

Picture provides link

EDITOR'S NOTE: *Raymond M. Maddox, the late founder of the companies which ultimately led to the creation of Town Finance Corp., always loved hearing or telling a good story, especially when it related to "the business." We know he would have enjoyed this one.*

Just like another typewriter, counter or closing booth, a handsome, oak-framed portrait of company founder Raymond Maddox can be found in every office of Pacesetter Financial Services. It has become, as some might suggest, "a part of the equipment."

Look around the Holland, Mich., office and his picture can be discovered hanging right in the middle of the long, east wall, a position which can't be described as either prominent or inconspicuous. It is just sort of "in between."

Shortly before noon on August 5, the tall, heavyset man at the counter apparently noticed the portrait as he made payment on a retail contract obtained a couple of months earlier. That fact came as no real surprise, however, since this marked his first actual visit to the office — the initial payment had been made by

mail.

Once Marcia Rash, cashier of the Holland office since June, completed recording the payment, the man elected to use the rear entrance to the building. It was a path which took him directly by not only the picture, but by Supervisor Larry Bortz who was filling in for the office's vacationing manager, Ken Zeerip.

A few minutes passed before the man reappeared at the back door. Stepping into the office, he again stared intently at the portrait upon the wall and asked Marcia what the name of the company was? She promptly replied, "Pacesetter Financial Services."

He repeated the same question several times and Marcia patiently offered the same answer. By this time the exchange grabbed the attention of Bortz. Stepping into the conversation, Larry explained that prior to 1986 the company had been known as "Town Finance and the picture on the wall is that of the founder of the company."

An expression of relief came over the guy's face, as if some lingering mystery had been suddenly solved. "I knew I recognized that picture!" exclaimed the



Portrait of Raymond M. Maddox

customer. "I had an account with you guys in Dowagiac a long time ago and never got it paid off."

He went on to explain that shortly after getting the loan he had left the state. Upon returning years later, he attempted to locate the office to make good on his debt, but the company was no longer there and no one seemed able to tell him how to make contact.

But thanks to Mr. Maddox's picture providing a bridge to the past, the customer returned to the office the very next day to clear up his debt which had been written off years earlier.