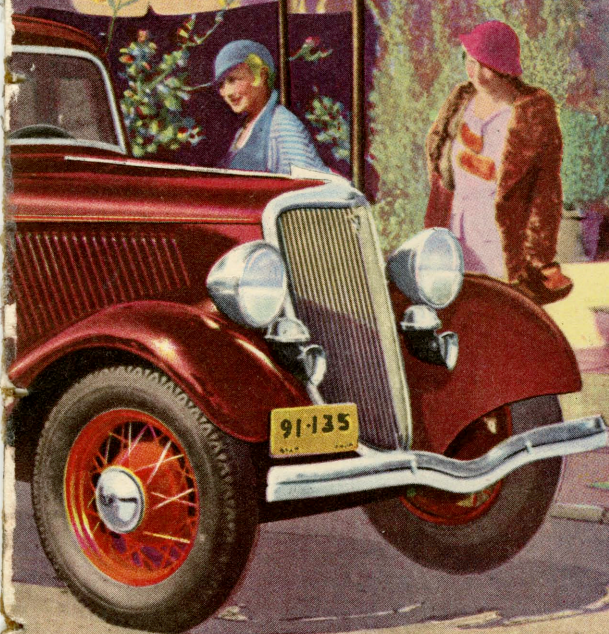


8

OWN A FORD CAR
★ *Through* ★
U C C



YOU will be
happily surprised to learn
how easy it is for any de-
serving person to own a
New Ford V-8 through the



OF
UNIVERSAL CREDIT COMPANY

"Ask The Attendant"

Ford Motor Cars

EVERY day in millions of American homes men and women are planning ownership of a new motor car. Before their eyes everywhere glides the new Ford V-8. It is handsome and powerful. A generation of engineering skill has built true value and quality into every part of this great motor car.

Families buy Ford cars today as they have for thirty years because the recognized manufacturing integrity of the Ford organization has always produced cars of—

**FAMOUS QUALITY
SUPERIOR PERFORMANCE
OUTSTANDING VALUE
PROVEN ECONOMY
STRIKING BEAUTY
and SAFETY**

all of which important features stand out so convincingly in the new Ford Car today.

Buying Cars Out of Income

IT IS interesting to know that 3 out of every 5 purchases of all makes of cars are made on a convenient budget or time payment basis. This buying out of income means that factories can build three times as many cars as would be possible if all sales were restricted to cash transactions. This larger production results in greater values for the public.

The importance of consumer credit in motor car sales and what it means to general prosperity is further emphasized when we know that 1 out of every 10 persons employed is connected directly or indirectly with the automobile business.

A Contribution to the Social Progress of the Nation

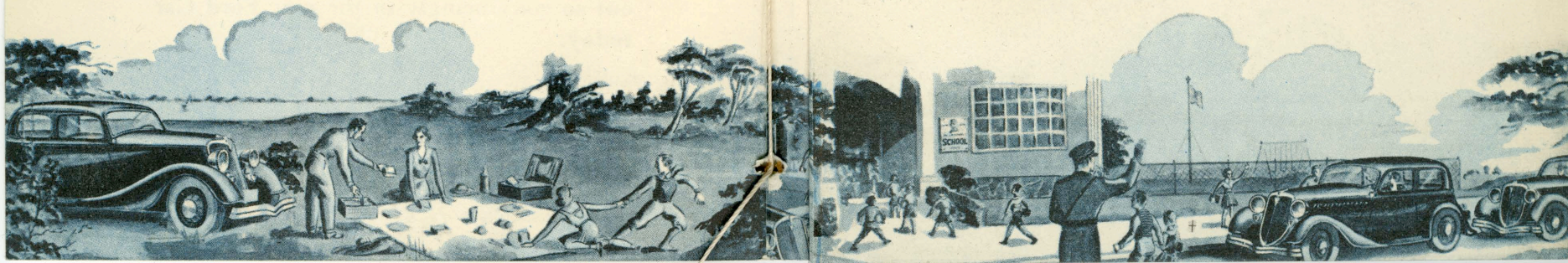
Thus everybody benefits as large volume sales create lower prices with better values, and buying out of income again

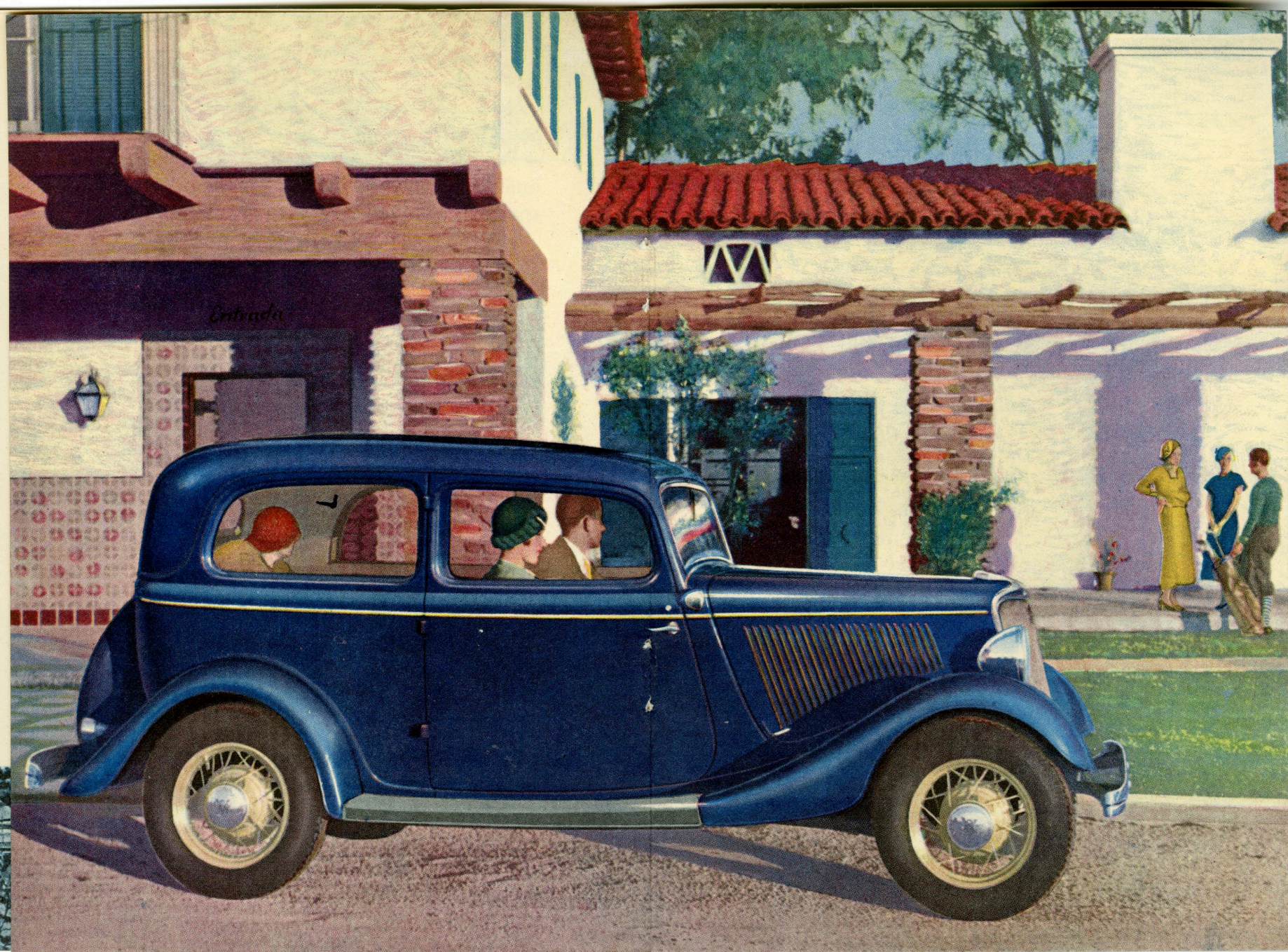
contributes to family contentment, wider employment, opportunities to travel together, to see things at first hand, to gain knowledge and live in the healthy open spaces away from congested centers.

Paying for transportation as it is used and enjoyed has met with public approval. This credit method of payment eliminates the necessity for larger outlays of cash and encourages a more careful and efficient handling of income to make payments as they become due.

Exclusive UCC Plans Make Your Desire A Reality

SIX years ago the Ford Motor Company caused to be established through Universal Credit Company the lower cost Authorized Ford Finance Plans which provide credit for every person in the nation entitled to it and thus assist in making it easy to own a New Ford Car.

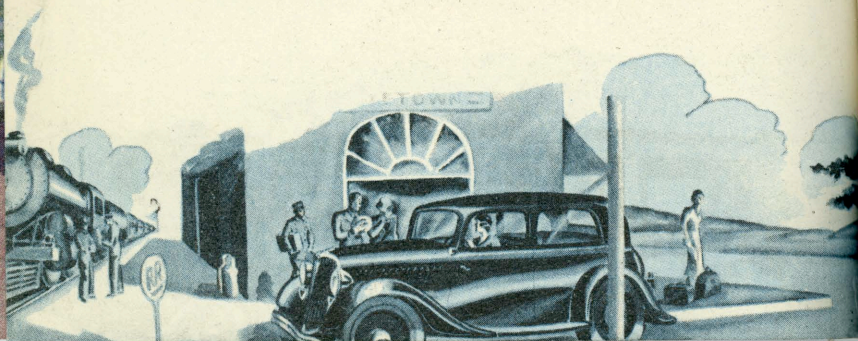




The UCC Plans as they are popularly known are available through Ford Dealers only. In your selection of a motor car it is good economy to bear in mind that Universal Credit Company follows the established Ford policy of making available to you the Ford Car of your choice at the lowest possible cost.

UCC Plans Offer Convenient Terms and Complete Service

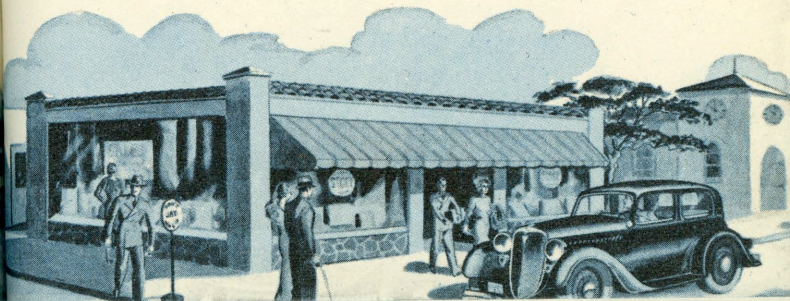
THE UCC Plans are operated on a sound credit basis from both the standpoint of the public and the Ford Dealer. There is a flexibility in terms to meet the requirements of every income. Ford Dealers will be pleased to present a sound, workable credit plan for the business man who may desire funds for a few days or months—the school teacher who has an income for only part of the year—the farmer and the wage earner who budgets his income for needs and pleasures.



Nearly 2,000,000 customers of Ford Dealers have availed themselves of the economies of UCC service. The time sales credit represented by this great number of customers with that of Ford Dealers has amounted to over One Billion Dollars. This record volume places Universal Credit Company among the foremost of American financing institutions.

Customer Goodwill

GOODWILL has been defined as "The inclination of a customer to return to the place where he has been well treated." Universal Credit Company recognizes first and foremost a definite obligation to the Ford public, the Ford Dealer and the Ford product for the development of goodwill through fair financing costs, sound plans, friendly consideration of customers and efficient service.



Own a Ford Car Through UCC

A truly helpful credit service with friendly treatment is the business philosophy behind UCC credit operations.

You Are Invited To Use UCC Plans

UNIVERSAL CREDIT COMPANY deems it a privilege to have this opportunity to make you familiar with the advantages to you of the Authorized Ford Finance Plans that go hand in hand with the purchase of a Ford Car on a budget or time payment basis. When you purchase your next car from a Ford Dealer he will be in a position to extend to you under UCC Plans: (1) Credit at low cost, (2) Terms to fit your income, (3) Standard Fire and Theft Insurance, (4) Courteous, Quick and Confidential credit service by a company vitally interested in your continued satisfaction and goodwill.

The UCC organization will be happy to do its part to make you a member of that great family who find happiness, convenience and true economy in Ford Car ownership.

* * *

YOU ARE INVITED TO
PURCHASE YOUR
FORD CAR
ON
UCC PLANS

* * *

Issued by
UNIVERSAL CREDIT COMPANY

at

FORD EXPOSITION
CENTURY OF PROGRESS
WORLD'S FAIR—CHICAGO
1934

