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ion of other people who have law which the years. Many Reasons There are many reasons for this condition. Among them are: the war, lack of early religious truits and war, lack of early religious truits and war, lack of early religious truits and war and the state of the state If you are going to trade-in vour car

ANY families are about to trade-in their present cars for new cars. It will be to their interest to read and remember the basic facts about used car allowances.

Your present car has only one fundamental basis of value. That is, what the dealer who accepts it can get for it in the used car

It has seemingly different values because competitive dealers are bidding to sell you a new car.

The largest allowance offered is not necessarily the best deal for you. Sometimes it is; sometimes it is not,

An excessive allowance may mean that the new car offered you has been excessively priced.

FIRST consider the merits of each new car in comparison with its price, including all delivery and finance charges. Then weigh the different allowances offered on your present car.

A trade-in transaction is a PURCHASE, not a sale. Its real measure is whether you get FULL NEW CAR VALUE for your present car, plus the balance that you pay in cash.

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"Make Believe" - Fox Trot
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"Rail"

Paul Whiteman and Orchestra
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