

**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**

**Money \$25 to \$2500 TODAY!**

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...

DOWNTOWN SACRAMENTO: 1104 - 8th Street ..... GI 2-0431  
 (S.W. Corner 8th & J) 2nd Floor... Larry Quirk, Manager

NORTH SACRAMENTO: 3409 El Camino Avenue ..... Vanhoo 3-2941  
 Across from Country Club Centre... Bill Taylor, Manager

SOUTH SACRAMENTO: 5330 Fruitridge Road ..... 452-7591  
 (½ Block West of Stockton)... Howard Triebwasser, Manager

Life Insurance Protection at Group Rate

**LOCAL LOAN**

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

**Loans—(Cont'd)**

**CAPITAL FEDERAL SAVINGS & LOAN**  
 ASSN 21st & J ..... 444-8530

**COMMERCIAL CREDIT PLAN LOANS—**  
**COMMERCIAL CREDIT PLAN INC**  
 2012 P ..... HI 4-7392

**COMMONWEALTH INC**  
 LOANS  
 F.H.A. - V.A.  
 Conventional & Construction  
 2007 O ..... GI 2-4701

Credit Counsellors Inc 2115 J ..... 443-6585

**CROCKER-ANGLO BANK LOANS**

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

**CROCKER-ANGLO BANK**

"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

COUNTRY CLUB OFFICE

Crocker-Anglo National Bank  
 Watt Av & El Camino Av ..... 482-0300

FOOTHILL FARMS OFFICE

Crocker-Anglo National Bank  
 5361 Auburn Bl ..... 332-9160  
 (Continued Next Column)

**CROCKER-ANGLO BANK LOANS—(Cont'd)**

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

OAK PARK OFFICE

Crocker-Anglo National Bank  
 2863-35th ..... GL 7-5721

SOUTH HILLS OFFICE

Crocker-Anglo National Bank  
 35th Av & South Land Park Dr ..... GA 8-6582

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

MILLS CENTER OFFICE

Crocker-Anglo National Bank  
 10379 Folsom Bl  
 Rancho Cordova ..... EM 3-9491

WEST SACRAMENTO OFFICE

Crocker-Anglo National Bank  
 840 Jefferson Bl(WS) ..... FR 1-6793  
 (Continued Next Page)

The Yellow Pages save you time. Advertise here—it pays.

**HFC**

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 Center ..... 487-8601

7237 East Parkway,  
 At Florin Rd., adjoining Southgate Center ..... 421-9255

10359 Folsom Blvd. in Mills Shopping Center ..... 362-1381

ROSEVILLE

1095 Roseville Square ..... SU 3-7151

INDEX TO CLASSIFIED HEADINGS—SEE GREEN PAGES

**Loans—(Cont'd)**

**CROCKER-ANGLO BANK LOANS**

MONEY TO LOAN ON DIAMONDS - FURS - JEWELRY  
 807 K ..... HI 6-4636

Dial Finance Company  
 Downtown Forum Bldg ..... HI 6-7963  
 North Sacramento Area  
 3345 Arden Wy ..... 482-4905  
 (Please See Advertisement This Page)

**DIAL FINANCE COMPANY LOANS**

Loans arranged by Phone. Quick, convenient service on amounts from \$25 to \$2500. Loans on Salary, furniture, auto. One Stop service for cash. Convenient repayment plans.

**DIAL FINANCE SYSTEM**

"WHERE TO DIAL"

Dial Finance Company  
 Downtown Forum Bldg ..... HI 6-7963  
 North Sacramento Area  
 3345 Arden Wy ..... 482-4905  
 (Please See Advertisement Page 357)

**DYNAN FINANCE CO**  
 1007-12th ..... 442-9007  
 (Please See Advertisement Page 357)

**ECONOMY FINANCE COMPANY**

LOANS \$25 TO \$2500 ON SALARY FURNITURE - CAR NO CO-SIGNERS UP TO TWO YEARS TO PAY EASY REPAYMENT PLAN 6 WEEKS BEFORE 1st PAYMENT

Downtown  
 1219 J ..... HI 4-7170  
 North Sacramento  
 3421 El Camino Av ..... IV 3-0483

Economy Finance Company 1219 J - HI 4-7170  
 (Please See Advertisement This Page)  
 Farmers & Merchants Bank of Central Calif  
 4242 Florin Rd ..... GA 1-3422

**FEDERAL LAND BANK ASSOC OF SACRAMENTO**  
 Farm Loans Exclusively  
 S G Kost-Manager  
 7150 Sixth Parkway ..... GA 8-4927

**FIRESIDE THRIFT**  
 1415-21st ..... 441-4053  
 (Please See Advertisement Page 357)

First Western Bank & Trust Co  
 3509 El Camino ..... IV 3-6601

**G A C FINANCE CORP**  
 113 Vernon Rosel ..... SU 3-8146  
 (Please See Advertisement Page 357)

**HALL DON MORTGAGE CO**  
 2201 Park Towne Cir ..... 483-4921  
 (Please See Advertisement Page 358)

Household Finance  
 10359 Folsom Bl ..... 362-1381

**HOUSEHOLD FINANCE CORPORATIONS**  
 1011-9th ..... HI 6-1441  
 3343 El Camino Av ..... 487-8601

Southgate Office  
 7237 East Parkway ..... 421-9255  
 (Please See Advertisement Page 354)

**LAUPE CO**  
 Automobile Loans  
 1323 K ..... GI 3-7431  
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**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.

**DIAL FOR YOUR LOAN THEN STOP IN!**

Two Convenient Locations  
**\$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 ENDORSERS 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, \$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**

DOWNTOWN  
 1107 9th St. (Corner K) 619 Forum Bldg ..... DIAL HI 6-7963

NO. SACRAMENTO AREA  
 3345 Arden Way ..... DIAL 482-4905

**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**

Member of Industrial Bankers Association

"The Place to Get Ahead Financially"

**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**

CONFIDENTIAL - NO CO-SIGNERS UP TO TWO YEARS TO PAY  
 6 WEEKS BEFORE 1ST PAYMENT FRIENDLY, COURTEOUS SERVICE  
 PAYMENTS TO SUIT YOU CONSOLIDATION LOANS OUR SPECIALTY

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