

**Would you take \$?????  
for your automobile in  
trade on a new car?**

**... IT'S JUST PLAIN "BAIT"  ADVERTISING**

When you find one of these little cards on your car or in your mailbox which appear to offer you a fantastic price for your car—much more than you know it's worth—watch out.

The salesman and the dealer he represents are simply using a trick to get you into their salesroom. Once your are there they pour on the high pressure.

When your are ready to buy they begin to find excuses, apologies and alibis. They just can't let you have as much allowance as the little card said.

Or else—and watch out for this—some will deliberately mark up the price of the new car and extras being offered for sale so they can give you a bigger trade-in.

Ethical automobile dealers do not resort to such "BAIT" advertising tricks.

Remember, you never get something for nothing. Follow the Chamber of Commerce advice. Know the people with whom you do business. Before you invest—investigate!

**THIS ADVERTISEMENT SPONSORED BY LOCAL TORRANCE NEW CAR DEALERS**

**WHITTLESEY MOTORS**  
DESOTO - PLYMOUTH  
1600 CABRILLO AVE.  
PH. FA. 8-6161

**PAUL'S CHEVROLET**  
"YOUR LOCAL CHEVROLET DEALER"  
1640 CABRILLO AVE.  
FR. 8-1640

**SCHULTZ & PECKHAM**  
"YOUR FRIENDLY FORD DEALER"  
1420 CABRILLO AVE.  
FR. 8-5014

**South Shore Motor Co.**  
LINCOLN - MERCURY  
1336 POST AVE.  
FR. 8-3142

**FRED BRIGGS**  
CHRYSLER - PLYMOUTH  
1885 TORRANCE BLVD.  
FR. 8-2040

**"LET'S SHOP AT HOME"**

You get more for your money when you deal with a local Torrance new car dealer because he wants to continue selling you a car more than just a "one shot deal." Also, remember that

Torrance new car dealers are conveniently located to service a minor repair that may save you hundreds of dollars if postponed by the fact that you purchased a car from a dealer 20 miles away. Here is another important point that homeowners in this area do not recognize and

that is, the dollar spent locally comes back in many ways. For instance, sales tax to the city to help improve our roads—more jobs for friends and neighbors—etc.

**LET'S REMEMBER "BY DOING YOUR BUYING LOCALLY—WE ALL BENEFIT."**