

MONEY in one day

***25-100**
up to ***2500**

Loans on Sensible Plans

Monthly Payments You Can Afford

You can depend on Public Finance! We have a plan to meet almost any money need or emergency. Your loan is made carefully and privately to suit your wishes. For more information, call us—there's no obligation.

Phone, Come in or Write Now!

PUBLIC FINANCE
CORPORATION

- SAN FRANCISCO** 1005 Market Street... **UNderhill 3-1840**
3512 Geary Blvd... **SKYline 2-6233**
- BERKELEY** 2079 University Ave... **THornwall 5-2633**
- REDWOOD CITY** 706 Winslow Street... **EMerson 8-3971**
- SUNNYVALE** 538 S. Murphy Ave... **REgent 9-0571**
- OAKLAND** 347 13th Street... **TWinoaks 3-8433**
1440 Broadway... **Highgate 4-8285**

END DEBT WORRIES NOW!

LOOKING FOR MONEY?

HERE'S HOW TO GAIN PEACE OF MIND
Take advantage of our preferred LOW COST Homeowner's loan. Pay off all your debts completely and reduce the burden of many monthly payments to just one low payment each month.

836-3325

Property Mortgage & Loan
MAIN OFFICE - OAKLAND

Loans—(Cont'd)

LIBERTY LOANS

QUICK LOANS FOR BUSY PEOPLE
\$25 up to \$1200
Salary—Auto—Furniture
LOAN SERVICE for working men and women—married or single.



"WHERE TO GET SERVICE"

LIBERTY LOAN CORP
Flood Building
870 Market... **GA 1-4665**
2743 Mission... **VA 6-2615**

Lingsch Ed Realtor 3232 Mission... **MI 8-1516**
Local Loan Co
San Francisco Offices
703 Market... **EX 2-3575**
5178 Mission... **JU 6-0073**
(Please See Advertisement Page 579)

LOCAL LOAN CO LOANS

Any amount - \$25, \$100, \$500, \$1000 - up to \$2500 on your salary only, car or other security. Terms up to 6, 12, 18 or 24 months. Prompt, one-visit service. Phone or stop in.



"WHERE TO CALL"

SAN FRANCISCO

Local Loan Co
2nd Floor-Corner 3rd & Market... **EX 2-3575**
703 Market... **EX 2-3575**
Local Loan Co 5178 Mission... **JU 6-0073**

SAN MATEO

Local Loan Co
One Block North of Macy's
2925 S El Camino RI Sn Mto-FIred 1-9211
(Continued Next Column)

The YELLOW PAGES tell purchasers where to buy your goods.

LOCAL LOAN CO LOANS—(Cont'd)

OAKLAND

Local Loan Co
2nd Floor-Fox Theatre Bldg
1815 Telegraph Av Oakland **GLncrt 1-5922**

SAN LEANDRO

Local Loan Co
1210 E 14th St Leandro... **569-8736**

HAYWARD

Local Loan Co
Just East of Foothill
1122 B Hayward... **JEfrsn 8-4252**

MARBLE MORTGAGE COMPANY
REAL ESTATE LOANS
Homes - Apts. - Business - Industrial
F.H.A. - G.I. - CONVENTIONAL
601 California... **YU 1-6311**

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**

MAXFRED JEWELRY CO
958 Market TUXedo 5-1634
(Please See Advertisement Page 582)
Maxfred Loan Office 958 Market... TUXedo 5-1635
Maxwell Realty Co 1800 Market... UN 1-1771

MERCANTILE ACCEPTANCE LOANS—
See "Laurentide Finance"
Under This Classification
MERCANTILE & FUR BANC
116 Taylor... **PR 5-2885**
(Please See Advertisement Page 585)

(Continued Next Page)

Advertise here—it pays.

How to borrow money for the first time

Instead of worrying, figure out the exact amount you need. (It's just as wrong to borrow too much as too little.) Then telephone Seaboard for any questions you may have and a personal appointment. This will save you time.

You may borrow \$25 to \$2500 or More

Every month more than 150,000 money-troubled people exchange their problems for a Seaboard loan—and you may, too.

Need money? Don't worry—apply at

SEABOARD FINANCE COMPANY

760 Market St. - EX 2-3715

1 Polk St. - UN 1-5626

FOR NEAREST OFC, SEE SEABOARD LISTINGS

Loans—(Cont'd)

Morris Plan Company of Calif
715 Market... **EX 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 Calif
715 Market... **EX 2-0966**

Morry'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 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 LOANS
San Francisco
928 Van Ness Av... **GR 4-2004**
996 Market... **PR 6-3383**

Oakland
2523 Broadway Oakland... **TE 4-9700**
3501 E 14th Oakland... **KE 4-6666**
Richmond
1103 Nevin Av Richmond... **232-4010**
Vallejo
507 Georgia Valljo... **MI 4-0417**

San Mateo
2820 S El Camino RI Sn Mto... **FI 1-6556**
Redwood City
2068 Broadway Rdwd City... **EM 8-3307**
(Continued Next Column)

PACIFIC FINANCE LOANS—(Cont'd)

Hayward
22479 Maple Ct Hayward... **JE 8-1100**
22785 Foothill Bl Hayward... **538-4000**
Concord
2031 Salvio Concrd... **682-3730**
Pittsburg
685 Railroad Av Pittsburg... **432-2967**
(Please See Advertisement This Page)

PACIFIC PLAN

HOMEOWNERS LOANS

Borrow \$1000 to \$5000 with
LOW MONTHLY PAYMENTS

11 BAY AREA OFFICES

"A California Loan Brokerage Firm"

577 Buckingham Wy... **OV 1-5431**
407 South B Sn Mto... **DI 2-6666**

Pacific Plan 577 Buckingham Wy... **OV 1-5431**
(Please See Advertisement Page 582)

PACIFIC PLAN
Marin County Office
544-3d Sn Rafil... **456-4250**
Peninsula S F Factoring Co 690 Market... **YU 2-1422**
(Please See Advertisement This Page)

PIONEER INVESTORS SAVINGS & LOAN ASSN
Home Financing Specialists
1701 Noriega... **LO 6-1300**
Property Mortgage & Loan
337-14th Oakland... **836-3325**
(Please See Advertisement Page 584)
Prudential Loan Office 141-3d... **SU 1-5594**

PUBLIC FINANCE CORPORATION
1005 Market... **UNdrhl 3-1840**
San Francisco 3512 Geary Bl... **SKYln 2-6233**
Oakland 1440 Broadway Oakland... **HIgate 4-8285**
Redwood City 706 Winslow Rdwd City... **EMfrsn 8-3971**
Sunnyvale 538 S Murphy Av Sunnyvl... **REgnt 9-0571**
Oakland 347-13th Oakland... **TWInks 3-8433**
Berkeley 2079 University Av Brkly... **THrnwl 5-2633**
(Please See Advertisement Page 584)

(Continued Next Page)

The Yellow Pages save you time.

SERVING S.F. FOR 40 YRS

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

LOW MONTHLY PAYMENTS to HOMEOWNERS

★ PAYMENTS ADJUSTED TO YOUR BUDGET
★ MONEY AVAILABLE IN 24 TO 36 HOURS
★ NO "RED TAPE," CREDIT REPORTS OR CO-SIGNERS

★ YUkon 2-1422

PENINSULA S.F. FACTORING CO.
LICENSED AND REGULATED BY THE STATE OF CALIFORNIA
690 MARKET STREET • SAN FRANCISCO

FAST CASH AT ONCE

On Most Things of Value
T.V. - Radios - Typewriters
Cameras - Luggage - Firearms
Tools - Golf Clubs - Furs
Diamonds - Watches
To Get a Loan
To Buy - To Sell
PHONE US FIRST

Merchandise & Fur Banc

PR 5-2885

116 TAYLOR NEAR MARKET ST.
Free Parking-Adjoining Parking Lot
Unredeemed Pledges for Sale
At Terrific Bargains

EXCHANGE FINANCE CORP.

LOANS

AUTO - FURNITURE SALARY

PHONE TODAY FOR FAST COURTEOUS SERVICE

UN 1-6142

3358-18th NEAR MISSION S.F.

HOMEOWNERS GET BIGGER LOANS

\$1000 to \$10,000 or More

FOR QUICK SERVICE CALL **PR 5-7500** REFINANCE WITH LOW EASY PAYMENTS

VIKING MORTGAGE CO.
1122 SUTTER ST. near Polk

Money Cash Loans

\$25 TO \$1500 FAST SERVICE!

QUICKLY BY PHONE
\$25 - \$100 - \$300 Up to \$1500 Today!
WITHOUT DELAY

DYNAN FINANCE CO.

PHONE OR COME IN TODAY
YU 6-0500
760 MARKET SAN FRANCISCO

PHONE FOR MONEY THE MONEYLAND WAY!

It's the modern, sensible way to get the money you need. Service is fast, courteous, and pleasant. (Phone before noon to arrange for money the same day.)
LOANS UP TO \$2500 OR MORE

928 Van Ness **GR 4-2004**
996 Market **PR 6-3383**

For other Bay Area offices see our alphabetical listing this section.

PACIFIC FINANCE
PACIFIC FINANCE LOANS

Signature

LOANS \$100 to \$5,000

★ PAYMENTS Tailored to YOUR Budget
★ also Auto, Furniture, Real Estate!

FIRESIDE

SAN FRANCISCO
33 GRANT AVE.
YU 2-0376
9:30-5 Mon. Till 7
OAKLAND HI 4-0650

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 BY MAIL