



No Co-signers--No Chattel Mortgages  
Strictly Confidential--No Delay



THIS MEANS we will give you the cash you need IMMEDIATELY, and ONLY YOU SIGN! Only one call is necessary, and you receive prompt, courteous service. Take advantage of this simple, dignified service.

Men and women regularly employed, regardless of occupation qualify for a Local Loan Co. character loan—On Your Signature Only. The whole transaction is entirely confidential. You repay in convenient monthly instalments.

We also make loans on Autos or Furniture.

Just Phone or Call at Our Office

Phone Main 3878



419 Forum Building, Ninth and K—Fourth Floor

Seven Offices in California

SAN FRANCISCO — OAKLAND — LOS ANGELES — HOLLYWOOD  
LONG BEACH — SAN DIEGO

### Loans. —See also Financing

**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

Buhler F G Mortgage Co  
Cap Natl Bldg .....Capital-2784  
Capital Loan Co 719 K .....Capital-6530  
City Loan Co 719 K .....Capital-1157  
**COMMUNITY FINANCE SERVICE**  
1209 K .....Capital-609  
Consumers Credit Company 1422 K .....Capital-727  
Credit Loan Brokers Forum Bldg .....Main-6029

**EMPIRE BROKERAGE CO**  
**PERSONAL LOANS**  
\$5 to \$50  
ARRANGED IN 5 MINUTES  
Your Signature Only  
Phone Your Request  
Room 925  
Forum Bldg .....Main-3341

Employers Loan Company 600 I .....Main-3588

**GENERAL CREDIT COMPANY**  
**PERSONAL LOANS**  
**AUTO LOANS**  
\$50 to \$2,000  
PROMPT, FRIENDLY SERVICE  
CONVENIENT TERMS  
1009-9th .....Capital-1007

Harris Loan & Jewelry Co 501 K .....Main-1372  
Helen A C 624 I .....Main-4867-W

**HOWARD FINANCE CO**  
**MONEY**  
For All Purposes  
On Your Signature Only  
Telephone  
MR. HODSON  
Suite 302, 719 K St  
Ochsner Bldg .....Capital-1280

Local Loan Co Forum Bldg .....Main-3878  
MacBride Realty Co Cap Natl Bldg .....Main-138  
Motor Loans Ltd 1414-16th .....Capital-815  
Pacific Brokerage Co Ochsner Bldg .....Capital-2787  
**PERSONAL FINANCE COMPANY OF SACRAMENTO** 1008-9th .....Capital-2311  
(See Advertisement Opposite Page)  
Popular Loan Co Forum Bldg .....Main-379

**PRIVATE BROKERAGE CO**  
**QUICK LOANS**  
\$5 to \$60  
Procured for Salaried People  
on Your Plain Note  
No Signers—No Endorsers  
Required  
Room 320 9th and K Sts.  
Forum Bldg .....Main-2246

Sacto Loan Ofc 531 K .....Main-2451-W  
Scherer S A 1330 K .....Main-4671  
(See Advertisement Opposite Page)  
Serr-Rite Loan Co Forum Bldg .....Main-2232  
Spring Fred C 100P Temple .....Main-830  
State Finance Co 1125-15th .....Capital-1274

**SUTTER FINANCE CO**  
**SALARY LOANS**  
Arranged  
While You Wait  
On Your Signature Only  
Forum Bldg .....Capital-1267

U S Finance Exchange 914-14th .....Capital-450  
Valley Brokerage Co Nineteen Bldg .....Capital-6223

The opportunity to discuss things back and forth by telephone often brings deals to a quick conclusion which otherwise might drag on for weeks or never be completed at all.

### Loans—Automobile

**COMMUNITY FINANCE SERVICE**  
1209 K .....Capital-609  
**CONSUMERS CREDIT COMPANY**

**AUTO LOANS**  
\$20 to \$1000  
Confidential Service  
1422-K .....Capital-727

Glen Motor Co 1615 K .....Main-1815  
LAUPPE F E 1319 K .....Main-206

**LEWIS LELAND M CO**  
6% - AUTO LOANS - 6%  
FLAT RATE  
Get Money Immediately  
Confidential - Courteous  
Phone for Representative  
1801 J .....Capital-991

Moreland Finance Co 1607 J .....Main-2040  
**PERSONAL FINANCE COMPANY OF SACRAMENTO**

See Our Ad This Classification  
1008-9th .....Capital-2311  
**RUDINE C L 1620 K** .....Capital-168  
**SCHERER S A 1330 K** .....Main-4671

**STATE FINANCE CO**  
Al Conlin, Manager  
**AUTO 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—Chattel

Community Finance Service 1209 K .....Capital-609  
(See Advertisement This Page)

### Loans—Furniture

**COMMUNITY FINANCE SERVICE**  
1209 K .....Capital-609  
**SCHERER S A 1330 K** .....Main-4671

### Loans—Personal

**COMMUNITY FINANCE SERVICE**  
1209 K .....Capital-609  
**PERSONAL FINANCE COMPANY OF SACRAMENTO**  
See Our Ad This Classification  
1008-9th .....Capital-2311  
**SCHERER S A 1330 K** .....Main-4671

### Loans—Real Estate

Arts & Cook Inc 813 J .....Main-16  
Buhler F G Mortgage Co  
Cap Natl Bldg .....Capital-2784  
**CAPITAL FEDERAL SAVINGS & LOAN ASSN** 805 J .....Capital-2260

### CHECK OVER ME

**MONEY TO LOAN**  
**ON REAL ESTATE**  
5% - 5½% - 6%  
No Charge, Unless Loan is Made  
Room 301, 9th & K  
Forum Bldg .....Main-1270

Ellitt & Hurton Inc 1010-8th .....Main-230  
**MORTGAGE REALTY CO** 815 J .....Main-175

### Loans—Salary

**COMMUNITY FINANCE SERVICE**  
1209 K .....Capital-609  
Credit Loan Brokers Forum Bldg .....Main-6029  
(See Advertisement This Page)  
(Continued Next Page)

Just a few moments spent in looking through the Yellow Pages will direct you to what you want. There you will find where the goods and services can be had.

## 1st Choice From Coast to Coast for LOANS UP TO \$500

More people borrowed from Personal Finance Co.'s last year than from any other Small Loan company in the U. S.

### Here's ONE Reason:

#### SENSIBLE TERMS

\$ 7.55 mo. Repays \$100 in 18 mo.  
11.07 mo. Repays \$150 in 18 mo.  
17.66 mo. Repays \$250 in 18 mo.  
34.78 mo. Repays \$500 in 18 mo.  
Cost Reduced by Paying Faster

### Here Are Other Reasons:

\*You deal DIRECT with us—NOT through Brokers.  
\*No co-signers or special kind of security needed.  
\*Complete service—individual consideration.  
\*Special service, if you're in a hurry.  
\*The quicker you repay—the less the cost.  
\*Our staff of local people appreciate your business.



**Personal FINANCE CO.**

6TH FLOOR—BANK OF AMERICA BLDG.  
Corner 8th & "J" Sts. Phone Capital 2311

SACRAMENTO



**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

**COMMUNITY  
Fast Service  
LOANS**

\$25 to \$1,000

FURNITURE - AUTOMOBILE - SALARY

Telephone CAPITAL 609

CALL FOR DETAILS—NO OBLIGATION

Community Finance Service

1209 K Street Sacramento

**PERSONAL  
• LOANS •**

ARRANGED IMMEDIATELY ON  
YOUR SIGNATURE ONLY

Your Promise to Pay is Our Security

Telephone You Need to

**CREDIT LOAN BROKERS**

Main-6029

Room 803, Forum Bldg. 9th & K Sts.