



"FULL TIME" FOR PEOPLE is one way of saying Pacific State Bank cares about your hopes and dreams. Young people especially need assurance in financial matters. C. M. Herrold, left, assistant cashier, counsels "young engageds" on pre-wedding money plans.



PLANNING A FUTURE is not as easy as enjoying it. Buying or building is big business, and Mr. and Mrs. Ray de Nuno find PSB's escrow service both helpful and practical.



SMALL BUSINESSMEN and large ones, too, appreciate guidance in money matters. E. E. Standley, vice-president and cashier, describes PSB's financing services.



EXPERIENCE in handling all types of banking transactions means lower customer cost and more efficient service. Knowledge is pooled by staff executives Dean Heiser, left, Paul Humbert and Charles Root to provide immediate answers to questions without waste motion.



COMMUNITY ACCEPTANCE of Pacific State Bank's personnel and services is based on years of participation in local activities. Men like Charles A. Turner, left, vice-president and manager of the Hawthorne branch, is interested in customers as people—not numbers.