

EXHIBITION OF DIAMOND JEWELRY

SILVERWARE AND OTHER ARTICLES
Consisting of Untrodden Collateral
on Which \$10,000 Was Loaned
and Now Being Sold at

PUBLIC AUCTION

by Order of
THE PROVIDENT LOAN SOCIETY OF NEW YORK

EXHIBITION DAYS

PUBLIC - June 2nd, 3rd and 4th
DEALERS - June 6th, 7th and 8th
Exhibition Hours from 10 A.M. to 4 P.M.

SALE DAYS

THURSDAY, June 9th at 9.30 A.M.
FRIDAY, June 10th at 9.30 A.M.

DISPLAY AND AUCTION ROOM
64 East 48th Street
New York, N.Y.



A FEW WORDS ABOUT DIAMOND VALUES

GEM DIAMONDS have several major qualities: one is their intrinsic beauty which never varies; another is their long-range tendency to increase in value in spite of minor fluctuations due to temporary economic conditions.

While present prices at the Society's sales are substantially lower than in 1928, diamonds have not depreciated in value to the extent that has characterized most other commodities and forms of investment. Those who are interested in diamonds as adornment or investment will find that the Society's auction sales afford some splendid opportunities.

Both antique and modern jewelry will be sold. Appraisers of the Society will be present at the exhibition to advise on values.



WHAT DO YOU WANT?

HOW OFTEN have you said, thinking of something you wanted, "If only I had the money —!" And the chances are that now, today, there's something you'd buy, or that money would help you to achieve — if you only had it to spare!

Do you want to own a home, for instance? Or start a business of your own? Or get married? Or send your son or daughter to college? Or take that cherished trip abroad? Or be secure in your old age?

Purpose makes it possible

If you want any of these things, the new Emigrant Purpose Funds can help you! In our 31 years of experience we have learned that the most successful savers are those who aim their savings toward a definite end. Perhaps in the past you have thought of saving as a sort of "Sunday-best" virtue — a good thing, no doubt, but not at all exciting. In that case, you've probably never given yourself the goal of saving for some one future good. Start an Emigrant Purpose Fund and you'll soon change your mind about saving! Seeing it bring you steadily nearer to your heart's desire, you'll begin to enjoy saving for the first time in your life.

Purpose Funds make saving easy

Here's how they work. When you open an account, tell us if you're saving for a specific purpose, what the purpose is, and let us help you plan the course. Our six Purpose Funds include the ends for which most people save — Marriage, Home, Education, Living Insurance,

Travel, Old Age. Mention your purpose, and your pass-book will be stamped with a seal featuring that special fund. . . . If you're already a depositor, any of the tellers will stamp your pass-book with the seal of your choice.

You'll then have a constant reminder of your goal — an incentive to those all-important regular deposits. At last it will be easy for you to save regularly, for the same reason that it's easy for people to keep up their weekly Christmas Club payments—"Purpose makes it possible."

We are here to serve you

Remember, no matter what it is you want that money can buy, we can help you to get it. We are well equipped to give you specific information and counsel on any of your saving-problems — counsel which may hasten your dream's fulfillment. It is our pleasure and privilege to help our depositors achieve their ambitions with the least effort and the greatest certainty.

So why not stop today at 51 Chambers Street, or 43rd and Lexington, and begin your Purpose Fund? Or send us your name and address and we'll mail you booklets explaining the funds more fully. Many depositors start and carry on their purpose-saving by mail.

We pay 3½% interest from the day of deposit — compounded quarterly.

Assets more than \$450,000,000. More than 261,000 depositors. Safe Deposit Boxes are now available at our Chambers Street branch.

SURPLUS AND UNDIVIDED PROFITS, OVER \$53,000,000

EMIGRANT INDUSTRIAL SAVINGS BANK

Downtown: 51 Chambers Street Uptown: 415 Lexington Avenue, Cor. 43rd Street

HENRY FORD ON SELF-HELP

MY VIEWS of how people can best be helped are not new. The present period has only brought them into intensive application. Nearly twenty years ago when we established our minimum wage, which is now six dollars a day, we had the other side of the problem. It was then a problem of sudden prosperity. We tried to teach our employes how to handle their resources to the best advantage and how to evade the parasites which wait on every hand for the workers' wages. There was no criticism of our methods then; in fact, they were commended. They are the same methods now with such improvements as experience has suggested.

I said, in the first of this series, that being out of some one's employ need not mean being out of work. In the last analysis independence means self-dependence. Dependence on some one else for employment in busy times may too easily become dependence on some one else for support in slack times.

If it is right and proper to help people to become wise managers of their own affairs in good times, it cannot be wrong to pursue the same object in dull times. Independence through self-dependence is a method which must commend itself when understood.

Methods of self-help are numerous and great numbers of people have made the stimulating discovery that they need not depend on employers to find work for them—they can find work for themselves. I have more definitely in mind those who have not yet made that discovery, and I should like to express certain convictions I have tested.

The land! That is where our roots are. There is the basis of our physical life. The farther we get away from the land, the greater our insecurity. From the land comes everything that supports life, everything we use for the service of physical life. The land has not collapsed or shrunk in either extent or productivity. It is there waiting to honor all the labor we are willing to invest in it, and able to tide us across any dislocation of economic conditions.

No unemployment insurance can be compared to an alliance between a man and a plot of land. With one foot in industry and another foot in the land, human society is firmly balanced against most economic uncertainties. With a job to supply him with cash, and a plot of land to guarantee him support, the individual is doubly secure. Stocks may fail, but seedtime and harvest do not fail.

I am not speaking of stop-gaps or temporary expedients. Let every man and every family at this season of the year cultivate a plot of land and raise a sufficient supply for themselves or others. Every city and village has vacant space whose use would be permitted. Groups of employed men could rent farms for small sums and operate them on the co-operative plan. Employed men, in groups of ten, twenty or fifty, could rent farms and operate them with several unemployed families. Or, they could engage a farmer with his farm to be their farmer this year, either as employe or on shares. There are farmers who would be glad to give a decent indigent family a corner of a field on which to live and provide against next winter. Industrial

concerns everywhere would gladly make it possible for their men, employed and unemployed, to find and work the land. Public-spirited citizens and institutions would most willingly assist in these efforts at self-help.

I do not urge this solely or primarily on the ground of need. It is a definite step to the restoration of normal business activity. Families who adopt self-help have that amount of free money to use in the channels of trade. That in turn means a flow of goods, an increase in employment, a general benefit.

When I suggested this last year and enabled our own people to make the experiment, the critics said that it would mean competition with the farmer. If that were true it would constitute a serious defect in the plan. My interest in the success and prosperity of the farmer is attested by my whole business career.

The farmer is carrying in the form of heavy taxes the burden of families who cannot afford to buy his produce. Enabling them to raise their own food would not be taking a customer away from the farmer, but would be actually lifting a family off the tax-payer's back. It is argued that farm products are so cheap that it is better to buy than grow them. This would be impressive if every one had money to spend. Farm products are cheap because purchasing power is low. And the farmer paying taxes helps to pay the difference. The course I suggest is not competition with the farmer; it deprives him of no customer; it does not affect the big market crops. Gardens never hurt the farmer. Partnerships between groups of city men and individual farmers certainly help the farmer. When a family lifts itself off the welfare lists or increases its free cash by raising its food, it actually helps the farmer as it does every one else, including itself. In fact, it is fundamental that no

one is hurt by self-help. In the relief of tax burdens and the revival of industry the farmer would share the benefit.

I do not wish to be too detailed in this suggestion. I know what we shall do in our own part of the country and with our own people. How this method is to be suited to conditions in all parts of the country must be determined. I am urging Branch Managers of the Ford Motor Company and Ford dealers everywhere to study this suggestion and find the best method of applying it to their communities.

It is not a question of selling land, or of rents. Those who have the land must offer it to those who will use it. We ourselves shall farm large tracts of land, not for profit, but in experimental search for new market outlets for the farmer. We are saying to our people: "Here is the land. How much can you use?" For several years we have been running large crops of everything from sunflowers to soy beans through our chemical laboratory, in an effort to find an annual market for the farmer's produce—but that is a story I shall have to postpone until Friday. I mention it now to show that even in these larger operations we are not entering into competition with the farmer. Our hope for agriculture is to make it the partner of industry.

MANY people have found ways to self-help. Others have yet to learn how. The one wide-open, practical, certain unemployment insurance is the land. A family with its food assured is a family that can face the world. Both employed and unemployed men should invest their labor in the land this season. Hoarded labor is as harmful to the nation as hoarded cash. The family garden helps everybody and hurts none. It even helps the farmer by lifting the burden of public welfare taxes. Let every man and every family cultivate a plot of land this year, first for their own benefit, next for the benefit of trade, and for the benefit of the nation in general.