



## NO ENDORSERS • NO MORTGAGES

This means we will give you the cash you need *immediately* and only **YOU** sign. Men and women regularly employed, regardless of occupation, qualify for this modern, simplified plan which is designed to make it as easy as possible for you to borrow. You repay at your convenience in easy monthly installments.

Loans also made on Furniture or Auto, without removal. There is a LOCAL LOAN plan to meet your personal requirements.

## AN UNEQUALLED SERVICE FOR EMPLOYED MEN AND WOMEN

- IMMEDIATE service
- No endorsers or mortgages
- Foremost in friendly, courteous service
- Private interview rooms
- Strictly confidential
- Payments to suit your convenience



**Phone for Your Loan!**  
**MAIN 3878**  
then call at our office  
and immediately obtain the money!  
ONLY ONE VISIT NECESSARY

OFFICE HOURS: 8:30 A. M. to 5:30 P. M.

SATURDAYS: 8:30 A. M. to 1:00 P. M.

# LOCAL LOAN CO.

...FOR OVER 30 YEARS...

SACRAMENTO: 419 Forum Building, 9th and K Streets, Main 3878  
SAN FRANCISCO: 328 Flood Building, 870 Market Street, Exbrook 3575  
OAKLAND: 308 Latham Square Bldg., 508-16th Street, Glencourt 5522  
LOS ANGELES • SAN DIEGO • LONG BEACH • HOLLYWOOD

## Loans.

### -See also Financing

A & R Loans  
Personal Finance Co of Sacramento  
1008-8th. Capital-2311

### ACME LOAN SERVICE

**MONEY AT ONCE**  
If Steadily Employed  
No Co-signers — No Security  
Absolutely Confidential  
30-MINUTE SERVICE  
Room 310-311  
Ochsner Bldg. Capital-2411

BANK OF AMERICA NATIONAL TRUST  
& SAVINGS ASSOCIATION  
8th & J. Capital-5200

Bahler F G Mortgage Co  
Cap Natl Bldg. Capital-2784  
Capital Loan Co 719 K. Capital-4550  
City Loan Co 719 K. Capital-1157

### COMMUNITY FINANCE SERVICE

1209 K. Capital-609

Consumers Credit Company 1423 K. Capital-727

Credit Loan Brokers Forum Bldg. Main-6029

Employees Loan Company 600 I. Main-388

ETHEREIDGE GRADY Forum Bldg. Main-6029

GENERAL CREDIT CO 1003-9th. Capital-1007

Harris Loan & Jewelry Co 501 K. Main-1372

Horton A G 934 I. Capital-1280

Howard Finance Co Ochsner Bldg. Capital-2411

Local Loan Co Forum Bldg. Main-3878

Melroe Loans Ltd 1414-16th. Capital-813

PERSONAL FINANCE COMPANY OF

SACRAMENTO 1008-8th. Capital-2311

(See Advertisement Opposite Page)

Popular Loan Co Forum Bldg. Main-579

Private Brokerage Co Forum Bldg. Main-2246

Sacto Loan Off. 531 K. Main-2451-W

Scherer S A 1330 K. Main-4671

(See Advertisement Opposite Page)

Serv-Rite Loan Co Forum Bldg. Main-2252

Spring Fred C 1007 Temple. Main-830

State Finance Co 1126-15th. Capital-1274

U S Finance Exchange 914-14th. Capital-450

Valley Brokerage Co Nicolais Bldg. Capital-6223

The Yellow Pages tell you where to reach quickly the plumber, carpenter, dry cleaner and hundreds of others.

*Friends are close when you  
talk by  
TELEPHONE*



Call people up to extend congratulations, to express thanks, to renew old times and to do any of the dozens of things that strengthen the bonds of friendship! "Long Distance" is easy to use, low in cost.

## Loans—Automobile

COMMUNITY FINANCE SERVICE  
1209 K. Capital-609

CONSUMERS CREDIT COMPANY

### AUTO LOANS

\$20 to \$1000

Confidential Service

1423-K Capital-727

Glenn Motor Co 1615 K. Main-1815

Laurel F E 1319 K. Main-206

Martland Finance Co 1607 J. Main-2040

SCHERER S A 1330 K. Main-4671

STATE FINANCE CO

Al Conlin, Manager

### AUTO & FURNITURE LOANS

Direct from Lender to Borrower

PROMPT • COURTEOUS

CONFIDENTIAL SERVICE

Look for the Big Blue Window Sign

1125-15th Capital-1274

## Loans—Character

COMMUNITY FINANCE SERVICE  
1209 K. Capital-609

## Loans—Furniture

COMMUNITY FINANCE SERVICE  
1209 K. Capital-609

SCHERER S A 1330 K. Main-4671

## Loans—Mortgage

Philpot R N 914-14th. Capital-450

## Loans—Personal

BANK OF AMERICA NATIONAL TRUST  
& SAVINGS ASSOCIATION  
8th & J. Capital-5200

COMMUNITY FINANCE SERVICE  
1209 K. Capital-609

SCHERER S A 1330 K. Main-4671

## Loans—Real Estate

Arts & Cook Inc 419 J. Main-16

Bahler F G Mortgage Co

Cap Natl Bldg. Capital-2784

CAPITAL FEDERAL SAVINGS & LOAN ASSN 805 J. Capital-2260

Elliott & Huston Inc 1010-8th. Main-230

MORTGAGE REALTY CO 815 J. Main-175

## Loans—Salary

Local Loan Co Forum Bldg. Main-3878

(See Advertisement Opposite Page)

VALLEY BROKERAGE CO

### CASH LOANS

\$10 OR MORE

Lowest Rates in the City

Without Red Tape

NO ENDORSERS OR SECURITY

1020-8th bet K & J—Room 808

Nicolais Bldg. Capital-6223

## ARE YOU MOVING?

Would you like to know the dealers in your new neighborhood who sell standard trade-marked articles you buy frequently? Refer to the name of the article in these Yellow Pages. There you will find a list of dealers ready to serve you.

Find where to buy it in the Yellow Pages

## New A & R Loans

**\$25 to \$500**  
AT NEW

## LOWER RATES!

If you can make these new, easier monthly payments, don't hesitate to apply!

LOAN	PAYMENT
\$ 60	\$ 4.18
100	\$ 6.97
200	\$13.76
300	\$20.46

Above includes principal and ALL charges, based on our 18 month plan. Repayment sooner reduces cost even more.

- NO CO-SIGNERS NECESSARY
- NO EMPLOYERS NOTIFIED

Our service, First Choice from Coast to Coast, is guaranteed by Good Housekeeping Magazine as advertised therein.

FREE CONSULTATION — in your own home if desired.

Just Phone Us — Or Come In

**Personal**  
FINANCE COMPANY

6th Floor Bank of America Bldg.  
(Corner 8th and J Streets)  
SACRAMENTO

Capital 2311



**AUTO -- FURNITURE  
PERSONAL SIGNATURE**

# LOANS

- No Payment for as Long as 90 Days
- Refinance Your Present Contract
- Reduce Monthly Payments
- Loans On Out-of-State Cars
- Cash Today
- Courteous Confidential Service
- No Co-signers

**1330 K ST.**

Main-4671

## Increase the usefulness of your Telephone

With this little box you can make one telephone do the work of two or more. This is one of several devices that have intercommunicating, holding, pickup and privacy features. Ideal for homes or offices having two or more telephones. . . . . For information call our Business Office.

