

CASH LOANS \$25 TO \$1,500 SALARY - AUTO - FURNITURE CONSOLIDATE BILLS Cut Monthly Payments As Much As 50% PRespect 5-3366 DYNAN FINANCE 25 TAYLOR STREET

LOW MONTHLY PAYMENTS to HOMEOWNERS *YUkon 2-1422 PENINSULA S. F. FACTORING CO. LICENSED AND REGULATED BY THE STATE OF CALIFORNIA 690 MARKET STREET • SAN FRANCISCO

JEWELRY LOANS HIGHEST PRICES PAID For Old Gold - Diamonds Jewelry - Cameras Appraisal Service SECURITY JEWELRY & LOAN CO DO 2-4901 17-3rd STREET Corner of Market

LOANS BY MAIL \$50 TO \$2500 LOANS - BY - MAIL PHONE or WRITE SECURITY FINANCE CO. 760 MARKET ST. SAN FRANCISCO 2, CALIF. QUICK & COURTEOUS CONFIDENTIAL SERVICE ENTIRE TRANSACTION HANDLED BY MAIL YU 2-5737

Loans-(Cont'd) 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 FHA - CONVENTIONAL - G.I. INSURANCE COMPANY FUNDS HOMES - COMMERCIAL - FARMS "FOR INFORMATION CALL" MASON-McDUFFIE CO 362 W. Portal Av. MO 4-6228

MAXFORD JEWELRY CO 958 Market TUxedo 5-1634 (Please See Advertisement Page 567) Maxwell Loan Office 958 Market TUxedo 5-1635 Branch No 2 1026 Market UN 1-1771 Mercantile Acceptance Company Head Office 333 Monty GARfid 1-5800 Branch No 1 821 Market SUtr 1-1123 Branch No 2 1026 Market UNdrl 1-2271 Branch No 3 2272 Mission KLondke 2-3790

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 SUtr 1-1123 Branch No 2 1026 Market UNdrl 1-2271 MISSION DISTRICT Mercantile Acceptance Company 2272 Mission KL 2-3790 SAN BRUNO OFFICE Mercantile Acceptance Company 441 El Camino RI Sn Brno JUno 8-7774 SAN RAFAEL OFFICE Mercantile Acceptance Company 1134-4th Sn Rafi GLnwd 4-8376 WESTLAKE OFFICE Mercantile Acceptance Company 187 Southgate Av Daly City PLaza 6-5550 Merchandise & Fur Banc 116 Taylor PR 5-2885 (Please See Advertisement Page 569) Morris Plan Company of Calif 715 Market EK 2-0966

Have the right number when you call. It's natural to trust to memory—but when memory plays tricks with a telephone number, you're delayed. When you are not sure of a number—please look it up in the telephone directory.

MONEY \$100 to \$10,000 or More PERSONAL LOANS REAL ESTATE LOANS "Payments to Fit Your Budget" FIRESIDE Thrift 33 GRANT AVE. Near Market YU 2-0376 9:30-4 Pm. THU &

MORRIS PLAN LOANS PERSONAL BUSINESS FURNITURE AUTO "Since 1916, Serving the Financial Needs of Thousands of Californians" "WHERE TO CALL" Morris Plan Company of Calif 715 Market EK 2-0966 Morry's Loan Co 110-6th UNdrl 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 CALIF THRIFT CO See West Thrift Co 1198 Market UN 3-9100 O'Callaghan Chas J 650 Taraval LOMbrd 4-3660 Otto's Loan Office 43-6th YUkon 2-4606

PACIFIC FINANCE You may borrow Up to \$1500 or more Up to 24 months Personal Loans Contract Financing Get Prompt "MONEYLAND" Service "WHERE TO CALL" Pacific Finance 996 Market PR 6-3383 Pacific Finance Loans 928 Van Ness GR 4-2004 2923 Broadway Oakland TEMplr 4-9700 3501 E 14th Oakland KElog 4-6666 1103 Nevin Av Richmond BEAcn 2-4010 507 Georgia Vallejo MIDwy 4-0417 2820 S El Camino RI Sn Mto FLEsd 1-6556 2068 Broadway Rownd City EMrsn 8-3307 22479 Maple Ct Hayward EFRsn 8-1100 2031 Salvia Concord MUlbery 2-3730 685 Railroad Av Pittsburg HEMstd 2-2967

PACIFIC PLAN HOME OWNERS LOANS LOW MONTHLY PAYMENTS "A California Loan Brokerage Firm" 577 Buckingham Wy OV 1-5431 Pacific Plan 577 Buckingham Wy OV 1-5431 (Please See Advertisement Page 567) PIONEER INVESTORS SAVINGS & LOAN ASSN Home Financing Specialists 1701 Noriega LO 4-0881 Prudential Loan Office 141-3d SU 1-5594 PUBLIC FINANCE CORPORATION 1005 Market UNdrl 3-1840 San Francisco 3512 Geary Bl. SKYn 2-6233 Oakland 1440 Broadway Oakland HIGate 4-8285 Redwood City 706 Winslow Rdwy City EMrsn 8-3971 Sunnyvale 538 S Murphy Av Sunnyvl REAgnt 9-0571 Oakland 347-13th Oakland TWInoks 3-8433 Berkeley 2079 University Av Brkly THrnl 5-2633 Berkeley 2079 University Av Brkly THrnl 5-2633 (Please See Advertisement Page 569) REDWOOD FACTORS See Our Card-Financing 742 A Sn Rafi GLnwd 4-5080 109-3d GARfid 1-5984 Reliance Finance Service 785 Market SU tr 1-3768 Richardson & Company Inc Life Ins Policy Loans & Securities 111 Sutter SU 1-0813 Sadik Mortgage Co 1255 Post GR 4-8181 SAN FRANCISCO FACTORING COMPANY INCORPORATED 690 Market YU 2-1422 (Please See Advertisement This Page) San Francisco Loan Assn 35-6th EK 7-0391 S F PROVIDENT REMEDIAL LOAN ASSN 932 Mission YU 2-4400 (Please See Advertisement Page 568)

UNDERCOVER STUFF To keep blankets soft and fluffy between launderings, brush with a whisk broom toward the binding—never across the blanket.

SEABOARD FINANCE CASH LOANS OF \$25 - \$2500 OR MORE ON Auto - Furniture - Salary "The Difference With Seaboard's the Service" "WHERE TO CALL" Seaboard Finance Company 760 Market EXbrk 2-3715 1 Polk UNdrl 1-9626 100 Berkeley St Brkly THrnl 3-1452 1800 Willow Pass Rd Concord MUlbery 2-4950 917 A Hayward JEFsn 7-9611 347-14th Oakland GLnrt 1-5514 473 University Av Palo Alto DAVnprt 5-6755 1333 Macdonald Av Richmond BEAcn 4-2641 1394 E 14th Sn Leandra LOKtchn 2-5031 323 S Ellsworth Sn Mto DIMnd 2-4141 219 S Francis Sunnyvl REAgnt 9-9505 444 Georgia Vallejo MIDwy 4-8901 3249 Stevens Creek Bl Smta Ctra CHery 8-9595

SECURED MORTGAGE COMPANY 1313-24th Av LO 4-1600 From telephones served by the following exchanges San Rafael (No Intercity Charge) Ask Operator For-Entrprise 16110 (Please See Advertisement Page 569)

SECURITY FINANCE CO LOANS \$25 TO \$25000 ON SALARY - FURNITURE - CAR NO CO-SIGNERS UP TO TWO YEARS TO PAY EASY REPAYMENT PLAN 6 WEEKS BEFORE 1st PAYMENT Phone or Visit Nearest Branch 898 Van Ness Av PR 1-0400 760 Market YU 2-5737 2399 Mission MI 7-4672 87 E Santa Clara Sn Jose CYprs 3-5034 1697 W San Carlos Sn Jose CYprs 2-3700

SECURITY FINANCE CO 405 Montgomery YU 1-8060 Security Finance Co 898 Van Ness Av PR 1-0400 Security Jewelry & Loan Co 17-3d DO 2-4901 (Please See Advertisement This Page) Shuman Ray D 2nd Real Estate Loans 2507-16th Av OVRind 1-0166 Signature Loan Co 2154 Mission MARKET 1-8490 Signature Loan Co 1030 Van Ness Av PRprt 5-3263

STAR LOAN OFFICE Jewelry-Pistols-Rifles-Cameras Sporting Goods-Complete Pawn Brokers 83-3d YUkon 6-1224 STATE LOAN CO 103-3d YUkon 6-1224 STEARLING FINANCE CORPORATION 870 Market YU 2-9260 STOFF & BERT & LESTER 4201 Geary Bl SK 2-0452 (Please See Advertisement Page 568) Summit Bank Calif The 365 Calif YU 1-3365 Town Finance Co 1356 Van Ness Av TUxedo 5-6324 UNDERWRITERS CREDIT & GUARANTY CORP Loans to Life Insurance Underwriters 340 Pine EX 7-0757 UNITED CALIFORNIA BANK S F Main Office 405 Montgomery EX 7-2022 Haight & Belvedere Office UN 1-7334 Laurel Office 3431 Calif EX 7-2022 Nob Hill Office Fairmont Hotel EX 7-2022 990 Calif EX 7-2022 West Portal & Ulloa Office MO 4-2134 W Portal Av LO 4-1297 UNITED LOAN OFFICE 56-3d EX 2-1297

VIKING MORTGAGE CO QUICK CASH REAL ESTATE LOANS 1st and 2nd Mortgages ARRANGED—BOUGHT—SOLD Near Polk 1122 Sutter PR 5-7500 (Continued Next Page)

Loans-(Cont'd) WELLS FARGO BANK AMERICAN TRUST LOCKERS Automobile Financing Home Improvement Personal Needs Real Estate "WHERE TO CALL" OFFICES DOWNTOWN DISTRICT Wells Fargo Bank American Trust Company 464 Calif EX 7-4411 Head Office & All Branch Offices EX 7-4411 Crown Zellerbach Office Market at Sansome EX 7-4411 Matson Building Office 225 Market EX 7-4411 New Montgomery Office 100 New Montgomery EX 7-4411 Savings Union Office Grant Av & O'Farrell EX 7-4411 Third-Brannan Office 601-3d EX 7-4411 Union Trust Office Market & Grant Av EX 7-4411 Wells Fargo Bk Market & Montey EX 7-4411 BAYVIEW DISTRICT Wells Fargo Bank American Trust Company 5048-3d EX 7-4411 CIVIC CENTER DISTRICT Wells Fargo Bank American Trust Company 1215 Market EX 7-4411 EXCELSIOR DISTRICT Wells Fargo Bank American Trust Company 4648 Mission EX 7-4411 FILLMORE DISTRICT Wells Fargo Bank American Trust Company 1499 Fillmore EX 7-4411 MARINA DISTRICT Wells Fargo Bank American Trust Company 2166 Chestnut EX 7-4411 MISSION DISTRICT Wells Fargo Bank American Trust Company Mission Savings Office 498 Valencia EX 7-4411 Twenty-Ninth-Mission Office 3299 Mission EX 7-4411 Twenty-Second-Mission Office 2995 Mission EX 7-4411 NORTH BEACH DISTRICT Wells Fargo Bank American Trust Company Broadway-Grant Av Office 571 Broadway EX 7-4411 Columbus Avenue Office 468 Columbus Av EX 7-4411 PACIFIC HEIGHTS DISTRICT Wells Fargo Bank American Trust Company 2100 Fillmore EX 7-4411 POLK VAN NESS DISTRICT Wells Fargo Bank American Trust Company 1498 Polk EX 7-4411 PRESIDIO DISTRICT Wells Fargo Bank American Trust Company Presidio of S F EX 7-4411 RICHMOND DISTRICT Wells Fargo Bank American Trust Company Geary-19th Av Office 5455 Geary EX 7-4411 Seventh Av-Clement Office 599 Clement EX 7-4411 STONESTOWN DISTRICT Wells Fargo Bank American Trust Company 599 Buckingham Wy EX 7-4411 SUNSET-PARKSIDE DISTRICT Wells Fargo Bank American Trust Company 2300 Irving EX 7-4411 WEST PORTAL DISTRICT Wells Fargo Bank American Trust Company 145 W Portal Av EX 7-4411 West Thrift Co 1198 Market UN 3-9100 From telephones served by the following exchanges East Bay (No Intercity Charge) Ask Operator For-Entrprise 13092 Western City Mortgage Co 19th Av & Sanitago LOMbrd 6-2056 Western Mortgage Corp 432 Market YUkon 2-1600 Western Urban Redevelopment Investment Corp Russ Bldg YU 2-8594 Wilmas John M Co Ltd 369 Pine EXbrk 2-5758

Loans-Real Estate See Banks; Financing; Loans; Real Estate Loans; Savings & Loan Associations; Etc. Lockers ALAN WOOD-PENCO STEEL LOCKERS-LOCAL REPRESENTATIVES HAMERSLAG EQUIPMENT COMPANY 110 Frewery Bl SSF JU 6-1789 Amer Locker Co Inc Exclusive Coin Operated Locks Parcel Checking Lockers 420 Market YU 2-3342 BERGER-REPUBLIC STEEL LOCKERS-WAREHOUSE DISTRIBUTORS PETLEY INC Industrial & School Lockers Layout & Installation Services 899-73d Av Oakland LOKtchn 2-5611 FEDERAL LOCKER CLUB LOCKER CLUB 24-Hrs Service NAVAL TAILORS YOUR HOME AWAY FROM HOME 1130 Market MA 1-4942 GUARDIAN-SENTINEL LOCKERS-WHITHORNE C V Coin Operated Lockers 8811 Corbin Av Tarzana DICKens 3-2642 Ideal Storage Equipment Co 1801 E 14th Oakland KElog 2-2601 Lanning Co of Calif 5th & Harrison EX 2-2974 Locker Club The Federal 1130 Market MA 1-4942 LYON STEEL LOCKERS-FACTORY BRANCH LYON METAL PRODUCTS INC 115 New Montgomery SUtr 1-5490 DEALERS CASEWORK INC 1246 Folsom UN 3-9171 GORE WM A CO 1834 Adeline Oakland TWInoks 3-7233 INK RIBBON MANUFACTURING CORP 679 Cherry JU 5-0886 KOSS PAUL SUPPLY CO 900 Folsom YU 6-2323 LANSING CO OF CALIF 5th & Harrison EX 2-2974 TRASK & SQUIER CO INC 39 Natoma SUtr 1-3473 WORLEY & CO Manufacturers STEEL LOCKERS and SHELVING Factory in California-Large Warehouse Stock in San Francisco TRASK & SQUIER CO. REP. 39 Natoma SUtr 1-3473

LOCKER CLUB 24-Hrs Service NAVAL TAILORS YOUR HOME AWAY FROM HOME 1130 Market MA 1-4942

STEEL LOCKERS and SHELVING Factory in California-Large Warehouse Stock in San Francisco TRASK & SQUIER CO. REP. 39 Natoma SUtr 1-3473

Locks-Whistle & Mfrs ACE LOCKS-CHICAGO LOCK COMPANY Manufacturers of All Types of Locks 2024 N Racine Av Chicago Illinois Lincoln 9-0831 Alarm Lock Co The 1280-11th Av OV 1-4000 ALARM LOCKS FOR EMERGENCY DOORS PERMIT LEGAL LOCKING OF EMERGENCY EXITS UL APPROVED "FOR INFORMATION CALL" ALARM LOCK CO THE 1280-11th Av OV 1-4000 The Yellow Pages save you time.

Locks-Whistle & Mfrs BAY BRIDGE HARDWARE & GLASS CO 400-6th HEMok 1-0296 CALIF BUILDERS HARDWARE CO 17 Bluzome YUkon 2-5690 Corbin Cabinet Lock Div 648 Chetwood Oakland OLYmpe 4-5277 Goslock Co The 3650 Lovall Valley Rd Sonoma WElstr 8-3367 Gosser Cable Lock 3650 Lovall Valley Rd Sonoma WElstr 8-3367 Gosser Lock Co 1355 Market KLondke 2-2311 Gosser Lock Co 1355 Market MARKET 1-7945 HARDWARE PRODUCTS CO Locks & Parts All Manufacturers 615 Howard YU 6-1777 ILLINOIS DUO LOCKS-LITTRELL HARDWARE LINES INC Cabinet Locks & Padlocks for Mfrs For Vending Machs-Lockers-Desks-Etc 1325 Egbert Av VA 6-4777 NORMAN F G & SONS 890 Valencia MI 7-0783 NORWALK LOCK CO Segal Lock & Hardware Co 420 Market SU 1-4798 PACIFIC NIK-O-LOCK CO INC Pay Toilet Door Locks GARfid 1-8943 420 Market EXbrk 2-1370 Russell & Erwin 420 Market EXbrk 2-1370 SCHLAGE LOCK CO 2201 Bay Shore Blvd DE laware 3-1100 Schlage Lock Co 444 Market DO 2-5290 Segal Lock & Hardware Co SU tter-1-4798 Star Key & Lock Manufacturing Co 51 South First Brooklyn N Y Evergreen 7-5744 YALE LOCKS-DISTRIBUTORS HARDWARE PRODUCTS CO 615 Howard YU 6-1777

Locksmiths A ABBEY DAY & NITE LOCKSMITH CO LOCKS Opened - Changed - Repaired - Installed SINCE 1917 PROMPT SERVICE HOME LOCKOUTS AUTO Combinations Changed on Safes & Locks KEYS MADE WHILE YOU WAIT ALL WORK GUARANTEED 435 Jones TUxedo 5-0707 A Abbey Day & Nite Locksmith Co 435 Jones TUxedo 5-0707 (Please See Advertisement Page 572) A A A LOCKSMITH SERVICE SUNSET AND RICHMOND Dist. ANY KEY FITTED ANY LOCK REPAIRED COMBINATIONS CHANGED LOCKOUTS Day or Night 1385-9th Av OVRind 1-9638 A A A Locksmith Service 1385-9th Av OVRind 1-9638 (Please See Advertisement Page 573) A & B VETERAN LOCKSMITH SHOP 4108-24th VA 4-2915 (Please See Advertisement Page 574) A & C LOCK SHOP CITY-WIDE EMERGENCY SERVICE NITES - SUNDAYS - HOLIDAYS LOCK-OUTS & AUTO KEYS 82-29th ATwtr 2-8208 A & C LOCK SHOP 82-29th ATwtr 2-8208 (Please See Advertisement Page 574)

Locksmiths-(Cont'd) ABE COMMER 1146 Valencia MI 8-7860 (Please See Advertisement Page 574) ACTION LOCKSMITH SHOP 24-Hour City-Wide Lock-Out Service COMBINATIONS CHANGED ON SAFES - HOMES - AUTOS 1495-27th Av LOMbrd 6-5060 Action Locksmith Shop 1495-27th Av LOMbrd 6-5060 (Please See Advertisement Page 573) AKARD DOOR OPENER & CLOSER CO 4167-20th MI 7-1320 (Please See Advertisement Page 574) AKRON KEY & TARAVAL REPAIR DOUG MURCH Bonded Locksmith COMPLETE LOCKSMITH SERVICE 1617 Taraval SE 1-2151 Al's Saw Filing Shop 208 Plymouth Av JUNipr 7-6984 ANTHONY S F WEST PORTAL & SUNSET EXPERIENCED LOCKSMITH SINCE 1933 1385-9th Av OV 1-9638 Anza Repair Service 5027 Anza BAYw 1-4227 BARTZ SALES & SERVICE COMPLETE LOCKSMITH SERVICE COMBINATIONS CHANGED LOCKS REPAIRED & INSTALLED 1906 Polk ORWay 3-1832 BAY RADIO Keys While You Wait 2204 Chestnut JO 7-2148 BEST LOCK & KEY DOCTOR LOCKED OUT? DAY OR NIGHT SERVICE Between 12th St & Gough 1629 Market HE 1-5620 If no answer call JO 7-3196 Best Lock & Key Doctor 1629 Market HEMok 1-5620 (Please See Advertisement Page 574) BILL VAN ZEE'S SERVICE CENTER 6140 Geary Bl BA 1-5515 (Please See Advertisement Page 575) Borelli Hardware & Sporting Goods Co 4537 Mission JUNipr 5-7480 BOWMAN HARDWARE Co Established 1899 Keys Made - Combinations Changed Locks Installed & Repaired 2413 Sutter WE st 1-2144 Bradley James L Co Corbin P & F Direct Factory Rep Rixson-Yale-Norton-Russwin EX brook 2-2155 41 Sutter EX brook 2-2155 Bud Fiske Radio 2204 Chestnut JO 7-2148 BYINGTON RADIO & ELECTRIC CO 1809 Fillmore WAInt 1-6000 (Please See Advertisement Page 573) (Continued Next Page)

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Locksmiths A ABBEY DAY & NITE LOCKSMITH CO LOCKS Opened - Changed - Repaired - Installed SINCE 1917 PROMPT SERVICE HOME LOCKOUTS AUTO Combinations Changed on Safes & Locks KEYS MADE WHILE YOU WAIT ALL WORK GUARANTEED 435 Jones TUxedo 5-0707 A Abbey Day & Nite Locksmith Co 435 Jones TUxedo 5-0707 (Please See Advertisement Page 572) A A A LOCKSMITH SERVICE SUNSET AND RICHMOND Dist. ANY KEY FITTED ANY LOCK REPAIRED COMBINATIONS CHANGED LOCKOUTS Day or Night 1385-9th Av OVRind 1-9638 A A A Locksmith Service 1385-9th Av OVRind 1-9638 (Please See Advertisement Page 573) A & B VETERAN LOCKSMITH SHOP 4108-24th VA 4-2915 (Please See Advertisement Page 574) A & C LOCK SHOP CITY-WIDE EMERGENCY SERVICE NITES - SUNDAYS - HOLIDAYS LOCK-OUTS & AUTO KEYS 82-29th ATwtr 2-8208 A & C LOCK SHOP 82-29th ATwtr 2-8208 (Please See Advertisement Page 574)

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