

**HOW MUCH do you need?**

**LOANS TO INDIVIDUALS OR FAMILIES**

You may borrow quickly, sensibly and economically at Pacific Finance. No inquiry of friends or employer...you supply all the information we need...and upon approval you get the cash immediately!

Borrow on your **AUTO • SALARY • FURNITURE**  
 PAYMENTS REDUCED • OUT-OF-STATE CARS REFINANCED

Arrange your loan by telephone... OR COME IN... TODAY!

**PACIFIC FINANCE**  
*Loans*

917 - 10TH ST. SACRAMENTO

Phone HUdson 4-1802

**WHERE CAN I GET A LOAN?**



**CALL MORTHRIFT!**

He's right. If you need friendly help on any money problem, call Morthrift. Our requirements are so flexible, liberal, that few people find any difficulty borrowing here.

LOANS without co-makers are made on many plans, including:

- AUTO
- SALARY
- FURNITURE
- GUARANTEE
- COLLATERAL

Payments helpfully fitted to your budget. Fast, confidential service. It will pay you to compare our rates and service before you borrow.

**MORTHRIFT FINANCE CO.**

1229 K  
 Phone GI lbert 3-7901

**Loans—(Cont'd)**

**JOSEPH ROBERT G**  
**LOANS\***  
 FHA - BANK  
 NEW CONSTRUCTION & RE-FINANCE  
 4 Per Cent - 5 Per Cent - 6 Per Cent  
 9091/2-8th ..... GI lbrt 2-6909

**LAIUPE F E**  
 Automobile Loans  
 1323 K ..... GI lbrt 3-7431  
 Lester Investment Co 1626 K ..... GI lbrt 2-5238  
**LOCAL LOAN CO** 1104-8th ..... GI lbrt 2-0431  
 (See Advertisement Page 197)

**MERCANTILE ACCEPTANCE COMPANY**  
**LOANS ON**  
 SALARY - FURNITURE - AUTO  
 May Be Quickly & Conveniently Arranged  
 With Payments to Fit Your Income  
 1612 K ..... GI lbrt 3-2578

**MORRISSEY CO THE**  
 F.H.A. LOANS  
 PRIVATE LOANS  
 INSURANCE LOANS  
 729 J ..... GI lbrt 3-1771

**MORTHRIFT FINANCE CO**  
 1229 K ..... GI lbrt 3-7901  
 (See Advertisement This Page)  
**NEIDOFFER LEE M** 1010-7th ..... GI lbrt 2-7647  
**PACIFIC FINANCE LOANS**  
 917-10th ..... HU dsn 4-1802  
 (See Advertisement This Page)

**PEOPLE'S LOAN OFFICE**  
 We Loan Money on  
 WATCHES - DIAMONDS - JEWELRY  
 GUNS - RIFLES - BINOCULARS  
 LUGGAGE - CAMERAS - RADIOS  
 313 K ..... GI lbrt 3-0054

**PERSONAL FINANCE CO LOANS**  
 \$25 to \$1000 on salary or furniture or auto, to employed people. Sensible monthly payments. "Personal" National Credit. Accounts honored and issued. Phone, come in.

**"WHERE TO CALL"**  
 Personal Finance Co Of Sacto  
 Forum Bldg ..... GI lbrt 3-5731  
 You'll find it fast in the YELLOW PAGES.

**LOANS**

ON WATCHES • DIAMONDS  
 JEWELRY • BINOCULARS  
 SILVERWARE • RIFLES  
 LUGGAGE • CAMERAS  
 RADIOS • MUSICAL INSTRUMENTS  
 —MEN'S CLOTHING—

522 Jay HUDson 4-0740  
**RIch's LOAN OFFICE**  
 — OPEN SUNDAYS —

**Loans—(Cont'd)**

**PERSONAL FINANCE CO OF SACTO**  
 Forum Bldg ..... GI lbrt 3-5731  
 (See Advertisement Page 197)  
**PHILPOT R N & SON** 914-14th ..... GI lbrt 3-7787  
**PRUDENTIAL INSURANCE CO OF AMERICA**  
 Mortgage - Loan & Real Estate Investments  
 713 J ..... GI lbrt 3-7404  
 Rich's Clothing Store 522 J ..... HU dsn 4-0760  
 (See Advertisement This Page)

**SACRAMENTO LOAN & JEWELRY CO**  
 531 K ..... GI lbrt 2-6384  
 (See Advertisement Page 199)

**Sacto Natl Farm Loan Assn**  
 E T Thomas-Secretary-Treasurer  
 1521 L ..... GI lbrt 2-7969  
**Scott's Building Loan Service**  
 2811 Rio Linda Blvd N Sacto ..... HI ckrv 9-4478

**SEABOARD FINANCE COMPANY**  
 1331 L ..... GI lbrt 3-4621  
 (See Advertisement Page 199)

**UNIVERSAL C I T FINANCE CORP**  
 927-10th ..... GI lbrt 2-0751

**WILLIAMS EUGENE L**  
 4 1/2% INTEREST  
 1804 J ..... GI lbrt 2-6919

**Loans—Real Estate**

See Loans; also Banks; also Financing; also Savings & Loan Associations, Etc

**Lockers**

Corbin Locker Co 2201 Del Paso Blvd. HI ckrv 9-5609  
 Corbin Locker Plant 2 Rio Linda Blvd. HI ckrv 9-0304  
 Taylor-Walter J Co

127 Lea Wy N Sacramento ..... HI ckrv 9-2496  
**TOWN & COUNTRY FROZEN FOOD LOCKERS & MARKET**

See Adv Under Frozen Food Lockers-Renting  
 2912 Fulton Av. .... HI ckrv 9-3882

**VALLEY FOOD BANK**  
 4430 Freepoint Blvd ..... HI lcrst 5-6662  
 If no answer call ..... GI lbrt 3-6925

**Lockers—Frozen Food**

See Frozen Food Lockers-Renting

You'll get quicker service when you dial if you follow these simple steps:

1. Listen for the dial tone. This tone is your signal that the equipment is ready to take your call.
2. Dial each letter and digit of the number in its right order.
3. Draw the dial all the way to the finger stop.
4. Remove your finger and let the dial return naturally, without forcing or hurrying.
5. If you make a mistake while dialing, hang up for a few seconds and then start your call again.

*Always*  
**KEEP RECEIVER ON THE HOOK**

When you are through talking on the telephone, always see that you place the receiver back on the hook. Otherwise you may miss an important call.

**THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY**

**Locksmiths**

**A & A KEY SHOP**  
 "WE HAVE A MOBILE SHOP"  
 KEYS FOR ANY LOCK  
 Night & Sunday Service

Shop 3413 Broadway ..... HI lcrst 5-7513  
 If no answer call ..... HI lcrst 5-6555

**A & A Key Shop** 3413 Broadway ..... HI lcrst 5-7513  
 (See Advertisement Page 202)

**BODE & BODE** 1716 J ..... GI lbrt 2-4546  
 (See Advertisement This Page)

**CERTIFIED SAFE & LOCK SERVICE**  
 626 J ..... GI lbrt 2-4251  
 (See Advertisement This Page)

**LANGLEY'S REPAIR SHOP**  
 WE MAKE  
 AUTO & HOUSE KEYS  
 Night & Sunday Service  
 1521-0 ..... GI lbrt 3-8533

**LARKIN KEY SHOP**  
 KEYS FOR ANY LOCK  
 AUTO - TRUNK - HOUSE  
 DOOR CLOSERS REPAIRED  
 FAST EFFICIENT SERVICE  
 602 L ..... GI lbrt 3-8486  
 (Continued Next Page)

Rigid or flexible telephone conduit can be easily and quickly installed during construction of your new home. Be sure your plans specify built-in conduit.

**KEYS**



**FOR ANY LOCK**

**LOCKS FOR ALL PURPOSES**  
 AUTOMOBILE LOCKS  
 Supplied & Repaired  
 Call  
**HUDson 4-1422**

**HARRY TROUGHTON**  
*Locksmith*

1218-16th St. Sacramento

**KEYS**

**MADE WHILE YOU WAIT**

Complete Locksmith Service  
**MASTER KEYING**  
**COMBINATIONS CHANGED**

All of Our Locksmiths  
 Are Fully Bonded  
 A Complete Line of Safes  
 & Filing Cabinets

Also Lawn Mowers Sharpened  
 WE ACCEPT OUT OF TOWN CALLS



Call

**GILBERT 2-4546**

1716 J Street

**BODE & BODE**

DRIVE IN SERVICE

• SUNDAYS • **KEYS** • HOLIDAYS •

24-HOUR SERVICE

**MASTER LOCKSMITHS**

BONDED

HOUSE - LUGGAGE & AUTO LOCKS SOLD & REPAIRED

MASTER KEYING  
 COMBINATIONS CHANGED

Distributor for  
**HERRING HALL  
 MARVIN SAFES**

NEW & USED SAFES  
 Sold - Opened & Repaired

LAWN MOWERS SHARPENED & ADJUSTED  
 (FREE PICK-UP & DELIVERY IN SACRAMENTO)

**Certified Safe & Lock Service**

Phone GI lbert 2-4251

626 J