

NEW FORD FINANCE COMPANY MAKES IT EASIER TO BUY FORD AUTOMOBILE

Universal Credit Company Developing Great National Organization to Handle Model A Time Payments

One of the developments of the past year which created national interest in both automotive and financial circles was the organization of Universal Credit Company for the purpose of financing exclusively the time sales of Ford products throughout the country. Ultimately service of a similar nature will be provided in all countries where Ford products are sold.

Universal Credit Company is a specialized financial institution created to provide uniform and authorized time payment plans at low cost for the purchase of Ford products on an instalment basis. The Company in the first year of business just closed has made sound and gratifying progress. The reception accorded the authorized Ford Finance Plans by the public and Ford dealers in the 21 large cities where branch offices have been established is indeed impressive.

Today UCC has purchased instalment contracts in excess of \$75,000,000 which establishes a new record in instalment financing for an institution which has only been in operation for one year. It is anticipated that the volume of business handled will exceed \$25,000,000 monthly from now on. In the short space of a year, the UCC organization has grown from an organization of ten people to one employing almost a thousand.

Already there has come a realization that the Universal Credit Company was created primarily for the sound financing of the Ford dealer and the purchaser, and not with the primary object of profit. Its establishment is thus squarely in conformity with the reiterated Ford policy of creating and developing every possible economy from mine to consumer, for the benefit of the public.

The purpose is to reduce the cost of credit, to the individual who buys on time, commensurate with sound business policies. This reduction in the cost of credit is made possible by the many economies that arise from the operation of an authorized plan, on the basis of nation-wide volume, and dealing exclusively with the Ford dealer organization. Simplicity of forms, special bookkeeping and statistical machinery and general uniformity of procedure all under centralized control and management, are constantly contributing to cut these costs.

This cost of credit is just as vital as the cost of any of the material that goes into the building of the automobile. It is in every sense a commodity which becomes a part of

the completed article before it is ultimately sold to the public.

Thus the Universal Credit Company's low finance charges are equivalent to a price reduction on the Model A car and other Ford products.

Then there is that important matter of good will. A buyer delights in dealing with an organization that gives him prompt, courteous service, that deals fairly with him, that maintains scrupulously the standard of its product and that is constantly instilling in that buyer a sense of reliability and confidence and appreciation of the seller and his product.

UCC is serving a still greater purpose in the economic and social phases of our national life. In addition to adding to the advancement of organized industry, UCC is at the same time contributing substantially to the happiness and contentment of society. By extending credit to every deserving person in the nation at the lowest possible cost, UCC is helping to bring greater health and happiness to a large group of American people, heads of families as well as their children. In the process of transition from the crowded city to the healthy country districts, UCC is aiding the American family to establish itself with economic advantage in more desirable locations and is thus helping to raise the standard of American living conditions.

Thomas A. Edison, an outstanding genius of our time has recently said on the subject of instalment selling:

"What we call instalment buying is one of the methods by which we are preparing to take immediate advantage of the opportunities for a higher standard of living thru machine production. That is a method of saving in goods instead of saving in money. In the old days a man spent most of his life getting ready to die. He saved against a rainy day—against old age. Now, altho it is a nice thing to have a fund to fall back on, a family thinks more of living than of dying.

"People who work for wages seldom come into the possession of considerable funds. Unless they save, they can hardly ever buy an article costing over \$50 or \$100. Their incomes, however, justify the possession of more expensive articles that contribute to their comfort or their enjoyment such as automobiles, phonographs, radios and books, as well as many household conveniences. There is no reason why the manufacturers of these articles should not aid in the purchase by shifting the point of saving from before purchasing until after purchasing.

"If the cost of living goes down—and invention and engineering are bound to drive it down—and wages go higher—and they are bound to go higher with more efficient production—then still more attention can be paid to living rather than dying. This whole instalment system which is gradually developing along business lines will be a necessary part of the job of having consump-

tion both increase and diversify in order to take care of production.

"Saving by people of moderate means, in order to provide funds for investment, is not so necessary as it used to be. The big companies are able to provide their own investment funds to a considerable degree out of their own earnings. We are getting a new slant on savings by the individual of comparatively small earning. One evidence of that is the giving of more attention to living than dying. That means that people in general have greater confidence in the future than they used to have."

Sound spending by the recipients of American high wages logically follows. If industry is to continue to create products they must be consumed. To make this consumption possible by the wage earner who helps create the product, the manufacturer presents low cost finance plans and makes available credit where credit is due. A sound instalment plan is now one of the necessary elements of our modern system and is so recognized.

The institution of instalment selling has contributed a monumental share in the development of industry. The cost of credit to the consumer is of paramount importance to prosperity and to the individual. In the operation of the Universal Credit Company, they are always aiming at lower costs and broader markets with high standards for the specialized banking field in which it has embarked. Thru these lower costs for financing service, the use of motor cars is made available to that great section of society who most benefit by every economy. With these ideals of service paramount in mind, Universal Credit Company is making a contribution to the economic and social phases of American life.

UCC is operating at this time 21 complete offices, located in the following cities: Atlanta, Boston, Buffalo, Charlotte, Chicago, Cincinnati, Cleveland, Dallas, Detroit, Houston, Jacksonville, Kansas City, Memphis, Minneapolis, New York, Norfolk, Philadelphia, Pittsburgh, St. Louis, Washington and Mexico City.

SIREN SCNG

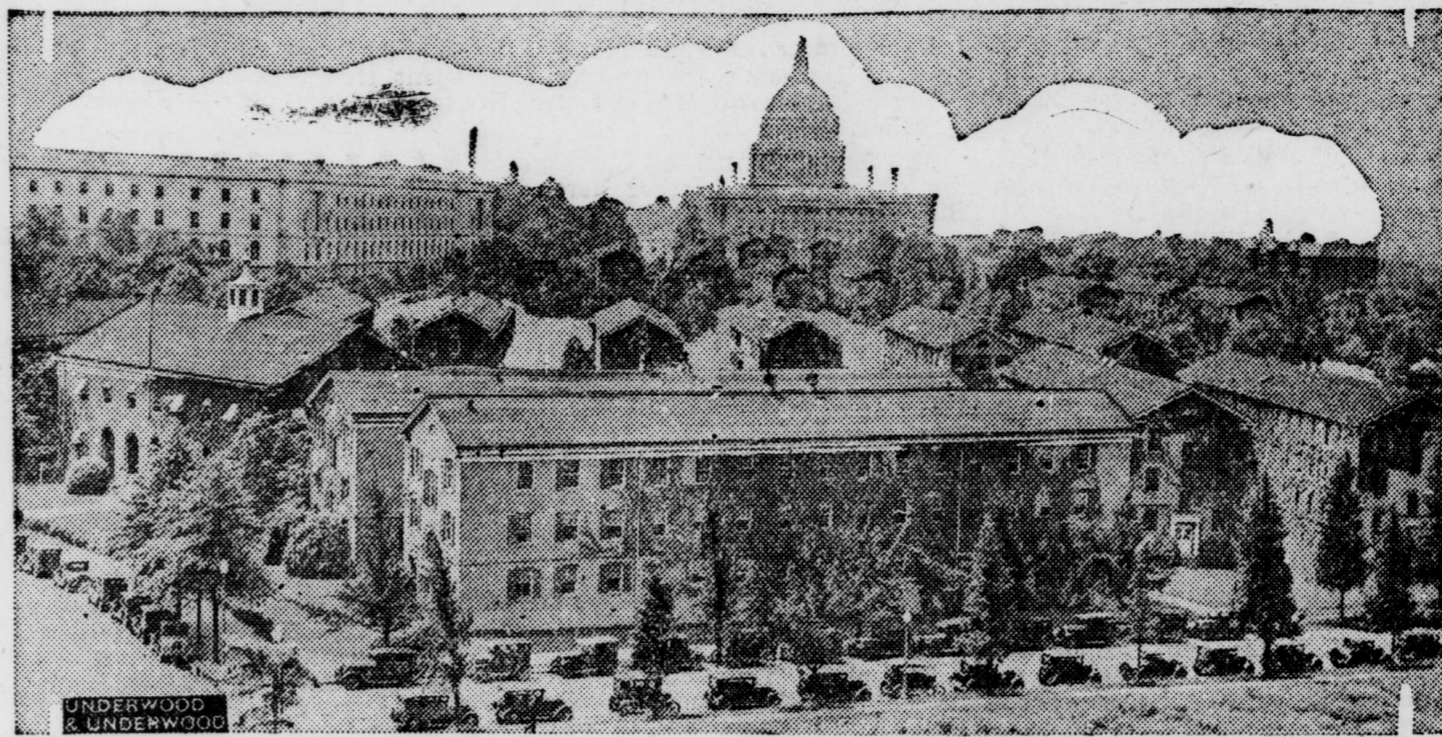
Coach (between halves) — "Say, you, what's the matter with you? Didn't I tell you to kick over the sidelines so their quarter back couldn't run the ball back? I been tellin' you that all week, but no—you gotta boot it straight down the field right in his arms, you mush-head!"

Punter—"Aw, listen, coach, I ain't got a chance. I kicked the ball the way you said every time, but the old pigskin 'ud curve in, that's all."

Coach—"Oh, I see—it was the wind, huh?"

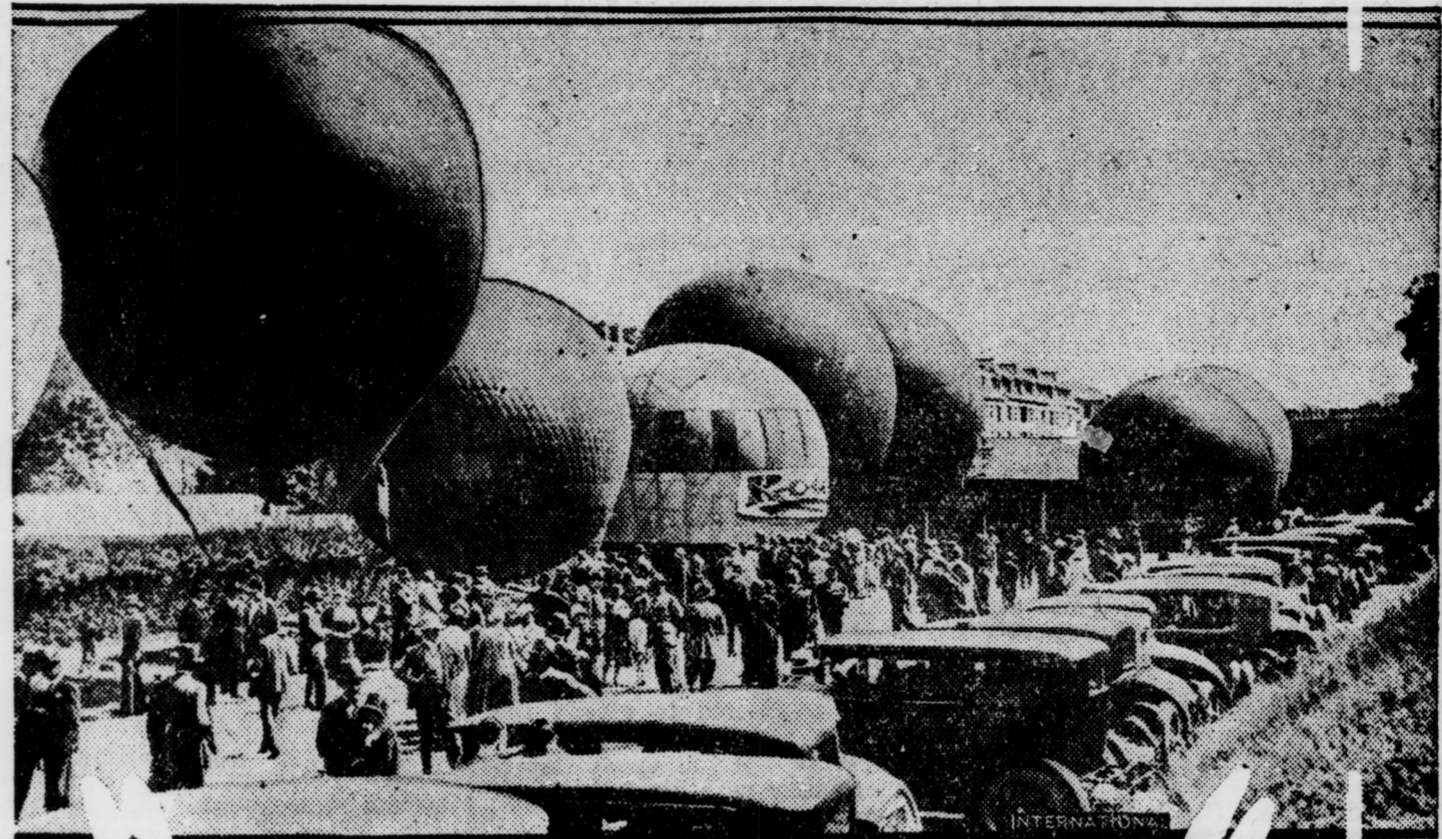
Punter—"No, it's that quarter back. Didn't you hear him yell every time I kicked that damn pigskin? Don't you know he's the champion hog-caller in Iowa?"—Life.

More War Time Horrors to Be Razed



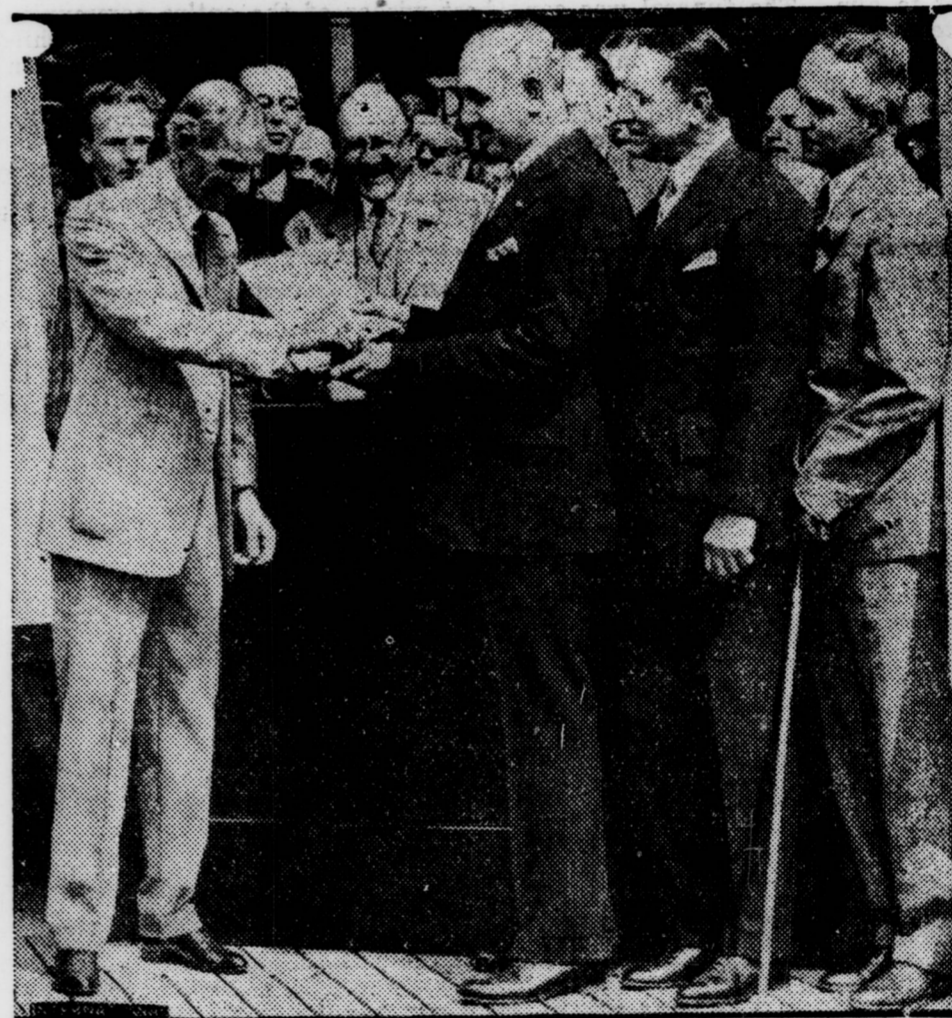
Another Washington "hang over" from the hectic days of 1918, the so-called Government Hotels, built in the Union Station plaza to house temporary war workers, is soon to be razed. The buildings are of frame and stucco construction and have been called an eye sore for years.

Start of Women's Balloon Race in France



Scene at St. Cloud, France, at the start of women's balloon race. The feminine air pilots displayed great skill in handling the balloons.

When Ford Had to Borrow Two Cents



Henry Ford at Atlantic City buying from Postmaster Alfred Perkins the first of the Thomas Edison commemorative stamps issued for the golden jubilee of the electric light. Though Mr. Ford is one of the richest men in the world, he had to borrow two cents to make the purchase.

Largest Old Glory on the Capitol



View of the largest American flag in the world as it was displayed across the front of the United States Capitol where flag exercises were conducted by the United States Flag association. The flag is 100 feet long and 90 feet wide. It was sent to Washington from Detroit.

TO THE PUBLIC:

The order restraining the Board of County Commissioners and the Sheriff of Chatham County from advertising delinquent taxes on May 1, 1929, has been dissolved. Therefore, the Board of County Commissioners are compelled to, and have, issued to the Sheriff a resolution ordering the Sheriff to advertise on August 1st, 1929, the lands of all delinquent tax payers who have not settled their taxes by August 1st, 1929, and to sell the lands so advertised on the First Monday in September, 1929.

The Commissioners in making the above order are but complying with the law by which they are governed, and under the same law the Sheriff will be compelled to comply with the order. Therefore, please bear in mind that there will be no further extension of time before advertising, and that the advertisement will appear in the papers, without fail, the first week in August, 1929.

Trusting that you will make arrangements to settle all delinquent taxes before August 1, 1929, I am

Yours very truly,

G. W. BLAIR,

SHERIFF CHATHAM COUNTY

What the Yellow Light Meant

IT WAS in the days when a peep-show was among the attractions of every village fair in England. Standing beside the entrance, the showman was reciting his usual speech explaining the picture being shown within. Among the spectators, all with eyes glued to the tiny apertures outside, was a small and inquisitive boy.

"You now see before you," announced the showman in loud and impressive tones, "a picture of the great London Express. This marvelous train makes the phenomenal run from terminal to terminal in only three and a quarter hours. This record-breaking run is made with only one brief stop for the taking on of water. The great train then proceeds on her way without further interruption until her destination is reached. In the picture, if you will look closely, you will see a red light. This red light is a warning light, signifying possible danger. If the red light is seen this swift train must slow down to ascertain the peril."

The small boy's voice interrupted: "But, Mister, what is the yellow light?" It piped.

The entertainer looked at him severely.

"There is no yellow light in the picture. There is, as I said, a red light—the danger signal warning the train to stop until the tracks are clear. She will then proceed with her phenomenal run and in exactly three and a half hours will reach her destination.

Once more the plaintive voice of the youngster broke into his recital:

"But I don't see what the yellow light is for!"

The showman fixed him with a glare.

"I have already stated that no yellow light is shown in this picture. I have explained that the danger signal, the red light, is placed there to prevent any accident to this magnificent fast train in her phenomenal run.

"But I don't understand yet about the yellow light," piped the small voice, seemingly almost in tears.

The Showman was exasperated almost beyond words.

"Will some one remove this boy?" he demanded. "I have repeated that no yellow light appears in the picture."

The small boy was protestingly removed and the showman petulantly placed his own eye at the aperture whence the diminutive patron had been forcibly removed.

Only for a second did he gaze through the peep-hole. Then, in a terrific voice he shouted wildly:

"My God—the show's on fire!"

(©, by the McNaught Syndicate, Inc.)

A piano with a double keyboard has just been introduced into the United States.

Trees react to chloroform much the same as animals an English naturalist says.