

THE SAN FRANCISCO PROVIDENT LOAN ASSOCIATION



FORMER LOCATION OF SAN FRANCISCO REMEDIAL LOAN ASSOCIATION
A LENDING AGENCY SINCE 1915

JEWELRY LOANS

ON
DIAMONDS - JEWELRY - WATCHES - SILVERWARE
PORTABLE TYPEWRITERS - SHOTGUNS - RIFLES
CAMERAS - BINOCULARS & OTHER VALUABLES
PRIVATE CONFIDENTIAL LOANS TO ANY AMOUNT

LOWEST INTEREST RATES IN BAY AREA

Check With Us First
For the Lowest Rates in the Bay Area
NO PAYMENT DUE FOR NINE MONTHS

932 Mission
Near 5th
HOURS 9 TO 5 P.M.

PHONE
YUkon 2-4400

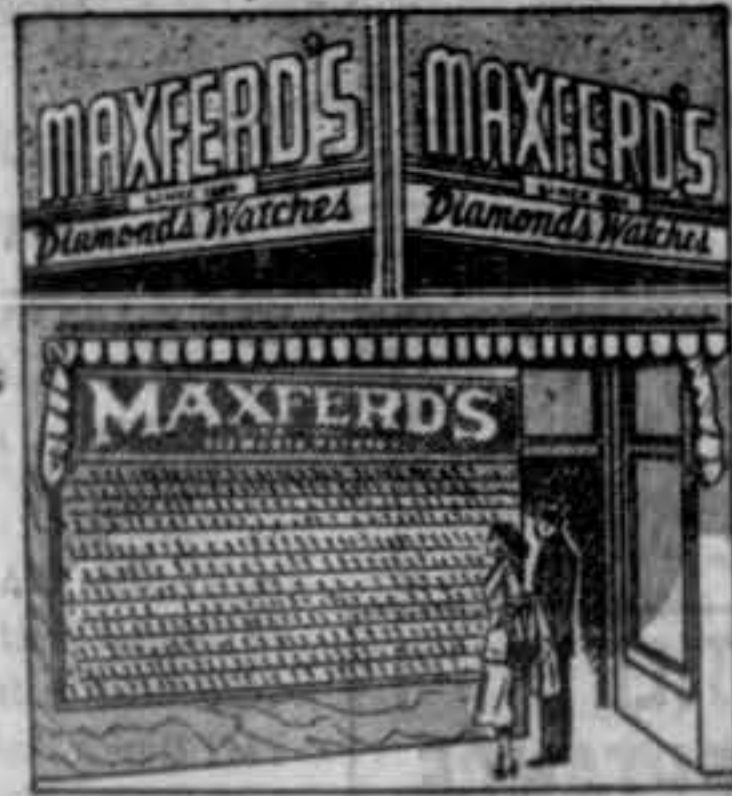
San Francisco
CLOSED SATURDAY

MAXFERD'S LENDS LUCKY MONEY

(Copyrighted)

on **DIAMONDS**
WATCHES & JEWELRY
LOW INTEREST RATES

Take 1 YEAR to Pay



HIGHEST PRICES PAID

Since 1884

MAXFERD JEWELRY CO.
958 Market St. TUxedo 5-1634
REAR ENTRANCE 21 TURK ST.

Loans-(Cont'd)

Fireside Thrift 1801 Junipero Serra Bl.
Daly City Plaza 6-2620
Fireside Thrift Co 3512 Geary Bl. SKylin 2-2674
Fireside Thrift Co 33 Grant Ave. YUkon 2-0376
(See Advertisement Page 499)

FIRST SAVINGS & LOAN ASSN
745 Market YUkon 2-4166

FIRST WESTERN BANK & TRUST CO
405 Montgomery EXark 7-2022
Fourth Street Loan Office 75-4th YUkon 2-6097
Friendly Loan Co 973 Market SUTtr 1-4800
(See Advertisement Page 499)
Friendly Loan Co 973 Market SUTtr 1-4801
Fur Doctor The 1521 Market MARKET 1-8181

GENERAL FINANCE CORP.

PERSONAL LOANS

on
Salary - Furniture - Auto
FROM
\$50.00 to \$2500

2721 Mission - Valencia 4-9656

GUARANTY LOAN OFFICE

Established 1924

We Loan Money or We Buy

Diamonds - Jewelry - Luggage
Cameras - Radios - Guns
Musical Instruments - Binoculars

77-34 EXark 2-8889

Guaranty Savings & Loan Assn 200 Stockton SUTtr 1-0160

GUARDIAN THRIFT & LOAN 40 Post YUkon 2-3300

(See Advertisement Page 499)

Hise Harley 315 Montgomery EXark 7-1466

HOME MUTUAL SAVINGS AND LOAN ASSOCIATION 120 Kearny GARld 1-1830

Hongkong & Shanghai Banking Corp 80 Sutter GARld 1-3077

Household Finance Corp.

742 Market DOuglas 2-0480

(See Advertisement Page 495)

HOUSEHOLD FINANCE LOANS

For extra fast service on
loans of \$20, \$100, \$200
or up to \$1500 phone,
write, or visit Household
Finance. The principal
requirement for borrowing
at HFC is ability to make
regular monthly payments.



"WHERE TO CALL"

SAN FRANCISCO

Household Finance Corp
742 Market DOuglas 2-0480
870 Market EXark 2-4371
2751 Mission VAencia 6-2772
Stonestown 290 Winston Dr. LOMbra 4-0440

SAN MATEO

Household Finance Corp
414 S Ellsworth Av San Mateo DImnd 4-6304

BERKELEY

Household Finance Corp
2168 Shattuck Av Brkly THrwnl 5-8109

HAYWARD

Household Finance Corp
612 Foothill Bl Hayward JElrse 7-1700

SAN LEANDRO

Household Finance Corp of San Leandro
1217 Washington Av
San Leandro LOKhmn 9-3568

OAKLAND

Household Finance Corp
1328 Washington Oakland Hlgate 4-7051

RICHMOND

Household Finance Corp
1431-10th Richmond BEach 5-2066

Kearny Loan 801 Kearny YUkon 6-0200

Leslie Finance & Leasing Co 1501 Market UNdrl 1-3460

Liberal Loan Office 77-6th SUTtr 1-9583

(Continued Next Page)

Advertise here—it pays.

LOANS

LOWEST MONTHLY PAYMENTS IN CALIF.

Pacific Preferred Homeowner's Loan

— Compare! —

Before you borrow, call Pacific Plan for the quick

Homeowner's Loan ... and SAVE \$\$\$

BORROW \$500.00 TO \$50,000.00

LOW MONTHLY PAYMENTS

Your extended Pacific Loan monthly repayments are one-half less than short-term finance company repayments because you have up to 52 months to repay.

8 LOCATIONS TO SERVE YOU

- MENLO PARK Davenport 3-3187
- OAKLAND Templebar 6-3366
- SAN FRANCISCO Overland 1-5431
- SAN CARLOS LYel 3-3161
- HAYWARD Lucerna 2-4022
- MONTEREY Frontier 2-4545
- SAN JOSE Cherry 8-1717
- SAN RAFAEL Glenwood 6-3656

Call

Overland 1-5431

PACIFIC PLAN

IN STONESTOWN - 577 BUCKINGHAM WAY, SAN FRANCISCO

Loans-(Cont'd)

Lingsch Ed Realtor 3232 Mission MIsion 8-1516
Local Loan Co 995 Market EX brook 2-3575
(See Advertisement Page 494)

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. Confi-
dential, one-visit service. Phone or stop in.

LOCAL
money
LOAN CO

"WHERE TO CALL"
SAN FRANCISCO

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

SAN MATEO

Local Loan Co
One Block North of Macy's
2925 S El Camino RI Sn Mto FIsred 1-2641

OAKLAND

Local Loan Co
2nd Floor-Fox Theatre Bldg
1815 Telegraph Av Oakland GLnrt 1-5522

SAN LEANDRO

Local Loan Co
2d Fir-Corner Washington & W Estudillo Av
201 W Estudillo Av
San Leandro LOKhmn 9-3736

Manor Investment & Realty Co 2190 Geary Bl West 1-7784

MARBLE MORTGAGE COMPANY

REAL ESTATE LOANS

HOMES - APTS. - BUSINESS

INDUSTRIAL - F.H.A. - G.I.

140 Montgomery YUkon 6-5215

Be sure you hear the dial tone

before starting to dial. "Flashing"

prevents the equipment from do-

ing an effective job for you.

(Continued Next Page)

Advertise here—it pays.

MASON-McDUFFIE CO

REAL ESTATE LOANS
G.I. - F.H.A. - Conventional

INSURANCE COMPANY FUNDS

HOMES - COMMERCIAL - FARMS

362 West Portal Av MOntrse 4-6228

MAXFERD JEWELRY CO

(See Advertisement Page 498)

Maxferd Loan Office 958 Market TUxedo 5-1635

Maxwell Realty Co 5401 Mission JUNipr 5-8323

Mercantile Acceptance Company

Head Office 333 Montgomery GARld 1-5800

Branch No 1 821 Market SUTtr 1-1123

Branch No 2 1026 Market UNdrl 1-2271

Branch No 3 2272 Mission KLondke 2-3790

(See Advertisement Page 497)

MERCANTILE ACCEPTANCE LOANS

SALARY LOANS

FURNITURE LOANS

AUTOMOBILE LOANS

Money And Courtesy

"WHERE TO CALL"

DOWNTOWN DISTRICT

MERCANTILE ACCEPTANCE COMPANY

821 Market SUTtr 1-1123

MERCANTILE ACCEPTANCE COMPANY

1026 Market UNdrl 1-2271

MISSION DISTRICT

MERCANTILE ACCEPTANCE COMPANY

2272 Mission KLondke 2-3790

SAN BRUNO OFFICE

MERCANTILE ACCEPTANCE COMPANY

441 El Camino RI Sn Bruno JUNo 8-7774

SAN RAFAEL OFFICE

MERCANTILE ACCEPTANCE COMPANY

1134-4th San Rafael GLmnd 4-8376

WESTLAKE OFFICE

MERCANTILE ACCEPTANCE COMPANY

187 Southgate Av Daly City PLaza 6-3255

(Continued Next Page)

DRIVE IN - PARK FREE AT DOOR

-FAST- CASH AT ONCE

UPTOWN PAYS YOU MORE

On most things of value, including: TV, radios, typewriters, sewing machines, cameras, luggage, silverware, firearms, musical instruments, tools, golf clubs, furs, diamonds, watches.

TO GET A LOAN - TO BUY - TO SELL - PHONE US FIRST

SELL TO US FOR CASH

PARK FREE AT OUR DOOR **Market 1-4084** DRIVE IN Market at Van Ness

UNREDEEMED PLEDGES FOR SALE AT TERRIFIC BARGAINS

Large **LOANS**
\$100 to \$5000
and more

FIRESIDE LOAN GUARANTEES
IF YOU CAN GET THE SAME LOAN FROM
ANY OTHER LENDER IN CALIFORNIA AT
RATES LESS THAN WE OFFER, RETURN
THE MONEY WITHIN 15 DAYS AND YOUR
LOAN WITH US IS
ABSOLUTELY FREE! Sidney St. R. President

FIRESIDE
33 Grant Ave. Thrift
YUkon 2-0376 3512 Geary
Skyline 2-2674

"WE'RE HAPPY TO
MAKE LOANS"

**FRIENDLY
LOAN CO.**

"THE FRIENDLIEST
LITTLE LOAN COMPANY
IN SAN FRANCISCO"

973 MARKET ST.

Call SUTtr 1-4800

**QUICK
CASH LOANS
SMALL or LARGE
TO SUIT
YOUR NEEDS**

You may borrow from us on
your salary, furniture, or car.
Our prompt and confidential
service is available to you. Pay
back in convenient monthly in-
stallments.

NORTHERN CALIFORNIA THRIFT COMPANY

MAIN OFFICE 20 O'Farrell Street DOuglas 2-1838

OAKLAND MAIN OFFICE 1956 Webster Street TEMplebar 6-4410

OAKLAND Broadway-Grand Office 19 Grand Avenue GLencourt 2-2144

IRVINGTON OFFICE 8 Rick-Mark Shopping Center IRvington OLiver 6-1800

NOVATO OFFICE 826 Grant Avenue, Novato TWInbrook 2-5000

SUNNYVALE OFFICE 613 Cherry Chase Center, Sunnyvale REgent 9-9501



FOR **MONEY**

SEE **PUBLIC**

FAST SERVICE
\$25-100-200 up to \$1200

Borrow money in 1 day for
bills, clothing, repairs or any
other purpose. Sensible plans
to meet almost any emergency.

BETWEEN-PAY-DAY
SHORTAGES. For small
amounts to tide you over or to
take care of an emergency -
phone, then after approval,
come in for your money.

Save time - phone before coming in

In SAN FRANCISCO:
UNDERHILL 3-1840
1005 Market Street
6th & Market, Suite 200, Deiger Bldg.

In REDWOOD CITY:
706 Winslow St., EMerson 8-3871

In SUNNYVALE:
538 S. Murphy REgent 9-0571

In OAKLAND:
347 13th Street, TWInoaks 3-8433

In BERKELEY:
2079 University, THornwall 5-2633

**PUBLIC FINANCE
CORPORATION**

Phone for a Loan
Consolidate Your Debts
with a Prompt, Courteous
LOAN on Your
SALARY
AUTO OR FURNITURE



**GUARDIAN
THRIFT &
LOAN**

YUkon 2-3300
40 POST ST.