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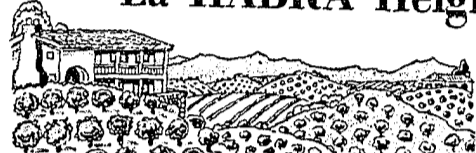
How to Go: Drive out today west on Pico to Motor Avenue at 20th Century-Fox Westwood Studios . . . then left to tract office at Manning.

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Important, too, is to know when and where to make the purchase of the home which can mean so much to you. Let's see what today offers to prospective home owners: Experts say there are three important factors to be considered when you consider buying or building a home.

**1. PROPERTY COST** A recent survey conducted by over a score of district realty boards disclosed that a well located residential lot costs 47% LESS than it did in "normal" 1926.

**2. BUILDING COST** While building costs are higher than they were a few years ago, the survey revealed them still well below "normal" 1926.

**3. FINANCING COST** Seldom, if ever, has the prospective home owner had an opportunity to literally "cash in" on financing costs. For example, at interest rates prevailing in 1930, a \$5000 loan, repaid at \$50 per month—including interest and principal—cost \$3750 . . . or 74 per cent of the loan. Today, interest on \$5000 borrowed is 47% LESS. Financing costs have been cut nearly in half, saving \$1750—more than offsetting rising building costs.

\* \* \*

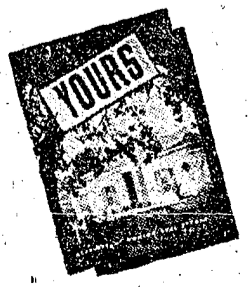
**TAKE BROKER'S ADVICE—**Yes, owning your own home is a wonderful thing—if it's the RIGHT home. To be sure it IS the right home let your real estate broker apply his knowledge and experience to your problem. He is trained to know the answers to problems involving real estate—whether it be the purchase of a "dream home" or of income or business properties.

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