



Whether you need \$50, \$500, \$1500, or more...

MERCANTILE ACCEPTANCE has a loan plan that will fit your individual needs and you may take as long as 24 months to repay.

MERCANTILE ACCEPTANCE COMPANY

SAN FRANCISCO OFFICES:

821 MARKET STREET.....Sutter 1-1123

1026 MARKET STREET.....Underhill 1-2271

2272 MISSION STREET.....Klondike 2-3790

Offices also Conveniently located in Oakland

LOANS

\$25 • \$50 • \$100
\$200 OR UP TO \$1800

- On Salary
- Automobile
- Furniture
- Personal Property

CONVENIENT MONTHLY PAYMENTS
FOR 1-DAY SERVICE

Phone: Sutter 1-2201

PLC

PUBLIC LOAN CORPORATION

625 Market St., Suite 610

OAKLAND: TWInoaks 3-8433
1321 Franklin Street
Financial Center Bldg.

BERKELEY: Berkeley 7-2633
48 Shattuck Square, Room 200
(Corner University & Shattuck)

CROCKER BANKWAY LOANS

For all Purposes
at BANK RATES

Automobile
Television
Other Appliances
Home Repair
Personal
Real Estate
F. H. A.

CROCKER FIRST NATIONAL BANK

ONE MONTGOMERY STREET
SAN FRANCISCO 20

Telephone EXbroc. 2-7700

Loans-(Cont'd)

MARBLE MORTGAGE COMPANY

REAL ESTATE LOANS

Life Insurance Company Funds
LOWEST RATES

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

Russ Bldg. GA rfd 1-8952

Marble Mortgage Co Russ Bldg
From telephones served from East Bay Exchange
only and from the following Peninsula Central
Office names only Davenport 2 Davenport 3
Diamond 3 Diamond 4 Fireside 5 (No Inter-City
Charge) Ask "Operator" for Entrance 10229

MASON-McDUFFIE CO

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

111 Sutter GA rfd 1-2241

MAXFORD JEWELRY CO

Since 1884

LENDS LUCKY MONEY

on

Diamonds - Watches & Jewelry
Low Interest Rates

958 Market TU xedo 5-1634

Maxford Loan Office 958 Market. TU xedo 5-1635

MERCANTILE ACCEPTANCE COMPANY

821 Market SU tter-1-1123

MERCANTILE ACCEPTANCE COMPANY

1026 Market UN drhl 1-2271

Mercantile Acceptance Co. 333 Mtgy. GA rfd 1-5800

MERCANTILE ACCEPTANCE CORP OF CALIF

333 Montgomery GA rfd 1-5800

(See Advertisement This Page)

MORRIS PLAN COMPANY OF CALIFORNIA

602 Kryn. YU kon 6-4719

MORRIS PLAN COMPANY OF CALIFORNIA

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

Nelson C N 41 Sutter. SU tter-1-8448

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

New York Life Insurance Co

1 Montgomery YU kon 2-2066

NORRIS BEGS & SIMPSON

Real Estate Loans

243 Kearny. DO uglas 2-5660

NORTHWESTERN MUTUAL LIFE

INSURANCE CO 111 Sutter. YU kon 6-1874

PACIFIC FINANCE LOANS

LOANS

To Individuals or Families
Auto - Salary - Furniture
PAYMENTS REDUCED
Out of State Cars Refinanced

928 Van Ness. TU xedo 5-4554

2523 Broadway Oakland. HI gate 4-6177

3501 E 14th Oakland. KE ilog 4-6666

1305 Macdonald Av (Toll) Beacon 2-4010

PACIFIC MUTUAL LIFE INS CO

Lowest Rate

First Mortgage Insurance Funds
All Types Improved Properties
F. H. A. Loans

660 Market. YU kon 2-3216

Pacific Mutual Life Ins Co 660 Market
From telephones served from the following
Peninsula Central Office names only
Diamond 3 Diamond 4 Fireside 5 (No Inter-City
Charge) Ask "Operator" for Entrance 10354

Peerless Credit Corp 444 Market. GA rfd 1-4852

PERSONAL FINANCE CO

681 Market. EX brook 2-6002

830 Market. GA rfd 1-2500

2588 Mission. VA lencia 4-7041

(See Advertisement Page 389)

Having the correct number before you call will avoid unnecessary delays. When in doubt about a number, please look it up in the Directory.

Loans-(Cont'd)

PERSONAL FINANCE CO LOANS

\$25 to \$1000 on salary or
furniture or auto, to employed
people. Sensible monthly pay-
ments. "Personal" National
Credit Accounts honored and
issued. Phone, come in.

"WHERE TO CALL"

SAN FRANCISCO OFFICES

Personal Finance Co

681 Market. EX brook 2-6002

830 Market. GA rfd 1-2500

2588 Mission. VA lencia 4-7041

ALAMEDA OFFICE

1361 Park Alameda. LA kehrt 3-3891

BERKELEY OFFICE

2045 Shattuck Av Berkeley. BE rky 7-4312

OAKLAND OFFICE

433-14th Oakland. GL encort 1-2680

SAN LEANDRO OFFICE

1532 Washington
San Leandro. LO khavn 9-4022

SAN MATEO OFFICE

407 South B San Mateo
(Toll) Call "Operator" for Diamond 4-7658

Pioneer Jewelry & Loan Co

419 Kearny. DO uglas 2-1450

Prudential Loan Office 141-3d. SU tter-1-5594

PUBLIC LOAN CORP 625 Market. SU tter 1-2201

(See Advertisement This Page)

RAILWAY EMPLOYEES CREDIT UNION LTD

Railway Employees Only

90 Market. EX brook 2-8989

RELIABLE MERCANTILE & LOAN CO

109-3d
Reliance Finance Service

785 Market. SU tter-1-3768

REMEDIAL S F LOAN ASSN LTD

"Founded to Protect Borrowers"

Auto Loans

Personal Loans

Furniture Loans

Loans from \$1 to Thousands
on Diamonds, Jewelry, Watches,
Silverware and Other Valuables.

Near 5th
932 Mission. YU kon 2-4400

Remedial S F Loan Assn Ltd

932 Mission. YU kon 2-4400

(See Advertisement Page 389)

S & M Loan Office 265-3d. YU kon 6-6163

SADIK MORTGAGE CO

REAL ESTATE LOANS

First and Second Loans
Mortgages Purchased

375 San Carlos. AT water 8-1035

SAN FRANCISCO BANK THE

526 California. DO uglas 2-5757

SAN FRANCISCO EXCHANGE

MONEY LOANED

On Radios - Typewriters - Glasses
Rifles - Shotgun - Revolvers
Binoculars - Fishing Tackle
Musical Instruments
Jewelry - Luggage - Clothing - Antiques
WE BUY - SELL & EXCHANGE

91-4th. YU kon 2-6097

(Continued Next Page)

If you want to know how Classified Telephone Directory advertising can help solve your marketing problems, call our nearest Business Office and we will be glad to give you full information.

Loans-(Cont'd)

SAN FRANCISCO FINANCE CO

Headquarters
for
AUTO LOANS

Specialists in Auto Finance and
Insurance for Over 25 Years

A Quick Way to Borrow Money
Convenient Terms

At Bush St
1356 Van Ness Av. OR dway 3-3434

San Francisco Finance Co

1356 Van Ness Av. OR dway 3-3434

(See Advertisement Page 391)

S F REMEDIAL LOAN ASSN LTD

932 Mission. YU kon 2-4400

SEABOARD FINANCE CO

760 Market. EX brook 2-3717

SEABOARD FINANCE COMPANY

1 Polk. UN drhl 1-5626

(See Advertisement Page 390)

SECURITY FINANCE CO

1740 Van Ness Av. PR ospt 6-6100

(See Advertisement Page 391)

Security Loan Co 17-3d. SU tter 1-0717

Security Mortgage Loan Service

4845 Geary Blvd. BA view 1-6192

Sparling Arthur T Mills Bldg. GA rfd 1-3634

Standard Loan Office 217-3d. SU tter-1-7054

STAR LOAN OFFICE

Jewelry-Pistols-Rifles-Cameras
Sporting Goods-Complete Pawn Brokers

83-3d GA rfd 1-0447

Star Realty Co

Cash For Your 1st & 2nd Loans

2859 Mission. VA lencia 4-0742

State Loan Co 103-3d. YU kon 6-1224

Stoff Lester 110 Sutter. EX brook 2-5927

THRIFFY LOAN & FINANCE CO

948 Market. EX brook 2-8731

Tri-State Livestock Credit Corp

Livestock Loans Only

604 Mission. GA rfd 1-4953

Underwriters Credit & Guaranty Corp

Loans To Underwriters

405 Montgy. GA rfd 1-5737

UNITED LOAN OFFICE

MONEY LOANED ON

Diamonds - Watches - Jewelry - Luggage
Musical Instruments - Binoculars, Etc.

HIGHEST PRICES PAID FOR

Old Gold - Diamonds - Luggage
Musical Instruments - Cameras
Unredeemed Pledges On Sale

56-3d EX brook 2-1297

Voorsanger Walter 400 Montgomery. DO uglas 2-1185

Western Finance Co 690 Market. SU tter-1-7852

WESTERN MORTGAGE CORP

REAL ESTATE LOANS

Mortgage Loan Correspondent
Metropolitan Life Insurance Co.

43 Sutter. YU kon 2-1600

Loans-Real Estate

See Loans; Also Banks; Also Financing;
Also Mortgages; Also Savings & Loan
Associations; Etc

Lockers

BERGER MFG DIV REPUBLIC STEEL CORP

LOCKERS - SHELVING

Automotive Bins
Shop & Tool Room Equipment
Storage & Filing Cabinets

Distributed by
PETLEY INC.

899-73d Av Oakland. TR inlad 2-7621

BUSINESS EQUIPMENT DISTRIBUTORS

420 Market. YU kon 6-3941

Durand Steel Locker Co

870 Market. GA rfd 1-4545

FRED MEDANT PRODUCTS

PARAMORE-BAIER 7 Front. YU kon 6-0898

Lockers-(Cont'd)

GORE WM A CO

Lyon Metal Products

1834 Adeline Oakland. TW inoaks 3-7233

LYON METAL PRODUCTS

FACTORY BRANCH OFFICE

LYON METAL PRODUCTS INC

870 Market. GA rfd 1-4545

DEALER

GORE WM A CO

1834 Adeline Oakland. TW inoaks 3-7233

PETLEY INC LOCKERS

899-73d Av Oakland. TR inlad 2-7621

SQUIRES & MARSHALL

Lyon Metal Products

780 Bryant. YU kon 6-4882

TRASK & SQUIER CO INC

39 Natoma. SU tter-1-3474

WORLEY & CO

Manufacturers

STEEL LOCKERS and SHELVING

Factory in California-Large Warehouse Stock
in San Francisco

TRASK & SQUIER CO. REP.

39 Natoma. SU tter 1-3474

Lockers-Frozen Foods

See Frozen Food Lockers-Renting

Locks-Time

See Time Locks

Locks-Whse & Mfrs

Best Universal Lock Co Inc

420 Market. SU tter-1-4344

MARSHALL-NEWELL SUPPLY CO

Spear & Mission. EX brook 2-1901

NORWALK LOCK CO 420 Market. SU tter-1-4798

PACIFIC COIN LOCK CO

Pay Toilet Door Locks

420 Market. GA rfd 1-8943

SCHLAGE LOCK CO

2201 Bay Shore Blvd. DE laware 3-1100

Segal Lock & Hardware Co

420 Market. SU tter-1-4798

Yale & Town Mfg Co

Locks & Hardware Division

116 New Montgomery. GA rfd 1-3395

Locksmiths

A-I LOCKSMITH CO 470 Ellis. PR ospt 5-3116

(See Advertisement Page 392)

A A A LOCKSMITH SERVICE

SUNSET AND
RICHMOND DIST.
ANY KEY FITTED
Any Lock Repaired
Combinations Changed
DAY OR NIGHT CALL

1375-9th Av. OV erland 1-9638

If no answer call. LO mbard 6-8709

A & B Locksmith Shop

7 Macdonald Av. JU niper 4-9030

A & B LOCKSMITH SHOP

CITY WIDE SERVICE

Auto Locks a Specialty
Keys Made for Any Lock
All Type Locks
Repaired & Installed
Saw Filing
VETERAN OWNED

3868-24th. VA lencia 4-2915

ABC LOCKSMITH CO

DAY & NITE CITY-WIDE SERVICE

Lockout & Combination Changes
100% Union & Bonded Locksmiths

QUICK SERVICE

Sales Opened & Repaired

3385 Mission. MI son 8-6555

(Continued Next Page)

ORdway 3-9147

Keys

**AUTO - HOUSE - MAIL BOX
PADLOCK - TRUNK
SAFE EXPERTS
COMBINATIONS CHANGED**

Master Key Systems
All Type Locks Sold & Installed
All Types of
VENDING MACHINE KEYS MADE.

**AUTO LOCKSMITHING
A SPECIALTY**

Homer Badertscher A. J. Frank Vern Money

Robt. A. Warman
BONDED LOCKSMITHS

1720 Sacramento near Polk

Door Closers
Repaired
Sold
Installed

ABBAY LOCKSMITH CO.

KEYS FOR ANY & ALL LOCKS

One of S.F.'s Largest Locksmith Shops

**LOCKS
REPAIRED
OPENED
CHANGED
OR
INSTALLED**

DEPENDABLE SERVICE

ESTABLISHED
FOR GOOD SERVICE
SINCE 1917

**AUTO KEYS - LUGGAGE KEYS - MAIL BOX KEYS
SAFE COMBINATIONS CHANGED**

AABEY DAY & NITE SERVICE CO.

BONDED LOCKSMITHS

TUxedo 5-0707

OUR SAME LOCATION FOR OVER 33 YEARS

435 JONES ST.

Between O'Farrell & Ellis

PHONE
DAY OR
NITE