# voL XXin, No. 20 - -5 CENTS, <br> Membe of Inailition aran <br> TWIN FALLS, DAHO, MONDAY, AUGUST 19, 1940 <br>  <br> OFFICIAL GTY NEWSPAPER <br> U. S., CANADA JOIN Defenses British Evacuate Somaliland as Italians Advance 

Munam ILISSS PMAFED HEA AS

$$
+-1--2
$$

## Auto Industry Mourns

As 150,000 "Homefolk" Listened to Wendell Willkie




Blater Biame French Fallurt,



Which lite close to the
pefense broken

-

## Late <br> FLASHES

 Englleh coast agaln todmy.
hhe Germans resumed Uhe
dayilght aerlal offensive whil

 Air Attack on England WaRNING ISNED Charlie Chaplin Gives







ONPRARAHTITSTS

## Bek relare arame day neutra would tists <br> | llaxe |
| :--- |
| rama |
| ay |
| eut |
| out |
| st |
| on |






al $\left\lvert\, \begin{aligned} & \text { diss } \\ & \text { wnil } \\ & \text { cat } \\ & \text { dat } \\ & \text { pe }\end{aligned}\right.$


## 





Roosevelt Calls For Quick Action



## Meeting Here

 BOISE, Aug. 19 (U.P)-Rep. Charles Halleck, R,
Ind., who nominated Wen-
dell L. Willkie for President dell L. Wilikie for President
at the Philadelphia G.O.P.
convention, will keynote the conventon, will
Idaho Republican state
plaform convention at
Twin Falls Aug. 31, State Twin Falls Aug. 31, State
Chairman Tho ma as J.
Heath of Preston advised Heath of Preston advised
today,
In telegrams to state
Republicen leaders, Heath Republican leaders, Heath
said the temporary chair-
man and principal state man and principal state
speaker wo wld be an-
nounced upon his return
homie from his current trip


Roosevelt Raps Republican Policies As Wallace Plots Campaign.


ation for a winter's stay at school. And with the changing season the home deserves a change of costume, too! Drapes, curtains may need apparel for all the family must be checked over cleaned and summer the winter months. Between family and home, fall becomes the year's the winter months. Between family and home, fall becomes the year's
busiest season for the housevife!

# SAVE MONEY, TIME, WORRY, FUSS 

 with TROY \& NATIONAL SERVICE
## Troy \& National

LAUNDERERS \& DRY CLEANERS
are your biggest aids in your preparations for FALL!
CONSULT YOUR TROY OR NATIONAL ROUTEMAN FOR WIFE-SAVING AIDS!

Call your nearest
TROY or NATIONAL - OFFICE

Twin Falls - National, 788, Troy, 66 Gooding - Phone 7
Jerome - Phone 67
Shoshone - Phone 45
Wendell - Phone 45
Hailey, Phone 88
Ketchum-A8k for Troy \& National


Other Suggested ,Aids for FALL
HOUSECLEANING
Recondition
BLANKETS

- With the changhng seasons,
 tityl check over yyur puppury-




- Quality Work On CURTAINS, DRAPES - If you feel your hame doe





 ara carteulys preserved.

Summer Apparel Storage

- Lett in plek up, clean and tor



Always Expect TRUE ECONOMY When You Call
TROY or
NATIONAL
Our Reputation 'Assures You Com ploto Satisfaction!

## Laundry Services

8 individualized services serve as many individual needs!

1
BACHELOR BUNDLE
 Ins. PRICED by the PIECE!
3
ROUGH DRY



8c per lb. minimum 50c
A. ECONOMY

 7 c . per lb . minimum 70c

2
PRIM PRESS

 numfons. 8 cc

$$
\begin{aligned}
& \text { ( THRIFTY }
\end{aligned}
$$

$$
\begin{aligned}
& \text { and } \\
& 6 \mathrm{c} \text { per } \mathrm{lb} \text {. minimum } 70 \mathrm{c} \\
& \text { 7c per lb. minimum 70c } \\
& \text { FLOAT IRON }
\end{aligned}
$$

Upholstered furniture and its care is no problem when you call Troy or National. By special processes we can completely clean the largest pieces, restoring their natural luster and appearance except where actual wear has taken place.

...and the always popular. DRI-SHEEN Dry Cleaning
.. . has become Magic Valley's best accepted method of dry cleaning. An exclusive method to Troy and National, it assures you that all apparel will return with that "good-as-new" appearance-and a careful inspection of all DRI-SHEEN cleaned apparel will prove our quality work!
7
DAMP WASH


5 c per lb . minimum 70 c
8
 5 c per lb. min. 10 lbs .49 c

Here are Specialized Services at the TROY \& NATIONAL that will appeal to every housewife

## Now your finest OVERSTUFFED FURNITURE

can be effectively, carefully
cleaned with our exclusive method


## fatho <br> TILLPRHONE 88



## How to Conquer Courteously

Even conquest is not what it was in the old days. The world isn't getting any more decent or an Observe the difference between conquest, 194 odel, and conquest in the old bad day In the O. B. D. the invading army marched in, beat verything removable, and werybody in sight, stole Thitable garrison and an iron-fisted governor enlightened age. Follow the modern procedure
The invading army marches in, beats the defenders So far it is all the same. But now it changes. Nobody
is massacred. Nothing is stolen. The occupying troops are polite, not to say courtly. They pay for everything

Now follow closely. They pay with special money, all printed up in the home country for the occasion the shopkeeper who sells a pair or ney-let's call' e bitz-dollars.
But the invaded country is still using its old traditional money, People will take blitz-dollars from the invaders, but not from each other. So the merchan
takes his accumulated blitz-dollars to the nationa ank of his coutry and an here I want old-fash ioned money for these. The bank obliges, because must, at a rate of exchange set by the conquerors.
Now watch more closely. The silk stockings, whic are goods and therefore valuable, have gone off to th country of the invader. All that the invaded country has to show for them is certain printed slips, fast ac cumulating in the national bank. If the invaded counings, these blitz-dollars must be capable of being ex changed for other goods

But they aren't, except in the invading country. So shipped away for blitz-dollars, the invaded country must buy something from the invader with them.
The invader then offers to take back his bitz-dollar for exactly whatever goods he chooses to dump on the to charge. The invaded victim has no choice. - It isn't business. It isn't quite stealing in the man ner of old-time conquerors riding off with loot at the
saddle-bow. Just what it is we scarcely know. But France, and Norway, and Belgium, and Poland are finding out.

## Sit Tight, Congress!

Back in June it had been proposed that congress ad journ as soon as possible. We were. among those who felt that congress should sit tight and sa
critical state of affairs being what it was.

Since then, congress has done work of the mos urgent kind for national defense. It has started rolling It has passed the "two-ocean navy":-bill : It has gotten well into discussion of the program of training for th National Guard and for universal selective service. It is deep in discussion of tax measures critically affect
tary of the navy and of war.
That is work that fully justified staying in session since June when adjournment was proposed. Since Problems have piled up. Congress' duty to continue in session and get to grips with the national problems is today even plainer:

## One Life for Other Lives

When Capt. Robert M'. Losey, U. S. military attache in Norway, was killed by a chance bomb splinter las gotten in the welter of misfortune engulfing all
Now it appears, however, that Captain Losey was rendering a service that remains of great value after meteorolorist, he hav made veluable obsorvatione the performance of Russian planes in Finland in Arctic cold.
These reports, despite Captain Losey's death basia of tests at the Fairbanks, Alaska, station this winter, when army flyers will get thorough training on Arctic Aying. Thus the information in gaining whisposal of other Ancrican flyers who may thereby dave their own

Now it's the combination planorauto that's boin developed. A parachute as well as roller' skates
standard equipment for the gals from now on.

British leador calls Navi propagandl loaflets teditreciminno it merely as hooe

POT SHOTS
mira
The Gentleman in
the Third Row

Solution, Free Of Charge




## 

- IT'S NEW When
ho nee
cand
anvent can save inaurance money.
gaidd theo lady mhe
owas (one of whlch kitcks):


PRESS Photog reports on
the Fonest firet



##  <br> Aro Just a al 10 of chatiteri God old foresn commerce, Tho European war . <br> What he'lid do about Really such a bore. nut yote we did <br> In vore wo wid In every toun and city We voted for Clen Taylor 'Cause he sling so pretty.

to. glentazlor



## 



## 






- SERIAL STORY

MURDER INCOGNITO
OY NORMAN KAHL


## - BRUCE CATTON IN WASHINGTON



-


On Display at Your MAYTAG HEADQUARTERS Also Good Stock of Completely Ilecondittioned
Uned Washers
WILLON-BATES APPLIANCE nuvirat
Phone
g07 TWIN FALLR
Thone A16-W
what HOPS DO FOR BEER AND ALE

## START YOUR WEEK RIGHT SOFT WATER

## Inexpensive Rental Basis

Don't battle hard water inconvenience - Let us instal soft water in your home tomorrow and bring you the joy
of delightful rain soft water. You'll find that you actually of dolightful rain soft water. You'll find that you actually
save money with this service. Don't wait - Call 226-J to save money with this service. Don
morrow for complete information.

- SATISFACTION GUARANTEED
- MAKES HOUSEHOLD TASKS EASIER
- NO EXPENSIVE INSTALLATION CHARGE
- SAVE MONEY IN WASHing MATERIALS


## "Ask Your Neighbor"

## Soft Water Service Co.

229 2nd Ave. S.

## 2 13 Social-Clubs-Lodges

U. S. Acting Like France,

Famed Authoress Warns



SUN YALLEX, Aug, 10 (gpectal) tha 'rat in tho corner' deen, that







 "We lank Reallze Danger


 or else develop an iddal other than ${ }^{2}$ Boonthe conclududed.

90 Members Attend
ShullloMast Reunion Descendants of the Shuil and Mast families held their 10th at Filer Sunday. Ninety members of these two families, who
trace their genealogy back to the 17 th century, came from and Idaho, to attend the dinner and program. Wastimgto
at who has passed his 87 th birthday, was the oldest member
of the Shull family represented. Rheuben Mast, Coquille, during the past ten years has he Mast familles. The reunion een held in Kansas, North
and Mast Ramilles to hold thetr 1048
Card Missouri, Oregon and
reunion in Manila.
 ate in Idaho.



 Aographlcal and histortenl hketchio of Altend Olm Gatherins
 Miss Mary Ellen Howard, Kim- Wendell, Marvln, Gaylion. Max Pin , MIss Agies Bmith, Buht, a ton, Kmn . and Mr. and Mrs. Diar Mra. Ada shall, Myrtio Briliot, onde, Mra, Lenore stevens, Allegnin on." They were her own compont-





Goiden Wedding Okiahoma Trials
 Marriage to Lloyd E. Jenson ,

 Lawing the axchange of vows Sunday aliternoon at the Rex Thomas
home. Mra. Jenson mas formerly Miss Dalsy Done Thomas
(Times Photo and Engraving)
Rites Read for Fern Freymiller. Orenon Couple Weds R. Kaufman

 Le Weinhard, slster of the bride,
mere orflcial witnesses.
Members of both tamplese accom-
$\qquad$
M

## hink and blue hower arranged

In henar of Mre, Dorothy Dennls,
ont and
pides and blue shower was glven
Twin alternon nd Mrs, Mllce Hind
of Buhl at the latter's country hom
near Buhl.
Gints were pre sented to the
anoree after an atternoon of games

terved Irom a large table covered
with a Jace colot and with an at-
tratve owl of lite summer flowers
as the centerplece.
Guests, bestldes the hostesses and
honore, were Mrs Maute Dennis.
Oras. Ruth
and




8 MONTHS of Business Training Can Save You Years of Business Anguish
5. $= \pm=2$ $= \pm=$
Twin Falls BUSINESS UNIVERSITY (20\% DISCOUNT FROM DELVERY PRICRI


## Re-Luster Cleaning

 Sta-Press Pressingash and carry prices



| Shower Arranged | amm Harem wo |
| :---: | :---: |
| At Billiar Home |  |
| For Brides-Elec |  |
|  | diole |
|  |  |
| evering |  |
|  |  |
|  |  |





SAVE TME-TRAVEL IH COMFORT- OH THE TPAA
 SPECILLLOW ROUND TRIP GARES

| NEW YORK | TO |
| :---: | :---: |
| \$113.30\| 8105.85 | 578.75 | HLut |
|  |  |





## worm IRON HIREMAN NOW

No Payments Unsil October on FHA Plan





$\$ 17950$
$\%$ OV SIFE RUUIE



-

Here's Why British Pilots Get











## AIRPLANE BUILDERS WANTED!

 and 0
 minm uncem mim
 henlthy U. B. Ottizons are ellgibie for this factory training.

## NAML

................................................................
EXACT ADDRESS
OCCUPATION $\qquad$ ruman No. lines add to its charming exterior.

## JEROME









## SMARTLY

 Back to School

## bartlett pears <br> John Gourley

RICHARDSONS CLEANERS \& DYERS
maxtot Peat Otute Phone 870


A Delightulu LOW.cost home present dwelling . . . compare the low monthly payments of $\$ 18.76$ widh your present reat. You can build this delighduul home and enjoy itu many conven The two bedrooms, large living room, and convenient kitchen all have cross-veatilation and are arnugged to provide maximum liveability. The sheltered en

Why not visit our office tomorrow and soe the | you can own this delightful |
| :--- |
| Cape Cod for only $-\ldots . . . . . . . . . . . . . . . . . . . . . . ~$ |
| 16 |



Thi-State Lumben Company

# 6,500 WITNESS WILDEST SUN VALLEY RODE0 

|  | SPORTS | - |
| :---: | :---: | :---: |

Gooding Clinches Tie for Championship in SCI League Battle

Maddened Bull Gores Homer
Holcomb; Bronc Riding Title


Rain Saves Game For Indians as Tigers Are Beaten

##  <br> Combine to Bring <br> 2Victories Over Buhl

 ing star, who went from behind the bat to the pitching
mound when the north gide hurring staff was in bad shape a
month ago, pitched his team into a cinch tie for the SCl month ago, pitched his team into a cinch tie for the SCI
league championship here yesterday when for the second
Sunday in a row he hurled and won two games.
Keller pitched $3-1$ and $9-3$ victories over Buhl in the two Sunday in a row he hurled and won two games.
Keller pitched $3-1$ and 9.3 victories over Buhl in the two
seventinning games and now the worst his cub can get is
a tie for the league title. Shoshone also won both its games





Poor Bimelech Out-So People Will
 Lơwe Captures 1st Place in Batting Race










 TEAM BATING A


| Good Horse |
| :---: |
| Mack first donned his celluold collar yet the sox continuio firm In their positton as the No. 1 roubiemake Just what kecps them league <br> 'Arst Just what kecps then but if Dykes sn't usisns mirrors he must or hypnotism... or both. Ted Whilams, the Boston Red ox fielder, Just lately announcet he would rather be a treman always eager to please have promptiy instalied a ire alarm in Williams comes to bat his cars may hear he sweet musse true love... It the Yanks cant win, at least they aro willing to the spurt of the Plttaburgh Piratesp. Whatever happened Ducky-Wucky Medwatch Whatover happened to Your Chance as a threc-year-old ditle contenderp Frankly I don't know $\ldots$ But if you Fant to know whatever hap. pened to the nawonal doubes conc nls tournament, I'll toll you. It opens today in Brookline, Mass, IIl do more III glve you my selection-Bobby Ruggs and Welby Van Horn, Lucky people. |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |



AUCTION ADVERTISING sale bill deal

## For your auction

 sale this Fall plan to get more people outand get more money from your sale by using the Times and New advertising plan. You get ads and sale bills all at one price. Find out bout this advertisyou atart planning your sale!

Phone 38 or 32




## MARKETS AND FINANCE <br> By United Press

|  |  |  |  |
| :---: | :---: | :---: | :---: |
|  |  |  |  |
|  |  |  |  |
|  |  | ${ }^{\text {amm }}$ |  |
| 蝆 |  | $\underbrace{\text { and }}$ | \％ |
|  |  |  |  |
|  |  | Ratil |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  | －Dar |  |
|  |  | Pome |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  | 2e |  |  |
| \％inm mimmemim min |  |  |  |
| xax med |  | Paparat M |  |
| ander mita |  |  |  |
| A， | ES |  |  |
| Some |  | （ix） | datio aciolens |
|  |  |  |  |
|  |  |  | IVI SX LIVES |
|  |  |  |  |
|  |  | Sitace |  |
| 边 |  |  |  |
|  |  | nom | dems margate Dempees， 37, Mas |
| asin | 边 | Unice |  |
| ，\％emm： |  |  |  |
|  |  |  |  |
|  |  | Amerran Roilling | ${ }_{\text {collt }}^{\text {calt }}$ |
| ${ }^{6}$ |  |  | Prigat |
|  | fize： |  |  |
| atiou |  | Hetersin |  |
|  |  | Ster | ${ }_{\text {a }}$ |
|  |  | Sole |  |
|  |  |  |  |
| coal Mar |  |  |  |
| ：Buying Prices |  |  |  |
| tas |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  | －BUTTER．EGGS |  | ${ }^{\text {rered }}$ |
|  |  | PECIAL WIRE | ， |
|  |  |  |  |
|  |  |  |  |
|  | ER BEANS ${ }^{\text {a }}$ |  |  |
|  |  |  |  |
|  | DRINK P |  |  |
|  |  |  |  |
|  |  | Sorico | 边 |
|  |  |  |  |
| Medim it | mitemid |  |  |
|  | creminect |  | 隹 |
| coble | S10 | 边 | ance thursay his |
|  | pas |  |  |
| ， |  |  |  |
|  |  |  |  |
|  | and |  | To Pi |
|  | Service |  | One Lesson |
|  | Infantat |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  | nisin |
|  |  | Shipping |  |
| Incumbent Files |  |  |  |
| ＇In Trustee Race |  |  |  |
|  | OOL，BLAMKEIS |  | mas |
|  |  | d | dime |
|  | diluales |  |  |
|  |  |  |  |
|  |  | Sen |  |
|  | ，triol |  |  |
|  |  | ， |  |
|  |  |  |  |

 N


## Pocial Additional

Six Scenes Will Calendar



## Looking for a Place to Live? Follow the Daily Listings in the Want Ads



 SUMMER CABINS PETTIT Lake Ranch, cablins, had
die horases pack trupa and meals
Mrr. D. F. Cark, Twin Falls. GOOD THINGS TO EAT SWEEET CORN. Ph. 2077-ML. $\frac{\text { CUKES, tomatoes, carrots. }}{\text { JERSEY-GUERNSEYY milk } 0188-\mathrm{R} 2}$

$\therefore$ in the homes advertised regularly in the News - Times, because they are the best on the market. From years of experience Magic V,alley homeowners, renters and real estate men have learned that they can reach their best prospects through the Want Ads.

If you want to buy or rent a home, don't delay, use the TimesNews Want Ads. Phone 38, 32. Write or come in.

|  |  |
| :---: | :---: |
| WANT grl for housework. Call 424 or $54 \mathrm{~F}-\mathrm{R}$ after $6 \mathrm{p} . \mathrm{m}$. | Bi.and rm. 120 fith Ave. N. |
| 隹 |  |
|  |  |
| WANTED: Competent girl tor gen- <br> ${ }_{5}{ }^{\text {eral }}$ | FURNISEED ROOMS |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| WANTHD - Experienced miner to <br> drive tunnal. Ph. 1043-W evenings. |  |
|  |  |
|  | AIr-Cond. bedrom. |
|  |  |
|  |  |
|  |  |
| SALESWOM |  |
|  |  |
|  |  |
|  | Two 3 -m.m. houses. W. E. |
|  |  |
| NESS OPPORTUNITIES |  |
| BALE: is interest in beer parlor, cafe. Inq. Roosevelt Ciub, Wendell. |  |
|  Times: |  |
|  |  |
|  coult hande. Box 10, Nesso-Tmes |  |
|  | 6 Rms. mod. Ina |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  | HOMES FOR SALE |
|  |  |
|  |  |
| UNFURNISHED |  |
| COANOT, Brassean Apt Adult |  |
| $\overline{\text { MODERN }}$ duplex, ${ }^{3}$ mans, bath Heat. hot water. Carnge. Adult604 thl threet east. Ph. 638 .J. |  |
|  | B ROOM house. Just completed. Located East Lawn addition. FHAloan. Phone 100. Keel Wurison \& Btronk Lumber Co. |
| FURNIBHED APARTMENTS |  |
| Lsox. Reed apta Pr. 12 |  |
|  |  |
| La. m, , itithen. Cloen, 2278 eth E . |  |
| APT, redec, el. range, 210 oth |  |
|  |  |
|  |  |
| 2 RMM arir cond. 005 2nd Avo. N. |  |
| 4 MmP |  |
| MOD. 1 mm . Autus |  |
|  |  |
|  |  |
|  |  |
|  |  <br>  ucent T. F . 220 Jrd Avo. 1orth. |
|  |  |
|  |  |
|  |  |
|  |  |

RTletr Padrb off Peaches

LOST AND FOUND


WANT TIde Iova. Share exp. Ph. 23. WANT glri, chool as5, to bourd and Very reas. Bax 25 , Neens-Tmes.
 $\overline{\text { spraithi- Bendine oin perm }}$




## 

| Taxes leas coll fees) ...t | 2.50.80 1.53650 | Rental ot Pastur $\ldots$ |
| :---: | :---: | :---: |
| eral LLenses |  |  |
| Dog Lieneses | (103200 | Pen |
| Basechan Admastions |  |  |




## 

## 

$\qquad$ ${ }^{8.401410} 1$
 balayce biter



## $\underset{\substack{2 \\ \text { Res } \\ \text { Res } \\ \text { Res } \\ \hline}}{\substack{\text { Rese } \\ \hline}}$

ol


Bicycle Sales \& Service






Dr. .J. Manler. 12 Mans N Ph. 1977







## $\$ 25$ to $\$ 1000$

on your car


Radio Repairing .
$\frac{\text { Powzif radio-pions } 1000}{\text { Trailers }}$
$\frac{\text { Trallers for fent } 201 \text { Fourth Wast. }}{\text { Trallor IDousea, Gein Traler Co. }}$


Lady Luck Decides Varied Justice, Constable Posts




 thls ${ }^{\text {the }}$ were 'd
ferent jobs.





 er of races for those prectinct of-
fices.
in In Twin Pills, the cily's two vet-
eran justices of the prace were
nominate on both party tickets.


 can slde to place him No. 2 or
tikelet.











 pasurge. Boland did
nompnation this year.
Other $j$ lustice and con Charles W. Ronk, sr., was nominaconstable votes. Dendidate ocrath had hat mol votes, worse whth elght write-nh nomination 1 he
wilhes, to take it.

## NAMES

 NEWSBy United Press
 eplanco speesh of wo the ac-
 speak at 6:30 MST over a Na -
flonal Broadcasting company netChalrman Martun Dies of the
house commaltee investigating $u n-1$
 bout ther foredges spies in and


 Wendell $L$ L. Wullikle todny Inspect-
ed dils five Indlana farms. He sald

 acparatilon, The reconcillatilon ooourred when her father, WHIllom
Bronn, vestited Hollywood from his
Dallus, Tex,


 olly elections in publle power owner-
 charge "unprotected userssto of over-
tricty"
by approximately



 who confessed to pollce that he beat
to denll and raped Mary Maryrit ROGERSON J. W. Jackson and daughter, Ethel
Anmle, Woodmard county, Okin.,
 Hon hour of western states nach




 ary, Wedinemany ovenling



the cigariette of costlier tobaccos


No wonder:go many motoristra are
framaing Standard's ScenicArt Ptints: Tramaing Standard's ScenicArt trints
-they're so beautifull The selection was made from over 4,000 naturalcolor photographs! They're freel
arandind on Coupant or cilliformin


FOR EXTSA SERVICE GET standaro
Gasoline-Unawupeesed


$M$OST people who buy automobiles these days have an old car to trade in. And many of them think they get the best "deal" when they buy where they get the biggest allowance for that car.

But as you can easily see, what really matters in a trade is the money difference between the oldcar allowance and the new-car delivered price.
For the new-car delivered price may be "packed"-an extra amount may be slipped in to provide for a bigger allowance on the old car.
You think you get a better deal - but you may find you are actually paying. out more money in the end.

To enable you to better understand the items which make up the price of the car you buy, General Motors
has furnished its dealers with "plainview" price charts and price tags. This chart and price tag make it easy to see the money difference you actually pay out.

In addition, under the General Motors merchandising policy, the customer is entitled to an itemized invoice giving detailed information.
All this information helps you buy on real value instead of used-car allowances alone. Visit your local General Motors dealer and have him explain how "plainview" pricing helps you get the most for your money.

This is the standard price tag furnished by General Motors toits dealers to show what makes up the looal delivered prices of new cars delivered to customers. most for your money.


## Generll Motors

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • LA SALLE • CADILLAC

