

**CASH?**  
Just say the word to apply!



**"YOU'RE THE BOSS" ... AT BENEFICIAL**

In a hurry for money? Then phone Beneficial! Soon as approved, get the cash you want fast. One phone call does everything. Call up or come in today!

Your loan can be life insured if desired.

**LOANS \$25 to \$2500**

Over 50 affiliated Beneficial Finance Co. offices serve the San Francisco Bay Area. You will find the office nearest you listed right here in the Yellow Pages of the San Francisco directory, or in your local telephone directory. Be sure to look under:

BENEFICIAL FINANCE LOANS.

**BENEFICIAL FINANCE SYSTEM**

**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 Offices  
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  
Daly City Office  
2386 Junipero Serra Bl Daly City-PL 5-8164  
San Bruno Office  
440 San Mateo Av Sn Brno..... JU 9-5162  
San Mateo  
401 South B Sn Mto..... DImnd 4-7658  
San Rafael Office 1015 B Sn Rafi..... 454-9430  
So San Francisco Office  
386 Grand Av SFF..... JU 8-5152  
386 Grand Av SFF..... 761-0655

**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 ..... PRspect 5-3263  
(Please See Advertisement This Page)

**CIT CORPORATION**

Industrial Equipment Loans  
120 Montgomery ..... YU 1-4747

**CAL REALTY & MORTGAGE CO**

272 W Portal Av ..... LO 6-7275

Our free Telephone Planning Service will be glad to advise you about concealed telephone wiring and convenient telephone outlets.

**CENTRAL ACCEPTANCE CORPORATION**

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

Doing Business As CENTRAL CREDIT CO.  
Powell At  
870 Market ..... EX 2-8484

**Central Credit Co 870 Market..... EX 2-8484**

**Century Finance Co**

6811 Mission Daly City ..... WY 2-5000

**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

**COLUMBUS SAVINGS & LOAN ASSN**

419 Columbus Av ..... YU 2-8850  
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**

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An extension telephone saves time and steps.

**Loans—(Cont'd)**

**CROCKER-ANGLO BANK LOANS—**

CROCKER-ANGLO NATIONAL BANK  
Administrative Headquarters ..... YU 2-8000  
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  
1 Sansome ..... 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  
Market-Jones Office 1098 Market-YU 2-8000  
Mission Office 3000-16th..... YU 2-8000  
Montgomery-Sacramento Office  
500 Mtgy ..... YU 2-8000  
Parkmerced Office 95 Cambon Dr-YU 2-8000  
Potrero Office 2298-3d..... YU 2-8000  
Seaboard Office 101 Market..... YU 2-8000  
20th Av-Geary Office  
5600 Geary Bl ..... YU 2-8000  
Van Ness Av Office  
1414 Van Ness Av ..... YU 2-8000  
Skyline Plaza Office  
80 Skyline Plaza Daly City..... WY 2-4110  
So San Francisco Office ..... PO 1-2325

**Dial Finance Company 821 Market..... YU 2-4110**

(Please See Advertisement This Page)

**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.



**"WHERE TO DIAL"**

Dial Finance Company 821 Market..... YU 2-4110

**Diamond Loan Co 91-3d ..... YU 6-2391**

**DYNAN FINANCE CO**

760 Market ..... YU 6-0500  
(Please See Advertisement Page 585)

Your telephone is one of today's best bargains.

The Yellow Pages save you time.

**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

**Economy Finance Co 5084 Mission..... DE 4-1442**

Equitable Loan Assn 870 Market..... EXbrk 2-8484  
(Please See Advertisement This Page)

**EXCHANGE FINANCE CORP**

3358-18th ..... UN 1-6142  
(Please See Advertisement Page 585)

**Family Finance Co 760 Market..... SU 1-3588**

(Please See Advertisement Page 579)

**FEDERAL SERVICES DISCOUNT CORP**

Auto refinancing and insurance  
for members of the Armed Forces  
1914 Polk ..... PR 1-0985

**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 585)

**First Calif Loans 760 Market..... YU 2-5247**

First Savings & Loan Association  
1 Stockton ..... YU 2-4166

**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..... SUtr 1-4800**

Friendly Loan Co 973 Market..... SUtr 1-4801

**G A C FINANCE CORP**

4565 Mission ..... DE 4-1818  
(Please See Advertisement Page 582)

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**DIAMOND AND JEWELRY LOANS**



**\$5 TO \$5,000**  
NO MONTHLY PAYMENTS  
The Lowest Interest &  
MOST LIBERAL APPRAISALS  
IN SAN FRANCISCO

ONLY EQUITABLE OFFERS  
YOU THE SAFETY OF  
FOURTH FLOOR  
FLOOD BLDG. PRIVACY  
ADT PROTECTION  
BANK VAULT SECURITY  
FRIENDLY 5 MIN.  
SERVICE

Se Habla Español

**EX 2-8484**

The World's Oldest, Easiest & Quickest  
Way to Honorably Borrow Money

**EQUITABLE LOAN Association**

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

**HFC**

Phone for fast, one-day service

**\$20 to \$2500**

Loans are made for any good purpose.

You may choose from a wide variety of repayment plans with up to 24 months to repay.

Dependable service since 1878.

**HOUSEHOLD FINANCE Corporations**

SAN FRANCISCO  
742 Market St., or 49 Geary St. .... DO 2-4542  
870 Market St., 3rd Floor..... YU 6-0202

MISSION DISTRICT  
2645 Mission St. .... VA 6-8600

STONESTOWN  
290 Winston Drive ..... SE 1-7300

DALY CITY  
Westlake Shopping Center, 19 Southgate Ave..... PL 6-5525

**CALL Budget FOR CASH!**



- ONE call—
- ONE stop—
- ONE day Loan Service.

**What's different at Budget?**  
Every Budget Manager is a trained Budget-Counselor... ready and able to give you free budget advice!

**\$25 to \$2500 ON YOUR SALARY, AUTO OR FURNITURE**

Need extra cash? Apply today for a speedy cash loan. You may borrow the money you need—and repay later in convenient amounts that leave you more of each paycheck. Get rid of piled-up bills once and for all—reduce heavy installment payments as much as 50%. No embarrassment or unnecessary delays.

Loans Life-Insured at low cost.

SINCE 1937

**Budget FINANCE PLAN**  
A NATIONWIDE SERVICE

SAN FRANCISCO  
2154 Mission Street  
MA 1-8490  
1030 Van Ness Ave.  
PR 5-3263

SAN LEANDRO  
157 Parrott St.  
569-7353

SAN RAFAEL  
882-4th Street  
454-4343

OAKLAND  
1510 Franklin Street  
TW 3-7188  
1730 Telegraph Ave.  
TE 6-2402

HAYWARD  
22551 Foothill Blvd.  
LU 2-9450

RICHMOND  
332 Tenth Street  
233-6800

BERKELEY  
137 Berkeley Square  
TH 5-2522

PITTSBURG  
516 Railroad Ave.  
439-9193

WALNUT CREEK  
1376 North Main Street  
934-0800

**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 YU 2-4110  
OAKLAND, 1440 Broadway Bldg., Room 610, Phone GL 1-2722  
HAYWARD, 931 A St., JE 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  
760 MARKET STREET  
2399 MISSION AT 20th  
87 E. SANTA CLARA, SAN JOSE  
1697 W. SAN CARLOS, SAN JOSE  
5084 MISSION - ECONOMY FINANCE CO.

PR 1-0400  
YU 2-5737  
MI 7-4672  
CYpress 3-5034  
CYpress 2-3700  
DE 4-1442