
 $\qquad$
 $\qquad$


## SENSATIONAL SALE OF USED MOTOR CARS

Save by Buying Now-Prices Have Reached the Bottom of the Market COVEY SAYS:-
"The public refuses to become excited over red ink and flashy headlines-they want facts-they have no
interest in mere claims-they want cut prices. Tell them that we puderstand a sale to mean real cut prices
and that a sale with us must be just what it seems."

## HERE ARE THE FACTS

Our used car sales volume absolutely controls our ability to accept trades on new car business. When our used car business slows down, our new car business is seriously affected and we can better afford to give the public the benefit of our accumulated used car stock at a great deal less than cost, than we can hold it until early spring, when we feel that the used car markr will be better and in the meantime deprive
HERE ARE THE PRICES AND THE PROOF

 reproducing two of our clasesified ade, one dated Oct. 9 and one Nov. 12 , which show the level of prices, to for this sale. OCTOBER 9, 1929.

|  |  |
| :---: | :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |



All used Cadillacs will be sold at reductions from our former prices proportionately as great as those shown in the above comparisons. Undoubtedly this is the logical time to buy one of these desirable cars. Most of our automobiles are Covey rebuilt and guaranteed-some are high grade "AS IS" cara. All are priced so low as to demand your immediate action. This sale will cause us great financial lose, but all we ask is
that through your quick response to our call, you profit in equal proportion. By all means take advantage that through your quick response to our call, you profit in equal proportion. By all means take advantage chandise while on sale at such astounding reductions.

SALE BEGINS TOMORROW
Bring a.Small Cash Payment With You-Long Terms on the Balance
REMEMBER-If COVEY Does It, He Does It Right

## COVEY MOTOR CAR CO. oran Evemacs suv sunuars

