotel, Tokyo, Japan
125 Geary... DOuglas 2-0606

Pearls By Nina 351 Geary... YUkon 2-8878

SILIN I I & SONS
CULTURED PEARL IMPORTERS
STRANDS & LOOSE
704 Market... DOuglas 2-8281

SPARROW L & CO
IMPORTERS - WHSLE ONLY
Strands - Loose - Rings - Earrings
Rm 513
704 Market... SUttr 1-1242

Stella J & Co 760 Market... EXbrk 7-0384
Vitenson S 172 Geary... GARfld 1-0481

WEISS FRED
Volume Importers of Cultured Pearls
Mfrs of Unusual Clasps and
Cultured Pearl Jewelry
220 W 5th Los Angeles... Madison 6-3207

Peal Moss

A-I NURSERY
Quintara at 19th Av... MO ntrose 4-6214
Lindaser & Co
Redwood Soil Conditioner-R Brand
175 De Haro... UNdrhl 1-4863
McGraw Mac W A 510 Battery... DOuglas 2-4117

Meyer & Co Wilson & Geo 333 Monty YUkon 6-4151
PARKSIDE NURSERY 2205 Taraval OVRind 1-9390
Savin-Vincent Seed Co 58 Clay... DOuglas 2-3975
Sunshine Garden Products Inc
333 Monty... YUkon 6-4151

Pencil Sharpeners

APSCO SHARPENERS—
DISTRIBUTORS
TURNER JACK W SALES CO
420 Market... EXbrk 7-4655

Sherman L D Co
5723 Shafter Av Oakland... OLYmpc 3-7700

Pencils

Ad-Aids Advertising Specialties
1339 Folsom HEmlor 1-3023
Associated Ad-Products-Division of Dobson Inc
532 Jessie UNdrhl 3-3535

AUTOPOINT PRODUCTS

Imprinted Autopoint
pencils, handsomely
styled, with the ex-
clusive "Grip-Tite" tip give life-long service to
your advertising.

"WHERE TO BUY THEM"

EXCLUSIVE DISTRIBUTORS
Cribbins Walter W Co Inc
619 Mission... YUkon 2-8450

Cesari P J Advertising Novelities Co
All Kinds for Advertising
1691 Turk... WAInt 1-3304
Cribbins Walter W Co Inc... YUkon 2-8450
619 Mission
Dixon Jos Crucible Co
2500 Union Oakland TEMphr 6-3104

Eagle Pencil Co 420 Market... GARfld 1-8259
Fetouristic Advertising Co 20-2d... YUkon 6-1480
Gerwin J P Lead Pencils 593 Market GARfld 1-2890
Leckey-Richards Co Inc 39 Grant Av GARfld 1-2520
Linton Pencil Co Agcy
Incl Advertising Pencils
5723 Shafter Av Oakland... OLYmpc 3-7700

Listo Pencil Corp
Mfrs Listo Mechanical Pencils
1925 Union Alameda... LA kehst 2-2910
Norma Pencil Corp 182-2d... EXbrk 2-4444
Paris Industries 212 Mission... EXbrk 2-3806

PARKER PEN CO
Parker Pencil Service... SUttr 1-4809
278 Post

SCRIPTO PENS & PENCILS—
CRIBBINS WALTER W CO INC
619 Mission... YUkon 2-8450

Sherman L D Co
5723 Shafter Av Oakland... OLYmpc 3-7700
STAR ENGRAVING & PRINTING CO
Imprinted Names for Adv
177 Minna... DOuglas 2-1727

Pennants

AAA Emblem & Embroidery Co
3434 Mission ATwtr 2-9843

A B C EMBLEM & PENNANT CO
WHOLESALE & RETAIL
SCHOOL - LODGE - CLUB
BANNERS - EMBLEMS - FLAGS
151 Church... MArkt 1-2808

Bergman Banner Co 1822 Steiner... JOrdn 7-8772
Cesari P J Advertising Novelities Co
Traffic Stoppers-Strip Pennants
Spiral Streamers-Aerial Spinners-Etc
1691 Turk... WAInt 1-3304
Commercial Display & Show Cards... MIssn 7-4440
Paramount Flag Co 33 Fremont... YUkon 2-9002
Pioneer Flag & Decorating Co
1671 Market KLondke 2-2277

Pens
Acclaim Ad Specialties 619 Mission YUkon 2-8450
Dri-Flo Products
Felt Nib Marking Pens
1825 Encinal Av Alameda... LAsthrst 2-8122
Eagle Pencil Co 420 Market... GARfld 1-8259

ELGIN PEN CO
Mfg Elgin Ball Pens & School Supplies
Picture Imprinting - Adv Specialties
Wholesale & Trade Accounts Only
212 Mission... EXbrk 2-5288
Or... EXbrk 2-3806

LECKEY-RICHARDS CO INC
39 Grant Av GARfld 1-2520
(See Advertisement This Page)

PARKER PEN CO
3rd Floor
Parker Pen Service... SUttr 1-4809
278 Post
Precision Pen Co 655 Minna... HEmlor 1-4884
SCHWABACHER-FREY CO
735 Market... DOuglas 2-4848

SCOTTY ENGINEERING CO
FINEST QUALITY BALL POINT PENS
REFILLS & DESK SETS
SPECIAL IMPRINTING - WHOLESALE
8 Minna... YUkon 2-8172

WATERMAN'S FOUNTAIN PENS—
EBERHARD GEO H CO THE
Agents and Wholesale Distributors Only
182-2d... EXbrk 2-4444

Pens-Repairing
Leckey-Richards Co Inc 39 Grant Av... YUkon 2-2994
WOBBER'S 687 Market... DOuglas 2-2525

Perforated Metals
BAKER H W CO 288-7th... HEmlor 1-3997
BROOKES CO INC E JORDAN
571 Howard... YUkon 6-2974

CALIFORNIA PERFORATING SCREEN CO
Manufacturers of
PERFORATED METALS
Steel, Copper, Brass and All
Other Metals Perforated as
Required and for All Kinds
of Screens
345 Folsom... EXbrook 2-1889

The Yellow Pages save you time.

HARMONIOUS PERSONALITY MATCHING

Social engagements arranged
for congenial UNMARRIED people.
Screened Memberships

Jean Morrish
SOCIAL REGISTRY
Member Chamber of Commerce
FOR INTERVIEW

YUkon 6-2923

555 SUTTER SAN FRANCISCO

Perforated Metals—(Cont'd)

Diamond Perforated Metals Co
485 Vista Grande Greenbra GLndw 4-9025

HARRINGTON & KING PERFORATED METALS—
STEEPLE R C & SON
50 Hawthorne DOuglas 2-2639

Hendrick Mfg Co 681 Market... EXbrk 2-7017

HENDRICK PERFORATED METALS—
HUTTON THOS S & SON
681 Market EXbrk 2-7017

ZIEGLER STEEL SERVICE CORP
727-66th Av Oakland LOKchnv 2-2133

Perforators
AAC-CUMMINS PERFORATORS—
CUMMINS-CHICAGO CORP
469-6th... EXbrk 7-6930

AMER PERFORATOR CO
Date Numbering-Canceling Perforators
143-2d... DOuglas 2-5321

Perfumers' Raw Materials & Supplies
Fries & Fries Flavors
Perfume Material Bases-
Industrial Deodorants
3450 Geary Bl... SKYln 2-1077

FRITZSCHE BROTHERS PERFUME RAW MATERIALS—
FRITZSCHE BROTHERS INC
681 Market... GA rfd 1-0836

LUEDERS PERFUMERS MATERIALS—
LUEDERS GEO & CO 35 Main... YUkon 2-5580

Norda Essential Oil & Chemical Co Inc
955 Natoma UNdrhl 1-3265
Polak's Fruit Works Inc
656 Townsend MArkt 1-7044

FOUNTAIN PENS

One of the Finest & Largest Selections
in the Bay Area

SALES - SERVICE
AUTHORIZED FACTORY SERVICE WHILE YOU WAIT

EVERSHARP Parker "51" & "61" SHEAFFER'S
PAPER-MATE Waterman's C/F Esterbrook Scripto
• LINDY • FLO-MASTER • CROSS • NORMA
• WEAVEVER • VENUS • MICROPOINT • CARTER

Garfield 1-2520
Leckey-Richards Co., INC.
39 GRANT BET. MARKET & GEARY

Consult our free Telephone Plan-
ning Service about concealed tele-
phone wiring before building.

Arlene Adams

Olympic 3-2923

Telephone Oakland
Daily and Sunday to 9 P.M.

ARLENE ADAMS says: "We are trying to do something about our chaotic, automated man-
ner of letting pure CHANCE take care of the country's matchmaking. Social Customs are
changing. WHERE can YOU hope to marry? We offer pro-
fessional help and guidance in bringing suitable people together... TODAY...
selective, intelligent people recognize the value of our service and become OUR MEM-
BERS."

TELEPHONE US FOR INFORMATION!!!!
"Our memberships are not for a few months or a year... but for a 'Lifetime'... which
means that each member is entitled to our service until married."