

# QUICK MONEY!



Phone PProspect 6-6100 NOW!

IMMEDIATE SERVICE! LOANS ON CAR, SALARY, FURNITURE!  
NO CO-SIGNERS! UP TO TWO YEARS TO PAY!  
CASH IN 15 MINUTES! \$50 COSTS ONLY 29c FOR 1 WEEK  
PAYMENTS TO SUIT YOU! CONFIDENTIAL! BUSINESS-LIKE!

Personal Loans \$10 to \$2500

Telephone or "Stop in" at our  
CONVENIENTLY LOCATED OFFICES



## SECURITY FINANCE COMPANY

MAIN OFFICE: 1740 VAN NESS AVENUE, NEAR CLAY, PProspect 6-6100  
Mission Dist. 2399 Mission at 20th, Mission 7-4672 - Downtown 690 Mt. De Young Bldg.  
2nd Floor, YUkon 2-5737 - Other Offices in Oakland & San Jose

# LOANS

ON SALARY FURNITURE AUTOMOBILE

Phone  
**MAC**

For Your  
LOAN to

SAVE TIME and  
SAVE INCONVENIENCE

\$50 to \$2500



**MAC**

Offers you

1. Money in 30 Minutes
2. A Payment Plan to Fit Your Income
3. Cash for Every Purpose

**MERCANTILE ACCEPTANCE COMPANY**

821 Market Street  
SUtter 1-1123  
1026 Market Street  
UNderhill 1-2271  
2272 Mission Street  
KLondike 2-3790

# BANKWAY LOANS

FOR ALL  
PURPOSES  
AT BANK  
RATES

PROMPT  
CONFIDENTIAL  
SERVICE



AUTOMOBILE  
HOME IMPROVEMENTS  
PERSONAL  
TELEVISION  
RADIO  
HOME APPLIANCES

**CROCKER FIRST NATIONAL BANK**  
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

ONE MONTGOMERY ST.  
SECOND FLOOR  
SUITE 209

EXbrook 2-7700

## Loans-(Cont'd)

Fur & Jewelry Loan Co 50 Taylor...TUxedo 5-0828

### GENERAL FINANCE CORP

#### PERSONAL LOANS

Salary - Furniture - Auto

"A Payment Program That  
Will Fit Your Income"

8721 Mission...VA lencia 4-6793

General Finance Corp 333 Montgomery...GA rfid 1-5800

GLOBE FINANCE CO 2513 Mission...VA lencia 6-2533

GUARANTY BUILDING & LOAN ASSN 111 Sutter...SUtter 1-1147

GUARANTY LOAN OFFICE

Established 1924

We Loan Money or We Buy

Diamonds - Jewelry - Luggage

Cameras - Radios - Guns

Musical Instruments - Binoculars

77-3d...EXbrk 2-8889

Hise Harley 225 Bush...SUtter 1-2010

HOME MUTUAL SAVINGS AND LOAN ASSOCIATION 160 Sutter...YUkon 6-1881

Household Finance Corp 742 Market...DOuglas 2-0480

Branch Ofc No 3 2751 Mission...VA lencia 6-2772

(See Advertisement Page 434)

### HOUSEHOLD FINANCE LOANS

For extra fast service on loans of \$50, \$100, \$200 up to \$1500 phone, write, or visit Household Finance. Loans are made on salary, car or furniture, without endorsers, to either married or single people.



"WHERE TO CALL"  
SAN FRANCISCO

Household Finance Corp Branch Ofc No 1 948 Market...EXbrk 2-8731

Branch Ofc No 2 742 Market...DOuglas 2-0480

Branch Ofc No 3 2751 Mission...VA lencia 6-2772

### OAKLAND

Household Finance Corp 1328 Washington - Oakland...Higate 4-7051

### RICHMOND

Household Finance Corp 341-10th Richmond...BEach 5-2066

### SAN MATEO

Household Finance Corp 207-2d Av San Mateo...Diamond 4-6304

Investors Real Estate Loan Co 690 Market...YUkon 2-3907

Jewelry Loan Association 703 Market...EXbrk 2-8484

### JEWELRY LOANS

JEWELRY LOAN ASSOCIATION Second Floor Central Tower 703 Market...EXbrk 2-8484

Johnson Ross & Sutter...SU tter 1-2990

Kearny Loan 801 Kearny...YU kon 6-0250

Kelly Desmond Co 60 Vicente...QVrind 1-4668

Key Finance Co Inc 21 Columbus...DO uglas 2-1875

Liberal Loan Office 77-6th...SUttr 1-9583

Local Loan Co 995 Market...EX brook 2-3575

(See Advertisement Page 433)

(Continued Next Page)

Don't forget to plan for concealed telephone conduit and convenient locations for telephone outlets when you build your new home. These built-in telephone facilities add real value to a home, yet their cost is very small if they are installed during construction.

## Loans-(Cont'd)

### LOCAL LOAN CO LOANS

Any amount - \$25, \$50, \$100, \$500 - up to \$1000 on your salary, auto or furniture. Up to 6, 12, 18 or even 24 months to repay. Confidential, one-visit service. Phone or stop in.

"WHERE TO CALL"

SAN FRANCISCO

Local Loan Co 3rd Floor-Corner 6th & Market 995 Market...EX brook 2-3575

### OAKLAND

Local Loan Co 2nd Floor 1815 Telegraph Av Oakland...GLncrt 1-5522

### SAN LEANDRO

Local Loan Co 22 Fir-Corner Washington & W Estudillo Av 201 W Estudillo Av San Leandro...LOcklyn 9-8736

### MARBLE MORTGAGE COMPANY

#### REAL ESTATE LOANS

Life Insurance Company Funds

LOWEST RATES

Homes - Apts & Business Properties and F.H.A.

140 Montgomery...YUkon 6-5215

### MASON-McDUFFIE CO

Mortgage Loan Representative of Connecticut Mutual Life Ins. Co. Mutual Benefit Life Ins. Co.

369 Pine...GA rfid 1-2241

### MAXFORD JEWELRY CO

Since 1884

#### LENDS LUCKY MONEY

Diamonds - Watches & Jewelry Low Interest Rates

958 Market...TU xedo 5-1634

Maxford Loan Office 958 Market...TU xedo 5-1635

Mercantile Acceptance Company

Head Office 333 Monty...GA rfid 1-5800

Branch No 1 821 Market...SUtter 1-1123

Branch No 2 1026 Market...UNdril 1-2271

Branch No 3 2272 Mission...KLondike 2-3790

(See Advertisement Page 434)

Mercantile Acceptance Corp Of Calif

Head Office 333 Monty...GA rfid 1-5800

Branch No 1 821 Market...SUtter 1-1123

Branch No 2 1026 Market...UNdril 1-2271

Branch No 3 2272 Mission...KLondike 2-3790

### MERCANTILE ACCEPTANCE LOANS

SALARY LOANS FURNITURE LOANS AUTOMOBILE LOANS Money And Courtesy



"WHERE TO CALL"

DOWNTOWN DISTRICT

MERCANTILE ACCEPTANCE COMPANY 821 Market...SU tter 1-1123

MERCANTILE ACCEPTANCE COMPANY 1026 Market...UN dril 1-2271

MISSION DISTRICT

MERCANTILE ACCEPTANCE COMPANY 2272 Mission...KL ondike 2-3790

Here's how you may be sure of getting your party more often when you dial:

1. Look up your number in the latest directory.
2. Listen for the steady hummm of the dial tone.
3. Keep your eye on the dial.
4. Wait a minute before you decide your party isn't home.

## Loans-(Cont'd)

### MORRIS PLAN COMPANY OF CALIFORNIA

LOANS  
PERSONAL  
AUTO  
FURNITURE  
BUSINESS

"One of the Family to  
Thousands of Californians"

715 Market...EX brook 2-0966

### MUTUAL LOAN OFFICE

MONEY LOANED ON ANYTHING QUICK READY CASH

Cor. Howard&3d 195-3d...EX brook 2-5178

### NATIONAL LOAN PLAN INC

"Where Character Counts Most"

\$25 to \$1500

On Your Salary Alone

or on Furniture or Car

As Long as 24 Months to Repay

821 Market...YUkon 2-4110

National Loan Plan Inc 821 Market...YUkon 2-4110

(See Advertisement This Page)

Nelson Norman C-41 Sutter...SU tter-1-8449

### NORTHERN CALIFORNIA MORTGAGE CO

MORTGAGE LOANS: Conventional - F. H. A. G.I. Financing

225 Bush...SUttr 1-2010

(Continued Next Page)



## MONEY in 1 DAY

\$25 - \$50 - \$100 up to \$1800 on your salary only OR OTHER PLANS

Choose your own way to repay from a number of convenient plans.

Come in, or to save time...

Phone: SUtter 1-1661

23 Grant Ave.

2nd FLOOR

"40 Steps from Market"

## PUBLIC LOAN CORPORATION

# Quick Loans

PHONE...then stop in  
Only one trip to office necessary

NATIONAL LOAN PLAN  
Call

YUkon 2-4110  
821 MARKET ST.  
PACIFIC BLDG.  
Room 864  
NEXT TO THE EMPORIUM

SELECT THE PAYMENT PLAN MOST CONVENIENT TO YOU

OBTAIN A LOAN ON:  
1. SALARY ONLY  
2. FURNITURE OR  
3. AUTOMOBILE  
(Whether Fully Paid for or Not)

Private Consultation Rooms  
Friendly Confidential Service

## NATIONAL LOAN PLAN

"Where Character Counts Most"



## THE SAN FRANCISCO PROVIDENT LOAN ASSOCIATION

SPECIALIZING IN PLEDGE LOANS ONLY...  
Loans Are Made Upon Pledge of Diamonds, Jewelry  
Watches, Silverware and Other Valuables.

LOWEST INTEREST RATES IN BAY AREA  
FOR EXAMPLE: \$50.00 Costs 75c Month  
\$105.00 Costs \$1.05 Month

An old landmark becomes the home of a new loan organization offering a much needed Pledge Loan Service to the public. Experienced personnel of a former, well known and respected San Francisco loan company will give you courtesy, understanding, fair treatment.

S. F. PROVIDENT LOAN ASSN.  
932 Mission St. - Nr. 5th

YUkon 2-4400  
Hours 9 to 5 - Saturday 9 to 12