



It's Her Dream...



...and His Pride

THE NEW 1954 OLDSMOBILE!

Greatest Savings Yet Seen,
Never Before Such

Tremendous Trade-In Allowances!

WE HAVE . . .

- * SEDANS * HOLIDAY COUPES
 - * CONVERTIBLES * COUPES
- Choose Now for Greater Selections!

Quality Safety Tested Used Car Buys



'52 CADILLAC "62" 4-Door. Equipped with radio, heater, hydramatic, whitewalls, and power steering. Has beautiful maroon finish. **\$2895**

'53 CHEVROLET Bel-Air 4-dr. Radio, heater, white wall tires. 2-tone ivory & green finish. A new car trade. **\$1645**

'53 FORD Customline 4-door Sedan. Overdrive. A real quality Buy. A sharp, clean car. **\$1445**

'53 PONTIAC Catalina Deluxe model equipped with radio, heater, hydramatic, whitewalls and light blue finish. Car is showroom sharp. Another new car trade. **\$1995**

'54 MERCURY Hardtop Coupe Monterey. Fully equipped including radio, heater, Merc-O-Matic, whitewalls, all leather interior and 2-tone black and white finish. A beautiful new car trade. **\$2795**

'53 CADILLAC Coupe DeVille. Cadillac extras include radio, heater, hydramatic, Power steering, and genuine wire wheels. Local 1-owner car. A new car trade. 2 to choose from. **SAVE \$1800**

RONALD E. MORAN Inc.

Your Oldsmobile & Cadillac Dealer
25 PACIFIC COAST HWY. HERMOSA BEACH
JUST CALL FRontier 4-3436 FOR YOUR RIDE IN A "ROCKET"



IN COLOR . . . Charlie Reed, of Torrance Tee Vee, at 1629 Cravens Ave., tunes in one of his new Motorola Color TV sets now on display for the first time in Torrance. Reed has hosted many people who stop in the store to view the new color programs. He's waiting for the Rose Parade, himself.

Torrance TV Will Offer Large Screen Color Sets

Torrance TV, 1629 Cravens, California appliance dealers selected to offer Motorola's new 20 1/2-square-inch color console, first large screen color receiver to be sold for less than \$1000. Torrance TV received its color franchise from Edward R. Taylor, vice-president and assistant to the president of Motorola, Inc., during a special visit here last week by the Chicago executive.

HALLOWEEN COSTUMES!
RENTALS
\$3.50 to \$10.00
CHOICE OF 1500 COSTUMES
GOODWILL
COSTUME SHOP
453 Golden Ave. Long Beach
—Open 'til 8 p.m. Oct. 18 to 30—

Special color demonstrations, to be staged at Torrance TV during the coming two weeks, are scheduled to coincide with network color telecasts, according to store officials. Features of the color sets include: one-knob, continuous tuning for all channels; one-knob color control as easy to adjust as black-and-white; perfect black-and-white reception; a new chassis designed for minimum servicing, Morgan said.

(Political Advertisement)

DON'T TIE IKE'S HANDS!

Avoid Another Stalemate



GIVE HIS PROGRAM A CHANCE

Elect ROBERT H. FINCH YOUR CONGRESSMAN

Finch is an experienced able young man who will provide the vigorous leadership and representation our District so sorely needs. Finch will be a representative of all the people, and always sensitive to the needs of the entire 17th District.

Vote the MAN . . . Robert H. FINCH who knows our problems and is pledged to work on the job to solve them.

• FINCH KNOWS WE NEED...

HARBOR DEVELOPMENT
MORE HIGHWAYS
MORE SMALL DEFENSE PLANT CONTRACTS



Vote the Man!
Robert H. FINCH
Your Congressman in the 17th District

CLEARANCE SALE ON ALL USED TV SETS!

16" Television Console
New Picture Tube with One Year Warranty **\$69.95**

17" General Elec. Console
Specially Priced for this Sale! **\$89.95**

2 Motorola Consoles
Choose from Two Fine Used Sets for Only **\$89.95**

OPEN EVES. 'til 8 P.M.
FRIDAY EVE. 'til 9 P.M.

