

# LOW MONTHLY PAYMENTS TO HOME OWNERS

- PAYMENTS TAILORED TO YOUR BUDGET
- IMMEDIATE SERVICE
- NO 'RED TAPE' • CREDIT REPORTS OR CO-SIGNERS

## PHONE YU2-1422

**PENINSULA S. F. FACTORING CO.** 703 MARKET SAN FRANCISCO  
 LICENSED AND REGULATED BY THE STATE OF CALIFORNIA

**REAL ESTATE LOANS** 1st AND 2nd MORTGAGES ARRANGED AND BOUGHT

REFINANCE WITH LOW EASY PAYMENTS

FOR QUICK SERVICE CALL **PR 5-7500** LOANS ON EXISTING DEEDS OF TRUST

**VIKING MORTGAGE CO.**  
 1122 SUTTER ST. near Polk

**BANKERS MORTGAGE COMPANY OF CALIFORNIA**

All Types of Real Estate Mortgage Loans

FHA/VA loans on residences, apartments, nursing homes, industrial and commercial

SAN FRANCISCO HEADQUARTERS	YU 1-2450
141 Battery Street	
NORTHERN CALIFORNIA BRANCHES	
Castro Valley	357-3811
Sacramento	916 443-6701
San Jose	241-3220
SOUTHERN CALIFORNIA BRANCHES	
Santa Ana	714 547-0348
NEVADA BRANCHES	
Las Vegas	702 384-9792
Reno	702 329-8884

### Real Estate Loans—(Cont'd)

Cooper Company The  
 2121 Junipero Serra Bl Daly Cty.....PL 6-9575  
 Cotton Realty 5840 Geary Bl.....SK 2-6644  
 Courmale & Co 6100 Geary Bl.....SK 2-3600

### CROWN REALTY

WE MAKE & BUY FIRST & SECOND DEEDS OF TRUST NAME YOUR TERMS "FOR INFORMATION CALL"

**CROWN REALTY**  
 830 Taraval.....MO 1-1300

### CUTLER & CO

SINCE 1922 - 1st & 2nd LOANS LOW INTEREST - LOW PAYMENTS COMPARE OUR TERMS

5332 Geary Bl.....BAyw 1-3012

### DELANEY RUTH

2022 Judah.....MOntrse 4-8770  
 di Suvro & Co 220 Montgy.....YU 2-8040

**DONNELLAN JOHN F**  
 1ST & 2ND LOANS REFERENCE NOW 25 YRS. EXPERIENCE  
 6794 Mission Daly Cty.....PLaza 5-9215

### EMCO INVESTMENT CO

544 Market.....SU 1-7656

**ENTERPRISE MORTGAGE SERVICE OF CALIF**  
 same as Jones E Mortgage Service of Calif  
 GI - FHA - CONVENTIONAL FINANCING BUILDERS TRACT COMMITMENTS  
 1657 E 14th St Leandro.....352-0330

### EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES

120 Montgy.....EX 7-0800  
**EUREKA FEDERAL SAVINGS & LOAN ASSN**  
 OF S F 4610 Mison.....DE 4-4600  
 Everett Realty 4601 Geary Bl.....SK 2-1125  
**FACTORIZING PENINSULA S F COMPANY** same as Peninsula S F Factoring Co  
 For Complete Details Turn to Our Display Ad at Real Estate Loans  
 703 Market.....YU 2-1422

### Faht Frank Realty

4268 Mission.....JUnigr 4-4682  
 Fairman & Johnson Realty Co Inc.....JU 6-1100  
 4787 Mission.....JU 6-1100  
 Far West Equities Inc 6 Lieblg Daly Cty.....PL 5-1349

### FIDELITY INVESTMENT & SECURITY CORP

WE BUY 1ST - 2ND & 3RD DEEDS OF TRUST IMMEDIATELY No Appraisal Fee

1800 Divisadero.....WA 1-1800

**FILES W O & COMPANY**  
 625 Market.....EX 2-5480  
 Financial Center Realty 110 Sutter.....EX 7-3983  
 First California Loans  
 See Our Ad under Loans  
 San Leandro.....YU 2-5247  
 760 Market.....YU 1-8730  
 First Capital Corporation 130 Bush.....YU 1-8730

### FIRST OF CALIFORNIA MORTGAGE

Exclusively INDUSTRIAL & COMMERCIAL REAL ESTATE LOANS Purchase - Leasebacks

**first**

"FOR INFORMATION CALL"

### FIRST OF CALIFORNIA MORTGAGE COMPANY

1314 Lincoln Av Sn Rafi.....454-7273

**FIRST PAC INVESTMENT CO**  
 1st & 2nd LOANS PLACED WE BUY DEEDS OF TRUST  
 3988 Mission.....JU 5-1496

### FIRST PAC INVESTMENT CO

1st & 2nd LOANS PLACED WE BUY DEEDS OF TRUST  
 3988 Mission.....JU 5-1496

### FIRST PAC INVESTMENT CO

582 Market.....EX 2-6880  
 (Continued Next Page)

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.

**AMERICAN MORTGAGE EXCHANGE**

**REAL ESTATE LOANS**

Call Us for information on:

- \* SECOND LOANS
- \* DISCOUNT LOANS
- \* MORTGAGE LOANS
- \* CONVENTIONAL LOANS
- \* BUILDING LOANS
- \* LAND LOANS
- \* DEVELOPMENT LOANS
- \* INVESTMENT LOANS
- \* INVESTMENT SYNDICATES

Call Us First for Experienced Advice and Personalized Service IN THE HEART OF THE FINANCIAL DISTRICT

137 MONTGOMERY **DO 2-1682** SAN FRANCISCO

**REAL ESTATE LOANS**

1sts - 2nds - 3rds

SOLD - PLACED - PURCHASED

IMMEDIATE CASH AVAILABLE

**Cassidy Investment Company**

240 MONTGOMERY ST. YU 1-5484

### Real Estate Loans—(Cont'd)

### FIRST SAVINGS & LOAN ASSOCIATION

**REAL ESTATE LOANS HOMES OR APARTMENTS On Both Sides of The Bay**

San Francisco  
 1 Stockton.....YU 2-4166  
 Oakland Home Office  
 1700 Broadway Oakland.....834-2565  
 Alameda 1416 Park Alameda.....522-5626  
 Berkeley  
 2151 Shattuck Av Brkly.....843-2434  
 San Leandro  
 1199 E 14th St Leandro.....569-1287  
 Walnut Creek  
 1401 Mt Diablo Bl.....934-9311

### FITZSIMONS CO

FIRST AND SECOND LOANS APTS, FLATS, HOMES, LOTS ANYWHERE IN CALIFORNIA

9 Sutter.....SU 1-0834

### FRANKLIN SAVINGS AND LOAN ASSN

Founded 1875  
 See Ad Savings & Loan Assns  
 1201 Market.....UN 3-4628  
 Funding Co Inc 68 Post.....SU 1-4836  
 Gallagher Frank J Realty Co  
 3271 Mission.....VA 4-5180  
 (Please See Advertisement This Page)  
 Gantz Lynne 1314-18th Av.....SE 1-9222  
 Gawley Andrew J 320 Judah.....OV 1-3686  
 General Realty & Bldg Co 1330 Noriega-MO 1-3486  
 Gilmore John L Realty Co  
 3497 Mission.....Mison 8-8700  
 Goinity Co Realtors 1541 Taraval.....LO 6-4025  
 Golden Gate Mortgage Investment Corp  
 4910 Irving.....SEabright 1-5012  
 Gonzales Real Estate  
 6817 Mission Daly Cty.....PL 5-0655

### GOODIN REALTY

1st & 2nd TRUST DEEDS BOUGHT & SOLD For Quick Action Call

4990 Mission.....JU 6-8800

### GOODWIN WM CO

9 Sutter.....EX 2-7821  
 Gordon Walter Realty 432 Castro.....UN 1-3764  
 Goulet Realty 1932 Ocean Av.....DE 3-4792

**GREEN PAUL**  
 3801 Junipero Serra Bl Daly Cty.....PL 5-2037  
 Gridley Realty Co 2830 Geary Bl.....WE 1-3655

### GUARANTY SAVINGS & LOAN ASSN

200 Stockton.....SU 1-4364

**GUARDIAN THRIFT & LOAN**  
 586 Market.....YU 2-3300  
 (Please See Advertisement This Page)  
 Harper Lois Realtor 5032 Geary Bl.....SK 2-8248  
 Hayden Realtors 3977-17th.....MA 1-1200  
 Herold & Herold Realtors  
 3836 Geary Bl.....SK 1-3836  
 Hill Co 2672 Ocean Av.....LO 6-9800

### HOME FEDERAL SAVINGS & LOAN ASSN

OF S F 20 O'Farrell.....YU 2-4560

**HOME MUTUAL SAVINGS AND LOAN ASSOCIATION**  
 Main Office 10 Kearny.....GA 1-1830  
 Geary Bl Office 5509 Geary Bl.....SK 2-6800  
 Daly City Office.....WY 2-4300  
 9 Southgate Av Daly Cty.....JU 6-7115  
 Horn Henry & Sons 550 Holloway Av.....JU 6-7115  
 Hulting F Burt 400 Montgy.....YU 1-1047

### INGRAM WATSON & CO INC

2 Pine.....YU 2-5522  
 Institutional Mortgage Co  
 120 Montgy.....EXbrk 7-6262  
 Jacobson Paul Realty 1300 Noriega.....LO 6-1150  
 Jama Alexander Realtor  
 6029 Mission Daly Cty.....JU 7-0417  
 Johnson D J & Co 68 Post.....YU 2-6641

### JONES E MORTGAGE SERVICE OF CALIF

GI - FHA - Conventional Financing Builders Tract Commitments

1657 E 14th St Leandro.....352-0330

Jorgensen & Co Realtors 1122 Sutter.....GR 4-4555  
 Kansas City Life Insurance Co Mortgage & Loan Dept 550 Calif.....YU 2-2058  
 Keppel-Eagle 842 Cole.....MOntrse 4-5678  
 Key Investment Co 1318 Hayes.....FI 6-1010  
 Kirchhoff Geo E Realty 2166 Market.....MA 1-5313  
 Lakeside Investment Co 4620 Mission.....DE 4-5000

### LAMBERT-JAMES CO

FINANCING INDUSTRIAL - COMMERCIAL

6227 LaSalle Av Oakland.....654-0438

**LANGER MORTGAGE & INVESTMENT CO**  
 First Western Bldg Oakland.....836-1805  
 Lapin Raymond H  
 Bankers Mortgage Co of Calif  
 141 Battery.....YU 1-2450  
 Lee Wm & Co 675 Calif.....SU 1-7126

### Levinson A F Russ Bldg

YU 1-0250  
 Ley Lester 742 Market.....DO 2-1496  
 Liberty Realty Co 1921 Hayes.....SK 2-2436  
 Lingsch Ed Realtor 3232 Mission.....Mison 8-1516

**LINTHICUM MORTGAGE COUNSELLORS**  
 382-15th Oakland.....893-8811  
 Lomas & Nettleton Co The 340 Pine.....YU 1-3955  
 Lowell Associates Inc Of Calif  
 605 Market.....SUtr 1-1466  
 Lowell Smith & Evers Inc 605 Market.....SUtr 1-1466  
 Malcolmon & Company 41 Sutter.....YU 2-5930  
 Mapes Chas W 105 Montgy.....EX 2-3687

### MARBLE MORTGAGE COMPANY

**FAST COURTEOUS SERVICE**

For ALL TYPES OF LOANS

APARTMENTS COMMERCIAL INDUSTRIAL

Home Loans - FHA - VA

601 California.....YU 1-6311

### MASON-McDUFFIE CO

REAL ESTATE LOANS  
 FHA - Conventional - G.I.  
 Commercial - Industrial Farm & Ranch

Loan Correspondents For Life Insurance Companies & Eastern Savings Institutions

"FOR INFORMATION CALL"

### MASON-McDUFFIE CO

362 W Portal Av.....MO 4-6228  
 Berkeley Office.....845-0200  
 San Jose Office.....241-4770  
 Palo Alto Office.....593-7897  
 Palo Alto Office.....326-7977

### Mason-McDuffie Co

362 W Portal Av.....MO 4-6228  
 From the following exchanges only  
 Belvedere.....Novato  
 Corte Madera.....San Rafael  
 Mill Valley.....Sausalito  
 (No Charge) Ask Operator for.....Entrprise 11738  
 Massachusetts Mutual Life Ins Co  
 235 Montgy.....YU 1-5242  
 Maxwell Realty Co 1800 Market.....UN 1-1771  
 McGovern Bros 4983 Mission.....JU 6-7880

### McGOVERN REALTY

REAL ESTATE LOANS  
 1st & 2nd Mortgages - Bought & Sold  
 Immediate Cash Available

4048 Geary Bl.....SK 1-4530

### McMILLAN MORTGAGE CO

4216 El Camino St Palo Alto.....DAwnprt 5-6791

**MERRIMAN E S & SONS**

SINCE 1906

Life Insurance Company Correspondents

LOANS ON INCOME & RESIDENTIAL PROPERTY

G.I. - F.H.A. - Conventional & Construction

120 Montgomery.....EX 7-2200

### MISSION MORTGAGE CO

4271 Mission.....JU 4-5332

**MONTGOMERY SAVINGS CENTER**  
 117 Montgy.....YU 2-9333

**MONTGOMERY STREET MORTGAGE CORPORATION**  
 Russ Bldg.....YU 1-5075  
 Mortgage Service Co of Calif  
 127 Montgomery.....YU 1-3706  
 New England Mutual Life Ins Co.....Douglas 2-5640  
 Nicolette J F 5701 Mission.....JU 6-5828

### NORRIS BEGGS & SIMPSON

243 Kearny.....Douglas 2-5660

**NORTHERN CALIFORNIA MORTGAGE CO**  
 MORTGAGE LOANS  
 Conventional - F. H. A.  
 G.I. Financing

315 Montgomery.....EXbrk 7-1466

### NORTHERN FACTORING INC

3410 Geary Bl.....SK 2-5885  
 Northwestern Finance & Guaranty Co Inc  
 1722 Irving.....OVrind 1-5043

### NORTHWESTERN MUTUAL LIFE INSURANCE CO OF MILWAUKEE WISCONSIN

Mortgage Loan Regional Office  
 315 Montgy.....YU 1-3200  
 O'Callaghan Chas J & Daa  
 650 Taraval.....LObrd 4-3660  
 Ocean Realty 4677 Mison.....JU 4-5567  
 Olson Robert Realty 81 W Portal Av.....LO 4-7800

### NORTHWESTERN MUTUAL LIFE INSURANCE CO OF MILWAUKEE WISCONSIN

Mortgage Loan Regional Office  
 315 Montgy.....YU 1-3200  
 O'Callaghan Chas J & Daa  
 650 Taraval.....LObrd 4-3660  
 Ocean Realty 4677 Mison.....JU 4-5567  
 Olson Robert Realty 81 W Portal Av.....LO 4-7800

### ORLEANS INVESTMENT CORPORATION

**REAL ESTATE LOANS**

117 Montgomery.....YU 2-5422

Pacific Motel Brokers  
 1212 Columbus Av.....OR 3-1717  
 Pacific Mutual Life Insurance Company  
 610 Calif.....DO 2-7700

### PACIFIC PLAN

**HOME OWNERS LOANS**

Borrow \$1,000 to \$25,000 with LOW MONTHLY PAYMENTS

17 NORTHERN CALIF OFFICES "A California Loan Brokerage Firm"

577 Buckingham Wy.....OV 1-5431  
 407 South B Sn Mto.....342-6666  
 544-3d Sn Rafi.....456-4250

### PAC STATES MORTGAGE CO

**MORTGAGE LOAN CORRESPONDENT FOR 12 LIFE INS. CO'S**

Homes - Apt - Commercial

1441 Franklin Oakland.....834-1500

### PAR AMER REAL ESTATE

1211 Church.....VA 6-8787

**PARAMOUNT PROPERTIES**  
 511 Sutter.....OR 3-4733

**PENINSULA S F FACTORING CO**  
 703 Market.....YU 2-1422  
 (Please See Advertisement Page 854)

### PERRI MICHAEL MORTGAGE CO

4272 Mission.....JU 4-5330  
 Phillips A J Realtor 4206 Mission.....JU 6-2200

**PHILLIPS REALTY CO**  
 5108 Geary Bl.....SK 2-6300

**PIONEER INVESTORS SAVINGS & LOAN ASSN**  
 1701 Noriega.....LO 6-1300  
 Pioneer Mortgage Co  
 2045 Airport Bl 5SF.....761-0946

### PROPERTY MANAGEMENT CO

85 Post EXbrk 2-5581

**PRUDENTIAL INS CO OF AMERICA THE**  
 S F Mortgage Loan Ofc  
 5100 Bush.....EXbrk 2-8833  
 Pucinielli Louis F  
 1801 Junipero Serra Bl Daly Cty.....PL 5-2037  
 R Lea Ward Co 2300 Van Ness Av.....PR 6-5086  
 Raikie Damon & Co 582 Market.....EX 7-3444  
 Ramler Inc 37 Post.....YUon 2-8554  
 Ritchie & Ritchie 44 Sutter.....YU 1-1115  
 Samuels Louis T Co 105 Montgomery.....YU 2-2500

### SAN FRANCISCO FACTORING COMPANY INCORPORATED

703 Market.....YU 2-1422

**SAN FRANCISCO FEDERAL SAVINGS & LOAN ASSN**

Real Estate Loans Insured Savings Accounts

"Strong As The City Whose Name We Bear"

"FOR INFORMATION CALL"

HEAD OFFICE

**SAN FRANCISCO FEDERAL SAVINGS & LOAN ASSN**  
 Port & Kearny.....YU 2-8100

### S F FINANCIAL CORP

Home Office 2409-19th Av.....MO 1-3400  
 Marin Division 1414 Lincoln Av Sn Rafi.....454-8080  
**SAN FRANCISCO MORTGAGE COMPANY** same as Files W O & Company 425 Market.....EX 2-5480  
 S F Mortgage & Investment Co  
 2166 Market.....MA 1-0141  
 San Francisco Real Estate Co  
 2333 Irving LDbord 4-1100  
 Sapienza Leo R 3369 Mission.....MI 8-7345

### SEABOARD MORTGAGE & INV CO

2444 Noriega.....SE 1-4824

**SEABOARD REALTY & MORTGAGE CO**  
 3569 Geary Bl.....BA 1-1876  
 Seares & Baker Realtors  
 14th Av at West Portal Av LDbord 6-2441  
 Security Savings & Loan Assn  
 Between Post & Sutter St  
 239 Grant Av.....DO 2-0845  
**SELMI REALTY CO**  
 6771 Mission Daly Cty.....WY 2-9020  
 (Continued Next Page)

### SELMER REALTY CO

1239 Noriega.....MO 1-2121

Schwartz Realty 4239 Geary Bl.....SK 2-6585

### SAXE REALTY CO INC

**REAL ESTATE LOANS**

1ST & 2ND LOANS FOR ALL PURPOSES CALL SAXE REALTY CO.

1239 Noriega.....MO 1-2121

### SEABOARD MORTGAGE & INV CO

2444 Noriega.....SE 1-4824

**SEABOARD REALTY & MORTGAGE CO**  
 3569 Geary Bl.....BA 1-1876  
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 14th Av at West Portal Av LDbord 6-2441  
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1239 Noriega.....MO 1-2121

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1239 Noriega.....MO 1-2121

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