



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!



917 - 10TH ST. SACRAMENTO

Phone HUDSON 4-1802

LOANS

ON WATCHES - DIAMONDS
JEWELRY - BINOCULARS
SILVERWARE - RIFLES
LUGGAGE - CAMERAS

RADIOS - MUSICAL INSTRUMENTS

**SACRAMENTO LOAN
& JEWELRY CO., INC.**

531 K St.

Gl lbert 2-6384

REPAIR SERVICE

When one of the many household articles gets out of order, you will find a repair service quickly and easily when you

LOOK IN THE
Classified
TELEPHONE SECTION

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 Gl lbert 3-7901

When the name
of a
BUSINESS
HOUSE
has been forgotten

... or when you are new
to the city, or when you
simply want to find a
telephone number the
quickest way...

Look in the
YELLOW PAGES

Loans—(Cont'd)

MORRISSEY CO THE

F.H.A. LOANS
PRIVATE LOANS
INSURANCE LOANS

729 J Gl lbert 3-1771

MORTHRIFT FINANCE CO

1229 K Gl lbert 3-7901

Neldeffer Lee M. 3010-7th Gl lbert 2-7647

PACIFIC FINANCE LOANS

917-10th HU don 4-1802

People's Loan Office 313 K Gl lbert 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 Gl lbert 3-5731

PERSONAL FINANCE CO OF SACTO
Forum Bldg Gl lbert 3-5731

PHILPOT R N & SON 914-14th Gl lbert 3-7787

PRUDENTIAL INSURANCE CO OF AMERICA

Mortgage-Loan & Real Estate Investments

713 J Gl lbert 3-7404

Rich's Clothing Store 522 J HU don 4-0760

SACTO LOAN & JEWELRY CO INC

531 K Gl lbert 2-6384

Sacto Mall Farm Loan Assn

E T Thomas-Secretary-Treasurer

3523 Gl lbert 2-7969

SEABOARD FINANCE COMPANY

1331 L Gl lbert 3-4621

(See Advertisement Page 203)

UNIVERSAL C I T FINANCE CORP

927-10th Gl lbert 2-0751

WILLIAMS EUGENE L 1804 J Gl lbert 2-6919

Loans—Real Estate

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

Lockers

BERGER STEEL LOCKERS—

PETLEY INC LOCKERS 899-734 Av Oakland

(Tel) Call "Operator" for Trinidad 2-7681

Corbin Locker Co 2301 Del Paso Blvd., RI cky 9-9981

Taylor Walter J Co

127 Lee Wt Sacramento HI cky 9-2496

TOWN & COUNTRY FROZEN FOOD LOCKERS

& MARKET

See Adv Under Frozen Food Lockers-Renting

2968 Fulton Av HI cky 9-3682

VALLEY FOOD BANK

4430 Freeport Blvd HI crest 5-6662

If no answer call Gl lbert 3-4725

Lockers—Frozen Food

See Frozen Food Lockers-Renting

FOUR THOUGHTFUL ITEMS OF TELEPHONE PROCEDURE—

1. Please answer promptly.
2. Please be on the line when the party you want answers.
3. Please speak distinctly and without hurrying, with the lips close to the mouthpiece.
4. Please replace the receiver gently when through talking.

Locksmiths

A & A KEY SHOP

"WE HAVE A MOBILE SHOP"
KEYS FOR ANY LOCK

Night & Sunday
Service

Shop
3413 Broadway HI crest 5-7513

A & A Key Shop 3413 Broadway HI crest 5-7513

(See Advertisement Page 206)

BODE & BODE 1716 J Gl lbert 2-4546

(See Advertisement This Page)

CERTIFIED SAFE & LOCK SERVICE

626 J Gl lbert 2-4251

(See Advertisement This Page)

LANGLEY'S REPAIR SHOP

WE MAKE

AUTO & HOUSE KEYS

Night & Sunday Service

1521-0 Gl lbert 3-8533

(Continued Next Page)

A thoughtful party-line user answers her telephone bell promptly... places her own calls accurately, so that they do not have to be placed again... does not monopolize the telephone at the inconvenience of others... teaches children, too, the little telephone kindnesses... and when her telephone is not in use, sees that it is hung up.

KEYS



FOR ANY LOCK

LOCKS FOR
ALL PURPOSES
AUTOMOBILE LOCKS
Supplied & Repaired



Call
HUDSON 4-
1422

HARRY TROUGHTON
Locksmith

1218-16th St.

Sacramento

You Value Your Property?... Choose Your Locksmith As You Would Your Banker

Bonded
LOCKSMITHS
SINCE 1923



"FLYING
LOCKSMITHS"

18
th
St.



17
th
St.

1716 J STREET

Complete Locksmith Service

SAFES
SALES
SERVICE

SAFES • SAFE REPAIRING
COMBINATIONS CHANGED

Gl lbert 2-
4546

BODE & BODE



KEYS

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 Gl lbert 2-4251
Nights HI lcrest 6-2290

626 - J