THE
HOUSEHOLD
LOAN PLAN

A solution
to problems of
family finance
The organization behind the Household Loan Plan

HOUSEHOLD FINANCE CORPORATION and its subsidiaries, by virtue of length of service, soundness of policies, and amount of capital employed, is today the world's leading personal finance organization.

Over 300,000 families in ninety-four cities were served in 1932 by one hundred and fifty-two branch offices.

HOUSEHOLD's preferred stock was underwritten by an internationally known banking house and is listed on the New York Stock Exchange. These facts guarantee the strength, reliability and motives of the organization.
Five unique features of the Household Loan Plan

1. Method of making loans

HOUSEHOLD makes loans of $300 or less to men and their wives for domestic purposes. No endorsers or guarantees by outsiders are required. Transactions are strictly confidential. No inquiries are made of friends, relatives, tradespeople, or employers. It is not necessary to own real estate, bonds or an automobile. Anyone permanently located in a community served by a HOUSEHOLD office and keeping house, whose normal income is sufficient to meet living expenses and moderate payments on a loan is eligible to borrow under this plan.

The usual method employed by banks and so-called “industrial loan agencies” of requiring two endorsers—two co-makers who guarantee the payment of the loan—has never been employed by HOUSEHOLD. This company’s customers can borrow on their own security and stand on their own feet. Business with HOUSEHOLD is transacted with the same dignity and privacy that a bank affords.

2. Reasonable cost

HOUSEHOLD is known throughout the country for its policy of lending at the lowest possible rate consistent with sound business policy. It is the only organization with numerous branch offices in principal cities which has made a practice whenever possible of charging less than the maximum rate of 3½ per cent a month on unpaid balances permitted by the small loan laws of most states on loans up to $300.

HOUSEHOLD’s rate is always promptly adjusted to changing operation costs with a view to affording customers the lowest possible rate consistent with sound business practice.

3. Prompt service

One may get the cash he needs on short notice. It is a simple matter to apply for a HOUSEHOLD loan. If you live in one of the cities listed on pages 10, 11, 12 and 13 go to the nearest HOUSEHOLD office and apply in person for the amount needed. If not convenient to call at the office, one may inquire by telephone, or mail the coupon on back cover, fixing a day-time hour for an interview with a HOUSEHOLD representative at the home. (HOUSEHOLD makes loans only in communities where branch offices are located). If, after seeking such information, one decides not to borrow, there will be no charge or obligation.

The final papers are signed by husband and wife at the HOUSEHOLD office and at that time all details about the loan are carefully explained. The transaction is often completed on the same day the application is received.

4. Convenient repayment plan

A loan is usually repaid on a regular schedule of twenty equal monthly principal payments plus the interest due each month on the unpaid balance; or it may be paid in full at any time; or larger payments than those stipulated may be made, thus reducing both the principal and interest.

For example, a $100 loan is repaid at the
rate of $5.00 a month, plus charges on unpaid balances; a $200 loan at the rate of $10 a month, plus charges on unpaid balances; and a $300 loan at the rate of $15 a month, plus charges on unpaid balances.

One pays interest only on the actual amount of money received and for the actual number of days he has it, and no more. One receives the full amount of the loan in cash. No deductions of any kind are made in advance.

A monthly payment date is agreed upon with the customer to suit his convenience. He is then expected to make his payments each month on that date, following the regular schedule of principal and interest payments fixed by the amount of his loan. Those who repay promptly as agreed can obtain more money from HOUSEHOLD when necessary, even though their loans are not fully paid up.

HOUSEHOLD sends no advance notices of the date payments are due and makes no collections outside the office—all payments are made at the office or by money order or check.

5. Helpful financial counsel

One should never hesitate to take money problems to a HOUSEHOLD manager. If a loan will not be helpful, he will frankly recommend some other procedure. Customers find him a courteous, competent, experienced adviser, sincerely interested in helping with anything having to do with family finances. Booklets discussing problems of money management for the family may be had free upon request at any HOUSEHOLD office.

Can small loans be obtained at less cost on the discount plan?

That depends on the type of loan offered. When the average loan is large and only preferred risks are taken, rates are correspondingly low. Where, however, amounts loaned are small and not much reliance is placed on the endorser’s credit, prices will closely approach and sometimes exceed those charged by HOUSEHOLD.

Cost of endorsed note loans

In comparing the rates charged, the customer must bear in mind that companies requiring endorsers usually state the cost of their service in terms of discount, plus fees, whereas HOUSEHOLD charges only interest on the unpaid balance and there are no deductions, or fees. The full amount of the loan is handed the customer when the loan is made. Eight per cent a year discounted (deducted in advance) with ten monthly repayments of principal is just the same as 1½% a month figured on unpaid balances under HOUSEHOLD’s plan. Rates on endorsed note loans may be found to be slightly lower than HOUSEHOLD’s rate. This is because the risk of loss is less and the cost of collections lower than under HOUSEHOLD’s plan.

Persons who are willing to ask their friends, relatives, or co-workers to endorse for them in order to obtain money from discount loan agencies will, therefore, do well to figure the actual costs carefully, including fees, insurance charges, and whether or not
there are extra discounts for renewal in case one borrows again before the loan is paid off.

HOUSEHOLD, realizing that more than half of all worthy families cannot (or prefer not to) obtain endorsers, has developed the HOUSEHOLD Loan Plan which provides the lowest possible charge to families who wish to borrow on their own security and stand on their own feet. Many people of considerable means who might have bank credit by asking their friends to endorse for them, after comparing costs, prefer to avoid these inconveniences by coming to HOUSEHOLD when in need of small sums.

**Small bank loans not profitable**

When a bank makes a small loan at a very low rate, the loan is not profitable to the bank, but is made to accommodate present or future depositors. Banks make their profits on loans to commerce and industry in large amounts. Banks are principally "wholesalers" of credit, while HOUSEHOLD retails cash. The man who must purchase his coal by the ton instead of the carload, or his money in small amounts instead of large, must necessarily pay at a higher rate.

**When is borrowing justified?**

The fact that a family is in debt is no longer considered to be proof of bad management. Constructive use of credit enables one to extend, develop initiative, accomplish things otherwise impossible, with courage and confidence. Borrowing when an emer-

gency develops is common practice in business. People who do things need financial help occasionally. Anyone hard pressed by creditors cannot do his best work.

**Reasons for borrowing**

Loans are made most frequently to pay debts already contracted, but many are made to obtain medical attention, make repairs on homes, to pay taxes, for educational purposes, to take advantage of cash prices or for the purchase of necessities which cannot be obtained without cash. It is often a great advantage to owe only one debt which can be repaid systematically rather than several which harass and annoy one and reduce his efficiency and self-respect. It is recognized that just as the business man borrows to increase permanently the volume of his business, so the householder may borrow to improve permanently his standard of living.

**What Household customers say**

The customers on HOUSEHOLD's books represent more than 1700 occupations including teachers, managers, owners and operators of businesses, professional men of all kinds, skilled mechanics, foremen, railroad men, miners, farmers, and industrial workers.

In HOUSEHOLD's files may be found hundreds of letters of appreciation which have come from people in all walks of life as a result of the help they have secured from loans and the courtesy shown them. From
professional people including school teachers, lawyers and doctors, come expressions which are best summed up in the letter of a professional man who said:

"I wish to thank you for the courtesy of your organization in handling the loan I now have with you. It has been very satisfactory in that your investigations caused me no embarrassment in any way, and every consideration has been extended on the part of your office force. "It has, indeed, been a pleasure to do business with you and I am sure that anyone desiring a small loan will find that your service cannot be improved upon. With your low rates and personal attention, you should be able to render a real service wherever you are given the opportunity."

Self improvement is teachers' need

Many teachers borrow from HOUSEHOLD. In fact HOUSEHOLD has an office in Chicago, and one in New York City, dealing exclusively with school teachers. Some borrow to improve themselves through summer travel or college courses, others to meet emergency obligations their salaries cannot always cover. One wrote to HOUSEHOLD:

"... May I say a word more? I may be wrong, as human judgment is liable to error, but the impression I have gained in my dealings with you up to date is that you go just a bit beyond the mere requirement in the direction of courtesy and consideration for your clients, so that an element of satisfaction is introduced into the usually unsatisfactory business of borrowing.

"I can gladly and honestly commend you to anyone whose circumstances call for the service which you render."

A minister who had found it necessary to borrow to meet unexpected expenses, wrote after the loan had been completed as follows:

"I wish to thank you for the prompt service rendered in connection with the loan just negotiated with you. "Everyone in your organization with whom I have talked has shown the utmost courtesy and the atmosphere of the whole transaction has been on a trust company level. I desire to mention particularly the gentleman who came to my home when I first made inquiry of you. He was the very acme of consideration and made Mrs. ....... and myself feel that our business was really desired. I trust that you will convey to him our appreciation of his attitude, which is one calculated to draw a fine class of customers to your service. "If I can at any time be of service to you in speaking a kind word, I shall certainly do so."

Loan often prevents worry

A large number of people who apply for loans do so as a result of circumstances which are difficult in the extreme. Many would have been spared much worry had they made their applications earlier. One working man's wife wrote:

"You see it is good to know there is someone some place who is willing to help out when one is down. Four months ago we were again at the point of borrowing when bills from doctors and nurses for our twin boys came, but somehow we managed alone. You see my husband does his best to bring me his pay envelope with $25 a week and I stretch it as far as I can. Besides, we are a good team, my husband and I, pulling in the same direction with all our strength. We are saving something every week to buy a little home for us and our children and then we may need your help. I must say, that if we are able to buy a home we shall owe it to you because if you had not lent us that money two years ago I might not have been in this world now. We look upon you as a friend, our other friends turn us down when we need them most."
### MaryLand

- **Baltimore**—First National Bank Bldg., 6th Fl. Phone: 1662
- Fidelity Building, Fifteenth Floor Phone: 2654
- 209 North Liberty Street, Second Floor Phone: 0166

### Massachusetts

(Household Finance Corporation, of Massachusetts)

- **Boston**—110 Tremont Street, 4th Floor Phone: Liberty 5275
- License Number 223
- **Worcester**—390 Main St., 328 Slater Bldg. Phone: 3-2973
- License Number 224

### Michigan

(Household Finance Corporation, of America)

- **Battle Creek**—City Nat. Bk. Bldg., 3rd Fl. Phone: 4406
- **Detroit**—135 W. Fort St., 527 Penobscot Bldg. Cherry 3470
- 131 West Lafayette Boulevard, 9th Floor Cadillac 6382
- 14131 Woodward Avenue, Room 234 Longfellow 2435
- 5050 Joy Rd., WoodBldg., 4th Fl. Garfield 3102
- 1137 First National Bank Building Cadillac 0695
- 9992 Gratiot Ave., near Harper Ave. Whittier 1181
- **Flint**—Industrial Bank Building, 6th Floor Phone: 2-4165
- Kresge Building, Fourth Floor Phone: 2-6146
- **Grand Rapids**—422 Grand R. Nat. Bk. B. Phone: 4-7773
- **Jackson**—Reynolds Building, 10th Floor Phone: 6197
- **Kalamazoo**—Bank of Kal. Bldg., 8th Floor Phone: 2-0266
- **Lansing**—Prudden Building, Tenth Floor Phone: 2-1277
- **Muskegon**—207 Peoples State Bank Bldg. Phone: 22762
- **Port Huron**—313½ Huron Ave., 2nd Floor Phone: 7167
- **Saginaw**—2nd Nat. Bank Bldg., 2nd Floor Phone: 2-7115

### Missouri

(Household Finance Corporation, of America)

- **Kansas City**—1006 Grand Ave., 4th Floor Phone: Harrison 4025
- 3119 Troost Avenue, Second Floor Phone: Valentine 2157
- **St. Joseph**—Tootle Building, Fourth Floor Phone: 6-1565
- **St. Louis**—705 Olive Street, Third Floor Phone: Central 7321
- Ambassador Building, Eighth Floor Phone: Chestnut 6934
- 520 North Grand Blvd., Second Floor Phone: Jefferson 5577

### New Jersey

(Household Finance Corporation, of America)

- **Camden**—West Jersey Trust Bldg., 8th Fl. Phone: Camden 7030
- License Number 642
- Broadway-Stevens Building, 4th Floor Phone: Camden 7940
- License Number 641
- **Jersey City**—227 The Trust Co. of N. J. B. Jour. Sq. 2-0808
- License Number 288
- Jersey Journal Bldg., Fifth Floor Phone: 2-0132
- License Number 643
- **Newark**—Academy Bldg., Fourth Floor Phone: Mitchell 2-0075
- License Number 308
- The Nat. Newark Bldg., Fourth Fl. Phone: Mitchell 2-5412
- License Number 289
- Griffith Building, Sixth Floor Phone: Market 2-4585
- License Number 644
- **Paterson**—Paterson Nat. Bk. B., 3rd Fl. Phone: Sherwood 2-3220
- License Number 659
- **Trenton**—Trenton Trust Co. Bldg., 5th Fl. Phone: Trenton 5148
- License Number 660
NEW YORK
(Household Finance Corporation of New York,)
A Personal Loan Company.

Albany—631 The Nat. Savings Bk. Bldg., Phone: 5-2326
Binghamton—19-21 Chenango St., 11th Fl. Phone: 2-1296
Brooklyn—1 Hanson Place, Sixth Floor Sterling 3-1221
26 Court Street, Fourth Floor Triangle 5-1341
Buffalo—Rand Building, 13th Floor Washington 6046
Brisbane Building, Fourth Floor Washington 5685
Ellicott Square Building, Suite 782 Cleveland 2718
Flushing—Chamber of Commerce Bldg., 2nd Fl. Ind. 3-5300
Jamaica—160-16 Jamaica Ave., 4th Floor Jamaica 6-2540
New York—45 East 17th St., Sixth Fl. Algonquin 4-3434
349 East 49th Street, 7th Floor Mott Haven 9-6688
Wagner Building, Fourth Floor Fordham 4-5100
500 Fifth Avenue, Suite 1244 Pennsylvania 6-7855
Niagara Falls—United Office Bldg., 5th Fl. Niagara Falls 7080
Rochester—183 Main Street, East, 14th Fl. Stone 3072
16 Main Street, East, Fifth Floor Main 1460
Syracuse—108 W. Jefferson St., Eighth Fl. Phone: 2-6146
Utica—First National Bank Bldg., 7th Floor Phone: 4-6101

OHIO
Cincinnati—7 E. 5th St., Rooms 27-29, Phone Main 1585

Pennsylvania
Allentown—Weatherhold-Metzger Bldg., 3rd Fl. Allen 6132
Altoona—Central Trust Co. Bldg., 5th Floor Altoona 9371
Chester—Crozier Building, Third Floor Chester 8191
Easton—First Nat. Bank Bldg., Second Floor Phone: 9177
Erie—Erie Trust Building, Fourth Floor Dial 23-234
Johnstown—318 First Nat. Bank Bldg. City Telephone 322
Lancaster—Woolworth Bldg., Second Floor Phone: 8237
McKeesport—Peoples City Bank Bldg., 5th Fl. McK. 7114
New Castle—Union Trust Bldg., 6th Fl. New Castle 1357
Norristown—306 Norristown-Penn Trust Co. B. Norris 71
Philadelphia—1015 Chestnut St., Fourth Fl. Walnut 0100
1317 Walnut Street, Sixth Floor Pennypacker 5374
18 West Chelten Avenue, 6th Fl. Germantown 3742
1817 East Allegheny Avenue, 2nd Floor Regent 2050
3701 North Broad Street, Seventh Floor Radcliff 8930
7 N. 52nd St., 2nd Fl. Frank. Trust Bldg. Granite 4300
2700 Germantown Avenue, 2nd Floor Baldwin 5030
125 South 52nd Street, Second Floor Sherwood 5500
1201 Chestnut Street, Fourth Floor Locust 4700
Pittsburgh—511 Wood St., 16th Floor Atlantic 1880
Park Bldg., Room 304, 5th & Smithfield Atlantic 5332
401 Wood Street, 4th Floor, Arrott Bldg., Court 3486
Clark Bldg., 10th Fl., Liberty Ave. & 7th St. Grant 3178
6004 Penn Avenue, 12th Floor Montrose 0100
Reading—Colonial Trust Building, 3rd Fl. Phone: 7397
Scranton—First Nat. Bank Bldg., 4th Fl. Phone: 2-8763
Union Nat. Bank Bldg., Ninth Floor Phone: 4-1136
Wilkes Barre—W.B.D. & Svgs. B. B., 6th Fl. W.B. 3-1118
York—Schmidt Building, Fourth Floor York 6191

Rhode Island
Pawtucket—Arnold Building, Third Floor Perry 0317
Providence—Old Colony Bldg., Fifth Floor Dexter 9431

Wisconsin
Appleton—103 W. College Ave., 4th Floor Phone: 235
Beloit—Strong Building, Fourth Floor Phone: 1244
Eau Claire—Drummond Bldg., Rm. 9, 2nd Fl. Phone: 5129
Green Bay—305 E. Walnut St., 4th Floor Adams 393
Kenosha—U. S. Nat. Bank Bldg., Sixth Fl. Phone: 2-2352
La Crosse—Frank J. Hoeschler Bldg., 4th Fl. Phone: 643
Madison—First Nat. Bank Bldg., 3rd Floor Fairchild 5161
Milwaukee—Empire Building, Sixth Floor Daly 6041
Century Building, Sixth Floor Marquette 4687
Warner Building, 10th Floor Marquette 4446
Oshkosh—First National Bank Bldg., 6th Fl. Phone: 326
Racine—Arcade Building, Third Floor Jackson 1314
Shawano County Building, 5th Fl. Phone: 235
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349 East 40th Street, 7th Floor, Matt Havan 0-6688
W: 500

Niagara,
Rochester
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Syracuse
Utica

Cincinnati

Allentown
Altoona
Chester
Easton
Erie
Johnstown
Lancaster
McKee
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Norristown
Philadelphia

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Pittsburgh
Pottsville
Clarks Summit
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Reading
Scranton
Utica
Wilkes Barre
York

Pawtucket
Providence

WISCONSIN

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Racine—Arcade Building, Third Floor Jackson 1314
588 East 40th Street, 7th Floor, Matt Havan 0-6688

DOLLAR is worth just as much as it buys.

If you can make your dollars buy more, it will be like giving yourself a raise in salary.

A plan for spending will stretch any income to wider possibilities. A plan showing how to live within your income will bring a feeling of security to replace the worry and uncertainty of haphazard methods.

Household is placing at the disposal of every American family, whether or not they are Household customers, the benefit of its years of training and experience in helping families solve their financial problems.

This free service includes the publication and distribution of a series of authoritative booklets, "Stretching the Dollar," containing helpful information on various phases of money management; and expert consultation service personally available in nearly 100 cities, or by mail.

Greater security and happiness, the rewards of better financial health, can be achieved if the family will make a plan for future spending and work together to carry it out.

The first two booklets of the "Stretching the Dollar" series are now ready. "Money Management for Households" shows in detail how to make a practical spending plan. "Safe Food Economy" tells how to spend the food dollar wisely.

Send for them now.
Can You Answer These Questions?

What will a spending plan do for a family?

How can expenditures be guided and controlled?

Where can a family find personal help in solving its financial problems?

How can a family stretch its food dollars safely?

The Booklets Pictured Here Give The Answers