

ESTABLISHED SINCE 1884

# MAXFERD'S

LEADS LUCKY MONEY

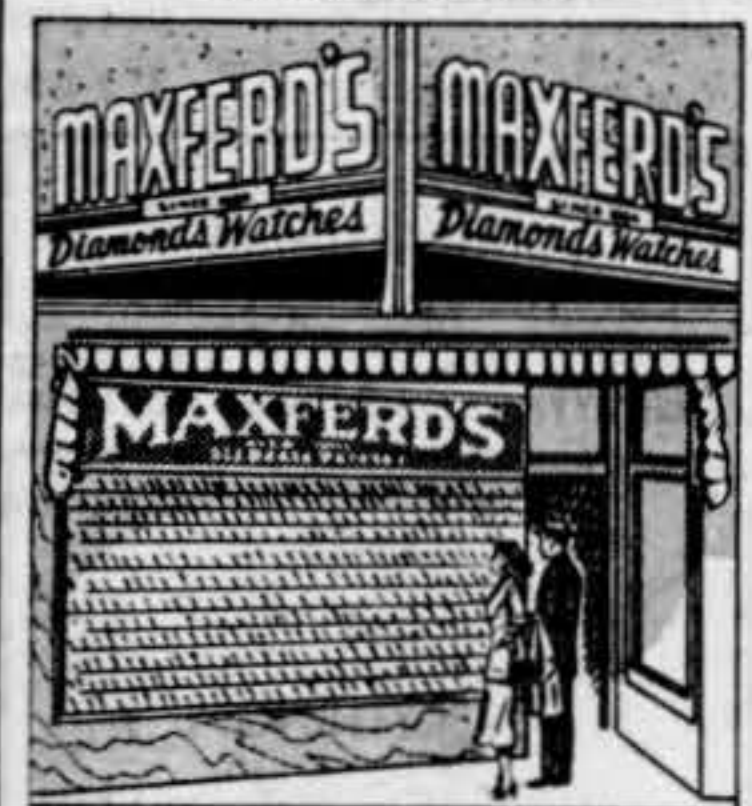
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ON DIAMONDS WATCHES JEWELRY

★

LOWEST INTEREST RATES

SERVING BAY AREA FOR OVER 79 YEARS



MAXFERD'S

Diamonds Watches

TAKE 6 MONTHS TO PAY

★

LOANS TO ANY AMOUNT

★

HIGHEST PRICES PAID

★

958 MARKET ST.

REAR ENTRANCE 21 TURK

TU 5-1634

Pawnbrokers—(Cont'd)

**LIBERAL LOAN OFFICE**

**PAWN BROKER LOANS**

On DIAMONDS - RIFLES - 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

**MAXFERD JEWELRY CO**  
958 Market TUvedo 5-1634  
(Please See Advertisement This Page)

**MERCHANDISE & FUR BANC**  
116 Taylor PR 5-2885  
(Please See Advertisement This Page)

Morry's Loan Co 110-6th UNdrhl 1-3239

Please dial carefully... keep watching the dial.

**JEWELRY LOANS**

SINCE 1915



PRIVATE CONFIDENTIAL LOANS TO ANY AMOUNT

Lowest Interest Rates in Bay Area

**SAN FRANCISCO PROVIDENT REMEDIAL LOAN ASSOCIATION**

YU 2-4400 S.F.

932 MISSION Near 5th

**BAY BRIDGE LOAN OFFICE**



**PAWNBROKERS**

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 Between 7th & 8th UN 1-0758

**FAST CASH AT ONCE**

ON MOST THINGS OF VALUE

TV's - 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

Pawnbrokers—(Cont'd)

**MUTUAL LOAN OFFICE**

**MONEY LOANED ON EVERYTHING**

195-3d EXbrk 2-5178

Redeemable Loan Assoc 690 Mission EX 2-0620

**RELIABLE MERCANTILE & LOAN CO**

**MONEY LOANED ON EVERYTHING**

Jewelry - Typewriters - Rifles - Pistols  
Tools - Cameras - Musical Instruments

109-3d GARfid 1-5984

**SAN FRANCISCO LOAN ASSN**

**MONEY LOANED ON ANYTHING**

Just off Market 35-6th EX 7-0391

**S F PROVIDENT REMEDIAL LOAN ASSN**

932 Mission YU 2-4400  
(Please See Advertisement This Page)

Security Jewelry & Loan Co 17-3d DO 2-4901

**STAR LOAN OFFICE**

Jewelry-Pistols-Rifles-Cameras  
Sporting Goods-Loans

83-3d GA rfid 1-0447

**STATE LOAN CO**

**LOAN ON ANYTHING OF VALUE**

Jewelry - Clothing - Rifles - Radios - TVs  
Typewriters - Musical Instruments

103-3d YUkon 6-1224

Stovier's Loan Office 154-6th MA 1-8306

United Loan Office 56-3d EXbrk 2-1297

**Peanut Butter**

**LANE E F & SON**

32 Beale YU 1-5830

**Pearls**

**BALENT JOSEPH CO** Schwartz Richard S  
MFG OF PEARL JEWELRY  
STRINGING - CLEANING & MOUNTING

Rm 419 830 Market EX 2-3424

**BAUER FRANK**

PEARL SPECIALIST  
CUTTING - DRILLING  
STRINGING - MOUNTING

Shreve Bldg GARfid 1-1932

Brandon Jeweler 235 Powell GA 1-4949

C & H Pearl & Diamond Co Inc 630 Market YU 2-9116

Chaput Eugene Importers Nikko Cultured Pearls 210 Post YUkon 6-2107

Commercial Pac Co 209 Post Douglas 2-0276

Cultured Pearl Distributors Inc 704 Market EX 7-0308

FARBER GUS 704 Market SUttr 1-1144

**FUJI PEARL CO INC**  
Cultured Pearls-Wholesale  
Room 513 704 Market SU 1-1243

**HOUSE OF CULTURED PEARLS & JADE THE**  
172 Geary Blvd Inc 704 Market GA 1-0481

Mikimoto Cultured Pearls 209 Post Douglas 2-0276

Moser Bros Phelan Building SU 1-2779

Nanny's Design In Jewelry 251 Grant Av EXbrk 2-4563

**PEARL EMPIRE**

Son Francisco's Largest Exclusive - Cultured Pearl Store  
Hd Ofc-Imperial Hotel, Tokyo, Japan  
125 Geary DO 2-0606

Pearls By Nina 351 Geary YUkon 2-8878

**SCHWARTZ RICHARD S**  
830 Market EX 2-3424

**SILIN I I & SONS**

IMPORTERS OF CULTURED PEARLS

One of the Largest Selections of REGULAR & UNUSUAL SIZES ON THE WEST COAST

Wholesale Only

704 Market DO 2-8281

**SPARROW L & CO**

IMPORTERS - WHOLESALE ONLY

Strands - Loose - Rings - Earrings

Rm 513 704 Market SUttr 1-1242

Star Pearl Co 7461 Princeton Dr Sn Brno JUNo 9-4333

Silla J & Co 126 Post EXbrk 7-0384

Vitenson S 172 Geary GARfid 1-0481

Peat Moss

**A-I NURSERY**

Quintara at 19th Av MO ntrose 4-6214

Lindauer & Co Redwood Soil Conditioner-R Brand 175 De Haro UNdrhl 1-4863

Nursery Metal Pots Inc Imported German Peat Moss 310 Sansome DO 2-6417

**PARKSIDE NURSERY** 2205 Taraval OVRind 1-9390

**SUNSHINE GARDEN PRODUCTS INC**  
Wholesale Only 333 Montgy YU 6-4151

**Pencil Sharpeners**

**APSCO SHARPENERS - DISTRIBUTORS**

**TURNER JACK W SALES CO**  
420 Market EXbrk 7-4655

**Pencils**

Abel Pen Co 820 Taraval MO 1-1264

**AD-AIDS ADVERTISING SPECIALTIES**  
250 or More-for Advertising  
1234 Folsom HE 1-3023

Cesari P J & Son Advertising Novelities Co Inc All Kinds for Advertising 1691 Turk WA 1-3304

Dixon Jos Crucible Co 2401 Poplar Oakland TE 6-3104

Eagle Pencil Co 420 Market GARfid 1-8259

Eberhard Faber 593 Market GA 1-2890

Elgin Co Inc The Pencils-Pens-Advertising Imprints 212 Mission EX 2-5288

Lecky-Richards Co Inc 39 Grant Av GARfid 1-2520

Listo Pencil Corp Mfrs Listo Mechanical Pencils 1925 Union Alameda LA kehstr 2-2910

Pacific School & Office Supply Inc Grant at 20th AT 2-9600

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

Reliance Pen & Pencil Corp 36 Portola Av Daly City PL 5-8500

**SCRIPTO PENS & PENCILS - AD-AIDS ADVERTISING SPECIALTIES**

1234 Folsom HE 1-3023

**CRIBBINS WALTER W CO INC**  
619 Mission YUkon 2-8450

**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

Belles Banners 80 Ridge Rd Fairfx 456-7146

Bergman Banner Co 1822 Steiner JOrdn 7-8772

**BOWER BANNER CO THE**  
533 E 12th Oakland TE 4-9291

Cesari P J & Son Advertising Novelities Co Inc Traffic Stoppers-Strip Pennants Spiral Streamers-Aerial Spinners-Etc 1691 Turk WA 1-3304

Del Mar Flag & Banner Co 260 Kearny GA 1-8781

Paramount Flag Co 33 Fremont YUkon 2-9002

Pioneer Flag & Decorating Co 1671 Market KL 2-2277

Advertise here—it pays.

**A Handy Man FOR ANY JOB**

and perhaps you want him quickly. It's easy to find the one nearest you by looking in the

**Classified TELEPHONE SECTION**

Pens

**ABEL PEN CO**

Pens - Pencils - Refills - Desk Sets  
**PARKER - VENUS - LINDY FERBER - EVERSHPAR**  
Wholesale Only

**Abel-Riter Pens & Pencils**  
SPECIAL IMPRINTING

820 Taraval MO 1-1264

Ad-Aids Advertising Specialties Quality at Low Prices-Fast Service  
1234 Folsom HE 1-3023

Carboyer Willie Mae 561 Fillmore UN 1-2093

**CRIBBINS WALTER W CO INC**  
Ball Pens for Advertising 619 Mission YU 2-8450

Dr-Flo Products Felt Nib Marking Pens 1825 Encinal Av Alameda LA kehstr 2-8122

Eagle Pencil Co 420 Market GARfid 1-8259

Elgin Co Inc The Pens-Pencils-Advertising Imprints 212 Mission EX 2-5288

**FEAZEL ADVERTISING SPECIALTY CO**  
Franchise Distr W A Sheaffer Pens 1355 Market MA 1-5340

**IRMSMAN MFG CO**  
Ball Point Pens & Pencils Any Make-Stamped Adv Free 725-2d UN 3-8861

**JINCO** 2120 Market UN 3-8861

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

**LINDY PEN & SALES CO**  
3rd Floor Parker Pen Service 278 Post SUttr 1-4809

Precision Pen Co 707 McAllister WE 1-5833

**SCHWABACHER-FREY CO**  
735 Market DOuplas 2-4848

**SCOTTY PEN CO**

FINEST QUALITY BALL POINT PENS REFILLS & DESK SETS  
SPECIAL IMPRINTING - WHOLESALE

78-1st YU 2-1172

**Pens-Repairing**

Lecky-Richards Co Inc 39 Grant Av YUkon 2-2994

**Pension Plans**

Affiliated Plans Administrators Inc 465 Calif YU 6-4365

Bindery Industry Pension Trust Fund 525 Market YU 6-0940

Building Service Employees Pension Trust 240 Golden Gate Av PR 6-9235

C M T A-I A M Pension Plan & Trust 1957 Chestnut WAint 1-1486

Compensation Programs Inc 1255 Post PR 6-7645

First Continental Securities Inc Pension Consultants 111 Sutter YU 2-8959

S F Lithographers Pension Trust 693 Mission DO 2-2654

**ZISCHKE HERMAN A ORGANIZATION INC**  
PENSION PLANS - ACTUARIAL SERVICES  
EMPLOYEE WELFARE PLANS  
CHICAGO - SAN FRANCISCO  
111 Sutter YU 6-6568

Advertise here—it pays.

**FOUNTAIN PENS**

One of the Finest & Largest Selections in the Bay Area

SALES - SERVICE

AUTHORIZED FACTORY SERVICE WHILE YOU WAIT

**EVERSHARP** Parker "51" & "61" SHEAFFERS  
**PAPER-MATE** Waterman's C/F Esterbrook Scripto

LINDY • FLO-MASTER • CROSS • NORMA  
WEAVER • VENUS • MICROPOINT • CARTER

GARfield 1-2520

**Lecky-Richards Co., INC.**  
39 GRANT BET. MARKET & GEARY

**Perforated Metals**

**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 EX brook 2-1889

**CROSS PERFORATED METALS - DISTRIBUTORS**

**CALIF PERFORATING SCREEN CO**  
345 Folsom EX 2-1889

**DIAMOND PERFORATED METALS**

PERFORATED SHEET METALS AND PLATES IN ALL METALS.  
ORNAMENTAL SHEETS - SPECIAL PANNELLING & PRODUCTION WORK

"FOR INFORMATION CALL" DISTRIBUTOR

**DIAMOND METAL SALES**  
870 Estabrook St Leandro 357-6343

MANUFACTURER

**DIAMOND PERFORATED METALS CO**  
First Major Commercial Perforated Plant - L A Production  
17915 S Figueroa Gardens 213 FA 1-2500

**FERGUSON PERFORATING & WIRE CO**  
130 Ernest Providence Rhode Island 401 WI 1-8876

**HARRINGTON & KING PERFORATED MATERIALS - STEEPLE R C & SON**  
181 Minna DO 2-2639

Hendrick Mfg Co 681 Market EXbrk 2-7017

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

Staples & Pfeiffer Strainers Baskets Made to Order 528 Bryant DO 2-0825

**ZIEGLER STEEL SERVICE CORP**  
727-66th Av Oakland From telephones served by the following exchanges San Francisco (No Inter-city Charge) Ask Operator for-Enterprise 11037

**Perforators**

**AAC-CUMMINS PERFORATORS - CUMMINS-CHICAGO CORP**  
469-6th EXbrk 7-6930

**AMER PERFORATOR CO** Fitzgerald Electro-Mechanical Co Date-Numbering-Cancelling Perforators 143-2d DO 2-5321

Fitzgerald Electro-Mechanical Co 143-2d DO 2-5321

**PIERCE SPECIALIZED EQUIPMENT CO**  
350 Peninsular Av Sn Mto DMnd 3-2744

Perfumers' Raw Materials & Supplies

**FRTITZSCHE BROTHERS PERFUME RAW MATERIALS - FRTITZSCHE BROTHERS INC**  
681 Market GA rfid 1-0838

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

**NORDA ESSENTIAL OIL & CHEMICAL CO INC**  
955 Natoma UN 1-3265

**P ROBERTET INC**  
Vivion Chemical Co 2163 Palm Av Sn Mto FTread 1-0119

Polak's Frutal Works Inc 1801 Alameda MA 1-7044

**Perfumes**

**BAZAAR PERFUMES-BY VIVIAN**  
2018-29th Av LD 4-6637

Boquet Emmy Laboratory 833 Market YUkon 2-3700

Davis Elizabeth 381 Geary DOuplas 2-8199

**IGO INTERNATIONAL GIFT ORGANIZATION**  
Imported French Perfumes & Gifts 454 Geary TU 5-4444

**MICHEL ET FILS INC**

EXCLUSIVE EUROPEAN IMPORTS PERFUMES & TOILETRIES FOR MEN & WOMEN

Boutique Items - Monaco Cosmetics  
BINACA CONCENTRATED TOOTH PASTE & MOUTHWASH  
BERDOUES FRERES - ROUGE BAISER  
MOLINAUD - GELLE FRERES  
PIVER - KALODERMA  
PURE BRISTLE BRUSHES  
SCHWARZKOPF - JOHANN MARIA FARINA

390 Geary GA 1-1611

Rimini's St Francis Perfume Shop 330 Geary DO uplas 2-0469

Sir Francis Drake Pharmacy Powell & Sutter DO 2-2600

**Personal Service Bureaus**

**ADAMS ARLENE**  
6102 Rockridge Bl Oakland Olympc 3-2923

Arnold Elinor Exclusive Introductions 435 Powell GARfid 1-7272

**CLARA LANE SOCIAL CONTACTS**

Informal Introductions for Particular Men & Women  
Yes, We Have Thousands of Nice, Single, Widowed & Divorced People of All Ages Seeking Companionship

INTERVIEWS AT NO OBLIGATION

150 Powell YU 2-5380

**JEAN MERRICK SOCIAL REGISTRY INC**

"WHERE FRIENDSHIP WITH A FUTURE BEGINS"  
Member Chamber of Commerce  
555 Sutter YU 6-2923

**LANHAM SOCIAL CONTACTS**

PERSONALIZED INTRODUCTIONS  
SELECTRODATA POSITIVE MATCHING

Oakland TEmplr 6-2297  
Brkly THmal 3-7083

Personnel Consultants

**ACCREDITED COUNSELING SERVICE CONSULTATION & TESTING FOR BUSINESS & INDUSTRY**  
1164 Market UN 3-6108

Asset Personnel Agency 444 Market YU 2-8424

Bradley Young Personnel Agency See Our Adv Employment Agencies 703 Market EXbrk 7-5733

Business Men's Clearing House Agency 717 Market EX 2-5633

Career Development Services Inc 155 Montgy YU 6-5736

Dale Employment Agency 690 Market YU 2-9122

**ECRIVANT EXECUTIVE ADVISORY SERVICES**

Executive Procurement Specialists  
Vocational Testing - Executive Development  
Employee Selection & Evaluation

260 Calif DOuglas 2-1452

Empire Agency 690 Market DO 2-0177

Griffenhagen-Kroeger Inc 64 Pine GA 1-3412

Harris Associates Agency 582 Market YU 1-6120

Hedley Personnel Agency 704 Market YUkon 6-3987

**HERGENRATHER ASSOCIATES**

Executive Search Specialists  
100 California SU 1-1492

Olsen Employment Agency Inc 717 Market EXbrk 2-8964

Retirement Council Inc The 607 Market YU 2-7312

Sally Walters Placement Agency 690 Market GA 1-8518

Scofield Agency 717 Market DO 2-2851

Security Associates Polygraph Screening 515 Pacific Av YU 2-8865

Snelling & Snelling 870 Market DO 2-0142

**Personology**

**AMERICAN ASSOCIATION OF PERSONOLOGY COUNSELORS**

Individual Trait Analysis  
Child Guidance  
Marriage Counseling  
Vocational Guidance

**MEMBERS**

Grossman John 6600 Geary Bl BA 1-6600

Mallon Chas P 256 Sutter EX 7-4873

Whiteside Dan 6600 Geary Bl BA 1-6600

Whiteside Elizabeth 6600 Geary Bl BA 1-6600

Whiteside Robt 6600 Geary Bl BA 1-6600

Interstate College of Personology National Headquarters & SF Unit 6600 Geary Bl BA 1-6600

Would you like to build sales... attract new customers... encourage old customers to come back again? Advertise in the YELLOW PAGES... it pays! The YELLOW PAGES... will tell your sales story to people who are ready to buy!

**FRONTIERS •• beyond**

There are always new frontiers to telephone service, problems to be solved, improvements to be made, and there will always be Telephone Pioneers pushing on to new achievements.

**The Pacific Telephone and Telegraph Company**