

HERE ARE SOME FACTS

ABOUT BUYING AN AUTOMOBILE

By Paul D. Loranger, President, PAUL'S CHEVROLET, Inc.

- (1) **NO AUTO DEALER** (or any Merchant) gives anything away.
- (2) **ALL DEALERS** pay the same factory price for their respective make, regardless of volume.
- (3) **DON'T BE TAKEN** in by such ballyhoo as, "will you take" or "save \$1,000.00."
- (4) **NO DOWN PAYMENTS**, or extremely small ones only cost **YOU** money.
- (5) **THE COST OF** free give-aways is passed on to the buyer.
- (6) **DON'T FALL PREY** to the "brush artist" who ups the price when you pick up your car—Get a signed order with all prices and charges listed.
- (7) **BE SURE YOU** finance with a reliable, nationwide company. Check the terms of your contract.
- (8) **A DEALER** located miles from where you live can't properly care for your car.

If You Are in the Market for a New or Used Car...

REMEMBER—

- ★ DEAL WITH AN ESTABLISHED, RESPECTED MERCHANT
- ★ ASK QUESTIONS -- DEMAND ANSWERS
- ★ CHECK HIS SERVICE FACILITIES
- ★ GET A WRITTEN GUARANTEE
- ★ DEMAND AN ITEMIZED INVOICE

PAY A LEGITIMATE PRICE -- GET WHAT YOU PAY FOR

PAUL'S CHEVROLET, INC. PLEDGES TO SELL YOU A CAR AT A FAIR COMPETITIVE PRICE, WITH NO GIMMICKS OR HIDDEN COSTS -- AND TO CARE FOR YOUR CAR FOR AS LONG AS YOU OWN IT.

● **PAUL'S CHEVROLET, INC.** ●

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