

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

EQUITABLE LOAN Association

Fourth Floor Flood Building - 870 Market Street at Powell - San Francisco 2, Calif.

Loans—(Cont'd)

BENEFICIAL FINANCE LOANS
 CASH! Just say the word to apply! "You're the boss" at Beneficial. Loans \$25 to \$2500 on your salary, furniture or auto. Beneficial International Identification Cards recognized here. Friendly service. Phone, write or come in.



"WHERE TO CALL"

- Beneficial Finance Companies**
- San Francisco
 - 830 Market GA 1-2500
 - 681 Market EX 2-6002
 - 2733 Mission VA 4-7041
 - 5524 Geary Bl SK 1-3266
 - 4653 Mission JU 6-1656
 - So San Francisco
 - 386 Grand Av SSF JUno 8-5152
 - 386 Grand Av SSF JU 4-3400
 - Daly City
 - 2386 Junipero Serra Bl Daly City-PL 5-8164
 - San Bruno
 - 440 San Mateo Av Sn Brno JUno 9-5162
 - San Mateo
 - 401 South B Sn Mto DIInd 4-7658
 - San Rafael
 - 1015 B Sn Rafi GLemw 4-9430

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

BUDGET FINANCE PLAN
 1030 Van Ness Av PRspt 5-3263
 (Please See Advertisement Page 565)
C I T CORPORATION
 Industrial Equipment Loans YU 1-4747
 Cal Realty 515 Frederick LO 6-7275
CASSIDY MORTGAGE CO
 5050 Geary Bl SK 2-4407
 (Please See Advertisement Page 568)

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

Century Finance Co
 1356 Van Ness Av TUxedo 5-6324
Cohn's Abe Loan Office
 1454 Fillmore. FIlmor 6-1577

COLDWELL BANKER & CO
 REAL ESTATE LOANS
 RESIDENTIAL - APTS.
 INDUSTRIAL - COMMERCIAL - F.H.A.
 57 Sutter SU 1-5420

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

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

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

(Continued Next Page)

The steady hummmmm of the dial tone means the equipment is ready to handle your call. Please wait for it.

DIAL FOR YOUR LOAN THEN STOP IN!

Three 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., Phone YUkon 2-4110
 OAKLAND, 1440 Broadway, 610 Syndicate Bldg., Phone GLancourt 1-2722
 HAYWARD, 931 A St., Jefferson 8-7484

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
PR 1-0400 - MI 7-4672
YU 2-5737 - DE 4-1442 **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!

Phone or Visit
 FOUR CONVENIENTLY LOCATED OFFICES IN SAN FRANCISCO

SECURITY FINANCE CO.

898 VAN NESS AT ELLIS PR 1-0400
 760 MARKET STREET YU 2-5737
 2399 MISSION AT 20th MI 7-4672
 87 E. SANTA CLARA, SAN JOSE CYpress 3-5034
 1697 W. SAN CARLOS, SAN JOSE CYPres 2-3700
 5084 MISSION - ECONOMY FINANCE CO. DE 4-1442

Loans—(Cont'd)

CROCKER-ANGLO BANK LOANS—
CROCKER-ANGLO NATIONAL BANK
 Administrative Headquarters
 1 Montgomery YU 2-8000
 Automotive Finance Administration
 1412 Van Ness Av YU 2-8000
 Consumer Loan Administration
 1412 Van Ness Av YU 2-8000
 Banking Offices
 1 Montgomery St Office 1 Mtgy YU 2-8000
 1 Sansome St Office YU 2-8000
 Fillmore Office 1560 Fillmore YU 2-8000
 Marina Office 2000 Chestnut YU 2-8000
 Market-Fourth Office 813 Market YU 2-8000
 Mission Office 3000-16th YU 2-8000
 Montgomery-Sacramento Office
 500 Mtgy YU 2-8000
 Parkmerced Office 35 Cambon Dr YU 2-8000
 Potrero Office 2298-3d YU 2-8000
 Seaboard Office 101 Market YU 2-8000
 South San Francisco Office
 Grand Av & Linden Av SSF PL 5-8586
 20th Av-Geary Office
 5600 Geary Bl YU 2-8000
 Van Ness Av Office
 1414 Van Ness Av YU 2-8000

Dial Finance Company 821 Market YU 2-4110
 (Please See Advertisement Page 566)

DIAL FINANCE COMPANY LOANS
 Loans arranged by Phone.
 Quick, convenient service on
 amounts from \$25 to
 \$2500. Loans on Salary,
 furniture, auto, One Stop
 service for cash. Convenient
 repayment plans.



PERSONAL LOANS
 "WHERE TO DIAL"
 Dial Finance Company 821 Market - YU 2-4110
 Diamond Loan Co 91-3d YU 6-2391
DYNAM FINANCE CO 25 Taylor PRspt 5-3366
 (Please See Advertisement Page 570)

Answer promptly, speak clearly, hang up gently—three friendly telephone habits.

2nd MORTGAGES
 BOUGHT & ARRANGED
 Near Market
 564 Castro UN 1-2112
 (Continued Next Page)

EAGLE 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

Equitable Loan Assn 870 Market EXbrk 2-8484
 (Please See Advertisement Page 566)
 Factoring Peninsula S F Company
 490 Market YU 2-1422
 Family Finance Co 760 Market SU 1-3588
 (Please See Advertisement Page 564)
 Federal Services Discount Corp
 1407 Bush PR 1-1091
 Files W O & Company 625 Market EX 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
 33 Grant Av YU 2-0376
 (Please See Advertisement Page 570)

FIRST WESTERN BANK & TRUST CO
 201 Montgomery YU 1-5050
 Fillmore Office 1528 Fillmore YU 1-5050
 Mission Office 2501 Mission YU 1-5050
 Park Presidio Office 601 Clement YU 1-5050
 Westlake Office
 80 Westlake Ct Daly City PL 6-2500

FLEUR DE LYS REAL ESTATE CO

2nd MORTGAGES
 BOUGHT & ARRANGED

Near Market
 564 Castro UN 1-2112
 (Continued Next Page)

MAXFERD'S LENDS LUCKY MONEY

(Copyrighted)

SINCE 1884 on DIAMONDS SINCE 1884

WATCHES & JEWELRY

LOWEST INTEREST RATES

TAKE SIX MONTHS TO PAY
 Since 1884

HIGHEST PRICES PAID

LOANS TO ANY AMOUNT
 Since 1884

Serving Bay Area For Over 78 Yrs.

MAXFERD JEWELRY CO.
 958 Market St. TU 5-1634
 REAR ENTRANCE 21 TURK ST.

MONEY

FOR A THOUSAND-AND-ONE REASONS!

We have a loan plan for every need and a payment plan to fit every pocket-book. What's more, the entire transaction may be handled by mail—everything from application to final payment!

Loans \$25 to \$1500

G.A.C. FINANCE CORPORATION

SAN FRANCISCO—4565 Mission Street Delaware 4-1818
 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—740 Villa Street YOrkshire 7-5711
 CONCORD—1819 Willow Pass MURberry 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 TERNinal 5-2383

LOANS HOME OWNERS

LOW MONTHLY PAYMENTS

Up to 4 Years to Pay

10 LOCATIONS TO SERVE YOU

SAN FRANCISCO	SAN MATEO
OAKLAND	MENLO PARK
HAYWARD	SAN JOSE
SAN LEANDRO	SAN RAFAEL

"A California Loan Brokerage Firm"

PACIFIC PLAN

OV 1-5431
 STONESTOWN
 577 BUCKINGHAM WAY • SAN FRANCISCO