Codes in listings indicate communities as follows: Sacramento (No Code) Carmichael (C) North Highlands (NH) Broderick (B) Del Paso Heights (DPH) North Sacramento (NS) West Sacramento (WS)

WANT A LOAN? Beneficial LIKES TO SAY YES!

PROOF: WE SAID "YES" TO OVER 2 MILLION LAST YEAR

A Beneficial EXTRA! Our International Identification Card issued to all customers, no obligation. Good for prompt service at over 1,000 affiliated BENEFICIAL offices in the U.S., Canada, Hawaii, Alaska. Apply today!

A BENEFICIAL LOAN may give you CASH PROMPTLY to pay bills, buy what you need, or for any other good purpose.

You enjoy FRIENDLY, CONSIDERATE SERVICE — and get "EXTRAS" — no obligation.

CASH IN 1-TRIP — Phone first, upon approval, come in for your loan in a single visit.

INTERNATIONAL IDENTIFICATION CARD —issued to all customers—recognized at over 1,000 affiliated BENEFICIAL offices in U.S., Canada, Hawaii, Alaska.

BUDGET CONSULTATION SERVICE — Shows you how you may consolidate bills and reduce monthly payments.

Come to BENEFICIAL with *confidence!* Call number below, write or come in.

Phone office nearest you

You'll like BENEFICIAL'S pleasant, friendly service.

Personal-IZED LOANS $25 to $2000 on Auto, Furniture or Salary

Beneficial FINANCE CO. (FORMERLY PERSONAL FINANCE CO.) — Beneficial FINANCE SYSTEM Loans

5 CONVENIENT AFFILIATED OFFICES IN SACRAMENTO AREA

- 1015 J Street, Ground Floor ..... GI 3-5731
- 3382 El Camino Avenue, (Country Club Shopping Center) ..... IV 7-8656
- 1015-13th Street, Ground Floor ..... GI 2-5885
- South Sacramento—5827 Stockton Blvd., Ground Floor ..... GL 2-3154
- Woodland—416 Main ..... MOhawk 2-8606

Loans

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

A 1 LOAN CO 429 K ---------- GI 3-3449
Ace Loan Co 204 K ---------- GI 2-4606

AMERICAN TRUST LOANS

Automobile Financing
Home Improvement
Personal Needs
Real Estate

Bankloan plan

"WHERE TO CALL"

OFFICES

SACRAMENTO

American Trust Company
1011-10th-GI 8-6941
Alhambra-Broadway Office
3031 Broadway-GL 1-8441
Country Club Centre Office
3380 El Camino Av-IV 9-7626

NORTH SACRAMENTO

American Trust Company
1501 Del Paso Bl(NS)-WA 5-3525

ATLAS THRIFT COMPANY 1310 K-GI 3-9077
(See Advertisement Page 260)

BANK OF AMERICA NATL TRUST & SAVINGS ASSN 8th & J ------ HI 4-6830
Bartalini & Hackett 1115-21st --- GI 1-1271

BENEFICIAL FINANCE CO
1015 J ---------- GI 3-5731
3382 El Camino Av ---------- IV 7-8656
1015-13th ---------- GI 2-5885
5827 Stockton Bl ---------- GL 2-3154
(See Advertisement This Page)

POPPING GOOD IDEA
Place kernels in the refrigerator an hour or so before using. Makes good popping certain.

BLOOMBERG REALTY CO

REAL ESTATE LOANS

9th & L ---------- GI 3-6531

Buhler Mortgage Co Inc
Real Estate Mortgage Loans
926 J ---------- GI 3-5924
Cal-Mutual Mortgage Co
2600 Echo Wy-IV 3-0858

CALIFORNIA LOAN & JEWELRY CO
Open Tii 7:30 PM Daily & Sunday
Moving after Jan 1st
409 K ---------- GI 8-4481

CAPITAL FEDERAL SAVINGS & LOAN ASSN 805 J ---------- GI 3-2545

COMMERCIAL CREDIT PLAN LOANS—
COMMERCIAL CREDIT CORP
1330-21st-GI 8-8554

CROCKER-ANGLO NATIONAL BANK
Capital Ofc 7th & J ---------- GI 1-1441
Carmichael Office
2913 Fair Oaks Bl(C)-IV 3-3831
Fair Oaks Office Fair Oaks Blvd &
California Fair Oaks-YOrktn 7-5785
Fruitridge Ofc 5695 Stockton Bl-GL 7-9861
Midtown Office 1500-21st ------ GI 1-4001
Oak Park Ofc 2863-35th ------- GL 7-5721
W Sacto Ofc
840 Jefferson Bl(WS)-FR 1-6793

CURRAN COMPANY THE
4336-4th Av-GL 2-2603
de Freitas Jos T Midtown Bldg ---- GI 1-0765

DYNAN FINANCE CO 1007-12th -- GI 2-9007
(See Advertisement Page 260)

Farmers & Merchants Bank of Central
Calif 7237 East Parkway ------- GA 8-0204
Federal Land Bank of Berkeley Agency
1521 I-GI 2-7969
First Western Bank and Trust Company
1005 J-GI 1-6141

(Continued Next Page)

Money $25 UP TO $1000

QUICK LOANS BY PHONE
ON SALARY ONLY, AUTO OR FURNITURE

$25 – $100 – $300 – up to $1000 on just your salary, auto or furniture. Take your choice of convenient plans allowing up to 6 – 12 – 18 or even 24 months to repay. You pay only for the time you use the money. Come in or . . .

Phone for Your Loan

Call C. K. "MAC" McCARTHY, Manager
GI 2-0431

LOCAL LOAN CO

1104 8th Street (S. W. Corner 8th & K) 2nd Floor
Office Hours: 9:30 A. M. to 5:30 P. M. – Monday till 8:00 P.M.

HFC

Phone for fast one-day service

$20 to $1500

on salary, car or furniture

Loans made without endorsers—on salary, car or furniture

Repay in monthly instalments—up to 24 months to repay.

Sensible terms.

Dependable service since 1878.

HOUSEHOLD FINANCE *Corporations*

1020-8th St., Cor. "K" St., 204 Nicolaus Bldg., 2nd Fl.
PHONE: GI 2-3683

3343 El Camino Ave., Across from Country Club Center
PHONE: IV 7-8603

Loans Made to Residents of Nearby Towns

Loans—(Conf'd)

FORT SUTTER SAVINGS & LOAN ASSN 2200 J-GI 3-4675

GENERAL ACCEPTANCE CO
A Personalized Loan Service Designed For Your Individual Needs
Any Amount From $50 to $1000
NORTH SACRAMENTO
1804 Del Paso Blvd(NS)---WA 5-8508

GENERAL FINANCE CORPORATION
LOANS
AUTOMOBILE
FURNITURE
SALARY
Friendly Confidential Service
923-10th ---------- GI 1-4084

Household Finance Corp 1020-8th-GI 2-3683
(See Advertisement Page 258)
Household Finance Corp of Sacto North
3343 El Camino Av-IV 7-8603

HOUSEHOLD FINANCE LOANS

For extra fast service on loans of $20, $100, $200 or up to $1500 phone, write, or visit Household Finance. The principal requirement for borrowing at HFC is ability to make regular monthly payments.

HFC

"WHERE TO CALL"

Household Finance Corp
1020-8th-GI 2-3683
Household Finance Corp of Sacto North
3343 El Camino Av-IV 7-8603

Many buyers turn to the Yellow Pages first.

JEWELCRAFT LOAN & JEWELRY CO $15B K-GI 8-7545

LAUPPE CO
Automobile Loans
1323 K ---------- GI 3-7431
Local Loan Co 1104-8th ---------- GI 2-0431
(See Advertisement Page 258)

LOCAL LOAN CO LOANS

Any amount - $25, $50, $100, $500 - up to $1000 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.

LOCAL money LOAN CO

"WHERE TO CALL"

Local Loan Co
Second Floor-Corner 8th and K Streets
1104-8th ---------- GI 2-0431

McGinnis Mortgage Co 1507-21st -GI 3-7993
Mercantile Acceptance Company
1612 K-GI 1-2701
(See Advertisement This Page)

MERCANTILE ACCEPTANCE LOANS

SALARY LOANS
FURNITURE LOANS
AUTOMOBILE LOANS
Money And Courtesy

"WHERE TO CALL"

MERCANTILE ACCEPTANCE COMPANY
Country Club Centre Office
3382 El Camino Av ------- IV 3-2781
MERCANTILE ACCEPTANCE COMPANY 1612 K --------- GI 1-2701

AUBURN OFFICE

MERCANTILE ACCEPTANCE COMPANY 890 Lincoln Wy
Aubrn-TUrnr 5-2401

(Continued Next Page)

LOANS

ON SALARY FURNITURE AUTOMOBILE

Phone **MAC** For your **LOAN to** SAVE TIME and SAVE INCONVENIENCE **$50 to $2500**

MAC Offers you
1. Money in 30 Minutes
2. A Payment Plan to Fit Your Income
3. Cash for Every Purpose

Phone

MERCANTILE ACCEPTANCE COMPANY

SACRAMENTO
1612 K – GI lbert 1-2701
COUNTRY CLUB CENTRE OFFICE
Rm. 22 Centre Office Bldg.
3382 El Camino – IV 3-2731
AUBURN
890 Lincoln Way – TUrner 5-2401

Phone Now!

Need a loan? Use the phone!

Up to $1500 or more
Up to 24 months
Salary • Auto Furniture
Two Convenient Offices
917-10th STREET
GI 3-4834
2200 DEL PASO BLVD. N. SACRAMENTO
WA 5-3521

Growing through service since 1930

pf PACIFIC FINANCE Loans

are you a little short this month?

Call **SEABOARD** FINANCE COMPANY

$25 To $2500 OR MORE

CASH in record time on Auto – Furniture – Salary

GI 3-3945

1331 L Street

the difference with Seaboard's the service

ON THE SPOT FOR CASH?

PHONE GI lbert 2-6956 FOR A SPOT LOAN $20 TO $1500

1018-8th St.

A SPOT LOAN IS A QUICK LOAN USUALLY MADE THE SAME DAY YOU APPLY

UP TO 24 MONTHS TO REPAY. LOANS FOR ANY GOOD PURPOSE - WITH A SMILE!

EXCLUSIVE FEATURE
WE ISSUE A CERTIFICATE OF GUARANTEE WITH EACH LOAN THAT CHARGES WILL BE CANCELLED WHILE UNEMPLOYED DUE TO SICKNESS AFTER 14 DAYS. NO EXTRA COST TO YOU.

Signature LOAN CO.

1018-8th St. • Next to Bank of America • Phone GI 2-6956

HOME OF SPOT LOANS WITH A SMILE