

CASH?
Just say the word to apply!

"YOU'RE THE BOSS" ... AT BENEFICIAL

In a hurry for money? Then phone Beneficial! Soon as approved, get the cash you want fast. One phone call does everything. Call up or come in today! Your loan can be life insured if desired.

LOANS \$25 to \$2500

There are 8 affiliated Beneficial Finance Co. offices in the Sacramento area. You will find the office nearest you listed right here in the Yellow Pages under our trademark heading:

BENEFICIAL FINANCE LOANS

BENEFICIAL FINANCE SYSTEM

Loans

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

A 1 Loan Co 910-12th -----HI 6-0620
Ace Loan Co 204 K -----HI 2-4606
Aetna Finance Co 913 1/2 K -----HI 6-7551
Amer Thrift Plan 2201 Park Towne Cir -----489-7653
Arden Mortgage Co 2720 Arden Wy -----IV 3-9223
Associate Loan Co 1860 Fulton Av -----IV 3-9217

ASSOCIATES LOANS

MONEY FOR YOU.
Friendly, private, one-stop service
\$25 to \$2500 or more
PHONE YOUR REQUEST--WE'LL DO THE REST
"WHERE TO CALL"
ASSOCIATE LOAN CO
1860 Fulton Av -----IV 3-9217

ATLAS THRIFT COMPANY

BUSINESS LOANS
INDUSTRIAL FINANCING
1310 K -----GI 3-9077

BANK OF CALIF NATL ASSN THE
1010-8th -----HI 4-8600
Bartolini & Hackett 2001-21st -----GI 7-6531
Beneficial Finance Co of Carmichael 2915 Fair Oaks Bl(C) -----IV 3-8475
Beneficial Finance Co of North Sacramento 3382 El Camino Av -----IV 7-8656
Beneficial Finance Co of Rancho Cordova 10695 Folsom Bl Rancho Cordova -----EM 3-2671
Beneficial Finance Co of Roseville 432 Vernon Rosevl -----SU 3-8106
Beneficial Finance Co of Sacramento 5827 Stockton Bl -----GL 2-3154
Beneficial Finance Co of Sacramento 1015 J -----GI 3-5731

BENEFICIAL FINANCE CO OF SACRAMENTO COUNTY
1015-13th -----442-5885
Beneficial Finance Co of Woodland 416 Main Wldng -----MO 2-8608

BENEFICIAL FINANCE LOANS

CASH! Just say the word to apply! "You're the boss" at Beneficial! Loans \$25 to \$2500 on your salary, furniture or auto. Beneficial International Identification Cards recognized here. Friendly service. Phone, write or come in.

"WHERE TO CALL"

Beneficial Finance Companies
Carmichael Office 2915 Fair Oaks Bl(C) -----IV 3-8475
Rancho Cordova Office 10695 Folsom Bl -----EM 3-2671
Rancho Cordova 432 Vernon Rosevl -----SU 3-8106
Sacramento Offices 3382 El Camino Av -----IV 7-8656
1015 J -----GI 3-5731
So Sacramento Office 5827 Stockton Bl -----GL 2-3154
Woodland Office 416 Main Wldng -----MO 2-8608

BLOOMBERG REALTY CO
OUR 14TH YEAR
REAL ESTATE LOANS
9th & L -----GI 3-6531

Budget Finance Plan 2119 Arden Wy -----WA 7-0131
BUDGET FINANCE PLAN
1229 K -----GI 2-6956
(Please See Advertisement Page 361)
Buhler Mortgage Co Inc Real Estate Mortgage Loans 925 J -----GI 3-5924
CALIFORNIA LOAN & JEWELRY CO
511 K -----GI 8-4481
CAPITAL FEDERAL SAVINGS & LOAN ASSN 805 J -----HI 4-8530
(Continued Next Page)

Money

\$25 to \$2500 TODAY!

Life Insurance Protection At Group Rate

Have you something important to buy, pay or do? Providing money to you is important to us! Loans on salary only, car or other security... terms to 24 months. Men and women in all walks of life have used LOCAL'S quick, dependable service since 1908. You may get money today... stop in or phone...

1104 - 8th Street (S. W. Corner 8th & K) 2nd Floor Gilbert 2-0431
Larry Quirk, Manager

3409 El Camino Ave., Across from Country Club Centre. IVanhoe 3-2941
Bill Taylor, Manager

LOCAL LOAN

Open Tuesday through Friday until 5:30 P.M. • Monday until 7:00 P.M.

Life insurance available on all loans at group rate

Phone for fast, one-day service
\$20 to \$2500

Loans are made for any good purpose.

You may choose from a wide variety of repayment plans with up to 24 months to repay.

Dependable service since 1878.

HOUSEHOLD FINANCE Corporations

SACRAMENTO
1011 9th St., Between J & K -----HI 6-1441
3343 El Camino Avenue, Across from Country Club Centre -----IV 7-8601
7227 East Parkway -----GI 3-9223
At Florin Rd., adjoining Southgate Center -----GA 1-9255

ROSEVILLE
1095 Roseville Square -----SU 3-7151

INDEX TO CLASSIFIED HEADINGS—SEE GREEN PAGES

Loans—(Cont'd)

Columbia Capital Corp 2201 Park Towne Cir -----483-2747

COMMERCIAL CREDIT PLAN LOANS—COMMERCIAL CREDIT CORP
2012 P -----HI 4-7392

COMMONWEALTH INC
F.I.A. - V.A. Conventional & Construction 2007 O -----GI 2-4701

CROCKER-ANGLO BANK LOANS

BUSINESS LOANS
PERSONAL LOANS
PROPERTY
IMPROVEMENT LOANS
AUTOMOBILE LOANS
REAL ESTATE LOANS
FARM LOANS

"WHERE TO CALL"

DOWNTOWN SACRAMENTO OFFICE
CROCKER-ANGLO NATIONAL BANK
7th & J -----HI 4-7800

ARDEN AND EASTERN OFFICE
Crocker-Anglo National Bank 4391 Arden Wy -----IV 3-5046

CARMICHAEL OFFICE
Crocker-Anglo National Bank Carmichael Office 5746 Marconi Av(C) -----IV 3-3831

FAIR OAKS OFFICE
Crocker-Anglo National Bank 7968 Fair Oaks Bl Fair Oaks-YO 7-5785
(Continued Next Column)

CROCKER-ANGLO BANK LOANS—(Cont'd)

FOOTHILL FARMS OFFICE
Crocker-Anglo National Bank 5359 Auburn Bl -----ED 2-9160

FRUITRIDGE OFFICE
Crocker-Anglo National Bank 5695 Stockton Bl -----GL 7-9861

MARCONI-FULTON OFFICE
Crocker-Anglo National Bank 2752 Marconi Av -----IV 3-5586

MIDTOWN OFFICE
Crocker-Anglo National Bank 1500-21st -----GI 1-4001

MILLS CENTER OFFICE
Crocker-Anglo Natl Bank 10379 Folsom Bl Rancho Cordova -----EM 3-9491

OAK PARK OFFICE
Crocker-Anglo National Bank 2863-35th -----GL 7-5721

SOUTH HILLS OFFICE
Crocker-Anglo Natl Bank 35th Av & S Land Park Dr- GA 8-6582

WEST SACRAMENTO OFFICE
Crocker-Anglo National Bank 840 Jefferson Bl(WS) -----FR 1-6793

Crown Loan 807 K -----HI 6-4636

DIAL FINANCE COMPANY
Forum Bldg -----HI 6-7963
(Please See Advertisement This Page)
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More and more people are saving both time and effort by finding it fast in the YELLOW PAGES.

Check the YELLOW PAGES for WHO sells WHAT.

DIAL FOR YOUR LOAN THEN STOP IN!

DIAL HI 6-7963

\$25 to \$2500

SALARY LOANS - FURNITURE LOANS - AUTO LOANS

Convenient Monthly Payments

WHO IS ELIGIBLE - Loans are made to both men and women, married or single. Our service is designed for people in all walks of life and meets most borrower's needs.

NO EMPLOYERS REQUIRED - You may borrow on your salary or on such security as your furniture or your car.

FOR MONEY YOU NEED - You may borrow the amount YOU need... \$25, \$100, \$200, \$500, up to \$2500. Consolidate your bills, pay doctor or dentist, provide help in emergencies or for any other purpose.

MONTHLY PAYMENTS - Use our Budget Payment Plan... payments are the same amount each month and are designed to fit your budget.

COMPLETELY CONFIDENTIAL - Our service is a personal business deal between us. Your friends, employer and relatives will not know of your loan. Phone from the privacy of your home.

QUICK ACTION - By phoning us first, your loan, when approved, is ready when you come in. If you prefer, visit our office in person. We specialize in one-trip service.

DIAL Finance Company

OF SACRAMENTO

1107 Ninth Street (Corner K) 619 Forum Building
DIAL HI 6-7963

QUICK CASH

LOANS

SEE "The Money Man"

AT **MORTHRIFT PLAN**

Loans for Every Worthwhile Purpose

- AUTO
- FURNITURE
- RE-FINANCING
- CONTRACT FINANCING
- MOBILE HOMES
- REAL ESTATE (Repairs & additions to Homes)
- AIRCRAFT
- MARINE

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

PHONE
HI 6-6963
1418 K STREET
BETWEEN
14th & 15th STS.

MORTHRIFT PLAN

"The Place to Get Ahead Financially"

Member of Industrial Bankers Association

CASH! Money in minutes when YOU need it

PERSONAL LOANS FROM \$25 to \$2,500
ON SALARY, FURNITURE, CAR - PAID FOR OR NOT

PHONE FOR YOUR LOAN
YOUR MONEY READY WHEN YOU CALL

UP TO TWO YEARS TO PAY
FRIENDLY, COURTEOUS SERVICE
CONSOLIDATION LOANS OUR SPECIALTY
PAYMENTS TO SUIT YOU

Phone or Visit
ECONOMY FINANCE COMPANY
DOWNTOWN 1219 JAY - HI 4-7170
NO. SACRAMENTO 3421 EL CAMINO AVE., IV 3-0483