

# CASH LOANS

**\$50-\$100-\$250 UP TO \$1500  
ON SALARY, CAR OR FURNITURE**

Do you need cash to pay old store bills, doctor or dentist bills or for any other worthy purpose? Household Finance loans \$20 to \$1500 on salary, car or furniture.

No endorsers. Endorsers or guarantors are not required. Take 6, 12, 15 or up to 20 months to repay.

**QUICK PHONE SERVICE.** For extra fast service phone first, then if approved, we can have your loan ready when you come in.

Cash You Get	MONTHLY PAYMENT PLANS		
	20 payments	15 payments	12 payments
\$100	\$ 6.43	\$ 8.10	\$ 9.77
200	12.69	16.02	19.36
500	31.14	39.47	47.84
1000	59.84	76.55	93.28
1500	87.55	112.62	137.72

Payments include charges at the rate of 2 1/4% per month on balances not exceeding \$100 and 2% per month on balances above \$100 but not exceeding \$500 and 1 1/2% per month on any remainder.

Money When You Need It!



## HOUSEHOLD FINANCE Corporation

ESTABLISHED 1919  
1107 Ninth St., corner K—Forum Bldg., 7th Floor  
Phone: GI lbert 2-3684

### Loans—(Cont'd)

Household Finance Corporation  
Forum Bldg. .... GI lbert 2-3684  
(See Advertisement This Page)

#### 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"

Household Finance Corporation  
Forum Bldg. .... GI lbert 2-3684  
(See Advertisement This Page)

#### JOSEPH ROBERT G

REAL ESTATE LOANS  
FHA - BANK  
NEW CONSTRUCTION & RE-FINANCE  
4 1/4 Per Cent - 5 Per Cent - 6 Per Cent  
812-10th ..... GI lbert 2-6909

#### LAUPPE F E

Automobile Loans  
1223 K ..... GI lbert 3-7431  
Lester Investment Co 1626 K ..... GI lbert 2-5238  
LOCAL LOAN CO 1104-8th ..... GI lbert 2-0431  
(See Advertisement Page 204)

#### MERCANTILE ACCEPTANCE COMPANY

LOANS  
ON  
SALARY - FURNITURE - AUTO  
May Be Quickly & Conveniently Arranged  
With Payments to Fit Your Income  
1612 K ..... HU dsn 1-0231

(Continued Next Page)

Advertise here—it pays.

# LOANS

**\$25 to \$2000**  
Without Co-signers

Loans to People Married or Single  
For Any Good Purpose on Salary  
Furniture - Auto & Convenient  
Payments Arranged

1. Your Choice of dates and amount of Repayment. Pay Only for the Time You Keep the Money
2. Same Prompt Individual Attention Whether Your Loan is Large or Small

\$6.99 Per Mo.  
Repay a

\$100 in 18 Mo.

Save Time - Phone  
GI lbert 2-  
5887

WHERE CUSTOMER  
CONVENIENCE  
COMES FIRST!

Let Us Try and Arrange  
a Loan the Same Day.



**CREDIT CO.**  
1017 - 12th

ESTABLISHED OVER 50 YEARS  
LICENSED PAWN BROKER

# MONEY LOANED

We Loan the MOST on

WATCHES	DIAMONDS
JEWELRY	LUGGAGE
BINOCULARS	CAMERAS
TYPEWRITERS	SILVERWARE

RADIOS - MUSICAL INSTRUMENTS - RIFLES

**SACRAMENTO LOAN & JEWELRY CO.**

CORNER 6th & K ST.

GI lbert 2-6384

### Loans—(Cont'd)

MORRISSEY CO THE  
F.H.A. LOANS  
PRIVATE LOANS  
INSURANCE LOANS  
4 Per Cent - 5 Per Cent - 6 Per Cent  
729 J ..... GI lbert 3-1771

MORTHRIFT FINANCE CO  
1229 K ..... GI lbert 3-7901  
(See Advertisement This Page)  
NEIDEPFER LEE M 1010-7th ..... GI lbert 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 lbert 3-0054

#### PERSONAL FINANCE CO LOANS

Loans \$25 to \$3500 or more on Salary, Furniture or Auto to employed people—monthly payments—no endorsers necessary. Come in or phone—we like to say yes.



"WHERE TO CALL"

Personal Finance Co Of Sacto  
Forum Bldg. .... GI lbert 3-5731

PERSONAL FINANCE CO OF SACTO  
Forum Bldg. .... GI lbert 3-5731  
(See Advertisement Page 204)

PHILPOT R N & SON 914-14th ..... GI lbert 3-7787  
PRUDENTIAL INSURANCE CO OF AMERICA  
Mortgage-Loan & Real Estate Investments  
719 J ..... GI lbert 3-7404

Rich's Men's Clothing Store 522 J ..... HU dsn 4-0760  
(See Advertisement This Page)

SACRAMENTO LOAN & JEWELRY CO  
531 K ..... GI lbert 2-6384  
(See Advertisement Page 206)

Sacto Nat'l Farm Loan Assn  
B H French-Secretary-Treasurer  
1521 J ..... GI lbert 2-7969

Scott's Building Loan Service  
2811 Rio Linda Blvd N Sacto ..... HI cky 9-4478

SEABOARD FINANCE COMPANY  
1331 L ..... GI lbert 3-4621  
(See Advertisement This Page)

WILLIAMS EUGENE L  
4 1/2% INTEREST  
1904 J ..... GI lbert 2-6919

#### Loans—Real Estate

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

#### Lockers

Corbin Locker Plant 2 Rio Linda Blvd. HI cky 9-0304  
TOWN & COUNTRY FROZEN FOOD LOCKERS & MARKET  
See Adv Under Frozen Food Lockers-Renting

2912 Fulton Av. .... IV nho 9-6324  
Or call ..... IV nho 9-3560

VALLEY FOOD BANK  
WHOLESALE MEATS AND FROZEN FOODS FOR HOME FREEZERS  
4430 Freeport Blvd. .... HI lbrst 5-6662  
If no answer call ..... GI lbert 3-6925

#### Lockers—Frozen Food

See Frozen Food Lockers-Renting

MERCHANTS and business firms appreciate being told that you found them in the Yellow Pages.

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

# LOANS

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

522 Jay HUdson 4-0760

**RICH'S LOAN OFFICE**  
OPEN SUNDAYS FROM 9 A.M. TO 1 P.M.

It Pays

To Answer Telephone Calls  
**PROMPTLY**

Prompt answering of a telephone's ring is thoughtful, courteous—and good business.

## QUICK SERVICE

Telephone  
GI lbert 3-4621

# LOANS

AUTOMOBILES  
FURNITURE  
SALARY  
TRUCKS

Flexible Terms  
Convenient Repayment Plan

**SEABOARD**  
FINANCE COMPANY



1331 "L" Street

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