

SNAPSHOT

Where to Find Ready Cash on Rodeo Drive

IN THE YELLOW PAGES, THE BEVERLY LOAN CO. IS LISTED UNDER "PAWNBROKERS," but Jean Zimmelman prefers "collateral lender," as do, no doubt, her clients who come from L.A.'s better addresses to her shop off Rodeo Drive. Her father, Louis, started the business in 1938 and catered to movie stars: "They wanted a place where they felt comfortable." Discretion is important when you're looking for a spot loan on a showbiz bauble, a Picasso, a Rolls, even a deceased grandmother's gold dental bridge—all the trinkets that tumble out of celebrity homes when life gets rocky.

Zimmelman's is the oldest shop in town