

Codes in Italic indicate Sacramento (No Code) Carmichael (C) North Highlands (NH) West Sacramento (WS) Broderick (B) Del Paso Heights (DPH) North Sacramento (NS) West Sacramento (WS)

Loans-(Cont'd)

HOUSEHOLD FINANCE LOANS

For fast, courteous, understanding loan service up to \$2500, with up to 24 months to repay, phone Household Finance. The principal requirement for a loan at HFC is ability to repay monthly.



"WHERE TO CALL"

Household Finance Corp 1100-8th - GI 2-3683
Household Finance Corp of Sacto North 3343 El Camino Av IV 7-8601

James E Mortgage Corp of Calif 812-10th - HI 6-6629
LAUPPE CO Automobile Loans 1323 K - GI 3-7431

LEWIS GENE REALTOR

Oliver Lewis - Gene Lewis
QUICK CASH
PERSONALIZED SERVICE
HOMES - MOTELS
LOTS - RANCHES
Over 30 Years Experience
6135 Fair Oaks Blvd - IV 9-7627

LIBERTY LOAN CORP 2026 K - HI 6-7813
(See Advertisement Page 313)

Local Loan Co 1104-8th - GI 2-0431
Across from Country Club Centre 3409 El Camino Av - IV 3-2941
(See Advertisement Page 310)

Wise buyers know that the YELLOW PAGES are the quickest way to get up-to-date purchasing information.

LOCAL LOAN CO LOANS

Any amount - \$25, \$50, \$100, \$500 - up to \$1500 on your salary, auto or furniture. Up to 6, 12, 18 or even 24 months to repay. Confidential, one-visit service. Phone or stop in.



"WHERE TO CALL"
Local Loan Co Second Floor-Corner 8th and K Streets 1104-8th - GI 2-0431
Local Loan Co Across from Country Club Centre 3409 El Camino Av - IV 3-2941

LOYALTY SAVINGS & LOAN ASSN 3703 Stockton Bl - GL 1-7291
Lucas & Co 827 J - GI 3-4811

MAJOR FINANCE CO

DIAMOND LOANS
PRIVATE OFFICES - UPSTAIRS
BANK VAULT PROTECTION
HIGHEST APPRAISALS
LADIES DEPT.
1005-8th - GI 8-2550

MCINNIS MORTGAGE CO

Conventional - Construction - Refinancing
FHA - VA - SUBDIVISION FINANCING
Midtown Bldg Suite 106 1507-21st - GI 3-7993

Mercantile Acceptance Co 5943 Fair Oaks Blvd - IV 7-8665
Mercantile Acceptance Company 910 J - GI 1-2701
(See Advertisement Page 311)
Mercantile Acceptance Co 5647 Stockton Bl - GL 2-4501

Do you keep a list of emergency telephone numbers you may require? It pays to have them handy.

MERCANTILE ACCEPTANCE LOANS

SALARY LOANS
FURNITURE LOANS
AUTOMOBILE LOANS
Money And Courtey



"WHERE TO CALL"

NORTH SACRAMENTO OFFICE
Mercantile Acceptance Company
Country Club Centre Office
3382 El Camino Av - IV 3-2731

SACRAMENTO OFFICE
Mercantile Acceptance Company
910 J - GI 1-2701
Mercantile Acceptance Co
5647 Stockton Bl - GL 2-4501

AUBURN OFFICE

Mercantile Acceptance Company
890 Lincoln Way Auburn - TU 9-2401

CARMICHAEL OFFICE

Mercantile Acceptance Co
5943 Fair Oaks Blvd - IV 7-8665

LAKE TAHOE OFFICE

Mercantile Acceptance Co
Bijou - KImb 4-4121

(Continued Next Page)

Behind on orders? Let handy YELLOW PAGES introduce the suppliers you need. It's fast - convenient. Wise buyers say there's nothing like the YELLOW PAGES of your telephone book for getting in touch with almost everyone around who sells things, fixes things, does things. Try the YELLOW PAGES once... you'll use it often.

ED=Edwood EA=Elgin FB=Frontier GA=Garden GI=Gilbert GL=Goldstone HI=Hickory WA=Wabash IV=Yonkers

Loans-(Cont'd)

MORRIS PLAN LOANS

PERSONAL BUSINESS FURNITURE AUTO
"Since 1916, Serving the Financial Needs of Thousands of Californians"
"WHERE TO CALL"
Morris Plan Company of California 1324 K - HI 4-6400

MORTHRIFT PLAN 1229 K - GI 3-7901
(See Advertisement Page 312)

NORTH CITY JEWELRY & LOAN CO

2105 Del Paso Blvd (NS) - WA 5-3404
Pacific Finance Corp 917-10th - GI 3-4834
(See Advertisement Page 312)

PACIFIC FINANCE LOANS

PHONE NOW! Need a Loan? Use the Phone! Up to \$1500 or More Up to 24 months Salary - Auto - Furniture
"WHERE TO CALL"
Pacific Finance Corp 917-10th - GI 3-4834
Pacific Finance Loans 2200 Del Paso Blvd (NS) - WA 5-3521
Pac Finance Loans 2622 El Camino Av - IV 3-5188

ONIONLESS ONION

If you like potato salad but do not like raw onion, you might try boiling an onion in the water in which you are boiling the potatoes for the salad. This gives the spuds the flavor of onion.

HOME OWNERS!

YOU ARE A PREFERRED CREDIT RISK - HOME PAID FOR OR NOT! UP TO

52 MONTHS TO REPAY

BORROW ON YOUR PROPERTY PAID FOR OR NOT. PHONE FOR LOW MONTHLY REPAYMENT PLAN ON ANY AMOUNT, \$500 TO \$50,000. TERMS ARRANGED TO SUIT YOU.

Phone for Full Information

GI 3-6561

SENTINEL MORTGAGE CO.

3rd FLOOR 927-10TH SACRAMENTO

Loans-(Cont'd)

PROVIDENT LOANS

Successor to S. F. Remedial Loan Assn. LOANS on Diamonds - Gold - JEWELRY may be Arranged by Mail. Private Confidential Jewelry Loans to Any Amount at Low Interest Rates
"FOR INFORMATION CALL"
SAN FRANCISCO PROVIDENT LOAN ASSOCIATION 922 Mission St - YUkon 2-4400

Public Finance Corp 1119-8th - GI 2-0451
(See Advertisement Page 312)

PUBLIC FINANCE - LOANS

\$25-\$100-\$200 Up to \$2500 MONEY IN 1 DAY Sensible plans to meet any desire or emergency To Save Time, Phone First
"FOR SERVICE CALL"
Public Finance Corp 1119-8th - GI 2-0451

RICH'S LOAN OFFICE 522 J - GI 8-0760

Royal Acceptance Co

3010 Watt Av - IV 9-2994

Sacramento Acceptance Company

1612 K - HI 4-7557

Sacramento Loan & Jewelry Co

531 K - GI 2-6384

SACTO NATL FARM LOAN ASSN

S G Kost-Secretary-Manager 1351 J - GI 2-7969

Advertising in the YELLOW PAGES of the Telephone Directory is a direct way to keep your products before buyers. More and more people "Find it Fast in the YELLOW PAGES."

LOAN SERVICE YOU'RE SURE TO LIKE

Under the G.A.C. plan your wishes and preferences are given the utmost consideration. What's more, the transaction can be handled entirely by mail... from start to finish. No parking problems... no need to worry about office hours... no need to take time off from work.



Loans \$25 to \$1500

G.A.C. FINANCE CORPORATION

113 VERNON Roseville, California Telephone 5UNset 3-8146

1320 TEXAS STREET Fairfield Shopping Center Fairfield, California Telephone HARRison 5-2921

Loans-(Cont'd)

SEABOARD FINANCE

CASH LOANS OF \$25 - \$2500 OR MORE ON Auto - Furniture - Salary
"The Difference With Seaboard's Service"
"WHERE TO CALL"
Seaboard Finance Co Downtown Office 1331 L - GI 3-3945
El Camino Office 3417 El Camino Av - IV 3-5123

Seaboard Finance Co 1119-8th - GI 2-0451

SENTINEL MORTGAGE CO

HOME-OWNER LOANS Borrow on Your Property Paid for or Not. Phone For Low Monthly Repayment Plan on Any Amount \$500.00 to \$50,000. Terms Arranged to Suit You. Up to 52 Mo. to Repay 927-10th St - AJ J Financial Bldg - GI 3-6561

Sentinel Mortgage Co

Financial Bldg - GI 3-6561

Sonoma Mortgage Corp

4090-24th - GL 6-8233

Splman-Callister Co

1701-4th Snta Rsa - LIbrty 6-3345

1 & 2 Real Estate Loans

921-10th - GI 2-0791

Stone J W Bill 1507-21st - GI 1-3668

Sumitomo Bank Calif 1400-4th - GI 3-4611

West Coast Savings and Loan Association

1300-21st - HI 4-6480

Country Club Branch

HI 4-6480

WESTERN LOAN CO

REAL ESTATE FINANCING

CASH FOR 1st & 2nd NOTES - DEEDS OF TRUST & MORTGAGES CASH FOR EQUITIES ON HOMES - FARMS & LAND 3320 Fair Oaks Bl - IV 3-4371

Western Loan Company 208 K - GI 1-2659

Wil-Plan Co 1309 J - HI 7-7728

Loans-Real Estate

See Real Estate Loans; Loans; Banks; Financing; Savings & Loan Associations; Etc

In these busy days when saving time is so important, more and more telephone users are following the thoughtful way of answering the telephone: "Harry Smith speaking." Such an introduction establishes identity, saves time and makes a good impression.



QUICK LOANS FOR BUSY PEOPLE

\$25 up to \$1200 Salary - Auto - Furniture



Hlckory 6-7813 2026 K Street "At 21st Street"

Lockers

CORBIN E F CO LYON STEEL LOCKERS, STORAGE CABINETS, WORK BENCHES STEEL SHELVING 1408 J - GI 1-1259

PENCO STEEL LOCKERS

FACTORY REPRESENTATIVES HANERSLAG EQUIPMENT CO - GI 7-0299

Roeder Paul W Co 1723-13th - GI 8-8559

Lockers-Frozen Food

See Frozen Food Lockers-Renling

Who handles that brand? Most widely advertised products are listed in the YELLOW PAGES.

ONE CALL... ONE STOP ONE DAY LOAN SERVICE

CALL BUDGET FOR CASH



Get rid of piled-up bills once and for all... reduce heavy installment payments as much as 50%. Phone today for a speedy cash loan.

LOANS \$20 TO \$1500 ON SALARY, AUTO, OR FURNITURE

SACRAMENTO

1018 EIGHTH STREET GI 2-6956



MORTHRIFT PLAN



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
- FURNITURE
- RE-FINANCING
- CONTRACT FINANCING
- REAL ESTATE (Repairs and additions to Homes)
- DEBT GROUPING
- BOATS

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

PHONE GI 3-7901

MORTHRIFT PLAN



1229 K STREET BETWEEN 12th & 13th STS.

NEED A LOAN? PHONE...



Fast, friendly loans up to \$1500 or more... AUTO - FURNITURE - SALARY
New! We "finance" (buy contracts), at competitive rates, from dealers or private sellers for: CARS - BOATS - FURNITURE - APPLIANCES - HARDWARE - MANY OTHERS

SACRAMENTO 917-10th St. - GI 3-4834 2622 El Camino - IV 3-5188

NORTH SACRAMENTO 2200 Del Paso Blvd. - WA 5-3521

PACIFIC FINANCE is "MONEYLAND"

Money Cash Loans

\$25 TO \$1500 FAST SERVICE!

Cash Loans

QUICKLY BY PHONE \$25 - \$100 - \$300 Up to \$1500 Today! WITHOUT DELAY

Loans

LOANS QUICKLY - ARRANGED!
SALARY - AUTO - FURNITURE
Choose Your Best Monthly Payment & Payment Date - Pay Only for the Time You Use the Money
SAVE TIME! PHONE TODAY!
Phone

DYNAN FINANCE CO.

PHONE OR COME IN TODAY GI 2-9007 1007-12th STREET SACRAMENTO



\$25-\$100-\$200 up to \$2005

On Sensible Plans

When you want money for any worthwhile purpose - look for this name. It is your assurance of prompt, expert financial advice. When you want a loan, see us about a plan tailored to fit your individual requirements.

Phone us or come in at any time!



Gilbert 2-0451 1119 8th Street